HOBSONS BAY 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 details objectives to guide change and development in our key industrial precincts.

Council acknowledges the Bunurong Peoples of the Kulin Nation as the traditional owners of these municipal lands, rivers and coastal areas. We recognise the First Peoples' relationship to this land and offer our respect to their Elders, past and present.



Contents

A new vision for our industrial areas 04

Our future objectives 05

Why Hobsons Bay 06

Attracting new and emerging industries 10

Why Altona/Altona North 12

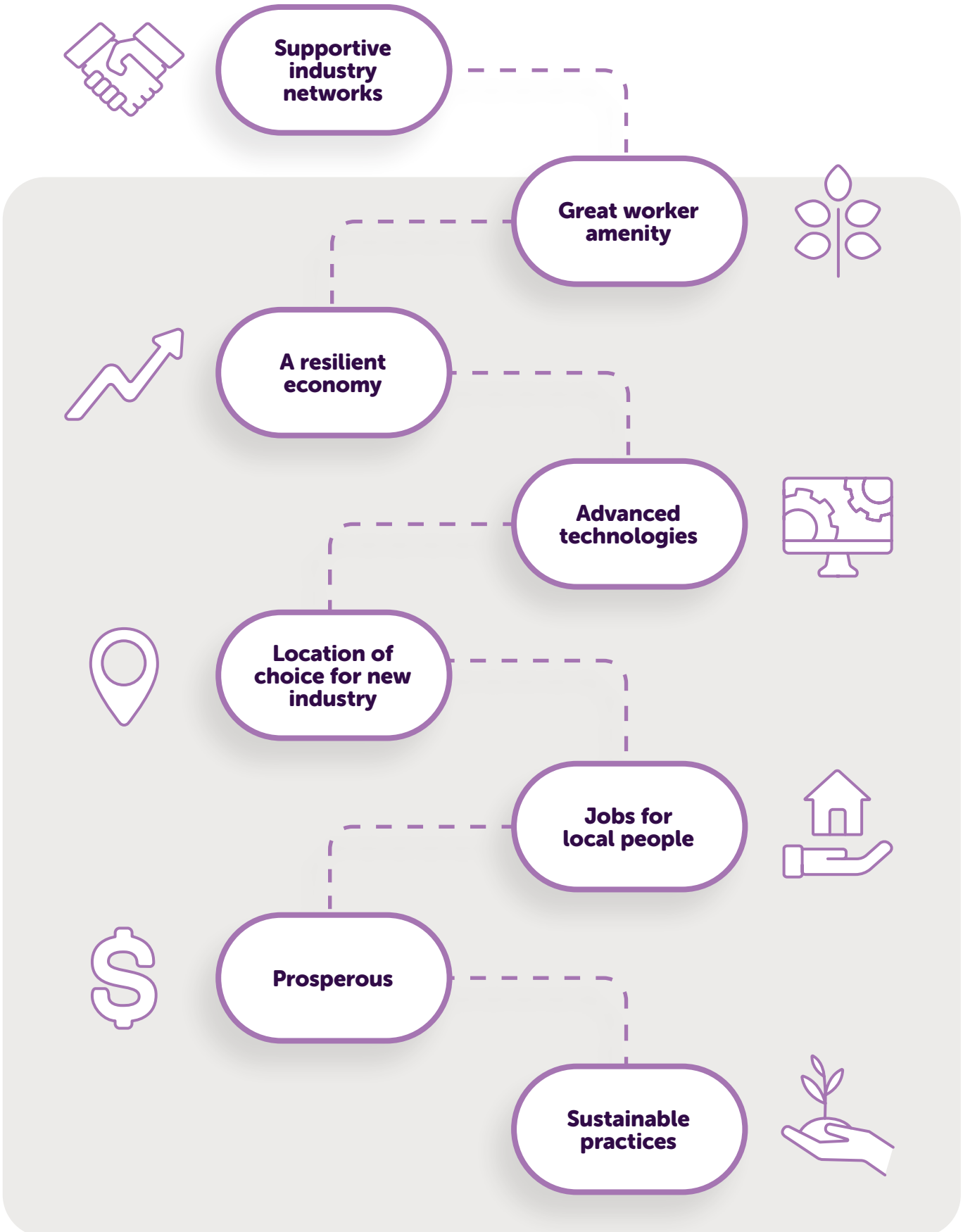
Why Spotswood 13

Why Brooklyn 15

Why Williamstown North 15

How are we supporting industry? 16

A new vision for our industrial areas



Our future objectives

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

Our industries are transforming and we need to ensure that this transformation meets the needs of our city and community. The following objectives will 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 valued natural environment
- enhance the public and private 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 2019 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

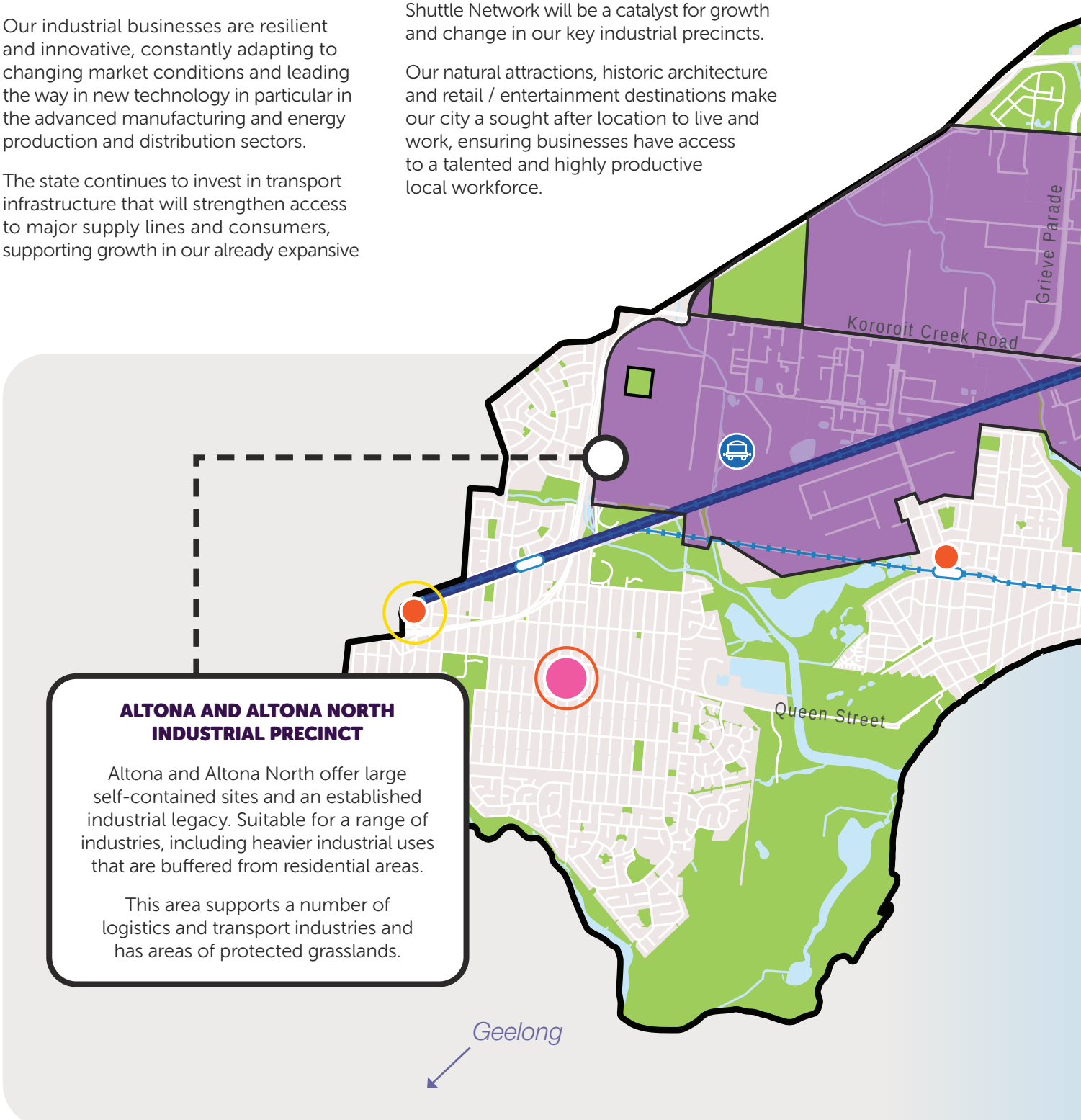
Hobsons Bay presents a rare investment opportunity in the western region with over 1,600ha of industrial land strategically located close to the Port and the CBD.

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.



ALTONA AND ALTONA NORTH INDUSTRIAL PRECINCT

Altona and Altona North offer large self-contained sites and an established industrial legacy. Suitable for a range of industries, including heavier industrial uses that are buffered from residential areas.

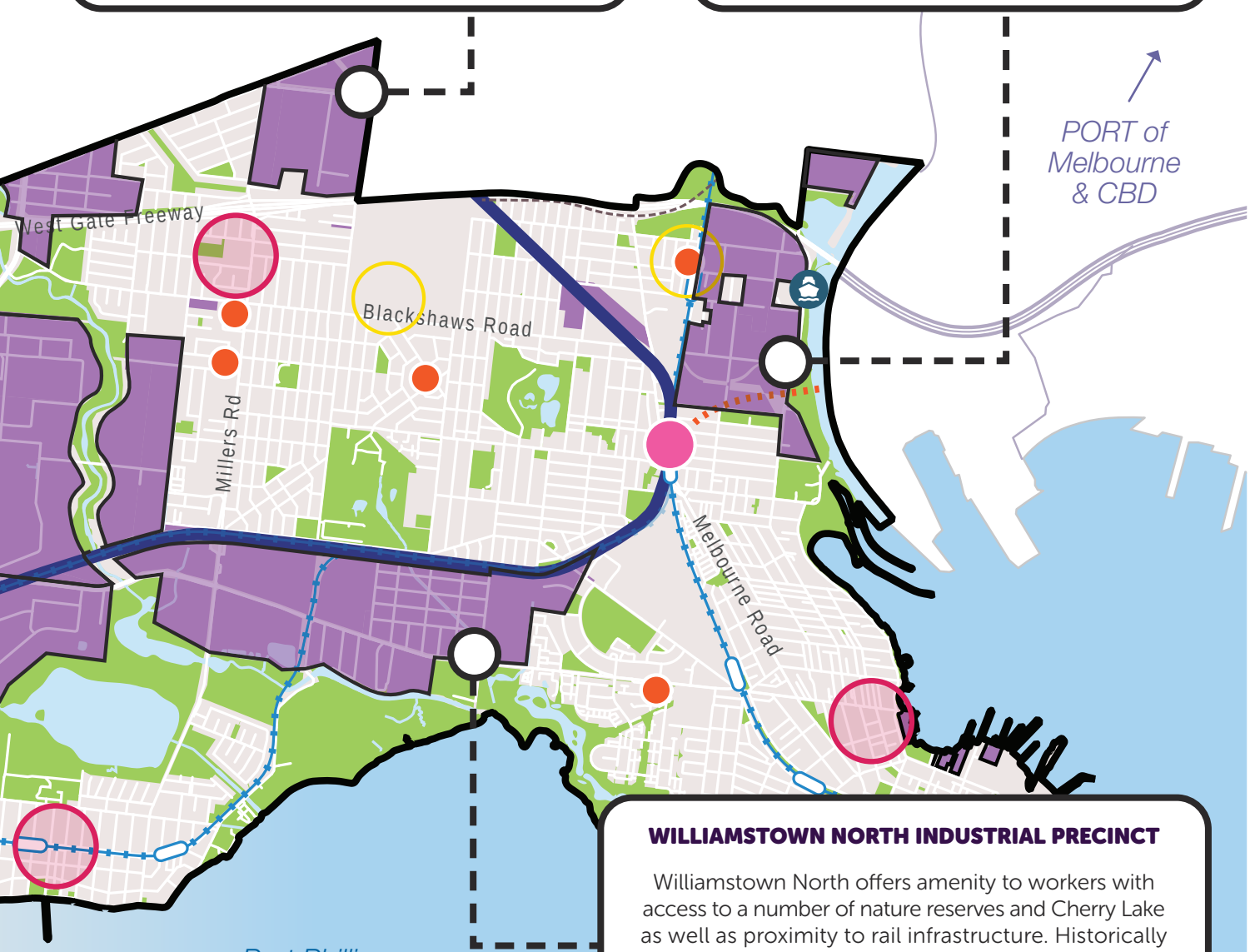
This area supports a number of logistics and transport industries and has areas of protected grasslands.

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 as well as proximity to rail infrastructure. Historically home to Mobil, one of the largest refineries in Australia, this area will undergo significant change with the refinery closure, presenting an opportunity for new and emerging industries to establish here.

LEGEND

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

Why Hobsons Bay

Access to

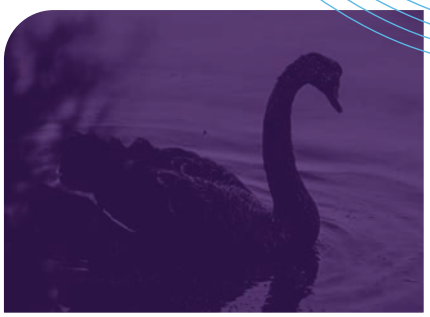
- skills and technology
- consumers and markets
- the Metropolitan grid
- the port and rail freight infrastructure
- expansive open space and bayside lifestyle
- excellent retail and entertainment
- booming logistics and construction sector

Established

- industrial legacy
- buffers to sensitive land uses
- energy creation, storage and distribution infrastructure

Opportunities for

- co-location and businesses supporting one another
- supportive land use settings
- large self-contained sites
















AUSTRALIAN
GLASS
MFRS
COMPANY











Attracting new and emerging industries

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

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

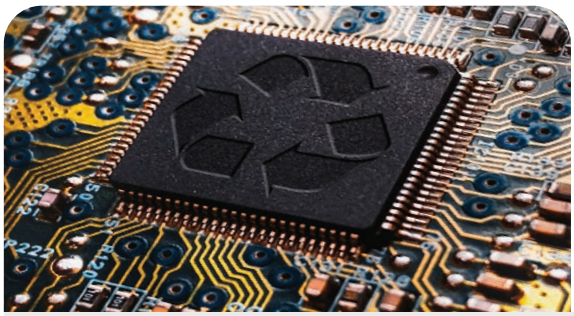
Digital industries provide services that enable digital commerce including digital marketing, technical support, infrastructure and platform development and maintenance, recruitment and project management.

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



CIRCULAR ECONOMY

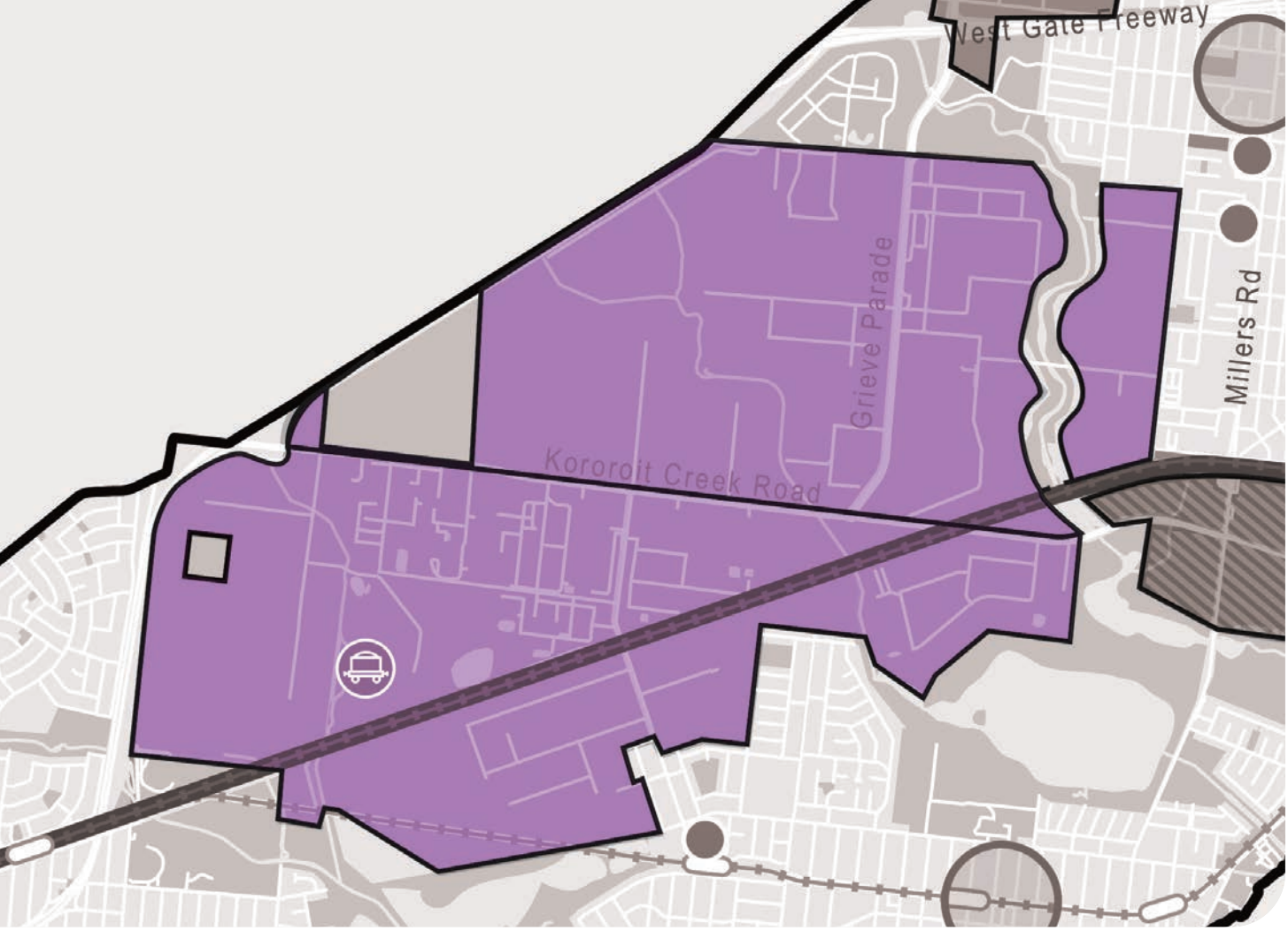
Council is looking to support industries that renew and repurpose waste that has already been collected, sorted and processed and that can become part of a circular economy. Repurposing is the end process of the broader recycling sector.

Circular economy industries would include for example, manufacturers that explicitly use recycled inputs to develop new products. These facilities require more technical employment and can have less offsite impacts.

Hobsons Bay has the potential to accommodate more contemporary circular economy industries due to our existing concentration of industry and expertise, and self-contained sites located away from residential areas.

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 and Altona North 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
- Advocate for public transport to support workers
- Promote environmentally sustainable development and improved amenity outcomes
- Improve interface between industrial and sensitive uses
- Deliver supportive land use frameworks and controls



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.

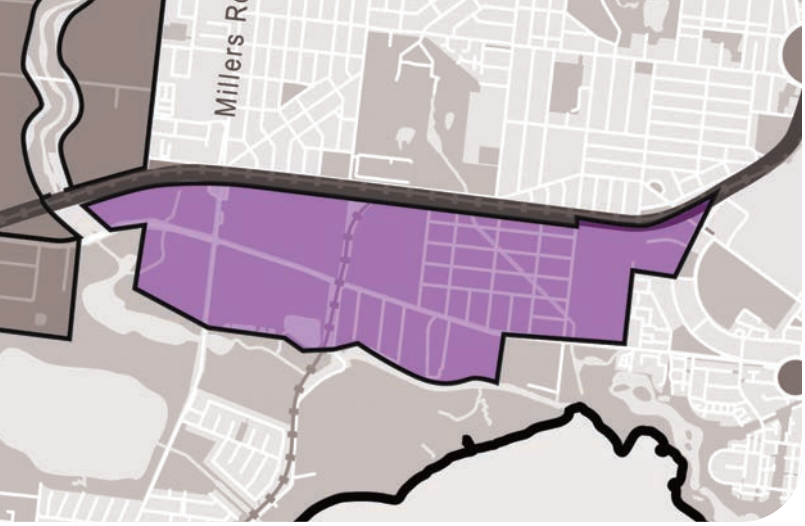
Its strategic location and amenity offers workers access to excellent public transport, entertainment, retail and commercial opportunities within its vibrant village centre.

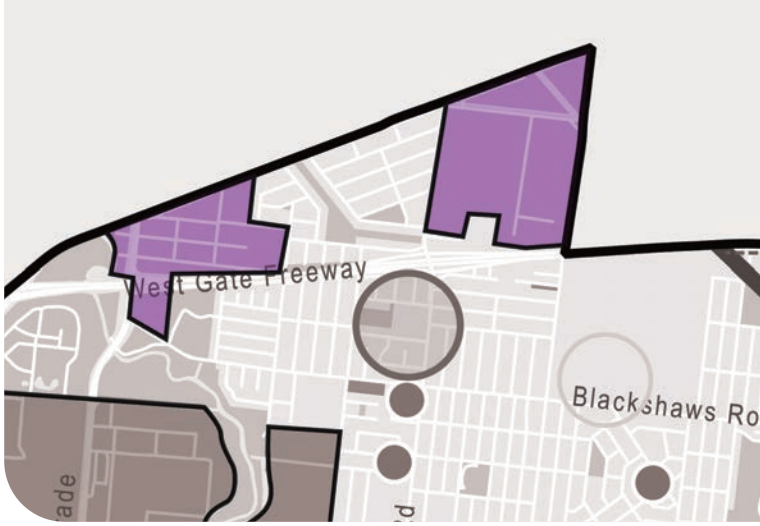
The Spotswood Industrial Precinct is well positioned to transition towards a more diversified employment offering. The precinct provides an exciting opportunity for 'knowledge-based' industries seeking an area with high amenity and accessibility to attract skilled workers.

Key initiatives to drive growth

- Update Industrial Design Guidelines
- Create a Future Industries Working Group
- Complete the Spotswood Activity Centre Structure Plan
- Undertake streetscape works and greening projects
- Improve interface between industrial and sensitive uses







Why Williamstown North

Williamstown North has historically been home to Mobil, a nationally significant petroleum refinery and a recognised landmark in Hobsons Bay. The closure of this refinery will be a significant catalyst for change in this industrial precinct.

This precinct features finer grain industries to the east, with several construction and professional, scientific, and technical services located here.

This location offers access to Millers Road Junction, a key enterprise area and proximity to the freight line. The potential reinstatement of Paisley Train Station here could be a catalyst for jobs and investment. Future industries will need to consider the historic use of the land and adjacent residential areas as well as important grasslands and wetlands in surrounding areas.

Key initiatives to drive growth

- Advocate for improved public transport options
- Work with existing and future industries
- Update Industrial Design Guidelines
- Deliver supportive land use frameworks and controls
- Improve interface between industrial and sensitive uses
- Undertake streetscape works and greening projects and promote environmentally sustainable development

Why Brooklyn

The Brooklyn Industrial Precinct forms the northern gateway into Hobsons Bay and benefits from immediate access to the major arterial road network via Geelong Road.

Because of its excellent transport links and mix of larger warehouses and smaller factories this industrial precinct continues to attract a diversity of industries. Workers are provided access to cycle links via Federation Trail that connect to the CBD.

The Brooklyn Industrial Precinct is well positioned to support niche manufacturers that can leverage off access to markets.

Key initiatives to drive growth

- Work with EPA regarding amenity issues
- Work with existing and future industries
- Update Industrial Design Guidelines
- Improve interface between industrial and sensitive uses
- Undertake streetscape works and greening projects and promote environmentally sustainable development

How are we supporting industry?

- 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**





HOBSONS BAY CITY COUNCIL

Hobsons Bay City Council

115 Civic Parade, Altona
PO Box 21, Altona 3018
Phone 1300 179 944
Fax (03) 9932 1090
NRS phone 133 677 and quote 1300 179 944
Email customerservice@hobsonsbay.vic.gov.au

www.twitter.com/HobsonsBayCC

www.facebook.com/HobsonsBayCityCouncil

www.hobsonsbay.vic.gov.au

HOBSONS BAY LANGUAGE LINE

9932 1212

INTERPRETER SERVICE FOR ALL LANGUAGES

Your Council in your language

Recorded Council information in:

English	العربية	Ελληνικά
Italiano	ကညီကျိ	Tiếng Việt
粵語	Македонски	普通话