Hi planning.implementation@delwp.vic.gov.au

There has been a submission on Planning for Melbourne’s Industrial and Commercial Land through Engage Victoria

A copy of the submission is provided as below:

Planning principles and strategies for employment land.

The draft Melbourne industrial and commercial land use plan includes principles and strategies to guide planning for industrial and commercial land. (page 32).

Do you think the principles and strategies provide enough clarity and guidance to assist planning for industrial and commercial land?

Yes

If no, please let us know why and how they could be improved.

Whilst the principle of classifying planning responsibility for industrial precinct into “State
Significant" and "regionally significant" is correct and useful in principle. This approach does not recognise when to neighbouring/nearby industrial precincts are functioning as an integrated ecosystem, with shared infrastructure and integrated supply chains.

We also have evidence of neighbouring regionally significant industrial precincts compensating for available land shortages in the SSIPs (when existing land stock has been banked by developers)

For example: High-tech manufacturing businesses in the Carrum Down industrial precinct (in Frankston) have integrated supply chain and economic links to the Southern SSIP (in Dandenong and Dandong South).

Albeit that these two precinct fall in different municipalities, it would be more appropriate to consider them as a single economic entity for land and economic investment planning purposes.

Criteria to identify regionally-significant industrial precincts.

Plan Melbourne identifies state-significant industrial precincts. The draft Melbourne industrial and commercial land use plan identifies regionally-significant industrial precincts and includes criteria used as the basis to identify these locations (page 34).

Do you support the criteria developed to identify regionally-significant industrial precincts?

Yes

If no, please let us know why and how they could be improved.

yes. The key attributes are:

* strong relationship with or supports other places of state significance such as national
employment and innovation clusters (NEICs) or transport gateways.

* larger industrial estate offering good freeway and arterial road access and can provide for the industrial land requirements of firms that serve metropolitan wide, national or international markets

* leverage off existing or proposed rail and road networks and infrastructure

* Productivity: The area generates a relatively high and ongoing economic output contributing to the region and state's economy.

* Job/Output density per square meter: The area is a location of high levels of employment and/or capital goods, generating wider regional employment and economic benefits.

**Purpose for regionally-significant industrial precincts and local industrial precincts.**

Plan Melbourne outlines a purpose for state-significant industrial precincts. The draft Melbourne industrial and commercial land use plan identifies a purpose for regionally-significant industrial precincts and local industrial precincts (page 35).

**Do you support the purpose developed for regionally-significant industrial precincts and local industrial precincts?**

No

**If no, please let us know why and how they could be improved.**

Carrum Downs (and Dandenong South) has become an irreplaceable enclave of job-dense high-tech 21st century manufacturers- predominately in second-stage food production and niche manufacturing.

Supporting auxiliary businesses, like banks, cafes, post offices, even childcare centres clustering nearby is complementary and welcomed.
However, high tech manufacturing business who are seeking to expand are often competing for land with lifestyle industry user like "bounce playcentres;" "large format gyms", 'rock climbing centres, 'ballet schools' 'party venues' etc .

As developers can make higher returns with smaller lot sizes demand from these non-complementary businesses both: 1. drive up the cost of "larger parcels of land' required by job dense manufactures and producers 2. create associated problems like parking congestion which lower the estate overall productivity.

Developing local industrial land use strategies.

Appendix 2 of the draft Melbourne industrial and commercial land use plan proposes guidance for developing local industrial land use strategies.

Do you have any comments or suggestions to improve the guidance for developing local industrial land use strategies?

Key industrial and commercial areas.

The draft Melbourne industrial and commercial land use plan identifies and describes key industrial and commercial areas for each of the six metropolitan regions (refer to Part B of the plan).

Have the key industrial and commercial areas been adequately identified and described across the regions?

No
If no, please let us know which other area we should identify or how the areas can be better described.

An assumption has been made that as land supply in the Southern SSIP becomes significantly constrained in the next 5 years, large-format, regionally-significant industrial business requiring larger lots will instead migrate into the Officer SSIP.

However, from what we know in Carrum Downs the job-dense high-tech businesses are very integrated into the Dandong Sth economy, skills and transport network.

We have seen little evidence that businesses are willing to trade-off the benefit of more affordable land in Officer for the loss of the strategic advantages of being proximate the Dandenong National employment innovation Cluster.

Hence, additional land should be released (and preserved exclusively for job dense manufacturing) between Dandenong South and Frankston.

Would you like to comment on any other aspects of the plan?
As part of the investigations into the available supply of industrial land in South Melbourne, I would ask that you accept our research into the types of businesses attracted to the Carrum Downs industrial precinct; how this high-tech industrial sector is benefiting our region; and the shortage of land for them to expand.

If you would like to upload a submission, please do so here.

I am making this submission:
on behalf of an organisation

Email address (Optional)

I agree to receive emails about my submission if required or project updates.
Yes

Privacy Statement - Draft Melbourne Industrial and Commercial Land Use Plan

What we will do with your submission

The Department of Environment, Land, Water and Planning (DELWP) is committed to protecting personal information provided by you in accordance with the principles of the Victorian privacy laws. The submission you provide to DELWP will be used to inform the finalisation of the Melbourne Industrial and Commercial Land Use Plan.

The information you provide will be made available to DELWP to develop a consultation report. This report will be uploaded to the Melbourne Industrial and Commercial Land Use Plan page on the DELWP website.

The contact information you provide may be used to contact you should we need to clarify your submission or to provide you with project updates.

The submission you provide will be published on the DELWP website. To protect individual privacy, DELWP will remove your name and address from your submission when we receive it.

If you do not wish to be identified, please ensure there is no other information in your submission that could identify you or other individuals.
If you are making comment as an organisation, then your comments may be published, including the name of your organisation.

De-identified submissions may be used by DELWP, or its contracted service providers under confidentiality agreements, in preparing its recommendations to government.

Please note, if you do not provide your name/email address we will not be able to identify your submission if you wish to access it, make a correction, or require technical support.

Should you need to correct the information you provided or gain access to your submission, please contact us via email at planning.implementation@delwp.vic.gov.au

I agree to the privacy statement

yes

To view all of the form's submissions, visit:


Regards,

The Engage Victoria Team

This is not SPAM. You are receiving this message because you have submitted feedback or signed up to Engage Victoria. If you think you have been sent this by mistake please contact us at contact@engage.vic.gov.au
Carrum Downs Industrial Estate ‘Land for livelihoods’
Dossier of business interviews
May 2019
Executive summary

• The Carrum Downs Industrial Estate is south-east Melbourne’s fastest-growing, most productive employment hub. **Job growth is over 13 times higher** than the southern region average.

• Innovative, job-dense, high-tech industrial design and engineering firms are attracted to Carrum Downs because of its excellent transport corridors, unique location and proximity to Dandenong’s industrial precinct, and affordable, modern industrial layout.

• Successful businesses in Carrum Downs have radically improved Frankston’s employment trends. Working age residents are now more likely to work and almost 20% more locals now have a job.

• **Almost half of these businesses are looking to expand**, we need options to support them or they will leave and these jobs will go.

• However, the available supply of land in the Carrum Downs precinct has been exhausted and is also scarce in neighbouring Dandenong South.

• Prima facie, expanding Carrum Downs Industrial Estate northward has the highest potential for economic return and job growth, with the least social and environmental impact.

• This dossier of interviews aims to share Carrum Downs Industrial Estate success stories. Many businesses have invested in leading technology and on-demand manufacturing plants; they own their own intellectual property and they are exporting it to the world…

*Please take the time to read about these businesses and how we can help keep them here.*

Niche second-stage food processing  
New age building products
Made-to-order manufacturing

“Not all industrial precincts are created equal. Carrum Downs has become an irreplaceable enclave of innovative, job-dense, high-tech manufacturing.”

– , chairman, Committee for Greater Frankston
The Carrum Downs Industrial Estate is south-east Melbourne’s fastest-growing, most productive employment hub.

- In a region of limited employment opportunities – just 28 jobs per 100 people – Carrum Downs Industrial Estate (CDIE) has quietly become the engine room of the Greater Frankston region’s economy.

- The industrial precinct has 8600 employees, generates $3.65 billion in economic activity, and is more economically important than Frankston’s CBD.

- Job growth is more than 13 times higher than the southern region average.

- The Carrum Downs industrial precinct has been almost doubling in size every 5 years.
Innovative, job-dense, high-tech industrial design and engineering firms are attracted to Carrum Downs because of its excellent transport corridors, unique location and proximity to Dandenong’s industrial precinct, and affordable, modern industrial layout.

What’s unique about the Carrum Downs industrial precinct?

**Excellent transport corridors**

The precinct site has first-rate north-south transportation linkages along major freeways, providing good access to markets and established, integrated manufacturing supply chains. The linkages will be strengthened by recent government commitments totalling almost $1 billion to upgrade east-west arterial roads of Lathams, Hall, Thompsons and Ballarto roads, which will further enhance the strategic advantages for businesses located in this area, as well as the anticipated development of the southeast Melbourne rail freight network.

Carrum Downs has become a natural “business crossroad” connecting, within 30 minutes, business owners on the Mornington Peninsula with customers in Melbourne and employees from Casey and Cardinia municipalities.

**Integrated product and labour supply chains**

Neighbouring Dandenong South is identified as a nationally significant employment and innovation cluster, which is easily accessible to businesses manufacturing in Carrum Downs.

The cluster provides a highly skilled contractor base (for example, refrigeration specialists to support CDIE food manufacturers) and quality supplier network (for example, extruded and powder coated aluminium parts for use in signage frames) that can supply on-demand inputs as required.

**Affordable modern industrial land**

Relatively low land prices, a decade ago, allowed businesses to get established without tying up scarce capital in their formative years. (In 2009, land in the Carrum Downs precinct sold for $175/m2, today it sells for $495/m2)

Carrum Downs is a relatively young industrial precinct and as such is better designed and laid out than many others in the region. Modern factories comply with current OH&S practices and guidelines, and business in the area have taken advantage of opportunities to expand and continue to build scale without unnecessary planning burdens. Adequate car parking is available.

What type of businesses are here?

<table>
<thead>
<tr>
<th>Niche second-stage food processing</th>
<th>New age building products</th>
<th>Made-to-order manufacturing</th>
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<tbody>
<tr>
<td>Roma Food Products</td>
<td>Nutech Paints</td>
<td>AFI Branding</td>
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<td>Remedy Kombucha</td>
<td>Replas Plastics</td>
<td>Tempur mattresses</td>
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<td>5am Yoghurt</td>
<td>MultiPanel</td>
<td>Prestige Trucks</td>
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<td>Australian Dairy</td>
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<td>Energy 360</td>
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P3
Successful businesses in Carrum Downs have radically improved Frankston’s employment trends. Working age residents are now more likely to work and almost 20% more locals now have a job.

Frankston’s Employed and active workforce
% of population actively working
By age and gender. ABS Census

A strong local job market improves female employment opportunities for mothers...

...but does not influence retirement patterns.

The success of the Carrum Downs industrial precinct has shifted local employment trends over the last decade.

With the exception of the retiree population, the thriving local job market has driven higher average workforce participation and almost 20%* more locals now have a job.

The improved local employment market has been most transformational for “mothers” (Females aged 30-54yo) who now have access to a much wider and more diversified range of jobs.

* Frankston’s employment base grew from 54,000 to 63,500 between 2006 and 2016; ABS census
Almost half of these businesses are looking to expand, we need options to support them or they will leave and these jobs will go. However the available supply of land in the Carrum Downs precinct has been exhausted.

Frankston Council’s 2018 Industrial Precinct Needs Analysis found:

- In the next 18 months, 67% of Frankston’s industrial precinct businesses want to add more staff.
- Almost half of businesses in Greater Frankston’s industrial precincts are currently looking to expand.
- While 20% will investigate relocating as part of their expansion plan, the vast majority have a “preference to remain within Frankston” provided their “expansion needs can be met.”

However, expanding businesses will require more industrial land...

“We want to stay at Carrum Downs. Our staff members all live within a 10-kilometre radius. Our sales and finance people love being able to work for a global brand – it looks great on their CVs – without having to travel into the city.”  
Tempur Aust

The lack of land means higher prices for a scarce resource. Land was quite affordable 10 years ago but now prices are ridiculous.”  
Nutech Paint

“Without land to expand, companies like Roma might not always be in Carrum Downs – or even in Victoria.”  
Roma Foods

...yet just 40 blocks remain.

In Carrum Downs Industrial Estate’s the last 40 blocks of industrial land – at 28-40 Coleman’s Road – are selling fast by word of mouth alone. In stage 1, thirteen new blocks will become available, nine already have presold contracts prior to any marketing.
Prima facie, expanding Carrum Downs Industrial Estate northward has the highest potential for economic return and job growth, with the least social and environmental impact.

Could the Carrum Downs industrial precinct expand northwards?

- The Carrum Downs industrial precinct is positioned at the crossroads of our region’s roads network.
- Three established freeways already run north-south past the precinct, and recent state and federal government commitments, totalling almost $1 billion, will upgrade the four east-west arterial feeder roads.
- The precinct is close to the Dandenong South national employment cluster and easily accessible to the proposed port rail shuttle project at Lyndhurst.
- Frankston Council estimates that an expansion of the industrial precinct at this location will create 2628 permanent jobs and an extra $1.7 billion in Gross Regional Product.
- The industrial site is well away from Frankston’s residential suburbs, yet forms a major jobs hub accessible by road and future bus services from Frankston, the Mornington Peninsula and Casey-Cardinia dormitory suburbs.
- Uniquely, this site has unrestricted access to Class A recycled water (and potentially renewable energy) from the neighbouring Eastern Treatment Plant, inputs that will boost the appeal of this specific location for input intensive manufactures.
- The land in this area is currently used for low-intensity grazing and agistment.
- There are no strategic agricultural or farming operations.
- No biodiversity corridors have been identified in this location. Frankston green wedge biodiversity study 2012.

“...It was a good location when we arrived in 2005, but became even better with the construction of Peninsula Link and EastLink. Getting to and from the city in under 45 minutes without stopping for traffic lights is a game-changer. And Carrum Downs is more accessible than Dandenong.” AFI Branding
Business interview dossier
Carrum Downs businesses have invested in leading technology and on-demand manufacturing plants; they own their own intellectual property and they are exporting it to the world.

Please take the time to read about these businesses and how we can help keep them here...

Niche second-stage food processing
Roma Food Products – “Without land to expand, companies like Roma might not always be in Carrum Downs – or even in Victoria.”
Remedy Kombucha – “We’d love to consolidate on one site at Carrum Downs … but we’re growing so fast we might have to look elsewhere.”

New age building products
Nutech Paint – “We’ve been searching for a larger site to consolidate our 9 factories.”
Replas Plastics – “Carrum Downs is a central location with access to key roads and freeways.”
MULTIPANEL – “We need land for a new factory to enable doubling of production.”

Made-to-order manufacturing
AFI Branding – “We will need to expand again in two to three years and have a strong desire to stay in Carrum Downs.”
Tempur Australia – “In five years, we’ll be seriously considering further expansion; the precinct needs more land.”
Roma Food Products
Without land to expand, companies like Roma might not always be in Carrum Downs – or even in Victoria

About Roma
Roma Food Products is one of the great success stories of Carrum Downs Industrial Estate – and one of the great stories of Australian food manufacturing, too. The business that became Roma was started by brothers in the early 1980s in Melbourne’s Box Hill when they were aged 19 and 21. A lifelong interest in healthy foods and good nutrition learned from their parents inspired the creation of alternative grain foods that catered for allergy sufferers.

Founded in 1985, today their Orgran brand of more than 90 wheat-free, alternative grain foods is known around the world. The brothers remain at the helm.

The business quickly outgrew their first shop and they moved to a factory in Clayton before also buying a pasta manufacturer in Adelaide and moving there in 1987. They bought more equipment and developed more products. In 1991 they returned to Melbourne and set up at Carrum Downs, one of the first businesses in the new industrial estate.

Roma supplies products free of gluten, wheat, egg, dairy, yeast, nut and GMOs (genetically modified organism) to 75 countries, filling a shipping container virtually every work day. The products include flour, bread and baking mixes, biscuits, breakfast cereals, egg substitutes, desserts, snacks and pasta – including gluten-free pasta to Italy, home of the much-loved staple food.

The business and has about 100 staff and operates from seven production factories in Aster Avenue, Carrum Downs. It also has land for staff parking opposite the factories. “The Orgran manufacturing facility is one of very few plants in the world specifically designed with total isolation of individual process lines to eliminate any possibility of cross-contamination of dust particles,” He said setting up at Carrum Downs was an easy decision due to the availability of land in the early '90s and since, although this has come to an end with the estate now full.

The future
Roma is set to continue its double-digit annual growth as it pushes into new export markets, particularly in Asia where a growing, educated middle class is demanding healthier, all-natural food.

Exporting has been a focus almost since the start. It was always seen as key to surviving and prospering, although their Australian market also continues to grow at a good clip. is part of a chorus calling for more land to be made available for Carrum Downs Industrial Estate. Without land to expand, companies like Roma might not always be in Carrum Downs – or even in Victoria, he said.

“That’s interesting…
Roma has installed almost 700 solar panels at its head office, which provide power for a substantial portion of the company’s operations. Excess power goes into the grid. Roma also has programs for recycling and waste reduction, responsible sourcing of raw materials, and installation of rainwater tanks.

“We moved from Melbourne to Adelaide and then moved to Carrum Downs when we needed to expand, although we had far fewer staff, of course. For us, there may be a trigger point that requires additional area for future growth. Relocation, including interstate options, may be a consideration. Having relocated interstate twice already, all commercial aspects would need to be considered.”
Remedy Kombucha Pty Ltd

We’d love to consolidate on one site at Carrum Downs … but we’re growing so fast we might have to look elsewhere

About Remedy Kombucha

The rapid growth in demand for health drinks and fermented foods is behind the recent arrival at Carrum Downs Industrial Estate of Remedy Kombucha. The business was started by [person] (pictured) in their kitchen seven years ago when they first started brewing kombucha – a fizzy, fermented, slightly alcoholic tea drink – for themselves, family and friends. It is made by fermenting tea using a culture of bacteria and yeast, and is said to be probiotic (containing live micro-organisms that have a health benefit), one of the reasons for its soaring popularity. Many people are drinking kombucha instead of water, sweetened drinks or alcohol, especially young adults. Kombucha was virtually unknown a decade ago outside Asia and Eastern Europe, where the drink was traditionally consumed. It was a niche product for health food fans only.

After successfully brewing kombucha at home, [person] decided to try and crack the retail market, starting by supplying grocers and cafes. It took off and soon they needed a factory to fulfil demand. The first one was in Mordialloc. Then a bigger place was needed, which they found nearby. They quickly outgrew these premises and came to Carrum Downs Industrial Estate, first leasing a factory in Coleman Road and then adding two more – in Yazaki Way. Now the company has four sites within a kilometre of each other. Just over a year ago, Remedy had about 50 staff. Now it's well over 100 and still growing.

Remedy Kombucha is stocked in thousands of stores including Coles and Woolworths supermarkets. The kombucha market in Australia is worth more than $200 million a year. Big business has taken notice of the kombucha wave with beer giant Lion buying a stake in Remedy in March 2018. Coke bought the No 2 Australian brand, Mojo Kombucha, in late 2018. Pepsi bought KeVita in the United States in late 2016.

Director and partner [person] said Remedy had grown 100% plus a year since it started. “We’d love to consolidate on one site at Carrum Downs, something of about 20,000 square metres [5 acres], but we’re growing so fast we might have to look elsewhere. Availability and affordability are key.”

He is referring to the fact that currently there is no industrial land available at Carrum Downs. “We like it here because it is central for our staff, it has good access roads, and our founders have a house not too far away.”

Future needs

Remedy Kombucha would consolidate on one property at Carrum Downs if land was available. The growth of the business is strong as the boom in health drinks continues. The company is already exporting to the United States (the biggest market for kombucha), the United Kingdom, Canada, New Zealand and Singapore, with more markets being set up now. “Exporting is a significant part of our future,” [person]

Kombucha is being made by many companies, including in those markets listed above, so why is Remedy Kombucha so popular? “We have a unique product – the only brand with no sugar. We use sugar in the brewing process, but brew it all out during the long aged brewing process.”
Nutech continues the tradition of innovative Australian companies that have taken on the world. The company has carved out a niche in the highly competitive paints and sealants industry, and its products are among the best in the world. Three of them are revolutionary – Nutech’s own cool roof paint, which reflects heat dubbed “sunscreen for roofs”; a range of biodegradable and environmentally friendly paint strippers; and a paint that absorbs CO2 as it dries.

“We have our own IP and IT; that’s the key to niche manufacturing,” he said.

Founded in 1972, Nutech is now owned by his son-in-law, a qualified scientist, who is the sole director. Annual turnover is more than $20 million and its products have been applied to 1.5 million roofs, predominantly in Australia, New Zealand, the United States, China, Malaysia and South Korea as well as 35 other countries. Nutech employs more than 50 staff at Carrum Downs as well as another 20 nationally.

The future
Nutech is about to construct its 9th building at Carrum Downs Industrial Estate, all on Keppler Circuit. It will be about 1000 square metres and cost about $800,000.

Nutech had long sought a site of 3–5 acres (12,000–20,000 square metres) to consolidate operations, but in the absence of suitable land, it had just continued adding new buildings as the need arose with “organic” growth of 5–10 per cent a year. “The latest building will help us to produce and warehouse paint for larger projects, including a large hospital being built in Western Australia,” he said.

He said Nutech wanted to stay in Carrum Downs because of its central location in the southeast, access to roads and freeways, and population base. “The majority of our staff comes from the immediate area, Greater Frankston and the Mornington Peninsula.”

However, “The lack of land means higher prices for a scarce resource. Land was quite affordable 10 years ago but now prices are ridiculous.” Other barriers to their continued expansion in Carrum Downs, Victoria include soaring power costs, high wastewater disposal costs, rising taxes and super costs, inefficient NBN at Carrum Downs, and rising costs of complying with government red tape.

That’s interesting...
Nutech’s joint venture with Spanish company Graphenstone produces paint called “Atmosphere”, which absorbs carbon dioxide (CO2) as it cures (dries). “Atmosphere” is based on a natural, lime-based paint with the addition of graphene, a so-called super-material, the thinnest, lightest and strongest material on earth. The paint is also highly breathable, and has natural anti-bacterial and insect repellent properties making it prefect for hospital and medical environments.
About Replas
Replas’s pioneering work has come into sharper focus since the China waste ban that threw much of Australia’s recycling industry into chaos. Scrap mixed plastics price per tonne fell from $325 to $75, placing kerbside recycling programs in jeopardy but highlighting that Australia’s circular economy is needed more than ever.

Replas’s executive director of sales and marketing said the ABC TV series War and Waste had changed everything. “We need to minimise waste, make the most of resources, and not put plastic waste in landfills. Brand owners, councils and others are prepared to pay for plastic waste to be taken away and provided to companies like Replas.”

The company was formed in 2001 with the amalgamation of two of the nation’s leaders in recycled plastic products – Australian Recycling Technologies and Repeat Plastics. Its acclaimed resource centre in Aster Avenue, Carrum Downs, opened in 2011 and is the largest of its kind in the southern hemisphere. Busloads of school students visit daily. Children especially love the “Bag Cave” made of 60,000 plastic bags.

Replas is a world leader in recycled plastic manufacturing and has developed clever technologies to reprocess waste into robust products for outdoor and infrastructure industries. It makes more than 200 products including bollards, decking, fencing, fitness trail equipment, outdoor furniture, garden products, plastic sheeting, signs and traffic control products. All are made of 97% or higher recycled plastic including low density polyethylene (LDPE) packaging also known as soft plastic.

The future
Replas is a Carrum Downs fixture and part of its sustainability philosophy is wanting its staff to live locally, no more than a 10-minute drive away and many are escapees from long hours jobs in the city. They value living near the region’s beaches and other attractions. Replas has 20 people in the office and resource centre, 30 people at its Ballarat facility and 5 in Lilydale at the R&D facility. Carrum Downs is a central location with access to key roads and freeways.

Replas is committed to taking its patented recycling operation to the world by offering a turnkey solution for recycled plastics manufacturing. “We have the best technology in the world,”...
MULTIPANEL
We need land for a new factory to enable doubling of production

About MULTIPANEL Pty Ltd
Australian owned and operated, the company has since 2000 manufactured, marketed and distributed 100% waterproof, lightweight building panels. They are made from a technologically advanced, high-density polyurethane composite material. The product is used by many industries including building and construction, marine, landscaping, caravan, signage, transport, refrigeration and more. Most common use of MULTIPANEL is for shower bases, walls and floors of wet rooms, and for balconies, planter boxes, vertical gardens (Hong Kong’s Hotel ICON) and rooftop gardens. It does not require a membrane and is approved by building authorities. A recent use is as plinth boards at the base of buildings, which require waterproofing between stumps or slabs and the “bottom plate” of frames.

MULTIPANEL has been independently verified by EcoSpecifier as an environmentally friendly material, and has high insulation qualities. MULTIPANEL is recognised around the world as a quality product and exporting more product is a key focus. The company has distributors in Thailand and Singapore servicing southeast Asian markets as well as in New Zealand, the Middle East and Germany. In Australia it has distributors and stockists in Victoria, NT, Tasmania and Queensland.

Future needs
Company founder, a Frankston boy who trained as a plumber and builder, says demand for the product is growing rapidly – 50-60% a year – and he wants to double the size of his factory, currently in Sonia Street, Carrum Downs.

“We’re looking for an acre to build a 2500-3000 sqm factory to enable a doubling or tripling of production as well as combine our Mount Eliza showroom and offices with our production facility at Carrum Downs.”

He wants to stay in Carrum Downs with its advantages of being near Dandenong and Dandenong South industrial precincts, EastLink, and central for 12 employees who live in the east, southeast, Frankston and Mornington Peninsula. (Two of those employees are his sons aged 31 and 34.)
Increasing production will entail installing manufacturing processes that are currently outsourced. The company will hire qualified staff to, for example, operate Computer Numerical Control (CNC) machine tools.

That’s interesting…
MULTIPANEL’s waterproof building panels were an integral part of the gold medal-winning Australian Show Garden created by Fleming’s of Monbulk at the 2010 Chelsea Flower Show in London. The garden consisted of a pool, spa, kitchen, pavilion and lounge areas enveloped by a lush, tropical garden.

In March this year, the company won product innovation of the year at the Australian Construction Awards in Sydney.
AFI Branding
We will need to expand again in two to three years ... and have a strong desire to stay in Carrum Downs.

About AFI Branding
You’ve seen colourful banners, flags and signs adorning major sports events such as the Sydney Olympics, 2003 Rugby World Cup, Melbourne Grand Prix and 2018’s Gold Coast Commonwealth Games.

You were looking at the work of AFI Branding, a ground breaker in making large fabric signs for the retail, exhibition and event sectors, and described by industry publications as “the leading innovator in Australia’s rapidly expanding soft signage industry”. And it’s all done at Carrum Downs Industrial Estate.

The company was founded in 1992 and in 2005 moved from Moorabbin to 55 Lakewood Boulevard Carrum Downs “when there were still cows out the back”, as current managing director describes it.

The expansion, was triggered by the company winning a big signage contract for the 2006 Melbourne Commonwealth Games. AFI made signs for venues, 60 kilometres of fencing and temporary signage for road events like the marathon, flags and temporary flagpoles for medal ceremonies, and Games decorations for iconic areas of Melbourne’s CBD. Later that year, AFI made leading business magazine BRW’s “Fast 100”, a list of the fastest-growing companies in Australia.

AFI moved again five years ago, to purpose-built premises at 33 Lakewood Boulevard that included a showroom, and 18 months ago it expanded into the factory next door. The company has 55 staff and continues to grow between 10 and 20 per cent each year. Majority of staff come from a 10-20 kilometre radius although a few travel from Preston and Altona.

The company designs, prints, fabricates and finishes all products in-house. AFI staff install the finished product.

Products include flags, portable marquees, fabric walls, banners, exhibition displays, office decals and the award-winning ReFrame system, a tensioned fabric display system manufactured and designed by the company.

It’s basically an aluminium frame with a fabric insert and is lightweight and flat-packed. ReFrame signs can be bent, curved, illuminated, cube shaped, rigged or standing free.

The future
"AFI will need to expand again in two to three years at the current rate of growth. We have a strong desire to stay in Carrum Downs Industrial Estate," said that the signage industry is becoming more environmentally friendly with the arrival of “flat packs that can be recycled after use”. “Waste and sustainability have become important factors in how we do business.”
About Tempur

Tempur Australia was set up in 2007 and is one of 56 subsidiaries worldwide selling mattresses and pillows made from material developed by NASA to cushion and support astronauts during lift-off. The company has always been based at Carrum Downs and moved to new premises in Colemans Road three years ago. Its mattresses are made in Denmark using an open-cell, viscoelastic, pressure-relieving and temperature-sensitive material that moulds to the contours of a person and returns to its original shape when not in use.

Developed for the American space program in the early 1970s, it was released to the public the following decade, and scientists in Denmark and Sweden further developed what became TEMPUR, a name based on the word temperature. An enterprising American brought the mattress technology to the US in 1992, where it was called Tempur-Pedic, which later combined with the Danish firm to form a global company, which is listed (TPX) on the New York Stock Exchange.

Tempur Australia manufactures head boards and static bed bases at Carrum Downs with a team of nine qualified technicians. It imports all mattresses and pillows as well as adjustable bed bases and a wide range of accessories such as ergonomic support pillows and cushions as well as manchester and protectors. Sales and marketing – including wholesaling to retailers such as Harvey Norman, Snooze, Domayne, Forty Winks and Bedshed – employs 45 people at Carrum Downs and around Australia. Tempur Australia (and New Zealand) said the company has 28% market share of the premium mattress market in Australia, is the third largest subsidiary in Asia, and in the top 10 globally.

The future

Tempur doubled its building size when it moved to Colemans Road in 2016. The site has 4500 square metres of warehouse and 800 sqm of offices with room to expand to up to 8000 sqm total. The 8000 sqm of land would only last five years after which “we’ll be seriously considering further expansion; the precinct needs more land”.

“We want to stay at Carrum Downs. Our staff members all live within a 10-kilometre radius. Our sales and finance people love being able to work for a global brand – it looks great on their CVs – without having to travel into the city. “Road infrastructure is superb – we’re right next to EastLink – and even the public transport system works well.”

The mattress market in Australia was flat, expected to contract by 3% to 2022 but Tempur was well-placed to continue its growth. “Our brand awareness is at 48% with the aim of reaching 70% by 2021. Adjustability of beds is a growing global trend,” he said, “and we’ve got the products to fulfil customers’ needs.”

That’s interesting…

Tempur in America was the first to create the quirky advertisement where someone is jumping on one end of a mattress while a full glass of water on the other end remains undisturbed.

Tempur won eight surveys in a row, between 2011 and 2018, for the “most reliable and satisfied mattress brand” from consumer advocacy group Choice.