



**Reasons
to invest**
YOUR INVESTMENT SOLUTION



Five reasons why you should invest in the City of Melton

1.

People and workforce

2.

Connectivity

3.

Strategic planning

4.

Unrivalled opportunities

5.

Business mix

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.

Sitting in an enviable location, featuring a mix of small, medium and large businesses, with seamless connectivity and unrivalled opportunity to develop your operations; the City of Melton holds the solution to your investment needs.

33

Median Age

154,257

Current population

23%

Economic output by sector:
Construction

374,700

2041 population projection

45

Families are moving into
Melton every week

528km²

of land

5.4%

Economic output by sector:
Retail

No.1

Fastest growing municipal
economy 2008-2018

5.6%

Economic output by sector:
Education and training

\$4b

The City of Melton's Gross Regional
Product is \$4.013 billion

20,000

Jobs created in the
Toolern precinct

5.7%

Economic output by sector:
Transport, postal and warehousing

63

Our innovative approach to handling major planning applications means its takes Melton City Council an average of just 63 days to consider an application. In contrast, the average turnaround time for similar growth area councils is 106 days.



1.
**People and
workforce**

154,257

Current population

528km²

of land

44

babies born a week

45

families move in a week

374,700

2041 population projection

1. People and workforce

Growing consumer base

The City of Melton's booming population offers rapidly increasing local customer bases across all sectors. From hospitality to manufacturing, growth has opened the door for savvy business operators and investors to capitalise on increased consumer demand, and the economic advantages which come with it.

Employment (2016 Census)

• Almost 65,000 people in the City of Melton reported being in the workforce. Of these, 59.4 per cent were employed full time and 28 per cent were employed part time.

• The industries in the City of Melton employing the greatest number of people are:

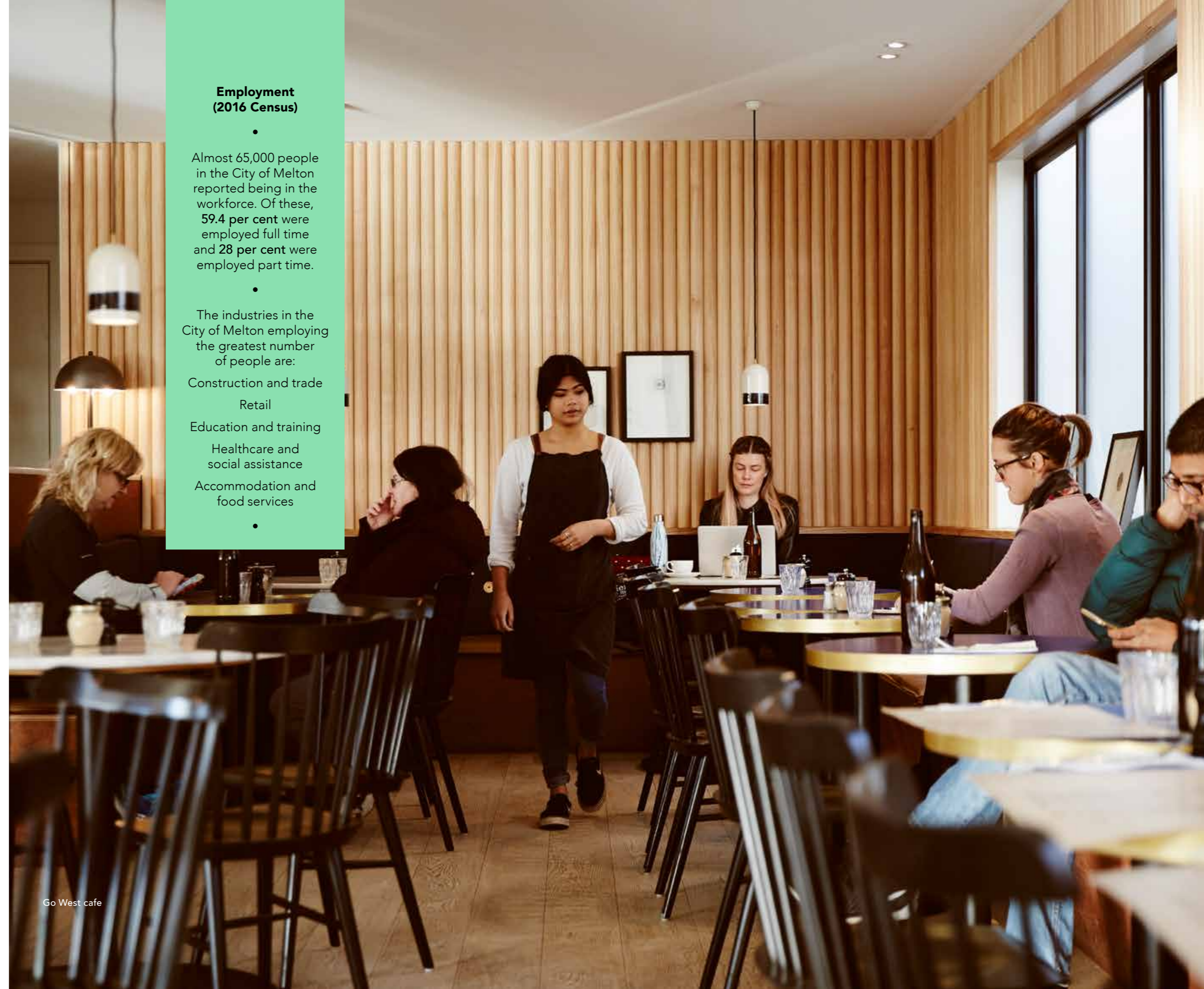
Construction and trade

Retail

Education and training

Healthcare and social assistance

Accommodation and food services



Go West cafe

The City of Melton offers a unique mix of urban and rural lifestyles.



As one of Australia's fastest growing municipalities, the City of Melton offers a unique mix of urban and rural lifestyles. The residential population that has grown from 52,029 to around 154,257 in under 20 years, and is expected to reach 374,700 residents by 2041.

The City will boast a population greater than 400,000 people, equal to the size of the nation's capital, Canberra. All this within the context of being in the heart of Melbourne's west; a dynamic region set to accommodate more than 40 per cent of metropolitan Melbourne's population growth over the next 40 years. (Source: LeadWest)

Workforce advantage

The City has a distinct workforce advantage. With more than 80 per cent of residents travelling outside the municipality each day for work, it leaves a highly skilled labour force searching for gainful employment closer to home. Thousands of talented workers of varying skill sets will see companies setting up locally as an irresistible opportunity to work close to where they live.

Council maintains collaborative partnerships with locally based recruitment and training organisations – including Western BACE (Business Accelerator and Centre for Excellence), Job Actives, and various other registered training organisations – and will happily connect companies looking to build their workforce.

Lifestyle

The City of Melton: the perfect place to live, work and play.

With international award-winning wineries; fantastic eateries; and world-class golf and sporting facilities, the City of Melton offers countless lifestyle options for residents and visitors alike.

Explore expansive parklands, breathtaking historical trails, homesteads and drystone walls; shop in the vibrant retail precincts, or indulge in the thriving café culture. The City is also home to a public art trail and art gallery; recreation and aquatic centres; playgrounds, botanic gardens, and so much more.



Eynesbury golf course

There is no question about it; the City of Melton holds the solution to all your investment needs.



2.

Connectivity





Direct freight travel

- The rail network provides direct freight travel between Melbourne and Adelaide, Sydney and Brisbane.
-

2. Connectivity

Prime location is just one of the many reasons informed investors have opted to move their operations to the City of Melton's newest industrial estates, Truganina and Ravenhall.

Located at the east end of the City, just 20km – or as little as 17 minutes – from Melbourne's CBD, these precincts boast enviable proximity to major logistics infrastructure such as roads, rail, seaports and airports.

Large-scale industrial and commercial land options around Cobblebank and Melton are located a further 10 minutes away, via the Western Freeway.



Road and rail

The City enjoys easy access to Melbourne's key metropolitan and interstate road networks, including the Tullamarine, Calder, Western, Princes and Hume Freeways. The toll-free Western Freeway connects commuters from key industrial estates in the east and west of the municipality, straight to the heart of Melbourne's CBD.

The City of Melton is connected to Victoria's key regional business centres including Geelong, Ballarat and Bendigo via road and rail.

Direct access to intrastate, interstate and international markets is seamless, thanks to proximity to the Port of Melbourne, and Melbourne and Avalon international airports.

On track for transformational transport infrastructure

The new Western Interstate Freight Terminal (WIFT) has been earmarked for Truganina, and is the backbone of the State Government's freight plan ensuring Victorian freight and logistics systems meet the needs of a growing population and economy. It is anticipated the facility will have the capacity to house 3.6km-long trains of double stacked containers, and link in with the National Inland Rail Project.

Truganina is the preferred WIFT location as it will have room to accommodate co-located freight and logistics activities and service demand beyond 2050. The WIFT will further strengthen the logistics advantages of Melbourne's west, and will attract additional private sector investment. It is expected to be operational by 2025.

Outer Metropolitan Ring Road

The City of Melton is central to the planned route of the State Government's proposed Outer Melbourne Ring road (OMR).

When built, the OMR will provide new major rail and road links, and seamlessly connect the City of Melton with the Princes Freeway in Melbourne's south west, all the way to key industrial hubs and the Hume Freeway in Melbourne's north, and further beyond to Sydney and the entire Australian Eastern Seaboard. This provides additional long-term certainty for businesses looking to invest and grow.

On its way: The State Government has invested \$518 million to duplicate the rail line up to Melton. This means new train stations and station upgrades by 2020.



The City enjoys ready access to Melbourne's key metropolitan and interstate road networks, including the Tullamarine, Calder, Western, Princes and Hume Freeways.

The industrial estates are just 20km – or as little as 17 minutes – from Melbourne's CBD; these precincts boast enviable proximity to major logistics infrastructure such as roads, rail, seaports and airports.



Road and rail

The City enjoys access to Melbourne's key metropolitan and interstate road networks.



Ports

The Truganina industrial estate is conveniently located about 18km from the Port of Melbourne.



Airports

The City is close to both Melbourne and Avalon international airports.



3.

Strategic
planning



3. Strategic planning

Thriving communities are built from careful planning. Determining the most efficient and appropriate use of land is a key role of local and state governments, and for new areas of undeveloped land this is done through the Precinct Structure Plan (PSP) process. This is particularly relevant to the City of Melton, with the extension of Melbourne’s Urban Growth Boundary in 2010 adding 11,300 hectares of land rezoned for residential and commercial development.



The Toolern precinct 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 commercial land

- A 131-hectare regional park incorporating formal and informal recreation opportunities

- 20,000 new jobs

NewCold, in the Truganina industrial estate

A financial lender will appreciate the certainty of predetermined and capped Developer Contributions Plans in PSPs.

It is one thing to add land to the Urban Growth Boundary, but where should the roads and industrial estates go? How many shopping centres will there be? How many schools, playgrounds and community centres? The answers to these questions are all set out in the Precinct Structure Plans developed in partnership between State Government, Melton City Council, landholders and other key stakeholders.

Prospective business investors are often courted by landowners and developers who are eager to secure key anchor tenants early in the process. A good anchor tenant in the right location can fast-track a development, with utility services provided to the entire estate. Early tenants to new estates are usually in a strong position to be able to negotiate favourable terms and secure prime sites.

Once a PSP has been approved, landowners may then work with Council to develop the finer grain plans for subdivisions and local road networks that will allow for development to take place.

PSPs at work: Emerging business precincts

Toolern

The Toolern precinct in Cobblebank – soon to be home to around 55,000 people – has a \$15 billion investment potential. It will be the epicentre of future major health, higher education, commercial, corporate and government development in Melbourne’s west.

Toolern will include major retail, entertainment and dining precincts. It will boast one of the City’s major public transport hubs, with a new train station under construction and due to open in late 2019.

Mt Atkinson

The Mt Atkinson and Tarneit Precinct Structure Plans approved by the State Government opened up fresh commercial and industrial land for future development. With proximity to key logistics infrastructure, this industrial precinct promises to be a popular investment location among logistics, manufacturing and transport businesses.












The benefits of areas covered by PSPs

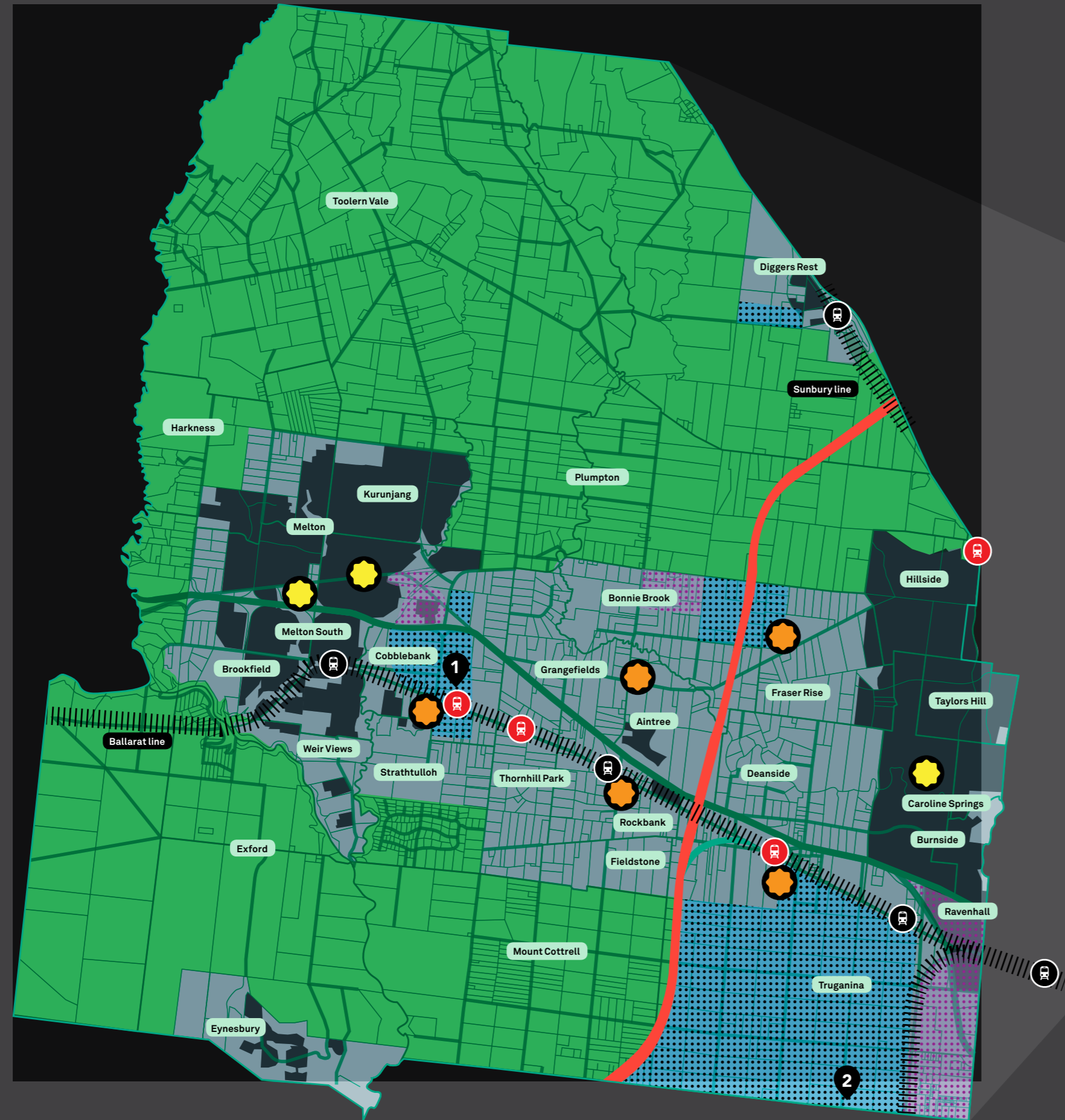
The greatest benefit surrounding PSPs is they assist in minimising investment risk. They reduce the potential for cost and time overruns in the planning phase of property development, as biodiversity, cultural heritage and infrastructure provision planning are largely identified and resolved.

The plans undergo a comprehensive community consultation process prior to approval. They are advertised – and any objections are resolved – before being approved by either local or state governments. This means development applications which align with PSPs usually do not require advertising before Council makes a decision on them, speeding up the process.

Strategic land-use map



-  Toolern Metropolitan Activity Centre
-  Proposed Western Interstate Freight Terminal
-  Proposed Outer Metropolitan Ring Road
-  Rail Station
-  Future Rail Station
-  Existing Activity Centres
-  Future Activity Centres
-  Existing Residential
-  Future urban area
-  Future Employment Land
-  Existing Employment Land





Lorenzo Cremasco, Westkon Commercial Director

4. Unrivalled opportunities



Despite unparalleled growth over the past 10 years, the full development potential of the City of Melton has yet to be realised.



4. Unrivalled opportunities

According to the 2018 Victorian Auditor-General's Office report into local government and economic development, the City of Melton has been Victoria's fastest growing economy for over a decade, with an almost 70 per cent rise in Gross Regional Product (GRP) between 2007 and 2016.

The City of Melton's Gross Regional Product is \$4.013 billion



NewCold

The 2018 Auditor-General's Office report also found the City of Melton's GRP exceeded its population growth. GRP has only kept pace with population growth in 29 of the 79 Victorian councils. A locality's economic growth keeping pace with – or exceeding – its population growth is a positive indicator of economic development.

New developments and changes to Melbourne's Urban Growth Boundary are now unlocking previously inaccessible opportunities. This will only add to the momentum which has been building in the City of Melton for the last 10 years.

Affordable land availability

The City of Melton's generously sized parcels of available land offer abundant opportunities for businesses to establish and grow their operations, with more than 1200 hectares of vacant greenfield land set aside specifically for commercial and industrial development.

Compared to other regions, industrial and commercial land in the City of Melton is relatively affordable. The opening up of new land for development will ensure there continues to be land available at a range of competitive price points.

Established Key Business Precincts: Truganina and Ravenhall

Truganina and Ravenhall in the municipality's south east form part of the western industrial precinct. The area has become a significant transport and warehousing hub in Melbourne's west.

Major operators in the Truganina and Ravenhall area include:

- NewCold
- CEVA
- Catch Group Distribution Centre
- Ravenhall Correctional Facility
- Goodyear & Dunlop Tyres

Western BACE

The Western Business Accelerator and Centre for Excellence is a state-of-the-art business centre incubator in Cobblebank that provides work spaces to support emerging businesses, as well as technological and training facilities. It also houses research and development that supports employment growth in the City.

The Federal Government provided \$14.62 million in funding for the construction of the 5-star Green Star facility; a Council initiative which is also supported by a handful of other organisations. With extensive growth projected in this region, the Western BACE's vision is that Melbourne's west has the enterprise ecosystem to rival any major Australian city.

Melton South and Cobblebank

Melton South and Cobblebank, just south of the Western Freeway, are already home to some significant business operations. While still largely undeveloped, the promise of investment will see its full potential unlocked, and the area entirely developed across the next 30 years.

Major operators in this precinct include:

- Tabcorp Park
- Westkon
- Abey Australia
- Bertocchi
- Saizeriya
- RCPA

Caroline Springs Business District

This medium-density business district is continuing to attract new investment and improved amenity. It is nestled on the edge of the beautiful Lake Caroline, and with nearby cycling and walking tracks, it is the perfect location to establish an office headquarters with a point of difference.



5.

Business
mix



Ashleigh Keyser, Development Manager and
Karen Choi, Director, EMKC Developments

5. Business mix

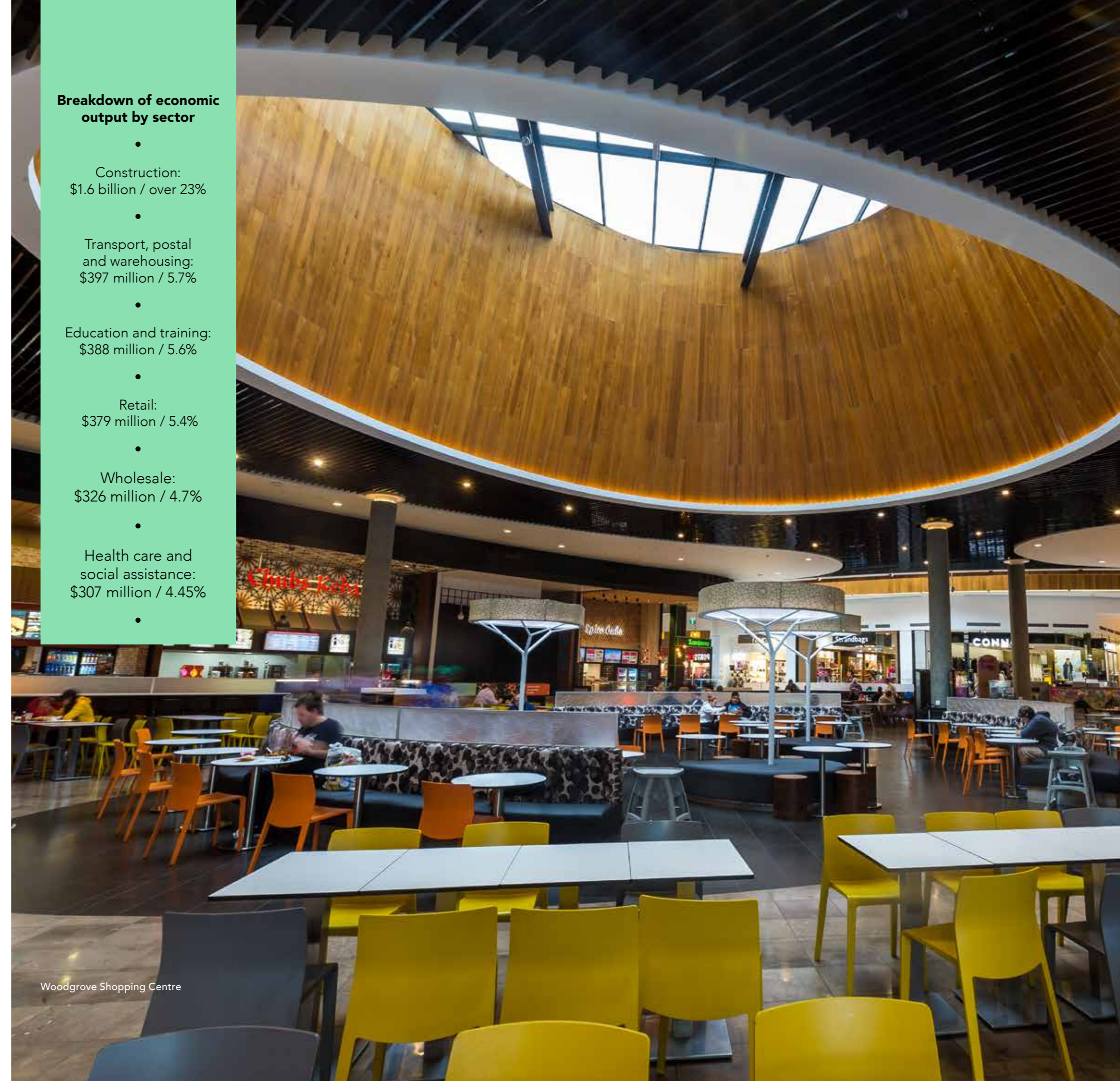
Any business which sets up in the City of Melton can be confident in the knowledge they will be keeping outstanding company. Packed with local supply chains, businesses are able to grow with confidence, and build strong working relationships with suppliers, which is often the key to sustainable success.

The City has a robust and thriving economy, however, six industry sectors in particular outpace the rest, and are the backbone of stellar economic growth across the City.



Breakdown of economic output by sector

- Construction: \$1.6 billion / over 23%
- Transport, postal and warehousing: \$397 million / 5.7%
- Education and training: \$388 million / 5.6%
- Retail: \$379 million / 5.4%
- Wholesale: \$326 million / 4.7%
- Health care and social assistance: \$307 million / 4.45%



Woodgrove Shopping Centre

Construction

Construction accounts for \$1.6 billion or more than 23 per cent of the total output of the City of Melton's economy. It is the key propulsive sector with the greatest impact, and leads the way for employment, local sales, regional exports and local expenditure.

Varcon Group – Caroline Springs

Varcon Group is a construction firm with a head office in Caroline Springs. It has over the years successfully carved out three distinctive niches delivering premium quality building projects to discerning customers. These include high-end luxury homes, economical community assets and factories, and functional commercial/residential high-density complexes. With major multi-storey projects being delivered around the Caroline Springs central business district, Varcon Group is pushing the envelope beyond what was once thought possible in Melbourne's west.

Retail

Tapping into the population boom, retail is the second largest sector for employment in the City of Melton, making up 5.7 per cent – or \$379 million – of the total gross revenue for the municipality. With a large percentage of the population in the family-raising stage, consumer spending per capita is high and is helping to attract new investment into retail.

QIC Group, Woodgrove Shopping Centre, Melton

With over 160 specialty stores including fashion, homewares, fresh produce, dining and cinemas, Woodgrove Shopping Centre is the focus of retail in the City of Melton. Since its \$150 million expansion in late 2013, and increased public transport links, Woodgrove Shopping Centre has become a hub for a range of health, community, and recreational activity.

Transport, postal and warehousing

With the strong logistic advantages of the municipality, transport, postal and warehousing operations have become a driving industry sector. The sector contributes \$397 million or 5.7 per cent of total output to the City's economy. It is also third in regional exports and fourth in employment, regional imports and local expenditure.

CEVA Logistics, Truganina

CEVA Logistics is the world's fourth-largest logistics company with over 42,000 supply chain professionals employed world-wide. When looking to expand and consolidate its Melbourne operations, CEVA invested \$80 million to build one of the biggest single-span sheds in the southern hemisphere, half-kilometre-long storage and distribution facility eight times the size of the Melbourne Cricket Ground. This Truganina based facility is the largest of CEVA's eight major sites along Australia's east coast.

Education and training

With population growth comes the need for education and training to service the growing community. This sector accounts for \$388 million or 5.6 per cent of total output. The sector is the fourth-largest employer in the City.

UNESCO Certification

Melton City Council was awarded status as a member of UNESCO's Global Network of Learning Cities (GNLC) in 2015. The municipality is internationally recognised as a leading city in lifelong learning and the only City in Australia to be awarded membership to the UNESCO GNLC.



Wholesale

Tapping into the logistics advantages and strong local labour market, the wholesale sector contributes \$326 million or 4.7 per cent of total output. It is the fifth-highest sector in the City of Melton for regional exports and local expenditure.

Abey Australia, Cobblebank

For more than 56 years, Abey Australia has been brought quality tapware and bathroom designs and technology to Australia. With the head office and warehouse located in Cobblebank, Abey has become a feature of the City of Melton business community, having won awards for business excellence and employing a strong cohort of skilled local workers.

Health care and social assistance

The health and welfare of a growing community provides plentiful opportunities for businesses and organisations that service the sector. Health care and social assistance is the ninth largest sector overall, with \$307 million or 4.45 per cent of total output. It is also fourth in employment and fifth in value adding.

Melton Health and Community Services Facility

The \$21 million Melton Health and Community Services facility on Barries Road, Melton, is due to be opened in 2018. The facility will be home to Djerriwarrh Health Services and other important health services providers. It will help to anchor the Melton Health Precinct in a prime location, adjacent to the Woodgrove Shopping Centre.



“

NewCold searched long and hard to find the perfect base for our first sites in Australia, and Truganina filled all of our criteria. We wanted a base close to our key customers, which could help them reduce food miles, as well as having great access to highways and perfect for exporting out of the harbour. Having chosen the site, the local support we received through the planning and building process, and the great people we have employed, just re-enforced our view that this was the ideal location.”

Jon Miles, UK Country Manager

“

Westkon expanded its precast concrete manufacturing operations and relocated its head office to Cobblebank in two stages in 2006 and 2014. The key focus of the company was growth, and we needed room to expand. We also knew that with the City of Melton’s fast-growing population, it would help us when looking for skilled labour and engineers. The good road infrastructure and freeways gives us access to supply easily to the Melbourne CBD and beyond.”

Lorenzo Cremasco, Commercial Director

“

Westcare Medical Centre sees Melton as an important and exciting area for health services development. We benefit from being located in the health precinct on Barries Rd, which also includes Melton Health and Youth Services. Melton City Council has been integral to fostering collaboration between our services.

The population growth has surpassed the rate at which medical facilities are being established locally. Our passion is training the next generation of GPs and to attract them to work in this area. This area of rapid growth provides an ideal training environment, and allows us to attract the brightest young GPs to Melton.”

Dr Alastair Stark, partner

“

Woodlea’s joint venture partners Victoria Investments & Properties, and Mirvac, have chosen to invest in the City of Melton due to the area’s key infrastructure fundamentals such as good road and rail connections, the progressive and collaborative Melton Council, and the incredibly vibrant and diverse community that creates a home for Woodlea residents. The City of Melton is a great place to do business as it is a key growth area of Melbourne and both state and local governments are investing into the area to help support and maintain the levels of growth, and help enhance liveability for local residents.”

Matthew Dean, Project Director

“

EMKC joined the MarksX Group to create The Agar Estate, Truganina, as a world-class industrial hub focusing on medium to large format, high-quality and innovative industrial occupiers.

The City of Melton is an ambitious and proactive municipality. From the economic development to the planning and engineering teams, EMKC have found Melton City Council to support and encourage investment at all levels. By adopting a flexible and commercially focussed approach to development, Melton City Council have facilitated exceptional levels of economic growth and creation of new opportunities within their municipality.”

Edward McKenna, Director EMKC

“

Russo Estate founded its roots in Diggers Rest in August 1994 with grand plans at its vineyard. We officially opened our cellar door and restaurant in August 2016.

We are very optimistic about our future here. Diggers Rest and the surrounding suburbs are increasing in population; we’re only a 25-minute drive from Melbourne’s CBD, and 20 minutes from the airport. It is the perfect place to escape and unwind while enjoying picturesque views of our beautiful vineyard, alongside our three-tier waterfall and overlooking the perfect setting for any function.”

Joe Russo, Owner & Director



Melton City Council means business

Here at Melton City Council, we are always available to help in your decision to grow and expand your business. We employ a dedicated team of business development specialists who share your passion for entrepreneurial success, and have all the facts, figures and data you need to help you with your decision making process.

We are ready to broker the relationships that will help fast-track your success, and have a proven record in assisting new and emerging businesses establish in our City.

We focus on streamlining and adding certainty to the planning application process, and are leaders in delivering fast and efficient planning applications in Melbourne's west.

In fact, our innovative approach to handling major planning applications means it takes Council an average of just 63 days to consider an application. In contrast, the average turnaround time for similar growth area councils is 106 days.

We are ready to help you on your business journey.

We can connect you with our local business network, provide professional development opportunities, and keep you up-to-date on our impressive calendar of business events.

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VENTURE
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