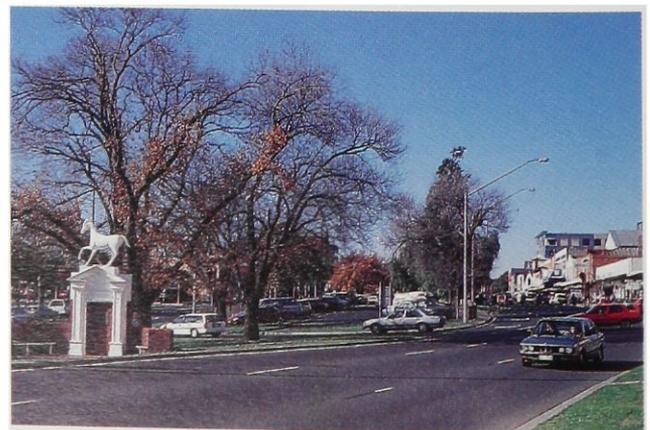


Strategic directions

The Victorian Government has established five main strategic directions for metropolitan Melbourne over the next two decades. Each of them sets the parameters for detailed policies and actions to be implemented in partnership with the Commonwealth, local government, the private sector and the general community.

- Direction 1** Provide a business environment conducive to sustainable long-term economic growth.
- Direction 2** Build on Melbourne's strengths as an international transport, production and communications hub.
- Direction 3** Strengthen links between Melbourne and regional Victoria to increase the competitiveness of the Victorian economy as a whole.
- Direction 4** Enhance Melbourne's environment and livability.
- Direction 5** Create a more functional city by better managing Melbourne's infrastructure and urban development.

Every Melbourne suburb is unique. Clockwise from top left – Preston, Malvern, Box Hill, Patterson Lakes.



DIRECTION 1

Provide a business environment conducive to sustainable long-term economic growth



An engineering works in West Footscray.

Having a job is the key to economic security, and most people would put stable, satisfying employment high on their list of the important things in life. With Victorian firms increasingly being exposed to national and international competition, our ability to create jobs and achieve sustainable long-term growth will depend more and more on our ability to match the world's best. Only a vibrant and competitive economy will attract the investment and generate the employment needed to enhance our standard of living – and to secure a better future for ourselves and our children.

Melbourne has its businesses and the people who work in them to thank for its prosperity. The Victorian Government is supporting the efforts of business through integrated policies aimed at broadening and deepening the economic base. The Government will also continue to foster a healthy local economy which encourages the growth of small and medium sized enterprises. It will build on Victoria's positive business environment to generate wealth and employment by:

- promoting strategic business and infrastructure investment
- streamlining and simplifying the regulatory framework
- fostering innovation and creative excellence
- making Melbourne more internationally competitive.

Promoting strategic business and infrastructure investment

Investment is the key driver of economic growth. The Government will encourage further investment in metropolitan Melbourne by promoting the city as a profitable business location.

In addition, the Government will:

- help the private sector to identify export opportunities resulting from the liberalisation of global trade
- encourage international companies to locate high-value activities and regional headquarters in Melbourne
- use state-of-the-art geographic information systems and other technologies to identify and promote opportunities for sustainable industrial, commercial and medium-density residential development
- work with the private sector to identify the long-term infrastructure and land-use planning needs of industry

- market Melbourne's cost and locational advantages nationally and internationally in partnership with the private sector.

The Melbourne Exhibition Centre – the largest in Australia – will be one of the city's most important promotional resources when it opens in early 1996. As part of a broader industry and business events strategy, the Melbourne Exhibition Centre will be used to attract many more national and international trade shows, exhibitions and conventions. It will bring the world to Melbourne and take Melbourne to the world.

The National Trade and Investment Outlook Conference demonstrated the importance of such events. The second annual conference brought over 1,000 delegates to Melbourne in November 1994, resulting in new business, new alliances and new contacts for Australian and international business people.

The Melbourne Exhibition Centre is the largest in Australia, with 30,000 square metres of clear-span space and state-of-the-art services. It will be one of Melbourne's most important promotional resources.



Targeted assistance is used to attract major investments that would not otherwise occur in Victoria. A Budget allocation of \$10.2 million was used to fund investment assistance in 1994–95, with the Ministerial Industry Council determining assistance case by case. Projects supported in 1994–95 included Oracle's \$150 million Asia-Pacific Support Centre, Air International's \$19 million advanced manufacturing and research facility, and Leading Synthetics' \$90 million polyester fibre filament plant – the first of its kind in Australia.