

4

A more prosperous city

Direction 4

- 4.1 Maintain access to productive natural resources and an adequate supply of well-located land for energy generation, infrastructure and industry
- 4.2 Strengthen Central Melbourne's capital city functions and its role as the primary business, retail, sport and entertainment hub for the metropolitan area
- 4.3 Further develop the key transport gateways and freight links and maintain Victoria's position as the nation's premier logistics centre
- 4.4 Create opportunities for innovation and the knowledge economy within existing and emerging industries, research and education
- 4.5 Encourage the continued deployment of broadband telecommunications services that are easily accessible



Maintain access to productive natural resources and an adequate supply of well-located land for energy generation, infrastructure and industry

The availability of well-located industrial land in metropolitan Melbourne and the surrounding region is a key competitive strength. Industrial development will be concentrated in locations near road and rail freight networks. Loss of this strategic resource to other uses, such as stand-alone offices that are better located in Principal and Major Activity Centres, will be prevented. Industrial areas of State significance will continue to be protected from inappropriate development, in order to maintain supplies of land for industries that require significant buffer distances from sensitive or incompatible uses.

Farmland and natural resources such as sand, mineral and stone deposits are further important assets for the region's future development. There is also considerable potential to recycle waste water.

The development of appropriate infrastructure to meet community demand for energy services is a significant planning issue. Electricity consumption continues to grow across Victoria due to general economic growth and more affluent lifestyles, which has led, for example, to increased use of air-conditioning. At the same time, community sensitivity is growing about the environmental, health and safety impacts of new electricity or gas projects. This concern needs to be balanced against the need for investment in new infrastructure. Adequate separation will be needed between existing and future infrastructure and residential areas.

Melbourne 2030 protects strategic resources from displacement and encroachment by incompatible land uses. It will ensure that there is sufficient land to accommodate demand from industry and infrastructure providers, and to provide appropriate buffers between incompatible land uses.



The availability of well-located industrial land makes the region competitive



Initiatives

- 4.1.1** Update the mapping of current and potentially productive land resources in the region
- 4.1.2** Identify and safeguard strategic deposits of sand, mineral and stone, to maintain their potential for exploitation, including provision for buffer areas
- 4.1.3** Protect the identified areas for potential supply of recycled water for forestry, agriculture or other uses that can use treated effluent of an appropriate quality
- 4.1.4** Increase protection for natural resource-based industries, industrial land and energy infrastructure against competing and incompatible uses
- 4.1.5** Set aside suitable land, protected by appropriate buffers, for future energy infrastructure
- 4.1.6** Implement measures to encourage manufacturing and storage industries that generate significant volumes of freight to locate close to air, rail and road freight terminals
- 4.1.7** Ensure an adequate supply for all categories of industrial land and work with the land development sector to address discrepancies in supply and demand
- 4.1.8** Extend industrial land-use monitoring to key regional cities and towns throughout the region
- 4.1.9** Assess the impact of the Scoresby Integrated Transport Corridor on the demand for new industrial land, and address any supply issues
- 4.1.10** Protect the existing Laverton North and Dandenong heavy industrial areas, determine the need for and location of future industrial precincts in the metropolitan area to cater for heavy and potentially hazardous industry, and provide adequate protection for those uses in those areas including buffer areas





Strengthen Central Melbourne's capital city functions and its role as the primary business, retail, sport and entertainment hub for the metropolitan area

Central Melbourne is Victoria's largest and most varied focus of activity. One of the nation's principal concentrations of business, tourist, cultural, entertainment, research and government activity, it is a major hub of transport and communications networks and the State's gateway to the global economy. Despite the effects of information technology and the knowledge-based innovation economy, it remains a place where human contact is valued. Victoria's prosperity will continue to be strongly linked to that of Central Melbourne. The Government will maintain and build on that prosperity.

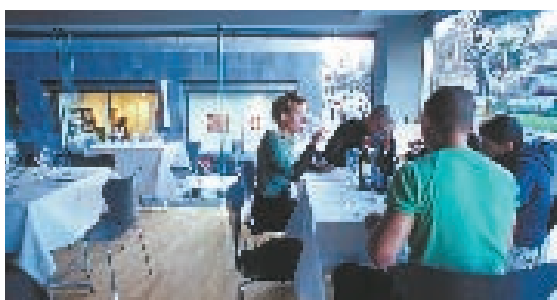
However, while the City of Melbourne is one of the State's fastest-growing municipalities with increasing population and many billions of dollars committed in development investments that will benefit the region and the whole State, Central Melbourne still faces difficult challenges. Some business headquarters have relocated elsewhere and there is increasing competition for investment from other cities in Australia and overseas. Major changes to service provision are being forced by the changing nature of retailing and employment, and by competition from Principal and Major Activity Centres in the suburbs.

Further growth in appropriate areas of Central Melbourne will be encouraged. Growth will continue in Southbank and Docklands (as mixed residential and commercial precincts). Development in sympathy with the character of the area and that retains its high quality of amenity will

also occur in the biotechnology research, education and production precinct centred in Parkville but will be limited to uses that accord with the research focus of the precinct.

The Central Activities District will be planned and managed to retain its position as the prime office and retailing centre for the metropolitan area as well as a major destination for visitors. Large-scale sport and entertainment facilities of State or national significance will be located within Central Melbourne and close to the Principal Public Transport Network.

To retain and attract visitors and highly skilled workers, a variety of housing types will be provided and amenity and transport and communications infrastructure will continue to improve in this area.



Victoria's prosperity will continue to be strongly linked to that of Central Melbourne



More than any other part of metropolitan Melbourne, Central Melbourne depends on the quality and capacity of the public transport system to move people to, from and around it. Yet, while it has the city's best network of services – tram, bus and train – Central Melbourne is experiencing capacity limitations that, if not addressed, will make it difficult to meet the Government's target of 20 per cent public transport mode share by 2020. The capacity constraints mainly affect tram and train operations. They will be addressed in line with increased demand.

Continued investment in Central Melbourne is proposed to increase its attractiveness as a place that draws globally-oriented business activities and tourists from overseas and interstate (see 'The Yarra Plan'). This is the area that encapsulates metropolitan Melbourne and Victoria for many overseas and interstate visitors. Its parks and gardens, conference and exhibition facilities, museums, concert halls and art galleries, urban design and public buildings match the best in the world, and make it a place for face-to-face contact and interaction with people. These high standards will be maintained.

A program of ongoing investment in Central Melbourne is required for public and private sectors. The partnership between the Government, the area's local governments, including Melbourne City Council, and business organisations will be reactivated to identify and target key projects, coordinate implementation, monitor progress and maximise the benefits flowing from investments.

Initiatives

- 4.2.1** Work with major stakeholders to develop Central Melbourne's attractiveness to all major sectors, and its role as a regional hub for globally competitive business and tourism
- 4.2.2** Complete currently committed civic improvement projects, including the new facilities for the Commonwealth Games, improvements to the Yarra Northbank precinct and additional facilities in the arts precinct
- 4.2.3** Work towards provision of major new facilities, such as an enlarged convention centre, and completion of the Yarra Plan
- 4.2.4** Investigate ways to improve the capacity of the public transport system in Central Melbourne, including upgrading signalling in the Underground Loop and the potential for new tram links to Fishermans Bend/Port Melbourne, Docklands and Southbank





The Yarra Plan

In February 2001, the Premier asked the Department of Infrastructure to lead the development of an integrated development and management plan for the Yarra River precinct in Central Melbourne. The aim was to provide a long-term vision, and to promote the precinct as a vibrant waterfront environment for tourism, commercial and residential activity leading up to the Commonwealth Games in 2006.

The Government wants to see this precinct developed as:

- an essential part of central city attractions
- a highly accessible and safe area
- a high-quality pedestrian and cycling environment with linkages along and across the precinct
- an area capable of hosting major festivals and events
- a focus for the 2006 Commonwealth Games.

The Yarra Plan incorporates public and private projects to unlock and unify Melbourne's inner-city riverside location.

It integrates the many land-use and development opportunities around the Yarra River, enhancing the riverside setting as a popular destination in the heart of the city and the premier sport, recreation and entertainment destination in Victoria, if not Australia. Implementation will extend to 2006.

Key projects include:

- constructing Northbank Promenade
- developing Queensbridge Square
- redeveloping Richmond Station
- upgrading the Melbourne Cricket Ground
- upgrading Melbourne Park and Olympic Park
- revitalising the intersection of King and Flinders Streets and the surrounding area
- redeveloping the site of the old Fish Market in Flinders Street
- redeveloping Sandridge Bridge
- undertaking significant residential development in Southbank.

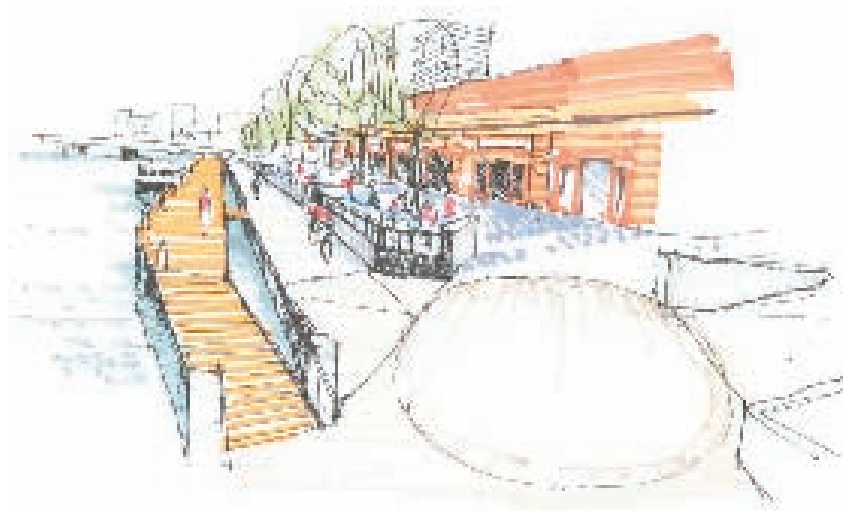
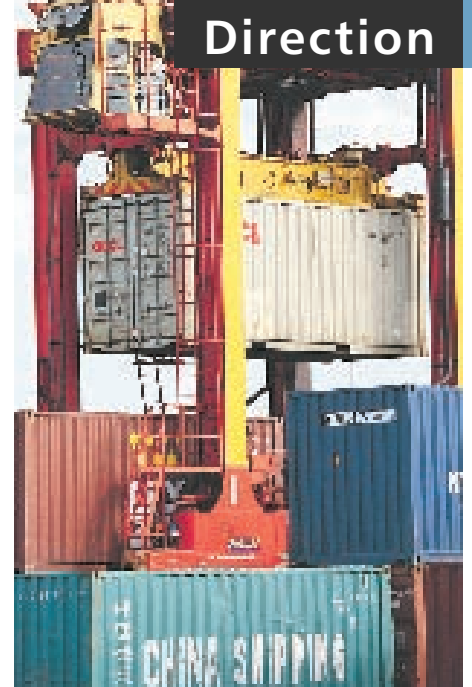


Figure 34. Northbank concept

Further develop the key transport gateways and freight links and maintain Victoria's position as the nation's premier logistics centre



Melbourne 2030 protects and enhances the potential for future development of the key transport gateways.

The region's ports and airports and their associated rail and road networks are crucial elements of Victoria's competitive capability. They provide a strong foundation for the innovation economy. The logistics industry is an innovative and competitive sector with major growth potential (see 'Victorian Freight and Logistics Strategy').

The Port of Melbourne and the associated Dynon transport hub is geographically confined on all sides, including the developments at Docklands and Fishermans Bend on land historically used for port-related purposes.

However, the port has considerable scope to grow and use its existing land more effectively. A site has been set aside at West Webb Dock on the eastern bank of the Yarra for additional berths should these be necessary in the future. A major constraint under current investigation is the long-term need for channel deepening in Port Phillip Bay to provide for the trend towards deeper draught vessels.

Redevelopment of transport and market facilities in the Dynon transport precinct offers the potential to improve efficiency through better use of land, a shift to rail transport and improved access by road and rail. The Government has set a target to get 30 per cent of port freight onto rail.

Planning for the important Fishermans Bend precinct, where employment could more than treble by 2020, must ensure that development does not jeopardise the needs

of the adjoining Port of Melbourne as a working port and as one of the State's most important transport gateways. There are many benefits from having the nation's premier port close to the centre of Melbourne. Partnerships between the port authority and governments will maximise the benefits of joint promotion, integration of infrastructure and e-commerce projects, and land-use planning.

To protect Victoria's competitive position, the Port of Hastings offers a long-term option for future port development. However, it is not intended to undertake any major development at Hastings while the ports of Melbourne and Geelong continue to meet the State's needs, and any future consideration must include protection for the significant environmental values of Western Port.



The region's ports and airports and associated rail and road networks are critical to Victoria's competitive capability



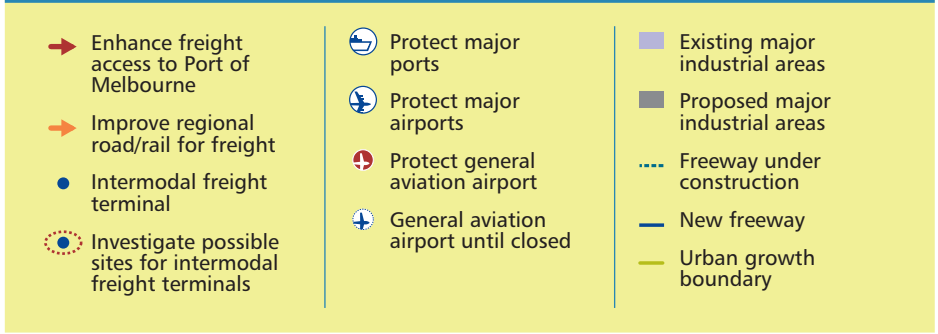
The region’s airports are major assets, given that increases in air travel for business and tourist purposes are expected to continue and that considerable expansion is expected in the value of air freight. Like the ports, airports need protection from incompatible land uses. Their capabilities must be enhanced and their operations and associated services maintained at world standard. Planning of airports should identify and encourage those activities which can complement the role of the airport and ensure the operator is able to effectively develop the airport to be efficient, functional and meet the aviation needs of the State.

Melbourne Airport is the State’s premier airport and the value of its curfew-free status cannot be overemphasised. Its 24-hour, seven-days-a-week operation is a huge competitive advantage for Victoria. This will be protected.

The environs of Avalon Airport will be protected so that it can operate as a full-size jet airport focusing on freight, training and services for the Geelong region. Long-term options for a new general aviation airport south-east of metropolitan Melbourne will be preserved by ensuring that urban development does not impinge on possible sites, possible buffer zones or flight paths.



Figure 35. Enabling efficient freight movement





Essendon Airport's current role in providing specialised functions related to aviation, freight and logistics is recognised. In the medium term, this facility should be closed as an airport and transformed into a significant employment and residential precinct that builds on the current functions. The creation of a mixed-use activity centre might be supported. This would depend on successful resolution of issues of public transport access (such as linking to the Principal Public Transport Network), and its role in the network of centres in the region.

The former RAAF Laverton airbase should be redeveloped with a significant employment component. If an activity centre is feasible, it should have a significant housing component and be on the Principal Public Transport Network, including having a station on the existing Werribee rail line.

The Victorian Government and local councils are working with the Commonwealth to ensure that Point Cook Airfield can be developed in a way that maintains it as an operating airport complementary to Moorabbin Airport. The Commonwealth is currently planning to sell this site to a private operator.

Moorabbin Airport is an important regional and State aviation asset and its continued use as a general aviation airport is vital. The Government will work with the airport operators to ensure that future development of the site encourages uses that support and enhance the State's aviation industry generally and take into account potential growth that could result from the closure of Essendon. Opportunities to extend the activities of the airport to improve access to regional Victoria are supported. The Moorabbin Airport Master Plan should reflect the principles of key Government strategies, including *Melbourne 2030*.

Initiatives

- 4.3.1** Complete the integrated Victorian Freight and Logistics Strategy as a guide to future investment
- 4.3.2** Protect options for access to, and future development at, the ports of Melbourne, Geelong and Hastings, and ensure all port areas are protected by adequate buffer areas to prevent land-use conflicts at the perimeter
- 4.3.3** Improve rail access to the Port of Melbourne through improvements to the Dynon hub and inner west rail network and reconnect the Webb Dock rail link when funds become available
- 4.3.4** Assess the feasibility of deepening the shipping channel in Port Phillip Bay, and retain the option for larger developments at Hastings if this option is not possible
- 4.3.5** Reserve land in the Albion Corridor required for the Melbourne Airport Transit Link
- 4.3.6** Protect Melbourne Airport's 24-hour curfew-free operations by keeping urban development clear of flight paths
- 4.3.7** Work towards construction of a third runway at Melbourne Airport during the 30-year planning period, and work with the private owner to ensure the airport's master plan and environmental strategy reflect the State's best interests
- 4.3.8** Work with local government and industry to ensure that land-use decisions affecting airports are integrated, appropriate land-use buffers are put in place and provision is made for associated businesses that service airports
- 4.3.9** Complete and implement the Victorian Aviation Industry Strategy to address the planning, infrastructure investment, training and industry development needs of aviation
- 4.3.10** Protect sites suitable for the location and/or expansion of intermodal freight terminals at key locations around the metropolitan area, such as Tottenham, Somerton and Dandenong



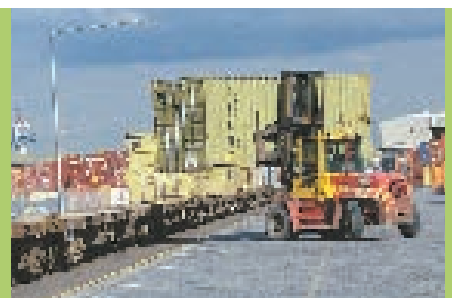
Victorian Freight and Logistics Strategy

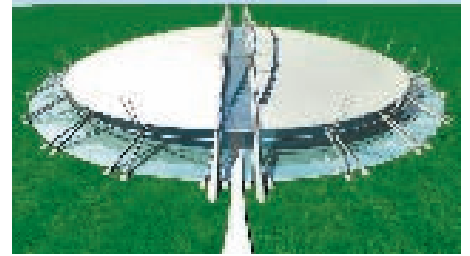
Freight and logistics activities add an estimated \$16.7 billion (10 per cent of GSP) to the Victorian economy each year. This equates to around 24 per cent of the national transport and distribution task; our transport, distribution and logistics sector employs more than 106,000 Victorians, or 5 per cent of the State's work-force. Improving the performance of the freight transport, distribution and logistics sector has important environmental, social and economic benefits. To achieve the Government's vision, announced in February 2000, of a seamless freight and logistics network and to ensure that private and public initiatives in this sector deliver maximum rewards, the Department of Infrastructure is preparing an integrated freight and logistics strategy.

The proposed outcomes for the strategy include:

- efficient and effective intermodal and modal operations with removal of major impediments
- optimisation of strategic land adjacent to the freight transport network
- freight and logistics processes that are environmentally and socially sustainable
- successful private/public partnerships
- greater understanding and knowledge of freight and logistics
- effective and ongoing dialogue with industry and the community on freight and logistics issues
- a clear role for government in freight and logistics.

The Strategy will provide a framework for issues including infrastructure investment, management, policy and pricing decisions over a 20 to 30-year horizon. The draft strategy is planned for public release and targeted consultation in the fourth quarter of 2002.





Create opportunities for innovation and the knowledge economy within existing and emerging industries, research and education

Achieving growth in jobs, and creating wealth and higher living standards, depend on knowledge creation and the innovation that results from it.

Melbourne 2030 supports the development of an innovation economy by encouraging the expansion and development of logistics and communications infrastructure. It will support the development of business clusters, and work to help approval processes for industry sectors and developments targeted under the Government's Innovation Economy policy. It will also promote a physical environment that is conducive to innovation and to creative activities.

Successful innovation economies depend on society as a whole being more creative, from large companies and government departments to individuals. This includes having a robust arts and culture sector.



Figure 36. Selected economic clusters and precincts

Melbourne 2030 supports development of the innovation economy



Improved access to training, undertaken to upgrade skills or for personal development and lifelong learning, will increase creative capacity. It will improve employment prospects and could lead to the development of new businesses.

Institutions such as the Centre for Adult Education and the public library system already do much to provide low-cost learning and access to information. However, more can be done to smooth the path from creativity to business or artistic application, such as helping provide premises where new small businesses, not-for-profit training and cultural organisations can become established.

Not-for-profit enterprises could play a bigger role in providing training for technical and artistic skills development.

Infrastructure that helps people to be innovative and creative, learn new skills and start new businesses will be encouraged in order to provide income, create jobs, improve wellbeing and support the innovation economy. Premises for these activities need to be low-cost and accessible, so they should be located in activity centres and near good public transport. Local councils will play a strong role as they are attuned to the needs of their communities and the availability of community facilities suitable for multiple use. In addition, innovative means will be sought to provide funding for this accommodation.

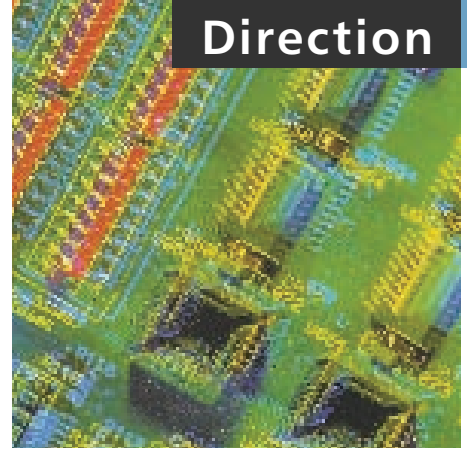
Access to tertiary education facilities will be improved by concentrating new facilities around existing campuses. New campuses in outer suburbs will be located close to Principal and Major Activity Centres or as part of Specialised Activity Centres.

Initiatives

- 4.4.1 Use planning measures and infrastructure to improve the performance of existing and emerging business clusters, and update relevant guidelines and the *Victoria Planning Provisions*
- 4.4.2 Amend where needed the business and industrial zones in planning schemes to provide for the essential needs of the production economy while not undermining the intent of activity centre policy in *Melbourne 2030*
- 4.4.3 Increase business/university links around Monash University and the Synchrotron site to take advantage of proposed improvements to public transport and the area’s development as a Specialised Activity Centre
- 4.4.4 Help local councils to provide well-located, appropriate and low-cost premises for not-for-profit or start-up enterprises
- 4.4.5 Increase levels of government support for not-for-profit organisations engaged in training programs when funds become available
- 4.4.6 Improve access to community-based information and training through further developing libraries as community learning centres



Encourage the continued deployment of broadband telecommunications services that are easily accessible



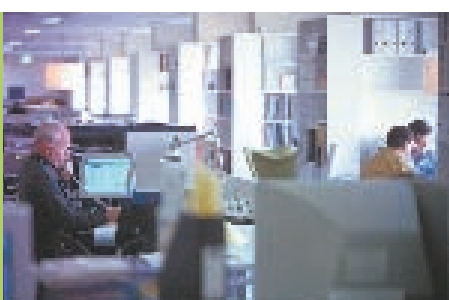
Fast and affordable communications services that provide the basis for twenty-first century multimedia content delivery are essential to existing, emerging and future industries, and to improving the quality of life. An extensive broadband telecommunications trunk network already exists in many parts of metropolitan Melbourne and the surrounding region, but the fact that not everyone can gain access to this infrastructure affects businesses, community wellbeing and the delivery of services such as health, education and training.

Equity of access will be increased and improved for all sectors of the community and throughout the region. The Government will work to enable access to transport and other public corridors for the deployment of broadband networks, in order to encourage infrastructure investment and reduce investor risk.

As a telecommunications hub, metropolitan Melbourne is one of the best-served centres in the Asia-Pacific region (see 'Digital River and the digital building access code'). The fibre-optic backbone services all major economic clusters of activity and closely follows existing transportation and logistics corridors. In comparison with other Australian States, Victoria has a relatively

comprehensive coverage of installed fibre-optic capacity (3,300 km currently deployed with an additional 2,400 km planned as of 2001) and, in terms of land area, the highest proportion of optical fibre deployed per square kilometre of any State.

However, a significant gap in the way broadband is being taken up is emerging between Australia and leading OECD markets. Metropolitan Melbourne is in danger of falling behind in the advanced information infrastructure, such as Digital Subscriber Line technology, needed to ensure the creation of a regionally competitive platform for the innovation economy of the twenty-first century.



As a telecommunications hub, metropolitan Melbourne is one of the best-served centres in the Asia-Pacific region

Across metropolitan Melbourne, there is already a wide variation in people’s ability to take advantage of advanced communications services – the ‘digital divide’. Educational and household income levels are important indicators of the equitable availability of information and communications resources. Continuation or widening of the digital divide will have compounding effects, given the increasing importance of online education, training and computer literacy to well-paid employment opportunities.

Australian manufacturing and service industries generate the largest proportions of telecommunications revenue. These sectors are metropolitan Melbourne’s most significant industries, underlining the importance of quality information and communications infrastructure for business in Victoria. As businesses in metropolitan Melbourne are further exposed to global competition, telecommunications infrastructure will be an increasingly important way for regional firms to reduce disadvantage due to location.

Initiatives

- 4.5.1 Investigate and implement measures, including a Broadband Planning Code, to ensure that ducting for broadband services is provided in all new major subdivisions and developments
- 4.5.2 Prepare guidelines for Broadband Access Impact Statements, for use by developers, that describe how broadband services will be provided for all major developments
- 4.5.3 Monitor the Digital River Project and evaluate the potential for application across Victoria of the proposed Digital Building Guidelines

Digital River and the digital building access code

This aims to accelerate the provision of high-quality, low-cost broadband telecommunications to all businesses and residents in the City of Melbourne. Projects will be implemented to tackle concerns about broadband that include access, cost, applications, content, connectivity and networking.

The organisations behind the project are:

- City of Melbourne
- Melbourne Docklands Authority
- Committee for Melbourne
- Building Commission
- Australian Property Council.

A key project is the Digital Building Guidelines, a competitive framework for providing building access for broadband services. This includes a code of practice for building management and guidelines for telecommunications carriers and service providers.

A building accreditation process is also being developed.

