

INVESTMENT ATTRACTION STRATEGY ACTION PLAN



1. Activity Centres & Precincts

Strategic Objective	Actions	Responsible Dept	Year 1,2,3,4	Council Plan Obj	Measure
1.1 Leverage existing precinct capability and facilitate the development of appropriate employment precincts within the municipality to encourage sustainable investment	1.1.1 Grow and further develop Melton's competitive advantage within state significant industrial precincts and identify supporting logistics and warehousing businesses to target for co-location	Economic Development & Advocacy, City Design, Strategy & Environment, Planning Services	1,2,3	1.1.3	Target attraction list of businesses for co-location developed and engaged
	1.1.2 Support investment opportunities in new estates by establishing developer relationships, promoting key infrastructure and commercial land availability to potential investors	Economic Development & Advocacy, City Design, Strategy & Environment, Planning Services	2,3,4	1.3.1	Engage with developers to take a collaborative approach to business attraction and support for Council industry growth initiatives
	1.1.3 Continue to develop precinct structure plans with priorities towards higher value services such as advanced manufacturing, logistics and warehousing and professional services as opportunities identified via consultation.	City Design, Strategy & Environment	Ongoing	1.1.3	PSP's developed and adopted by Council
	1.1.4 Implementation of approved PSP's	Planning Services	Ongoing	1.1.3	Increased level and scope of investment enquiries
	1.1.5 Explore and identify appropriate employment industries in the Green Wedge to ensure the long-term viability of rural areas in the City	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment	1,2	1.1.1	Analysis of appropriate and sensitive industries to identify target businesses that would be the focus of a specific Green Wedge attraction campaign

	1.1.6 Identify and attract small scale tourism based industry into the employment land at Warrensbrook Faire that have a unique point of difference and support growth of the existing tourism offering	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment	4	1.3.1	Small scale industry target business list developed and engaged
	1.1.8 Development of Toolern Employment Urban Design Framework	City Design, Strategy & Environment	1	1.1.3	Toolern Employment UDF completed and adopted by Council
	1.1.9 Update council website with information maps on precincts	Economic Development & Advocacy, City Design, Strategy & Environment	1,2	1.1.3	Precinct maps developed and uploaded to Council website
1.2 Demonstrate a combined approach to engagement to enhance successful precinct and activity centre development	1.2.1 Continue to foster relationship with the Western BACE to leverage existing and attract new core business	Economic Development & Advocacy	Ongoing	1.3.4	Monthly catch ups with Western BACE
	1.2.2 Work with a range of commercial real estates to discuss the market, new developments and information sharing to benefit investor enquiries	Economic Development & Advocacy	Ongoing	1.3.1	Meet once bi-annually
	1.2.3 Explore cross council alliance with appropriate western region councils with an initial focus on the Western Industrial Node to grow regional significance of the precinct	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment	1,2,3	1.3.1	Conduct one regional focused investor event per year and use as a lead generation mechanism for targeted attraction
	1.2.4 Deliver the Melton Town Centre – Branding Project including development of new town centre logo and newsletter	Economic Development & Advocacy, City Design, Strategy & Environment	1,2	1.2.3	New brand and newsletter developed and launched

	1.2.5 Enhance Melton Town Centre signage	Economic Development & Advocacy, City Design, Strategy & Environment, Capital Works, Engineering Services	1,2,3	1.2.3	New look town centre signage incorporated into Capital Works program
	1.2.6 Explore and implement marketing activation initiatives in key retail activity centres	Economic Development & Advocacy, Events	Ongoing	1.2.2	Minimum of one place activation campaign completed per year
	1.2.7 Remove old Melton Town Centre signs	Economic Development & Advocacy	1	1.2.3	Old signs removed
	1.2.8 Work with existing businesses within the future Toolern employment precinct to maximise employment and land use outcomes	Economic Development & Advocacy, City Design, Strategy & Environment	1,2,3	1.3.1	Increase in employment numbers within these businesses
1.3 Engage with businesses in activity centres to build community pride and develop positive perceptions of council infrastructure projects	1.3.1 Advocate for a full-time Retail Activation Officer / Place Manager to enhance the amenity and viability of the key activity centres with an initial focus on Melton Town Centre	Economic Development & Advocacy	1	1.2.2	Retail Activation Officer part of the Pride of Melton submission
	1.3.2 Development of Industrial Design Guidelines	City Design, Strategy & Environment	1	1.1.3	Industrial Design Guidelines document completed
	1.3.3 Provide an annual opportunity for local businesses to learn about Council's Industrial Design Guidelines	City Design, Strategy & Environment	Ongoing	1.3.2	Annual information session held for local businesses
	1.3.4 Create local policy or procedure to ensure compliance of Industrial Design Guidelines	Compliance	1,2	1.1.3	Research into enforcement options undertaken, report prepared and recommendations made

	1.3.5 Engage with businesses in Melton South and High Street Activity Centres to manage perceptions, build trader relationships and community pride	Economic Development & Advocacy	Ongoing	1.3.2	Implementation of engagement strategy
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2. Investment Facilitation & Business Development

Strategic Objective	Actions	Responsible Dept	Year 1,2,3,4	Council Plan Obj	Measure
2.1 Develop and facilitate new investment opportunities across the City to support local economy growth and employment outcomes	2.1.1 Explore and propose targeted incentives that can assist in the investment facilitation process	Economic Development & Advocacy	3,4	2.5.2	Research into the success of investment incentives undertaken, report prepared and recommendations made
	2.1.2 Identify key expos and conferences to invite to host in the municipality	Economic Development & Advocacy, Events	2,3	1.3.1	Target list of expos and conferences developed for host attraction activities. One conference held over the four year period
	2.1.3 Work in collaboration with State Government to attract investment opportunities and secure 2 anchor institutions over the next 4 years	Economic Development & Advocacy, City Design, Strategy & Environment, Planning Services	Ongoing	1.3.1	Two anchor institutions secured
	2.1.4 Implementation of the Community Service Organisation Attraction Strategy to attract a range of specialised CSO's to the municipality	Economic Development & Advocacy, Community Planning	Ongoing	3.1.3	Attraction of two new CSO's into the City of Melton over the 4 year period
	2.1.5 Promote State and Federal funding opportunities and encourage local businesses to submit innovative business ideas	Economic Development & Advocacy	Ongoing	1.3.2	Inclusion in business correspondence
	2.1.6 Explore potential exporting opportunities and target businesses that may benefit from the Japan-Australia Economic Partnership Agreement (JAEPA) changes and provide business support.	Economic Development & Advocacy	3,4	1.3.1	Research into export opportunities at an industry and business level undertaken and

					businesses engaged and informed.
2.2 Explore and develop information resources which support attraction of potential investors in understanding the local economy	2.2.1 Develop welcome pack for prospective investors and strengthen Council's reputation	Economic Development & Advocacy	1	1.3.1	Welcome pack developed and promoted to potential investors
	2.2.2 Develop welcome pack for new businesses in the City of Melton and roll out through Business Entry quarterly data from Remplan	Economic Development & Advocacy	1,2,3	1.3.1	Welcome pack developed and sent out monthly to new businesses
	2.2.3 Deliver one Planning Process Education Workshop per year to local businesses	Planning Services	Ongoing	1.3.2	One Planning Process Education Workshop delivered each year
2.3 Facilitate local, regional and state level relationships with government, industry and intermediaries to maximise opportunities for economic development and investment	2.3.1 Maximise cross collaboration between relevant internal departments to facilitate Council led business growth initiatives	Economic Development & Advocacy, Planning Services	Ongoing	2.5.1	Increase in business visitations booked as a result of Planning application weekly updates
	2.3.2 Encourage collaboration with State Government and other local councils in investment attraction activities	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment, Engineering	Ongoing	2.5.1	Meetings with key stakeholders held and increase in awareness and profile of Melton
	2.3.3 Develop relationship with Austrade and Tourism VIC/Visit Victoria to promote the City of Melton as an investment destination	Economic Development & Advocacy	2,3	2.5.1	Facilitation of a minimum of two meetings per year
	2.3.4 Further develop working relationship with Invest Assist/Invest Victoria	Economic Development & Advocacy	2,3	2.5.1	Facilitation of a minimum of two meetings per year
	2.3.5 Enhance collaboration with Learning Communities to attract international delegates to invest in the region through business missions and	Economic Development & Advocacy, Learning Communities	3,4	2.5.1	Host minimum of one international delegation per year

the UNESCO Global Learning Cities Network				
2.3.6 Continue involvement with the Western Regional Economic Development Group	Economic Development & Advocacy	Ongoing	2.5.1	Attendance at meetings
2.3.7 Continue involvement with LeadWest and a range of western regional boards and committees to leverage investment opportunities	Economic Development & Advocacy	Ongoing	2.5.1	Attendance at meetings and events
2.3.8 Develop relationship with Australian Trade Commission to keep abreast of news, business resources and export opportunities for Melton businesses	Economic Development & Advocacy	Ongoing	2.5.1	Facilitation of a minimum of two meetings per year
2.3.9 Continue to facilitate new investment enquiries through cross collaboration between relevant internal departments	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment	Ongoing	2.5.1	Increase in new investment enquiries being facilitated with positive outcomes
2.3.10 Work with existing and new companies in the identification, facilitation and development of localised industry clusters which strengthen and grow productivity, innovation and employment outcomes	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment	Ongoing	1.3.1 2.5.1	Identification of localised industry clusters. Increase in employment outcomes in these clusters.

3. Incubation of Home Based & Small Business

Strategic Objective	Actions	Responsible Dept	Year 1,2,3	Council Plan Obj	Measure
3.1 Devise a range of business development strategies, programs and resources for home based and small business that complement the Western BACE offering and support local business growth	3.1.1 Continue to support and expand incentivised Buy Local campaign in partnership with the Greater Melton Chamber of Commerce and other key stakeholders	Economic Development & Advocacy	Ongoing	1.3.1	Increase in number of businesses promoting Buy Local

	3.1.2 Undertake review of current services to businesses to identify business stages and offerings	Economic Development & Advocacy	1,2	1.3.2	Flyer with business stages and services developed and promoted during business visitations
	3.1.3 Pilot new training model for local businesses	Economic Development & Advocacy	1,2,3	1.3.2	Model developed, implemented and evaluated
	3.1.4 Further develop and explore new channels for the delivery of training programs and courses to increase accessibility for small business owners	Economic Development & Advocacy, Learning Communities	Ongoing	1.3.2	Increase in number of courses delivered via webcast / online / eBook
	3.1.5 Coordinate and deliver relevant bi-annual calendar of training courses / events for local businesses to foster business community growth and pride	Economic Development & Advocacy	Ongoing	1.3.2	Bi-annual calendar of business training/events developed and promoted. Minimum of 15 programs held per year.
	3.1.6 Continue to build pride and encourage innovation in the local business community through the Melton Business Excellence Awards. Consider role of future industry and investment in award categories.	Economic Development & Advocacy	1,2	1.3.2	Grow the Melton Business Excellence Awards by adding new categories as per recommendations made in the Awards review
	3.1.7 Review and update current resource for Home Based Businesses and distribute to community facilities, other Council departments and online	Economic Development & Advocacy, Planning Services	1,2	1.3.2	Home Based Business resource reviewed, updated and promoted
	3.1.8 Continue to deliver Business Mentoring Program and Council follow up visitations	Economic Development & Advocacy	Ongoing	1.3.2	Review mentoring program yearly. Business follow up visitations undertaken.
3.2 Support and promote local business networking and consultation opportunities that add value and contribute to innovation and entrepreneurship	3.2.1 Support specialist networking opportunities and development for home based and small business	Economic Development & Advocacy	2,3,4	1.3.2	Research undertaken into the type of networking groups and benefits businesses are after, recommendations made,

					relevant groups sought and promoted
	3.2.2 Advocate for the development of an innovative Brains Trust with State Government	Economic Development & Advocacy	2,3	1.3.2	Group formed in Business West 21
3.3 Develop, activate and promote a range of flexible spaces including the Western BACE facility for home based and small business to encourage further reinvestment	3.3.1 Provide low cost meeting spaces for home and small business via the Western BACE	Economic Development & Advocacy	Ongoing	1.3.4	Western BACE facility promoted
	3.3.2 Provide flexible spaces for emerging businesses through pop up place activation activities in consultation with commercial realtors to activate vacant tenancies	Economic Development & Advocacy, Planning Services	1,2,3	1.2.2	Place activation options explored, implemented and promoted to businesses

4. Future Growth & Enabling Assets

Strategic Objective	Actions	Responsible Dept	Year 1,2,3,4	Council Plan Obj	Measure
4.1 Support investment projects and engage with the local business community to influence growth opportunities	4.1.1 Development of an Integrated Transport Strategy document	City Design, Strategy & Environment, Engineering Services	1	1.5.1	Integrated Transport Strategy developed and adopted by Council
	4.1.2 Advocate to State and Federal Government for the City's infrastructure needs and progress the implementation of proposed works to contribute to industrial and employment precinct growth	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment, Engineering	Ongoing	1.5.1 1.5.2 1.5.3 1.5.5	Advocacy work undertaken. Attendance at relevant meetings / letters to relevant authorities.
	4.1.3 Support major investment projects across strategic industry sectors and communicate with local businesses and wider community to influence positive perceptions	Economic Development & Advocacy	1,2,3,4	1.3.2	Attendance at working group meetings. Engagement with local businesses undertaken.

	4.1.4 Explore opportunities to support NBN Co. By communicating key messages of the changeover to the local business community	Economic Development & Advocacy	1,2	1.3.5	Implement NBN working group. Develop and roll out communication and education/engagement plan to businesses.
	4.1.5 Foster strong working relationships with Strategic Infrastructure Engineers and City Strategy to encourage active promotion and action of key infrastructure projects particularly of the WIFT as a key piece of enabling infrastructure for further investment and growth	Economic Development & Advocacy, Engineering, City Design, Strategy & Environment	2.3.4	1.5.2 2.5.1	Meeting with key stakeholders held. Infrastructure status identified.
	4.1.6 Advocate to State Government on the planning of the WIFT project	Engineering, City Design, Strategy & Environment	2.3.4	1.5.2 2.5.1	Continual engagement with key state level stakeholders of the WIFT project
4.2 Facilitate processes and cross council alliances for attracting future innovative and emerging industries to support the growth and resilience of the local economy	4.2.1 Advocate for inclusion of Buy Local clause in Council's tendering processes as per Victorian Industry Participation Policy (VIPPP)	Economic Development & Advocacy, Procurement	1,2	1.3.1	Buy Local clause recommended and adopted by Council
	4.2.2 Increase the number of businesses in the City of Melton registered on the Industry Capability Network (ICN) Gateway	Economic Development & Advocacy	1,2,3	1.3.1	Increase number of new businesses
	4.2.3 Work in collaboration with other Council departments to utilise the ICN Gateway as a tool to promote Council contracts to local suppliers and contractors	Economic Development & Advocacy, Capital Works	Ongoing	1.3.1	Incorporation of the ICN Gateway as part of contracting checklist / process adopted by Council
	4.2.4 Provide an annual opportunity for local businesses to learn about sustainable practices	Economic Development & Advocacy, Environmental	Ongoing	1.3.2	Annual LEADS program held for local businesses

		Services			
	4.2.5 Communicate with other Council departments on the value of new investment	Economic Development & Advocacy	Ongoing	1.3.1	Increase in awareness of the value of new investment and current projects via an update in the weekly staff news
	4.2.6 Continue to meet and enhance outcomes with Brimbank Council to identify specific companies to engage that are aligned to Melton's investment objectives	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment	Ongoing	2.5.1	Meetings with relevant stakeholders
	4.2.7 Initiate discussions with Hobson's Bay Council to identify key growing industries filling up in their LGA, specific companies wanting to expand and how Melton can accommodate demand (where appropriate) with a focus on Boundary Road opportunities	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment	1,2,3	2.5.1	Meetings with relevant stakeholders
	4.2.8 Facilitate workshops for local businesses on the benefits of innovative technology	Economic Development & Advocacy		1.3.2	Minimum of one workshop held per year
4.3 Strengthen relationships with Western BACE, state government and regional bodies to identify opportunities for innovation, leadership and best practice to contribute to sustainable future growth	4.3.1 Develop report identifying and prioritising key future industries to develop including list of target businesses and advantages of precinct creation.	Economic Development & Advocacy, City Design, Strategy & Environment	1,2,3	1.1.3 1.3.1	Report and target business list developed
	4.3.2 Identify and map key players in the City of Melton in partnership with State Government to identify opportunities for innovation.	Economic Development & Advocacy	1,2,3	1.1.3 1.3.1	Mapping work undertaken and opportunities identified
	4.3.3 Communicate future industries findings and recommendations to State Government to encourage synergies in investment attraction	Economic Development & Advocacy, Planning Services, City Design,	1,2,3	1.3.1 2.5.1	Meeting with State Economic Development. Recommendations

	activities with an initial focus on the food/cold storage industry and Warrensbrook Faire	Strategy & Environment			presented.
4.4 Engage and facilitate collaboration between local educational providers to deliver employment and skills programs that contribute positively to industry growth	4.4.1 Facilitate educational provider working group to identify educational providers and course availability within the municipality to increase employment outcomes	Economic Development & Advocacy, Learning Communities	1,2	1.3.3	Course availability mapped. Training and pathway development opportunities identified to support industry growth.
	4.4.2 Implementation of the Melton as a Learning City strategy	Learning Communities	1,2	1.3.3	Strategy implemented and key achievements reported to Council
	4.4.3 Engage consultant to map skills pockets and expertise across the municipality to better profile human capital pool, course provisions and influence direction of programs to advocate	Economic Development & Advocacy, Learning Communities	2,3,4	1.3.3	Skills pockets mapped. Program opportunities identified.
	4.4.4 Undertake further research on Journey to Work data and identify skills gaps and opportunities for attraction	Economic Development & Advocacy	2,3,4	1.3.3	Research undertaken, report prepared, recommendations communicated to Council

5. Investment Attraction Marketing

Strategic Objective	Actions	Responsible Dept	Year 1,2,3,4	Council Plan Obj	Measure
5.1 Develop the City of Melton narrative as a hook to attract specific high value industries to cater for future growth and economic sustainability	5.1.1 Continue to promote investment attraction brand and supporting collateral	Economic Development & Advocacy, Legal, Communications	1	1.3.1	Venture Melton brand and collateral promoted to potential investors

	5.1.2 Development of a social media presence to enhance communication with the business community and potential investors	Economic Development & Advocacy, Legal, Communications	1	2.3.1	Venture Melton social media channels developed with regular content schedule established
	5.1.3 Develop and promote Venture Melton video	Economic Development & Advocacy, Legal, Communications	1,2	1.3.1	Video completed and promoted on Council website, events and social media
	5.1.4 Encourage relevant internal departments to contribute on a regular basis to social media content	Economic Development & Advocacy	Ongoing	2.3.1	Monthly social media call out and template implemented
	5.1.5 Continue to support the Australian Made campaign and implement activation within existing Council programs	Economic Development & Advocacy	1	1.3.2	Attend one Australian Made regional event with local manufacturers
	5.1.6 Development of e-newsletter to enhance communication with businesses	Economic Development & Advocacy, Communications	1	2.3.1	e-newsletter developed and sent out monthly
5.2 Target prospective investors in primary focus industries for attraction both locally and internationally through marketing activation initiatives that build investment value	5.2.1 Overcome language barriers for overseas investors and explore translation of Venture Melton Prospectus and Video into Chinese	Economic Development & Advocacy, Communications	2,3,4	1.3.1	Explore and recommend translation of prospectus.
	5.2.2 Distribute investment collateral via developer and investor forums, economic development and investment conferences and associations, and via direct distribution to companies, real estate agents and investment facilitation units such as Austrade/Invest Assist.	Economic Development & Advocacy	Ongoing	1.3.1	Collateral distributed to key stakeholders for promotion.

	5.2.3 Grow awareness of City of Melton as an investment destination through attendance at trade shows, conferences and other industry/networking events	Economic Development & Advocacy	1,2,3,4	2.5.1	Promotion at key events
	5.2.4 Host familiarisation tours of the region's employment lands for businesses and politicians to promote local investment opportunities	Economic Development & Advocacy	3,4	1.3.1	Host minimum of one familiarisation tour per year
	5.2.5 Development of an Industrial Precinct Position Paper with estate specific information on industrial rates of growth and major tenants	Economic Development & Advocacy	1,2	1.3.1	Industrial Precinct Position Paper developed.
	5.2.6 Enhance the Business Services section on the council website as an informative, effective, interactive and useful tool for business both existing and new using benchmarking activities	Economic Development & Advocacy, Planning Services, City Design, Strategy & Environment	Ongoing	2.3.1	Continue to manage and update Business Services section on the Council website
5.3 Foster local business community pride and continue to develop the 'Melton story' to build the profile of the municipality as a place to invest for targeted growth industries	5.3.1 Continue to promote and build business case study portfolio to develop the 'Melton story'	Economic Development & Advocacy	Ongoing	1.3.6	Minimum of ten business cases promoted per year
	5.3.2 Implement a strong public relations campaign across the business and wider community themed around investment and growth	Economic Development & Advocacy, Communications	Ongoing	1.3.6	Minimum of four articles printed in local newspapers and other local media forums per year


5.4 Collaborate across all levels of government, Western BACE and external agencies for greater investment outcomes and development opportunities ensuring alignment with other regional and state investment attraction initiatives	5.4.1 Seek to obtain adequate coverage for the City of Melton in the State Government Invest in Melbourne's West Prospectus	Economic Development & Advocacy	1	1.3.6	Melton information compiled and provided to State Government
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The City of Melton Investment Attraction Strategy 2016–2019 is a medium term vision which aims to facilitate continued investment and business growth in the City of Melton, skills development and position the municipality as an emerging investment destination for businesses to consider. To find out more about the Strategy or to obtain a copy in an alternative language contact Council on (03) 9747 7200.

This document is also available in alternate formats upon request. To obtain a copy in an alternative format contact Council on (03) 9747 7200.

For more information contact Melton City Council's Economic Development & Advocacy Department.

venturemelton@melton.vic.gov.au or (03) 9747 7200

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 @venturemelton

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