



Leadership for the West

3 December 2008

Melbourne's West Creates a Growth Challenge

Melbourne's West is growing faster than anyone expected and under the State Government's Melbourne 2030 planning update *Melbourne @ 5 million*, the West has been identified as a Region where much of this growth will be centred, creating an imperative to create jobs and attract businesses to the West to underpin this growth, creating employment precincts jobs where people live.

LeadWest CEO Anton Mayer said that with more people choosing to live in Melbourne's West the challenge presented to the State Government is to ensure that the West has the appropriate infrastructure in place ahead of time, such as extra beds in local hospitals, high-speed telecommunications, rail and road investment and extra school places available, to cater for the additional population.

"*Melbourne @ 5 Million* recognises that Footscray has the real potential to become the North Sydney of Melbourne. Under the Government's plan, Footscray has been identified as a Central Activity District with CBD-like functions. Its close proximity to Melbourne, together with the additional transport plans set out in the Eddington Report means that Footscray has the potential to become a major service sector employment precinct," Mr Mayer said.

The Government has recognised the imbalance between the location of jobs and where people live, with particular reference to the Melton and Wyndham growth corridors. Under the Government's planning update, Werribee and Melton have been identified as employment corridors that will link activity centres, universities, research and technology precincts with high employment. The aim of the employment corridors is to link the growing outer areas in Melbourne's West to a greater choice of jobs, services and goods.

Mr Mayer said that improving the distribution of employment by generating job opportunities within the West's growth corridors, will help reduce congestion because there is less need to travel into the city for work. The Government's planning update reinforces the need to bring forward the key Eddington recommendations, if the West is to keep pace with its unprecedented growth.

Melbourne @ 5 Million details a plan to expand the vision for the Werribee Agriculture and Food Technology Precinct. This precinct is the largest undeveloped piece of land owned by the Government in the metropolitan area. While the 925 hectare precinct is already home to a number of research and development organisations, *Melbourne @ 5 Million* expands on the vision and will focus on building on the emerging technology precinct to provide a larger number of jobs across a wider range of industries and sectors. The Department of Planning and Community Development will release a Development Strategy for Stage 1 of the Werribee Employment Precinct in 2009.

"The challenge remains of how we can attract businesses to the growth areas? While *Melbourne @ 5 Million* identifies Footscray as being a Central Activity District and having the potential to be the North Sydney of Melbourne, we need to keep up the pressure on Government to assist our Region with attracting businesses to the West," Mr Mayer said.




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The Government's planning update *Melbourne @ 5 Million* is available in full on LeadWest's website www.leadwest.com.au.

LeadWest is a peak advocacy body that was formed to provide leadership to the West in addressing its challenges and capitalising on its advantages, to be a representative voice for the West, especially to State and Federal Government. LeadWest's goal is to help the West realise its great potential as a dynamic and enjoyable place in which to live, work and visit.

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