REIMAGINING OUR INDUSTRIAL AREAS
WHAT WE HEARD (DECEMBER 2021)

Reimagining our Industrial Areas seeks to identify industries that have the potential to assist Hobsons Bay in achieving a more sustainable and resilient economic future.

A 'Statement of Opportunity' document has been produced based on research, consultant expertise and preliminary stakeholder input.



The document outlines Council's objectives for the future of our industrial areas, the competitive advantages that Hobsons Bay has to offer for industrial areas and identifies industry sectors which have the potential to promote future economic and jobs growth within Hobsons Bay. It focuses on Hobsons Bay's larger industrial precincts including, Altona, Altona North, Brooklyn, Spotswood and Williamstown North.

Thank you to everyone who shared their feedback on the 'Statement of Opportunity' document throughout October and November 2021. During the five-week engagement period we heard from community, state government, property developers, landowners, business owners and industry.

Whether you chatted with a Council officer one-on-one, attended an online community drop-in session, submitted your feedback online or via email, all feedback has been collated and a summary of what we heard is presented below.

The community engagement process

The community were asked the share their feedback on the Statement of Opportunity document from 11 October to 14 November 2021. Project information was hosted on Participate Hobsons Bay, Council's community engagement platform.

At the time of this project, face-to-face engagement activities were unable to proceed due to COVID-19 restrictions. As an alternative, feedback was invited to be:

- made online at **participate.hobsonsbay.vic.gov.au/reimagining**
- emailed to **business@hobsonsbay.vic.gov.au**, or
- mailed to Hobsons Bay City Council, PO Box 21, Altona VIC 3018

Two online community drop-in sessions were held over Zoom to provide an opportunity for community members to find out more about the project, the Statement of Opportunity document and to chat in detail with members of Council's Strategic Planning and Economic Development Teams. Further one-on-one meetings were held with Council officers and existing industries and government representatives.

These stakeholder and community engagement opportunities were primarily shared via Council's digital platforms and through printed media including advertisements in the Star Weekly and Around the Bay.

Two short videos explaining the purpose of the project, potential future industries and the objectives proposed to guide change in Hobsons Bay's five key industrial areas were produced. A third shorter video was aired at Reading Cinemas Millers Junction in Altona North.

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Who got involved?

The project's website on Participate Hobsons Bay received 1,792 site views from 649 individual site visitors during the engagement period from 11 October to 14 November 2021.

We received 45 online survey submissions, of which almost 90% of respondents lived in Hobsons Bay and most were from Altona North, Newport and Altona and aged 35-44 years. A further five submissions were emailed to Council.

12 people attend two online drop-in sessions on 26 October and 6 November including a mix of community members and local industrial precinct business owners or workers.

We held 8 targeted discussions with representatives from state government, developers, landowners, business owners and industry.

What we heard

We asked for your feedback on a 'Statement of Opportunity' document which suggests ways to reimagine and transform Hobsons Bay's industrial areas over the next 15 years.

Objectives



Support was expressed to 'balance job growth with community impacts' and to 'become an environmental leader' most in the online survey.

In providing specific feedback on the Statement of Opportunity document, you told us to:

- prioritise the protection of our natural environment
- improve transport networks, including cycling and public transport links
- improve the look and feel of industrial areas
- balance community and industry needs
- support the transition to greener industries
- address impacts on community by industry including pollution and waste management
- align objectives with the vision of businesses and their operations
- advocate for state and federal investment

Further support was provided for Council's proactive approach to the management of industrial areas and the guiding vision, as well as for the diversification of industry sectors.

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Industry sectors

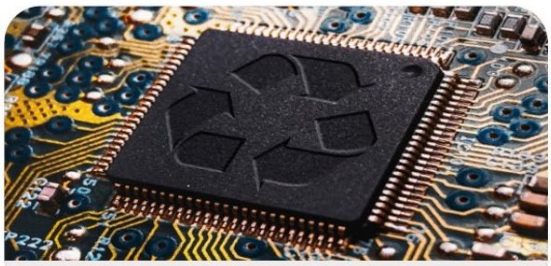
Strong support was provided by industry and state government representatives for each of the four industry sectors identified to guide the future of Hobsons Bay's industrial area.


ADVANCED MANUFACTURING


DIGITAL INDUSTRIES



NEW ENERGY


RECYCLING AND REPURPOSING

You told us to target new and emerging industries, as well as align industry sectors with federal and state priority sectors.

We asked survey respondents 'do you agree that the four industry sectors identified will significantly transform our local economy?'

- **new energy:** 80% agreed / 9% disagreed / 11% were unsure
- **digital industries**: 78% agreed / 9% disagreed / 13% were unsure
- **advanced manufacturing:** 60% agreed / 16% disagreed / 24% were unsure
- **recycling and repurposing:** 59% agreed / 25% disagreed / 16% were unsure

Industry sectors noted to consider attracting outside of the four listed in the Statement of Opportunity included the education, sport and recreation, tourism, maritime, and transport and logistics sectors.

Challenges and opportunities

A range of challenges and opportunities were put forward relating to land management and environmental and sustainability outcomes.

You told us there is a need for supportive land use frameworks and planning controls to enable employment growth and investment outcome and identified specific controls to review.

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Many respondents made suggestions or raised issues relating to industrial areas across Hobsons Bay, while others were specific to one or more key industrial areas.

Challenges and issues shared generally in relation to our industrial areas included: • balancing community and industry needs • current and future impacts on our native grassland areas • current planning controls being restrictive including for industries looking to transition operations • remediation of land and transitioning between uses • alignment of industry outcomes with future objectives • pollution caused by industry to neighbouring residential areas • managing heavy vehicle movement in key areas	**Ideas and opportunities** raised in attracting new and emerging industries included: • improve transport networks • provide flexibility in planning controls to allow for industrial/commercial outcomes • support existing industries in transitioning operations and supporting workers • leverage the competitive advantages of Hobsons Bay, including lifestyle benefits and proximity to Port of Melbourne, Fishermans Bend, Melbourne CBD and the Western Region • branding for industrial areas and promotion of opportunities • prioritise business investment from environmentally friendly industries • 'greening' industrial areas to improve the look and feel • create/support industry networks, including for the technology sector • advocate for state and federal investment and supportive policies