

HOBSONSBAY CITY
COUNCIL



REIMAGINING OUR **INDUSTRIAL AREAS**

A statement of opportunity



The opportunity

Globalisation, technological advancements, and climate change, as well as the COVID-19 pandemic, have significantly transformed Melbourne's economy. There has been a shift towards a more 'knowledge-based' economy with industry sectors that employ specialist skills and innovation.

With an established industrial legacy, strategic location, and skilled workforce, Hobsons Bay can capitalise on these broader economic trends and create a path to a more sustainable and resilient economy.

Due to a decline in the traditional manufacturing sector there is now opportunity for new and emerging industry sectors to locate in our unique industrial precincts and transform our local economy.

Hobsons Bay City Council is committed to working with existing and new industries to diversify employment offerings and ensure industries have a positive impact on our city and the local economy.

We aim to balance job growth with community impacts, increase local jobs and be an environmental leader.

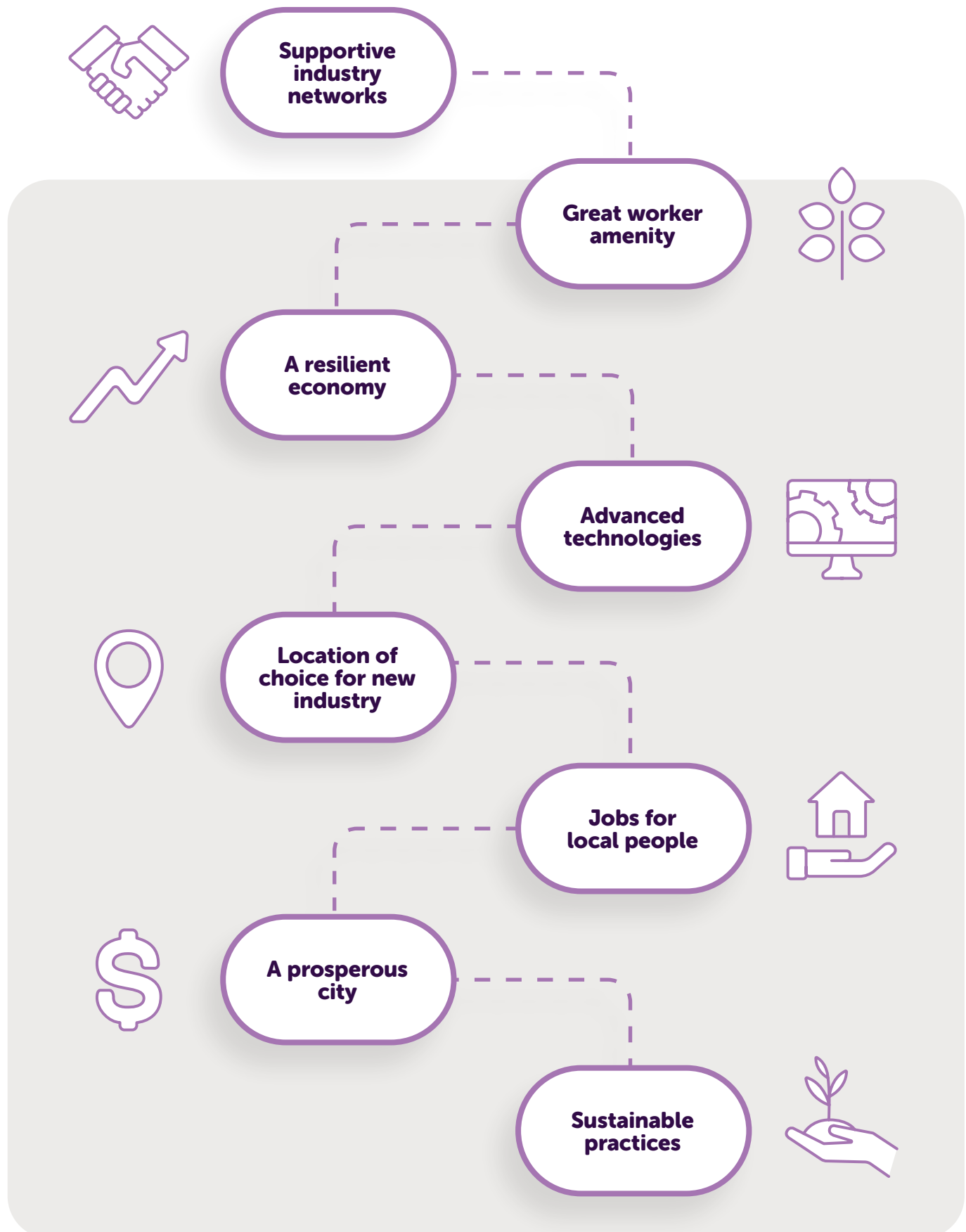
This document outlines why Hobsons Bay is the location of choice for new and emerging industries in Melbourne's West and proposes objectives to guide change and development in our key industrial precincts.



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A new vision for our industrial areas



Our future objectives

Our local economy is on the cusp of an exciting new chapter.

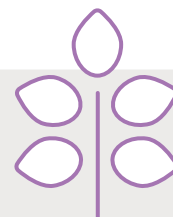
Our traditional manufacturing industries are transforming and we need to ensure that this transformation meets the needs of our city and community. The following objectives are therefore proposed to guide change in our industrial areas.

Increase local jobs and diversify our industry sectors



- attract high employing industries to increase local jobs
- attract industries and businesses that support our changing resident workforce
- attract a diversity of businesses and new industries to build a more resilient economy

Become an environmental leader



- support industries that promote advanced practices leading to better environmental outcomes
- promote environmentally sustainable development that limits impact on our natural environment
- enhance the public realm through greening and streetscape improvements

Balance job growth with community impacts



- ensure new industries with potential amenity impacts are located away from existing residential areas
- encourage industries to adopt practices that reduce amenity impacts
- ensure new development in our industrial areas enhances the public realm

Continue to be a major economic force in the Victorian economy



- ensure that we capitalise on the broader changing economy
- attract new businesses, gain state investment and retain large businesses

OUR COMMERCIAL AND RETAIL CENTRES

In addition to reimagining the future of our industrial precincts we will continue to support our existing businesses and grow our activity centres. Our activity centres deliver jobs for our community in sectors such as healthcare, the visitor economy/ tourism, arts and culture and education.

Our Activity Centre Strategy 2018 will continue to guide the growth and development of these commercial areas and we will review our 2015–20 Economic Development Strategy to provide a new economic narrative for the city.

Why Hobsons Bay

Hobsons Bay presents a rare investment opportunity in the western region with over 1,600ha of industrial land strategically located close to the Port and the CBD.

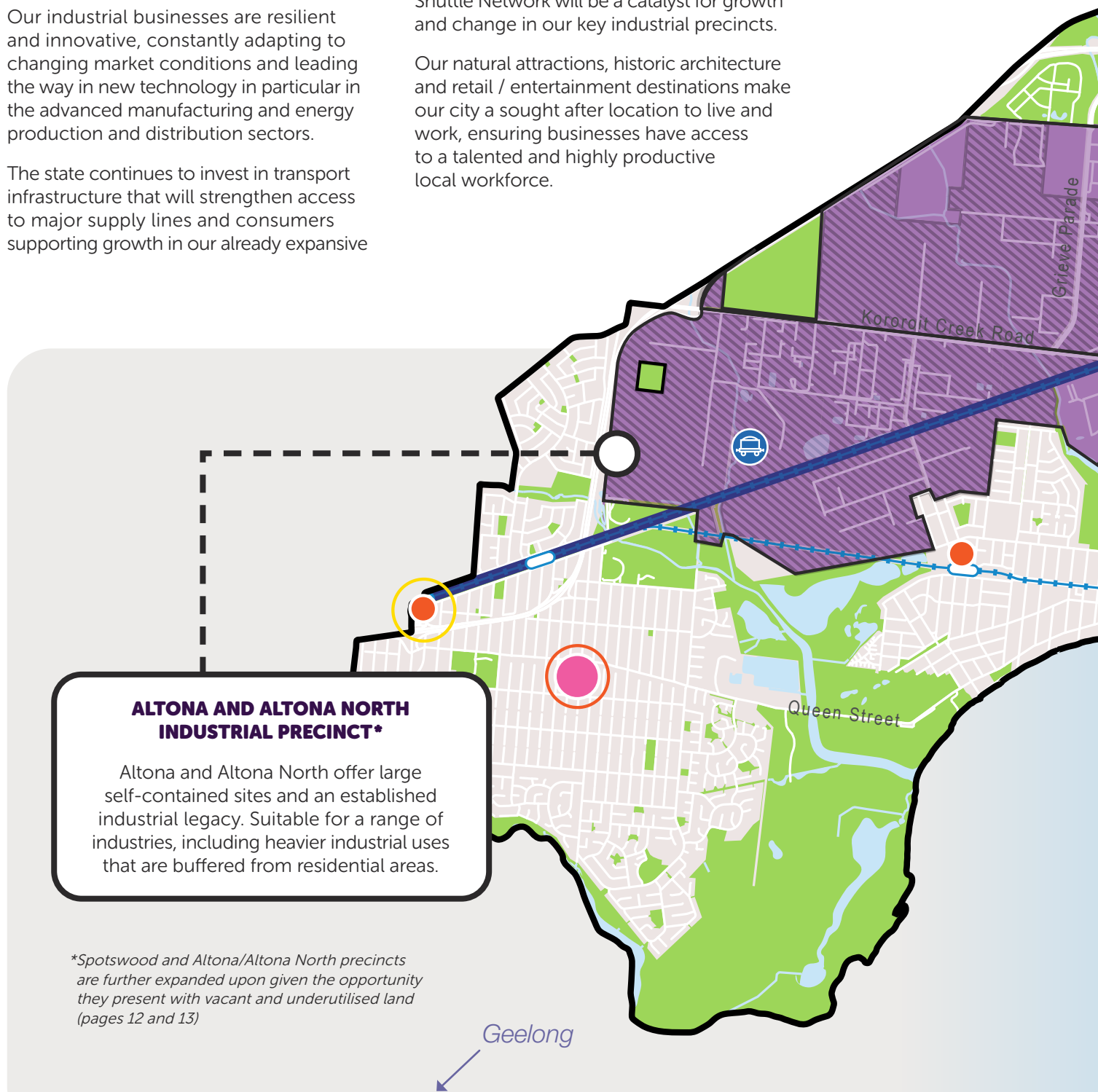
This includes larger self-contained sites linked to the Principal Freight Network and key transport gateways.

Our industrial businesses are resilient and innovative, constantly adapting to changing market conditions and leading the way in new technology in particular in the advanced manufacturing and energy production and distribution sectors.

The state continues to invest in transport infrastructure that will strengthen access to major supply lines and consumers supporting growth in our already expansive

manufacturing, logistics and construction industries. Projects such as the West Gate Tunnel Project and the Inland Rail Port Shuttle Network will be a catalyst for growth and change in our key industrial precincts.

Our natural attractions, historic architecture and retail / entertainment destinations make our city a sought after location to live and work, ensuring businesses have access to a talented and highly productive local workforce.

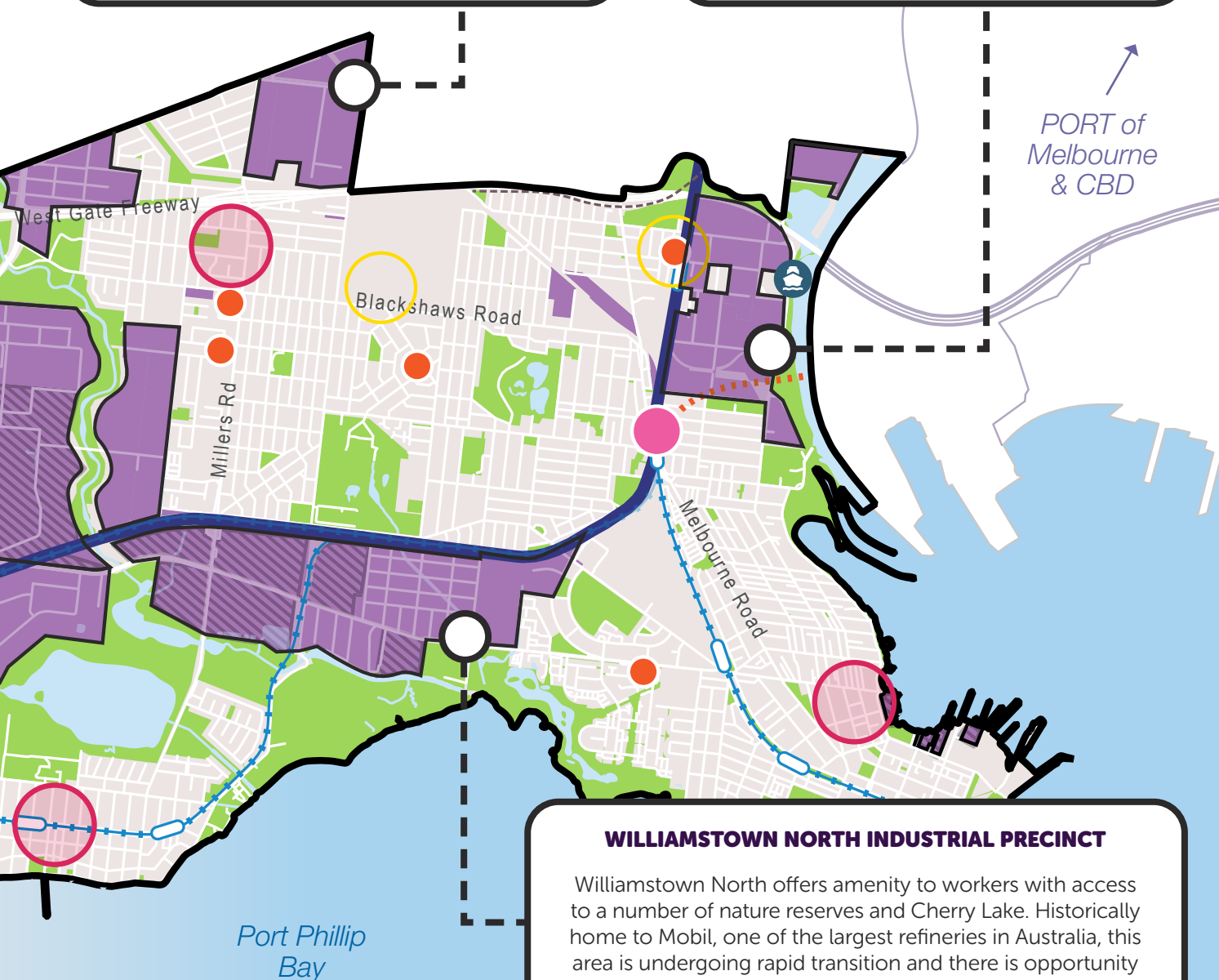


BROOKLYN INDUSTRIAL PRECINCT

Brooklyn offers excellent accessibility adjoining Geelong Road to the CBD and Western region. Suitable for a mix of larger format and smaller scale industrial uses, this area has seen a boom in construction industries in recent years.

SPOTSWOOD INDUSTRIAL PRECINCT*

Spotswood offers a diverse mix of industrial land with the potential to support more light industrial and commercial uses that would capitalise on proximity to the activity centre and Spotswood train station.



WILLIAMSTOWN NORTH INDUSTRIAL PRECINCT

Williamstown North offers amenity to workers with access to a number of nature reserves and Cherry Lake. Historically home to Mobil, one of the largest refineries in Australia, this area is undergoing rapid transition and there is opportunity for new and emerging industries to establish here.

LEGEND

- | | | |
|----------------------------------|-----------------------------|--|
| Municipal Boundary | Altona Inland Port | Future Major Activity Centre |
| West Gate Tunnel / Elevated Road | Westgate Punt Ferry Service | Future Large Neighbourhood Activity Centre |
| Industrial Land | Railway & Station | Large Neighbourhood Activity Centre |
| Petrochemical industry areas | Freight Line | Medium Neighbourhood Activity Centre |
| Open Space | Melbourne Metro 2 Rail | |
| Waterbodies and Waterways | Major Activity Centre | |

Why Hobsons Bay

Access to



skills and technology

consumers and markets

the Metropolitan grid

the port and rail
freight infrastructure

expansive open space
and bayside lifestyle

excellent retail
and entertainment

booming logistics and
construction sector

Established



industrial legacy

industry buffers

energy creation, storage
and distribution infrastructure

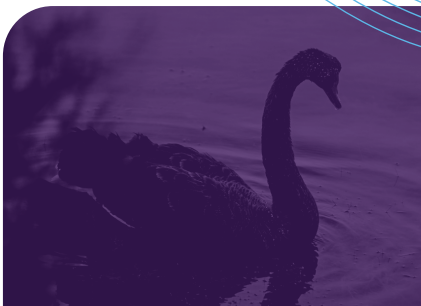
Opportunities for

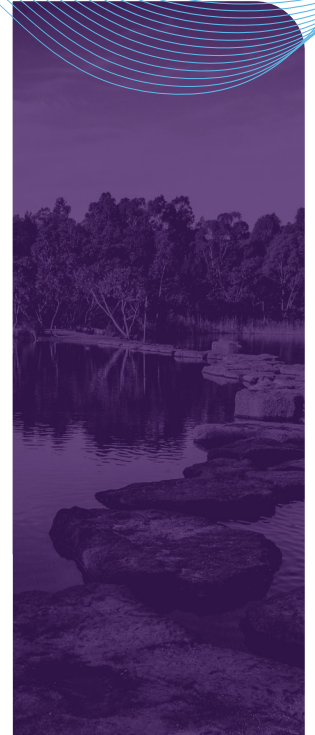


co-location and businesses
supporting one another

supportive land use settings

large self-contained sites





Attracting new and emerging industries

To ensure a resilient economy and a diversity of jobs for our residents, new and emerging industry sectors should also be targeted for growth alongside our booming construction and logistics sectors.

The following industry sectors are likely to be attracted to our industrial precincts and have the potential to meet our proposed objectives.



ADVANCED MANUFACTURING

A form of manufacturing that relies on unique knowledge, including specialised technologies, manufacturing inputs and production processes.

Traditional manufacturing in Hobsons Bay is transforming to more advanced manufacturing, delivering more skilled jobs and driving innovation.

Hobsons Bay is attractive to this sector providing supportive land use settings, self-contained sites, access to consumers and markets, excellent distribution networks and established industry buffers.

Example industry types

Advanced construction manufacturing

Advanced food manufacturing

Additive, graphene and composite manufacturing

Pharmaceuticals and biotech



NEW ENERGY

New energy industries create energy from renewable sources and alternate forms of energy.

The eventual retirement of fossil fuel energy, will be accompanied by the ongoing growth of renewable energy. This provides an opportunity for Hobsons Bay to lead the way in this sector.

Hobsons Bay has a long history in the refinement, storage and distribution of energy and has the expertise, land use settings and established infrastructure that is needed to support new energy industries.

We have large self-contained sites located away from residential areas that would enable this industry to grow. New energy industries could also power our advanced manufacturing industry.

Example industry types

Hydrogen industries

Battery storage



DIGITAL INDUSTRIES

Digital industries provide services that enable digital commerce including digital marketing, technical support, infrastructure and platform development and maintenance, recruitment and project management.

There is huge potential for growth in this sector as businesses are increasingly shifting their operations online. Digital industries can be co-located with our manufacturing or logistics businesses, creating more skilled jobs.

Hobsons Bay is a sought after location to live and work which is attractive to this sector that relies on a talented workforce.

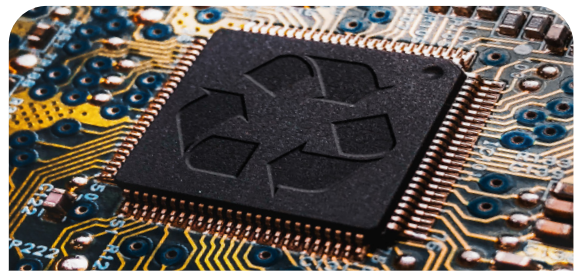
Example industry types

Digital industries

Logistics technology

Robotics and automation

New format e-commerce



RECYCLING AND REPURPOSING

Recycling industries convert waste materials into new materials.

Prohibitions on exporting waste materials are set to be introduced in 2024. These bans will transform waste and landfill systems and industries throughout Victoria.

The recycling industry is becoming more professional and technical which is an opportunity for Hobsons Bay given its existing concentration of industry, and potential to interconnect various industry sectors in a circular economy.

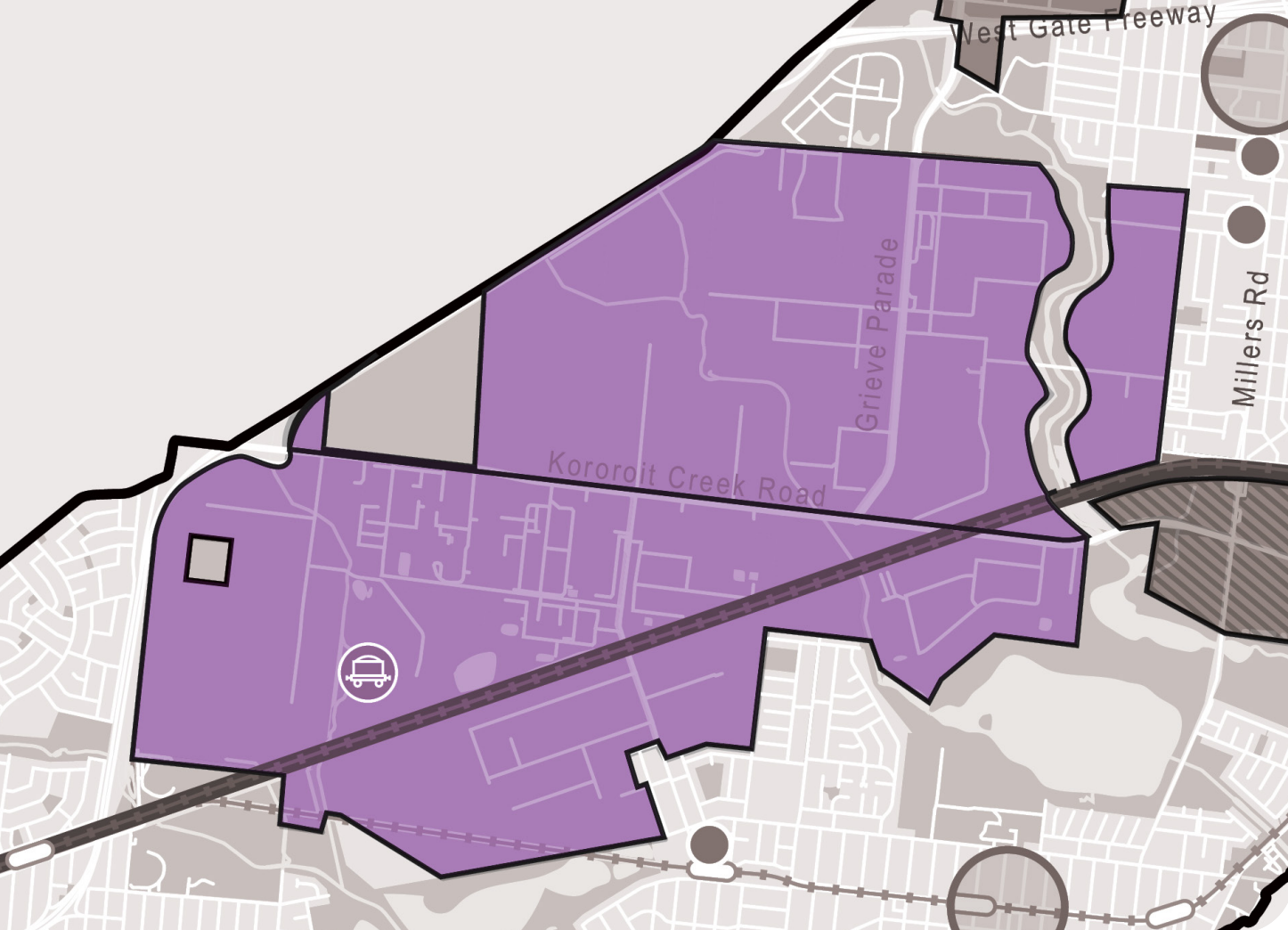
Council is looking to support recycling facilities that renew and re-purpose waste that has already been collected, sorted and processed. These facilities require more technical employment and can have less offsite impacts.

Hobsons Bay has the potential to accommodate more contemporary forms of recycling due to our self-contained sites located away from residential areas, existing expertise and access to end markets.

Example industry types

Plastic recycling

Circular economy manufacturing



Why Altona/Altona North

Altona and Altona North are home to extensive heavy industry, construction, logistics and manufacturing enterprises of both state and national significance.

These areas contribute to approximately 35 per cent of all jobs in Hobsons Bay. This established industrial legacy, reflected in state policy, has seen the retention of large self-contained industrial sites close to the CBD and major freight lines. This sets Altona apart from other industrial precincts in Melbourne's west.

The Altona and Altona North Industrial Precincts will continue to be a focus for heavier industry, due to existing planning frameworks and buffers that limit adverse impacts on community. This area offers development potential, having a number of vacant or underutilised sites.

Key initiatives to drive growth

Work with existing and future industries

Update Industrial Design Guidelines

Undertake streetscape works and greening projects

Improve interface between industrial and sensitive uses

Deliver supportive land use frameworks and controls

Promote environmentally sustainable development and improved amenity outcomes



Why Spotswood

Spotswood has an established industrial history, home to recycling and energy sectors as well as manufacturing, construction and other more niche industry.

The precinct also supports a strong arts and recreation sector, with tourism destinations attracting significant visitors each year.

Its strategic location and amenity offers workers access to excellent public transport, entertainment, retail and commercial opportunities within its vibrant village centre.

The Spotswood Industrial Precinct is well positioned to transition towards a more diversified employment offering. The precinct provides an exciting opportunity for 'knowledge-based' industries seeking an area with high amenity and accessibility to attract skilled workers.

Key initiatives to drive growth

Update Industrial Design Guidelines

Create a Future Industries Action Group

Complete the Spotswood Activity Centre Structure Plan

Undertake streetscape works and greening projects

Improve interface between industrial and sensitive uses

What's next for our industrial areas?

- Review our 2008 Industrial Land Management Strategy to set a new policy direction
- Prepare Local Area Movement Plans that promote better connectivity to and through our industrial areas
- Update our Industrial Development Design Guidelines to support environmentally sustainable development and high amenity outcomes in our industrial precincts
- Review our 2015–20 Economic Development Strategy to provide a new economic narrative for the city and continue to support our growing business community
- Facilitate new industry networks that would encourage new and emerging industries to locate in Hobsons Bay
- Review land use frameworks and development controls to support new industries

EXISTING INDUSTRIES

If you are an existing industry in Hobsons Bay and are looking to alter operations or expand, please contact the Statutory Planning or Economic Development and Social Planning team to discuss by emailing **business@hobsonsbay.vic.gov.au** or calling **1300 179 944**.

NEW INDUSTRIES

If you are interested in helping us to achieve a more sustainable future with an increase in jobs and ongoing economic growth, please contact the Strategic Planning or Economic Development and Social Planning team to discuss by calling **1300 179 944** or emailing **business@hobsonsbay.vic.gov.au**







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