The La Trobe National Employment Cluster Future Outlook Seminar

8 June 2016
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Peter Seamer

8 June 2016
Metropolitan Planning Authority  
(soon to be Victorian Planning Authority)

**What we do:**

» Maintain steady supply of quality housing  
» Create jobs and encourage investment  
» Plan for better urban environments than the past  
» Pipeline of investment opportunities and jobs

**Who we are:**

» State Government strategic planning authority  
» Plan for growth, housing, jobs and investment in:  
  - Precincts and Strategic Sites in inner and middle-ring Melbourne  
  - Greenfield Growth Areas  
  - Regional cities  
» Work closely with Councils and local communities, government agencies and businesses  
» Urban planners, engineers, architects, a range of technical specialists and designers

**Current Planning for National Employment Clusters:**

» Monash, Parkville and Dandenong South (established)  
» East Werribee, Sunshine and La Trobe (emerging)  
» Creation of jobs, business and services in strategic locations and where people live
La Trobe Cluster

- Between 7 and 14 kilometres north east of the CBD
- Over 20 square kilometres
- Includes parts of Banyule and Darebin Councils
- Approximately 30,000 jobs today in four key areas – aim of Cluster is for jobs growth
Employment Clusters: Designated Areas for Jobs Growth

• Employment Clusters are key precincts for jobs growth under Plan Melbourne

What are key drivers for jobs growth?
• Modernisation and revitalisation of employment precincts within the La Trobe Cluster
• Improved transport connections
• A maximised role for La Trobe University and Austin Medical Precinct

Aim of today’s presentation is to get your views on the vision for the La Trobe Cluster and to outline the consultation program
Melbourne’s jobs are dispersed

Location of Jobs in Melbourne, 2011

- Central City - including CBD, Docklands and Southbank: 70
- National Employment Clusters: 14
- Metropolitan Activity Centres: 11
- Distributed throughout suburbs and other activity centres: 5
Employment clusters are well placed to grow future jobs

Victorian Government Blueprint for Growth

6 priority industry sectors

- Professional Services
- International Education
- Medical Technologies & Pharmaceuticals
- Science Technologies
- Transport Technologies
- Construction Technologies

Includes food and fibre
La Trobe National Employment Cluster

• Largest concentration of jobs in the north east region

• Potential for job growth and transformation

• Large institutions which support business growth:
  - La Trobe University & Austin Health (with other significant health institutions such as Warringal in the precinct)

• Significant investment in State and local infrastructure over the years – over $500 million spent over the past 5 years for La Trobe University and Austin Medical Medical Precinct projects
La Trobe Cluster: largest concentration of jobs north east of the CBD

Growth outlook: Health, Education, Professional Services & Advanced Manufacturing

![La Trobe Jobs Growth: 2011 to 2051](image-url)
Jobs have changed: more health & education, less manufacturing

Manufacturing jobs still important though there are less today
What businesses in La Trobe have told us

• 75% are likely to remain in the area in the next 5 years
• 12.5% likely to move in the next 5 years

Top two reasons moved to area
• Cost considerations
• Land availability

Top two strengths of location
• Attractive property costs
• Ease of access to customers and markets

Top three disadvantages of the area
• Distance from senior management’s place of residence
• Distance from public transport
• Distance from clients
• Distance from quality hotels/apartments

Main issues for business premises
• Poor broadband
• Insufficient car parking
Employment Growth

Employment Growth Assisted by 4 key things:

1. Increased role of La Trobe University and Austin Medical Precinct
2. Good transport connections
3. Modern environment with good worker amenity, attractive public realm, open space, leisure and other services
4. A proactive Business Investment and Attraction Strategy to attract new employers
What do we mean by worker amenity?

• How easy is it to get to work and get around?

• Is there somewhere attractive for lunch, coffee and to eat out with guests?

• Is there overnight accommodation nearby?

• Do workers have recreation opportunities at lunch time and after work?

• Does it have the right image as a modern business address? Is it A grade?

• Will the area allow business to attract new skilled employees?
Work to date

• Strategic Plans by MPA, Councils and our other partners
• Population and employment projections
• Transport and infrastructure studies
• Community infrastructure study
Principles

A number of principles have been developed to form the basis of the future planning of the Cluster.
Principle 1: Regional Public Transport
Connect La Trobe to CBD, Key Centres and Workforce Catchment

Issues:
• 92% of workers commute by car
• Public Transport is geared to get people into City

Solution:
• Need to create La Trobe Cluster as a hub in the north-east region through improved connections, particularly within a 10 kilometre radius

Committed State Projects:
• Rail Duplication between Heidelberg and Rosanna
• Rail extension to Mernda

Improve regional connections to Cluster
Rail Duplication
Principle 2: Provide Better Public Transport Services to and within La Trobe

- Buses Today: one smart bus route: 903 Altona to Mordialloc

What’s needed:
- A ‘turn up and go’ Public Transport service
- New bus connections between 4 key employment precincts
Principle 3: Improve Roads for La Trobe Over Time

- Undertake major road projects to assist connections between employment nodes and allow buses, bikes and vehicle traffic to flow more efficiently
- $139,410 committed to upgrade Plenty Road between McKimmies Road and Bridge Inn Road

Kingsbury Drive, key connector for La Trobe University

Waterdale Road, key north south road; congestion issues

Bell Street, key east west connector

Southern/Murray Road, key east west connector
Principle 4: Help Business Grow and Thrive

Potential Ideas:
- 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
Principle 5: Provide Homes Close to Jobs

Councils have led residential change through residential zones work

Potential Ideas:

- 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
Principle 6: Support Working, Residential and Student Communities

Potential Ideas:

• Deliver new facilities on strategic sites
• Improve access to government and institutional facilities
• Provide community infrastructure to meet population growth
• Consider expansion of existing schools as population grows
Principle 7: Improve Open Space

Potential Ideas:
- Provide new open space within employment areas
- Deliver open space and recreation facilities on strategic sites
- Improve links to regional open space networks
- Maximise use of government and institutional green spaces
- Address gaps in open space provision
- Leverage off Darebin Creek corridor
Principle 8: Improve walking & cycling between home and work

Potential Ideas:

• Improve connections linking both sides of Darebin Creek
• Connect into regional networks
• Provide streetscape works and greening throughout major pedestrian and cycling areas
• Improve signage
Principles

Principles have been applied in developing a vision for the key change areas
La Trobe National Employment Cluster: Vision & Aspirations

World class businesses, institutions and services that generate strong investment in the north east-
Capitalise on La Trobe University and Austin Medical Precinct

Key Areas for Change:
1. La Trobe University Precinct
2. Heidelberg West Industrial Precinct
3. Northland Urban Renewal Precinct
4. Heidelberg/Austin Medical Precinct

Key Activities in Precincts

La Trobe University Precinct (1):
Growth in student numbers and student housing, university town development, regional sports precinct

Health Precinct - Austin Medical Precinct (4):
Growth in health, med-tech and pharma, prof. services

Employment Precincts - Northland Urban Renewal Precinct (3) and Heidelberg West Industrial Precinct (2):
Growth in professional services, R&D, advanced manufacturing

Activity Centres - Northland (3) and Heidelberg (4):
Growth in retail and population serving jobs
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

Potential Ideas:
- Creation of ‘university town’ concept
- Encourage greater public use of University’s recreation + open space facilities + future sports precinct
- Tram corridor through University
- Increased bus connections
Area 2: Heidelberg West Industrial Precinct

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

Potential Ideas:

- Connect to Northland and La Trobe University via new bus routes
- Development of knowledge economy jobs including R&D associated with La Trobe University
- Significant public amenity improvements to provide open space and more facilities such as cafes, convenience retailing and other services for workers in precinct
- Duplication of Waterdale Road
- Explore option of residential uses within employment precinct
- Undertake a Precinct Structure Plan – MPA with Council
- Business Investment and Attraction Strategy
- Infrastructure Contributions Plan: Apply to whole precinct?
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.

City of Darebin has commenced work on the Structure Plan and some of these ideas have been raised in that process.

Potential Ideas:

- Better amenity and public realm improvements for new economy jobs (research and development, advanced manufacturing)
- Better integration of the Northland shopping centre and the Homemaker Centre with the residential area to the north and the industrial/mixed use area to the south
- Upgrade TW Blake Reserve for active recreation, with a café, more landscaping and wetlands environment
- New centres with convenience retailing, food and beverage services and other business services such as finance
- Improve public and active transport infrastructure – bus or tram?
- Planning controls to allow mixed use developments
- Open up the Creek Corridor with better connections
- Business Investment and Attraction Strategy
- Infrastructure Contributions Plan: Apply to whole precinct?
Area 4: Heidelberg/Austin Medical Precinct

A precinct with great connections. Growth in health, office accommodation and residential development around the train station and other strategic sites

Potential Ideas:

• Review City of Banyule’s Structure Plan
• Redevelopment of the Heidelberg repatriation centre for new medical, office and apartment complexes with recreational facilities
• Connect the repatriation hospital to Burgundy Street to encourage active transport
• Better connection of Heidelberg train station and surrounding precincts
• Better pedestrian and cycle connections to Austin hospital and the Burgundy Street shopping centre
• Improved amenity with tree planting in Burgundy Street
• A mixed use environment with more development
La Trobe: 2016 Program

Focus

- Build community understanding
- Share key ideas
- Gather feedback
- Prepare Framework Plan and associated planning scheme amendment

Preparation of Key Ideas

Engagement - Phase 1
8 June to 15 July

Development of Framework Plan – August to November

Engagement - Phase 2
February to March

Finalisation of Framework Plan by Mid-Late 2017

Precinct Structure Plans will run concurrently: review Heidelberg, finalise Northland and prepare Heidelberg West Industrial Precinct
WHAT IS SHAPING MELBOURNE’S EMERGING ECONOMIC GEOGRAPHY, PRECINCTS AND BUSINESS LOCATIONS

STEVE BOOTH
BACKGROUND: HOW MELBOURNE IS LIKELY TO KEEP DEVELOPING - POPULATION

Chart 1.2: Forecast growth in population in the next 10 years (2015 and 2025) across Melbourne Local Government Areas

BACKGROUND: HOW MELBOURNE IS LIKELY TO KEEP DEVELOPING - JOBS

- Why Northern Melbourne?

Chart ii: Employment growth by SA4 region on a place of work basis, additional persons employed, 2015-16 to 2045-46

Source: Deloitte Access Economics projections. Note that these projections show employment according to the region in which people work (i.e. place of work basis) rather than the region in which they live.
WHAT FIRMS LOOK FOR IN LOCATING TO AND WITHIN MELBOURNE

- Stable regulatory and tax environment
- Proximity to markets
- Skilled workforce
- Infrastructure and Liveability
WHAT BUSINESSES LOOK FOR WITHIN EMPLOYMENT PRECINCTS

- Precinct planning reform
- Regional Workforce planning
- Precinct business networks and connections
- Precinct business amenity
- Marketing the precinct
- Transport connections
- Broadband
AN INDUSTRY FOCUS FOR THE LA TROBE NATIONAL EMPLOYMENT CLUSTER?

- International Education
- Professional Services
- Food and Fibre / Biosciences
- Health and Community Services
- Retail
A VISION FOR LA TROBE NATIONAL EMPLOYMENT CLUSTER?
The La Trobe National Employment Cluster Future Outlook Seminar
Cr Craig Langdon
Mayor City of Banyule
The La Trobe National Employment Cluster Future Outlook Seminar

8 June 2016
• La Trobe National Employment Cluster
• Key focus on more jobs
• People live near where they work.
• Opportunities for the Northland Urban Renewal Precinct (NURP)
• Breaking with the business-as-usual approach
• Looking for new models of delivery
• Council is setting a strong vision
• Over 6000 existing jobs in the Precinct
• 3500 at the Northland Shopping Centre.
• 17 million visitors annually to Northland Shopping Centre.
• Bell Street carries 22,000 vehicles each day
• Growth sectors:
  • Education and Training
  • Food and Accommodation
FOOD AND BEVERAGE SECTOR – CAFÉ CULTURE

- 8 Coffee Roasters
- Boutique beer manufacturing
- Co-working spaces
- Collaborative work practices
- Long term thinking
- Accessibility and inclusion
- Innovation
Tram or Light Rail link to support jobs growth, urban form and provide “turn up and go” service
Businesses can use Council as a resource for future planning
NORTHLAND URBAN RENEWAL PRECINCT
The La Trobe National Employment Cluster Future Outlook Seminar

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Dolphin Products
Innovation Always for 70 years
Mario Turcarelli
Dolphin Products is a manufacturer of premium, complex, innovative and precision injection moulded components and the associated tooling. Dolphin services a range of different industries including Automotive, Government Defence Projects, Telecommunications, White Goods, Building, Mining and Medical-Scientific industries.

Under one roof Dolphin provides a complete service to its customers including product design and tool, 3D Printing, die manufacture, injection moulding, component assembly and printing.
Dolphin Product Categories

- Mining
- Defence
- Telecommunication
- Energy
- Food Packaging
- Auto
- Industrial (Bakelite)
- Agricultural
- Retail - Waterdale Living
- B2B - Waterdale Medical
From Design to Prototype to Production

3D Printing
For Concept / Initial Prototype

Real parts to test and validate. Save time & Money, for small production runs

Mould base (recommended)

Traditional Tooling / Full scale Production runs (Long Lead-times)
Tools – Thousands of $ Parts – cents / Dollars
Issues in this region

• Road infrastructure and traffic flow
  – Double “B” Trucks not suitable for small inner roads (Like Waterdale Rd)
  – Poor accident management on freeways. Need to learn from Europe. Keep the flow
  – Freeways that don’t link Ring Road – must Joint Eastern- Eastern must join Tullamarine
  – Keep Clear for all entrances to large and Medium Businesses
  – Public Transport fragmented – Need more light rail

• Youth employment opportunities
  – More work in the areas of Apprentice training
  – Focus on Technical skills (Very hard to find these apprentices)
  – More support for business to take on young people

• Integration between Industry and University. Gov’t funding needed
  – I see this as an area that needs to be bridged between Universities and Industry to help fill the void left behind, as Auto Manufacturing and some of the Engineering opportunities decrease after 2017.
  – Universities need to be more open to taking on projects to train the engineers for no payment
Issues in this region

• Improve Security and safety
  – Hi Theft Rate related to high employment (Northland theft rate much higher than other shopping centres)
  – Street Policing needs to improve

• Internet speeds too low- Need to roll out NBN
  – Need for high speed Internet for CAD/CAM and 3D Printing files
  – Low Cost VOIP Telephone systems
  – High Quality Website operation
  – Online consumer interaction
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Business is about people—look after them and they will look after you.
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