

Melton Employment and Industrial Land Strategy

Summary



Melton Employment and Industrial Land Strategy

A long-term plan for achieving a job rich, sustainable and inclusive local economy.

Why we need the Employment and Industrial Land Strategy

The City of Melton's rapidly growing industrial sector is a key economic asset for our community. Year on year, our industrial footprint, workforce and scale of industrial enterprise grow and benefiting from our unfragmented zoned industrial land, City of Melton is now one of Melbourne's leading industrial expansion areas.

Ravenhall and Truganina, once farming land, have been transformed into contemporary business parks that support the operations of both national and international corporations, driving significant local jobs growth.

The outlook for industrial development and growth across the City of Melton is overwhelmingly positive. Our industrial development pipeline includes new projects that will see a further 450 hectares of land developed for industrial uses in the next few years. This expansion will boost industrial employment and industry while continuing to embed the City of Melton into nationally significant logistics, e-commerce and manufacturing networks.

With over 2,100 hectares of future industrial land, we have a unique opportunity to work with the State Government and industry to guide the growth of the City of Melton's industrial sector into a diverse, high-value and sustainable part of our economy.



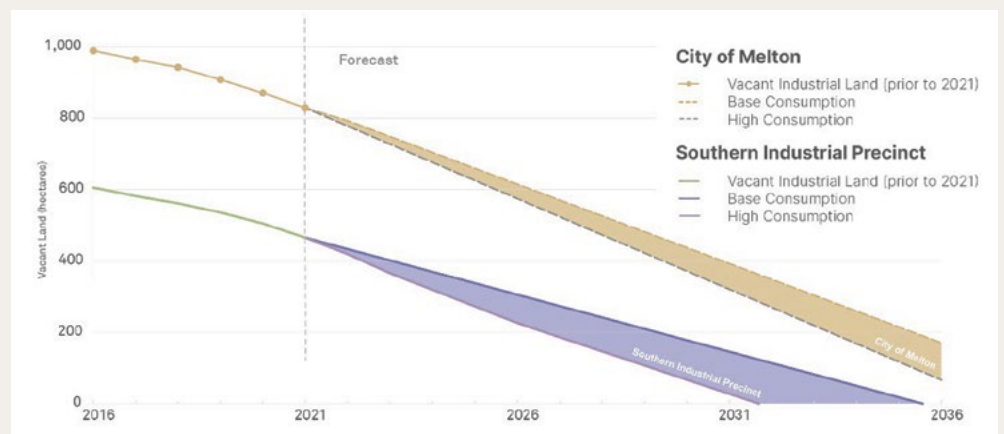
What are our growth challenges?

Workforce: We have a growing and talented young workforce of over 87,000 workers, the majority of whom currently commute outside of our city to secure high-value work. Boosting local employment is essential to the wellbeing, wealth, work-life balance, inclusivity and resilience of our community.

Infrastructure: A dynamic and growing economy requires an array of strategically targeted transport and social infrastructure that connects jobs to people and enhances the diversity and depth of our economy. The timely provision of critical servicing infrastructure by the state government is crucial to support further development of the employment sites.

Employment Land Supply: As industry expands, we are facing a shortage of available employment land. Zoned vacant industrial land in our main

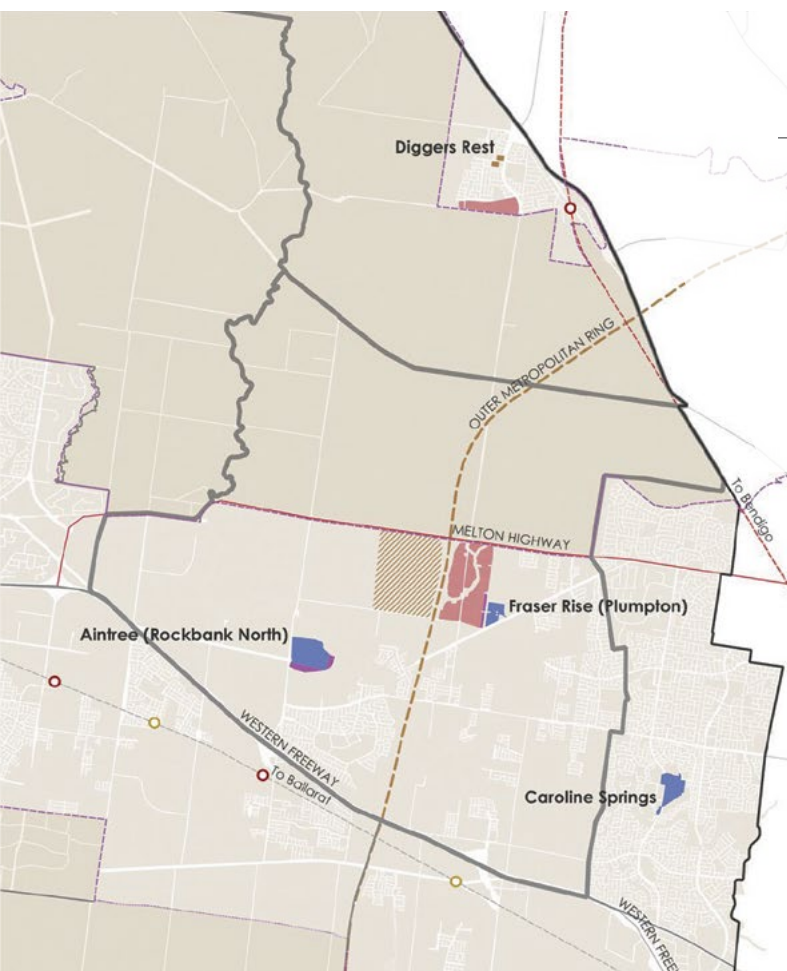
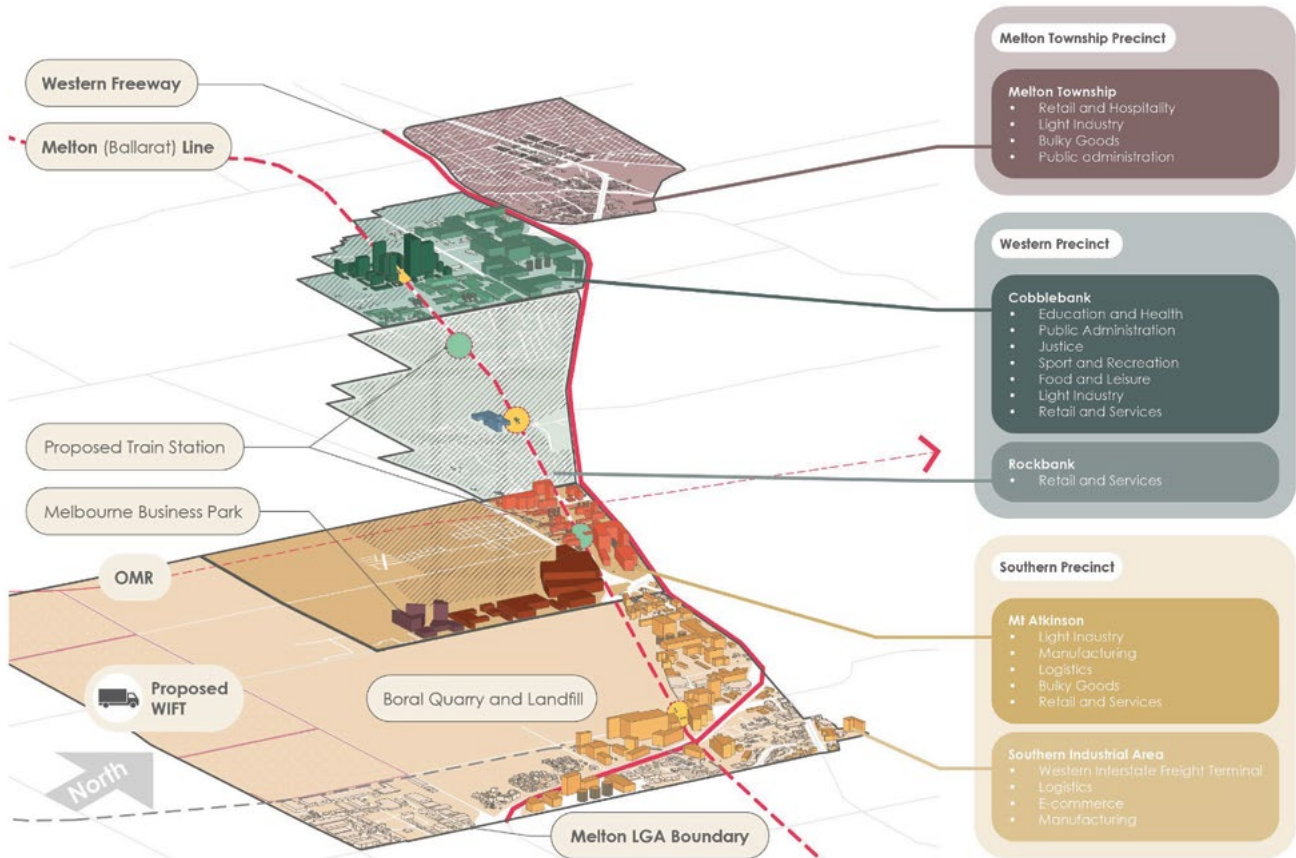
industrial area in the City's Southern Precinct is expected to be fully developed by the early 2030's. The City of Melton incorporates 1,189 hectares of undeveloped employment land currently locked within the unprogrammed Precinct Structure Plans. To ensure the sustained growth of the Western Region, resolving the future of this land and delivering essential servicing infrastructure is an economic priority.



• Source: The City of Melton Employment and Industrial Land Supply Review 2023

Vision

The Strategy outlines the vision and framework for planning and development of the existing and future employment areas. Central to the vision is the Western Freeway Economic Corridor, a distinct geographic area in which economic uses are linked by transport connections.



Outer Melton Economic Area

As the vast majority of the City of Melton's employment land is yet to be developed, the eventual delivery of the Outer Metropolitan Ring Road will provide a significant boost to the economic prospects of the City of Melton's northern suburbs and settlements along the Melton Highway.

The OMR will provide unique north-south connectivity, linking the municipality to road and rail transport networks to the Northern and Eastern regions.

- Melton LGA
- Train Station
- Proposed Train Station
- Urban Growth Boundary
- Outer Metropolitan Ring
- Melton (Bendigo) Line
- Train Network
- Melton Highway
- Western Freeway
- Major Activity Centre
- Neighbourhood Town Centre
- Mixed Use
- Industrial
- Proposed Industrial

Guiding the Vision

To address the challenges associated with our city's rapid expansion, the Strategy takes an evidence-based approach, informed by the findings of the Background Report. These findings include data on forecasted employment, trends analysis, land scenario modelling, and input from stakeholder and community consultation.

The Strategy includes strong justification for Council to advocate for the commencement of the employment

Precinct Structure Plans as economic priority for the region. For the City of Melton this means better facilitation in industrial growth and diversification, a boost in employment growth overall and change in technology and innovation.

To guide the vision, the Strategy proposes the following municipal wide land use and economic development objectives:

Directions for a Growing, Sustainable and Inclusive Economy

Directions

Facilitate Industrial Growth and Diversification



Objective 1
Ensure the supply of industrial land.

Objective 2
Advocate for the delivery of the Western Intermodal Freight Terminal.

Objective 3
Optimise, protect and direct Industrial Industries.

Objective 4
Boost industrial employment, productivity and amenity.

Boost Employment Growth



Objective 5
Facilitate a high productivity and highly integrated Western Freeway Economic Corridor.

Objective 6
Promote and support Melton's unique workforce capability.

Objective 7
Foster commercial investment in the City's activity centre network.

Prepare for Change



Objective 8
Ensure land use settings support innovation

Objectives

Read the Strategy in full

Council adopted the Strategy at its meeting on 24 June 2024.

You can use the QR code at right to access the Melton Employment and Industrial Land Strategy, along with the Background Report.



Contact

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