



HOBSONS BAY CITY COUNCIL

ECONOMIC DEVELOPMENT STRATEGY 2023-28 DRAFT

ACKNOWLEDGEMENT OF COUNTRY

August 2023

Council acknowledges the Bunurong People of the Kulin Nation as the Traditional Owners of these municipal lands and waterways, and pay our respects to Elders past, present and emerging.





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STRATEGY ON A PAGE

VISION

By 2030 Hobsons Bay will have a network of resilient business precincts that leverage and enhance the valued natural, built and cultural assets of the city in particular our desirable location by the Bay. Hobsons Bay will support existing and emerging industries and be the preferred location in Melbourne's West for businesses investing in the circular economy, renewables and zero carbon that are committed to making the city an attractive, green and enjoyable place to work, live and visit.



GROW

To build strong and resilient precincts by supporting local networks and local community enterprise

Hobsons Bay is home to many vibrant and diverse business precincts ranging from major activity centres to micro centres which are at the heart of local communities providing hospitality, retail services and a place for social interaction.

These precincts exist alongside industrial precincts of both local and state significance and provide much of the city's jobs and economic growth. Hobsons Bay will continue to be a place where vibrant precincts and highly liveable neighbourhoods reside together.

Council aims to invest, promote, and strengthen businesses and business precincts so that they can adapt to changes within the community, digital and technological advancements, and environmental conditions.



ELEVATE

To enhance and promote our valued natural, built and cultural assets across the city, to leverage the strategic advantages they present to the Hobsons Bay economy

Hobsons Bay has a rich and valuable natural environment with 24 percent of the municipality being open space. The city has over 20 kilometres of coastline with significant coastal wetlands, borders the Yarra River which flows into Port Phillip Bay, five creek systems, remnant native grasslands, and important flora and fauna habitats.

This natural environment sits alongside significant cultural assets such as Scienceworks, Williamstown Botanic Gardens, the Substation, Newport Railway Museum, HMAS Castlemaine, and Seaworks Maritime Precinct.

Council will promote Hobsons Bay as the ideal place to work, live, visit and invest, focusing and building on the valuable natural, built, and cultural assets across the municipality.



TRANSFORM

To support green businesses and the broader economy to transition to a new green future, that includes circular economy and zero carbon industries

Hobsons Bay has a diverse mix of state, regional and locally significant industrial precincts alongside significant open space, coastline, and natural assets. The proximity to Melbourne's CBD, river, bay and port access, the Port of Melbourne, and major road and rail assets make it an enviable location to live, work and invest. Building on these strengths the strategy aims to support Hobsons Bay's transition to a sustainable, circular, and green economy.

The important role of the city's industrial past and the ongoing value of this sector for the future of the municipality is recognised. The industrial sector is undergoing significant change alongside a move towards a more service and skills-based economy, supported by a highly skilled resident workforce which all provide an opportunity to transition to a greener future.

Council recognises the need to address the impacts of climate change and is committed to creating a new shared vision for a circular and greener economy, building skills and knowledge, and partnerships to implement this vision.



INTRODUCTION

The Hobsons Bay Economic Development Strategy will guide Council's work to support the growth of the local economy over the coming years.

The strategy has been developed in a post-covid context and builds on the significant advantages of Hobsons Bay to drive the development of a strong and resilient local economy.

The strategy has been informed by extensive research and analysis of the existing economic context including global macro trends, national trends and local opportunities and challenges.

This analysis has identified that recent years the local economy has continued to perform well. This is despite the loss of the car manufacturing industry in 2017 and changes in the petrochemical industry since the closure of Mobil oil refinery in 2021.

This continued economic growth is in part driven by:

- the strategic location of Hobsons Bay in the Western Region, with proximity to regional freight routes and the Port
- state significant industrial precincts that support close to 50 percent of total jobs and economic output in Hobsons Bay
- a network of activity centres that support residential growth and skilled workers
- the value of significant environmental assets, in particular the coastline and Cheetham Wetland

Understanding Economic Development & the Role of Council

What is economic development? Put simply, Economic development is programs, policies or activities that seek to improve the economic well-being and quality of life for a community. Local councils such as Hobsons Bay play a central role as an economic partner that supports and enables community, private sector and government collaboration on projects that realise community economic prosperity.



LOCAL CONTEXT

Hobsons Bay is located 10 kilometres west from Melbourne CBD and is part of the greater western metropolitan region. The municipality is between Port Phillip Bay to the south, the Yarra River to the east, and the cities of Maribyrnong and Brimbank to the north, with Wyndham to the west.

The people of the Kulin Nation are the traditional custodians of this area. The Aboriginal people who lived in what we now know as the City of Hobsons Bay are known as the Yalukit-willam, a name meaning ‘river camp’ or ‘river dwellers’.

The municipality was also one of the first sites of European settlement in Victoria. There are many places of significant heritage importance including Former Truganina Explosives Reserve, Altona Homestead, Point Gellibrand area, HMAS Castlemaine and Old Laverton Schoolhouse.

The municipality encompasses the suburbs of Altona, Altona North, Altona Meadows, Brooklyn (shared with Brimbank), Laverton (shared with Wyndham and Brimbank), Newport, Seabrook, Seaholme, South Kingsville, Spotswood, Williamstown, and Williamstown North.

Each suburb in Hobsons Bay has its own distinct character, amenities, and lifestyle offerings contributing to the diversity and appeal of the municipality as a whole.

Altona and Williamstown are known for their coastal atmosphere, bustling cafes and restaurants, beautiful beaches and parks. Williamstown is home to the Seaworks Maritime Precinct. Due to the proximity to Melbourne CBD, these suburbs play a pivotal role in attracting businesses, tourists, and residents to the municipality.

Altona North, Brooklyn, Laverton and Williamstown North are suburbs with strong industrial presence in manufacturing, logistics, construction and wholesale.



Laverton and Williamstown North are suburbs with strong industrial presence in manufacturing, logistics, construction and wholesale. The areas are strategically located with easy access to major transport routes, making it an ideal location for businesses. In addition, generally the industrial land parcels are large in size.

Newport features historic architecture, cafes, and boutique shops. It is home to the Newport Railway Museum, Newport Lakes, and the Substation, a multipurpose gallery.

Spotswood is a vibrant and evolving suburb known for its industrial heritage and emerging creative scene. It is home to Museums Victoria Scienceworks, and Grazeland a hospitality and entertainment precinct. Spotswood's industrial area has a mix of larger scale industry and is becoming home to many entrepreneurial start-ups and small businesses.

Altona Meadows, Seabrook, Seaholme and South Kingsville are family-friendly suburbs with a relaxed and tranquil environment. They are each serviced by local activity centres.

Hobsons Bay has significant natural ecosystems including freshwater and marine areas, wetlands, and grasslands. These natural areas provide a home to a diverse range of ecosystems with an impressive range of flora and fauna, including many rare and threatened species. Key natural assets such as the river and bay will play an increasingly important roles in economic, social and environmental terms.

Looking forward, Hobsons Bay offers a blend of cultural and urban amenities, natural beauty, heritage and economic opportunities, making it an attractive and thriving municipality within the greater Melbourne area.

HOBSONS BAY ECONOMY

In 2021 the Hobsons Bay population was 91,300 people and is estimated to grow by almost 30,000 by 2041. The growth will be driven by young workers and families. This is likely to drive demand for population serving industries.

Historically, several industries have played a significant role in shaping the municipality including shipbuilding and maritime services, manufacturing, aviation, oil refining and petrochemical industry, logistics, retail and hospitality.

Hobsons Bay provides 40,700 local jobs. As of 2022 Hobsons Bay had approx. 8,900 businesses, of which 98 percent are small businesses employing less than 20 people.

In 2022 Hobsons Bay had an output of \$6.07 Billion gross regional product (GRP), which was a 2.3 percent growth on the previous year.

The top industries by value added and employment:

- Construction
- Manufacturing
- Transport, postal and warehousing
- Wholesale trade

All sectors saw an increase in value added and employment between 2015-16 and 2021-22 except for transport, postal and warehousing and manufacturing. Decreases in these sectors is likely due to the closure of Toyota's car manufacturing and the transition of Mobil's refining operations.

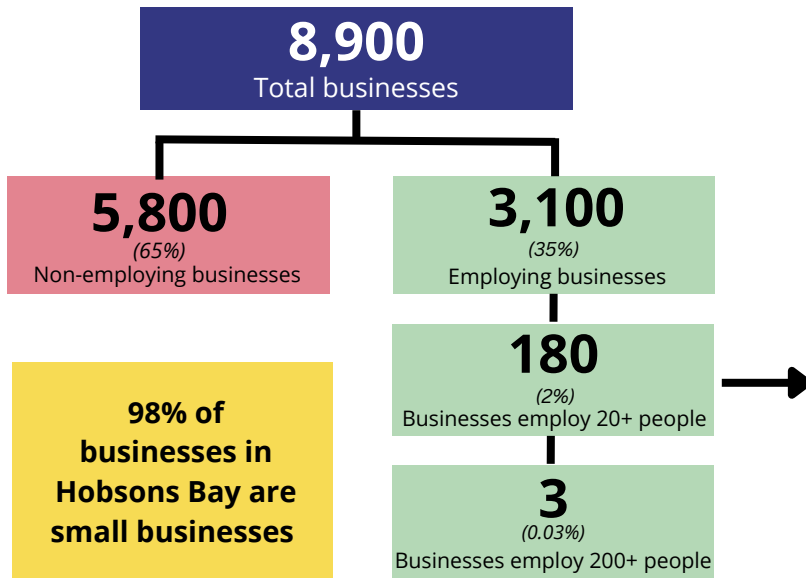
Transport, Postal and Warehousing is represented by road transport, warehousing, storage services and transport support services concentrated in Altona, Altona North and Newport. The industry supported approx. 5,200 jobs, generated \$776.7 million in value in 2021/22.

Manufacturing is represented by the petroleum and coal product manufacturing and other transport equipment manufacturing industries and is concentrated in Altona, Altona North and Newport. The industry is a significant contributor the Hobsons Bay economy, generating \$724.2 million in economic value and supporting approx. 4,400 jobs in 2021/22. Employment and economic activity has declined in this sector over the previous 5 years in line with business closures.

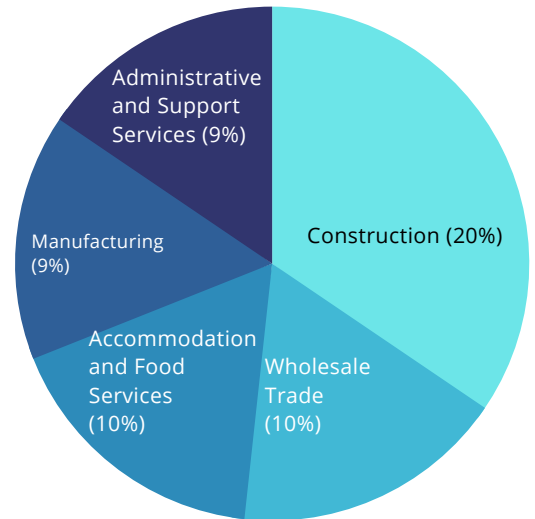
Wholesale trade is represented by the commission based wholesaling, motor vehicle and parts wholesaling, and other goods wholesaling concentrated in Altona North and Altona. The industry supports approx. 1,900 jobs and generating \$410.3 million in value added in 2021/22.

Construction is represented by sub sectors such as heavy and civil engineering construction and building construction with concentrations in Newport, Williamstown, Altona and Altona North. The construction industry is the largest employer in Hobsons Bay, supporting approx. 6,100 jobs and generated \$662 million in value added in 2021/22.

BUSINESS SNAPSHOT



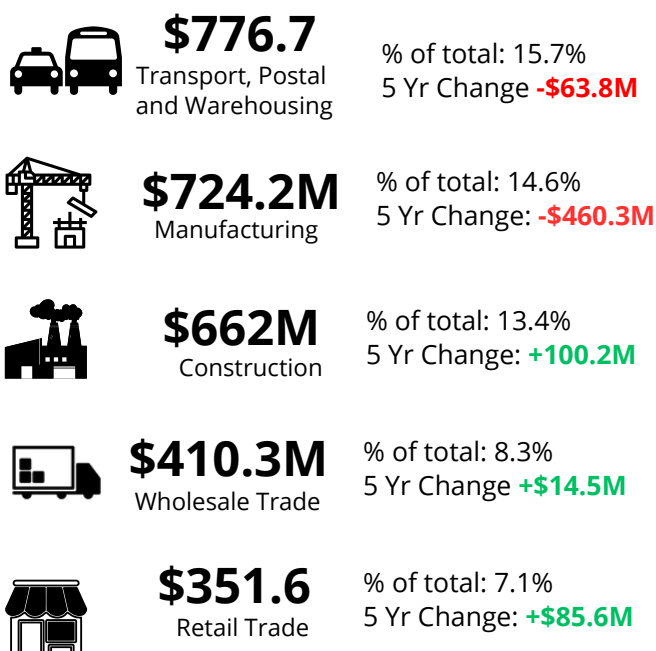
Top 5 businesses by industry, employing 20-199 people



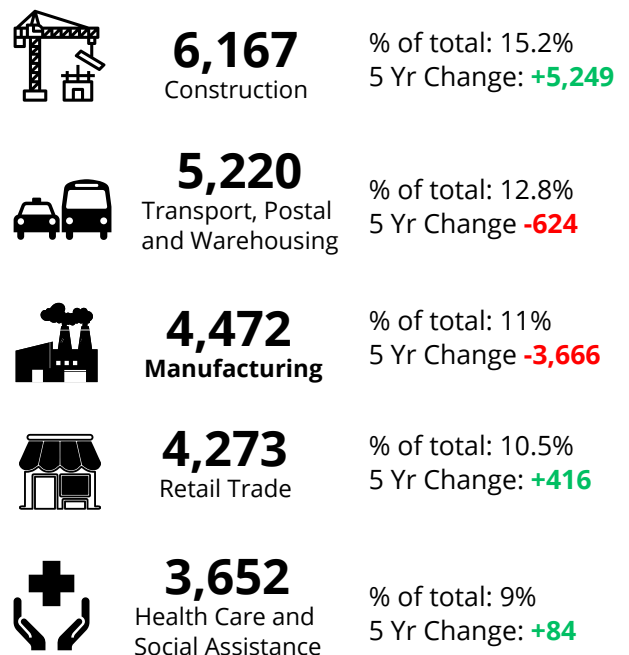
Source: ABS 2022. Note: Numbers are approximates



TOP 5 INDUSTRIES BY VALUE ADDED



TOP 5 EMPLOYMENT SECTORS





VALUE OF THE BAY

The location of Hobsons Bay is unique with 20kms of coastline and being located adjacent to Port Phillip Bay and to the east of the Yarra River. The Bay brings a multitude of environmental, social and economic assets that are central to the areas history, culture, economy and current and future identity.

Hobsons Bay is part of the Association of Bayside Municipalities, a body committed to the protection and management of the natural, cultural, social and economic values of Port Phillip Bay.

Looking forward, costal municipalities need to balance conservation, sustainable recreation and economic priorities to ensure a healthy Bay is preserved and maximised for all.

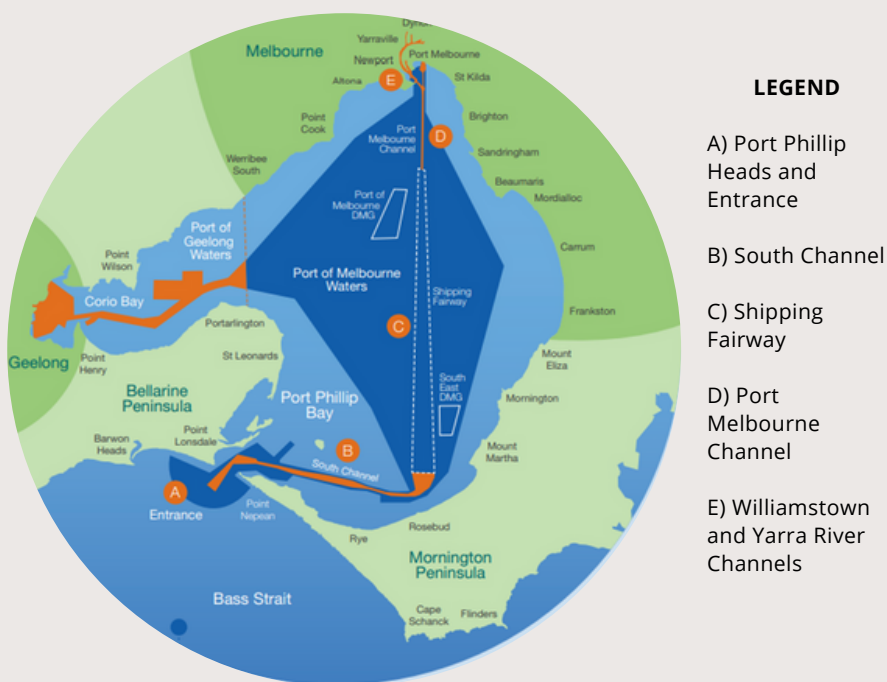
The Bay is also home to the Port of Melbourne (PoM) Australia's largest container & general cargo port.

The Bay offers safe, reliable and efficient shipping channels enabling the continuous flow of trade in and out of the state.

The PoM contributes 19,600 jobs and \$6B to the Victorian economy. Hobsons Bay benefits over 1,000 jobs and \$329M in output annually.

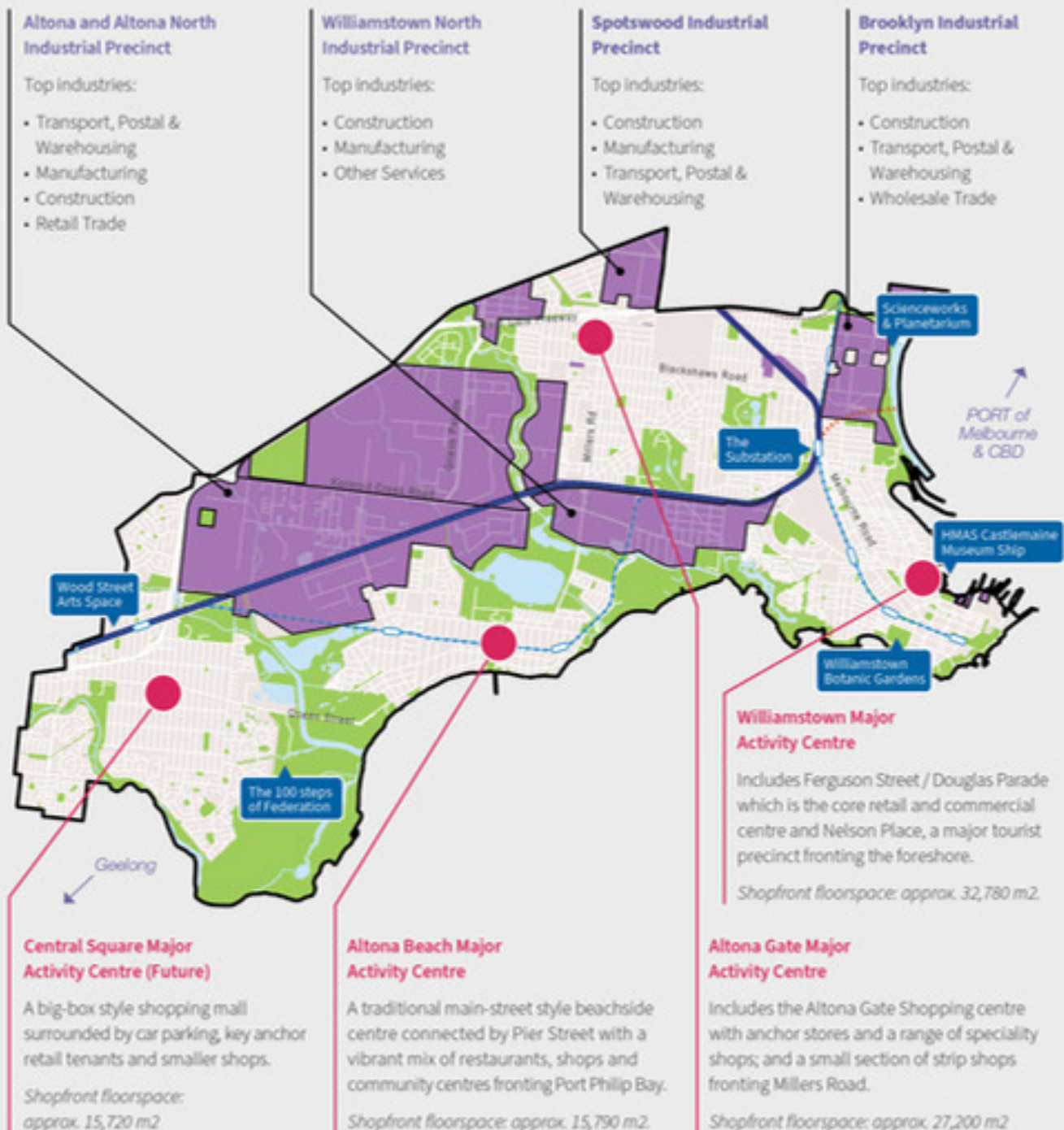
Demand for Port services is growing and it is a major trade gateway, with the Yarra River and Williamstown channel being the closest parts of the PoM to Hobsons Bay.

Source: 2050 Port Development Strategy, 2020 Edition



Hobsons Bay is located just 10 kilometres from Melbourne's CBD...

and is a key driver of the Greater Melbourne Economy. With a unique combination of industrial, commercial, natural and cultural assets, the municipality is an ideal location to live, work, visit and invest.



Floorspace Source: Activity Centre Strategy 2019-2036

Legend

- | | | |
|----------------------------------|-----------------|------------------------|
| Municipal Boundary | Freight Line | Railway & Station |
| West Gate Tunnel / Elevated Road | Open Space | Melbourne Metro 2 Rail |
| Waterbodies and Waterways | Industrial Land | Major Activity Centre |

ADVANTAGES, CHALLENGES AND OPPORTUNITIES

Hobsons Bay has a range of advantages and opportunities to strengthen the local economy. There are also some challenges that will need to be balanced.

ADVANTAGES

- strategic location close to Melbourne's CBD, Port of Melbourne, major road networks (Princes Freeway, West Gate Freeway, Western Ring Road) and rail freight lines
- access to commuter rail with stations at Newport, Altona, Seaholme, Spotswood, Williamstown and Laverton etc.
- significant natural assets, open space (approx. 24 percent) including Newport Lakes, Cherry Lake, Williamstown Botanic Garden, and 20km of coastline and beaches
- state significant industrial precincts in Brooklyn, Spotswood, Williamstown North, Altona and Altona North and the Williamstown Marine Precinct that form part of the Western State Significant Industrial Precinct (SSIP)
- leading state tourism operators such as Scienceworks, Grazeland, Seaworks Maritime Precinct and the Substation.
- network of activity centres including four Major Activity Centres (Altona beach, Williamstown, Altona North and Altona Meadows) support residential growth, vibrant precincts and tourism
- established specialised industries (advanced manufacturing and petrochemical)
- businesses with potential to be an anchor industry (Toyota hydrogen facility)
- Hobsons Bay Wetlands Centre to be an ecological hotspot in Melbourne's west
- skilled local workforce
- proximity to Port Philip Bay and Yarra River flowing into the Bay

CHALLENGES

- balancing biodiversity protection with industrial growth objectives
- local impacts of major regional infrastructure
- industrial pollution
- planning around Major Hazard Facilities
- interface between residential and industrial areas
- supporting residents in reskilling with decline in some key industry sectors (e.g., petroleum refinement and manufacturing)
- climate change and sea level rise

OPPORTUNITIES

- investment in environmental tourism such as the Hobsons Bay Wetlands centre
- access to new energy infrastructure such as the Toyota Hydrogen Centre in Altona North
- precinct revitalisation and investment via the Better Places program
- increase population-serving economy and enhance residential growth around activity centres
- Enhanced cycle (both commuter and recreational) connectivity across Hobsons Bay and to Melbourne CBD
- changing workforce and more skilled workers
- Increased investment and utilisation of coastline and waterway assets
- support the transition to advanced manufacturing
- industrial areas with the potential to support new and emerging industries (advanced manufacturing, new energy, digital industries, circular economy)





POLICY BACKGROUND

This Strategy has been informed by a review of Council strategies and the following work by iD Consulting:

- Economic Health Check, March 2023
- Industrial Precinct Profiles, March 2023
- Industry Profiles, March 2023

This Strategy has been informed by and is in alignment with a range of other Council directions.



HOBSONS BAY STRATEGIES & POLICIES

Hobsons Bay 2030

The strategy provides the long-term community vision for the municipality, along with six priorities for achieving that vision. While all elements of this strategy will build a strong local community, economy and environment, the key economic pillar is Pillar 3: Growth through innovation, access to local jobs, technology, and education.

Council Plan 2021-25

The Council Plan 2021-25 sets Council's strategic direction for a four year period and is the roadmap to achieving the Hobsons Bay 2030 Community Vision. The key economic pillar within this Plan is Place, recreation, and economy: Vibrant place and economy Support a resilient local economy that facilitates job growth and retention, promoting Hobsons Bay as a place to live, work, invest, recreate and visit.

Draft Industrial Land Management Strategy 2023-38

This draft strategy provides land use and policy direction to guide change in key industrial precincts in Hobsons Bay for the next 15 years. The key directions are: (1) Increase local jobs and employment and diversify industry sectors; (2) Balance economic growth with community impacts; (3) Become an environmental leader and promote more sustainable and green industries; (4) Continue to attract investment to support a resilient and prosperous local economy.

Creative City Arts and Culture Plan 2030 (in development)

The plan helps to inform and guide the direction for arts and culture in the city. The plan has actions to support businesses respond to climate change.

Response to Climate Change Action Plan 2030

The plan ensures that Council responds to the new opportunities, new challenges and the latest climate data.

Activity Centres Strategy 2019-36

The strategy aims to support business growth and development by ensuring the creation of accessible, vibrant and high-quality activity centres.

Reimagining our Industrial Areas 2021

The project statement suggests ways to reimagine and transform our industrial areas over the next 15 years through identification of attractors, future objectives and industry sectors (digital industry, advanced manufacturing, circular economy and new energy industry).

Better Places Guides

Better Places is a new way that Council is designing and delivering projects, thinking in terms of overall 'places' rather than individual 'pieces'. Several 'Place Guides' have been developed with community that include a vision and local projects that seek to improve industrial precincts in Altona, Altona North, Spotswood and Brooklyn.

Experience Hobsons Bay Tourism Strategy 2019-24

The strategy outlines the key themes and objectives that will guide Council's work in supporting the sustainable growth of the local visitor economy. Key themes are (1) Recognising the visitor economy; (2) Rich Experiences; (3) City image and presentation; (4) Leadership.

A Fair Hobsons Bay for All 2023-27 (in development)

The policy is based on the principles of social justice which encompasses equity, access, participation, and human rights. It aims to ensure that equity and fairness are embedded in all of Council's decisions and activities, including planning and delivering services, programs, and facilities.



GLOBAL, NATIONAL AND REGIONAL CONTEXT

The Hobsons Bay economy is influenced and impacted by trends, challenges, and directions of the global, national, and regional economy.



COVID 19

The impacts of COVID-19 continue to pose risks to global supply chains. Workforce disruptions, pressures to move to high-performing supply chains and invest in technology were among the challenges that impacted many industries during the pandemic. As a result of these challenges, businesses and policymakers have adapted and recognised the need to diversify supply chains, invest in sourcing local materials and collaborate across the supply chain network to mitigate risks.

Through supporting a local economy, this also builds local community wealth, with income being retained and distributed locally. Hobsons Bay has the opportunity to attract new businesses and industries to diversify supply chain environment and foster collaboration across the supply chain network to strengthen the economy.



Climate Change & Sea Level Rise

The World Economic Forum estimates the global economy could lose 10 percent of its total economic value by 2050 due to climate change. If no action is taken, this figure could rise to 18 percent of gross domestic product (GDP). Mitigating and building resilience to the impacts of climate change and sea level rise will require cooperation between public and private sectors. The Victorian Government has a roadmap to net-zero emissions and to obtain 50 percent of its energy needs from renewable sources by 2050.

The strategy includes significant investment including in hydrogen and innovative technology. Hobsons Bay is also particularly vulnerable to the adverse effects of climate change due to its coastal location, extensive industrial footprint, and its potential to flood. Therefore, mitigation and reducing the impacts of climate change will be critical.

In addition, Hobsons Bay has the ability to further support and build the existing hydrogen expertise via the Toyota Hydrogen Centre and capitalise on funding and partnership opportunities.



Waste and materials

The World Bank reports that without urgent action global waste will grow by 70 percent by 2050. Plastics are especially problematic because if not managed properly, they can affect water ecosystems. The transition to a more resource efficient and circular economy can reduce the environmental pressure and provide new employment and trade opportunities. Circular economy objectives are recognised by the OECD, G7, G20 and United Nations as an integral part of environmental and economic policies. The transition to a clean economy is strengthening across Australia.

The Victorian Government has a strong commitment with a 10-year action plan aiming to transform the state's recycling sector, reduce waste, create thousands of jobs and set Victoria up for a more sustainable future. Businesses in Hobsons Bay have the opportunity to be part of this new economy through innovative practices to reduce and repurpose waste across the network.



Transition to a service economy


The service economy is known as the tertiary sector of the economy, and it includes sectors such as internet technologies, financial services, retail, hospitality, and health care. The shift of economies driven by manufacturing and production-based industries to service economy is evident in many developed countries including Australia. The trend in producing and consuming more services is expected to continue.


Hobsons Bay has a number of key population serving activity centres (Altona North, Williamstown, Altona) which are supported by smaller centres across the municipality. Ensuring these centres can continue to build, adapt, and change to community needs will be important.


INITIATIVES IN THE WESTERN REGION


Infrastructure investment in the municipality and the region can have a positive economic impact on Hobsons Bay. This includes local employment and local supply chain opportunities during construction, improved freight and community movement opportunities post construction, and potential ongoing job opportunities.


 **Future seaport in Bay West:** Infrastructure Victoria has identified Bay West as the preferred location for a new container port when the Port of Melbourne reaches capacity of 8 million TEU around 2055. The Hobsons Bay freight and industrial precincts have the potential to create strong connections with this site.


 **Western Interstate Freight Terminal:** is a significant regional infrastructure project planned for Truganina and will dramatically improve efficiencies in freight movement by limiting the number of trucks and trains required to transport interstate freight into the Dynon Precinct in Port Melbourne.


 **Port Rail Shuttle Network (PRSN):** PRSN will cater for shuttle trains enabling trucks to deliver and pick up containers from hubs in outer metropolitan Melbourne instead of driving to the Port of Melbourne. Altona is one of three key projects being delivered to create PRSN.



 **West Gate Tunnel Project:** will ease congestion on the West Gate Freeway and West Gate Bridge and reduce the number of trucks on residential streets. This will also provide improved freight and commuter movement opportunities.

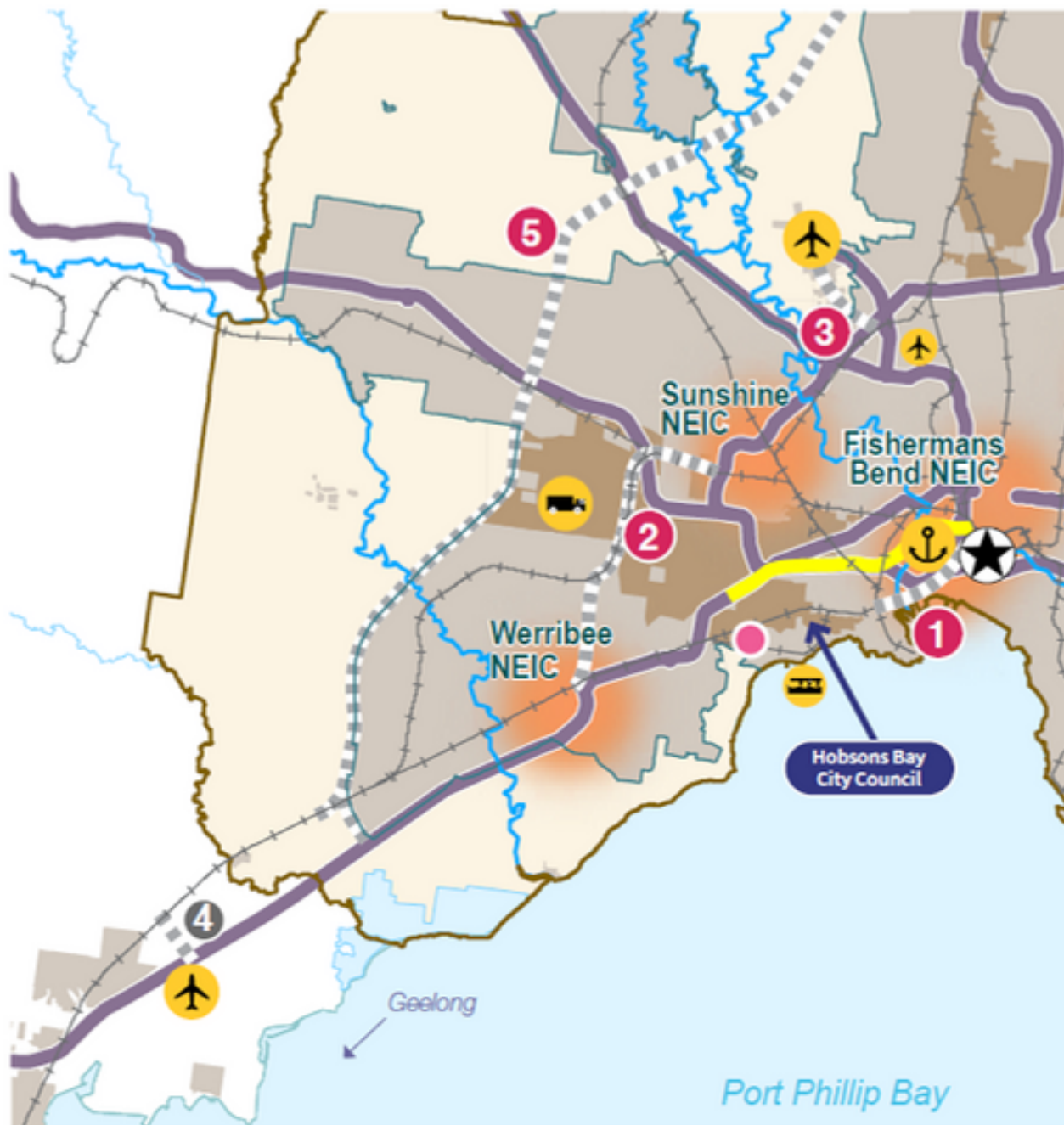
 **Redevelopment of Altona Pier:** The State Government have invested in the redevelopment of the Altona Pier. This will include a 310-metre new pier, improved access and amenity for people fishing, walking, and enjoying recreational activities at Altona Beach. This will increase the tourism draw to this Precinct.

 **National Employment and Innovation Cluster (NEIC):** The Sunshine, Werribee and Fishermans Bend NEICs are part of seven identified in Plan Melbourne 2017-2050 and represent a focus for jobs growth and strategic infrastructure investment to help expand employment opportunities. As these neighbour Hobsons Bay there is an opportunity to better connect Hobsons Bay residents and businesses via local employment opportunities and supply chain integration.

 **State Significant Industrial Precincts (SSIP):** Hobsons Bay has SSIPs comprised of large land parcels and access to major transport connections that facilitate trade. The Hobsons Bay SSIP is part of the broader Western SSIP supporting partnership and investment opportunities across the western region and with the state and federal government.

 **Melbourne Metro 2 (MM2):** MM2 is a proposed extension to the Melbourne rail network, consisting of a tunnel from Newport to Clifton Hill via Fishermans Bend and the city centre. This will provide Hobsons Bay residents with greater access to employment opportunities as well as support access for workers and visitors into the municipality.

  **Suburban Rail Loop & Airport Rail:** Melbourne Airport Rail is part of Suburban Rail Loop, the rail line between Cheltenham and Werribee. Melbourne Airport Rail will connect Melbourne Airport to Victoria's regional and metropolitan train network. Both projects will better connect Hobsons Bay to the northern region, improving access to employment, education, and services.



- | | |
|---|--|
| Melbourne CBD | Central city |
| National employment and innovation cluster (NEIC) | Melbourne Metro 2 |
| State-significant industrial precinct | Suburban Rail Loop 2 |
| State-significant road corridor | Airport Rail Link |
| Rail network | Avalon Rail Link |
| Western Distributor – West Gate Bridge & Tunnel | Outer Metropolitan Ring / E6 reservation |
| Transport gateway – airport | Water's edge parklands |
| Transport gateway – seaport | Green wedge land |
| Western Interstate Freight Terminal | Urban growth boundary |
| Altona Pier Redevelopment | Urban area |
| Port Rail Shuttle Network (PRSN) | Waterway |
| | Waterbody |
| | Metropolitan Melbourne region |

VISION

By 2030 Hobsons Bay will have a network of resilient business precincts that leverage and enhance the valued natural, built and cultural assets of the city in particular our desirable location by the Bay.

Hobsons Bay will support existing and emerging industries and be the preferred location in Melbourne's West for businesses investing in the circular economy, renewables and zero carbon that are committed to making the city an attractive, green and enjoyable place to work, live and visit.

PILLARS

The strategy is built around three key pillars that provide a framework for how Council will work towards achieving the vision. The pillars include objectives and overarching actions that will drive council's operational action plans and work programs. Example highlight actions demonstrate the new approach council will be undertaking for each pillar.



Grow

To build strong and resilient precincts by supporting local networks and local community enterprise



Elevate

To enhance and promote our valued natural, built and cultural assets across the city, to leverage the strategic advantages they present to the Hobsons Bay economy



Transform

To support green businesses and the broader economy to transition to a new green future, that includes circular economy and zero carbon industries



PILLAR 1 - GROW



Vision: To build strong and resilient precincts by supporting local networks and local community enterprise

Hobsons Bay is home to many vibrant and diverse business precincts ranging from major activity centres to micro centres which are at the heart of local communities providing hospitality, retail services and a place for social interaction.

These precincts exist alongside industrial precincts of both local and state significance and provide much of the city's jobs and economic growth.

Hobsons Bay will continue to be a place where vibrant precincts and highly liveable neighbourhoods reside together.

Council aims to invest, promote, and strengthen businesses and business precincts so that they can adapt to changes within the community, digital and technological advancements, and environmental conditions.

Objectives

1

Increase utilisation and activation of precincts and decrease vacancy rates

2

Improve the use of local supply chains

3

Increase environmentally sustainable practices within business precincts

4

Increase active involvement of businesses in the economic direction of their precincts and strengthen the 'business voice' in council

Highlight Actions

Develop a streamlined business customer service program that:

- *Cultivates a business customer focused organisational culture*
- *Provides a singular touch point for businesses across council*
- *Fosters a positive business environment with efficient processes and easy to access information*

Build on council's Better Places program which actively involves the community to:

- *Help shape the places they live and visit and considers 'places' rather than individual 'pieces'*
- *Undertake a business precinct based engagement and growth program building on council's Better Places program focusing on individual business precincts hearing directly from the business community in regards to what they need to grow and prosper.*



Overarching Actions

- 1 *Provide high-quality and equitable programs and services that encourage business growth, knowledge sharing and innovation*
- 2 *Engage and communicate regularly with business, industry, and other stakeholders*
- 3 *Promote Hobsons Bay as a place to invest and do business*
- 4 *Support planning and investment in placemaking and infrastructure to improve amenity in business and industrial precincts*
- 5 *Promote and activate business precincts*
- 6 *Partner with key stakeholders to deliver regional projects that increase economic vitality and growth and leverage benefit for Hobsons Bay business community*
- 7 *Advocate and play a proactive role for improved business and industrial precincts and business support across Hobsons Bay and Melbourne's west*
- 8 *Encourage local and social procurement by Council and businesses*

PILLAR 2 - ELEVATE



Vision: To enhance and promote our valued natural, built and cultural assets across the city, to leverage the strategic advantages they present to the Hobsons Bay economy.

Hobsons Bay has a rich and valuable natural environment with 24 percent of the municipality being open space. The city has over 20 kilometres of coastline with significant coastal wetlands, borders the Yarra River which flows into Port Phillip Bay, five creek systems, remnant native grasslands, and important flora and fauna habitats. Hobsons Bay is also situated next to Port Phillip Bay which is a vital economic, environmental and social asset.

This natural environment sits alongside significant cultural assets such as Scienceworks, Williamstown Botanic Gardens the Substation, Newport Railway Museum, HMAS Castlemaine, and Seaworks Maritime Precinct.

Council will promote Hobsons Bay as the ideal place to work, live, visit and invest, focusing and building on the valuable natural, built, and cultural assets across the municipality.

Objectives

1

Increase investment, protection and utilisation of the open space, waterways, coastline, flora, and fauna, built and cultural assets of Hobsons Bay.

2

Strengthen transport connections, in particular active and passive transport, across the west and into the CBD

3

Increase visitation across Hobsons Bay

Highlight Actions

Develop an investment attraction prospectus that promotes Hobsons Bay's natural, built, and cultural assets to drive visitation and investment that protects and enhances the city's assets and celebrates Hobsons Bay's cultural, artistic, and economic diversity.

Advocate for the Hobsons Bay Wetlands Centre to be developed as:

- *a state of the art sustainability focused wetlands centre at HD Graham Reserve near the Ramsar listed Cheetham Wetlands*
- *a key destination for immersive teaching and learning at all life stages leading, ecotourism and community wellbeing.*



Overarching Actions

- 1 *Promote Hobsons Bay as a place to visit and enjoy the significant natural, built and cultural assets.*
- 2 *Support investment in and advocate for the preservation and enhancement of Hobsons Bay natural ecosystems.*
- 3 *Deliver projects and programs that educate and promote Hobsons Bay's natural assets whilst ensuring ongoing protection and creating economic opportunities for local businesses and tourism.*
- 4 *Promote the municipality's assets as part of council's investment attraction and facilitation activities.*
- 5 *Support investment and promotion of active and passive transport including cycle connections across Hobsons Bay and to Melbourne CBD and enhanced use of waterways as a mode of transport*
- 6 *Partner with stakeholders managing the city's cultural assets to maximise benefits for the community and leverage funding opportunities.*
- 7 *Partner with tourism stakeholders in the region to position Hobsons Bay as a key tourism destination.*

PILLAR 3 - TRANSFORM



Vision: To support green businesses and the broader economy to transition to a new green future, that includes circular economy and zero carbon industries

Hobsons Bay has a diverse mix of state, regional and locally significant industrial precincts alongside significant open space, coastline, and natural assets. The proximity to Melbourne's CBD, river, bay and port access, the Port of Melbourne, and major road and rail assets make it an enviable location to live, work and invest.

Building on these strengths the strategy aims to support Hobsons Bay's transition to a sustainable, circular, and green economy. The important role of the city's industrial past and the ongoing value of this sector for the future of the municipality is recognised.

The industrial sector is undergoing significant change alongside a move towards a more service and skills-based economy, supported by a highly skilled resident workforce which all provide an opportunity to transition to a greener future.

Council recognises the need to address the impacts of climate change and is committed to creating a new shared vision for a circular and greener economy, building skills and knowledge, and partnerships to implement this vision.

Objectives

1

To support businesses across Hobsons Bay to decrease carbon emissions

2

To support businesses to develop circular economy practices and strategies

3

To increase business and State and Federal Government investment in the Hobsons Bay's green economy

Highlight Actions

Develop and implement a circular economy roadmap that:

- *outlines opportunities across Hobsons Bay for keeping materials and products in circulation and highlights Hobsons Bay's competitive advantage in the circular economy.*
- *promote and educate the community to embrace the circular economy of sharing, reusing, refurbishing and recycling.*
- *attract new Circular Economy Businesses to Hobsons Bay.*

Provide opportunities for the business community to reduce emissions such as through bulk energy purchasing programs.



Overarching Actions

- 1 *Develop and implement a shared vision for the co-existence of natural ecosystems, business, and industrial precincts*
- 2 *Create a local environment that supports and enables green business practices*
- 3 *Play a lead role in reducing the carbon footprint and emissions of businesses and promoting the benefits to the wider community*
- 4 *Advocate, facilitate and attract green investment that is in line with Council's Industrial Land Management Strategy*
- 5 *Create and promote programs and services that support businesses to invest in sustainable initiatives.*



IMPLEMENTATION

The implementation of the Economic Development Strategy requires planning, collaboration and execution. Partnerships between government, businesses and community will be critical in the delivery of the strategy.

The achievement of the objectives above depends on funding and budget. The strategy will be implemented over five-year period guided by an annual action plan. Continuous monitoring and evaluation will be undertaken to measure the effectiveness of the strategy and make necessary adjustments where required.

