

**Competitive**

**Connected**

**Innovative**

**Liveability**



**Melbourne's North**  
The Best For Business

## Introduction

Melbourne’s North is the place in Australia to invest and do business. It is the “best for business” – competitive, connected, innovative with a renowned liveability.

The purpose of this document is to provide you with a guide to why Melbourne’s North is the place to secure your business success.

The document forms part of an integrated program coordinated by the region’s active network of local government, industry and educational institutions. The program is supported by the Victorian Government’s Department of Innovation, Industry and Regional Development. The Victorian State Government is a pro-business government.

Our unique and welcoming business and community environment makes...



# The Best f

Melbourne’s North is a culturally diverse region, characterised by • new and emerging companies in the biotechnology, information and communications technology (ICT), automotive and food industries • strong and successful collaboration between R&D facilities, education, government and business, leading to outstanding new businesses • advanced high technology manufacturing • a multi-skilled workforce • quick and direct access to the CBD, Port of Melbourne and Melbourne Airport • being “ready for new business” • an ecologically sustainable environment • a strong sense of community.



### Legend – Key Regional Stakeholders

- 1 Department of Innovation, Industry and Regional Development (DIIRD)
- 2 NORTH Link/NIETL
- 3 City of Darebin
- 4 City of Hume
- 5 City of Moreland
- 6 City of Whittlesea
- 7 Kangan Batman TAFE
- 8 La Trobe University
- 9 MAB Business Parks
- 10 Melbourne Airport
- 11 Northpoint Enterprise Park
- 12 Northern Melbourne Institute of TAFE (NMIT)
- 13 RMIT University
- 14 Urban and Regional Land Corporation (URLC)
- 15 Yarra Valley Water

## 10 Key Facts about Melbourne's North

- 1 **Competitive** low cost business environment – greenfield sites and re-development opportunities, low set-up costs, affordable labour
- 2 Abundance of Business Parks, for sustainable industrial development, **Connected** to infrastructure and clustered with like companies
- 3 A strategic location – a transport hub, containing **Melbourne Airport**, which is **Connected** to and within minutes of the CBD and the Port of Melbourne
- 4 Highly skilled and multicultural workforce, at a **Competitive** cost – 78 nationalities, 36% speak a language other than English
- 5 Renowned **Liveability** – safe, multicultural, cosmopolitan, on the doorstep of Melbourne, one of the world's most liveable cities

# or Business

Located to the north of Melbourne, capital city of Victoria, Australia, the region offers companies a highly competitive base from which to do business in the Asia-Pacific region.

Melbourne's North has a population of close to one million, in excess of 50,000 businesses and over 10% of Australia's top 500 exporters.

- 6 **Innovative** industry in ICT and biotechnology, supported by R&D Parks, educational institutions and government
- 7 Uniquely **Competitive**, the highest concentration of advanced manufacturing in Australia
- 8 Business Incubators, closely **Connected** to government and education support programs
- 9 World-class, **Innovative** and outward looking education facilities and courses
- 10 A **Connected** business environment. Established networks and collaboration between industry, education, community and government willing and able to meet industry needs.

**To get the best for your business and for more information, contact the stakeholders (details on the back cover) and refer to the website at [www.melbournenorth.com.au](http://www.melbournenorth.com.au)**



# Competitive

## COMPETITIVE

“Visy’s decision to base some of our major packaging and recycling operations at Coolaroo in the *City of Hume* is one of the best we ever made. We continue to expand in the area because of its excellent transport links, amount of available land, good skills base, access to all desirable facilities for our employees and the pro-business attitude of Local Government.”

Harry Debney, CEO, Visy Industries

### KEY COMPETITIVE FACTS

- Strategically competitive location
- Strong economy
- Available and low-cost industrial land and re-development opportunities
- Numerous award winning Business Parks
- Multilingual and highly skilled workforce
- Low labour and housing costs
- Low cost and world-class telecommunications
- Strategic Time Zone

Succeed in the global economy by investing or doing business in Melbourne’s North – a stable and well regulated business environment, offering a multilingual and highly skilled workforce, large low cost tracts of available land and re-development opportunities, in a strategic time zone.

**Strategically Competitive Location**

Melbourne’s North offers one of the lowest risk business environments in Australia and the Asia-Pacific region. It is underpinned by stable economic and political systems that can deliver a high degree of confidence to business choosing to establish a base in Melbourne’s North – reflected in Victoria’s AAA credit rating from Standard and Poors.

Australian cities are among the world’s safest and least expensive. Melbourne ranks as one of the world’s most liveable cities, ahead of Sydney, and is one of the safest, with world-class health and education services. *Source: Washington Population Crisis Committee (2001).* Melbourne is also a less expensive place to live than Sydney (see page 11).

Melbourne’s North is the location of world leading companies in biotechnology (CSL Bio Plasma), environment technology (Visy Recycling) and digital technology (Artoon).

The region is an advanced manufacturing hub (Kodak, Ford and South Pacific Tyres), producing around 30% of Victoria’s manufactured products, and a leading provider and exporter of education services (Kangan Batman TAFE, La Trobe University, RMIT University and NMIT).

Each year more small, medium and large businesses are investing in and re-locating to Melbourne’s North, capitalising on the region’s competitive advantages.

**Strong Economy**

Melbourne’s North has a concentration of leading and emerging industries, with close links between educational institutions, state and federal government, R&D facilities and business, including the leading business network *NORTH Link/NIETL*.

Exports from Melbourne’s North are mainly in automotive parts and motor vehicles, clothing and textiles, leather products, photographic, scientific and electrical equipment (in total representing almost 10% of national manufacturing output), with strong education and health services exports.

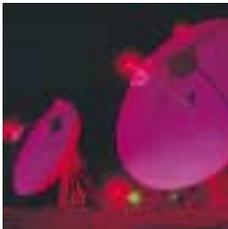
Melbourne’s North has grown by 2.8%pa in Gross Regional Product during the period 1991–1998.

**Available and Low-Cost Industrial Land and Re-development Opportunities**

Melbourne’s North is characterised by numerous well-served greenfield sites in the outer parts of the region (the Cities of Hume and Whittlesea), and re-development opportunities, or brown-field sites, located in the inner parts of the region (the Cities of Moreland and Darebin), available for lease or purchase at a relatively lower cost to comparable sites in other like parts of Melbourne and Sydney. It is one of the least expensive and most desirable places to do business.



- Legend**
- 1 Austrak Business Park – Multi-modal freight terminal
  - 2 Brunswick Business Incubator
  - 3 com.park@thomastown
  - 4 Darebin Enterprise Centre
  - 5 Global Business Park (MAB Corporation)
  - 6 La Trobe University R&D Park
  - 7 Melbourne Airport Business Park
  - 8 National Business Park (MAB Corporation)
  - 9 Northcorp Industry Business Park (MAB Corporation)
  - 10 Northgate Drive Estate
  - 11 Northpoint Enterprise Park
  - 12 Re-development/refurbishment sites in Darebin
  - 13 Re-development/refurbishment sites in Moreland





La Trobe University R&D Park in the City of Darebin

Melbourne's North is undergoing sustained development interest and growth. Of all industrial land sales in Victoria during 2001, the greatest proportion was concentrated in the northern suburbs. Source: *LandMark White Industrial Market Forecast Report (2001)*.

Melbourne's North has the highest proportion of undeveloped industrial land in Melbourne, 60.3% or 2,232 hectares. Source: *LandMark White Industrial Market Report (2000)*.

Industrial rents remain comparatively low – prime industrial rents generally range from \$45 to \$70 sq m net. Source: *LandMark White Industrial Market Report (2001)*.

The Inner parts of Melbourne's North are particularly characterised by mixed-use and re-development opportunities of industrial sites.

#### **Ideal Call Centre Location**

Melbourne's North is an ideal environment in which to set-up a Call Centre, with its plethora of outer region

greenfield sites and inner city re-development/refurbishment sites. A major Call Centre is located in the *City of Whittlesea*, operated by Global Customer Solutions.

#### **Business Incubators**

The inner urban areas of Melbourne's North in *Darebin*

and *Moreland* are particularly characterised by opportunities for recycling and re-development of industrial sites for a wide range of uses such as Business Incubators, including new industrial facilities, office development and mixed use residential, retail and commercial projects. The urban village concept of local work, housing and recreation is a growth area, highly suited to professional services, small home office and ICT uses.

#### **Low Cost Water Supply**

*Yarra Valley Water* provides world-class water and sewerage services to all properties in Melbourne's North. It works closely with business re-locating and investing in the region to provide a "cost-effective" and competitive solution to their business needs.

#### **Business Parks**

Melbourne's North is "ready for new business", with an abundance of award winning Business Parks strategically located, with a choice of quality locations and easy access to national and state transport infrastructure, that adopt progressive garden-based urban design principles.

Through careful research and planning, adopting sensitive environmental design and the provision of or connection with state-of-the-art infrastructure,

the region's Business Parks have attracted some of Australia's largest manufacturing, warehousing, distribution and innovative research companies and are proving very popular with the investment community.

The region's Business Parks represent clusters of companies in like industries and are ideally suited to companies wishing to establish or relocate in this dynamic environment.

MAB has three business parks in the region:

- National Business Park in Campbellfield, adjoining the national headquarters of the Ford Motor Company, that has a number of Ford suppliers in one location with direct access to Ford's assembly line and includes Ford's Research Centre;
- Global Business Park at Tullamarine, within 2 kms and direct access to *Melbourne Airport* and the location of "The Age" one of Australia's leading newspapers; and
- Northcorp Industry Park in Broadmeadows, has numerous innovative and leading company tenants, including ABB Davies Shepard, Ormiston Rubber and Prima Tooling.

The *Northpoint Enterprise Park* in Epping, strategically located to be a "flagship" Business Park in the region, will comprise a combination of retail, commercial and industrial property.

Other major business parks in the region include the Northgate Drive Estate, com.park@thomastown and the *La Trobe University R&D Park* in the *City of Darebin*.

All Business Parks are close to **large** shopping centres, such as the Epping Plaza and Northland Shopping and Cinema Centres in the *Cities of Whittlesea and Darebin*, the Broadmeadows Town Centre shopping centre and the Barkly Square Shopping Centre located in the *Cities of Hume and Moreland*, as well as **leading** schools and hospitals and recreation facilities.



## Leading Educational Institutions

The region is blessed by some of Australia's most prestigious and internationally competitive educational institutions.

The region boasts *La Trobe University*, with six regional campuses and more than 21,500 students, one of Australia's largest multi-campus universities with significant education and research facilities, and *RMIT University*, with over 55,000 students, renowned for its high quality education and training programs and innovative consultancy and research.

The TAFE institutions in the region provide a "competitive edge":

- *Kangan Batman TAFE* is the State's largest automotive training and apprenticeship course provider and offers leading aerospace, polymer and broader transport industries and training courses, with a "one stop shop" single point of entry customised service to students and industry.
- *NMIT* has seven campuses in the region, offering an extensive range of over 300 full-time, part-time and short courses and unique training programs with a thoroughbred stud, aquaculture and viticulture facilities and The Australian College of Wine.

## Multilingual and Highly Skilled Workforce

Melbourne's North has a well educated, multilingual and culturally diverse workforce, able

to provide a strong foundation for building a globally competitive business.

Skilled labour is available at modest rates compared with Sydney and other Asia-Pacific locations.

With over 36% of the region's workforce speaking a language other than English – particularly Italian, Greek, and Chinese – it has a depth and diversity unmatched in most major business locations.

## Low Housing and Labour Costs

Melbourne's North is characterised by high quality affordable housing and housing developments, offering a high standard of living location for posting of executive and expatriate employees.

The combination of low living costs as well as high quality and affordable housing in rural, semi-rural and city locations is very attractive compared with similar localities in other major Australian cities.

The cost of living in Melbourne for executives and managers is 20.3% cheaper than in Sydney in 2001. *Source: Money Manager, (2001).*

A manager earning \$2,000 per week in Melbourne would need \$2,501 in Sydney to maintain the same standard of living. Average annual salaries in Victoria are around 10% less than in the main competitive market of New South Wales. *Source: NIER (1999).*

Housing in Melbourne's North is significantly more affordable than in many parts of Melbourne and in Sydney.

There are many high quality affordable residential developments in Melbourne's North. Examples include the developments of the *Urban and Regional Land Corporation* – Jacksons Hill Estate and Roxburgh Park in the *City of Hume*, a new suburb being built called "Aurora" – one of the largest residential developments being undertaken in Australia by one developer, Lancaster Gate, in the *City of Whittlesea* and Central Creek in the *City of Darebin*. Cosmopolitan inner urban living in the *Cities of Darebin and Moreland* complements this.

## Low Cost and World-Class Telecommunications

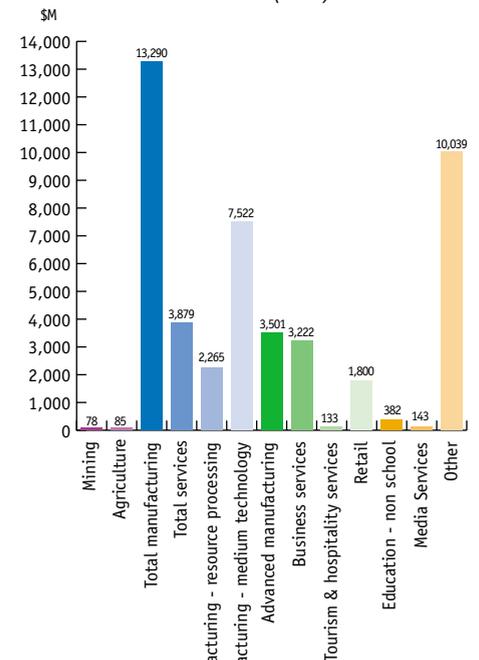
Melbourne's North offers world-class telecommunications facilities.

Every major switch and Call Centre vendor has a significant presence in Australia, and most of these are headquartered in Victoria.

No matter the brand of the current switch network or Call Centre of a company, it can be supplied, installed and maintained locally. Intelligent network services (Centrex) are also available on a rental basis for those companies that do not wish to incur capital expenditure on hardware to set up Call Centres.

Australia's local calls tariff strategy is highly attractive. Local untimed call costs are comparatively very low at around AUD18c (as at 2001) in the Asia-Pacific region and there is a choice of timed or untimed local calls that incur a single unit fee.

Regional Output \$m 1998 (Total output \$46,339m)  
Source: NIER (1999).



International calls are charged at the same tariff regardless of whether they are made from Melbourne's North or from the heart of Melbourne.

## Strategic Time Zone

Melbourne's North is an excellent base to reach regional and Asian markets – it straddles the US close of business and opening of European markets.

Property/Land Costs (Source: JLL & other agents, 4th Quarter 2001).

Property	Purchase	Rental
Industrial	Land: 2000 m <sup>2</sup> from \$65/m <sup>2</sup> to \$140/m <sup>2</sup> (outer vs inner) 1 hectare or more from \$45/m <sup>2</sup> to \$80/m <sup>2</sup>	Buildings: \$65/m <sup>2</sup> pa
Office	\$1000-\$1500/m <sup>2</sup>	\$100-120/m <sup>2</sup> pa
Retail	\$380/m <sup>2</sup>	\$25-30/m <sup>2</sup> pa

For latest figures refer to [www.melbournenorth.com.au](http://www.melbournenorth.com.au)



## CONNECTED

“As a major Australian manufacturing and marketing company...in the automotive market, our operations are ideally located in Melbourne’s North to benefit from the ease of transportation links to all states and markets and access to a highly skilled workforce...Local Council and State Government support for education facilities and infrastructure as well as their desire to establish community and business partnerships are important.”

Robert McEniry, Managing Director, South Pacific Tyres

### KEY CONNECTED FACTS

- World-class transport links
- Business support programs of Local Councils, State Government and Educational Bodies
- Business Incubators – Educational Institutions and Local Government Connected to Business
- Outstanding urban design residential developments
- Conference Centres
- Close proximity to CBD and Docklands and the Port of Melbourne
- *Melbourne Airport*, a curfew free 24 hour international airport
- Melbourne Sydney Rail Link

Melbourne's North is a transport hub – one of the best-designed transport networks in the world, the envy of other Australian cities, with easy, quick and direct access to *Melbourne Airport*, the CBD and the Port of Melbourne.

### World-Class Transport Links

Melbourne's North is now even more attractive for business. An excellent highway and freeway network provides fast and efficient transit between MAB's three business parks and with the *Northpoint Enterprise Park*, the Melbourne metropolitan area, regional Victoria and Australia's major cities. The region is connected to rural Victoria and Southern New South Wales by two strategic road routes, the Hume and Calder Highways, and by the M80 Ring Road and City Link road and tunnel. This means the CBD and the Port of Melbourne are only 15-20 minutes or less away from key parts of the region.

The Urban and Regional Land Corporation's residential developments are inter-connected with these transport links.

Melbourne's North is the location of *Melbourne Airport*, a curfew free 24-hour international airport. The airport is the second biggest airfreight hub in Australia, consistently voted in the top five airports in the world, with leading international airfreight operators DHL and Lufthansa.

The airport has direct international air links to 125 destinations in 35 countries.

Comparisons of road transit times show that Melbourne's are around 15% quicker than those of Sydney – offering a competitive edge in Australia for speed and reliability.

The region also has access by rail to and from the Port of Melbourne and to other parts of Australia, via a unique combination of standard and broad gauge rail links.

### Business Support Programs

*NORTH Link/NIETL* is recognised state wide and nationally for providing leadership in business networking, exporting, regional

development and promotion. It is a connecting organisation, that facilitates information for business improvement in collaboration with educational institutions, Local, State and Federal Governments.

The progressive, supportive and award winning Local Councils of *Darebin, Hume, Moreland* and *Whittlesea*, offer a diverse range of business support services. They can assist with site selection, pre-development planning advice, fast tracking of permits and financial incentives (on a case-by-case basis), business briefings and training programs, web-based business links and networks and business start-up support services. The Councils also operate Business Incubators.

### Business Incubators – Educational Institutions and Local Government Connected to Business

The region has one of the most supportive business environments in Australia. This is characterised by national award winning Business Incubators – closely integrating business, education and government to encourage innovation, economic development and business growth.

The *La Trobe University's* R&D Park, comprises a *Technology Enterprise Centre* that graduates incubating businesses and attracts new start-up technology businesses. New (Park) tenants co-locate with Rio Tinto (research and technical development), The Walter and Eliza Hall Institute (of medical research) and the (Victorian) Environment Protection Authority.

*La Trobe University, RMIT University* and *NMIT* worked, in cooperation with *NORTH Link/NIETL*, on project.reX, linking staff and students from

various faculties of these institutions with 91 companies in Melbourne's North, to implement web page, e-commerce and intranet communication strategies.

*Kangan Batman TAFE* has the largest purpose-built training facility for the aviation industry, and Centres of Excellence in transport and logistics training and automotive with a new Automotive Centre of Excellence to be located at Docklands.

The Darebin Business Incubator, known as the Darebin Enterprise Centre, is in its fourth year of operation and is home to over 40 new businesses. It won the Federal Government Incubator of the Year Award in 2001.

The Brunswick Business Incubator provides office suites, manufacturing space and conference rooms. It is planned to be home to over 100 small businesses.

### Conference Centres

The *Cities of Hume, Whittlesea, Darebin* and *Moreland* all have first-class Conference Centres. These include the *Melbourne Airport Hilton*, Plenty Ranges Arts and Convention Centre, Darebin Arts and Entertainment Centre, Eagle Conference and Function Centre at *La Trobe University* and the Aitken Hill Conference Centre, all close to the CBD and minutes from the Airport.



### Legend

- 1 Airport Hilton
- 2 Aitken Hill Conference Centre
- 3 Business Incubators
- 4 Darebin Arts and Entertainment Centre
- 5 Eagle Conference and Convention Centre (La Trobe University)
- 6 Kangan Batman TAFE
- 7 La Trobe University
- 8 Melbourne Airport
- 9 NMIT
- 10 Plenty Ranges Arts and Convention Centre
- 11 RMIT University
- 12 URLC
- 13 Yarra Valley Water

# INNOVATIVE

“The Biosciences Building facility (opened at *RMIT University* in 2001) allows the direct translation of technology from the laboratory ‘bench’, through prototype development, to the production of batches suitable for registration trials in Australia and overseas. *RMIT University* has shown a willingness to work with companies such as ours, to develop graduates with appropriate expertise to enhance Biotechnology opportunities for Australia with a focus on commercial outcomes.”

James Judd,  
Co-founder and Director of Bioproperties Australia

# Innovative

## KEY INNOVATIVE FACTS

- R&D by leading educational and medical institutes
- Multi campuses of *Kangan Batman TAFE*, *La Trobe University*, *RMIT University* and *NMIT*
- *Kangan Batman TAFE* – Innovation Incubator
- *La Trobe University* – Technology Enterprise Centre
- *NMIT* Viticulture and Aquaculture facilities
- *RMIT University* Biosciences Building
- Innovative and knowledge based ICT, multimedia and biotech companies and educational institutes
- Innovative companies
- New and emerging value-added companies

Melbourne's North is rapidly becoming renowned for its innovative companies in ICT, multimedia and biotechnology. A centre in Australia for research and development, with world-class facilities connecting researchers, government, business and the community.

## Innovative Companies and Educational Institutions

### Companies

Leading innovative companies located in Melbourne's North include Ford Australia, Kodak, CSL Bio Plasma (leading new plasma company) and the world renowned high-technology companies Note Printing Australia (pioneering technology for polymer notes used world-wide) and Visy Recycling (the plant is a world leader in high-tech recycling technology) all located in the *City of Hume*. Super Alloy Technology (high-tech golf clubs), located in the *City of Whittlesea*, and Multi-Core Aerators (turf analysis), located in the *City of Darebin*, are other examples.

Melbourne's North is becoming known as a breeding ground of digital and multi-media technology companies. Artoon, located in Brunswick in the *City of Moreland*, produced the graphic design for all merchandise for the Asia-Pacific region for the movie blockbuster, "Harry Potter and the Philosopher's Stone". The Brunswick area is not only known for its trendy cafes and restaurants, but also as an ideal location for innovative businesses in multi-media, film and TV post-production and design to set-up in "mixed-use" re-developed sites.

The URLC is a pioneer of innovative urban development practice and technologies. Aurora, a new suburb being built by the URLC in the *City of Whittlesea* of up to 9,000 homes, will feature a reclaimed water system. This system will collect and treat wastewater from all homes on the estate. Once treated, the water will be returned to each home through a separate pipe to be used for toilet flushing, garden watering and car washing.

The solar powered housing

development of the URLC at Jackson Hill Estate in the *City of Hume*, is the second largest residential development in Australia powered by solar energy.

### Educational Institutes

#### Kangan Batman TAFE

*Kangan Batman TAFE* is recognised as being one of Victoria's most innovative training providers. In 2001 it won Victorian Training Provider of the Year Award. Through its "Innovation Incubator", *Kangan Batman* nurtures the development of innovative approaches to training delivery. This has enabled the Institute to remain on the cutting edge of learning technology and materials development.

*Kangan Batman TAFE* has launched many industry first innovative educational training projects in the automotive field. In October 2002, the Victorian Government announced the approval of the establishment of a new *Kangan Batman TAFE* Automotive Centre of Excellence at the Docklands. The announcement of funding of \$14 million for the first stage of the Automotive Centre of Excellence will provide an opportunity to build a one-of-its kind automotive learning and research centre. The new Automotive Centre of Excellence will represent an opportunity to address the significant challenges facing the automotive industry in Australia.

#### NMIT

In 1995, *NMIT*, located in the *City of Darebin*, became one of Australia's first TAFE institutes awarded the highest international level of quality assurance for its operations – the International Quality Standard ISO9001.

*NMIT* has a number of programs working with industry to commercialise products and services for the manufacturing,



### Legend

- 1 La Trobe University
- 2 Kangan Batman TAFE
- 3 NMIT
- 4 RMIT University
- 5 Visy Recycling
- 6 Ford Australia
- 7 Note Printing Australia
- 8 Super Alloy Technology
- 9 Multi-Core Aerators
- 10 Artoon
- 11 CSL Bio Plasma

engineering and building, thoroughbred, viticulture and aquaculture facilities.

The aquaculture facility at Epping in the *City of Whittlesea* provides both research and training facilities for business in Melbourne's North wishing to establish or improve existing operations.

*NMIT* also has state-of-the-art business and management computer training facilities.

#### La Trobe University Technology Enterprise Centre

The Centre on the University's R&D Park graduates incubating businesses and attracts new start-up technology businesses, with a reputation amongst Australia's leading scientific, IT and research companies as a centre of excellence for start-up, small mature and large technology developers.

The Centre, located in the *City of Darebin*, has assisted some 38 start-up technology businesses.

The major businesses located on the La Trobe R&D Park include the National Institute for Forensic Science, Rio Tinto Technical Services, the Environmental Protection Authority, the Walter and Eliza Hall Institute of Medical

Research and the Walter and Eliza Hall Institute Biotechnology Centre.

#### RMIT University Biosciences Building

*RMIT* opened its new \$32 million Bioscience Building in 2001, as part of its commitment to strengthening research, development and teaching of biotechnology and medical sciences in Victoria.

Facilities include a high-tech laboratory complex for teaching and research, boasting the latest advances in information technology. It contains facilities for biosciences, cell culture, digital imaging, bacterial fermentation, therapeutic drug screening and aquaculture. Australia's only virology laboratory, accredited by the National Association for Testing Authorities and the Royal Australasian College of Pathologists is located at the University.

#### RMIT Brunswick

*RMIT* Brunswick houses state-of-the-art facilities for printing and textiles technology, including textile testing and is the leading Victorian provider of training services to the printing and textile industries.

# LIVEABILITY

“Melbourne’s North offers a liveability that is second to none. It has a relaxed multicultural and cosmopolitan lifestyle, with easy and direct access to Melbourne’s CBD, *Melbourne Airport*, business districts and world-class schools and hospitals. I enjoy the wonderful range of restaurants and festivals and all the advantages of inner city, semi-rural and rural living in a safe environment.”

Peter Spassopoulos,  
Supply Chain Manager, National Can Industries



# liveability

## KEY LIVEABILITY FACTS

- A vital part of one of the world’s most liveable cities, Melbourne
- Cosmopolitan and multicultural lifestyle – excellent recreational facilities
- High quality inner city, semi-rural and rural lifestyle
- Affordable high quality housing
- 16 golf courses and 54 tennis clubs
- World class universities and TAFE institutions, with over 200 primary and secondary schools
- Music, art and multicultural festivals
- Abundance of restaurants catering to all tastes
- Whittlesea Show and Whittlesea Country Music Festival
- Historic sites, the German settlement – Ziebells Farmhouse, Pentridge Prison and Rupertswood (birthplace of The Ashes)
- Epping Plaza and Northland Shopping and Cinema Centres
- Preston Market
- Sunbury Wine Festival and numerous leading wineries
- Horseriding
- World-class Northern Hospital Epping
- The Meadows Greyhound Track
- The “City” at *La Trobe University*, with an art museum, sports clubs, Melbourne Wildlife Sanctuary, restaurants and shops

Melbourne's North has renowned Liveability – safe, multicultural, cosmopolitan, on the doorstep of Melbourne, one of the world's most liveable cities.

## PROFILE OF STAKEHOLDERS

### Department of Innovation, Industry and Regional Development (DIIRD)

DIIRD plays a pivotal role in the economic and business development of Victoria. The Department aims to assist Melbourne's North to:

- Increase its capacity and competitiveness
- Increase employment opportunities
- Ensure it secures and maintains a strong and competitive position in the global economy
- Improve the quality of life for all residents
- Provide a whole of government focus to economic development.

DIIRD has a range of business and investment attraction programs in place to support and work with business.

### NORTH Link/NIETL

NORTH Link/NIETL is recognised as a leading business network.

NORTH Link/NIETL provides leadership and activities for the development of business best practice and innovation in Melbourne's North.

NORTH Link/NIETL offers linkages and information to prospective business investors in Melbourne's North, to reduce business costs and identify the most suitable location for business needs, in collaboration with regional stakeholders.

### City of Darebin

The City of Darebin is a rich and diverse multicultural community, characterised by music and cultural festivals, located just five kms from the CBD. It has

excellent transport links and proximity to the airport.

About 60 percent of business in Darebin is in the retail and manufacturing sectors. Major manufacturers include BOC Gases, The Stafford Group, Calvin Klein, Windsor Smith, Florsheim and Diana Ferrari.

It is renowned for its award winning Darebin Enterprise Centre (Business Incubator), providing start-up businesses with business development assistance.

The City has numerous retail strips, plus Preston Market and Northland Shopping and Cinema Centre.

Major suburbs are Northcote, Preston, Reservoir and Thornbury.

### City of Hume

The City of Hume is located on the urban fringe, 20kms north west of the CBD. It is Australia's fourth fastest growing municipality and a culturally diverse community, with urban and rural aspects.

The City of Hume is linked by all major roads in the region to metropolitan Melbourne, country Victoria and Australia, Melbourne Airport and the Port of Melbourne and by rail to the newly established multi-modal freight terminal at Somerton.

The City of Hume is home to state-of-the-art business parks and companies including the Ford Motor Company, Nestlé, the Age Print Centre, Note Printing Australia, Laminex, Kraft, Visy and Visy Recycling. Hume is the location of Kangan Batman TAFE with 30,000 students enrolled.

Major suburbs are Sunbury, Broadmeadows, Campbellfield, Craigieburn and Tullamarine.

### City of Moreland

The City of Moreland begins just five kms from the CBD. Moreland has a well-established high quality, manufacturing base, a growing business services sector and a lively mix of entertainment venues and multicultural restaurants.

New private sector investment in Moreland is taking many forms – revitalised industry precincts, new growth in professional services businesses; exciting re-use of former industrial sites for mixed business and residential development, all actively supported by Moreland City Council.

The City has strong and active forms of business support and the Moreland Community Enterprise Centre, which provides start-up businesses with office space and assistance, and the Brunswick Business Incubator.

Major suburbs are Brunswick, Coburg, Glenroy and Fawkner.

### City of Whittlesea

The City of Whittlesea, 30 minutes to the CBD and 17 minutes to Melbourne Airport, offers a unique blend of city comfort and country hospitality.

Business support programs include a Business Lunch Seminar Series, Business Training and Development Program and Whittlesea Exporting Industry Cluster networks.

The City has numerous serviced large greenfield sites, ready for development and now being developed. It is home to the world-class Northern Hospital Epping.

Major suburbs are Bundoora, Epping, Lalor, Thomastown and Whittlesea.

### Kangan Batman TAFE

Kangan Batman TAFE is a multi-discipline TAFE providing vocational training for a broad range of occupations. With five regional campuses, it is Victoria's major training provider for the

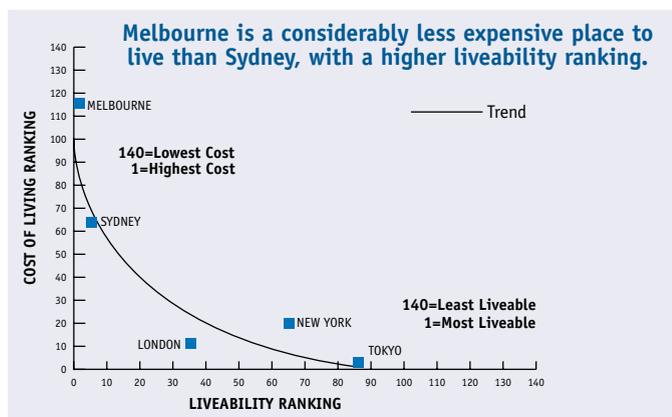


### Legend

- 1 Restaurants and Cafes (Multicultural)
- 2 Sunbury Wine Festival
- 3 Whittlesea Country Music Festival
- 4 Whittlesea Show
- 5 Preston Market
- 6 German Settlement – Ziebell's Farmhouse
- 7 Darebin Chinese Kite Festival
- 8 Rupertswood – Birthplace of The Ashes
- 9 The Meadows Greyhound Track
- 10 La Trobe University Melbourne Wildlife Sanctuary
- 11 CERES Environment Centre
- 12 Epping Plaza Shopping and Cinema Centre
- 13 Northland Shopping and Cinema Centre
- 14 Broadmeadows Town Centre Shopping Centre
- 15 Barkly Square Shopping Centre

### URLC Residential Developments

- A Jackson's Hill Estate
- B Roxburgh Park
- C Aurora
- D Lancaster Gate
- E Central Creek



Source: Washington Population Crisis Committee (1991).

automotive, aerospace and polymer industries, and of trainee/ apprenticeship training.

*Kangan Batman TAFE* specialises in quick-response, personalised services for new and established businesses, in the form of customised staff training and a wide range of educational consultancy services.

Programs offered range from short courses to nationally-accredited certificates, diplomas and advanced diplomas, and apprenticeship/traineeship qualifications. The Institute offers a range of delivery options, such as combinations of workplace and on-campus training, according to client needs.

*Kangan Batman TAFE* was named Training Provider of the Year in the 2001 Victorian Training Awards, and was a Finalist in the 2001 Australian Business Excellence Awards. The Institute is ISO 9001 and ISO 14001 (Environmental Management System) accredited.

## La Trobe University

The main campus of *La Trobe University* is on a 400 hectare site 14kms northeast of Melbourne's CBD.

With six regional campuses and more than 24,000 students, *La Trobe* is one of Australia's largest multi-campus universities, with teaching and research strengths in biochemistry, genetics, chemistry, biomedical engineering, information technology, health and environmental sciences.

*La Trobe* is one of Australia's leading international universities with links to more than 200 universities around the world.

Access to the technology base of the University is one of the strengths of the *La Trobe University* R&D Park. It comprises three distinct facilities for tiered development – incubator suites, graduate business facilities and serviced suites for large businesses.

The "City" at *La Trobe University*, has an art museum, sports clubs, Melbourne Wildlife Sanctuary, restaurants and shops.

## MAB Corporation Business Parks

*MAB Business Parks* is one of Victoria's leading developers of award winning Business Parks in Melbourne's North. Through careful research, planning, sensitive environmental design and the provision of state of the art infrastructure, its three Business Parks – Global Business Park, National Business Park and Northcorp Industry Business Park – have attracted some of the country's largest manufacturing, warehousing, distribution and research companies.

Strategically located in the heart of the north's industrial centre, *MAB's* estates have provided a level of amenity not seen before in Melbourne. Adopting progressive garden-based urban design principles, with sweeping tree lined boulevards and extensive gardens and lakes, *MAB's* Business Parks are proving very popular with employers, employees, investors and the wider community alike.

## Melbourne Airport

*Melbourne Airport* is located about 25 kms from the City Centre, with a four star Hilton Hotel.

*Melbourne Airport* is a curfew free, 24-hour international airport. It is Australia's second biggest airfreight hub, consistently voted in the top five airports in the world.

The airport has direct international air links to 125 destinations in 35 countries.

*Melbourne Airport* is a freight gateway into Australia, as the home to DHL and Lufthansa, two of the world's largest freight companies.

Around the airport there are a 350 hectares of land, featuring a Business Park and an Office Park at various stages of development.

## NMIT

*NMIT* is located 11kms northeast from Melbourne's CBD.

*NMIT* offers over 300 full-time, part-time and short courses in Business, Agricultural Studies, Hospitality, Tourism, Computing, Arts, Building, Community Studies, Engineering, Further Education and Design. Its seven campuses in Melbourne's North are located within convenient

reach by public transport, connecting to trendy and modern shopping centres, entertainment venues and international restaurants.

Excellent resources including state of the art technology are features of *NMIT's* high quality training programs. The programs of *NMIT* include a manufacturing, engineering and building industry training centre, thoroughbred stud, an aquaculture facility at Epping and a viticulture facility, The Australian College of Wine.

The Tourism and Hospitality Centre has one of the finest training restaurants, St George's Restaurant.

## Northpoint Enterprise Park

*Northpoint Enterprise Park* is strategically located to be a 'flagship' Business Park in the Melbourne's North. It is connected by the major intersection of a State Highway (Craigieburn Bypass, due for completion in 2004) and the duplication of Cooper Street to a 4-lane boulevard (due for completion in 2003), and is conveniently located to the Epping Plaza Regional Shopping Centre, the Northern Hospital and tertiary institutions.

*Northpoint Enterprise Park* will comprise a combination of retail, commercial and industrial property and existing tenants include Australia's largest importer and wholesaler of aquarium fish, Aquarium Industries.

## RMIT University

Located 20 kms north east of Melbourne's CBD, *RMIT* is renowned for its quality education and training programs, innovative consultancy and research and its close links with industry and employers.

*RMIT* is a leading exporter of Australian education, offering hundreds of courses in Melbourne and overseas.

The seven faculties encompass a wide range of academic departments and more than 20 research centres and institutes. *RMIT's* 55,000 students are studying programs from pre-apprenticeship to doctorate level. *RMIT's* Bundoora Campus is a centre of excellence for life

sciences, mechanical and manufacturing engineering, youth affairs, teacher education, psychology and occupational health and safety.

*RMIT* Brunswick is a leader in technology and training for the textiles and graphics industries.

*RMIT* is a leader in promoting cultural diversity through research and learning.

## The Urban and Regional Land Corporation (URLC)

The *URLC* is a Government Business Enterprise and is one of Victoria's largest residential property developers. It has successfully operated for over 27 years, and has developed and sold almost 35,000 residential lots.

The *URLC* is committed to achieving:

- Outstanding urban design and liveable communities
- Sustainable development
- Responsiveness to the diverse needs of customers including affordable housing
- Innovation in products and processes
- Strong commercial performance and
- An organisational culture which empowers its staff to achieve excellence

With five regional residential developments, the *URLC* functions as an industry leader, pioneering the successful application of innovative approaches to development.

## Yarra Valley Water

As a retail water company, *Yarra Valley Water* provides world-class water supply and sewerage services to 1.5 million people who live and work in the Yarra River catchment area of Melbourne.

Owned by the State Government of Victoria, it is committed to environmental sustainability, demonstrates outstanding innovation and achievement in water conservation and waste management and is a recognised leader in delivery of customer service. The Operating Licence covers an area of around 3,955 square kms of Melbourne's northern and eastern suburbs, 8,380 kms of water main and 7,830 kms of sewerage main.





# Melbourne's North

The Best For Business

The region's Key Stakeholders have a range of information products that can be accessed on the website [www.melbournenorth.com.au](http://www.melbournenorth.com.au) including a Business and Investment Enquiry Form, or by contacting the stakeholders listed below. We are ready for business.

## CONTACT DETAILS OF KEY REGIONAL STAKEHOLDERS

### Department of Innovation, Industry and Regional Development

Contact: Regional Manager  
Northern & Western  
Metropolitan Region  
Victorian Business Centre  
Department of Innovation, Industry  
and Regional Development

Phone: +61 3 9326 1233  
Fax: +61 3 9326 1561  
Web: [www.dsrd.vic.gov.au](http://www.dsrd.vic.gov.au)

### NORTH Link/NIETL

Contact: Executive Director  
NORTH Link/NIETL  
Phone: +61 3 9479 3337  
Fax: +61 3 9467 8310  
Web: [www.melbournenorth.com.au](http://www.melbournenorth.com.au)

### City of Darebin

Contact: Manager Economic Development  
Phone: +61 3 9230 4465  
Fax: +61 3 9478 1866  
Web: [www.darebin.vic.gov.au](http://www.darebin.vic.gov.au)

### City of Hume

Contact: Director City and  
Economic Development  
Phone: +61 3 9205 2351  
Fax: +61 3 9205 2362  
Web: [www.hume.vic.gov.au](http://www.hume.vic.gov.au)

### City of Moreland

Contact: Manager Economic Development  
Phone: +61 3 9240 1177  
Fax: +61 3 9240 1186  
Web: [www.moreland.vic.gov.au](http://www.moreland.vic.gov.au)

### City of Whittlesea

Contact: Director Economic Development  
and City Marketing  
Phone: +61 3 9217 2278  
Fax: +61 3 9217 2111  
Web: [www.whittlesea.vic.gov.au](http://www.whittlesea.vic.gov.au)

### Kangan Batman TAFE

Contact: Industry Training Manager  
Phone: +61 3 9254 3025  
Fax: +61 3 9375 2726  
Web: [www.kangan.edu.au](http://www.kangan.edu.au)

### La Trobe University

Contact: Director of Public Affairs  
Phone: +61 3 9479 2316  
Fax: +61 3 9479 1387  
Web: [www.latrobe.edu.au](http://www.latrobe.edu.au)

### MAB Corporation Business Parks

Contact: General Manager, Business Parks  
Phone: +61 3 9804 8995  
Fax: +61 3 9827 0993  
Web: [www.mabbusinessparks.com.au](http://www.mabbusinessparks.com.au)

### Melbourne Airport

Contact: Head of Property  
Phone: +61 3 9297 1162  
Fax: +61 3 9297 1717  
Web: [www.melair.com.au](http://www.melair.com.au)

### NMIT

Contact: Director Programs  
Phone: +61 3 9269 1223  
Fax: +61 3 9269 1202  
Web: [www.nmit.vic.edu.au](http://www.nmit.vic.edu.au)

### Northpoint Enterprise Park

Contact: Development Director  
Phone: +61 3 9832 4010  
Fax: +61 3 9822 7886  
Web: [www.northpoint.net.au](http://www.northpoint.net.au)

### RMIT University

Contact: RMIT Research  
& Development  
Phone: +61 3 9925 7498  
Fax: +61 3 9466 9980  
Web: [www.rmit.edu.au](http://www.rmit.edu.au)

### Urban Regional Land Corporation

Contact: Chief Operating Officer  
Phone: +61 3 9664 8444  
Fax: +61 3 9662 1666  
Web: [www.urlc.vic.gov.au](http://www.urlc.vic.gov.au)

### Yarra Valley Water

Contact: Key Accounts Manager  
Phone: +61 3 9874 2122  
Fax: +61 3 9872 1353  
Web: [www.yarravalleywater.com.au](http://www.yarravalleywater.com.au)

