# Melbourne's plan

## Direction 1.1

### Create a city structure that strengthens Melbourne's competitiveness for jobs and investment

To remain prosperous Melbourne must remain attractive to investment.

That means ensuring well-priced commercial and industrial land is available in locations that support and strengthen key growth industries. In the longer term, Melbourne's northern and western regions will need to create job opportunities—particularly for high-value, knowledge based jobs—to support expected population growth.

That means understanding the scale of employment growth and land-use requirements across the city; ensuring business locations are investment-ready and productive, with capacity to grow; and making smart investments in infrastructure projects that accelerate local investment and job creation for suburban and outer areas and stimulate economic growth.

**Policy 1.1.1**

## Support the central city to become Australia's largest commercial and residential centre by 2050

The central city has some of Australia's largest and most globally connected financial and professional services businesses (particularly in the CBD, Docklands, Southbank and St Kilda Road). It has a highly diverse economic base, with strengths in health and medical research, education, retail, creative industries, tourism and port-related activities.

Over the past two decades, employment has grown significantly in the central city, with office floor space increasing by 1.4 million square metres since 2000. Docklands has seen much of this growth. Residential growth has also increased in the central city.

This growth in office and residential space delivers a range of benefits such as reduced commuting and transport costs for people living and working in the central city.

For the central city to remain a desirable destination for business investment and a major destination for tourism, new space must be found for office, retail, education, health, entertainment and cultural activities. Creating new opportunities and infrastructure, particularly in major urban renewal precincts, can help support this. The capacity of transport networks will also need to be increased to enable people from middle and outer suburbs to access employment opportunities in inner-city precincts.

**Policy 1.1.2**

## Plan for the redevelopment of major urban renewal precincts in and around the central city to deliver high-quality, distinct and diverse neighbourhoods offering a mix of uses

Major urban renewal precincts such as Southbank and Docklands have created opportunities for the city to grow and accommodate more jobs and housing. Opportunities still exist in Southbank and Docklands as well as other priority precincts such as Fishermans Bend, Arden and Macaulay.

These major urban renewal precincts can accommodate a significant amount of residential and jobs growth over the next 35 years. Their availability gives Melbourne greater flexibility, particularly around timing and land use, with different areas having the potential to cater for different uses. A number of former industrial and other sites—including government landholdings—are also underutilised and could be redeveloped.

The timing of land release in these precincts needs to be in sync with policy drivers, market demand and the delivery of infrastructure and services. If developed properly, the precincts will become a network of connected places, linking to each other and their surrounding neighbourhoods and developing diverse uses and characteristics.

**Policy 1.1.3**

## Facilitate the development of national employment and innovation clusters

Melbourne needs to create jobs close to where people live.

Seven national employment and innovation clusters have been identified across metropolitan Melbourne. Each is anchored by a specialised activity (such as a university, research facility, medical facility or manufacturing enterprise) that has seeded its growth. These clusters are Monash, Parkville, Fishermans Bend, Dandenong, La Trobe, Sunshine and Werribee.
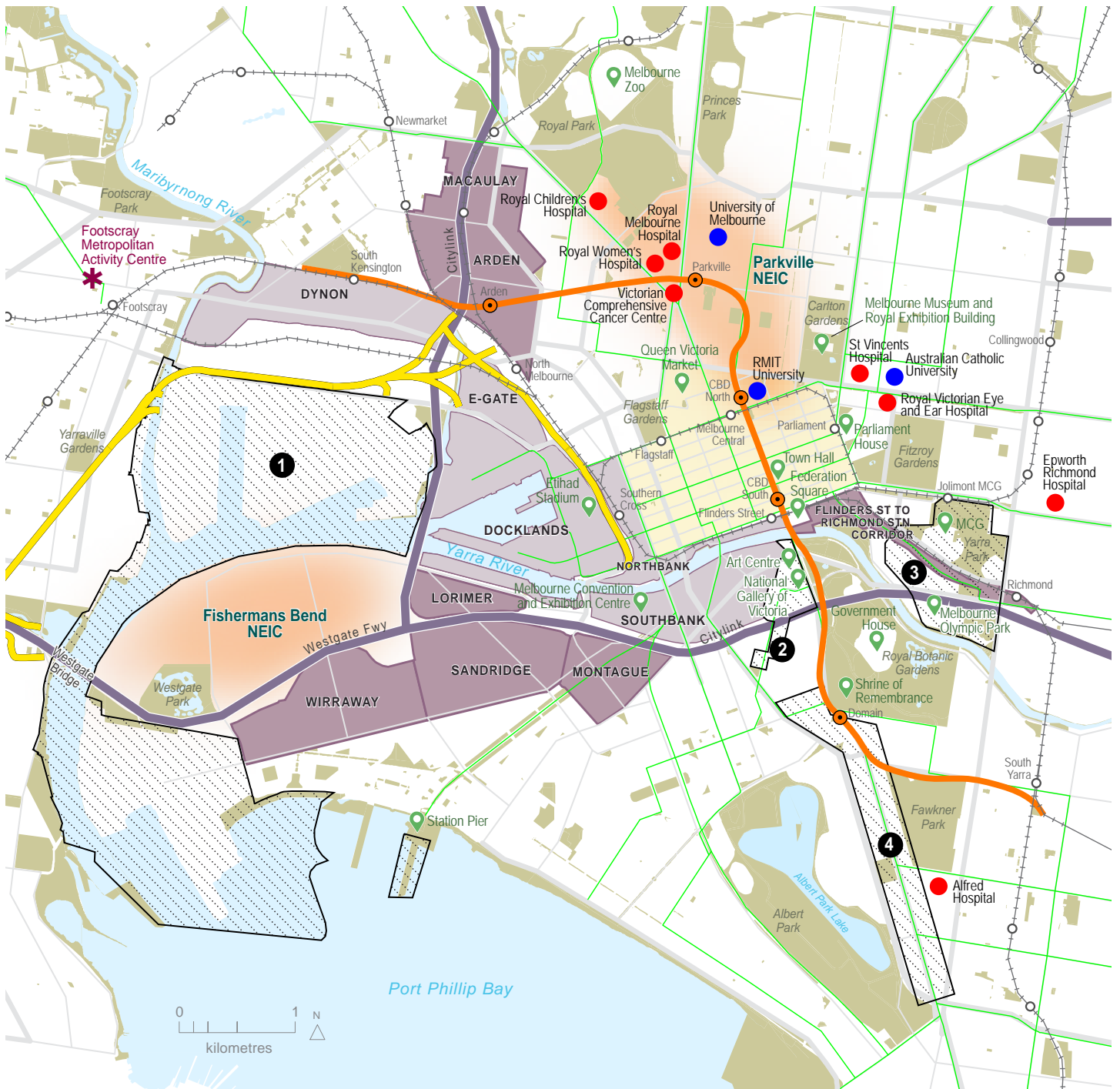
The national employment and innovation clusters are focused on knowledge based businesses that locate close to each other for knowledge and resource sharing. The clusters are distributed throughout Melbourne and along high-capacity transport networks to provide greater access to high-productivity jobs.

The Monash and Parkville clusters are already established and have significant potential to keep growing and diversifying. Other clusters are at various stages of development but possess the fundamentals needed to become strong centres for innovation and jobs growth.

Each cluster has a unique profile. For instance, Monash and Sunshine have the potential to attract a broader range of businesses, including office, retail services and entertainment, as well as residential development. In Dandenong and Fishermans Bend, the key will be to enhance manufacturing productivity with a focus on research and development.

Each cluster is different and approaches to support their growth will vary—depending on their profiles, competitive strengths, roles and stages of development.

However, there are some common requirements. Each cluster will need high levels of amenity to attract businesses and workers—including public transport, and walking and cycling paths. Each cluster needs to be investment-ready for knowledge-intensive firms and jobs. To support the development of clusters, effective governance arrangements—including key stakeholders and landowners—are required.

# Map 4

## Key features in and around Melbourne's central city

**Legend:**

- Central Business District
- National employment and innovation cluster (NEIC)

Major urban renewal precinct (2015 - 2051+)
- Priority precinct [1]
- Other precinct
- Health facility (red)
- Education facility (blue)

- Key precinct
  - 1 Port of Melbourne
  - 2 Arts precinct
  - 3 Sports precinct
  - 4 St Kilda Road precinct
- Landmark
- Public open space

- Metro Tunnel (rail)
- New station
- State-significant road corridor
- Western Distributor (potential alignment)
- Rail network
- Train station
- Tram network
- Road network
- Waterway
- Waterbody

(1) Priority precincts:

1 Fishermans Bend (Lorimer, Montague, Sandridge, Wirraway)

2 Arden and Macauley

3 Flinders Street Station to Richmond Station Corridor

Source: Department of Environment, Land, Water and Planning