



VOGUE SOUTH YARRA CONSTRUCTION, MELBOURNE



DELIVERING JOBS AND INVESTMENT

CREATE A CITY STRUCTURE
THAT DRIVES PRODUCTIVITY,
SUPPORTS INVESTMENT
THROUGH CERTAINTY AND
CREATES MORE JOBS.

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ISSUES

SUMMARY

Victoria's planning system is a set of regulations that governs land use and development. Much of the focus of the planning system and the associated Victoria Planning Provisions occurs in relation to residential development, and in particular residential densification. There is growing recognition however that the planning system can also play a major role in influencing private-sector investment decisions in relation to commercial and industrial development and therefore influence key economic variables, including economic output and employment growth.

Plan Melbourne's response to delivering jobs and investment has been mindful of maintaining Melbourne's competitiveness as a place to invest. To maintain competitiveness, we need to ensure that land supply for commercial and industrial development is adequate, well-located and appropriately serviced.

The economy of Melbourne will continue to change significantly, driven by increasing global competition, changing technology and markets and changing demography, with the city's population expected to age as well as grow.

Economic activity across the metropolitan area is changing in scope and location, and the planning and transport systems will need to support this changing economic structure.

Plan Melbourne supports the new geography for jobs and productivity, through driving the expansion of the central city and through helping the growth and development of significant employment nodes across the metropolitan area, in national employment clusters, metropolitan activity centres and state-significant industrial precincts.

As Melbourne grows in size and complexity, planning will be needed more often at the subregional level.

This will help to achieve a better balance of employment and population growth across the metropolitan area.

A strong pipeline of investment will be needed to underpin economic growth and productivity, and greater transport and land-use efficiency.

OUR PLAN

DIRECTIONS

- 1.1 Define a new city structure to deliver an integrated land use and transport strategy for Melbourne's changing economy
- 1.2 Strengthen the competitiveness of Melbourne's employment land
- 1.3 Improve decision-making processes for state and regionally significant developments
- 1.4 Plan for the expanded central city to become Australia's largest commercial and residential centre by 2040
- 1.5 Plan for jobs closer to where people live
- 1.6 Enable an investment pipeline of transit-oriented development and urban-renewal

SOLUTIONS

Recognise a new, integrated land-use and transport strategy in state policy that will paint a clear picture of Melbourne's infrastructure-led growth to 2050.

As part of the integrated land-use and transport strategy, recognise the evolution of an Integrated Economic Triangle running between the Dandenong-Hastings corridor, the Hume corridor and the Wyndham-Geelong corridor over the life of Plan Melbourne to 2050.

Define a new city structure in the planning system and plan for existing and future industrial land supply, commercial land and activity centre requirements to meet industry needs.

Facilitate investment in Melbourne's growth areas to increase local access to employment, and improve job choices, particularly in growth areas. Increase the competitiveness of employment land by reducing development costs for industry.

Expand the central city to ensure supply of well-located land for commercial and residential development, and prepare a plan for the central city to develop as the nation's largest commercial and residential hub by 2040.

Facilitate the development of national employment clusters and support planning of activity centres, to accommodate new highly skilled jobs and value-adding industry.

Identify a pipeline of urban-renewal precincts and sites around the existing and planned rail and wider transport network, to unlock investment opportunities for the private sector and maximise the state's return on infrastructure investment.

Plan and facilitate private-sector tourism investment opportunities in Melbourne and rural and regional Victoria.

ISSUES

MELBOURNE'S CHANGING ECONOMY

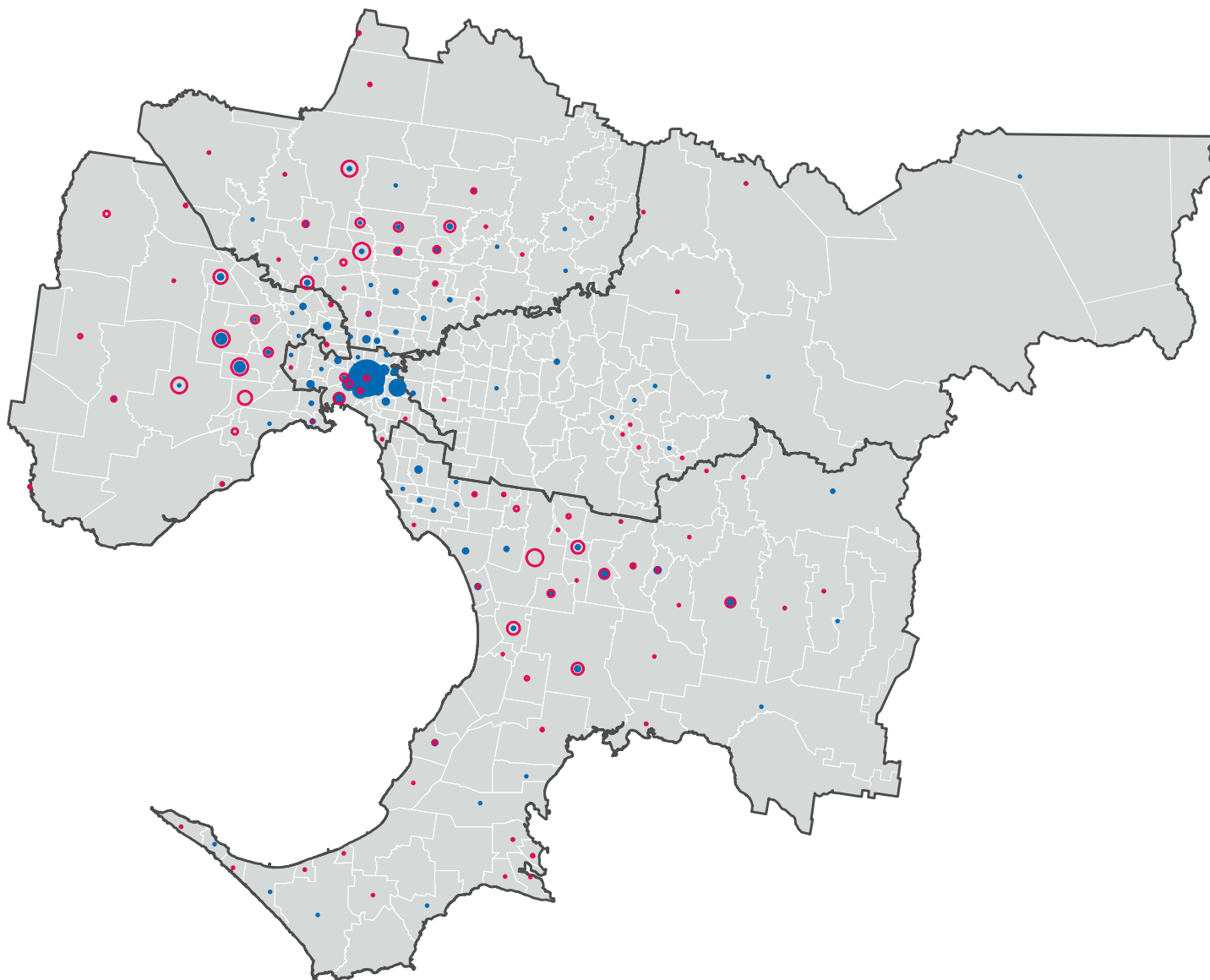
As Melbourne grows to be a city of around 7.7 million people by 2051, it is expected to add more than 1.7 million new jobs⁹. Figure 4 shows Melbourne's population and employment projections.

Melbourne's economy has changed significantly in the last 20 years, with industries changing in their relative economic prominence. Globalisation, the growth in Asia's wealth, technological advances and population ageing are just some of the forces for change.

Business services (such as the industry sectors of professional services and finance) now generate a greater share of employment and economic output than they did in the past. In 2010–11, business services industries contributed 18 per cent of Gross State Product and employed over 355,000 Victorians, up from around 240,000 in 2000–01.

Population-related services (such as healthcare and education) are growing in their employment share. Health is now the largest single employing industry, with over 330,000 jobs in 2010–11. The health and social services sector is one of the largest contributors to the state's economy, and contributes over \$2.5 billion to our export earnings. Employment in education has increased 44 per cent in the last 10 years, and education has become a major service export, with international education valued at \$4.6 billion in 2010–11. Tourism is worth \$15.9 billion to the Victorian economy, provides 204,000 jobs and is the state's second-largest export. Manufacturing continues to play a very significant part in the economy but plays a smaller role in employment, due to globalisation and technological changes. The freight and goods-handling industries are growing as we import more. Melbourne's freight activities – importing, exporting and distributing goods – are projected to grow by over 55 per cent by 2020.

These trends are forecast to continue in the coming decades (see Figure 5).

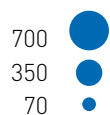


MAP 7 – GROWTH IN THE NUMBER OF NEW BUSINESSES FOR SELECTED INDUSTRIES, 2001-2011

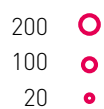
SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2013

— METROPOLITAN SUBREGIONS

GROWTH IN PROFESSIONAL, SCIENTIFIC, TECHNICAL AND FINANCIAL AND INSURANCE SERVICES
BETWEEN 2001-2011 (BY POSTCODE)



GROWTH IN MANUFACTURING, WHOLESALE TRADE, TRANSPORT, POSTAL AND WAREHOUSING
BETWEEN 2001-2011 (BY POSTCODE)



CHANGING LOCATIONS OF ECONOMIC ACTIVITY

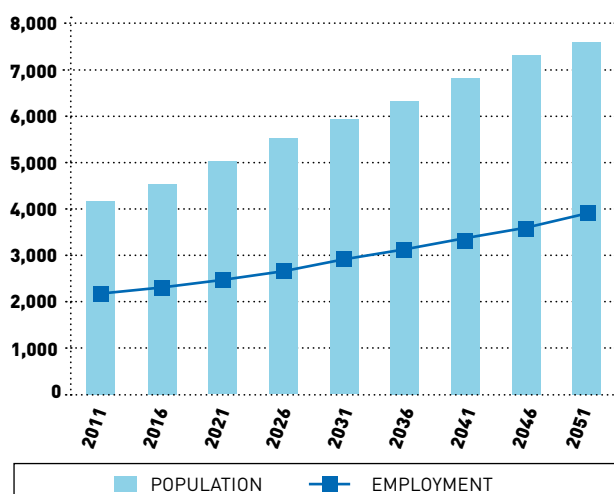
Melbourne's 2 million jobs are distributed across the metropolitan area, with 14 per cent located in the CBD, Docklands and Southbank and one in five jobs within the City of Melbourne. In 2012, the City of Melbourne contributed about 29 per cent of Melbourne's total economic output, up from 22 per cent in 2001¹⁰. Industries such as personal services, healthcare and retail tend to grow where the population is growing.

Knowledge-based industries are clustering in more-defined locations in Melbourne. For example, professional services and finance industries are concentrated in the central city, where they benefit from being close to clients, have better access to workers and are able to share ideas and knowledge. Other knowledge-based industries are growing in high-tech precincts around the city, in medical research, biotechnology, advanced manufacturing and pharmaceuticals.

Transport, warehousing, manufacturing and wholesale trade industries have different locational needs, determined by efficient supply chains, access to customers and suppliers, land availability and main road access. These industries were historically located near the Port of Melbourne (in the inner suburbs) and are now concentrating in outer-industrial areas in the west, north and south-east, where they can access large tracts of competitively priced land with good access to transport infrastructure. Map 7 shows the growth in business establishments for selected industries across Melbourne.

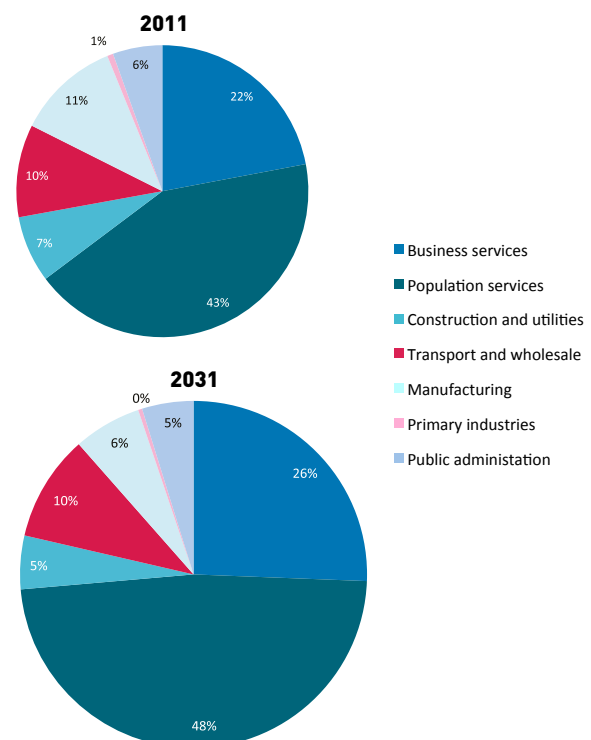
Like the central city, some suburban locations provide employment clusters and offer jobs in high-productivity industries. Employment in these areas is primarily in research, biotechnology and high-end manufacturing.

FIGURE 4 – POPULATION AND EMPLOYMENT PROJECTED GROWTH



Because they are located in the suburbs, they also increase access to work in middle and outer Melbourne, minimise the amount of travel to work and help grow a diverse skills base across Melbourne. They also generate spin-offs and innovations that can attract more commercial activity to the area and support the development of small-to-medium enterprises. For all of these reasons, Plan Melbourne is a plan to support the growth of these employment clusters, as well as of the central city. Other parts of Melbourne have large or growing numbers of jobs and businesses. Increasingly, these suburban centres are attracting office, retail, services and entertainment businesses by virtue of their location, economic activity, competitive land values and existing links to clients, customers, workers and supply chains. The expansion of existing metropolitan activity centres, and the development of new ones, will provide a range of service jobs in middle and outer Melbourne and will be supported by key public assets such as health and education facilities. A major new transport gateway at the Port of Hastings, intermodal terminals and a possible future south-east airport will also improve the number and type of jobs in outer areas. Ensuring an adequate supply of well-located industrial land in growth areas will provide employment opportunities in the industrial sector.

FIGURE 5 – EMPLOYMENT BY INDUSTRY, 2011–2031



SOURCE OF FIGURES 4 AND 5: PRELIMINARY ESTIMATES FROM DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, BASED ON DEPARTMENT OF STATE DEVELOPMENT, BUSINESS AND INNOVATION EMPLOYMENT PROJECTIONS. SUBJECT TO AMENDMENT ONCE UPDATED VICTORIA IN FUTURE POPULATION PROJECTIONS ARE COMPLETED.

A NEW GEOGRAPHY FOR JOBS AND PRODUCTIVITY

As Melbourne's population approaches 7.7 million people by 2051 and the economy continues to grow and change, we need to make sure there is enough well-located land zoned for commercial and industrial use to accommodate future job growth across Melbourne. As the economy changes, the planning system needs to recognise and respond to the changing needs of different business sectors, and support the growth of existing and new industries.

Plan Melbourne proposes a new geography for jobs and the economy (or spatial framework) which designates the major types of industrial, business and commercial land across the city that will provide concentrated areas of employment. Focusing on these areas, planning for their development as industrial and commercial precincts, targeting infrastructure investment in these locations and ensuring they are linked to transport networks will help maximise the city's productivity.

The plan includes a new spatial framework, the Metropolitan Melbourne Structure Plan, that establishes a new set of categories for defining the urban structure of the city's economy. The structure plan includes newly defined employment areas, including an expanded central city area and national employment clusters, where we will provide supportive planning policies and necessary infrastructure to facilitate investment and employment growth in middle and outer areas of the city.

We will also continue to develop our metropolitan activity centres, activity centres, industrial precincts and transport gateways as places of investment and employment.

Adopting this framework will provide clarity about the location of future investment and employment in Melbourne, and certainty about which areas of the city will continue to grow and which areas will be protected from large-scale industrial and commercial development.

The Metropolitan Melbourne Structure Plan is represented by Table 1 and Map 8. Table 1 describes the rationale and locations of each of the elements of the Metropolitan Melbourne Structure Plan. Map 8 shows the distribution of these elements across Melbourne's urban structure in 2050.

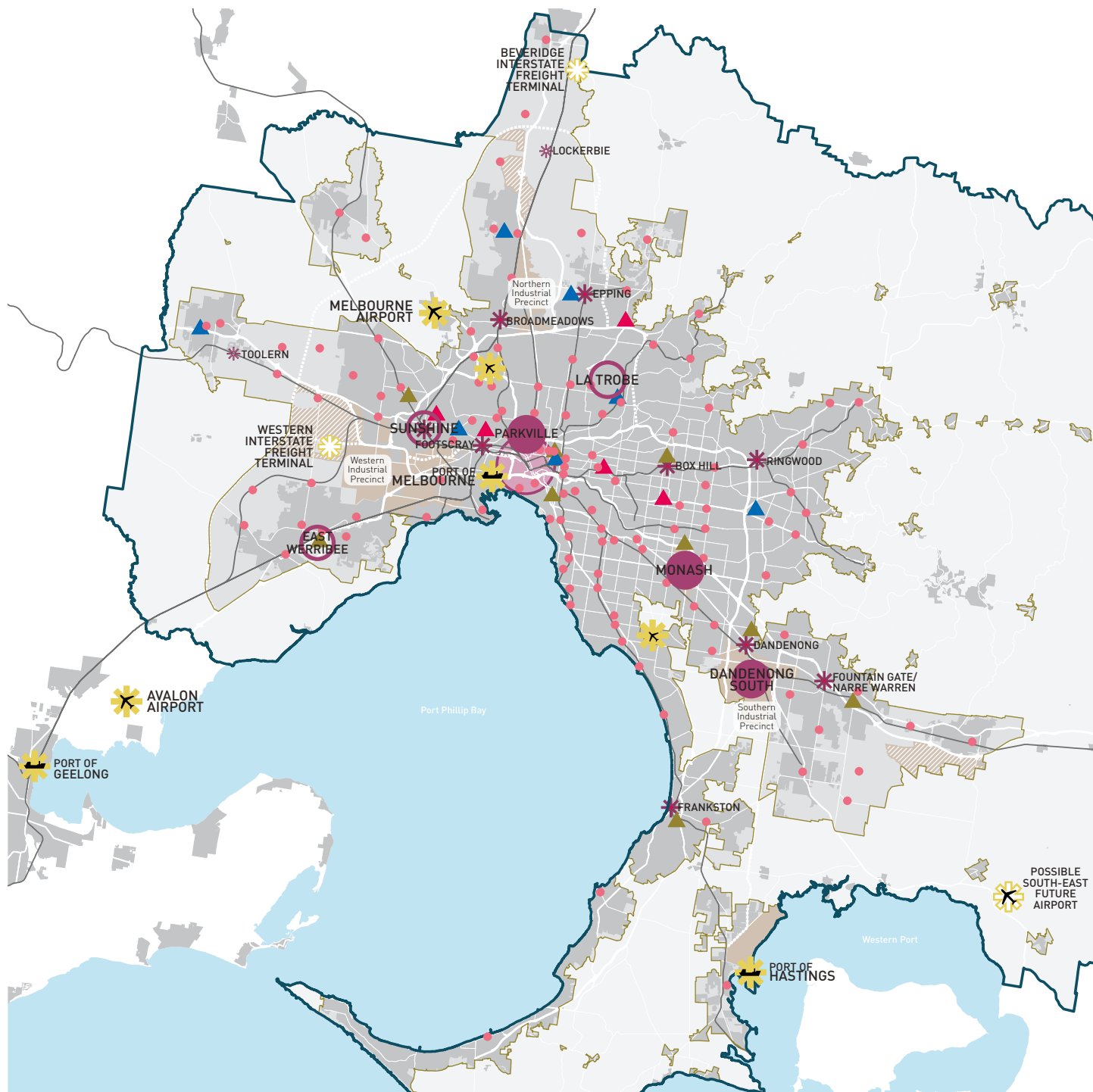
MELBOURNE'S SUBREGIONS

The government will work with five new geographic groupings of metropolitan local governments to establish five metropolitan subregions: Central, Western, Northern, Southern and Eastern¹¹. Each subregion will be anchored by a national employment cluster and will contain metropolitan activity centres. All subregions except the Eastern Subregion will have an economic gateway (a port, airport, interstate freight terminal or state-significant industrial precinct).

Within these subregions, state and local governments will work collaboratively to develop long-term economic and infrastructure plans for driving jobs and investment. Increasing our strategic focus on the economic performance of the subregions, responding to their individual strengths and potential to grow new industries and employment, and capitalising on major city-shaping projects (such as the East West Link and the Melbourne Rail Link) to strengthen linkages across Melbourne's subregions, will create opportunities to increase overall productivity and make Melbourne a more attractive place to invest in.

Map 9 shows the five metropolitan Melbourne subregions, their population in 2013 and the estimated growth in their population by 2031.

“ THE VLGA SUPPORTS THE PRINCIPLE OF A POLYCENTRIC CITY LINKED TO REGIONAL CITIES AS A CONCEPT TO INTEGRATE LAND USE, TRANSPORT, HOUSING AND EMPLOYMENT PLANNING. ”



MAP 8 – METROPOLITAN MELBOURNE STRUCTURE PLAN

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014

- | | |
|--|--|
| Metropolitan region | State-significant industrial precinct – existing |
| Metropolitan urban boundary | State-significant industrial precinct – future |
| Urban area | Metropolitan activity centre – existing |
| Road network | Metropolitan activity centre – future |
| Potential road | Activity centre – existing and future |
| Rail network | Health/Education precinct |
| Expanded central city | Health precinct |
| National employment cluster – existing | Education precinct |
| National employment cluster – emerging | Airport |
| Transport gateway – existing | Seaport |
| Transport gateway – future | |

MELBOURNE'S CENTRAL SUBREGION IS SET TO BECOME AUSTRALIA'S LARGEST EMPLOYMENT CENTRE

The City of Melbourne, which includes the central city, is set to become Australia's largest business centre and is projected to grow from 435,000 jobs in 2011 to almost 900,000 jobs by 2051¹².

Investment by successive Victorian Governments, including at Southbank and Docklands, has unlocked strategically located and relatively affordable waterfront land. This has provided private-sector investment opportunities, strengthened the productivity benefits that come from greater knowledge-sector density, and enabled Melbourne to compete for global capital. This investment has supported Melbourne and Victoria to significantly increase their share of Australia's professional and financial services business.

Due to its physical setting, Sydney's central region is constrained. On the other hand, Melbourne's central region is expected to see continued economic, employment and population growth in the medium-to-long term. Melbourne is fortuitous, compared to many other cities nationally and globally, with available and underutilised land of a significant scale within and around the Hoddle Grid.

The expanded central city will be supported by major transport investments that will improve access in and around the central city. The Regional Rail Link project will improve capacity and reliability on Melbourne's regional and metropolitan networks by separating regional and metro rail lines, removing major bottlenecks. The Melbourne Rail Link will let us run more trains more reliably, and when coupled with the Cranbourne-Pakenham Rail Corridor Project will provide capacity for 30 per cent more passengers in the peak hours.

The transport projects will create opportunities for urban renewal and employment precinct development near new stations supported by tram network improvements. These will provide new residential and business opportunities for investment in Victoria. The new blueprint for the Melbourne Arts Precinct will offer an opportunity to revitalise this area, to ensure it remains Australia's premier arts, entertainment and cultural precinct. These urban-renewal and redevelopment precincts provide a wide range of opportunities to support the expanded central city to grow and become Australia's largest employment centre within the next three decades.

CREATING AN INVESTMENT PIPELINE

We will create a pipeline of investment opportunities associated with transport infrastructure and land-use developments that will help unlock areas of strategic value to the city, to increase land-use efficiency and productivity. Strategic locations include urban-renewal precincts and sites, developments around railway stations and other transport infrastructure, level-crossing removals and development in areas prioritised through the new urban structure outlined above. We will also develop new ways to work with the private sector through innovative public-private partnerships and welcome proposals from the private sector to deliver projects and services, including urban renewal and state-significant infrastructure in line with the new unsolicited proposal guideline released by the Victorian Government in 2014¹³.

METROPOLITAN MELBOURNE STRUCTURE PLAN – THE CITY STRUCTURE EXPLAINED

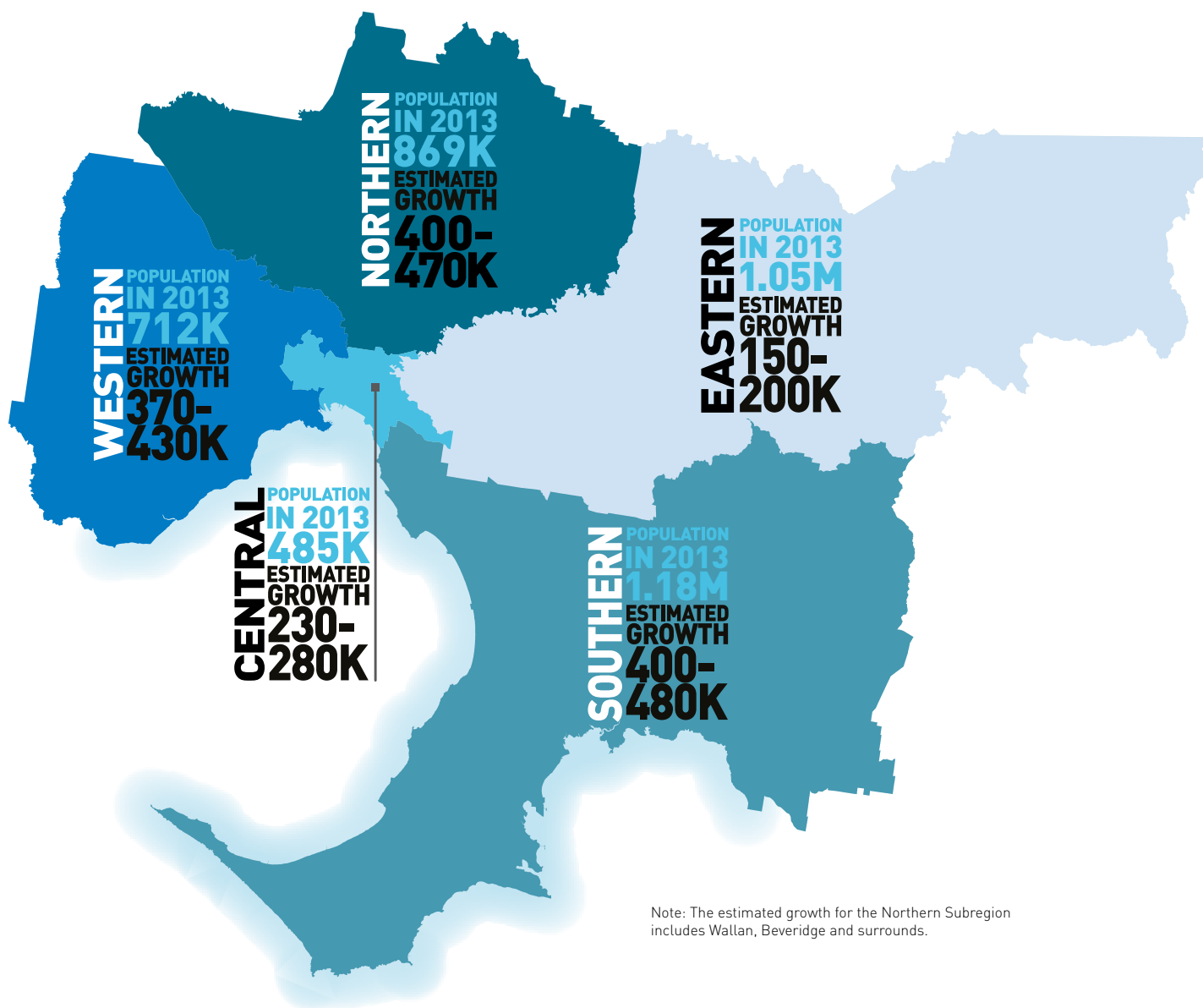
The city structure includes a range of places of strategic significance to Victoria, and other activity centres and industrial areas. Planning for these locations encompasses a range of tasks and responsibilities.

PLACES OF STATE STRATEGIC SIGNIFICANCE TO VICTORIA include the expanded central city, national employment clusters, metropolitan activity centres, transport gateways, state-significant industrial precincts and health/education precincts. These are places that all Victorians have an interest in achieving their potential, due to their city-shaping role and their existing and potential contribution to productivity and economic growth. The government (through the Metropolitan Planning Authority) with local governments will have direct involvement in the planning of these places. The State Government will also seek to deliver specific urban-renewal precincts in particular locations, which it will nominate over time.

PLACES OF LOCAL-SIGNIFICANCE include activity centres, neighbourhood centres, other industrial land and other urban-renewal sites. Local governments are primarily responsible for the planning and delivery of these places because of their importance to local communities in terms of access to services, employment opportunities and the liveability of their neighbourhoods. A network of diverse and vibrant activity centres is important to the city structure. Local governments are encouraged to plan and support local urban-renewal and transit-oriented development sites to better use existing and planned infrastructure for housing and employment opportunities.

IN THE FUTURE the government may review the designation of places. For example, in the Northern Subregion there will be an opportunity for a national employment cluster to emerge in the northern end of the growth corridor. In addition, high-performing retail activity centres may emerge as metropolitan activity centres if there is continued diversification of uses and improved transport access.

Some places are emerging, or will emerge in future. They are not yet exhibiting the functions of their designation but they have the opportunity or potential to do so over time.



MAP 9 – CURRENT POPULATION AND ESTIMATED GROWTH TO 2031 IN MELBOURNE’S SUBREGIONS

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014

TABLE 1 – METROPOLITAN MELBOURNE STRUCTURE PLAN

The Metropolitan Melbourne Structure Plan identifies the important land-use elements to be enhanced over the life of Plan Melbourne. All of the elements are equally important to the structure of metropolitan Melbourne. Government investments in these locations will be assessed on their ability to maximise productivity outcomes.









MAP 8 IDENTIFIER		 EXISTING  EMERGING	 EXISTING  FUTURE	 EXISTING  FUTURE
STATE-SIGNIFICANT ELEMENTS	EXPANDED CENTRAL CITY	NATIONAL EMPLOYMENT CLUSTERS	METROPOLITAN ACTIVITY CENTRES	STATE-SIGNIFICANT INDUSTRIAL PRECINCTS
STRATEGIC DIRECTION	To allow the continued location and growth of knowledge-intensive and high-skilled firms in the central city while continuing to be a major area for tourism, retail, residential, entertainment, sporting and cultural activities.	To improve access to a diversity of employment opportunities, including knowledge jobs in six designated precincts in metropolitan Melbourne. To improve the growth of business activity (and therefore jobs) of national significance. To improve the ability of businesses to leverage off their export and innovation potential to grow jobs in other industry sectors. They are mixed-use centres and, with the exception of Dandenong South, will include residential, retail and commercial development.	To maximise access to goods and services in a limited number of major centres with good public transport networks. These centres will play a major service delivery role, including government, health, justice and education services, retail and commercial, and provide a diverse range of jobs, activities and housing for a subregional catchment.	To ensure there is sufficient strategically located land available for major industrial development linked to the principal freight network and transport gateways. They will be protected from inappropriate development to allow continual growth in freight, logistics and manufacturing investment.
EXISTING	<ul style="list-style-type: none"> • CBD, Southbank • Docklands 	<ul style="list-style-type: none"> • Monash • Parkville • Dandenong South 	<ul style="list-style-type: none"> • Dandenong • Footscray • Fountain Gate/ Narre Warren • Epping • Sunshine • Ringwood • Broadmeadows • Box Hill • Frankston 	<ul style="list-style-type: none"> • Southern Industrial Precinct • Western Industrial Precinct • Northern Industrial Precinct • Port of Hastings Industrial Precinct
FUTURE EMERGING	<ul style="list-style-type: none"> • Fishermans Bend Urban Renewal Area • City North • E-Gate • Arden-Macaulay • Dynon Corridor • Flinders Street to Richmond station corridor 	<ul style="list-style-type: none"> • La Trobe • Sunshine • East Werribee 	<ul style="list-style-type: none"> • Toolern • Lockerbie 	

TABLE 1 – METROPOLITAN MELBOURNE STRUCTURE PLAN – CONTINUED

MAP 8 IDENTIFIER	 EXISTING  FUTURE	  	
STATE-SIGNIFICANT ELEMENTS	TRANSPORT GATEWAYS	HEALTH/EDUCATION PRECINCTS	URBAN-RENEWAL PRECINCTS
STRATEGIC DIRECTION	<p>To secure adequate gateway capacity for moving passengers and freight into and out of Victoria by designating ports, airports and interstate terminals. They will be protected from incompatible land uses but adjacent complementary uses and employment-generating activity will be encouraged.</p> <p>Transport gateways are economic and employment centres and provide a significant economic and employment-generating role.</p>	<p>To improve access to health and/or education services and to improve job choices in these industries for Melburnians. As significant generators of skilled employment, activity and visitation, these precincts will support ancillary health and/or education, retail, commercial, accommodation, services, housing and public transport. They may anchor activity centre development, particularly in growth areas. In growth areas, activity centres will be the priority location for these facilities.</p> <p>In established Melbourne, they may currently stand alone and there will be opportunities to diversify the uses around these precincts.</p>	<p>To take advantage of underutilised land close to jobs, services and public transport infrastructure, to provide new housing, jobs and services. Renewal projects in defined precincts and sites will play an important role in accommodating future housing and employment growth and making better use of existing infrastructure.</p>
EXISTING	<ul style="list-style-type: none"> Port of Melbourne Port of Hastings Port of Geelong Melbourne Airport Avalon Airport Moorabbin Airport Essendon Airport 	<p>Health precincts are designated in the six national employment clusters at Parkville, Monash, Dandenong South, La Trobe, East Werribee and Sunshine.</p> <p>Examples of other health and/or education precincts include Deakin University (Burwood), Alfred Medical Research and Education Precinct (Prahran), Monash University and Casey Hospital (Berwick), Victoria University (Footscray), University Hill (including RMIT's Bundoora campus), Epworth Richmond, Knox Private Hospital, Craigieburn Health Service, Melton Health and Western Hospital (Footscray).</p>	<p>Examples:</p> <ul style="list-style-type: none"> Fishermans Bend Urban Renewal Area E-Gate East Werribee
FUTURE EMERGING	<ul style="list-style-type: none"> Possible future south-east airport Beveridge Interstate Freight Terminal Western Interstate Freight Terminal 	<p>Other health precincts will be designated around existing and future health and/or education facilities (public or private) in metropolitan Melbourne and large regional centres.</p>	<p>The Minister for Planning may identify other urban renewal precincts over time. There may be a facilitative or supportive role for government to play. This includes where there are specific barriers to development (such as contaminated land or groundwater, fragmented land ownership or lack of access/services); and significant government-owned land or assets in a strategic location that could facilitate renewal, or in proximity to high-frequency public transport.</p>

TABLE 1 – METROPOLITAN MELBOURNE STRUCTURE PLAN – CONTINUED

MAP 8 IDENTIFIER					
LOCAL-SIGNIFICANT ELEMENTS	ACTIVITY CENTRES	NEIGHBOURHOOD CENTRES	OTHER INDUSTRIAL LAND	NEIGHBOURHOOD HEALTH PRECINCTS	URBAN-RENEWAL SITES
STRATEGIC DIRECTION	<p>Enable 20-minute neighbourhoods by providing access to a wide range of goods and services in centres that are planned and coordinated by local governments. The centres will provide employment and vibrant local economies. Some will serve larger subregional catchments. Through the removal of retail floorspace and office caps, activity centres may grow unrestricted.</p>	<p>To provide neighbourhood access to local goods, services and employment opportunities. Planning in these locations will help to deliver 20-minute neighbourhoods across Melbourne.</p>	<p>To maintain other industrial land that is economically important to a municipality or subregion or to strategically redevelop underutilised industrial land, to intensify industrial uses or generate opportunities for employment and urban renewal.</p>	<p>Identified in structure plans and planning schemes.</p>	<p>To take advantage of underutilised land close to jobs, services and public transport infrastructure, to provide new housing, jobs and services.</p>
EXISTING	<p>All former principal and major activity centres are now to be referred to as activity centres. See maps 30–34 for activity centre locations in the Central, Western, Northern, Eastern and Southern subregions.</p> <p>Activity centres have different attributes and provide different functions and together as a network they help enable 20-minute neighbourhoods.</p>	<p>Designated, planned and coordinated by local governments.</p>	<p>Local planning schemes.</p>	<p>There are many existing co-located, neighbourhood-based health services which could be further developed and/or be considered for designation as health precincts.</p>	<p>See Map 11. Existing projects and sites identified by local governments.</p>
FUTURE EMERGING			<p>To be identified by local governments and identified in growth corridor plans.</p>	<p>To be identified by local governments and the Metropolitan Planning Authority.</p>	<p>To be identified by local governments.</p>

DIRECTION 1.1 DEFINE A NEW CITY STRUCTURE TO DELIVER AN INTEGRATED LAND USE AND TRANSPORT STRATEGY FOR MELBOURNE'S CHANGING ECONOMY

The Metropolitan Melbourne Structure Plan (Map 8 and Table 1) provides a major foundation for sustainable employment and population growth. The structure plan will help optimise planning for major infrastructure provision, while creating opportunities for people to live closer to jobs and allow businesses to be located closer together. It will also ensure that the city maintains its globally recognised liveability, while becoming Australia's most efficient business services city, knowledge economy, tourism destination and freight and manufacturing hub.

National employment clusters, metropolitan activity centres, expanded central city and transit-oriented development urban-renewal precincts are of state-significance because of their city-shaping outcomes. The Metropolitan Planning Authority will be responsible for their facilitation.

INITIATIVE 1.1.1

ESTABLISH A NEW METROPOLITAN MELBOURNE STRUCTURE PLAN

The Metropolitan Melbourne Structure Plan, as shown in Map 8, provides a new spatial categorisation of commercial and industrial areas within Melbourne and will be incorporated into the Victoria Planning Provisions.

Under the Metropolitan Melbourne Structure Plan, we will provide opportunities for businesses to be placed where they can be most productive or meet a market gap.

This reform includes:

- establishing the framework for an expanded central city to accommodate future commercial and residential development
- establishing national employment clusters to foster growth in a range of industries (such as health, education, research and high-end manufacturing) that locates organisations together so they can benefit from knowledge sharing, deep labour-force pools, shared customers and efficient supply chains
- supporting the creation of new activity centres, with priority given to developments based on transit-oriented development principles
- implementing new commercial zones to provide greater flexibility and employment growth opportunities in strategic locations that leverage off existing or planned infrastructure across Melbourne.

In the short term

- Update the State Planning Policy Framework to include the Metropolitan Melbourne Structure Plan.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

The Metropolitan Melbourne Structure Plan will:

- identify current and proposed boundaries for the expanded central city and the location of national employment clusters and metropolitan activity centres
- incorporate the following state-significant industrial precincts and their boundaries:
 - Southern Industrial Precinct (which includes parts of Bangholme, Cranbourne West, Dandenong, Dandenong South, Hallam, Keysborough, Lynbrook and Noble Park)

- Western Industrial Precinct (which includes parts of Altona, Altona North, Brooklyn, Derrimut, Laverton North, Ravenhall, Sunshine West, Mount Cottrell, Rockbank, Tarneit and Truganina)
- Northern Industrial Precinct (which includes parts of Broadmeadows, Campbellfield, Coolaroo, Craigieburn, Epping, Lalor, Mickleham and Somerton).
- Confirm the new policy requirements for the identification, designation and development of new activity centres.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

New activity centres should:

- be well-served by a range of transport options (including public transport), with priority given to new centres that are developed based on transit-oriented development principles
- have capacity to establish a wider mix of uses and subsequently develop into an activity centre
- increase the density and diversity of housing in a walkable catchment where appropriate.
- Prepare structure plans for state-significant projects (due to their city-shaping outcomes) for national employment clusters, metropolitan activity centres, expanded central city and urban-renewal precincts.

METROPOLITAN PLANNING AUTHORITY

INITIATIVE 1.1.2

RECOGNISE AND DEPICT THE EVOLUTION OF AN INTEGRATED ECONOMIC TRIANGLE IN THE STATE PLANNING POLICY FRAMEWORK

Plan Melbourne will facilitate an integrated land-use and transport plan that will recognise the evolution of an Integrated Economic Triangle that will be delivered by 2050. The Integrated Economic Triangle will connect the Hastings-Dandenong corridor with the Hume corridor to the north and the Wyndham-Geelong corridor to the south-west. This new economic triangle will encompass the following elements:

- an expanded central city
- the Port of Hastings
- the East West Link and the North East Link
- the Melbourne Rail Link
- the Airport Rail Link (as part of the Melbourne Rail Link)
- the CityLink-Tulla widening
- the Cranbourne-Pakenham Rail Corridor Project
- the Outer Metropolitan Ring Road (that will connect Geelong and Avalon with the Hume freight corridor).

In the short term

- Update the State Planning Policy Framework to identify the spatial impact of the Integrated Economic Triangle on Melbourne's key infrastructure projects and associated land uses.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

DIRECTION 1.2 STRENGTHEN THE COMPETITIVENESS OF MELBOURNE'S EMPLOYMENT LAND

This Direction builds on Melbourne's attractiveness as a place to invest through the availability of well-priced commercial and industrial land in the right locations, to strengthen our key growth industries. By estimating the scale of this employment growth and land-use requirements across our city, we will ensure that our business locations are investment-ready, productive and have sufficient capacity to grow. Targeted investment and infrastructure provision is also required to help bring forward local investment and job creation for our outer areas, while also stimulating wider economic growth.

INITIATIVE 1.2.1 PLAN FOR INDUSTRIAL LAND IN THE RIGHT LOCATIONS ACROSS MELBOURNE'S FIVE SUBREGIONS TO SUPPORT INVESTMENT AND EMPLOYMENT

Melbourne needs to ensure a sufficient supply of well-located industrial land is provided where demand will be greatest. This will support industry development and economic and employment growth in Melbourne's outer areas.

Demand for industrial land has averaged around 215 hectares per year over the last five years, with recent demand driven by Melbourne's strength as Australia's freight and logistics capital and the hub of Australia's manufacturing sector.

The attractiveness of Melbourne's major industrial nodes as principal locations for the manufacturing and freight and logistics sectors has been greatly increased in recent years by major investments in Victoria's transport network and transport hubs. These include:

- M80 Ring Road
- Craigieburn Bypass
- Deer Park Bypass
- EastLink
- upgrade of Monash Freeway.

These investments need to be built on and future major projects (such as East West Link, CityLink-Tulla widening, Cranbourne-Pakenham Rail Corridor Project, the Port of Hastings and intermodal terminals, as outlined in our plan for freight and logistics, *Victoria – The Freight State*) will further enhance the competitiveness of our industrial sectors and provide new opportunities to support business investment and job creation, particularly in outer areas.

In the short term

- Work with the Department of State Development, Business and Innovation to publish estimates of future industrial land needs for each subregion of Melbourne.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

These will be determined by:

- assessing the implications of forecast economic changes for the freight and logistics and manufacturing sectors (and other intended users of industrial land) and the direction set in the growth corridor plans
- estimating economic and employment growth in sectors that use industrial land
- assessing land-use opportunities and implications related to *Victoria – The Freight State* and to the new classification of centres and clusters
- assessing the strategic location of existing and future industrial land supply to determine if it meets industry needs (for example, spatial and locational needs)
- evaluating this information to estimate additional industrial land requirements by subregion.

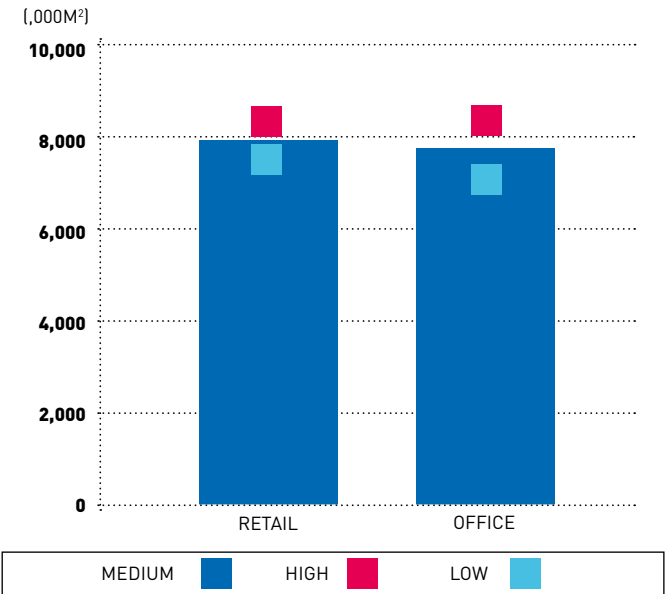
In the medium term

- Reform and expand the Urban Development Program to report on economic and industrial demand and supply factors and employment projections for each of the subregions.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

FIGURE 6 – ADDITIONAL RETAIL AND OFFICE [STAND ALONE] FLOOR SPACE REQUIREMENTS, 2011-2051

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014



BASED ON INTERIM FLOOR SPACE PROJECTIONS

INITIATIVE 1.2.2

MAINTAIN THE COMPETITIVENESS OF EMPLOYMENT LAND IN MELBOURNE'S GROWTH AREAS

Melbourne's growth areas need a supply of employment land which is attractive to business and investors. The provision of jobs at a rate that keeps pace with new households is critical in maintaining the productivity of the growth areas and reducing the costs of commuting.

There is a need to review any barriers to job creation and consider policy levers that may be available to accelerate the development of industrial estates and business parks.

In the short term

There are a number of options to accelerate the delivery of employment precincts in the growth areas.

- Investigate options to accelerate the delivery and development of employment-designated land in outer growth areas, including consideration of flexibility in the application of the Growth Areas Infrastructure Contribution.

METROPOLITAN PLANNING AUTHORITY

- Improve the clarity of the definition of state infrastructure within legislation governing works-in-kind agreements with developers of industrial estates.

METROPOLITAN PLANNING AUTHORITY

INITIATIVE 1.2.3

PLAN FOR COMMERCIAL LAND AND ACTIVITY CENTRE NEEDS

Growth in population, knowledge-intensive activities and tourist visits will drive demand for well-located and competitively priced commercial-zoned land. In the service sector, current trends suggest this could drive demand for around 8 million square metres of stand-alone office floor space and around 8 million square metres of retail floor space¹⁴.

Commercial-zoned land will also need to accommodate a range of services and accommodation, entertainment and civic activities. Figure 6 shows floor space projections for retail and stand-alone office space for Melbourne.

To ensure that Melbourne's competitive commercial market is maintained into the future and to facilitate local access to employment, we need to quantify future commercial land requirements by subregion. We also need to estimate the likely distribution of future job growth and commercial land requirements within the network of national employment clusters, metropolitan activity centres and activity centres.

Existing activity centres will need to have the flexibility to accommodate growth, particularly where there is significant population and household growth forecast in their catchment area. Planning for a diversity of activities in activity centres will also respond to changes in the economy, and support increased transport infrastructure delivery.

Some of Melbourne's freestanding shopping centres have the capacity to provide diversified activities including commercial or mixed uses. For example, Chadstone Shopping Centre, which currently provides over 5000 retail jobs and attracts approximately 20 million visitors each year, proposes to add significant office and hotel floor space in coming years. Opportunities for future diversification, investment and employment growth in these centres should be explored and facilitated through planning provisions where appropriate.

In the short term

- Work with the Department of State Development, Business and Innovation to publish estimates of future retail and employment needs for activity centres in each subregion of Melbourne.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- Work with the Department of State Development, Business and Innovation to publish estimates of future growth in national employment clusters, metropolitan activity centres and activity centres based on their role, function, capacity and development potential.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- Update planning provisions to remove retail and commercial floor-space caps in precinct structure plans as activity centres are developed.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- Review the subregional network of activity centres to determine the need for new activity centres and identify possible new locations of activity centres.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- With local governments, work with the relevant stakeholders in activity centres to prepare structure plans for the diversification of activity centres that have the potential to emerge as metropolitan activity centres.

METROPOLITAN PLANNING AUTHORITY

- Reform and expand the Urban Development Program to report on commercial land-use supply, demand and performance.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

DIRECTION 1.3

IMPROVE DECISION-MAKING PROCESSES FOR STATE AND REGIONALLY SIGNIFICANT DEVELOPMENTS

Collectively, development proposals within city-shaping projects such as the expanded central city, national employment clusters, metropolitan activity centres, urban-renewal precincts, transport gateways, state-significant industrial precincts and health/education precincts are of state-significance. These projects, along with infrastructure projects, will shape Melbourne's future and the achievement of the Metropolitan Melbourne Structure Plan.

Other economic infrastructure that is important to metropolitan Melbourne is the supply of construction materials and maintaining and deploying telecommunication infrastructure.

Improving decision making that provides more clarity and certainty will unlock investment.

INITIATIVE 1.3.1

EXTEND VICSMART IN DEFINED INDUSTRIAL AND EMPLOYMENT PRECINCTS

To strengthen Melbourne's investment attraction, we not only need to supply affordable, well-located industrial land: we also need to make developing industrial land easier. The government has established a new, simplified process to enable faster assessment of straightforward, low-impact planning permit applications called VicSmart. We will undertake a pilot program in selected localities, such as Melbourne's growth areas, to apply VicSmart to a broader range of low-risk, straightforward projects in industrial-zoned land.

In the short term

- Trial the extension of the VicSmart system into defined industrial and employment precincts.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- Investigate ways of improving the language and content of permit conditions that require further approvals by the responsible authority.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

INITIATIVE 1.3.2

SUPPORT VICTORIAN CIVIL AND ADMINISTRATIVE TRIBUNAL DECISION MAKING

Improving the effectiveness and timeliness of decision-making is an important outcome for the development industry.

Ensuring that the Victorian Civil and Administrative Tribunal is sufficiently resourced to hear matters in a timely way improves certainty for all parties involved in its decisions.

In the short term

- Continue to investigate mechanisms and reforms that will assist in increasing the capacity of the Victorian Civil and Administrative Tribunal to deal with planning matters in a timely manner.

DEPARTMENT OF JUSTICE

INITIATIVE 1.3.3

RECOGNISE AND PROTECT NATURAL RESOURCE EXTRACTION

Quarries and natural resource assets are important to support the state's growth by maintaining a cost-effective and timely supply chain for the construction industry. Access to natural resources needs to be protected from incompatible development or encroachment that would prevent their ability to operate.

In the short term

- Identify and map significant natural resource assets, including existing quarries and their buffer areas and natural resources suitable for future quarrying.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- Review planning provisions to protect quarries and future natural resource assets from incompatible land use and development.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

INITIATIVE 1.3.4

SUPPORT THE PROVISION OF TELECOMMUNICATIONS INFRASTRUCTURE

There have been significant changes to how we communicate. Fixed-line, mobile, wi-fi and internet communication has been changing rapidly and infrastructure is being enhanced and deployed to address technology advances and increasing demand. These communications technology changes impact on how we use the city for business, domestic, entertainment and community activities.

Early planning for telecommunications infrastructure is important in growth areas and urban-renewal precincts to ensure early provision of cost-effective services to residents and businesses. The planning system can assist this by ensuring that these precincts include early planning for fibre-ready facilities and telecommunications infrastructure. The absence of telecommunications pathways can hinder or delay the provision of services and increase costs.

In the short term

- Review the Code of Practice for Telecommunications Facilities in Victoria 2004 to ensure it meets the needs of service users and providers.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- Update *Precinct Structure Planning Guidelines* to include requirements for early planning of telecommunications infrastructure (including fixed-line, wi-fi and mobile infrastructure transmission sites) in growth areas and urban-renewal precincts.

METROPOLITAN PLANNING AUTHORITY

- Review planning and building provisions to include telecommunications pathways in new buildings, particularly multi-dwelling units, shopping centres and office buildings.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

MELBURNIANS SAID...



CHERIE HAWIRA, TRUGANINA

“ It’s family-friendly and a great place for people to get together and enjoy. The restaurants are fantastic, and we’ve got a lot of other facilities going up at the moment, so that’s even better. So it’s really good to bring a family up here. ”



JOE MOLLOY, WEST MELBOURNE

“ I like how international and multicultural it is. I love that Melbourne feels like a global city rather than an Australian town. My favourite thing about Melbourne is its coffee, it’s definitely up there. There’s not many cities I would want to be making coffee in. ”



ROB LESLIE, YARRA COMMUNITY HOUSING

“ A key ingredient is to ensure that the expanded central city area has an adequate amount of housing that is affordable to workers on lower incomes. ”



MICHAEL SMOLDERS, SOUTH MELBOURNE

“ Having a diverse population has also contributed to Melbourne’s competitiveness by throwing people together with various skills, knowledge and entrepreneurial abilities. ”



REBECCA QUINNELL, PRESTON

“ I just think Melbourne’s great with all the cultural stuff it’s got. I’m a musician and I just love going to all my friends’ gigs. And it’s just a really cool vibe here in the city. I just love it. It’s a very comfortable place to live. ”

DIRECTION 1.4

PLAN FOR THE EXPANDED CENTRAL CITY TO BECOME AUSTRALIA'S LARGEST COMMERCIAL AND RESIDENTIAL CENTRE BY 2040

The central city has some of Australia's largest and most globally-connected financial and professional services businesses (particularly in the CBD, Docklands, Southbank and St Kilda Road). It is located in the wider Central Subregion and has a highly diverse economic base with strengths in health, education, retail, creative industries, tourism and port-related activities.

Over the past two decades, employment has significantly increased in the central city, with office floor space alone increasing by 900,000 square metres between 2000–10. Docklands has been a major focus of this growth.

Residential growth has also increased in the central city and Central Subregion, providing opportunities for people to live close to where they work. This delivers a range of benefits, including reduced commuting and transport costs.

This direction will allow Melbourne's central city to become the largest business services centre in Australia. The central city will continue to play an important role as a major destination for tourism, retail, entertainment and cultural activities; and to enjoy the employment diversity that comes from the growth of these sectors. Providing free tram travel within the central city and Docklands will enhance Melbourne's desirability as a destination for business investment and tourism.

To ensure Melbourne's expanded central city becomes Australia's largest business centre, we will also need to connect, manage and grow the existing and emerging high-density, mixed-use neighbourhoods in the Central Subregion (Map 10).

This subregion represents Melbourne's most complex growth area with growth potential beyond 2050. By planning for this significant employment and population growth, we will take advantage of the benefits of connecting people, skills, jobs and businesses.

INITIATIVE 1.4.1

EXPAND THE CENTRAL CITY TO RETAIN COMPETITIVE ADVANTAGES AND ATTRACT DIVERSE VALUE-ADDING BUSINESSES

Investment by successive Victorian Governments, including at Southbank and Docklands, has unlocked strategically located and relatively affordable waterfront land. This has provided private-sector investment opportunities, strengthened the productivity benefits that come from greater knowledge-sector density, and enabled Melbourne to compete for global capital. This investment supported Melbourne and Victoria to significantly increase their share of Australia's professional and financial services business.

In order to maximise the opportunities from growth in the knowledge economy, the central city will need to retain its competitive advantages, and continue to provide choices in business accommodation. To retain this advantage, we need to ensure the continual supply of well-located land for commercial activity by expanding the central city to provide new opportunities and choices for knowledge-intensive and high-skilled firms.

Parkville Employment Cluster will have enhanced transport connections to North Melbourne, the Central City and other rail stations.

The Melbourne Rail Link will support the development of inner city precincts and create new opportunities for high-value businesses and residential development particularly in the Fishermans Bend Urban Renewal Area. Future development of the Fishermans Bend Urban Renewal Area, which could accommodate up to 40,000 new jobs and 80,000 residents, provides an important opportunity to expand the central city and to consolidate Melbourne's position as one of the world's most liveable cities, with a highly creative and competitive economy.

To ensure retention of important industries and to allow for the transition of older industries to new commercial and employment opportunities, Fishermans Bend North will remain as an important industry and employment area north of Westgate Freeway. Fishermans Bend North is an important non-residential component of the expanded central city, and will complement the business and residential growth and related infrastructure provision, which will occur in the Fishermans Bend Urban Renewal Area south of the Westgate Freeway.

In the short term

- Expand the central city to ensure the supply of well-located land for commercial activity including office, hotel, retail space and residential.

METROPOLITAN PLANNING AUTHORITY

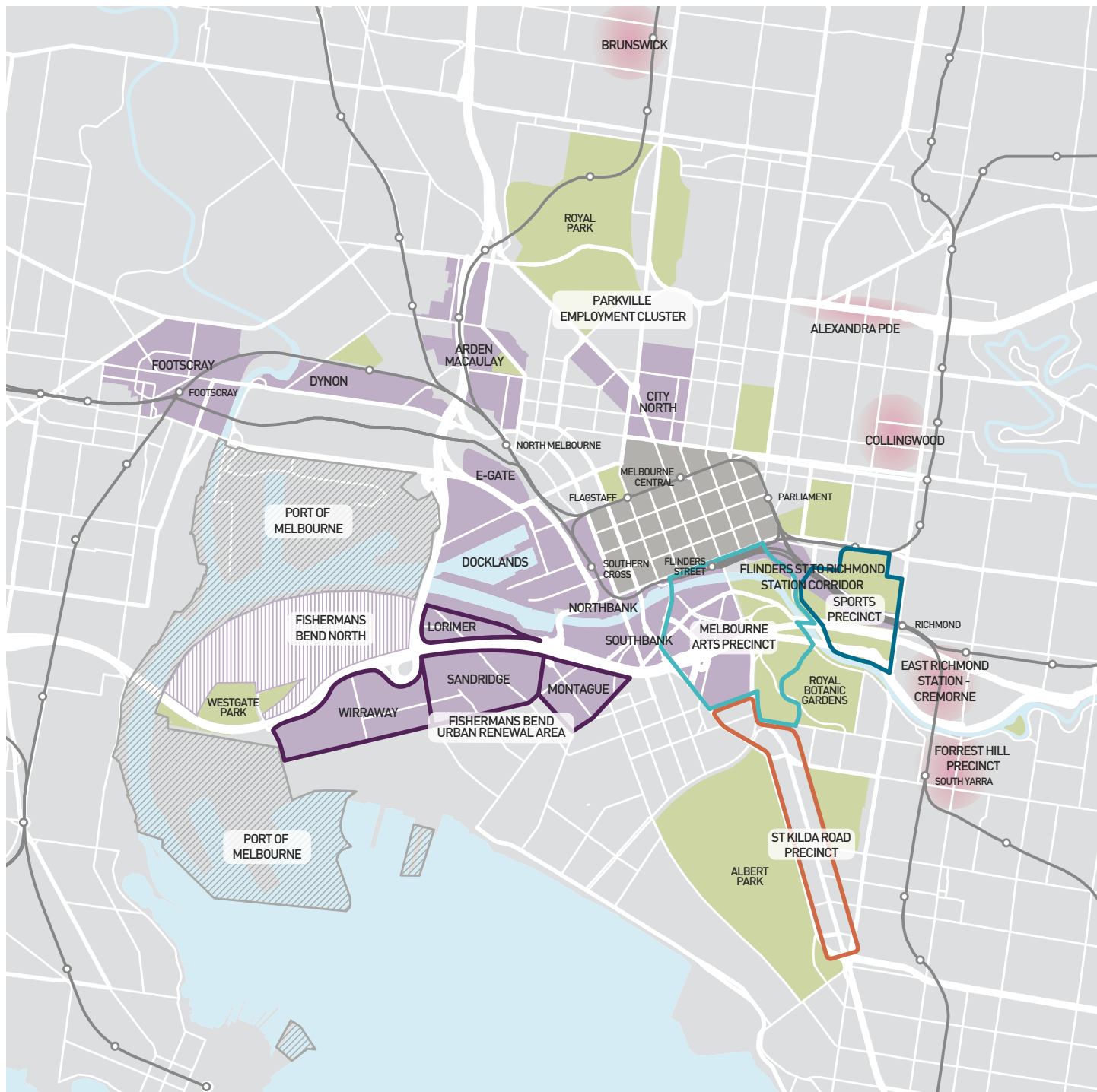
- Provide advice on the timing, staging and enabling investment for urban-renewal precincts and on any new opportunities.

METROPOLITAN PLANNING AUTHORITY

- Complete the planning for Fishermans Bend Urban Renewal Area to deliver a world-class urban-renewal precinct and infrastructure delivery plan.

METROPOLITAN PLANNING AUTHORITY

Urban-renewal precincts in the central city include Parkville Employment Cluster, Fishermans Bend Urban Renewal Area, E-Gate, Arden-Macaulay, Footscray, East Richmond station/Cremorne precinct, Collingwood industrial precinct and Flinders Street to Richmond station corridor.



MAP 10 – AN EXPANDED CENTRAL CITY

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014



DIRECTION 1.5 PLAN FOR JOBS CLOSER TO WHERE PEOPLE LIVE

INITIATIVE 1.4.2

PREPARE A PLAN FOR THE CENTRAL SUBREGION TO ACCOMMODATE AT LEAST 1 MILLION JOBS AND 1 MILLION PEOPLE

To ensure Melbourne's expanded central city becomes Australia's largest business centre, we will need to connect, manage and grow the existing and emerging high-density, mixed-use neighbourhoods within the Central Subregion. This subregion warrants a specific approach in order to capture benefits from agglomeration, while at the same time managing the costs of growth. These neighbourhoods, although clearly distinct from each other and from the central city, form a key part of the Central Subregion and are an essential part of the 'Melbourne experience' for visitors and locals.

The Central Subregion has the potential to grow from 700,000 jobs today to close to 1 million jobs by 2031 and well beyond this by 2050¹⁵. New space for office, retail, tourism, education, health, entertainment and cultural activities will be needed by 2050.

Given the importance of these economic opportunities, combined with the need to manage the costs of growth, a strategic growth framework is required for the expanded central city and the Central Subregion.

This framework should consider governance, the timing and staging of the development of the central city, new strategic transport connections, new community facilities and open space, utility improvements, and traffic management strategies.

The government anticipates that these expanded central city urban-renewal locations will be able to accommodate more than 100,000 dwellings.

In the short term

- Work with local governments to zone more areas as Mixed Use Zone, to create small-scale business opportunities to encourage small businesses and start-ups in high-amenity locations in the Central Subregion.

METROPOLITAN PLANNING AUTHORITY

- Work with Central Subregion local governments, institutions, businesses and other key stakeholders to prepare an integrated framework plan for growth in the Central Subregion that includes land use, transport, infrastructure and open space and builds on the *Inner Melbourne Action Plan 2005*.

METROPOLITAN PLANNING AUTHORITY

- Prepare a plan for the government that considers the sequencing of urban-renewal precincts alongside the possible re-use of government land, future infrastructure requirements and streamlined environmental improvements, to facilitate market-ready conditions capable of achieving the best outcomes.

METROPOLITAN PLANNING AUTHORITY

- Facilitate precinct planning and help to coordinate planning of government infrastructure within the precinct.

METROPOLITAN PLANNING AUTHORITY

The Metropolitan Melbourne Structure Plan is designed to drive productivity and economic growth by accommodating employment and residential growth in designated locations across the city. In particular, national employment clusters, metropolitan activity centres and activity centres will ensure employment growth occurs outside of the central city. This structure will deliver a range of benefits, including reduced travel demand, productivity dividends derived from agglomeration, maximised use of existing government assets, and improved access to employment.

INITIATIVE 1.5.1

FACILITATE THE DEVELOPMENT OF NATIONAL EMPLOYMENT CLUSTERS

National employment clusters are focused on knowledge-based businesses that locate close to each other because of the productivity and economic gains from co-location, access to a deeper skilled labour pool and infrastructure, and the potential to share ideas and knowledge. They will continue to evolve into vibrant, diverse locations well-served by public transport.

Each national employment cluster is anchored by specialised activity (such as a university, research facility, medical facility or manufacturing enterprise) that has seeded its growth, but which over time will develop a unique profile, building on its competitive strengths. This Initiative is focused on ensuring the development of the national employment clusters to support productivity through a new city structure. The policy response is not a one-size-fits-all.

In some cases, national employment clusters have the potential to broaden their range of uses by virtue of being attractive locations for a range of businesses including office, retail services, entertainment and residential. In other cases (such as the Dandenong South Employment Cluster), it will be more about enhancing manufacturing productivity.

Others (such as the Monash cluster and Parkville cluster) are already firmly established and have significant potential to grow and diversify further. Others are in their early stages but have the right fundamentals and will be supported in their growth through Plan Melbourne.

This Initiative will put in place actions to make these locations investment-ready, and to maximise choices for the location of knowledge-intensive firms and jobs. By giving enterprises choices, they can make decisions that best suit their needs, leading to improved productivity and improved access to job choices for Melburnians. National employment clusters will be a focus of public transport networks.

There are six national employment clusters, as follows.

THE EXISTING MONASH CLUSTER – which includes Monash University, CSIRO, the Australian Synchrotron, Monash Medical Centre and hospitals as well as other research-based activities and advanced manufacturing enterprises. The cluster has strengths in leading education, health, research and commercialisation facilities. It has about 58,500 jobs (Map 13).

THE EXISTING PARKVILLE CLUSTER – which includes the Parkville bioscience area, existing hospitals, the University of Melbourne, RMIT University and various research institutions. The cluster has strengths in education, research, health, professional and technical industries, and significant parkland. It has about 32,700 jobs (Map 14).

THE EXISTING DANDENONG SOUTH CLUSTER – which includes advanced manufacturing, health and education enterprises, a number of business parks, Victoria's first eco-industrial park (LOGIS) and is linked to the Dandenong Metropolitan Activity Centre (Chisholm TAFE and Dandenong Hospital). The cluster has strengths in advanced manufacturing, health, education, wholesale trade, retail and transport, postal and warehousing. It has about 55,000 jobs (Map 15).

THE EMERGING EAST WERRIBEE CLUSTER – which includes the University of Melbourne Faculty of Veterinary Science, Victoria University, CSIRO and a range of medical facilities including Werribee Mercy Hospital. The cluster has strengths to build on its existing health, education and high tech research jobs on the site of the former State Research Farm. It has about 7,100 jobs (Map 16).

THE EMERGING SUNSHINE CLUSTER – which includes the Sunshine Metropolitan Activity Centre, Victoria University Sunshine Campus, Victoria University St Albans Campus, Sunshine Health Precinct and Western Centre for Health Research and Education. The cluster has the potential to build a critical mass of tertiary education, health-related training, healthcare, retail and professional services and to facilitate private investment. It has about 13,800 jobs (Map 17).

THE EMERGING LA TROBE CLUSTER – which includes La Trobe University, Austin Biomedical Alliance Precinct and other health and medical facilities, as well as activity centres at Northland and Heidelberg. The emerging cluster has strengths in education, research, health and retail. It has about 25,700 jobs (Map 18).

The mechanisms to deliver the national employment clusters will vary depending on their profiles, competitive strengths, roles and timing in terms of development, particularly those in the emerging stage in the north and west. Targeted or catalyst investment may also occur in some of the national employment clusters, subject to business case development.

The emerging national employment clusters are subject to further investigation.

In the short term

- In partnership with the Department of State Development, Business and Innovation, local governments and major institutions in existing national employment clusters, prepare a long-term plan and governance to guide their growth and development, and an appropriate planning framework.

METROPOLITAN PLANNING AUTHORITY

- Coordinate the delivery and implementation of government investment in national employment clusters.

METROPOLITAN PLANNING AUTHORITY

- Identify constraints on employment and business growth in the national employment clusters, and identify solutions which will open up employment and investment opportunities.

METROPOLITAN PLANNING AUTHORITY

In the medium term

- Work with the education sector to identify opportunities to build tertiary education offerings in the west, focusing on the Sunshine and East Werribee employment clusters.

METROPOLITAN PLANNING AUTHORITY

- Provide advice on critical infrastructure and identify long-term development opportunities for the emerging national employment clusters.

METROPOLITAN PLANNING AUTHORITY

INITIATIVE 1.5.2

SUPPORT DEVELOPMENT OF METROPOLITAN ACTIVITY CENTRES

Metropolitan activity centres play a strategically important role for their subregional catchments by providing the community with good access to a range of major retail, community, government, entertainment, cultural and transport services.

As the city grows, metropolitan activity centres will maximise opportunities for all Melburnians to access a broad range of goods and services. These centres are a focus of public transport networks and will continue to attract broad investment in education, health and other services. As a result of this role, they will also provide a diverse range of jobs, activities and housing for subregional catchments.

In the short term

- Update the State Planning Policy Framework to specify the role of metropolitan activity centres and designate Dandenong, Footscray, Epping, Sunshine, Ringwood, Broadmeadows, Box Hill, Frankston, Fountain Gate-Narre Warren, Lockyerbie and Toolern as metropolitan activity centres.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- Work with subregional groupings of relevant local governments to:
 - prepare or update structure plans and infrastructure plans (as required) for metropolitan activity centres to accommodate significant growth
 - update the planning provisions in and around metropolitan activity centres to ensure they are investment-ready
 - identify sequencing requirements (including infrastructure provision, connections and public realm improvements).

METROPOLITAN PLANNING AUTHORITY

In the medium term

- Continue to identify future metropolitan activity centres as part of reporting and monitoring of Plan Melbourne.

METROPOLITAN PLANNING AUTHORITY

INITIATIVE 1.5.3

SUPPORT PLANNING OF OTHER ACTIVITY CENTRES

Activity centres have been a part of Melbourne's pattern of development over many decades, and play diverse roles in terms of accommodating housing, retail, commercial and civic services. They often have significant public transport infrastructure and have benefited from other public and private investment.

Activity centre categories, identified in earlier metropolitan strategies, include:

- central activities areas
- principal activity centres
- major activity centres
- neighbourhood activity centres
- specialised activity centres.

Principal, major and specialised activity centres that are not designated as either national employment clusters, metropolitan activity centres or transport gateways will now be designated as activity centres or health/education precincts. Local governments are responsible for the planning and management of activity centres. The continued growth and development of activity centres will provide communities with convenient access to a wide range of goods and services, and their growth will facilitate vibrant local economies across all neighbourhoods. Many jobs are tied to meeting projected demand for local services. New commercial zones will support this new structure by providing greater flexibility and growth opportunities for commercial and business centres. Retail floorspace and office caps will be removed to support the development of activity centres in metropolitan Melbourne.

In the short term

- Update the State Planning Policy Framework to explicitly identify activity centres and distinguish them from neighbourhood centres.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

In the medium term

- Support local governments to plan for their network of activity centres.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- Review planning controls in activity centres and streamline them where possible.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- In partnership with local governments, review the performance of activity centres according to an agreed set of criteria that monitors the success of structure plans against future employment and housing needs.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

NATIONAL EMPLOYMENT CLUSTERS

National employment clusters are designated geographic concentrations of interconnected businesses and institutions that make a major contribution to the national economy and Melbourne's position as a global city.

Six places have been identified that can, or have the potential to, provide high job concentrations in suburban locations. Three exist now, due to their number of businesses, institutions and high levels of employment. Three are designated as emerging, due to their potential and geographic opportunity.

Each cluster is different, but together they will play an important role in the shape of the city, along with the expanded central city and the metropolitan activity centres.

WHAT TO DO NEXT

The Metropolitan Planning Authority will:

1. in consultation with stakeholders and local governments, undertake a rapid pre-planning assessment in each cluster of:
 - current planning controls
 - strategic work under way and key projects
 - potential boundaries and areas of strategic influence
 - surplus government land
 - constraints and opportunities
 - strategic priorities
2. make recommendations to the government about:
 - the extent of ongoing Metropolitan Planning Authority and stakeholder involvement required
 - new processes for streamlined approvals
 - preliminary assessment of infrastructure needs and coordination.

Following this assessment, next steps may involve:

- providing planning clarity and certainty through rezoning or other changes
- identifying local needs and possible local delivery options.

FIGURE 7 – ATTRIBUTES OF METROPOLITAN ACTIVITY CENTRES

BROADMEADOWS**Subregion:** Northern**Local government area:** Hume**Census employment count:** 6,700**Top three industries**

- Education and training
- Retail trade
- Public administration and safety

Dwellings*: 2,900**Number of visits**:** 11,226**Key features:** Kangan Institute of TAFE, Broadmeadows Shopping Centre, Hume City Council offices**Transport:** Train, bus and arterial road**EPPING****Subregion:** Northern**Local government area:** Whittlesea**Census employment count:** 10,500**Top three industries**

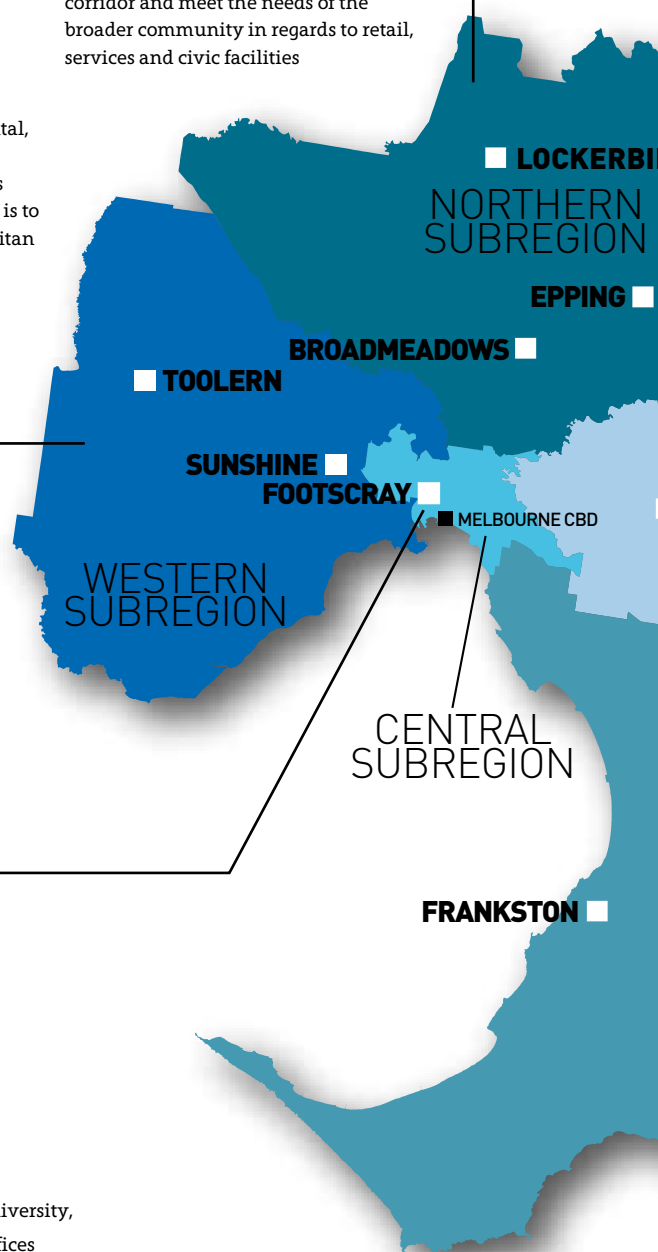
- Health care and social assistance
- Retail trade
- Manufacturing

Dwellings*: 2,300**Number of visits**:** 27,166**Key features:** Epping Plaza, Northern Hospital, City of Whittlesea offices, North Melbourne Institute of Technology campus. Melbourne's wholesale fruit, vegetable and flower market is to be relocated adjacent to the Epping Metropolitan Activity Centre**Transport:** Train and bus**LOCKERBIE** [Future]**Subregion:** Northern**Local government area:** Hume**Future employment planned:** 16,000**Opportunity:** With a potential future train station, Lockerbie has an opportunity to service the northern corridor and meet the needs of the broader community in regards to retail, services and civic facilities**SUNSHINE****Subregion:** Western**Local government area:** Brimbank**Census employment count:** 6,500**Top three industries**

- Retail trade
- Public administration
- Health care and social assistance

Dwellings*: 4,100**Number of visits**:** 21,964**Key features:** Sunshine Market Place, Sunshine Plaza, Victoria University**Transport:** Train and bus, Regional Rail Link**TOOLERN** [Future]**Subregion:** Western**Local government area:** Melton**Future employment planned:** 11,000**Opportunity:** To provide a range of regional and local employment, civic, retail, education, medical, residential, recreation and entertainment uses which will draw upon sustained investment from both the public and private sectors**FOOTSCRAY****Subregion:** Central**Local government area:** Maribymong**Census employment count:** 7,200**Top three industries**

- Education and training
- Health care and social assistance
- Public administration and safety

Dwellings*: 5,000**Number of visits**:** 24,273**Key features:** Footscray Market, Victoria University, Footscray Park, Maribymong City Council offices**Transport:** Train, tram and bus

* Number of dwellings in and around the metropolitan activity centre

** Victorian Integrated Survey of Travel and Activity (VISTA)

BOX HILL

Subregion: Eastern

Local government area: Whitehorse

Census employment count: 15,600

Top three industries

- Health care and social assistance
- Public administration and safety
- Education and training

Dwellings*: 4,400

Number of visits:** 36,829

Key features: Box Hill Institute, Box Hill Hospital and Epworth Hospital, Centro Box Hill Shopping Centre, Box Hill Town Hall

Transport: Train, tram and bus

RINGWOOD

Subregion: Eastern

Local government area: Maroondah

Census employment count: 6,700

Top three industries

- Retail trade
- Public administration and safety
- Health care and social assistance

Dwellings*: 4,800

Number of visits:** 37,775

Key features: Eastland Shopping Centre, Costco, Ringwood Magistrates' Court

Transport: Train, bus and arterial road

DANDENONG

Subregion: Southern

Local government area: Greater Dandenong

Census employment count: 17,000

Top three industries

- Health care and social assistance
- Public administration and safety
- Retail trade

Dwellings*: 5,600

Number of visits:** 37,510

Key features: Dandenong Plaza, City of Greater Dandenong offices, Dandenong Library, the Australian Tax Office, Dandenong Magistrates' Court

Transport: Train, bus and arterial road

FRANKSTON

Subregion: Southern

Local government area: Frankston

Census employment count: 14,100

Top three industries

- Health care and social assistance
- Retail trade
- Public administration and safety

Dwellings*: 4,200

Number of visits:** 28,465

Key features: Bayside Shopping Centre, Frankston City Council offices, Monash University, Chisholm Institute of TAFE, and Frankston Hospital

Transport: Train, bus and arterial road

FOUNTAIN GATE/ NARRE WARREN

Subregion: Southern

Local government area: Casey

Census employment count: 7,700

Top three industries

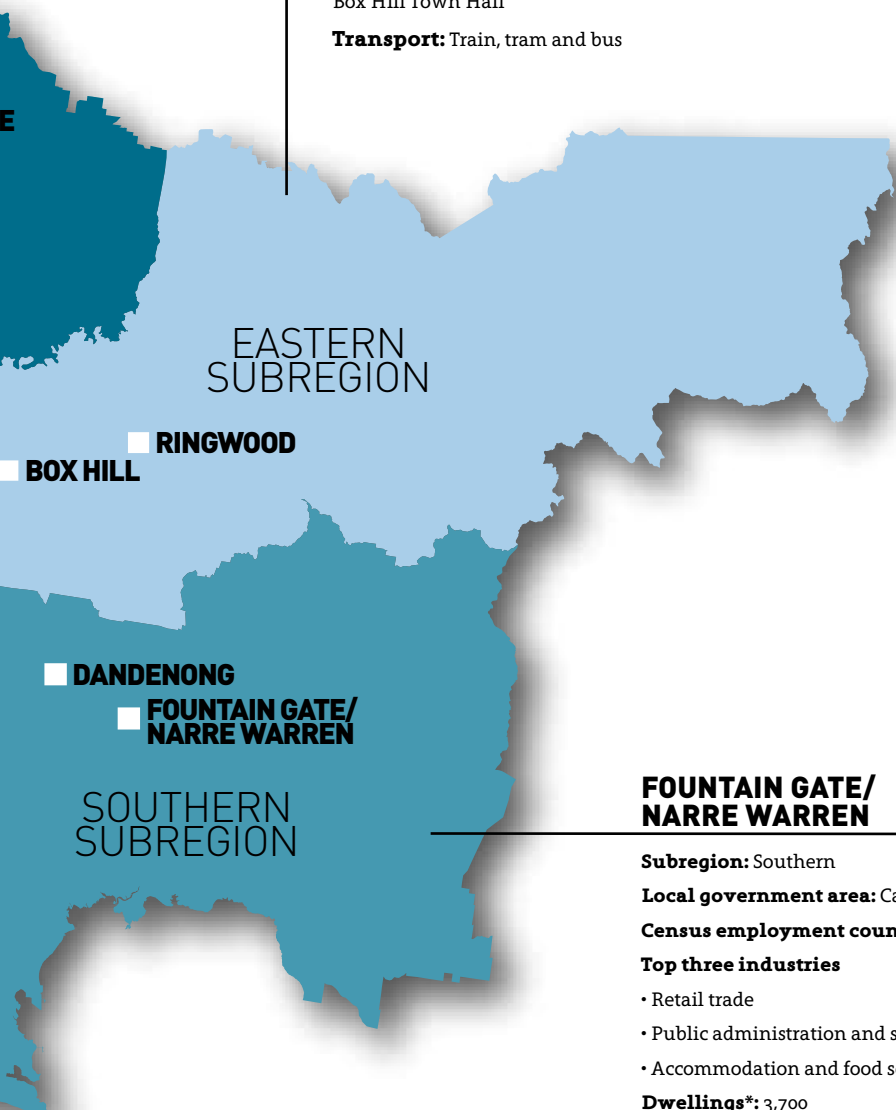
- Retail trade
- Public administration and safety
- Accommodation and food services

Dwellings*: 3,700

Number of visits:** 30,092

Key features: Westfield Fountain Gate, City of Casey offices

Transport: Train and bus



INITIATIVE 1.5.4

ACCELERATE INVESTMENT IN MELBOURNE'S OUTER AREAS TO INCREASE LOCAL ACCESS TO EMPLOYMENT

The distribution of jobs across Melbourne is uneven and outer suburbs generally have poorer access to jobs than middle and inner Melbourne. For example, in the outer-west and outer-south-east, there are only about four jobs for every 10 working-age residents.

The development of national employment clusters at La Trobe, Monash, Parkville, Sunshine, East Werribee and Dandenong South will increase access to high-value knowledge jobs in the subregions. Development of a major new transport gateway at the Port of Hastings will also improve the number and type of jobs in the subregions. A possible future south-east airport will also provide new job opportunities. Building on these infrastructure investments can contribute significantly to future investment and job growth in outer areas.

The actions that follow bring forward employment opportunities in outer areas by advancing major planned investments, by planning for the associated infrastructure and investment necessary to leverage off investments, by building on comparative strengths in service-sector employment, by supporting subregions to attract investment, and by connecting outer areas to existing employment locations.

In the short term

- Support employment growth in outer areas by assisting with the identification of projects by subregional groups of local governments. Projects would be subject to business cases and possibly funded by works-in-kind, growth areas infrastructure contributions or other funding mechanisms, subject to funding capacity.

METROPOLITAN PLANNING AUTHORITY

- Work with government departments to identify strategic locations for health and education facilities.

METROPOLITAN PLANNING AUTHORITY

The locations should have the ability to drive productivity, improve access to health and education services and improve job choices, particularly in growth areas. These locations can also be major attractors of, and anchors for, investment and a mix of employment uses and activities, and should be developed adjacent to existing activity centres or planned as part of new activity centres.

- Investigate opportunities to support working from home (or closer to home) by updating home-based business regulations (including a review of clause 52.11 of the Victoria Planning Provisions) and supporting the implementation of the Residential Growth Zone or Mixed Use Zone.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

In the medium term

- Provide advice on requirements for expanded tertiary education facilities and opportunities in the west of Melbourne, and identify possible new locations.

METROPOLITAN PLANNING AUTHORITY

- Publish indicators on the economic performance of subregions, to inform investment.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

We will establish and monitor a suite of indicators to measure and monitor subregional performance, including effective job availability, effective job density, employment projections, workforce size and skills, industry diversity, gross regional product, productivity and a subregional investment monitor.

- Prepare and implement planning provisions to provide greater certainty for public- and private-sector investment in growth-area employment, especially in health and education.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- In partnership with the Department of State Development, Business and Innovation and local governments, prepare strategies for growth-area service-sector employment.

METROPOLITAN PLANNING AUTHORITY

INITIATIVE 1.5.5

PLAN AND FACILITATE PRIVATE-SECTOR TOURISM INVESTMENT OPPORTUNITIES IN MELBOURNE AND RURAL AND REGIONAL VICTORIA

Melbourne has an international reputation as a distinctive and authentic Australian destination with a highly visible major art, sporting and cultural events calendar. This sophisticated tourism experience is supported by a vibrant city that is filled with shops, restaurants, bars and cafés in wide boulevards and intimate laneways. Tourism generates strong multiplier effects for other industries in Melbourne and in Victoria more generally. With almost all international travellers arriving by air, Melbourne also serves as a gateway to the rest of Victoria.

From 2007–12, annual tourism expenditure in Melbourne grew by about 5.7 per cent, significantly higher than the national average of 2.8 per cent¹⁶. International visitors, particularly from Asia, are driving this growth. International students are also a major driver of tourism expenditure.

Melbourne's strong position in tourism in Australia is expected to continue over the short-to-medium term. The Australian Government's Tourism Forecasting Committee indicates that the number of visitor nights will increase to 82 million (or 13.9 per cent of the national total) by 2020–21, worth an estimated \$17.7 billion in overnight tourism expenditure. This growth will drive demand for short-stay accommodation and new or enhanced tourism experiences.

Melbourne's challenge in an increasingly competitive global tourism environment is to maintain and enhance our sophisticated tourism experience, encourage investment to meet tourism demand and ensure that our transport and aviation networks can support the anticipated growth. In addition to creating international capacity at Avalon Airport, this initiative aims to facilitate private-sector tourism investment that appeals to existing and emerging tourism markets.

From a planning and policy perspective, tourism often complements, or is complementary to, broader objectives: that is, tourism experiences need to be used and valued by locals as well as visitors.

Tourism services also need to be located appropriately, for example with internationally-branded accommodation in the inner city catering to international leisure and business travellers. Students and Australian business visitors may need more decentralised accommodation.

In the short term

- Assess opportunities for short-term accommodation and tourism services, particularly in the Fishermans Bend Urban Renewal Area and in the finalisation of the implementation of the Melbourne Arts Precinct Blueprint.

DEPARTMENT OF STATE DEVELOPMENT,
BUSINESS AND INNOVATION

- In partnership with Department of State Development, Business and Innovation, investigate planning barriers for accommodation opportunities in national employment clusters, metropolitan activity centres and underutilised land that may meet demand from education, business and family visitors.

METROPOLITAN PLANNING AUTHORITY

- Ensure short-term accommodation and tourism services are considered when developing or renewing state sporting, cultural and heritage sites.

DEPARTMENT OF TRANSPORT, PLANNING AND
LOCAL INFRASTRUCTURE (PLANNING)

- Identify strategic tourism locations in Melbourne and regional Victoria for private investment.

DEPARTMENT OF STATE DEVELOPMENT,
BUSINESS AND INNOVATION

Strategic tourism locations will appeal to high-yield or emerging tourism markets (such as convention and exhibition facilities, a world-class hotel resort or iconic attractions).

- Update regulations and approval processes to support identified strategic tourism investment in Melbourne and regional Victoria.

DEPARTMENT OF TRANSPORT, PLANNING AND
LOCAL INFRASTRUCTURE (PLANNING)

INITIATIVE 1.5.6

PLAN FOR A THIRD AIRPORT IN MELBOURNE'S SOUTH-EAST

Access to Melbourne Airport from the east and south-east is becoming increasingly difficult. An airport to the south-east of Melbourne would serve one-third of Victoria's population, including the 300,000 residents of Gippsland. A south-east airport would have the benefit of good road connections, and the potential of future rail access. The Shire of Cardinia has identified locations between Koo Wee Rup and Lang Lang as potential sites for an airport.

Melbourne's south-east growth area has the capacity to provide for between 86,000 and 110,000 additional jobs¹⁷. Research indicates that an airport would be an important driver for significant job creation.

In the short term

- In partnership with the Department of State Development, Business and Innovation, and local governments, confirm a preferred site for a south-east airport including associated industrial and commercial land.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL
INFRASTRUCTURE (PLANNING)

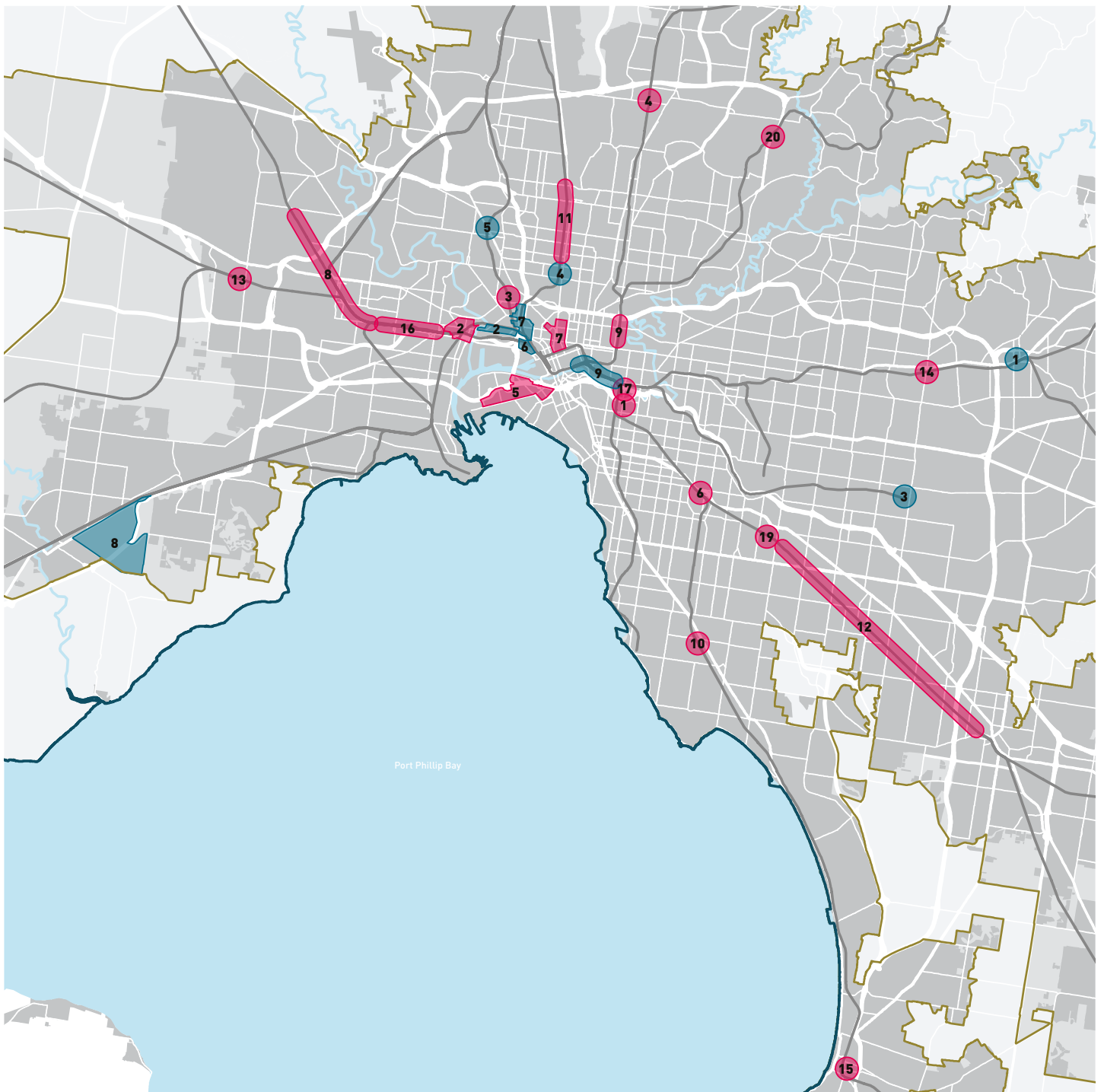
In the medium term

- Investigate a process for the private sector to invest in the development of a new airport. Examine the land transport needs of a future airport in this corridor.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL
INFRASTRUCTURE (PLANNING)

“ THERE IS ALREADY A SHIFT TO A COUNTERING OF DEVELOPMENT OF THE FRINGE WITH GREATER INTENSIFICATION AND VITALITY AROUND EXISTING URBAN INFRASTRUCTURE. THIS APPROACH EMPLOYED BY THE CITY OF MELBOURNE OVER THE LAST TWO DECADES HAS BEEN SUCCESSFUL IN THE CENTRAL CITY IN REDUCING COSTS AND IMPROVING THE UTILISATION OF NEW AND EXISTING INFRASTRUCTURE, CONTRIBUTING TO GREATER ECONOMIC VITALITY AND SOCIAL COHESION. ”

CITY OF MELBOURNE



MAP 11 – POTENTIAL URBAN-RENEWAL PRECINCTS AND SITES CLOSE TO RAIL

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014



- Metropolitan region
- Metropolitan urban boundary
- Urban area
- Road network
- Rail network
- Waterway

■ Potential urban renewal opportunities/
investigation areas

- 1 – Forrest Hill precinct, South Yarra
- 2 – Footscray precinct
- 3 – Flemington-Newmarket precinct
- 4 – Keon Park station
- 5 – Fishermans Bend Urban Renewal Area
- 6 – Caulfield station precinct
- 7 – City North precinct
- 8 – Sunshine corridor
- 9 – North Richmond to Victoria Park station corridor
- 10 – Highett precinct
- 11 – Brunswick to Batman station corridor
- 12 – Oakleigh to Dandenong station corridor
- 13 – Deer Park station
- 14 – Nunawading station
- 15 – Frankston station
- 16 – Tottenham corridor
- 17 – East Richmond station-Cremorne precinct
- 18 – Lilydale Quarry (Cave Hill) (not shown on map)
- 19 – Hughesdale station
- 20 – Watsonia station

Note: not in order of priority and boundaries are indicative only

■ Urban renewal opportunities that include
significant parcels of government held land

- 1 – Ringwood station
- 2 – Dynon corridor
- 3 – Glen Waverley station
- 4 – Jewell station
- 5 – Essendon station
- 6 – E-Gate precinct
- 7 – Arden-Macaulay precinct
- 8 – East Werribee employment precinct
- 9 – Flinders Street to Richmond corridor

Note: not in order of priority and boundaries are indicative only

DIRECTION 1.6

ENABLE AN INVESTMENT PIPELINE OF TRANSIT-ORIENTED DEVELOPMENT AND URBAN-RENEWAL

Plan Melbourne will create numerous investment opportunities across the city in strategic locations.

This direction advocates transit-oriented development as a key way to achieve employment and population growth, as well as achieve a broad range of economic, social and environmental benefits from co-locating employment, population and public transport.

Some of these opportunities will come from major transport infrastructure, level crossing removals and associated land development. Others will come from the development of national employment clusters, metropolitan activity centres and health and/ or education precincts.

Equally, opportunities can be harnessed from underutilised industrial land in proximity to existing infrastructure.

INITIATIVE 1.6.1

IDENTIFY NEW URBAN-RENEWAL PRECINCTS AND SITES AROUND THE EXISTING RAIL NETWORK, BASED ON TRANSIT-ORIENTED DEVELOPMENT PRINCIPLES

Land around railway stations and train corridors can provide valuable development opportunities, due to the access to public transport. Over the coming decades, we will be building a number of new railway stations as we develop the network and we will ensure these are integrated with land development. Existing stations and corridors will also be assessed for their development potential.

There are also a number of former industrial and other sites around Melbourne that no longer fulfil their function. By enabling appropriate development (including housing, economic activity and mixed-use development), the local neighbourhood can be improved and job opportunities enhanced. Businesses have the capacity to identify opportunities for development that generate investment and local employment and improve places for the community to enjoy. Government assets can also be better utilised.

In the short term

- Identify priority urban-renewal sites and commence structure planning for underutilised industrial land and precincts near railway stations. Priority investigation areas include:
 - North Richmond to Victoria Park station corridor
 - East Richmond station-Cremorne precinct
 - Brunswick to Batman station corridor
 - Oakleigh to Dandenong rail corridor
 - Sunshine transport corridor
 - Tottenham corridor.

METROPOLITAN PLANNING AUTHORITY

- Update the State Planning Policy Framework to support urban-renewal around existing and planned railway stations.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

- Work with local governments to rezone privately held land in precincts around railway stations, train corridors and level crossing removals that have been identified to have capacity for additional residential, employment and mixed-use development.

METROPOLITAN PLANNING AUTHORITY

- Support local governments to unlock capacity on their own underutilised sites (for example, car parks).

METROPOLITAN PLANNING AUTHORITY

In the medium term

- Identify urban-renewal opportunities associated with upgrades to interchanges, starting with St Albans and Gardiner stations (as part of level crossing removals), and Sunshine station.

METROPOLITAN PLANNING AUTHORITY

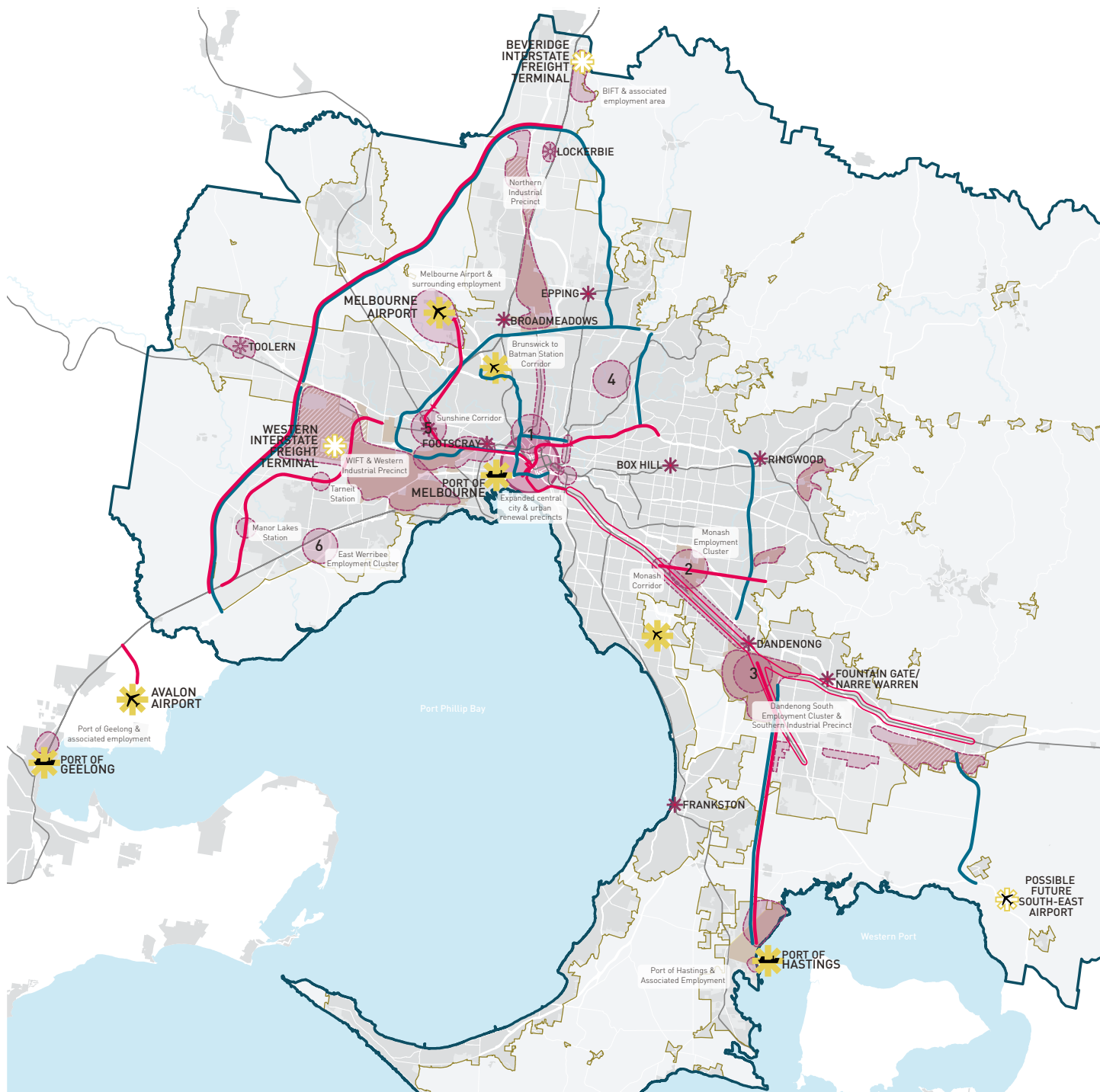
- In partnership with the private sector, develop or upgrade railway stations and transport interchanges.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (TRANSPORT)

Individual proposals would be subject to business case approval. The aim is to incorporate new commercial and housing activities at locations that include:

- North Melbourne station (associated with the development of E-Gate)
- Richmond station precinct (Richmond and East Richmond stations and Cremorne precinct)
- Stations as part of the Melbourne Rail Link (including the Airport Rail Link)
- Ringwood station, as part of the Ringwood Metropolitan Activity Centre development
- Frankston station as part of the development of the Frankston Metropolitan Activity Centre
- Clayton, Murrumbeena and Carnegie stations (associated with the Cranbourne-Pakenham Rail Corridor Project).
- In partnership with local governments, assess areas for strategic redevelopment. Alternative uses depend on local requirements and site context and could include transit-oriented, mixed-use development; new centres; and residential or other opportunities to increase employment.

METROPOLITAN PLANNING AUTHORITY



MAP 12 – INFRASTRUCTURE-LED EMPLOYMENT OPPORTUNITIES

SOURCE: SITES IDENTIFIED BY DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014



- Metropolitan region
- Metropolitan urban boundary
- Urban area
- Road network
- Rail network
- Investment & employment opportunity
- Expanded central city
- National employment cluster**
- 1 Parkville
- 2 Monash
- 3 Dandenong South
- 4 La Trobe
- 5 Sunshine
- 6 East Werribee

- ★ Transport gateway – existing
- ★ Transport gateway – future
- ★ Metropolitan activity centre – existing
- ★ Metropolitan activity centre – future
- Rail initiative (planned & potential)
- Cranbourne-Pakenham Rail Corridor Project and potential South East Rail Link (freight)
- Road initiative (existing & planned)
- State-significant industrial precinct – existing
- State-significant industrial precinct – future
- ✈ Airport
- ⚓ Seaport
- Waterway

INITIATIVE 1.6.2

IDENTIFY NEW DEVELOPMENT AND INVESTMENT OPPORTUNITIES ON THE PLANNED TRANSPORT NETWORK

We will maximise the benefits of new infrastructure by identifying related land-development and investment opportunities.

The identification of surrounding land-use opportunities should occur as part of project proposals and be implemented as part of a project.

In the short term

- Confirm a list of priority investigation areas that can provide new employment opportunities that build on new infrastructure.

DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (PLANNING)

Priority investigation areas include:

- the inner-north and inner-west, to create employment opportunities associated with planned investment, such as the East West Link and public transport projects
- the central city to airport corridor, to leverage off this emerging job corridor and take advantage of the Airport Rail Link
- the Monash Corridor associated with the Cranbourne-Pakenham Rail Corridor Project
- suitable business park opportunities that can take advantage of the East West Link, the Outer Metropolitan Ring Road and EastLink.

“ THE DEVELOPMENT OF AN ADDITIONAL AIRPORT WITHIN THE SOUTH-EAST MELBOURNE REGION WILL GENERATE A RANGE OF ECONOMIC BENEFITS THAT WILL SUPPORT LONG-TERM SUSTAINABLE EMPLOYMENT AND ECONOMIC GROWTH THROUGHOUT THE REGION. ”

SHIRE OF CARDINIA

“ GIVEN THE SUBSTANTIAL EXISTING ECONOMIC ROLE OF THE EMPLOYMENT AND KNOWLEDGE CLUSTER CENTRED ON LA TROBE AND THE SUBSTANTIAL ECONOMIC, EDUCATION AND RESEARCH ROLE ALREADY PLAYED BY THE LA TROBE CAMPUS IN THE REGION, THE UNIVERSITY SUBMITS THAT THE CASE IS CLEARLY THERE FOR AMENDMENT TO THE STRATEGY TO ACKNOWLEDGE THE NORTHERN CLUSTER. ”

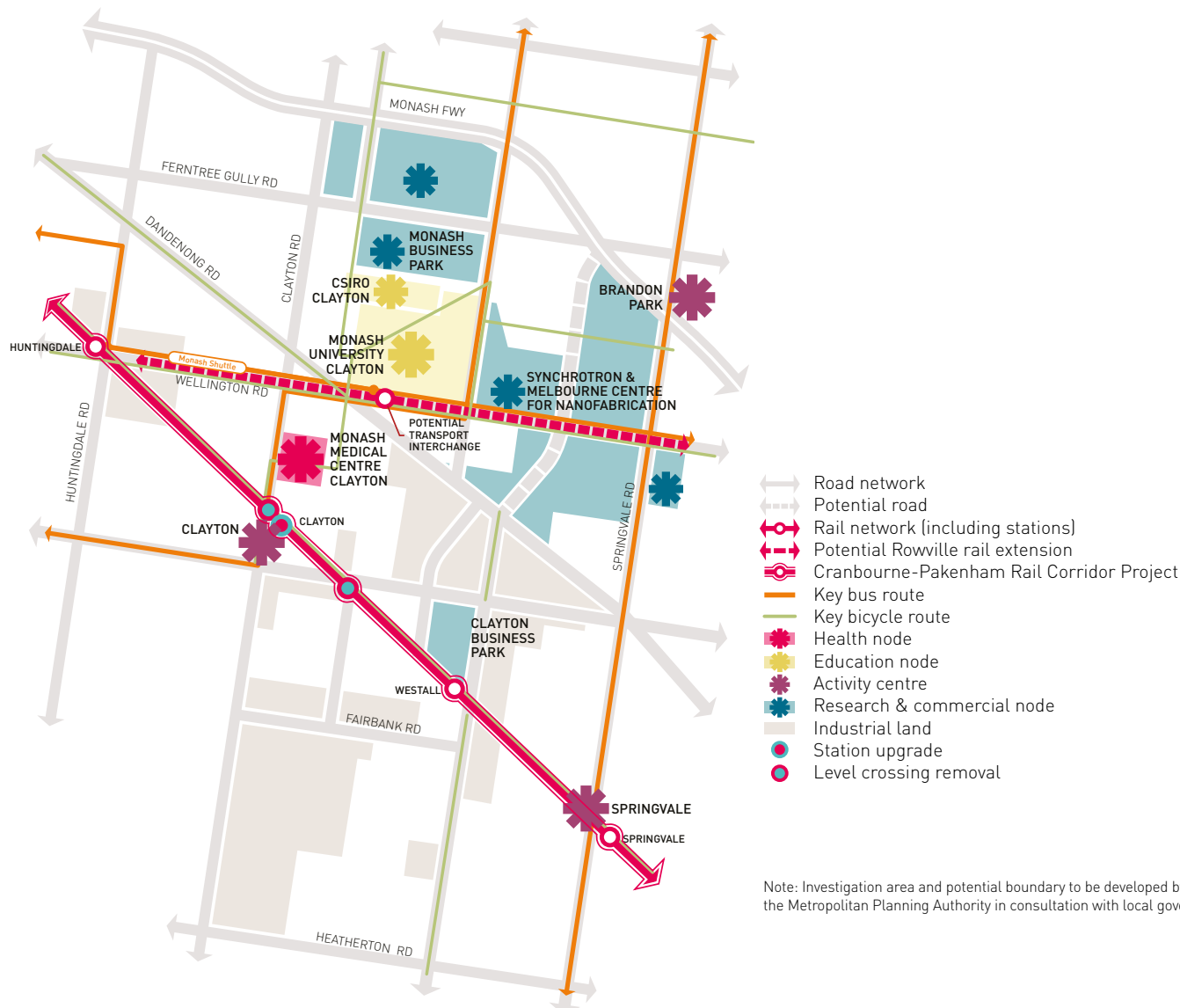
LA TROBE UNIVERSITY

MONASH EMPLOYMENT CLUSTER

MAP 13 – MONASH EMPLOYMENT CLUSTER

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014

Designation of this area as a National Employment Cluster does not change the status of parkland, open space or residentially zoned land.



The Monash Employment Cluster is Melbourne's largest established employment cluster, with a unique mix of education, research and industry participants. It has 58,500 jobs and is the largest concentration of employment outside the central city. The Eastern and South-Eastern subregions together are expected to grow by 550,000 to 700,000 between 2011 and 2031.

The Monash Employment Cluster has a critical mass of leading education, health, research and commercialisation facilities including Australia's largest university (Monash University), the Australian Synchrotron, the Melbourne Centre for Nanofabrication, Monash Medical Centre, CSIRO's largest site in Victoria, Monash Business Incubator and the Monash Enterprise Centre. The government has recently invested in a new Monash Children's Hospital at Clayton, to be completed in 2016. The cluster's mix of education,

research and commercial facilities creates a unique environment for innovation and world-leading research, which will continue to contribute significantly to Melbourne's economy. This unique blend of knowledge- and research-based activities will also assist existing businesses, for example in the manufacturing sector, and produce products and services that are competitive in the global market.

Linkages exist between the Monash University Clayton and its Caulfield campus as well as to Chadstone Shopping Centre. There is the potential for these links to be strengthened in the future, particularly as Chadstone diversifies and grows.

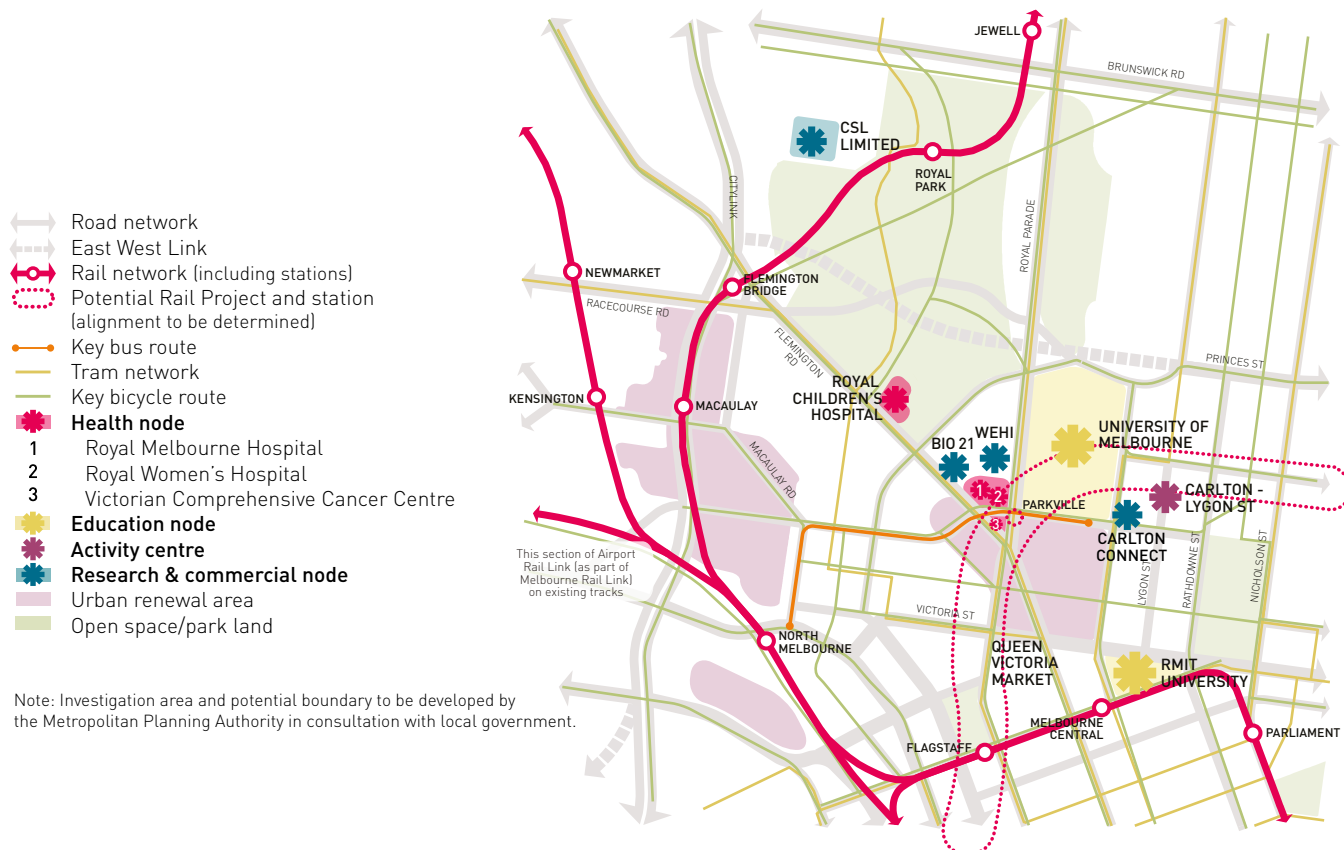
Key partners for the future of this cluster include City of Monash, City of Kingston, City of Greater Dandenong, Monash University, Monash Medical Centre, the Australian Synchrotron, CSIRO, Monash Business Incubator, the Monash Enterprise Centre and Chadstone Shopping Centre.

PARKVILLE EMPLOYMENT CLUSTER

MAP 14 – PARKVILLE EMPLOYMENT CLUSTER

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014

Designation of this area as a National Employment Cluster does not change the status of parkland, open space or residentially zoned land.



The Parkville Employment Cluster in the Central Subregion is an established, internationally acclaimed cluster that is close to the city with opportunities to facilitate the continued supply of appropriate land for commercial, housing and knowledge-based enterprises. The cluster has strengths in education, research, health, professional and technical industries, and significant parkland. About 32,700 people are currently employed in the cluster, which is centrally located and has access to a wide catchment of workers across metropolitan Melbourne.

The cluster has a critical mass of nationally leading institutions and organisations including Australia's highest-ranking university (the University of Melbourne), Victoria's second-largest university (RMIT University), Monash University's Pharmacy Faculty, global bioterapy industry leader CSL Limited, Royal Melbourne Hospital, Royal Children's Hospital, Royal Women's Hospital, the Australian Medical Association and the Bio21 Institute.

Many leading institutions and organisations are expanding, or plan to expand, within the cluster. This includes the \$1 billion Victorian Comprehensive Cancer Centre, which will have world-leading cancer research and treatment activities and facilities. Increasingly, the two universities are expanding their facilities to incorporate greater collaboration and joint projects with industry. This drives innovation, research and business establishment.

Parkville Employment Cluster has a high level of public transport access including 12 of Melbourne's 29 tram routes mainly via Swanston and Elizabeth Streets. Route 401 bus is a popular connection to Parkville from North Melbourne Station. Upgrades to bus and tram services as part of the Melbourne Rail Link project will continue to support the continued growth of Parkville as an established national employment cluster.

Works will include re-aligning and enhancing Melbourne's tram network to increase capacity and improve connections between Parkville, the CBD and the south-eastern suburbs. Improvements to local cross-town bus services will also boost access to the precinct. The frequency and capacity of the Route 401 bus will be improved meaning more people will be able to access Parkville via North Melbourne Station.

The Central Subregion is expected to grow by around 230,000 to 280,000 people between 2011 and 2031.

Key partners for the future of this cluster include City of Melbourne, the University of Melbourne, RMIT University, CSIRO, Royal Melbourne Hospital, Royal Women's Hospital and Royal Children's Hospital.

DANDENONG SOUTH EMPLOYMENT CLUSTER

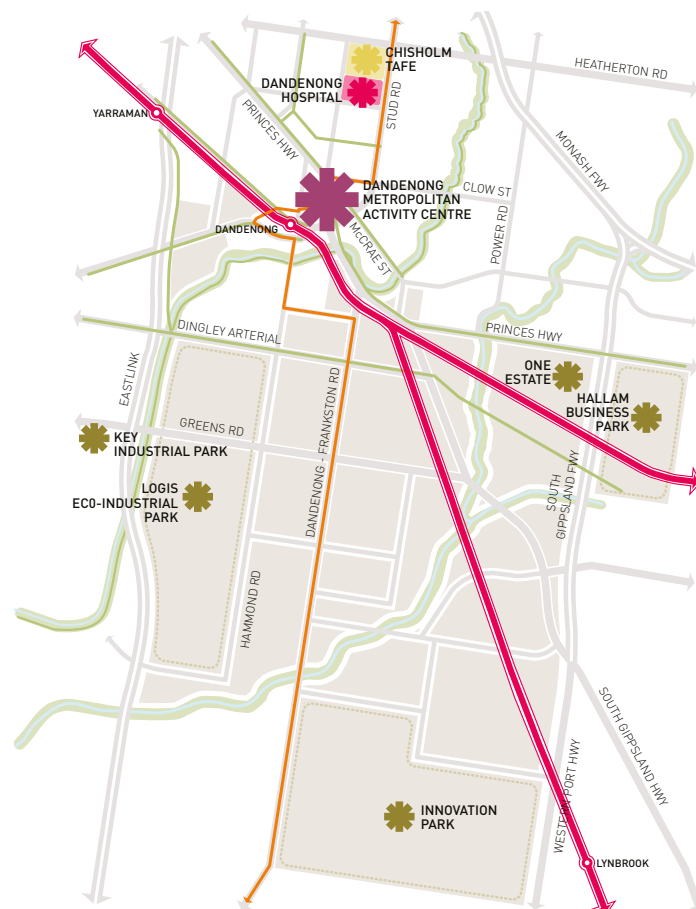
MAP 15 – DANDENONG SOUTH EMPLOYMENT CLUSTER

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2013

Designation of this area as a National Employment Cluster does not change the status of parkland, open space or residentially zoned land.

- Road network
- Rail network (including stations)
- Cranbourne-Pakenham Rail Corridor Project
- Key bus route
- Key bicycle route
- Health node
- Education node
- Activity centre
- Industrial land
- Open space/parkland
- Waterway

Note: Investigation area and potential boundary to be developed by the Metropolitan Planning Authority in consultation with local government.



The Dandenong South Employment Cluster in the Southern Subregion is a long-established cluster employing over 55,000 people. The Southern Subregion is expected to grow by around 400,000 to 480,000 people between 2011 and 2031. The cluster has major strengths in advanced manufacturing, health, education, wholesale trade, retail and transport, postal and warehousing. Dandenong is a net importer of workers from surrounding municipalities and home to over 12,500 businesses.

Ideally located near the Monash Freeway, Princes Highway and EastLink, the cluster forms part of one of Australia's most significant and productive manufacturing areas, which contributed over \$2.2 billion in value added in 2011. The cluster is likely to be given a further boost with the planned development of the Port of Hastings into Victoria's second major container port. It is expected that this will help drive the development of Lyndhurst as a major intermodal facility (logistics and warehousing) with a potential direct train connection to the Port of Hastings. The Melbourne Rail Link will provide a direct link from the cluster through the expanded central city to Sunshine and Sunbury, and to Melbourne Airport via the Airport Rail Link. The Cranbourne-Pakenham Rail Corridor Project will remove level crossings and improve train capacity. Road based freight to this cluster will benefit from the reduced pressure on local roads delivered by these projects.

The cluster, and the businesses operating in it, have been driven in recent times by the requirement for manufacturing activities to be increasingly knowledge-based. Reflecting this, the cluster is home to Victoria's first eco-industrial park, LOGIS, which includes a 74-hectare Innovation Park. This is leading the way for future industrial development in Australia with site features that set new standards for innovation, environmental design and sustainability.

The cluster has the first industrial development (comprising two large warehouses and office space inside one 27,000 square metre building) in Victoria to achieve a 5-star Green Star Industrial Design rating.

The cluster comprises 154 hectares of industrial land specifically designed to accommodate advanced manufacturers and logistics users and is expected to generate up to 5,000 new jobs on the site. A growing list of major international and local businesses (such as Kraft, Cadbury, Ascent Pharmaceuticals, Mercury Marine, Moondara Cheese, Terex Australia and Cabrini Health) have recently chosen to base their businesses at LOGIS. Other major innovative firms in the cluster include Jayco, Bombardier Transportation Australia, Corex Plastics, IVECO Trucks Australia, Viridian Glass and Advanced Polymer Technologies. The cluster also includes the Hallam Business Park, Innovation Park and the Key Industrial Park.

The cluster has the Dandenong Metropolitan Activity Centre at its north-west corner. This has a substantial retail presence – providing around 4,300 jobs – and a major medical precinct based around the Dandenong Hospital which employs almost 4,000 highly-skilled workers. There are also two TAFE institutes (Chisholm and Kangan) in the cluster, and it is close to Monash University.

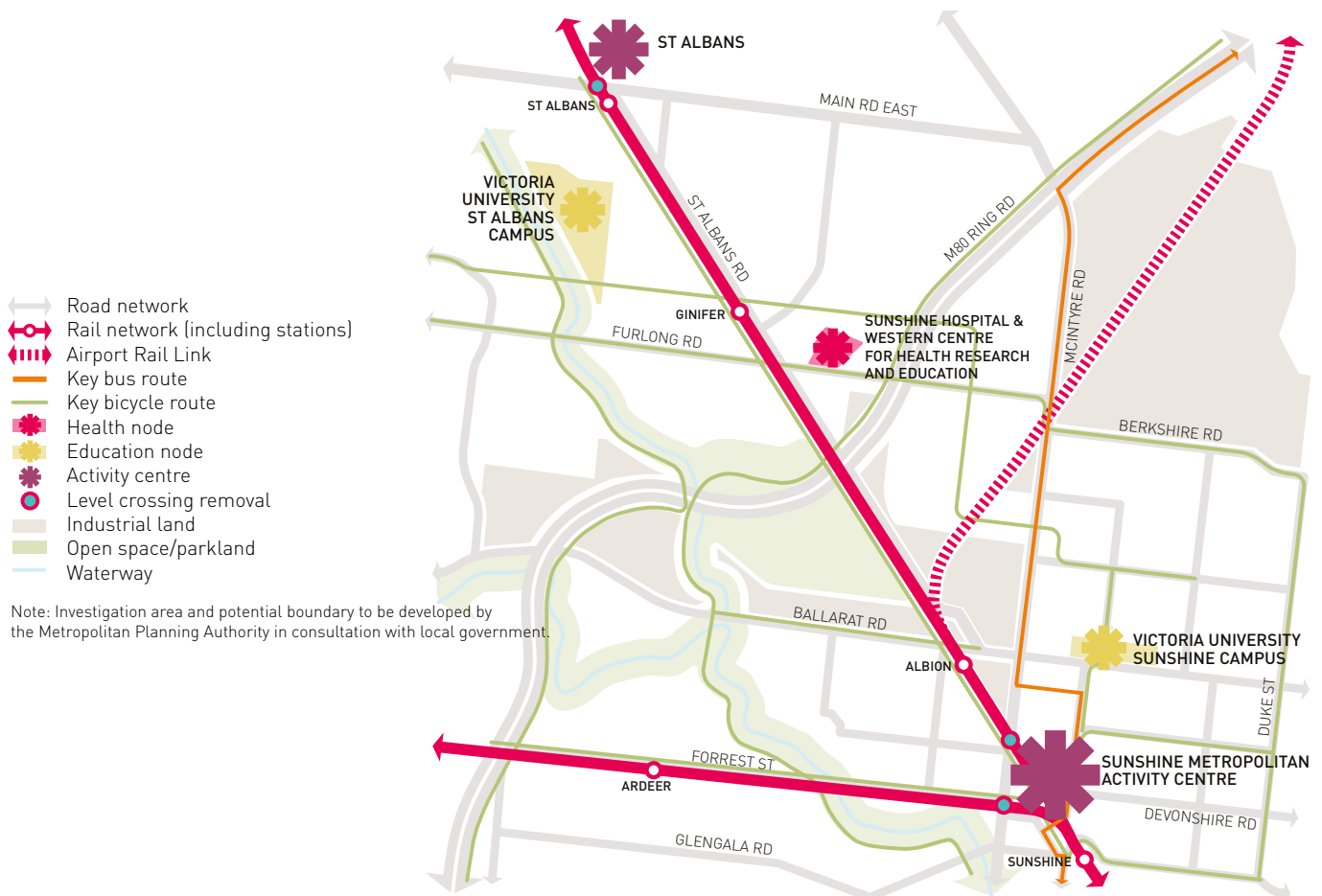
Key partners for the future of this cluster include City of Greater Dandenong, Dandenong Hospital, Chisholm TAFE, Kangan TAFE, Monash University, Places Victoria and Invest Victoria.

EMERGING SUNSHINE EMPLOYMENT CLUSTER

MAP 16 – EMERGING SUNSHINE EMPLOYMENT CLUSTER

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2013

Designation of this area as a National Employment Cluster does not change the status of parkland, open space or residentially zoned land.



The emerging Sunshine Employment Cluster in the Western Subregion has the potential to build a critical mass of tertiary education, health-related training, healthcare, retail and professional services, and to facilitate private investment. There are currently 13,800 jobs in the cluster.

The cluster is well-placed to tap into the growing municipalities of Melbourne's west and to diversify its education, research and health-related activities. The cluster is centrally located in the middle of the two western growth areas and has access to major road and train infrastructure. The cluster's strategic connectivity will continue to grow with recent announcements about Melbourne and Avalon airport rail routes confirming Sunshine will, in the future, have rail access to both these international gateways. The Airport Rail Link will directly connect the cluster to Melbourne Airport, and the Melbourne Rail link will provide a direct link from the cluster to Sunbury and through to Dandenong and the south-eastern suburbs. East West Link's connection to the Western Ring Road and level crossing removals at Sunshine and St Albans will also assist the access to and development of the employment cluster.

There is the opportunity for the cluster to be a central location for increasing health service and education provision. Sunshine Hospital is currently a 400-bed hospital. The Western Centre for Health, Research and Education is a collaborative project between Victoria University, the University of Melbourne and Western Health, where training and research will be carried out. Victoria University has two campuses in the cluster which could expand over time. The Sunshine Employment Cluster includes the Sunshine Metropolitan Activity Centre and the St Albans Activity Centre. The Western Subregion is expected to grow by around 370,000 to 430,000 people between 2011 and 2031.

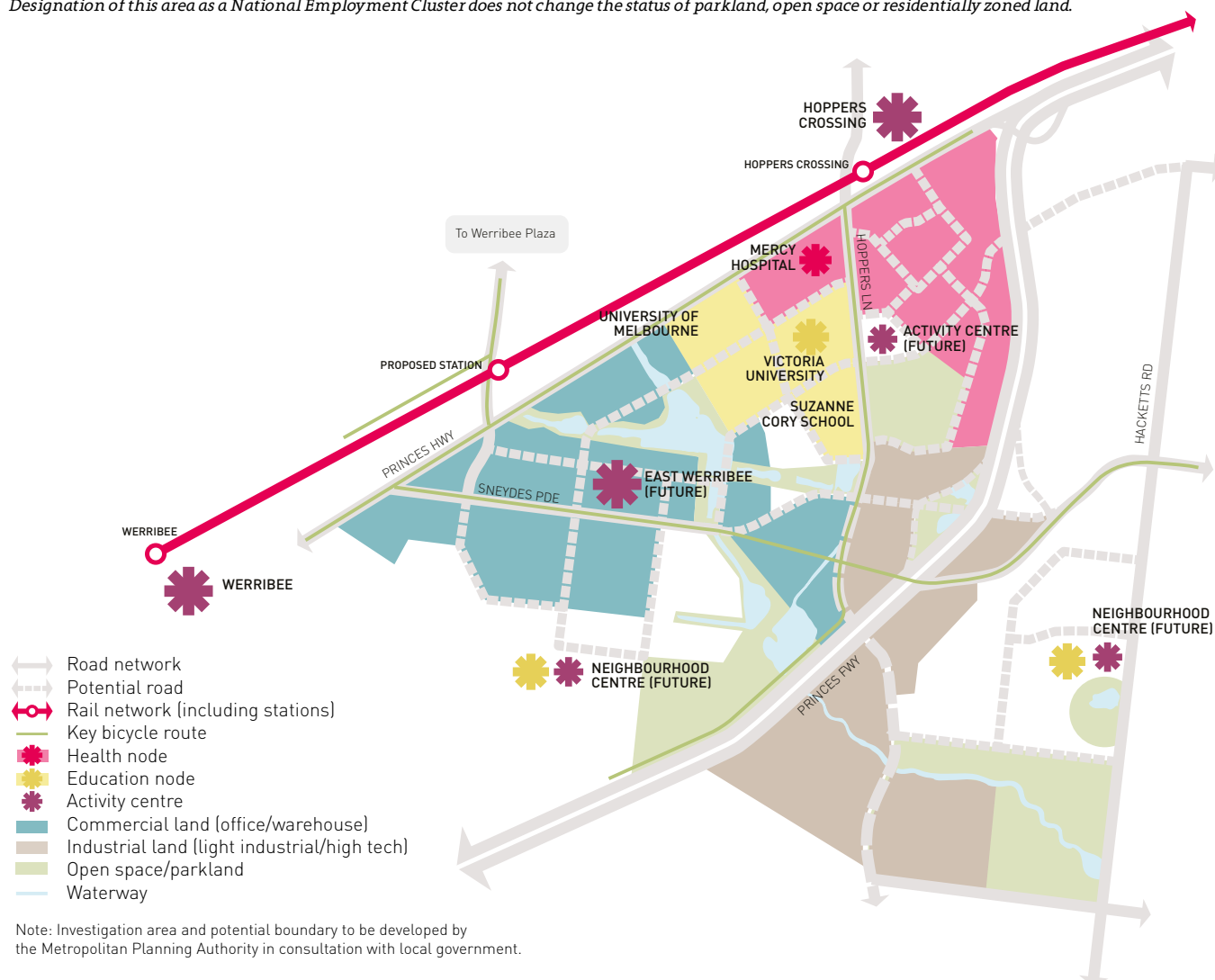
Key partners for the future of this cluster include Brimbank City Council, the University of Melbourne, Victoria University and Western Health.

EMERGING EAST WERRIBEE EMPLOYMENT CLUSTER

MAP 17 – EMERGING EAST WERRIBEE EMPLOYMENT CLUSTER

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014

Designation of this area as a National Employment Cluster does not change the status of parkland, open space or residentially zoned land.



The emerging East Werribee Employment Cluster in the Western Subregion has the potential to build on existing health, education and high-tech research jobs. The cluster will ultimately provide well over 50,000 jobs. These jobs will predominantly be white-collar to build on the existing health, education and high-tech research jobs on the site of the former State Research Farm.

The cluster is currently home to over 7,100 jobs, including at the University of Melbourne Veterinary Hospital, the University of Notre Dame, Victoria University, the Werribee Mercy Hospital, Wyndham Private Medical Centre, CSIRO, Suzanne Cory High School and a range of high-tech research companies in the food and agricultural industries. Many of these major white-collar job providers have significant expansion plans over the next 20 years and a site for a new hospital has recently been purchased in the cluster by St Vincent's Private Hospital.

Businesses based in East Werribee will have easy access to Melbourne, to Melbourne and Avalon airports and to the Port of Melbourne. To encourage investment in the cluster, significant new infrastructure is planned (including the Sneydes Road Freeway interchange) as well as tree-lined boulevards and a lake, waterway and parkland system that will draw workers and visitors to the area. The waterway system incorporates a whole-of-water-cycle-management approach, which heralds the first large-scale implementation of the Living Victoria policy and represents an important first step in the transformation of Melbourne's water-cycle systems. The Western Subregion is expected to grow by around 370,000 to 430,000 people between 2011 and 2031.

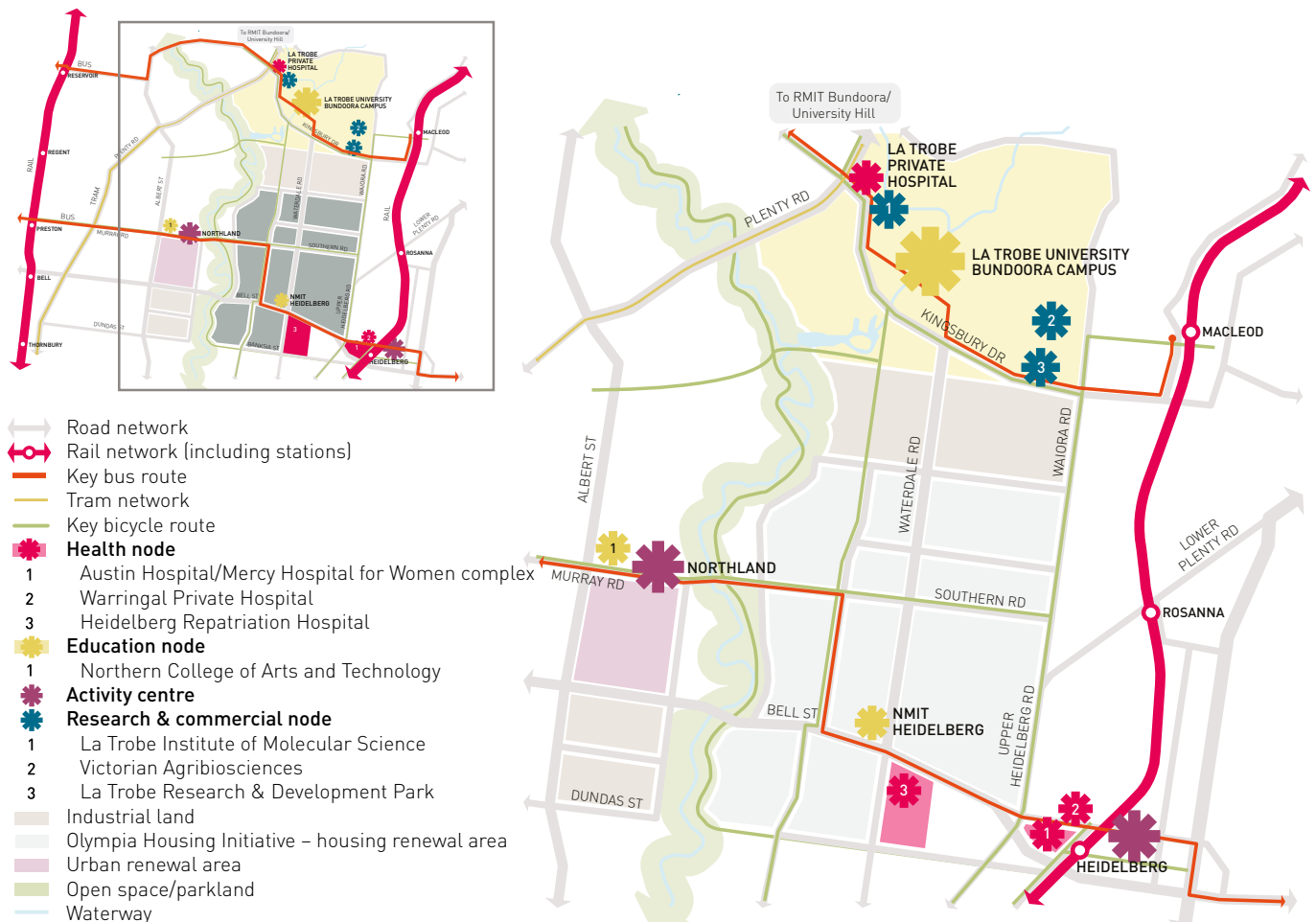
Key partners for the future of this cluster include Wyndham City Council, Metropolitan Planning Authority, University of Melbourne, Victoria University and Mercy Hospital.

EMERGING LA TROBE EMPLOYMENT CLUSTER

MAP 18 – EMERGING LA TROBE EMPLOYMENT CLUSTER

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014

Designation of this area as a National Employment Cluster does not change the status of parkland, open space or residentially zoned land.



Note: Investigation area and potential boundary to be developed by the Metropolitan Planning Authority in consultation with local government.

The La Trobe Employment Cluster in the Northern Subregion is an emerging cluster with strengths in education, research, health and retail. It includes a number of significant employment activities (such as La Trobe University and its industrial surrounds, Northland Shopping Centre and Austin Biomedical Alliance Precinct) and a concentration of other health, research, commercial and retail activities in and around the Heidelberg Activity Centre. There are currently 25,700 jobs in the cluster. The cluster represents an opportunity to increase the number and diversity of jobs in the subregion. Each location in the cluster has different strengths and contributions to make to the economy. La Trobe University has an expanding education and research role, including a growing student and research population and the recently completed AgriBio Centre. The Heidelberg precinct has a significant presence of health services, training and research institutions such as the Melbourne Brain Centre. Due to Austin Health's critical mass of roughly 8000 staff, there is specialisation in some health services (such as toxicology

and respiratory support) in Heidelberg, which sees the area providing statewide services. There are urban renewal opportunities for mixed-use transit-oriented development in the Heidelberg precinct.

There are additional plans for each of these key locations, which indicate a growing commitment to the cluster. La Trobe University has plans to grow its research activities (especially in the biosciences), and encourage the commercialisation of research and the evolution of existing businesses. There is growing housing diversity and urban renewal as part of the Olympia Initiative. Land around the Northland Shopping Centre has a significant capacity to accommodate new jobs and housing.

The Northern Subregion is expected to grow by around 400,000 to 470,000 people by 2031.

Key partners for the future of this cluster include Banyule City Council, Darebin City Council, La Trobe University and Austin Health.