



VENTURE MELTON

business prospectus



*A Proud Community
Growing Together*



EVERY VENTURE
STARTS FROM
HUMBLE
BEGINNINGS...



contents

1	WELCOME
2	LOCATION
10	GROWTH
14	PRECINCT STRUCTURE PLANS
16	EMPLOYMENT PRECINCTS
18	INFRASTRUCTURE
20	TABCORP PARK
21	TOOLERN
25	WESTERN BACE
26	ECONOMY
34	LOCAL BUSINESS
36	LIFESTYLE
41	BUSINESS SERVICES

*WE INVITE YOU
TO VENTURE
WITH US.*





CR KATHY MAJDLIK

MAYOR

On behalf of Melton City Council, I am pleased to present Venture Melton – our new investment attraction program, developed to highlight the advantages of doing business here in the City of Melton.

This business prospectus provides a snapshot of the opportunities available to existing businesses and new businesses relocating to the municipality.

The City of Melton is one of Australia's fastest growing communities and with this comes incredible opportunity across a range of growth related industries including construction, health and community services, property and business services and retail trade. With a significant youth and young adult population we are well placed to take on the challenges that this growth presents in the future.

While much of the growth is happening organically, Council recognises that to ensure our vision of a proud community growing together we must be actively involved in the process of attracting business to establish here and to support existing businesses to grow.

We look forward to continuing to engage with businesses and industry as we further develop a strong and vibrant economy.



KEL TORI

CEO

The City of Melton is the place to get connected. If you are looking for a location that offers logistical and lifestyle advantages, surrounded by an ever increasing workforce with a diverse skills base, then the City of Melton is the logical choice.

The City of Melton is home to some of the richest stocks of development ready and greenfield land in Melbourne, which we know can be a great attractor for businesses looking to expand or relocate. We have great relationships with all the major developers involved in the area, and we are keen to work together to ensure quality businesses are attracted to the municipality.

Council works in a collaborative environment with business and helps to connect with all levels of Government and local professional service providers, to support business establishment. Because we are one of the most rapidly growing urban corridors in Australia there is quality housing stock available or being developed, and community infrastructure to suit the lifestyle needs of individuals, families and communities. The liveability factor for staff and business owners alike is another great reason to Venture to Melton.

I personally take a keen interest in new developments within our municipality. The team at Council look forward to working with you and I encourage you to contact our Economic Development & Advocacy team in the first instance to discuss your requirements and to be connected with the relevant departments within Council. This will enable you to develop your business and provide the support network every successful Venture needs.



*A STRATEGIC LOCATION
WITH PROXIMITY TO THE
CBD, PORTS AND AIRPORTS.*

LOCATION



MELTON: THE VENTURE CAPITAL



The City of Melton is one of the most vibrant and dynamic growth areas in Melbourne. With a population of 133,752 and an annual growth rate of around 4%, the area is one of the fastest growing municipalities in Australia. It is also one of the youngest with the median age of residents sitting at 32 years.



524KM²
IN SIZE



ACCESS TO AIRPORTS,
PORTS, RAIL, FREEWAYS,
& MAJOR CITIES.



133,752
RESIDENTS



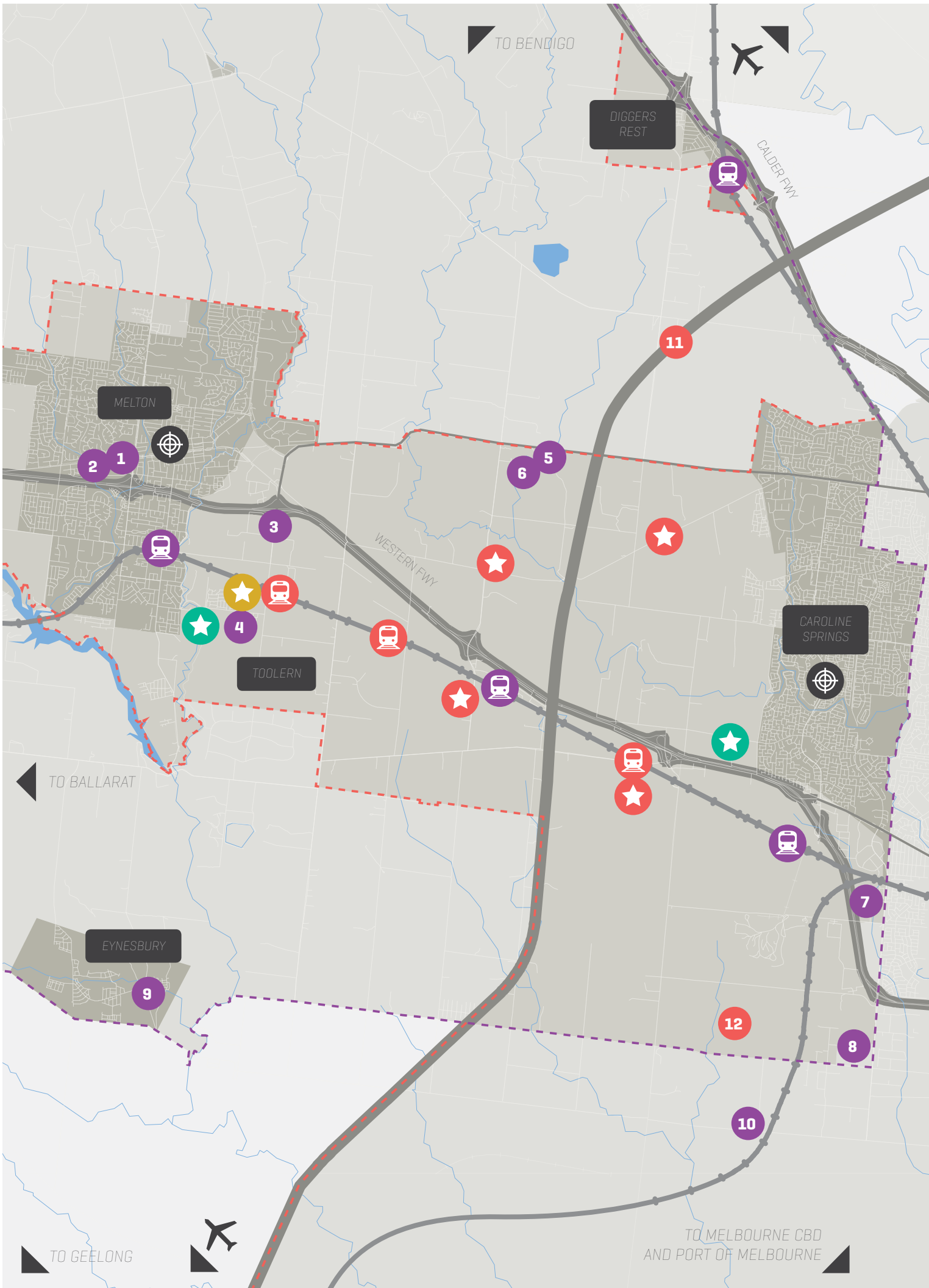
Population projections indicate that the City's population will be more than 315,000 by 2036.

The City of Melton offers the best in urban and rural lifestyles and affordable land within a comfortable commuting distance from Melbourne, Victoria and links to Melbourne's key freeways, airports and the Port of Melbourne. The City of Melton embraces a series of townships and communities including Caroline Springs [19 kilometres west of Melbourne's CBD] and Melton [35 kilometres west of Melbourne's CBD]. During the last thirteen years, the city has increased in numbers from 80,595 to 133,752, an increase of 53,157 people. The current annual growth of 4% is the fourth largest in Victoria. The City is also extremely diverse and is comprised of groups who speak over 130 languages and represent 100 countries. The City of Melton provides a vast resource of talented labour, educational, training and leisure facilities, and is an excellent and affordable place to live and do business.



PLANNING FOR GROWTH

The City of Melton possesses some of the largest employment precincts in Victoria. Given that land is still available for development, significant opportunities will be presented to businesses seeking to establish in the Western Region; particularly those seeking large land parcels for a relatively low cost. As the local resident population grows and improvements to transport infrastructure are made, businesses in the City of Melton will also gain high quality access to an existing employee market already here and growing.



MAPPING THE FUTURE

 **URBAN GROWTH BOUNDARY**

 **CITY OF MELTON BOUNDARY**

 **FUTURE URBAN AREA**

 **ESTABLISHED URBAN AREA**

The Toolern development, coupled with the shift in the Victorian Governments Urban Growth Boundary, will see the City of Melton's population double over the next 15 years.

A target of 22,000 jobs has been set for the ultimate 55,000 population of the Toolern development.

Caroline Springs is a short 30 minute drive from Melbourne CBD and has a new train station.

The Municipality is serviced by the Calder Freeway, the Western Freeway, the Melton Highway, the Western Highway and the Ballarat and Sunbury railway lines.

Of the 38,058 hectare designated Urban Growth Zone around Melbourne, the highest number is allocated to the City of Melton [9,726ha].

Metropolitan Activity Centre at Toolern, will eventually be the largest centre for the municipality. It will be strongly connected via public transport and will contain job-rich service activities that will generate income for the region.

CURRENT LANDMARKS

 **WOODGROVE SHOPPING CENTRE**


 **MELTON HEALTH**

 **TABCORP PARK**

 **WESTERN BACE**

 **GALLI ESTATE WINERY**


 **WITCHMOUNT ESTATE WINERY**

 **ORBIS BUSINESS PARK**

 **WEST PARK INDUSTRIAL ESTATE**

 **EYNESBURY GOLF**

 **REGIONAL RAIL LINK**


 **TRAIN STATION**

 **TOWN CENTRE**

FUTURE INFRASTRUCTURE

 **OUTER METROPOLITAN RING**

 **PROPOSED WESTERN INTERSTATE FREIGHT TERMINAL**

 **TRAIN STATION**

 **ACTIVITY CENTRE**

 **TOOLERN METROPOLITAN ACTIVITY CENTRE**

 **REGIONAL PARKS**





*PLENTY OF ROOM TO GROW
WITH STOCKS OF SITES
READY FOR DEVELOPMENT.*

GROWTH

MELBOURNE'S WEST

The West's offer to investors is clear. Few other Australian regions can match its rapidly growing, highly qualified and diverse labour force, proximity to the CBD, airports and ports and stock of sites available for development. This opportunity makes Melbourne's West a powerful and diverse economy.

The Western region is the fastest growing region in Australia and greenfields development in the growth corridors has played a key role in accommodating this growth. Plan Melbourne provides for future population growth of between 370,000–430,000 in the western growth corridor over the next 16 years. Of the 38,058 hectares designated in the Urban Growth Zones around Melbourne the highest number is allocated to the City of Melton (9,726ha).



EMPLOYMENT
GROWTH



POPULATION
GROWTH

CURRENT
POPULATION

712,000

POPULATION
PROJECTION FOR 2036

1.08-1.14M

CURRENT
JOBS

173,100

JOB PROJECTION
FOR 2036

263,100
- 300,000

PRECINCT STRUCTURE PLANS

Precinct Structure Plans (PSPs) are master plans for whole communities and lay out roads, shopping centres, schools, parks, housing, employment, connections to transport and generally resolve the complex issues of biodiversity, cultural heritage and infrastructure provision.

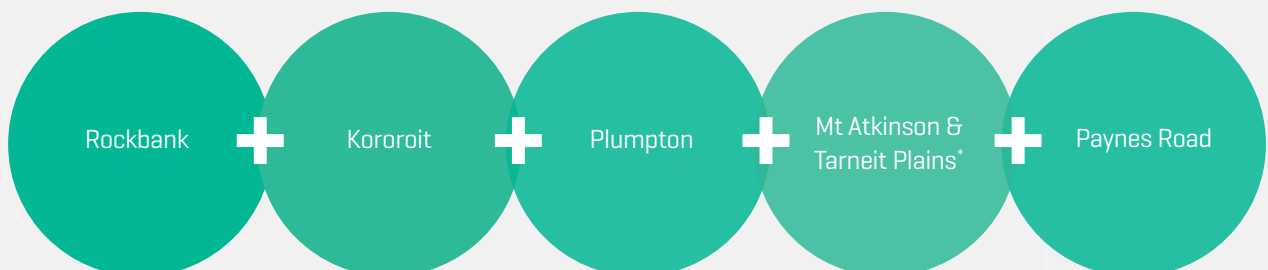
Metropolitan Planning Authority (MPA) is responsible for overseeing the preparation of all precinct structure plans in Melbourne's growth areas. The MPA works in partnership with Councils to complete the planning for Metropolitan Growth Areas.

The following Precinct Structure Plans (PSPs) have been approved and are incorporated into the Melton Planning Scheme. These PSPs will see the municipality's population grow to an estimated 241,000 by 2031.

Rockbank North	7,300 households and 20,400 people
Taylor's Hill West	2,400 households and 6,500 people
Diggers Rest	4,275 households and 11,970 people
Melton North	1,300 households and 3,600 people
Toolern	20,000 households and 55,000 people
Eynesbury*	4,500 households and 12,000 people

*Development Plan not PSP

Five additional PSPs are currently in pre-planning stage.



*Employment focused PSP



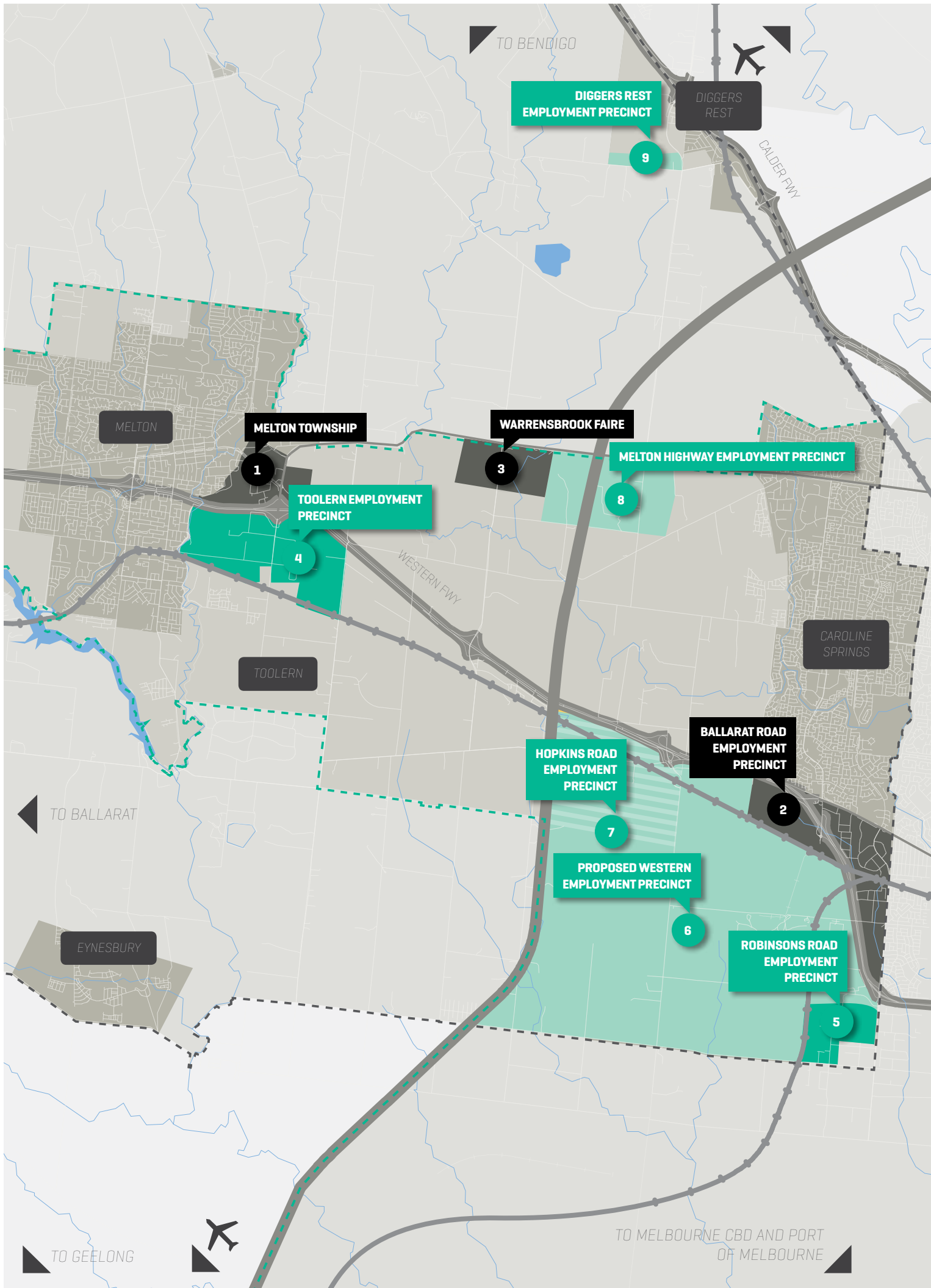
EMPLOYMENT PRECINCTS

The City of Melton has a variety of areas which are zoned for employment purposes, and has large areas of land identified for employment purposes in the growth corridor.

The development of the City of Melton's employment precincts will be a staged process likely to occur over many decades. In the short term, population serving businesses, small industries and land extensive activities are likely to consume the most significant parcels of employment land. The proposed development of the Western Interstate Freight Terminal will stimulate significant investment in the Western Employment Node in the mid to long term, thereby growing the transport and warehousing sector of the local economy significantly.

Accessibility to the municipality's employment precincts will further improve with the construction of the Outer Metropolitan Ring, Regional Rail Link, East-West Link, and new train stations at Toolern and Caroline Springs.

As a growth area municipality, demand for population driven businesses in the City of Melton will rise in line with population growth. Bulky goods retailing, local service industries and population services are all emerging industries in the City of Melton. In addition, the outer west is increasingly becoming a preferred location for wholesale, freight and logistics firms. This will be strengthened if the proposed Western Interstate Freight Terminal is developed in the South-eastern corner of the municipality.



TO BENDIGO

DIGGERS REST
EMPLOYMENT PRECINCT

DIGGERS
REST

9

CALDER FWY

MELTON

MELTON TOWNSHIP

WARRENSBROOK FAIRE

1
TOOLERN EMPLOYMENT
PRECINCT

3

MELTON HIGHWAY EMPLOYMENT PRECINCT

8

WESTERN FWY

TOOLERN

CAROLINE
SPRINGS

TO BALLARAT

HOPKINS ROAD
EMPLOYMENT
PRECINCT

BALLARAT ROAD
EMPLOYMENT
PRECINCT

2

7

PROPOSED WESTERN
EMPLOYMENT PRECINCT

6

ROBINSONS ROAD
EMPLOYMENT
PRECINCT

5

EYNESBURY

TO GEELONG

TO MELBOURNE CBD AND PORT
OF MELBOURNE

EMPLOYMENT PRECINCTS

--- URBAN GROWTH BOUNDARY

--- CITY OF MELTON BOUNDARY

● FUTURE URBAN AREA

● ESTABLISHED URBAN AREA

EXISTING EMPLOYMENT AREAS

- 1 The **Melton Township Employment Precinct** is located at the northern side of the Western Freeway at Ferris Road. This area is approximately 200 hectares in size.
- 2 The **Ballarat Road Employment Precinct** consists of:
 - a. Approximately 680 hectares of industrial land
 - b. The Metropolitan Remand Centre, the Dame Phyllis Frost Correction Centre, and a newly identified correctional facility site.
- 3 A variety of tourist uses are located at **Warrensbrook Faire** on the Melton Highway. These uses include wineries, function centres and restaurants. Warrensbrook Faire is subject to a Special Use Zone, which requires all land uses in this area to be tourist oriented.

UNDER DEVELOPMENT

- 4 The **Toolern Employment Precinct** includes a total of 420 hectares and has been allocated for employment generating services including the **Metropolitan Activity Centre**.
- 5 The **Robinsons Road Employment Precinct** includes 96 hectares of the **West Park Industrial Estate**.

PROPOSED EMPLOYMENT AREAS

- 6 The existing **Western Employment Precinct** in the Cities of Brimbank and Wyndham is proposed to be expanded by 1,510 hectares (most of which will be located in the City of Melton). This node will enjoy access to the proposed **Outer Metropolitan Ring (OMR)** which will connect Werribee with Craigieburn and Epping, and is proposed to have a major new freight terminal which would enable the transfer of interstate freight between road and rail from the Ports of Melbourne and Geelong to other parts of Australia. It is also well positioned to accommodate any significant manufacturing and logistics operations which are seeking to establish in the City of Melton, particularly those which are relocating from other parts of metropolitan Melbourne.

The precinct also consists of the Boral Quarry on a 1,100 hectare site bounded by the Ballarat Railway Line, Hopkins Road, and Christies Road in Ravenhall.

- 7 The **Hopkins Road Employment Precinct** is located at the intersection of the Western Freeway and the OMR. This precinct is 590 hectares in area, and will comprise a 400 hectare mixed use business precinct, a 120 hectare industrial precinct between the Western Freeway and the Ballarat railway line, and a 65 hectare commercial precinct along Hopkins Road. This precinct's uses will need to respond to the presence of a major quarry, the OMR, the railway line, a freight spur line, and the Western Freeway.

- 8 The **Melton Highway Employment Precinct** includes 320 hectares of industrial land, which is located on the eastern and western sides of the proposed OMR.

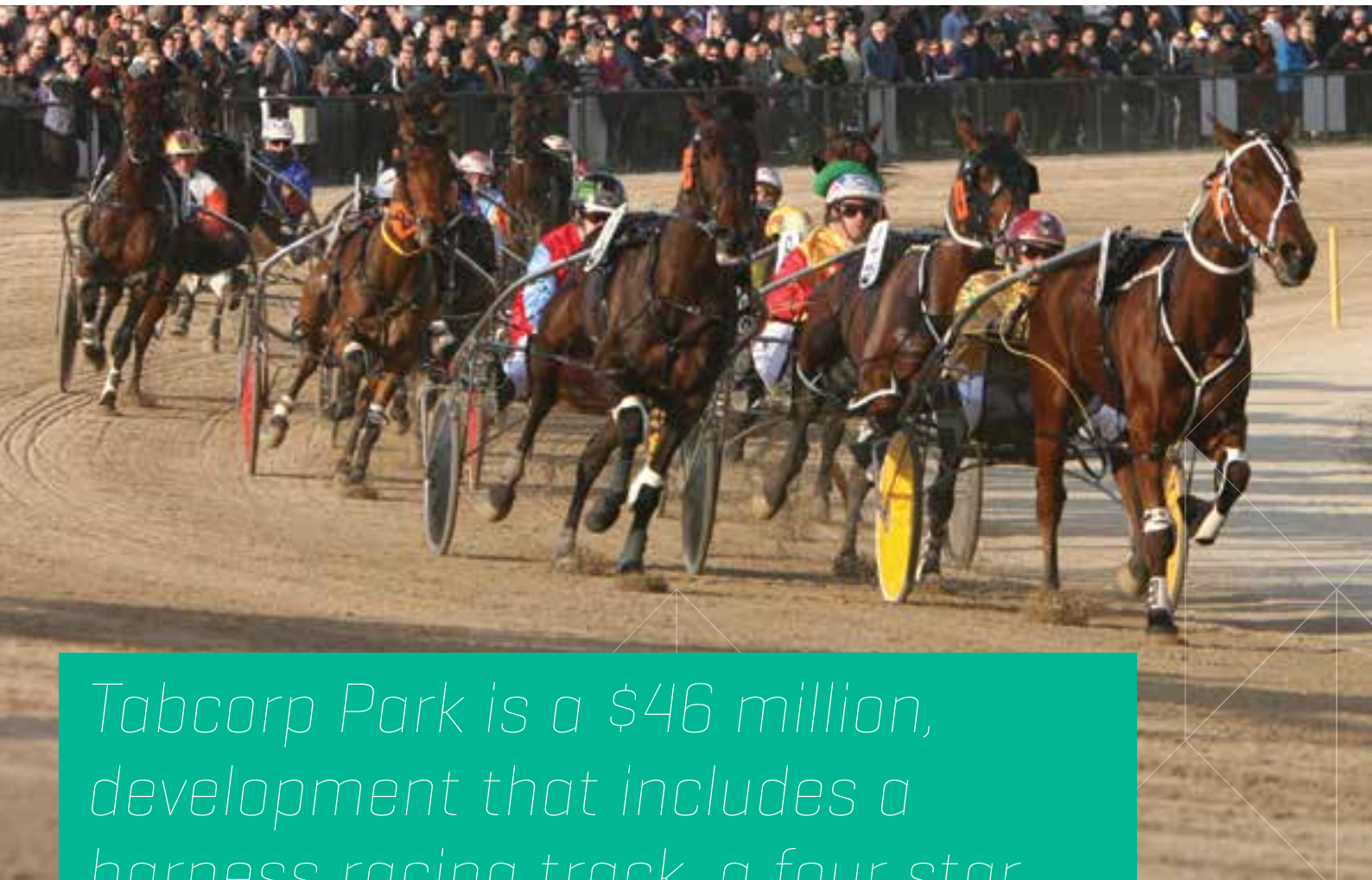
- 9 **Diggers Rest Employment Precinct** Approximately 28 hectares has been allocated for employment and other uses.



INFRA- STRUCTURE



*CURRENT AND FUTURE
PROJECTS THAT WILL
CONNECT YOUR BUSINESS
WITH THE MARKET.*



Tabcorp Park is a \$46 million, development that includes a harness racing track, a four star hotel and a range of entertainment and sporting facilities.

Tabcorp Park

Harness Racing Victoria purchased a significant parcel of land in the City of Melton during 2004. The site was developed into Tabcorp Park, which includes a harness racing track, a four star hotel and a range of entertainment and sporting facilities. The \$46 million facility was officially opened in July 2009.

The City of Melton was selected as the site for the complex because it boasted the highest

proportion of standardbreds in Victoria. In addition, the municipality had attractively positioned land available for Harness Racing Victoria to acquire, and had demonstrated a strong framework of support for the project over a period of years.

The remaining land is to be commercially developed by Harness Racing Victoria as an additional revenue stream in line with the Master Plan for the area.

Toolern

Located alongside the Western Freeway and approximately 35 kilometres from the CBD is the exciting development area of Toolern. The first developments of Atherstone and Waterford are underway and over the next 15 years Toolern will see the development of 20,000 new homes. Eventually Toolern will be home to approximately 55,000 residents and incorporate a range of sporting, community and educational activities.

There is a large amount of infrastructure to be put into place in Toolern over the coming years and throughout the life of this project. The delivery of roads, services (including optic fibre), schools, community facilities, retail opportunities, open space, public transport, walking and cycling paths and health facilities will all be undertaken by various Government, private, educational and not for profit groups. This will see investment in the area of Toolern total more than **\$15 billion**.

The **Metropolitan Activity Centre (MAC)** at Toolern will become the key regional centre for the Melton community and the pinnacle of the activity centre network in the municipality. MACs are intended to have the broadest mix of uses and to be a location for many higher order activities that deliver services to the whole region. These could include major health services, higher educational institutions, recreation, entertainment and dining venues, corporate and government headquarters, as well as major retailers.

The Toolern development will include:

- ◆ a Metropolitan Activity Centre incorporating retail, commercial and civic space
- ◆ a new railway station on the Ballarat line
- ◆ 1,500 hectares of residential land and 420 hectares of employment land
- ◆ a 131 hectare regional park incorporating formal and informal recreation opportunities
- ◆ 20,000 new jobs
- ◆ access to Class A recycled water.



Caroline Springs

2006 UDIA National Awards for Excellence – Master Planned Development

Caroline Springs is an award winning 800 hectare master planned community located in the eastern corridor of the municipality. Home to over 20,000 residents the community has been developed from greenfield sites by Lendlease since 1999.

The \$883 million Town Centre includes over 70 speciality stores, restaurants, high quality accommodation options including WestWaters Hotel & Entertainment Complex and Quest Caroline Springs. The Town Centre also features a Police station, medical centre, library, education facilities and indoor recreation facilities.

Caroline Springs includes:

- ◆ 20 hectares of open space
- ◆ Two lakes including centre piece 7.8 hectare Lake Caroline
- ◆ 60km of hike and bike trails
- ◆ Seven sports reserves
- ◆ 18 neighbourhoods each with its own unique character and neighbourhood park.

MAJOR INFRASTRUCTURE PROJECTS CONNECTING THE CITY OF MELTON

Caroline Springs Train Station

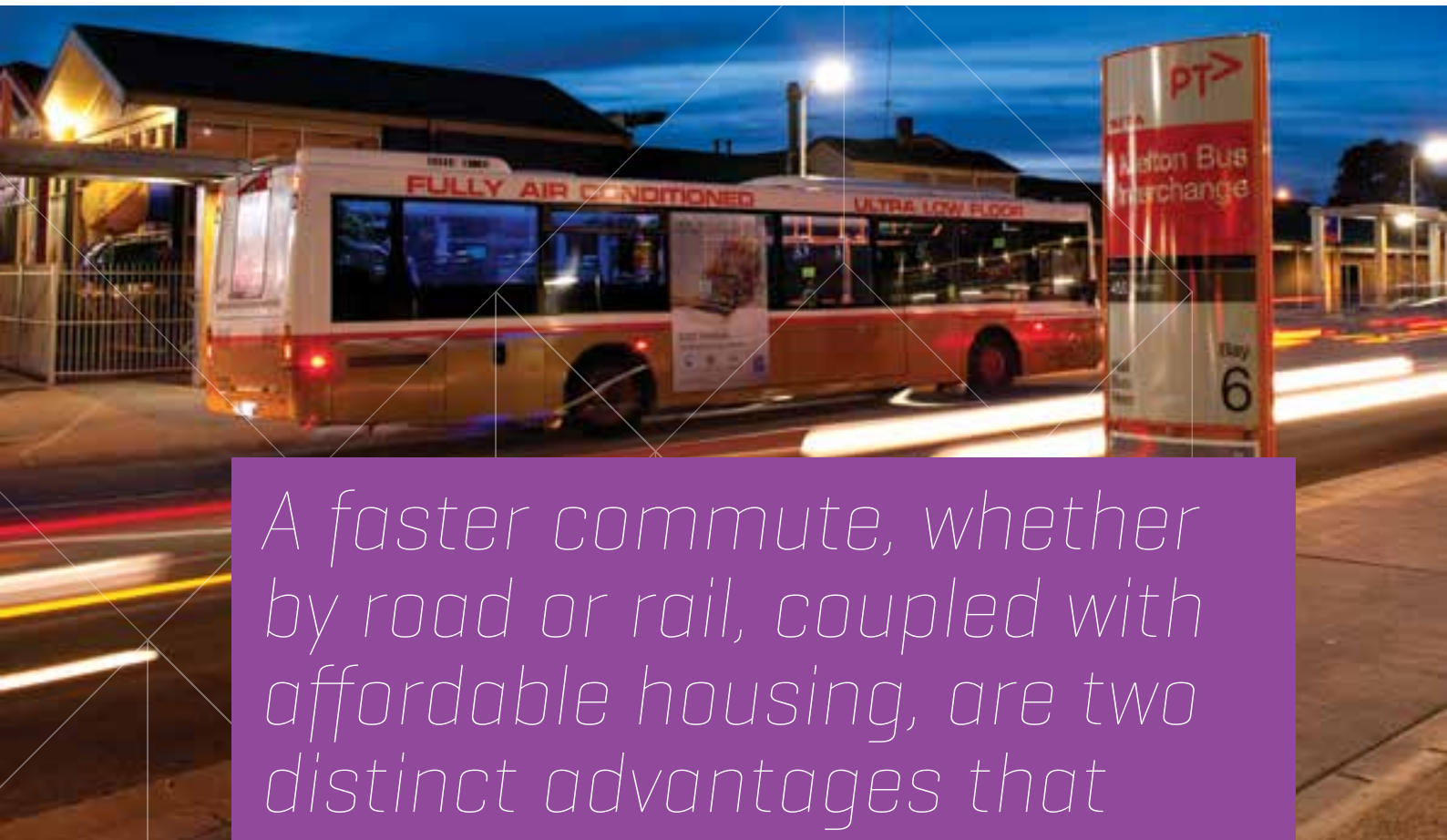
A new \$55 million railway station is being built for Caroline Springs on the Ballarat line, between the existing Rockbank and Deer Park stations. Construction work is anticipated to be completed by mid 2016.

Proposed Outer Metropolitan Ring [OMR]

The Outer Metropolitan Ring is being planned to accommodate a 100 kilometre long high-speed transport link for people and freight in Melbourne's North and West.

Once complete, the project will:

- ◆ create better connections to key international transport hubs such as Melbourne Airport, Avalon Airport and the Port of Geelong
- ◆ improve access to the proposed Interstate Rail Terminal
- ◆ serve as an important travel and freight route to interstate and regional destinations
- ◆ link residential and employment growth areas in the north and west of Melbourne
- ◆ improve access in this major employment corridor, which includes Avalon Airport, Werribee, Melton, Melbourne Airport, Mickleham and Donnybrook.



A faster commute, whether by road or rail, coupled with affordable housing, are two distinct advantages that living in the North Western growth corridor provides.

Regional Rail Link

The Regional Rail Link was a jointly funded project with the Commonwealth contributing \$3.225 billion and the Victorian Government contributing \$1.582 billion. Regional Rail Link was designed to remove major bottlenecks in Victoria's rail network. It does this by untangling metropolitan and regional tracks as they travel through Melbourne's west into the heart of the city. Passengers on the Geelong, Bendigo and Ballarat lines now have a streamlined journey through the metropolitan system. As the City of Melton lies on the Ballarat/Melbourne train line, Melton rail users/commuters are now enjoying a faster, more streamlined train journey to and from Melbourne and have access to a greater number of peak hour services.

Regional Rail Link has capacity for an extra 23 metropolitan and 10 regional services during each morning and evening peak period. Capacity has increased to an additional 54,000 passenger trips each day.

regionairaillink.vic.gov.au

Western Interstate Freight Terminal (WIFT)

Funding of \$5 million for the Western Interstate Freight Terminal (WIFT) pre-feasibility study is being provided by the Federal [\$3.5 million] and Victorian [\$1.5 million] Governments. If given the final go-ahead, the project would include the construction of an interstate terminal and freight precinct at Truganina in Melbourne's west as well as a rail link to the Interstate Rail Freight Network.

Currently interstate containers bound for distribution in Melbourne are railed to terminals adjacent to the Port and then trucked to the outer suburbs. The WIFT would reduce freight traffic through the inner west, potentially removing up to 2,000 truck movements by removing the need for interstate trains and trucks to come into the precinct.

It will improve the efficiency of freight by making better use of road and rail connections and reducing the time and length of truck trips. This will be the first step in a new network of major intermodal freight terminals outside the Port of Melbourne.

Woodgrove Shopping Centre Expansion

The recent \$88m expansion of Woodgrove Shopping Centre in November 2013 added an additional 26,000 square metres of retail space and external landscaping. The expansion provided two new major tenants, four mini major tenancies, up to 80 speciality retail tenancies, a new 550-seat foodcourt and numerous kiosk tenancies.

For a full listing of the tenants see woodgrove.com.au

Orbis Business Park

Orbis Business Park is a brand new 30 hectare master planned business community servicing Melbourne's west. With its superb location, transport access, freeway exposure and facilities, it's the perfect place for businesses. Orbis has the ability to cater for a range of businesses including corporate offices, office warehousing and bulky goods.

Major tenants include:

- ◆ Colliers International
- ◆ Costa Group
- ◆ Salmat

pellicano.com.au/orbis

West Park Industrial Estate

West Park is a 284 hectare Industrial Estate in Melbourne's West. It has fully serviced lots from 1,100m² to 11ha available. With the Deer Park Bypass only 1.5km away, state of the art infrastructure and amenity provided the estate offers an opportunity for businesses to take advantage of one the fastest growing industrial areas in Melbourne.



Western Business Accelerator and Centre for Excellence

In September 2012, the Australian Government announced that Melton City Council had been successful in its application for \$14.62 million in funding towards the establishment of the innovative Western Business Accelerator and Centre for Excellence (Western BACE), located in the Toolern growth area.

The Western BACE provides emerging businesses workspace with flexible lease arrangements, reception services, client meeting rooms, high speed optic fibre, video conferencing facilities, assistance in business activities such as business planning, access to networks and linkages with other Western BACE businesses.

The facility itself will be a working example of 5 star Greenstar quality environmentally sustainable construction, while the grounds will complement this as a training space for landscaping and horticulture. The Western BACE is supported by some of Australia's largest developers, home builders and tertiary institutions. Construction of the Centre commenced in November 2013 and it became operational mid 2015.

The Western BACE is an exciting and important community and economic development facility for the City of Melton. The establishment of the Western BACE and initial business acceleration, training and research programs in conjunction with significant planned investment in the Toolern development will deliver critical enduring local employment benefits to both the City of Melton and Western Region of Melbourne.

westernbace.com



*YOUNG AND MOBILE
WORKFORCE WITH OVER 34%
AGED BETWEEN 25 AND 44.*

ECONOMY



ECONOMY

Melton's Gross Regional Product is estimated at \$2.552 Billion

The City of Melton represents 8.61% of Melbourne's West Gross Regional Product (GRP) of \$29.656 billion and 0.73% of Victoria's Gross State Product (GSP) of \$350.343 billion.

The industry sectors which are the key drivers of the City of Melton's economy in terms of regional exports, employment, value-added and local expenditure on goods and services are:

- ◆ Construction
- ◆ Public administration and safety
- ◆ Manufacturing
- ◆ Education and Training
- ◆ Retail Trade

Snap Shot

- ◆ 6,330 businesses operating in the City of Melton
- ◆ There are 16,139 jobs in the City of Melton with the largest employment sectors being retail trade, education and training, construction, health care and social assistance [population driven sectors]
- ◆ The largest gap between the number of workers and the number of available jobs is in the manufacturing sector, with over 6,400 residents employed in the sector and approximately 1,100 jobs
- ◆ The City of Melton is a large exporter of labour with only 17.8% of Melton residents actually working in the municipality
- ◆ The City of Melton has a relatively young workforce with over 34% aged between 25 and 44 compared to 28% for Australia.

Affordable Commercial Office space

LOCATION	MUNICIPALITY	COST	DISTANCE FROM CBD
Corporate Drive, Moorabbin	City of Kingston	\$295 per sqm	22km
Ferntree Gully Road, Notting Hill	City of Monash	\$279 per sqm	23km
Robinsons Rd, Ravenhall	City of Melton	\$240 per sqm	26km

Affordable housing

The following table provides a summary of median prices and rents for the 12 months ending March 2014.

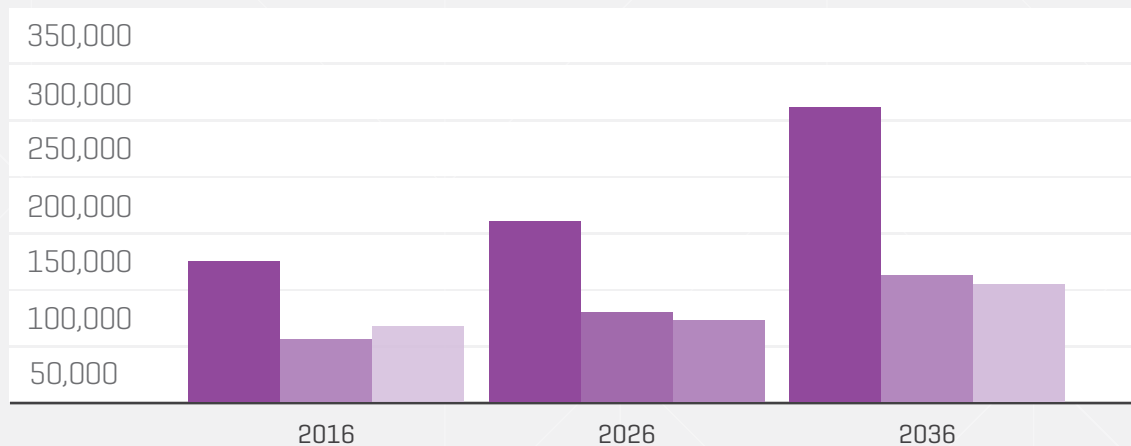
3 BEDROOM HOUSE	GROSS RENTAL YIELD [DEC 2015]	MEDIAN RENT [DEC 2015]	MEDIAN PRICE [DEC 2015]
Inner Melbourne	2.7%	\$595	\$1,150,000
Middle Melbourne	2.9%	\$385	\$695,250
Outer Melbourne	3.9%	\$350	\$470,000
Melbourne Total	3.2%	\$380	\$617,000
Regional Victoria	4.8%	\$290	\$315,000
Melton	5.5%	\$263	\$247,000
Melton West	5.3%	\$285	\$279,000
Caroline Springs	4.3%	\$363	\$435,000

Source: REIV

Population Forecast



Expected growth rate between 2016 and 2036



Source: ID



42

BABIES BORN PER WEEK



42 babies are born each week and more than 70% of the population is under 40 years of age.



100+

SPOKEN LANGUAGES

High rate of people born overseas representing more than 100 nations speaking over 130 different languages.



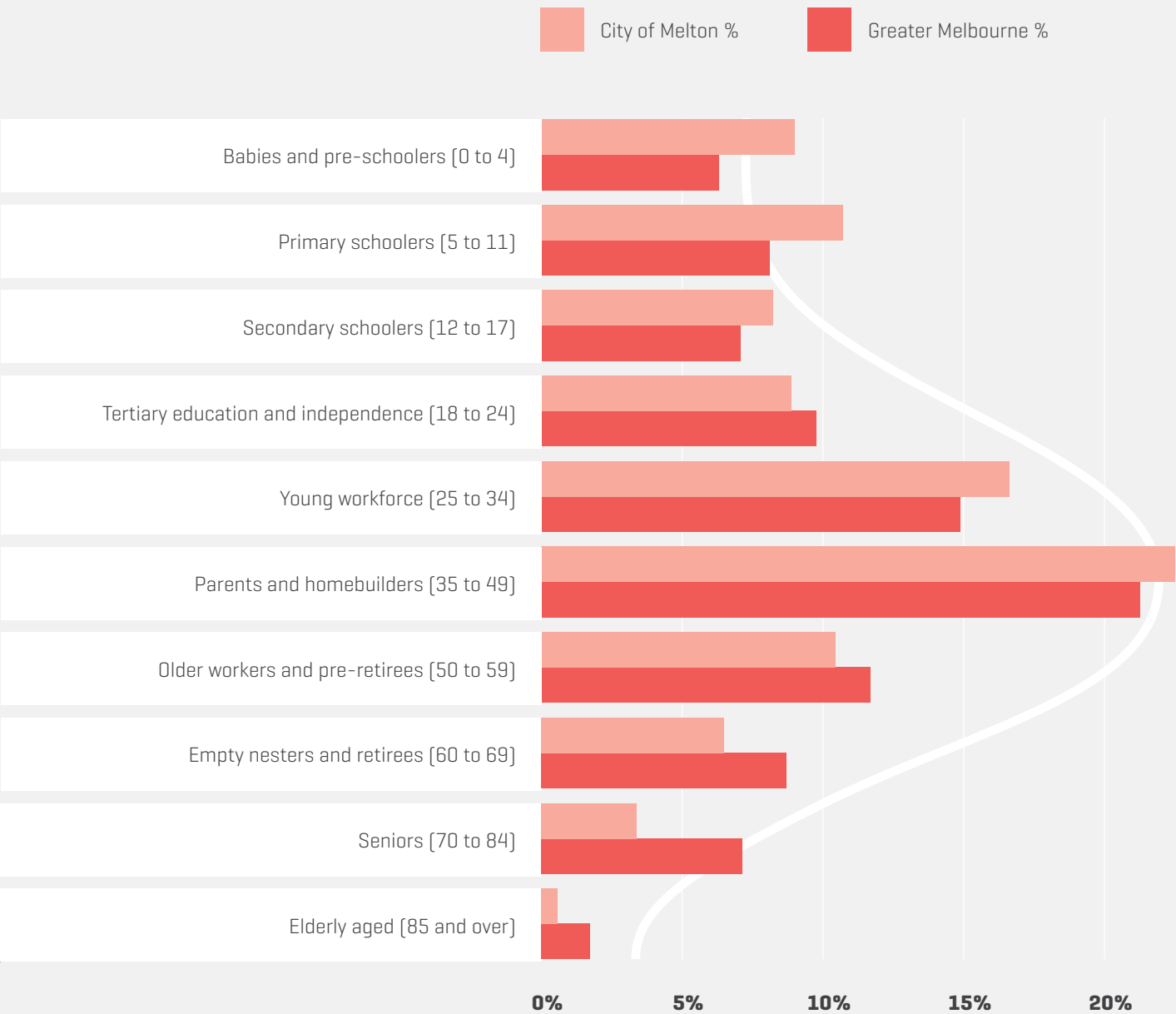
32

MEDIAN AGE



Median age of residents is 32 making the City's population one of the youngest in Victoria.

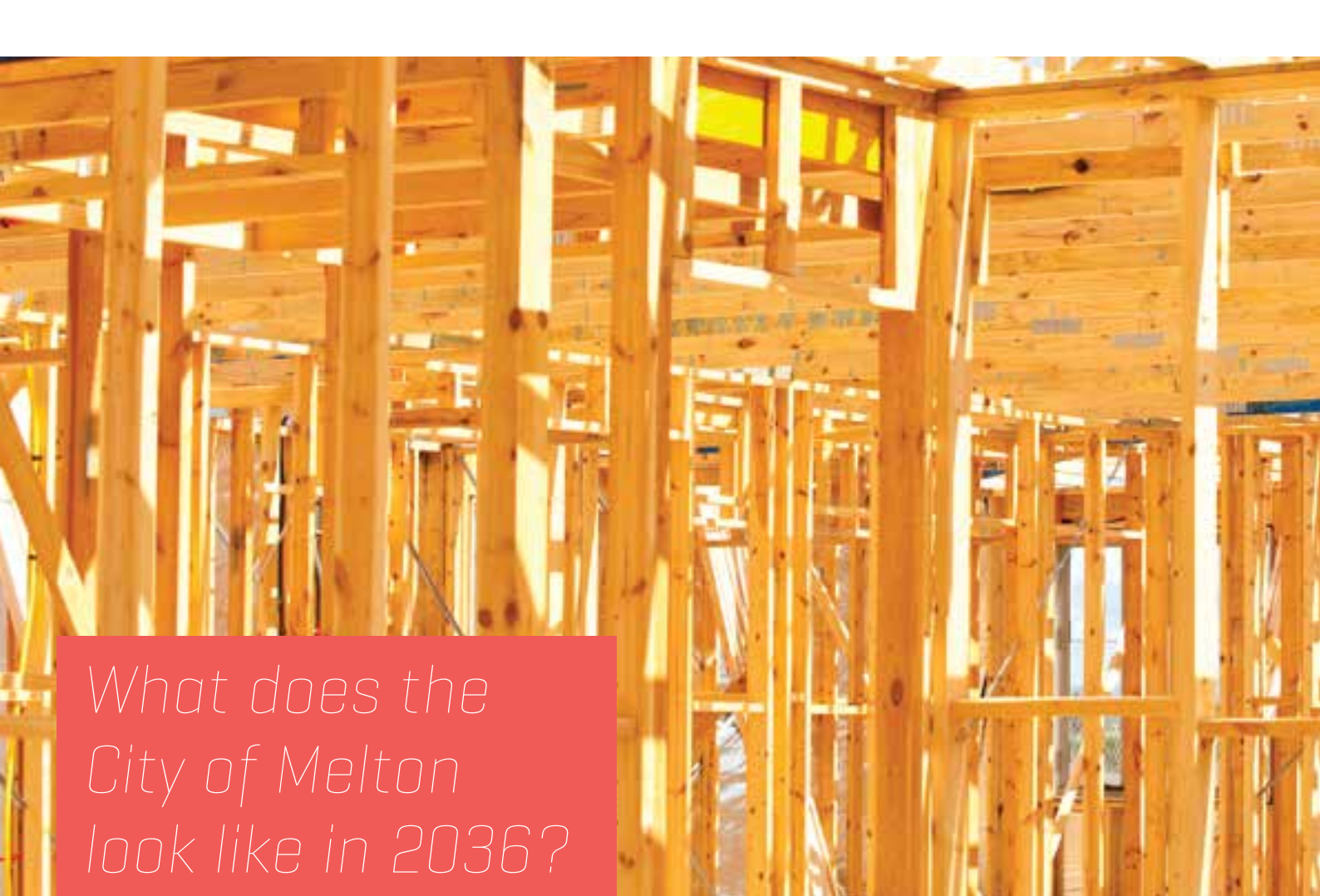
Age Structure in Melton 2011 compared to Greater Melbourne



Source: profile.id, ABS, Census of Population and Housing 2011

Education

The City of Melton has over 30 primary and secondary education providers as well as links with Tertiary and Registered Training organisations. The newest school for the area, Arnold's Creek Primary School, is an \$11.5 million state funded school. Victoria University, Federation University and Kangan Institute are the main University and TAFE providers working in the City of Melton.



What does the City of Melton look like in 2036?

- ◆ Approximately 68,000 additional dwellings and approximately 182,000 additional residents
- ◆ New Activity centres in Plumpton, Rockbank, Rockbank North and Hopkins Road as well as a new Metropolitan Activity Centre in Toolern
- ◆ Significant employment precincts
- ◆ Significant transport and freight terminal projects
- ◆ Growth in the manufacturing industry as an employer as well as population growth related industries including retail, education and health care
- ◆ Most significant increase in employment demand will be in property and business services
- ◆ Construction will continue to grow rapidly throughout the next 20 years.

Economic Profile

The Economic Profile created by REMPLAN provides economic and community profiles for the City of Melton. It details industry contributions to employment, output, wages and salaries, exports, imports and value added. Providing valuable insights into the region's workforce and highlighting opportunities for businesses and the local economy.

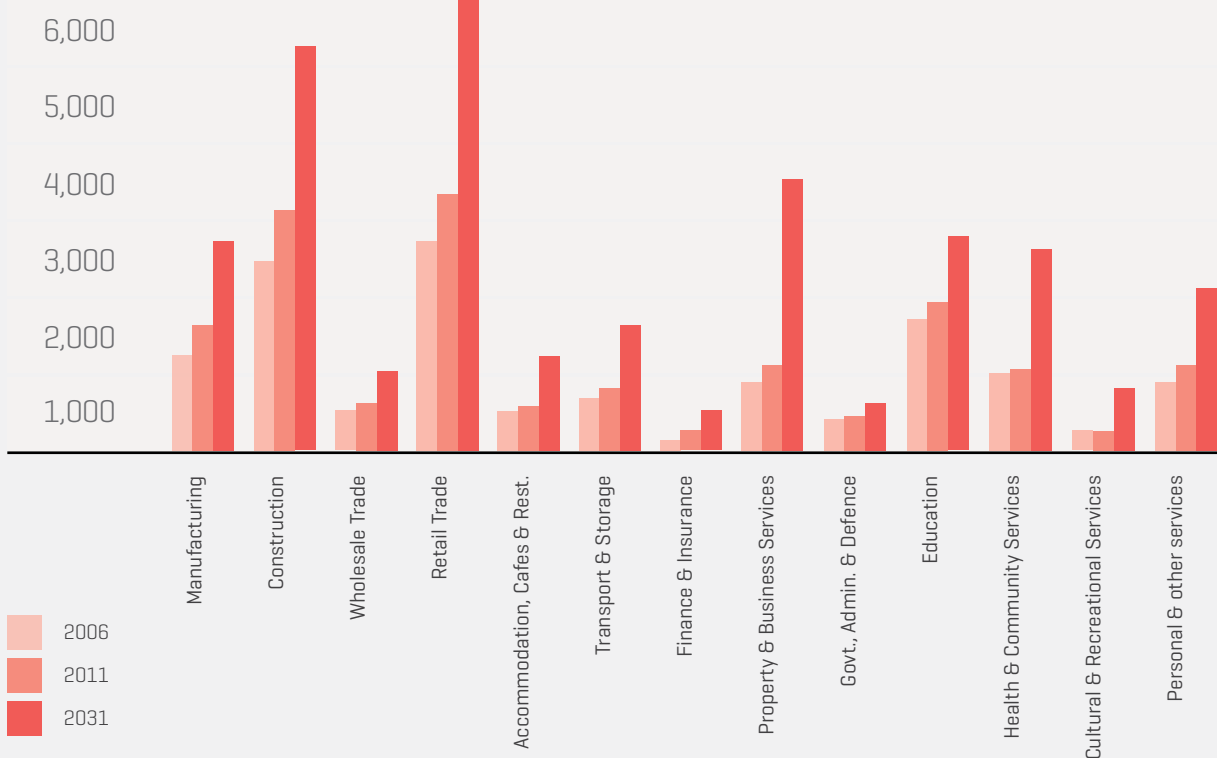
economicprofile.com.au/melton



68,000
ADDITIONAL DWELLINGS

Most significant increase in employment demand will be in property and business services

Employment Growth Pattern City of Melton 2006, 2011, 2031



Source: ABS and SGS Economics and Planning



LOCAL BUSINESS

Abey Australia

Abey Australia has earned its place amongst Australia's elite plumbing and hardware, kitchen and bathroom supplies, with their emphasis on innovation and quality, and high standard of reliability and service. The business has been in Melbourne's west for over 50 years, having relocated to Melton in 1999. It has grown to employ over 150 full-time, part-time and labour hire staff, 60% of which are from the local area. With 10,000 square metres of architecturally designed building space and 26 acres of land, there is ample area for growth in the years ahead.

Abey's investment in automation and robotics technology for their powder coating processes, the first of its kind in Australia will see the business being able to compete effectively with cheaper overseas markets, providing a local solution. The company's commitment to innovation, sustainability and constant re-invention of their business, a focus on solutions rather than just selling has allowed the company to grow according to customer demand and needs. Abey Australia is a great advertisement for what can be achieved in the City of Melton.



Snap Media

Snap Media was established in 2010 at owner Martin's kitchen table. Over the past four years they have grown into a talented team of graphic designers and signage experts, based in a fully equipped signage facility in the Ballarat Road Industrial Precinct. In early 2014 Snap Media moved into a space double the size of their previous premises.

Their business growth was highlighted by winning the Best Professional Services Business at the 2014 Powercor Australia City of Melton Business Excellence Awards.

A key area contributing to the growth of Snap Media is the Real Estate industry due to the population growth in Melbourne's West. They service approximately 30 agencies across Melbourne and have the capacity to increase this with their streamlined online portal for customers.

Snap Media is prime example of a growing businesses taking advantage of the facilities and growth taking place in the City of Melton.

Platinum Accounting & taxation

Platinum Accounting & Taxation is a home-based accounting firm which operates from a modern, professional home office. Platinum's mission is to bring to the Melton community the most up-to-date and accurate business and taxation advice available.

They have been recognised over the past four years at the annual Powercor Australia City of Melton Business Excellence Awards including winning 2014 Best Business Services Business and the 2013 People's Choice Award. Originally located in Camberwell the business moved 'back home' to Melton in 2009.

This move allowed them to:

- ◆ work with a younger and more dynamic demographic
- ◆ operate in an area experiencing rapid population growth
- ◆ operate in an environment where businesses are actively supported.

Platinum Accounting & Taxation have shown that relocating and working from a purpose built home based office has distinct business and lifestyle advantages over the Melbourne CBD.

*URBAN MEETS RURAL WITH
A WIDE RANGE OF LEISURE
AND LIFESTYLE OPPORTUNITIES.*

LIFESTYLE



LIFESTYLE

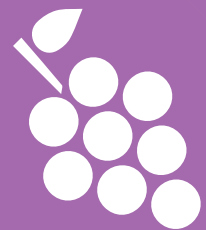
The vibrant City of Melton offers a wide range of lifestyle and leisure opportunities. Whether it's a quiet stroll through one of the many parks through to the fast paced action at the Harness Racing, there is something to offer everyone.

History & Heritage

The City of Melton is situated on the traditional lands of the Kulin Nation who have maintained their close connection to country since time immemorial. The Wurundjeri Tribe Land and Compensation Cultural Heritage Council and Wathaurong Aboriginal Corporation guide Council on the region's Aboriginal history and places of ongoing cultural significance to traditional custodians.

The City of Melton has provides residents and visitors with the chance to learn about times past, explore historic homesteads, view dry stone walls and experience the stories of a growing community.

- ◆ Eynesbury Estate and Homestead combines the elegance of the historic bluestone homestead with a modern cafe and restaurant. The Homestead is surrounded by a par 72 golf course and housing estate.



Award winning wineries are on your doorstep, food options abound with all cuisines, styles and occasions catered for.



Melton Valley Golf Course and Eynesbury Golf Course offer golfers challenging and picturesque courses.

Food, Wine & Accommodation

- ◆ Witchmount and Galli Estates both offer award winning wines from their cellar doors, accompanied by excellent dining and function options
- ◆ Tabcorp Park is a unique sporting and community hub with a range of entertainment facilities operating seven days a week alongside a metropolitan harness racing track. Tabcorp Park boasts a 41-room four-star hotel, function and conference rooms, bistro, sports bar, TAB and gaming room
- ◆ WestWaters Hotel & Entertainment Complex is a premier entertainment venue, with entertainment for the whole family including a bistro, sportsbar, café, live music, themed events and a children's play area all overlooking the beautiful Lake Caroline
- ◆ Quest Caroline Springs offers 80 spacious apartments that have recently undergone a \$1.2 million refurbishment. Their spacious apartments and conferencing facilities are ideal for visitors and business delegations.

Nature & Outdoors

The City of Melton has some of the rarest eco-systems in Australia including the Victorian Volcanic Plains Grasslands. With less than 1% of these grasslands remaining, they are rarer than the Great Barrier Reef. The lush volcanic soils of the area come to life in spring with an abundance of native wildflowers including the spiny-rice flower and the spectacular feather-heads. The creeks and waterways are home to old river red gums, native birds and even a platypus can be found. Parks, reserves and trails allow you to enjoy these areas with easy access. The City of Melton is also home to the Dingo Discovery Sanctuary, a unique centre which works to preserve the Australian Dingo as well as educating the public about the species. Open days and group bookings allow the public to get up close with this rare animal.

Leisure

The municipality offers a wide range of parks and leisure spaces for people of all ages, including skate parks, lakes, adventure playgrounds and BBQ facilities. Navan Park, Melton and Taylors Hill West Recreation Reserve offer access for all abilities play spaces.

Melton Waves Leisure Centre has seven swimming pools for you to enjoy, including the only wave pool in Melbourne's west. Melton Waves has a light and airy Health and Fitness Club with a fully equipped fitness centre space with weights machines, free weights and cardio machines.



3,400M²
AWARD WINNING
ECO LIBRARY

Community Facilities

City of Melton communities are well serviced through the provision of groups, clubs activities and meeting spaces. Community Centres, often combining ancillary services, can be found across the municipality. Children, Youth, Seniors and those living with a disability are well catered for through Council programs, groups and services.

Retail

With Caroline Springs Town Centre and Woodgrove Shopping Centre, supported by many local shopping strips and hubs, residents are able to access a range of retail options across the municipality.

Health

Through the 2014-15 State Budget, the Victorian Government has committed \$14 million towards the establishment of the new Melton Community Health Centre. The facility will be located at Barries Road in the Melton Health Precinct within the Woodgrove Activity Centre, as identified in Plan Melbourne.

The Western BACE assists in the promotion of Melbourne's west as a place to start an enterprise and do business.



BUSINESS SERVICES

What we do for Business

Melton City Council provides a broad range of business services to new, existing and potential businesses to the City of Melton, facilitating business success from inception through to sustainable growth and competitiveness. Councils Economic Development & Advocacy Department offer a suite of services to support local business and attract future investment.



One on One Business support

Whether you need advice on business planning, starting a business or growing your already successful business, we can offer guidance and relevant resources. Council's knowledge of local support networks can provide the pathway for your business to grow. One on one business advice services are free and available by appointment.

Business Visitations

Council wants to learn more about local business and gain an insight into how we can provide further assistance. Businesses will be taken through a business assessment to determine their needs. The appointment will leave businesses with an understanding of the resources, training, funding and advisors that are available to help them grow and succeed.

Training Programs

Council hosts business training workshops and mentoring sessions throughout the year covering topics such as business planning, finance, networking, marketing, franchising and e-commerce. Council also hosts special business focused events and forums. Some of these programs are subsidised by the State Government Department of Economic Development.

www.melton.vic.gov.au/businessesevents

Buy Local > Supporting Local Jobs

Buy Local is an initiative to support and promote local businesses and employment within the City of Melton. The brand is a public awareness initiative that highlights the positive benefits when consumers and business leaders support local businesses and initiatives.

www.melton.vic.gov.au/buylocal



Business Events

Council hosts two business events each year and have built up a reputation as presenting excellent opportunities for businesses to network, expand client bases, learn more about the local business environment and to hear from quality guest speakers. Each event attracts a large audience from the local business community including key stakeholders from across Melbourne.

melton.vic.gov.au/businessesevents

Promotion

Council provides a range of platforms for businesses to promote themselves and celebrate their achievements through the Melton Business Excellence Awards, Discover Your Own Backyard Campaign, Djerriwarrh and Summersault Festivals and the Online Business Directory. These channels allow businesses to showcase themselves to the local community and tell their story.

Local Jobs Hub

Melton Jobs Hub is an employment portal for the City of Melton. Its purpose is to link local residents with local jobs. Currently, about 80% of Melton residents travel for work outside the City. This portal will help Melton job seekers to find employment close to home, and provide local companies with access to local talent. This is a free service.

www.meltonjobshub.com.au

WRAP

WRAP is a Melton City Council initiative undertaken to enable Melton job seekers easy access to a variety of services and resources needed to find new employment or learn new skills. The WRAP website provides direct links to the services, as well as easy step by step assistance.

www.melton.vic.gov.au/wrap

Economic Development and Tourism Plan 2014–2030

The plan is a long term vision and aims to ensure continued economic growth in the City of Melton, generate local employment opportunities and position the municipality as a leading, vibrant and diverse place of business and visitor experiences.

melton.vic.gov.au/ecodevtourplan


Investment Attraction Strategy 2016–2019

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.

YOUR VENTURE STARTS HERE

If your business is looking to invest in the City of Melton or significantly expand your current operations, the Economic Development & Advocacy Department can assist you through the process. This document is also available in alternative languages upon request. To obtain a copy in an alternative language contact Council on 03 9747 7200.

Economic Development
& Advocacy Department

 03 9747 7200

 /venturemelton  @venturemelton

melton.vic.gov.au/venturemelton

venturemelton@melton.vic.gov.au



A Proud Community
Growing Together

Disclaimer

Whilst all reasonable effort has been made to ensure the accuracy of information contained herein as at the time of printing, Melton City Council takes no responsibility for the accuracy, completeness or currency of such information or for any loss incurred as a result of the application or use of such information.