City of Melton
Advocacy Priorities
Shaping a City

Over the next 30 years, the City of Melton will nearly triple in size, presenting the unrivalled opportunity to shape a community that's prosperous, ambitious and in command of its own destiny.

A vibrant, safe and liveable City accessible to all.
Advocacy Priorities

Council calls on the State and Federal Governments to support the City of Melton as it manages this growth, and capitalises on the significant opportunities to deliver best practice infrastructure and services to a young, progressive community.

Roads

- An efficient and safe road network

Western Highway

- An upgrade to this critical national road link

Prevention of family violence

- The provision of local services to respond to and prevent family violence

Early Years Services

- An equitable early years program for every child

Public Transport

- An accessible, frequent, and efficient public transport system

Hospital

- A 24 hour public hospital and state-of-the-art health precinct that includes allied health and human services

Western Intermodal Freight Terminal

- Improved freight and logistics productivity and efficiencies

Primary, Secondary & Specialist Schools

- State-of-the-art educational institutions in line with growth

Sports & Recreation

- Critical infrastructure and vital sport and recreational facilities

A Tertiary Experience

- A local tertiary and TAFE learning environment

Our municipality offers the unique opportunity to establish a new benchmark for growth and development, where services and infrastructure are planned and delivered in line with population growth. The City of Melton is on track with growth estimations despite the effects of COVID-19 on migration and the economy. The advocacy priorities in this document will deliver a COVID recovery effort to further develop community resilience and a partnership approach between council, with the State and Federal Governments.

Delivering our advocacy priorities will also create a diverse and resilient economy that provides a mix of employment opportunities that drives regional and state economic activity.
Introducing the City of Melton

The City of Melton offers an outstanding mix of urban and rural lifestyles. Located 19 kilometres northwest of Melbourne’s CBD, the City covers an area of 527.3 square kilometres, and boasts modern housing developments, international award-winning wineries, fantastic eateries, and world-class golf and sporting facilities.

With a population that’s expected to reach around 400,000 by 2051, the City of Melton features opportunities for business and residential development, and is strategically situated on the national freight route to Adelaide.

With connections to major ports and national freeways, the City of Melton is the ideal location for a broad mix of residential development, employment, commercial and recreational investment.

Melton City Council manages the challenges faced by our rapidly growing population by advocating for state-of-the-art educational facilities, health infrastructure, public transport, and roads.

By fostering a culture that promotes innovation, values efficiency, and adopts a strategic approach to understanding the needs of our diverse residents, we are shaping a City that is both economically and environmentally sustainable, and somewhere people aspire to live, raise a family and run a business.

Cultural diversity

Residents

<table>
<thead>
<tr>
<th>Current population (2021)</th>
<th>181,571</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age Melton</td>
<td>33</td>
</tr>
<tr>
<td>57% Families with children Melton</td>
<td></td>
</tr>
<tr>
<td>20% Couples without children Melton</td>
<td></td>
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<table>
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<tr>
<th>Projected population (2051)</th>
<th>489,452</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age Victoria</td>
<td>37</td>
</tr>
<tr>
<td>41.5% Families with children Victoria</td>
<td></td>
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<tr>
<td>24% Couples without children Victoria</td>
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</table>

Growth

4.6% Annual growth rate

52 Babies born per week

47 Families moving in per week

Housing

$1,538 Median household weekly income

Median house price

- $537,792 (Melton South)
- $490,000 (Melton South)
- $661,000 (Taylors Hill)

20.5% Households renting

58,597 Number of households (2021)

146,637 Number of households (2051)

Economic

10,348 Number of local businesses

81,176 Number of employed residents

9.6% Unemployment rate (Melton)

6.6% Unemployment rate (Victoria)
The City of Melton urban growth map with employment precincts
Melton City Council invites the State and Federal Governments to partner with us to deliver transformational infrastructure and services that support job creation, commercial investment and outstanding liveability.

Our advocacy priorities reflect a municipality on the move — a City that’s ready to build its own future.

This document highlights our strengths, articulates our ambitions and aligns with State and Federal policies to grow jobs and provide services for a strong, resilient community.
Key Transformational Projects Underway

Funding for key infrastructure projects is critical to improving the liveability of a municipality like the City of Melton. The State Government has acknowledged the need to support our City’s growth by delivering public infrastructure that includes a commitment to build a public hospital in Cobblebank, rolling out new schools across the City, and planning important public transport upgrades, all of which positively impact our community and makes the City of Melton attractive to residential and commercial investors alike.

Melton Hospital

It’s been well documented that a new public hospital in Melton is the critical piece of community infrastructure needed to ensure the ongoing health and wellbeing of our fast-growing City. Nearly two decades of rapid, sustained population growth, and increased demand on existing health services, support the case that an additional hospital in Melbourne’s outer west must be operational no later than 2026.

The State Government has provided $2.4 million in funding to develop a business case for a new hospital in Cobblebank and a further $75 million in the 2020/2021 Victorian State Budget to fund the land acquisition and pre-construction works. Council is highly appreciative of the collective work of local members and the State Government for this significant commitment.

In July 2021, the Hon Martin Foley, Minister for Health, identified the location for the New Melton Hospital, with confirmation of the business case being completed in 2021 to deliver the 24/7 public hospital with construction commencing in the first half of 2022. The Minister also identified the expectation that the funding for construction of the hospital will be included in the 2022/2023 Victorian State Budget with the hospital operational in 2026.

The Hon Martin Foley, Minister for Health, Steve McGhie MP, Member for Melton and Cr Kathy Majdlik

Education Delivery Program

To ensure that children in new suburbs can go to school locally, the Victorian Government has commenced a rollout of new primary and secondary schools within the City of Melton.

In 2021, a new primary school opened in Eynesbury, and the construction of Strathtulloh Primary School is well underway to open in 2022.

With a budget inclusion for land acquisition in the Victorian State Budget 2021/2022, additional schools will continue to be planned and delivered in our municipality, including a secondary school in Aintree.

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State of the art schools
Community Infrastructure Projects

Fast growing municipalities, especially in new and emerging suburbs like the City of Melton, rely on the timely delivery of community, sporting, health and early learning facilities, to ensure residents have access to the infrastructure they need to lead healthy and productive lives.

Projects of this magnitude, however, require significant funding and a coordinated partnership approach not only from all levels of government, but also major developers.

Melton City Council has delivered an impressive portfolio of major community infrastructure projects over several years, facilitated by generous contributions from the State Government (including $35.38 million contribution from the Growing Suburbs Fund for 28 critical community infrastructure projects, valued at over $100 million), and Federal Government (including $8.39 million from the Better Regions Fund for two projects).

Council embraces the opportunity to work collaboratively across all levels of government and is appreciative of the ongoing support and acknowledgement we receive for the work we undertake across our City.

We believe by working together to deliver priority projects, we are building a healthier, more connected community, and a stronger, more liveable Victoria.

Melton City Council seeks a commitment from both the State and Federal Governments to continue to support the substantial growth with financial support for critical community infrastructure.

Ballarat Rail Line Upgrade Project

The half a billion dollar allocation to upgrade the Ballarat rail line in the 2016 State Budget has gone a long way to improving train service reliability not only within the City of Melton, but beyond to key regional areas including Ballarat and Ararat.

The project includes the duplication of 18 kilometres of track between Deer Park West and Melton, construction of a new station at Cobblebank between Rockbank and Melton, and the redevelopment of Rockbank railway station, including platform extensions, pedestrian link, and a new car park.

This project is critical to enable more peak services by providing more passing lanes and platforms along the existing track line.

Western Rail Plan

The Western Rail Plan is a significant 2018 State Government election commitment that will facilitate the electrification of the Melton rail line and subsequent separation from the Ballarat rail line, to provide a sleek and efficient, public transport network to service Melbourne’s fast growing west.

The plan also has the potential to triple the Melton rail line’s carrying capacity, and will create seamless connection into the new Melbourne Airport Link and the Metro Tunnel. The result is increased traffic efficiency and accessibility to the CBD, servicing of the new employment precincts and the transformation of Melton into an interchange station with access to both metro and regional trains.

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Map - Western Rail Plan

Community Infrastructure Projects

Ballarat Rail Line Upgrade Project

Half a billion dollar allocation to upgrade the Ballarat rail line.

Electrification of rail line

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Rockbank Station

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Cobblebank

The suburb of Cobblebank, located within the Cobblebank (Toolern) Metropolitan Activity Centre, will serve the region as a major hub for shopping, services, food and entertainment, and is located right next door to a future employment area featuring office space, warehousing, big box retail and light industry.

Located some 30 kilometres from Melbourne’s CBD, this jewel in the Toolern Metropolitan Activity Centre crown will feature 20,000 dwellings, a population of around 55,000 and approximately 24,000 jobs.

The State Government has identified Cobblebank, and the Cobblebank (Toolern) Metropolitan Activity Centre, as the second highest ranking activity centre in Melbourne, surpassed only by the CBD.

Public investment in infrastructure has the potential to not only deliver a new hospital and health precinct to Cobblebank, but also a justice precinct, tertiary offering, early learning centres, primary and secondary schools, upgraded roads, public transport and a major commercial precinct.

Melton City Council has an outstanding record in the early delivery of community, sporting, health and early learning infrastructure, particularly in emerging communities like Cobblebank. We set the standard and are leaders in strategic planning and designing communities for the future.

Council has recently unveiled the new 6 court Cobblebank Indoor Stadium. It has been designed to maximise natural light, minimise energy consumption, use environmentally sustainable materials, and use renewable energy. The new indoor stadium will increase community participation and provide greater access for a range of sports including basketball, netball, badminton, table tennis, volleyball, school curriculum and community health and wellness program.
Melton City Council means business and jobs

Local jobs creation is paramount in ensuring the future prosperity, economic and environmental sustainability, of our municipality.

To date, employment growth within the City of Melton has been outstripped by residential growth, with 70 per cent of residents currently travelling outside the municipality for work each day. This presents outstanding opportunities for new and established businesses to tap into a highly skilled labour force searching for gainful employment closer to home.

Local workers boast skills across all sectors, including retail, manufacturing and construction but increasingly in emerging industries including health care, education and training, supply chain and logistics.

More than 70 per cent of residents currently travel outside the municipality for work, each day.

City of Melton: strategic advantages

The City of Melton is one of the most vibrant and dynamic growth areas in the heart of Melbourne’s west, and boasts Victoria’s fastest growing economy over the past 10 years.

People and workforce

A booming population offering a rapidly increasing customer base and a local skilled workforce searching for gainful employment closer to home.

Local manufacturing business

Local hospitality business

Connectivity

Located 19 kilometres from Melbourne’s CBD on the national freight route to Adelaide, the City of Melton has connections to key regional centres, major ports and national freeways, and opportunities to expand on existing public transport networks.

Strategic planning

Thriving communities are built from careful planning. Both the State and Federal Governments have an unprecedented opportunity to shape the City of Melton, and positively impact the lives of thousands of residents, particularly in the areas of transport, education and jobs creation, with 11,300 hectares of land zoned for residential and commercial development.

Unrivalled opportunities

The City of Melton’s full potential has yet to be realised. With affordable land and key business precincts readily available, both public and private investors can actively shape a community named Victoria’s fastest growing economy over the past decade.
Melton City Council developed an Investment Attraction Strategy to create 100,000 jobs and add $19 billion to the Victorian economy by 2050.

Investment in the WIFT and the new Melton Hospital is vitally important for Melbourne’s outer west and connected regional centres to provide a diversity of quality jobs and support commercial investment attraction for long-term economic prosperity.
A region ripe for investment

Melton City Council developed an Investment Attraction Strategy to provide a robust evidence base to support investment and catalyst infrastructure to create 100,000 jobs and add $19 billion to the Victorian economy by 2050.

The New Melton Hospital

The new Melton Hospital will drive economic recovery in Melbourne’s outer west. Jobs creation and economic stimulus will be key as we move out of the pandemic and into a phase of regrowth and regeneration, and the Melton Hospital is exactly what Victoria needs to spearhead its economic recovery.

The health and economic benefits will have a major impact on the future of Melbourne’s west. It is critical that the hospital is operational by 2026, thereby creating 3,825 jobs and adding $300 million to the local economy annually.

The new Melton Hospital will be the anchor project for the Cobblebank Metropolitan Activity Centre, and the impetus for major investment attraction across a diverse range of industries including justice, health, education, retail and recreation, unlocking the potential for 24,000 jobs.

Western Intermodal Freight Terminal (WIFT)

The Western Intermodal Freight Terminal (WIFT) is a significant regional infrastructure project proposed for Truganina, in the southeast of the municipality.

Establishing this interstate rail freight terminal and warehousing precinct will create 2,000 direct jobs and unlock a further 19,000 jobs across the outer west through commercial investment into a supply chain and logistics hub of national significance.

This is vitally important in Melbourne’s outer west and connected regional centres as local employment is outsourced by residential growth.

Part of the Commonwealth Inland Rail Project, the Victorian Western Growth Corridor Plan and Victorian Freight Plan—Delivering the Goods, the WIFT will dramatically improve efficiencies in local, national and international freight movement by bringing local warehouse precincts closer to freight terminals, and limiting the number of trucks and trains required to transport interstate freight into the Dynon Precinct in Port Melbourne.

The WIFT is a critical infrastructure project that will create investment and employment opportunities in the City of Melton and the broader region in Melbourne’s outer west.

Melton City Council is working with Wyndham City Council, VicRoads, Western Transport Association, Victoria University and the Rail Freight Alliance to advocate for the investment in the WIFT.

Western Intermodal Freight Precinct

Includes Derrimut Fields, Chartwell East and Robinsons Road employment area south.

Provides: approximately 19,000 jobs in identified industrial, commercial and retail precincts. The employment generated by these PIPS will distribute to the State Significant Western Industrial Node.

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Melton City Council is working with Wyndham City Council, VicRoads, Western Transport Association, Victoria University and the Rail Freight Alliance to advocate for the investment in the WIFT.

City of Melton: Investment Attraction Strategy

With significant land availability and a booming workforce, the future outside of the City of Melton looks bright.

Melton is working to create a diverse and resilient economy that provides a mix of employment opportunities and drives regional and state economic activity.

With the support of local and State government, the City of Melton has a strong economic plan to support the future outlook for the City of Melton.

The result is an accelerated investment scenario that delivers 100,000 diverse jobs and an annual economic value add over $13 billion by 2030 and a further $10 billion in annual supply chain impacts.
Our development is so much more than bricks and mortar. Our community is evolving at its very core; establishing an identity that is unique to us: welcoming, progressive, diverse and vibrant. Melton City Council is proud to host a number of events that promote harmony, diversity, and foster a sense of community.
Advocacy Priorities
The City of Melton’s growth represents not only exciting opportunities, but also significant challenges. Despite all the headway we’ve made, there is still work to be done, and this guides our advocacy priorities.

The fact sheets in the front pocket of this document detail Council’s key priorities for our municipality, outlining opportunities for the State and Federal Governments to fund and deliver transformational infrastructure that will shape the lives of thousands of Victorians.

Public Transport
Deliver efficient and accessible public transport, through the Western Rail Plan, Sunbury Line upgrade, and new bus routes.

Rods and Freight
Upgrade Western Highway to urban standard and commit to a second Outer Western Region Arterial Roads package that includes roads within the municipality. Build the Western Intermodel Freight Terminal to deliver jobs and provide critical freight efficiencies.

Education
Provide innovative, state-of-the-art education facilities including tertiary and TAFE offerings, primary, secondary, specialist schools, English language school and early learning facilities to prepare every child, of all abilities, for the future.

Health and human services
Deliver on the commitment to build the 24/7 Melton public hospital to deliver much needed health services not only to the City of Melton’s growing population, but beyond to regional centres. The City of Melton also calls for the localised provision of a Hostpital and Safety Hub (Orange Door), and accommodation for allied health services, within the municipality.

Recreation
Provide sporting and recreational facilities to increase positive health outcomes for our residents.