Wyndham City Submission to the Economic Development and Infrastructure Committee

OVERVIEW: Wyndham City

Wyndham City, located in the outer west of Melbourne is one of seven designated Victorian growth areas. The most recent Australian Bureau of Statistics data measured the city’s population growth for the period 2009-2010 at an unprecedented 8.8%, 12,600 people. This confirms Wyndham City as the fastest growing municipality in Australia in percentage terms and third fastest in absolute numbers. When combined with Melton, the region of Outer Western Melbourne is the fastest and largest growing in the country.

Comprising the predominantly residential suburbs of Werribee, Hoppers Crossing, Point Cook, Sanctuary Lakes, Tarneit, Truganina and Wyndham Vale and the small rural township of Little River the city also boasts one of Melbourne’s largest industrial precincts at Laverton North.

Strategically situated on the Princes Freeway halfway between the Melbourne Central Business District and the City of Geelong, Wyndham is bounded to the east by the Western Metropolitan Ring Road and to the south by Port Phillip Bay.

The culturally diverse city is also home to 3000 hectares of market gardens and a major tourism precinct which includes Werribee Park Mansion, the Werribee Open Range Zoo and National Equestrian Centre.

The Werribee City Centre, located on the third largest river in Melbourne is the principal activity Centre within Wyndham, with a Council endorsed precinct structure plan encouraging high density multi level living, mixed with office and activated retail development. Connection to the State Government owned Werribee Employment Precinct is aimed at positioning Wyndham City as the “Capital of Melbourne’s New West”.

Other major retail and business activity centres include the Point Cook Town Centre, Werribee Plaza the Old Geelong Road precinct at Hoppers Crossing and the soon to be expanded Manor Lakes Shopping Centre will be joined by a planned activity centre and railway station at Wyndham’s newest suburb Williams Landing.

Economic, Employment and Education Overview

- ABS measures show that the highest concentration of businesses by industry sector in the city are:
  - Construction
  - Transport & Logistics
  - Professional & Technical Services
Most recent available ABS Census data (2006) indicated that 33.2% of Wyndham’s resident workforce was employed in the municipality. This figure is only marginally better than the 2001 figure of 33.1%

The balance of the resident workforce leaving the municipality to work at other destinations places significant stress on roads, public transport services, the environment and community wellbeing

The high level of residents working elsewhere impacts significantly on expenditure leakage and as a consequence the level of economic activity within the city

Wyndham City lacks a critical mass of employment opportunities for professional and semi professional resident workers

The Laverton North / Truganina Precinct located within the western industrial node is recognised as a major manufacturing and logistics hub providing significant locational advantages including access to ports, airports, freeways and the Melbourne Central Business District

The Werribee Irrigation District comprises 3000 hectares of green wedge zoned market gardening land for the cultivation of broad leaf vegetables including cauliflower, cabbage and lettuce

Wyndham City is home to a suite of tourism products and experiences including the Werribee Open Range Zoo, Werribee Park Mansion, National Equestrian Centre and the Point Cook Coastal Park

Wyndham City has a clear vision to develop the Werribee City Centre and East Werribee Employment Precinct to be the “Capital of Melbourne’s New West”.

**WYNDHAM CITY’S ECONOMIC DEVELOPMENT PROGRAM**

Wyndham City’s Economic Development Strategy was adopted in May 2012.

“Our Vision is that Wyndham will be largely self sufficient in employment due to its thriving environmentally responsible retail, commercial and industrial sectors.”

The Strategy focuses on **four key economic development strategic areas** aimed at achieving a high degree of economic prosperity and sustainability.

- Attract and promote commercial, retail and industrial investment
- Retain and grow existing enterprises
- Enhance industry skills, knowledge and education outcomes
- Encourage and facilitate new business start-ups

The Strategy articulates six underlying **supporting themes** which play a key role in informing and driving economic prosperity and sustainability.

- Infrastructure Investment
- Image, Promotion and Marketing
- Environmental Sustainability
- Innovation and Creativity
- Partnerships
- Community Health, Wellbeing and Safety
ROLE OF LOCAL AND STATE GOVERNMENT IN GENERATING ECONOMIC DEVELOPMENT

Wyndham City has an important role to play in economic development by influencing the drivers of economic growth and economic sustainability.

Resources are dedicated to responsible activities that influence and accelerate positive change within the local economy and as a consequence, the broader community.

Whilst market forces are the primary driver of investment and business growth, Council’s ability to influence change focuses on a number of key roles.

These roles are as:
Advocate
Facilitator
Coordinator
Marketer
Connector

Determining the nature and scope of economic development programs within the city has been determined by the identification and analysis of the comparative advantages and weaknesses of the region. From this a framework has been developed that aims to build on strengths, address weaknesses and potential threats and identify new or lapsed opportunities.

Wyndham City’s residential growth is well documented. A population of 80,000 in 2000 has grown to an estimated 184,000 in 2012. (forecast data)

The city’s Economic Development Strategy has addressed the challenges associated with this growth by adopting initiatives aimed at positively influencing the creation of job opportunities through investment and business development.

To achieve the best possible economic development outcomes strategic alliances with the Victorian State Government is critical.

Wyndham City welcomes the relatively recent establishment of the Department of Business and Innovation within the western region at Tottenham. This initiative provides greater capacity for local companies to engage with State Government and become better connected to available funding programs and other business development initiatives.

Council’s Economic Development Unit has established a very effective working relationship with the western regional office and will continue to foster this strong connection.

Council considers that it is best positioned to reach the local business community and can continue to play a key role in facilitating access to State Government initiatives. With Wyndham City’s proactive approach to business development through the “Industry Visitation Program” it is important that both parties do not work at cross purposes and that allocation of available resources is coordinated to maximise positive outcomes for local companies.

As a Growth Area municipality Wyndham’s future land use planning is ultimately determined through the Precinct Structure Planning Process.
Economic Development is a core component of that process and the emphasis must be placed the provision of employment nodes that promote a substantial shift to greater access to local employment opportunities for the resident workforce. As the structure of the global economy shifts, the local focus shifts in unison. In this regard consideration must be given not just to immediate need but also longer term needs that will be embedded within the evolving knowledge based economy.

**WYNDHAM CITY ECONOMIC DEVELOPMENT PROGRAMS**

*Werribee City*

Previously known as the Werribee Agricultural and Food Technology Precinct the 925 hectare parcel of Victorian Government owned land bounded by the Princes Highway and Princes Freeway east of the Werribee City Centre is now designated as the **East Werribee Employment Precinct**. This employment designation was initially articulated in the “Melbourne 2030 Planning Update, Melbourne @5 Million”.

The precinct is currently home to a number of research and development organisations including CSIRO Food and Nutritional Sciences, the Dairy Innovation Centre and Agrifood Technology. The Werribee campus of Victoria University, Melbourne University Veterinary Clinic and the new select entry school, Suzanne Cory High School are also located on the precinct.

Werribee City Centre comprises approximately 30,000 square metres of retail space and 15,000 square metres of commercial space. The precinct is primarily a mixture of business and personal services, banking, boutique shopping, restaurants and cafes. Three major supermarkets are represented in the centre along with a 500 seat theatre.

The **Werribee City Centre Structure Plan** outlines a vision for the development of a vibrant city centre that takes full advantage of its immediate connection to both the East Werribee Employment Precinct and the Werribee River. Activated street frontages combined with multi level commercial, retail and residential uses will secure Werribee City Centre as a major employment centre for the municipality and broader region.

Integration between the East Werribee Employment Precinct and Werribee City Centre will facilitate the development of one regional economic centre of excellence. Key actions for this integrated precinct are to:

- Deliver on the aspirations outlined in the Werribee City Centre Precinct Structure Plan
- Deliver on the future development of the East Werribee Employment Precinct
- Encourage, attract and facilitate responsible investment in retail, commercial, medical, education and other targeted sectors as identified
- Encourage, attract and facilitate “city scale”, high density residential, commercial and mixed use development
- Encourage and develop ongoing high standards in the delivery of business and consumer services offered by the private sector

*Actions have been identified by Council to progress the vision for Werribee City to be positioned as the “Capital of Melbourne’s New West”.*
Key Initiatives:

- Identify and establish relationships with investors, developers and agents that have the capacity to deliver commercial and residential development of the scale, design and use proposed under the Werribee City Centre Precinct Structure Plan
- Develop an ongoing communication strategy to ensure Werribee City is at the forefront of investment stakeholder thinking and decision making
- Develop a property and investment database to provide up to date investment information and opportunities
- Deliver a targeted investment forum to key developers, training and education providers, government agencies and local and regional peak bodies and lobby groups
- Market Werribee City at every opportunity
- Undertake retail analysis and identify core strengths, weaknesses and opportunities
- Identify companies in “strength” and “opportunity” sectors and engage in business attraction and expansion initiatives
- Target businesses and government agencies that have the capacity to employ high skilled, tertiary educated employees
- Lobby for and attract new investment in tertiary education that will assist in growing community capacity to meet the skills needs of current and future business
- Promote integrated water management and sustainability initiatives for new developments
- Promote lifelong learning and working locally

**Industrial: Laverton North & Truganina**

Laverton North is the largest of Wyndham City’s industrial precincts. Predominantly zoned Industrial 2 the precinct provides significant advantages in both land availability and affordability with a future capacity for significant new investment and industrial development and redevelopment.

With INZ2 zoning providing both flexibility and a capacity to house heavier industrial uses, together with recognised locational advantages close to major ports, airports and freeways, a number of key sectors have emerged as strengths within the precinct including those in:

- Transport / Logistics / Warehouse Distribution
- Food Processing
- Manufacturing
- Recycling

The Truganina Employment Precinct Structure Plan (PSP) was gazetted in December 2009. The precinct comprises 662 hectares located at the north-eastern edge of Wyndham City and to the immediate west of the existing Laverton North Industrial Precinct.

The Truganina Employment PSP proposes a high quality industrial and commercial area with strong architectural and landscape themes. Tree reserves along the major arterial routes and strategic positioning of landmark buildings will provide attractive gateways and routes at key points within the development. Planning and design guidelines encourage a cohesive built form and consistent and high quality landscaping, commensurate with the type of business envisaged for the area.

*Initiatives have been adopted to attract new investment and build on the Laverton North Industrial Precinct’s existing market position to ensure the region is the preferred location for industrial sector*
**companies and related entities seeking to expand or relocate**

**Key Initiatives:**

- Monitor industry trends and industrial development activity
- Identify potential new target industry sectors.
- Identify investment opportunities and undertake proactive investment attraction initiatives.
- Develop positive and ongoing relationships with investors and enterprises in targeted sectors
- Implement a coordinated communication strategy with all key stakeholders
- Develop and distribute supporting marketing collateral
- Respond to all investment enquiries in a timely manner
- Liaise with relevant government bodies that may provide assistance, advice and or funding to potential new investors and developers and enterprises seeking to relocate
- Work cooperatively and responsibly with internal departments and external stakeholders in the facilitation of new investment in an effective and timely manner

**Retaining and Growing Existing Businesses**

Evidence suggests that many small to medium businesses are rarely equipped with all the necessary resources and knowledge to maximise business development and growth opportunities. The majority of business operators with small numbers of staff are generally time poor. This situation has the tendency to result in any allocation of time **working on the businesses** being lost to time and resources **working in the business**. Managing day to day business operations, recruiting staff, developing new products and services, accessing new markets, upgrading skills, implementing new technologies and compliance with local, state and federal government legislation are some of the many challenges faced by small to medium enterprises as they strive to operate in a competitive market.

With this in mind Wyndham City operates a robust business development program.

**Key Initiatives:**

- An active approach in the engagement of individual businesses through ongoing site visits with particular emphasis on:
  - Understanding individual business capabilities
  - Gaining an awareness of business challenges and threats
- Providing support to achieve business sustainability and growth
- Ongoing dialogue with peak industry bodies to assist in the monitoring of local business issues and needs
- Promotion and facilitation of access to state and federal government funded business development programs
- Hosting business training workshops and seminars for small and medium enterprises
- Hosting and promotion of regional business development initiatives
- Support and foster the growth of Home Based Businesses
- Support Wyndham City business events including the Wyndham Business Awards, Sustainability Festival and other business events and opportunities as identified
- Working in partnership with Wyndham City’s Environmental Unit in the promotion of sustainable business practices
- Responding to higher level state and federal government decisions that may impact on local businesses
- Maintaining a business event calendar, providing up to date information on business specific events and training opportunities
- Developing an ongoing communication strategy which includes but is not limited to:
  - Development and maintenance of an on-line business directory
  - Development and maintenance of a business calendar of events
  - Regular publication of a Wyndham City business e-newsletter
  - Maintenance of up to date business information on Wyndham City’s website including publication of relevant economic development reports, statistical information and links to relevant business related websites

**Enhancing Industry Skills, Knowledge and Education**

In an economic development context Wyndham City faces two major challenges in skills and education development:

a. The development of the resident population to meet current industry needs
b. The development of the current and future resident population to meet future industry needs

**Key Initiatives:**

- Communicate with industry and industry bodies, education providers and relevant research organisations to monitor industry and education trends and skills gaps
- Maintain a position on the board of the WynBay Local Learning and Employment Network and strengthen partnerships with secondary and tertiary education providers
- Adopt a proactive approach in attracting providers of tertiary education programs
- Identify schools in the private sector seeking alternative accommodation and new opportunities
- Assist Victoria University and industry in the establishment of linkages to develop on the job/campus based training opportunities
- Support the initiatives of the Trade Training Centre and promote apprenticeship training programs
- Actively support Registered Training Organisations in the promotion and facilitation of training programs designed to develop individuals to a level of employment readiness
- Promote and facilitate government funded programs that deliver up-skilling courses to employees and employers
- Encourage and celebrate innovation and creativity
- Identify, promote and support “broadband ready” programs and initiatives

**BARRIERS TO ECONOMIC DEVELOPMENT**

*Companies seeking to relocate, expand or remain within a region are driven by a number of core factors. Access to an available skilled workforce and the provision of infrastructure that supports the continuing high levels of population growth is critical to the future of Wyndham City’s local economy.*

**Access to local employment**

The ABS Census of 2006 indicated that 33.3% of Wyndham’s resident workforce was employed in the municipality. This figure is only marginally better than the 2001 figure of 33.2%. Whilst a significant
number of new employment opportunities continue to be created, the challenge remains in increasing the percentage of the local resident workforce being employed locally.

Access to local employment has a capacity to deliver economic social and environmental benefits. In the first instance a higher level of local employment has the capacity to promote an environment of spending locally and as a consequence lessen expenditure leakage. Working locally reduces congestion costs and green house gas emissions associated with long journey to work trips.

In a social context, less time on the road provides more time for resident workers to spend time engaging with families, friends and the broader community; all important drivers in achieving a higher quality of living.

Historically Wyndham City and Melbourne’s Western Region has developed and grown through a strong and robust industrial labour base with the Laverton North Industrial Precinct being home to traditional manufacturing. Strategically located close to the Port of Melbourne and with access to the Princes Freeway and Western Ring Road, transport and logistics has become a critical industry for the City’s economic growth.

Nevertheless a large percentage of resident workers travelling to employment outside the municipality are semi professional and professional workers. Wyndham City lacks a critical mass of employment opportunities for these people.

**Mono-centric Melbourne**

In a social context, less time on the road provides more opportunity for resident workers to spend time engaging with families, friends and the broader community; all important drivers in achieving a higher quality of living.

Whilst improvements to the existing road and public transport is critical for greater and more efficient connectivity it is Council’s view that the most desirable means of effectively reducing the volume of road and public transport traffic is through the creation of employment opportunities closer to home.

A commitment to the long term development of Melbourne to a polycentric city will not only be economically, environmentally and socially beneficial to Wyndham City and the outer growth areas but also to greater Melbourne and the State of Victoria.

**Infrastructure: Roads**

Council is keen to establish a close partnership with the Government to ensure that the best possible outcomes are achieved and that the infrastructure required to attract investment and employment is planned, resourced and delivered.

Key road infrastructure projects that need to be given early priority to activate economic development opportunities include:

- A full diamond interchange at Sneydes Road and the Maltby bypass to provide efficient access and egress for both the East Werribee Employment Precinct and Point Cook
- A new station on the Werribee line at Derrimut Road;
- Grade separation of the Old Geelong Road over the rail line at Hoppers Crossing with a new intersection to Hoppers Lane and the Princes Highway;
A new road through the heart of the East Werribee Employment Precinct connecting Derrimut Road to Sneydes Road in Point Cook, including a full diamond interchange with the Princess Freeway; A boulevard road connection from Werribee City Centre to through the East Werribee Employment Precinct to Hoppers Lane and continuing on the Dunnings Road Point Cook; Ongoing development of the Laverton North Industrial Estate to accommodate the continuation of effective B-Douglas truck movements 24 hours per day.

**Infrastructure: Broadband**

Whilst Council applauds the rollout of the National Broadband Network the fact remains that due to the project time line, Wyndham City residents and businesses will remain on the negative side of the “digital divide” Lack of connectivity inhibits business growth and education outcomes.

Whilst there is a logic and understanding that the NBN rollout cannot all happen at once, any potential for existing estates to be connected that abut directly to new green-field rollouts must be given greater consideration. Further, innovative and cost effective short term solutions need to be encouraged to assist in bridging the divide between those that have and those that have not.

Telstra’s “top hat” program has provided ADSL2 to more Wyndham residents however the remaining shortfall is still very significant. Wireless connectivity is a solution of last resort for many residents however the costs associated with this technology is an inhibitor for many individuals and families.

**Provision of Department of Education infrastructure**

The timely provision of Schools in Wyndham is of constant concern. The uncertainty of funding for new schools beyond the current budget limits the certainty parents can have regarding the provision and quality of both Primary and Secondary Schools in the new growth areas. Whilst the Department of Education plans for the provision of schools, they are unable to indicate with certainty, which schools will be built in forthcoming years. This leads to overcrowding of schools and poor transition from Primary to Secondary School.

**Provision of Further Education & Skills Development**

Over the last ten years the labour base throughout the world has undergone dramatic change. This change has been driven by advances in communication, technology and automation systems and Wyndham City has not been immune to these changes.

Wyndham City needs to continue to build the skills of its residents to meet the needs of emerging knowledge based industries and businesses seeking to relocate or expand that require a high skilled professional workforce.

A report by the Centre for Strategic Economies at Victoria University showed that Wyndham City’s share of managers and professionals is 12% of the resident population, compared to the Victorian share of 15%. Wyndham City’s proportion of males aged 20 – 24 who have not completed Year 12 is 39.3%, compared to Melbourne at 23%.

In order to develop a skilled workforce the following conditions need to be met:
  - Investment in education at all levels
  - Access to trade training centres
Further development of programs that support industry based training
Investment in human resourcing to engage with industry and promote industry based training programs
Access, both geographically and financially to higher education programs; including those offering degree courses in communication and technology, medical and health, business, economics and law

Council is extremely disappointed that the Trade Training Centre proposed for construction as a stand-alone facility on a site under the control of Victoria University on Hoppers Lane, Werribee did not come to fruition due to the recent major cuts in TAFE funding. These funding cuts essentially impaired Victoria University’s capacity to continue as the program delivery partner.

**Lack of Government Investment in Werribee City Centre**

To serve the growing population, Wyndham and Melbourne’s west will require a regional capital city as a focal point. The Werribee City Centre, together with the Werribee Employment Precinct, is envisioned as the capital of Melbourne’s new west: ‘Werribee City’.

A Precinct Structure Plan has been drafted following significant stakeholder and community engagement under the direction of an Expert Reference Group chaired by the Chairman of the Growth Areas Authority Mr Chris Banks AM.

The PSP documents set out a vision and planning framework for the future Werribee City Centre.

Wyndham City’s aim is to create an environment that is highly attractive to private development, investment and business in the Werribee City Centre. To assist in achieving this aim Council plans to invest $20 million dollars over the next 5 years on major projects to enhance and embrace the Werribee City Centre’s central river and park.

In population terms Wyndham City is already larger than Dandenong and on current projections the city will one day rival Geelong.

Whilst it is well understood that private development is the ultimate driver of investment and employment, Council is disappointed at the lack of any significant state funding or planning commitment afforded to Werribee City.

Council understands the economic, social and environmental benefits of funding renewal projects in the outer metropolitan growth areas, including those at Dandenong, Broadmeadows and Frankston. This paper has previously referred to the advantages of a polycentric Melbourne however recent State Government have downplayed Werribee’s role as a major activity centre for commercial, retail and residential development.

**East Werribee Employment Precinct**

East Werribee is Wyndham’s prime opportunity to address the considerable net job shortage in Wyndham, the poor supply of ‘white collar’ jobs, and the massive consequent flow of commuters to the east for employment. Given its well documented strengths, East Werribee has the potential to combine with the Werribee City Centre and grow as the *Capital of Melbourne’s New West*. This is a key objective of Council.
Council has participated in, commissioned, or prepared a number of concepts for East Werribee in recent years. All have had a similar vision, and a number of common features. The draft Master Plan that is currently being developed by the GAA has some of the same key features; however, the GAA’s draft plan differs in some key respects. Most notably, it proposes a far higher proportion of housing.

Large areas of pure residential development are proposed, along with large areas of mixed use development incorporating residences. This level of residential development is not supported by Council, particularly as only a very small proportion of area remains for development not potentially incorporating residences. Furthermore, in the draft Master Plan it is the pure residential areas that are proposed to be amongst the first areas to be developed, as opposed to the employment areas, with no guarantee that any revenue from the sale of land for residential development will be invested back into East Werribee.

Council has been disappointed with the GAA’s consultation with Council to date on the project, particularly as the majority of the feedback provided by Council has not been incorporated into the draft Master Plan. It is requested that the GAA work closely with Council to incorporate the requirements and conditions documented in the attachment into the draft Master Plan and broader planning for East Werribee.

**Supporting Industrial Development: Logistics & Freight**

Historically Wyndham City has developed and grown through a strong and robust industrial labour base. The Laverton North Industrial Precinct has been the traditional home of manufacturing and over more recent times to the ever expanding transport and logistics industry. This growth has been driven by locational advantage and affordability and the availability of large parcels of land. Wyndham City has been active in promoting the region and working closely with developers to facilitate responsible development conducive to employment outcomes.

In an exceptionally competitive but healthy environment, logistics operations are seeking locational and connectivity advantages to ensure that running costs associated with freight movement are minimised. The precinct is experiencing exceptionally high levels of semi trailer and b-double freight movements on a 24 hour basis. Major distribution operations of firms such as Coles, Woolworths, Linfox and IGA are expanding and consolidating their Australia wide operations with warehouses of 50,000m² and more the norm.

All levels of government need to be mindful that as the region continues to expand and develop as the major transport and logistics hub of Melbourne that ongoing investment in roads and other traffic management infrastructure is critical to the long term viability of the region.

Council supports the development of a inter model freight terminal within the Western Industrial Node.

The terminal would provide a significant attractor for future investment in warehouse distribution centres, the manufacturing industry and industries both upstream and downstream of those two sectors.
Supporting the Werribee Tourism Precinct

Wyndham City is home to a suite of tourism products, experiences and attractions that attract a diverse range of visitor markets. The Werribee Park Tourism Precinct, including the Werribee Open Range Zoo and Werribee Mansion, is one of the iconic attractions in the region with an estimated 70% of visitors to the Western Melbourne region visiting the Tourism Precinct during their stay.

The region is also home to a variety of other tourism attractions that appeal to visitor markets including nature based attractions, recreational activities, cultural experiences and heritage products and places.

One of the emerging strengths of Wyndham in tourism product is its local and regional events. The City hosts a number of regionally significant events (eg. RAAF Museum Air Pageant, Legends on the Lawn at Werribee Park and the Melbourne International 3 Day Event at the National Equestrian Centre) targeted at the leisure market along with a growing business meetings and events sector. These events have been influential in the high percentage of day visitors who travel to the region.

Recent major capital investment in the Werribee Open Range Zoo has seen the inclusion of a Gorilla experience and with children now offered free entry on weekends, visitation numbers are expected to increase significantly.

The development of the Wyndham Harbour Marina on Port Phillip Bay will add a high level of extra visitation into the Werribee South area.

This is all good news for Wyndham City. The major experiences and events on offer will increase tourism visitation, yield and dispersal and as a consequence, grow the local economy, create new business opportunities and grow existing enterprises. However for the tourism industry and local businesses across a range of sectors to maximise these opportunities a more efficient road network must be developed.

A full diamond interchange at the Princess Freeway and Duncans Road intersection is a priority. Investment in the interchange will not only ensure efficient access to the tourism precinct but it will also provide a much needed link to the Werribee City Centre and as a consequence have a positive effect on expenditure dispersal of visitors to the region.

SUMMARY

1. Local Government plays a key role influencing positive economic development outcomes

2. Strategic alliances, shared flow of communication and effective consultation between State Government agencies and Local Government is critical to growing local and regional economies.

3. Wyndham City’s Economic Development Strategy aims to create employment opportunities for the resident workforce through investment attraction and business development programs. Critically there needs to be a significant shift in the reliance upon the Melbourne CBD for the provision of “white collar” jobs.

4. Wyndham City has a vision to grow Werribee as “The Capital of Melbourne’s New West”. State Government must formally recognise this vision and give due consideration to the commitment
of funds to support key infrastructure projects aimed at activating the Werribee City Centre and the East Werribee Employment Precinct.

5. The East Werribee Employment Precinct has the capacity to create in excess of 50,000 employment opportunities for Wyndham’s resident workforce and the workforce of the broader western metropolitan region. This aspiration cannot be compromised by an over emphasis on housing at the expense of employment zoned land.

6. As one of the fastest growing cities in Australia, investment in infrastructure must be matched to meet such growth. If this is not achievable within existing and future Local, State and Federal Government budgets then initiatives must be put in place to slow down current growth forecasts. Failing this Wyndham City is in danger of evolving into a “dormitory suburb”.

7. Sustainable local economies rely on the availability of a skilled workforce to meet the needs of businesses seeking to grow and invest in the region. Investment in training and education to meet the needs of current and future labour market demands is critical to the long term future of Wyndham City.