

More jobs, great spaces and places in Melbourne's north-east

Planning for the La Trobe National Employment Cluster

La Trobe National Employment Cluster: The focal point of Melbourne's north-east

The La Trobe National Employment Cluster (NEC) sits within the northern sub-region of Melbourne and is located north-east of Melbourne's Central Business District. With two train lines (the Hurstbridge and South Morang lines), a tram route, local bus services and an intricate network of arterial roads, the Cluster is well connected and has a good base to build on to make connectivity even better.

The La Trobe NEC will continue to be designated as a state-significant employment cluster under the refreshed Metropolitan Planning Strategy, due to be released later in 2016. Areas of investigation will be further defined and a strong emphasis on jobs and innovation will continue to be central to this NEC.

Expanding job opportunities

With the highest concentration of jobs in Melbourne's north-east, the La Trobe NEC has great potential for attracting and creating new jobs, and leading through innovation, which will enhance the area's overall liveability and improve the wellbeing of workers.

The La Trobe NEC has the potential to attract employers in the following sectors:

- » Health and medical technologies
- » Technology businesses, including advanced and value-adding manufacturing
- » International education

- » Professional services
- » Food and fibre technologies

A strong base to build on

The Victorian Government together with Banyule and Darebin City Councils intend to promote investment and jobs growth in the La Trobe NEC by enhancing the cluster's existing strengths. There is a good mix of skills in the worker population and the Cluster has interesting topography, large tracts of attractive open space and a valuable creek corridor along Darebin Creek.

Austin Health in Heidelberg and La Trobe University in Bundoora are the two key partners in planning for jobs growth in the NEC.

The La Trobe NEC medical precinct, dominated by the Austin, Mercy and Warringal Hospitals and the Olivia Newton-John Cancer and Wellness Centre, has great potential to expand. The MPA has identified the opportunity for the area to attract additional allied health services to the precinct, as well as medical research facilities and higher-dependency retirement homes to cater to Melbourne's ageing population.

La Trobe University has large tracts of land with the potential to be redeveloped into a university town and the Northland Urban Renewal Precinct also provides for a significant area for future mixed-use developments, including employment, leisure, recreation, retail and residential uses.

The Heidelberg town centre is a thriving mixed-use retail, commercial and residential centre featuring high-quality, multi-storey buildings. Plans for the town centre in the City of Banyule's Heidelberg Structure Plan focus on improving connectivity, pedestrian and cycling links and greening the streets.

The Heidelberg West industrial area provides a great opportunity for modernisation and future mixed-used developments.

Moving around the Cluster

The Cluster is intended to be a focal point within the north-eastern region, with good connections to residential areas nearby. This will make the Cluster a desirable location for employment and investment.

As the Cluster's population grows, developing an efficient transport system will become increasingly important to the productivity, liveability and sustainability of the region. In order to remain competitive, the Cluster needs a cohesive transport network. Key destinations within the Cluster are envisaged to be connected by a public transport network that is frequent, reliable and comfortable, including a 'turn up and go' bus service.

The Cluster is planned to be a place for cyclists and pedestrians. A network of paths and cycle lanes will make travelling safe and convenient.

Find out more: shapevictoria.vic.gov.au

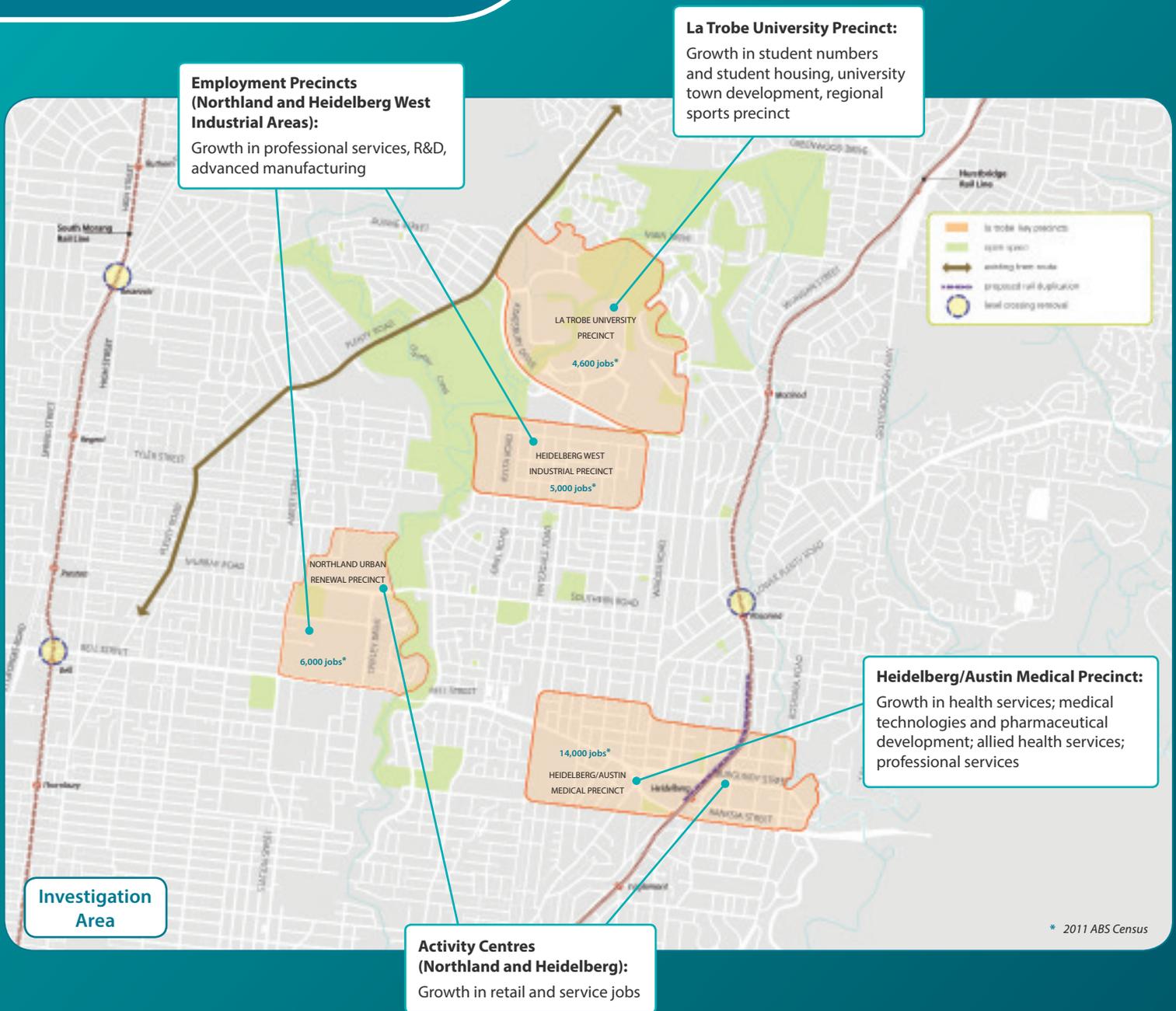


La Trobe National Employment Cluster Vision

The Cluster will evolve as an attractive area of diverse businesses, world class institutions and services in the north eastern region that generate strong economic productivity and social investment. Four key areas in the Cluster will be accessible within an easy commute of residential neighbourhoods within and around the Cluster.

More jobs, great spaces and places:

- » Grow and diversify jobs
- » Private sector investment
- » Improved transport connections
- » Improved infrastructure and open space



Ideas to attract jobs & investment – what do you think?



Principles 1, 2 & 3 Improve connections to and within the La Trobe Cluster

- » Make the La Trobe NEC the central hub of the north-east through improved transport connections
- » Provide a 'turn up and go' public transport service
- » Undertake road projects to reduce congestion
- » Connect destinations in the Cluster, including activity centres, institutions, and employment areas
- » Improve cycling and pedestrian connections linking both sides of Darebin Creek
- » Provide streetscape works and greening throughout major pedestrian and cycling areas
- » Improve signage to make getting around the Cluster easier



Principle 4 Help business grow and thrive

- » Develop a network of centres servicing residents and workers
- » Encourage growth of Business Service Centres throughout employment areas
- » Carry out streetscape works to improve the public realm
- » Provide better connections with public and private transport and cycling links
- » Provide new and improved open space and new public spaces
- » Develop a business investment and attraction strategy to attract new business
- » Encourage innovation



Principle 5 Provide homes close to jobs

- » Intensification around public transport and activity/employment centres to have homes close to jobs
- » Encourage housing affordability, quality design and diversity in designated areas
- » Convert some residential areas adjacent to industrial precincts to employment uses e.g. Heidelberg West
- » Minimal change elsewhere in the Cluster



Principles 6, 7 & 8 Provide facilities, open space, cycle and pedestrian links

- » Improve access to government and institutional facilities
- » Improve connections linking both sides of Darebin Creek
- » Improve streetscapes with greening throughout the major pedestrian and cycling areas
- » Improve links to regional open space networks
- » Deliver open space and recreation facilities on strategic sites
- » Address gaps in open space provision
- » Provide community infrastructure to meet population growth
- » Consider expansion of existing schools as population grows



Illustration of Northland urban renewal area (by P Edgeley)

Key areas for change

Area 1: La Trobe University Precinct

A world class University and a regional level sports precinct that is a magnet for participants and spectators alike.

Area 2: Heidelberg West Industrial Precinct

A modern business environment supported by a business community with new tree lined streets for public and active transport with an opening up of the Darebin Creek corridor.

Area 3: Northland Urban Renewal Precinct

A major area of urban regeneration, a centre with diverse housing and tree lined streets for public and active transport with an opening up of the Darebin Creek corridor. An employment hub of modern commercial and industrial architecture.

Area 4: Heidelberg/Austin Medical Precinct

A precinct with great connections. An area for growth and consolidation of health services, new office accommodation and residential development around the train station and other strategic sites.

What do you think about these ideas?
How can your local area be improved?
shapevictoria.vic.gov.au

Have your say

The **Metropolitan Planning Authority** (MPA), in partnership with Banyule and Darebin City Councils, seeks your ideas on how we can create more jobs, great spaces and places in Melbourne's north-east.

Your contribution will assist us to prepare a draft Framework Plan for the La Trobe National Employment Cluster.

Attend events and share your ideas with the MPA

Your contribution will assist us to prepare a draft Framework Plan for the La Trobe National Employment Cluster.

Get involved:

- » The *La Trobe National Employment Cluster Future Outlook Seminar*, 8 June 2016.
- » *Business Focus Group*, 15 June 2016.
- » Online survey
- » Make a submission

Find out more:

shapevictoria.vic.gov.au

Contact:

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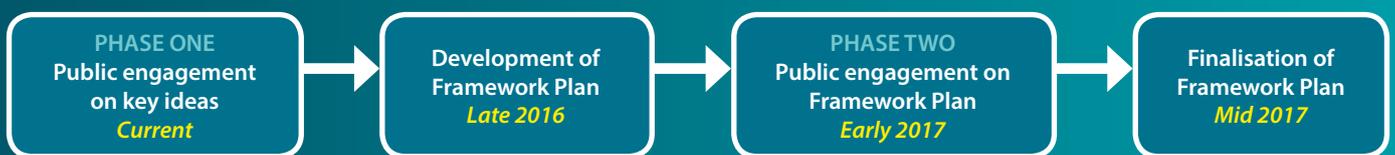
Project process

The MPA is leading a whole-of-government collaboration to develop a Framework Plan that will guide La Trobe National Employment Cluster's evolution in decades to come. The plan will confirm the future vision for the area, set out a strategy to guide growth and development, and list the actions and infrastructure needed to manage growth.

The draft Framework Plan will be exhibited for further public comment in early 2017, during Phase Two of the public engagement program.

Potential changes to municipal planning schemes will also be exhibited when the draft Framework Plan is released.

LA TROBE NATIONAL EMPLOYMENT CLUSTER PROCESS



Translations

العربية

تسعى Metropolitan Planning Authority لتلقي آراءكم حول الأعمال والوظائف والاستثمارات التجارية المتنامية في كتلة التوظيف في منطقة La Trobe. نرجو منكم الإتصال بالرقم 131 450 لتحدثوا إلينا بلغتكم.

廣東話

Metropolitan Planning Authority 現正對在 La Trobe 就業中心 (Employment Cluster) 不斷增長的就業機會和業務投資尋求你的意見。請致電 131 450 通過傳譯員與我們談話。

Hrvatski

Metropolitan Planning Authority traži vaše gledište o povećavanju broja poslova i poslovnom ulaganju u Nacionalnoj skupini za zapošljavanje La Trobe (La Trobe National Employment Cluster). Molimo nazovite 131 450 ako s nama želite razgovarati na svom jeziku.

Ελληνικά

H Metropolitan Planning Authority ζητάει τις απόψεις σας για αύξηση των θέσεων εργασίας και των επιχειρηματικών επενδύσεων στο Εθνικό Κέντρο Επιχειρηματικότητας και Απασχόλησης της περιοχής La Trobe - γνωστό ως La Trobe National Employment Cluster. Παρακαλούμε καλέστε τον αριθμό 131 450 να μας μιλήσετε στη γλώσσα σας.

Italiano

La Metropolitan Planning Authority è interessata al tuo parere riguardo all'aumento dei posti di lavoro e delle attività di investimento nel distretto occupazionale nazionale di La Trobe. Chiama il numero 131 450 per parlarcì nella tua lingua.

ខ្មែរ

អាជ្ញាធររៀបចំផែនការក្រុង (Metropolitan Planning Authority) កំពុងស្វែងរកទស្សនៈរបស់លោកអ្នកស្តីអំពីការបង្កើនការងារ និងវិនិយោគអាជីវកម្មនៅក្នុងប្រជុំការងាររបស់ La Trobe ។ សូមទូរស័ព្ទលេខ 131 450 ដើម្បីនិយាយមកកាន់យើងខ្ញុំជាភាសារបស់លោកអ្នក។

Македонски

Metropolitan Planning Authority го бара вашето мислење за растење на бројот на работни места и деловни инвестиции во La Trobe Националниот собир за вработување. Ве молиме јавете се на 131 450 за да зборувате со нас на македонски јазик.

普通话

Metropolitan Planning Authority 希望向您征询关于在 La Trobe 就业中心内增加就业机会和商务投资方面的看法。请拨打电话 131 450 通过中文与我们联系。

Soomaali

Haya'dda Metropolitan Planning Authority waaonaysaa fikradahaaga ku saabsan horumarinta shaqooyinka iyo maalgelinta ganacsiga ee ka jirta La Trobe National Employment Cluster. Fadlan wac 131 450 si aad noogula hadasho luqaddaada.

Tiếng Việt

Metropolitan Planning Authority mong quý vị đóng góp ý kiến về để tài tạo ra công ăn việc làm và đầu tư kinh doanh tại Khu vực Việc làm La Trobe (La Trobe Employment Cluster). Xin quý vị gọi điện thoại số 131 450 và nói chuyện với chúng tôi bằng ngôn ngữ của mình.

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