

# Jobs and Investment Attraction Strategy



**100,000 new jobs** and returning **\$19B** annually to the economy in Melbourne's outer west by 2050

# About the City of Melton

With significant land availability and a booming workforce, the future outlook for the City of Melton is one that will drive regional and state economic activity for decades to come.

Melton's potential is ready to be unlocked.

## POPULATION

### Melton

**180,000** >> **485,061**  
2021 2051

### Outer West (Brimbank, Melton, Wyndham)

**696,159** >> **1.26 million**  
2021 2051

### Economic Contribution Melton

**\$5.08 billion** >> **\$19 billion**  
2020 2051

Now is the perfect time to invest in major projects within the City of Melton; projects that will help create a diverse and resilient economy and provide a mix of employment opportunities for a booming workforce.

This investment will have reach far beyond our City, accelerating job creation and investment attraction in Melbourne's outer west and into regional centres, like Ballarat.

**80%**

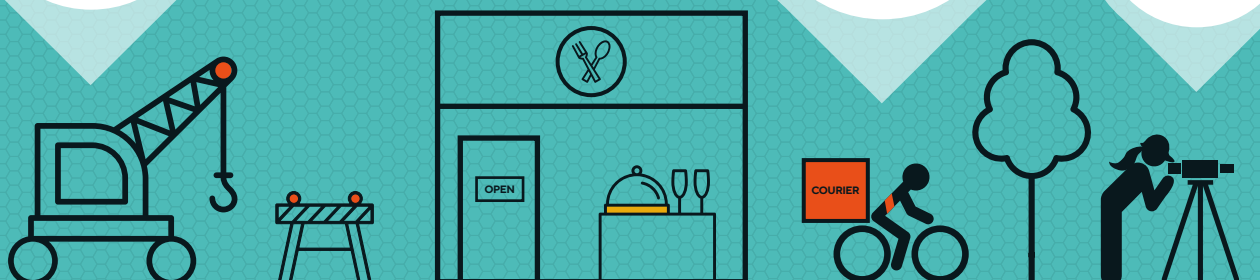
of employees travel outside the municipality for work each day

Low jobs ratio to workforce at

**0.38**

below the growth area average of 0.6

Residential growth outstripping jobs growth



# Investment Attraction Strategy

In February 2020, Melton City Council appointed Ernst and Young to develop an Investment Attraction Strategy. The Strategy establishes a robust evidence base to support investment and catalyst infrastructure to transform the outer west into a state significant employment hub with an invigorated thriving economy.

## Objective

**100,000** new local jobs by **2050** to increase employment self sufficiency

## Vision

A diverse and resilient economy that provides a mix of employment opportunities and drives regional and State economic activity.

## Strategic directions

1. Understand how infrastructure will successfully deliver employment precincts
2. Transform the structure of the labour force to deliver a more diverse economy
3. Achieve the job target through catalyst infrastructure under a preferred delivery scenario

## Why we need economic transformation in the City of Melton

Our residents have limited access to local employment opportunities, and our City has a relatively low jobs ratio compared to its resident labour force at 0.38, which is significantly below that of 0.6 in other growth areas and metro Melbourne. Industries that dominate the current local labour force are more likely to have low incomes.

The delivery of 100,000 new local jobs by 2050 will provide the City of Melton with employment self-sufficiency equivalent to the growth area average.



# Strategic directions

The vision of 100,000 new jobs by 2050 will be achieved through three strategic directions.

## Strategic Direction 1

### Understanding how infrastructure will successfully deliver employment precincts

Existing and future employment precincts will deliver 73,000 jobs, driving employment growth for Melbourne's outer west. Many of these precincts are reliant on catalyst infrastructure to realise their full potential.

Fast-tracking infrastructure projects including the Outer Melbourne Ring Corridor project (road and rail), the Western Rail project (electrification of the Melton rail line), upgrading the Western and Melton Highways from rural to urban standard, and duplicating and upgrading Hopkins and Christies Roads, will facilitate jobs growth and commercial investment across Melbourne's outer west, and beyond.



Up to **73,000 jobs** will be influenced by catalyst infrastructure.



The Melton Rail Electrification and upgrades to key arterial roads could bring forward up to **34,000 jobs**.

#### TARGET PRECINCT

### Western Intermodal Freight Precinct (WIFP)

Includes • Derrimut Fields • Chartwell East • Robinsons Road Employment Area South

OMR WR WH MH HCR



**18,700**

JOBS

### Precinct Structure Plans

• Mt Atkinson & Tarneit Plains • Plumpton • Warrensbrook • Warrawee • Rockbank Major and Local Town Centre



**30,000**

JOBS

### Melton Hospital Cobblebank

\$300 million contribution to the local economy p/a

**375**

CONSTRUCTION JOBS



**3,825**

ONGOING JOBS

### Cobblebank Metropolitan Activity Centre



**20,000**

JOBS

**OMR**  
Outer Melbourne  
Ring Corridor

**WR**  
Western Rail  
Project

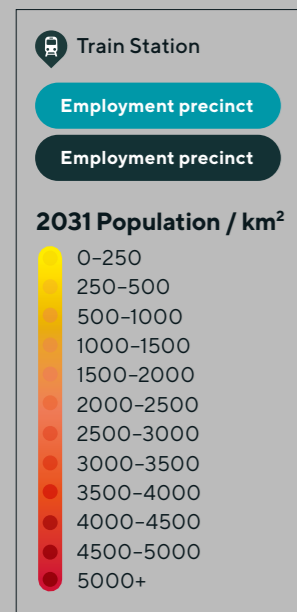
**WH**  
Western Highway  
upgrade

**MH**  
Melton Highway  
upgrade

**HCR**  
Hopkins and Christies  
Roads upgrades

# Melton Residential Growth & Employment Precincts

←  
To Ballarat  
To Adelaide  
→  
19 kms to Melbourne CBD



Melton Industrial (existing)

10,027 DIRECT JOBS

Western Highway

Western Rail

Melton Hospital

Cobblebank Metropolitan Activity Centre (includes Melton Hospital)

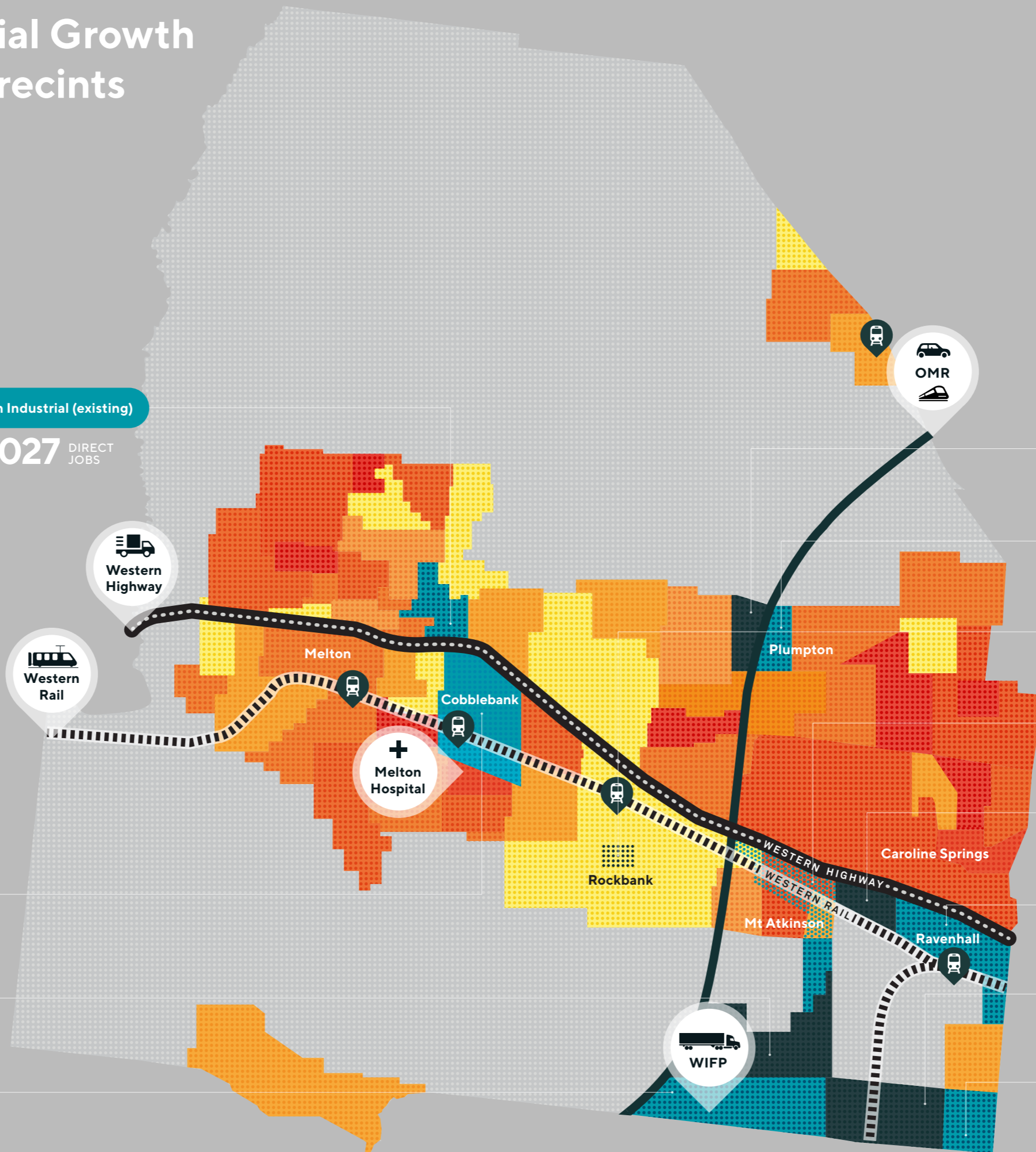
24,000 DIRECT JOBS

Mt Atkinson and Tarneit Plains Industrial

6,225 DIRECT JOBS

Chartwell East Industrial

8,582 DIRECT JOBS



OMR

Warrensbrook Industrial

5,481 DIRECT JOBS

Plumpton Major Town Centre and Industrial

11,421 DIRECT JOBS

Rockbank Major and Local Town Centre

1,854 DIRECT JOBS

Mt Atkinson Major Town Centre and Mixed Use Space

3,200 DIRECT JOBS

Warrabee Industrial

2,145 DIRECT JOBS

Ravenhall Industrial (existing)

5,975 DIRECT JOBS

Derrimut Fields Industrial

8,128 DIRECT JOBS

Robinsons Rd Industrial

2,000 DIRECT JOBS

WIFP

## Strategic Direction 2

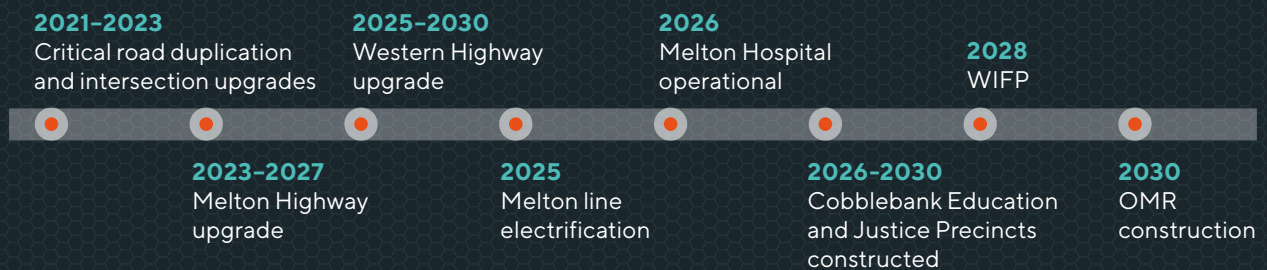
### Transforming the structure of the labour force to deliver a more diverse economy

Around 80 per cent of our professional services labour force leave the municipality for work each day. Investment in key employment precincts and strategic projects like the WIFP, Melton Hospital, tertiary education, and justice and industrial precincts, will create new quality, higher income jobs and greater employment diversity for locals in transport and warehousing, manufacturing, professional services, health and education.

## Strategic Direction 3

### Achieving the job target through catalyst infrastructure under a preferred delivery scenario

Delivering the vision of 100,000 new jobs by 2050 relies heavily on accelerating investment in catalyst infrastructure projects.



### BUSINESS AS USUAL SCENARIO

- The structure of the labour force remains consistent with current sector mix, dominated by retail, low-paid services sectors and construction
- Highest volume of labour force commuting out of the municipality of any growth area by 2050
- Daily commuters increase from 45,000 in 2021 to 110,000 by 2051
- Impact on congestion of roads and public transport
- A local jobs gap of nearly 110,000 by 2050
- Existing economic value of \$5.08 billion in 2020 with growth in line with CPI
- Significant costs and social impacts for families and individuals

### PASSIVE SCENARIO

- Follow current trends and strategic planning expectations
- Delayed timeframe for declared employment zoned land and major infrastructure projects
- Employment growth delayed and the transition in Melton's economy and diversity of labour force doesn't commence until beyond 2035
- Annual economic value add will be limited to \$11 billion by 2050
- Employment self-sufficiency of 0.45 which equates to 50,000 fewer jobs than employment target

### ACCELERATED SCENARIO

- Key future employment-zoned land brought onto the market in an accelerated timeframe
- Infrastructure delivery in line with identified project time lines clearly signalled to the market
- Increased investor confidence to locate and do business
- Employment self-sufficiency of 0.6 achieved with **120,000** local jobs by 2050
- Labour force evolves to more resilient and diverse economy with increased high value sectors
- Annual economic value add reaching well over **\$19 billion** by 2050 to the Victorian economy
- Supply chain impacts will **add an additional \$10 billion** throughout the State economy
- The accelerated scenario can catalyse the delivery of local jobs and drive high-value employment opportunities for the municipality

## Contact

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