Melton Employment and Industrial Land Supply Review

Prepared for
Melton City Council

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Contents.

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City of Melton Employment and Industrial Land Supply Review

Executive Summary

The Melton Employment and Industrial Land Supply Review investigates the supply of land to support ongoing economic growth within the City of Melton (CoM).

As the City grows into a community of 485,000 people by 2051, the City will require new commercial and industrial land to support local employment growth and the long term economic dynamism.

This study investigates the availability and outlook for commercial and industrial land within the City of Melton in the context of significant and rapid growth.

A New Industrial Economy

The CoM is currently one of the leading areas of industrial growth and investment in Victoria.

In the past 5 years, the City has attracted a growing share of industrial investment in Melbourne's West, which is Victoria's leading region for industrial development.

In 2021, just under a third (31%) of all industrial development within the Western State Significant Industrial Precinct occurred within the CoM (up from 16% in 2017).

Formerly farming areas in Ravenhall and Truganina are now contemporary business parks supporting the operations of major national and international corporations with over 10,500 jobs. Growth has been rapid. Over the 2016 to 2021 period, the area added 5,000 jobs.

Consumption of Industrial Land in Ravenhall, Truganina, Mount Atkinson 2007 and 2021

Sustained Industrial Expansion

Year on year, the City's industrial footprint, workforce and scale of industrial development grows.

In 2021, the City experienced a record year of industrial development when 42 hectares of vacant industrial land was developed. Since 2007, the CoM has seen the development of over 315 hectares of industrially zoned land. Every year the scale of industrial development has grown at a rate of 5.7% per annum.

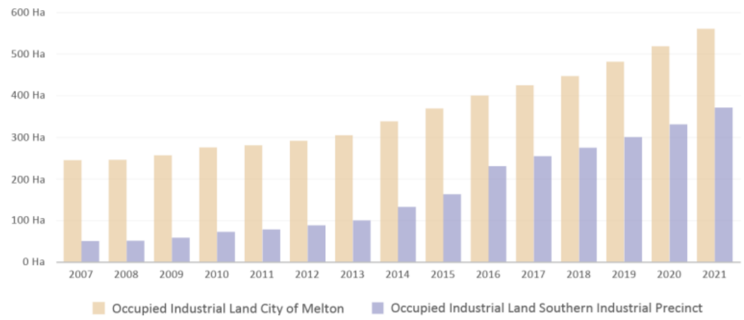

Chart 1: Growth in occupied industrial land 2007 and 2021 CoM and Ravenhall, Truganina

The main focus of industrial development has been in the suburbs of Ravenhall and Truganina (the City's Southern Industrial Precinct). The area enjoys excellent access to the region's major road infrastructure (the Western Freeway and proximity to the Metropolitan Ring Road) while also providing greenfield expansion opportunities that link new- industrial precincts with established industrial areas in Laverton and Derrimut.

Since 2007, the Southern Industrial Precinct has seen the development of 284 hectares of vacant industrial land. Within the precinct year on year industrial development has grown at a rate of 13.3% per annum.

Industrial Land Consumption

A substantive pipeline of approved and confirmed industrial development proposals will see the City's transport, warehousing, manufacturing and construction industries continue to grow particularly in the City's southern industrial precinct.

At present, an average of approximately 38 hectares of industrial land is developed every year. In the near future, the pipeline of approved industrial projects has the potential to see industrial development grow beyond 50 hectares per annum. Ongoing industrial land development will result in the full development of all zoned vacant industrial land in the City's Southern Industrial Precinct by the early 2030's.

Boosting Industrial Land Supply

The CoM incorporates 1,189 hectares of unprogrammed industrial land. The majority of this land is within the Ravenhall (Quarry Site) Chartwell East, Derrimut Fields and the Warrawee Precinct Structure Planning (PSP) areas. To ensure the sustained growth of the City's Southern Industrial precincts which is currently the City's main economic and employment generator, the future of these PSP areas needs to be resolved as an economic priority. Timely infrastructure planning and provision is also needed (foundational roads, drainage and energy services) to support industrial and commercial investment.

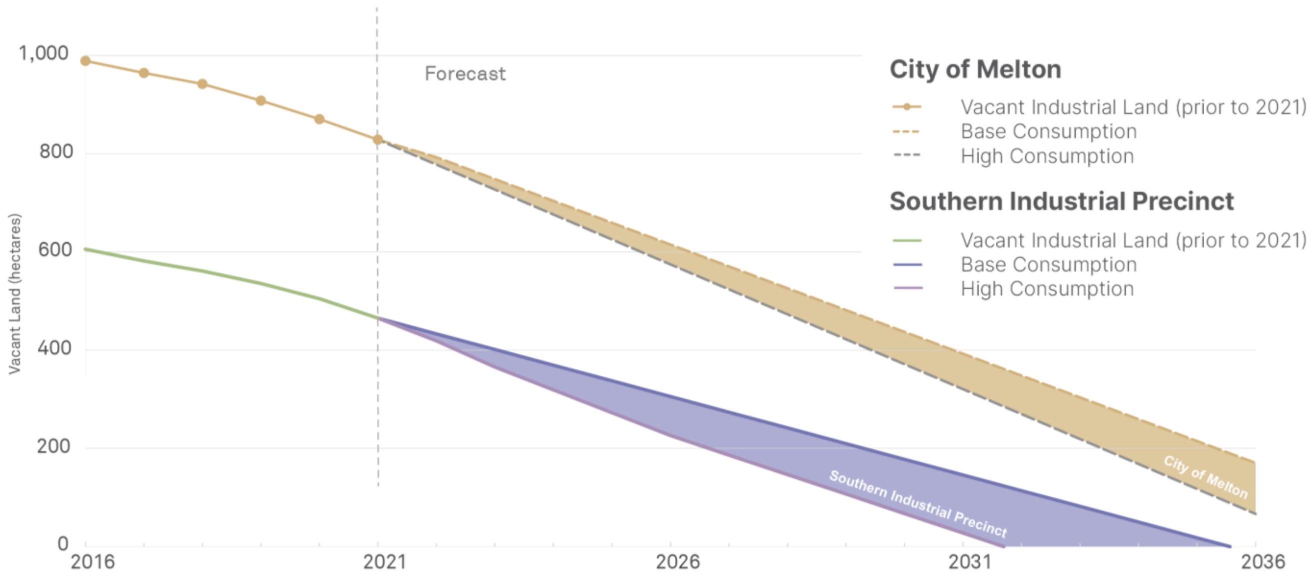

Chart 2: Projected Consumption of Industrial Land CoM and Ravenhall Truganina

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Expanding Commercial Land Supply

The City aims to add 100,000 new jobs by 2050. The City's job target anticipates the emergence of the Cobblebank Metropolitan Activity Centre as a major employment and service destination incorporating 20,000 jobs. Ravenhall, Truganina and Fraser Rise aim to support 30,000 new jobs while the Southern Industrial precinct is anticipated to continue to expand its employment base with the addition of a further 20,000 jobs.

New medical and hospitality uses, retail outlets and office uses will require extensive new land to support the development of new facilities. To date the Precinct Structure Planning Process has added over 378 hectares of new commercial land expanding the City's commercial land supply by over 75%. However, most of this land is currently vacant.

Limited Commercial Growth

The recently complete shopping centres in Cobblebank (Cobblebank Village), Aintree (Woodlea Shopping Centre), Opalia Plaza (Weir Views) comprise the most significant new commercial developments in the City's growth areas. A number of new town centre proposals are currently progressing at Rockbank, Thornhill Park, Deanside, Eynesbury and Fraser Rise.

As of 2022, commercial development in the City's growth area communities primarily focused on the delivery of foundational retail and service infrastructure for new communities in the form of a supermarket and a number of ancillary shops.

There is currently 378 hectares commercial land in the City's growth areas of which, at 2022, 25 hectares has been developed. The remaining land is vacant.

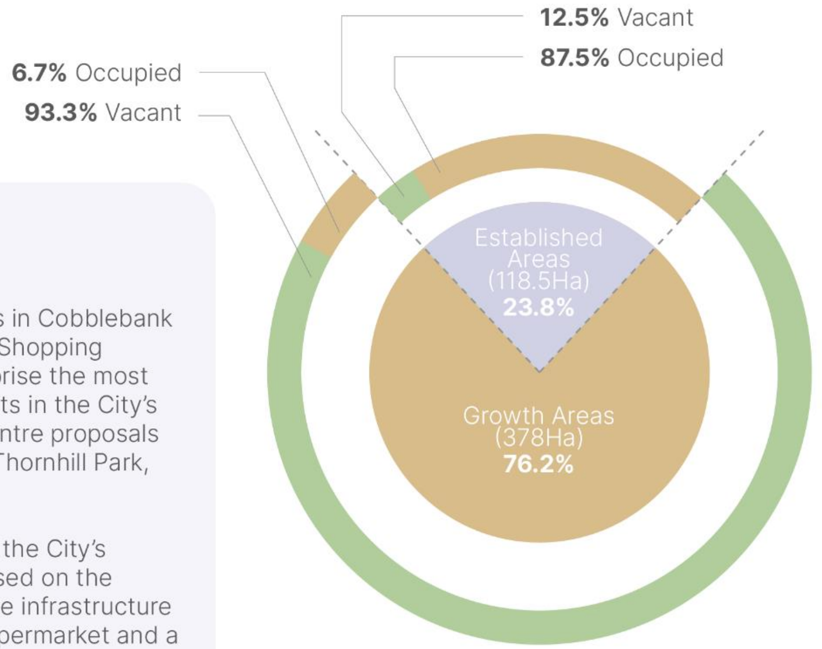


Chart 3: Occupancy of Commercial Land CoM Growth Areas and Established Areas 2022

Cobblebank and Rockbank - Occupied and Vacant Commercial Land

Commercial Outlook

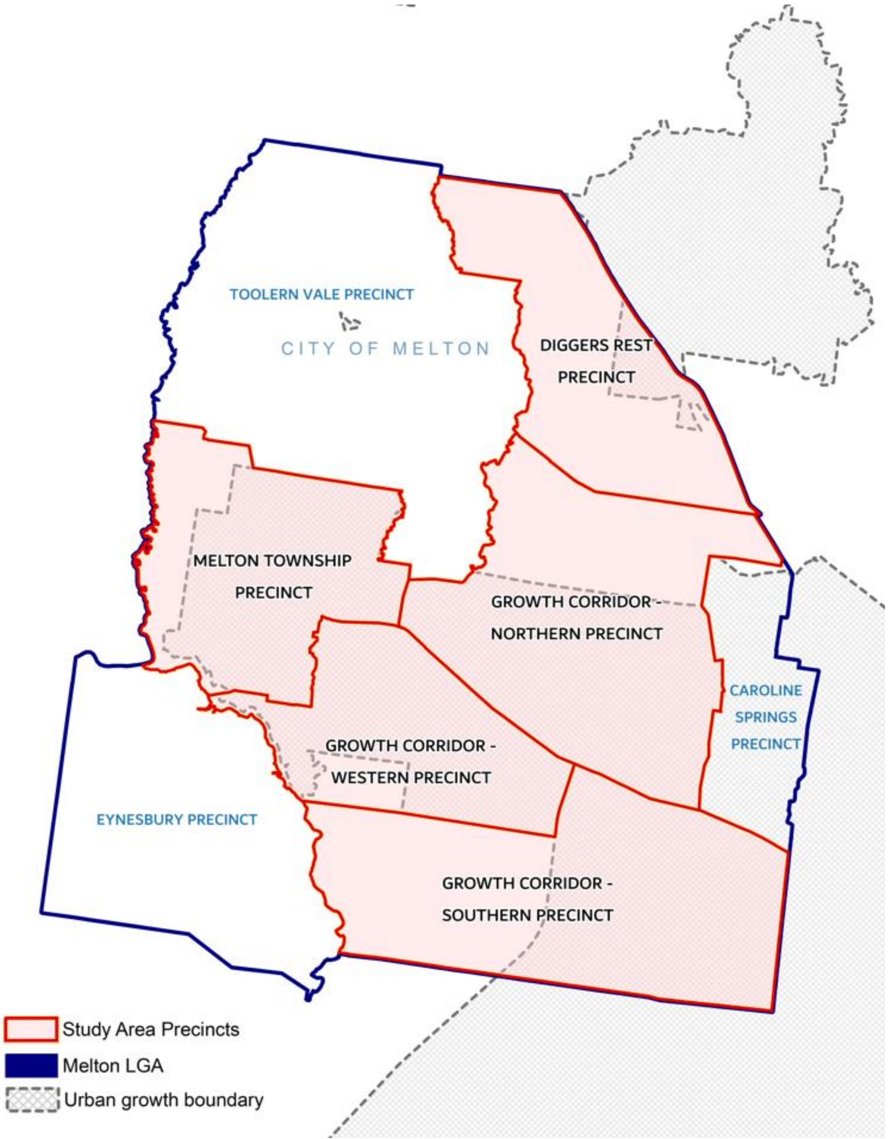
The City currently incorporates substantial vacant commercial land. Multiple drivers will support long term commercial land demand including:

- Projected population and household growth.
- The prevalence of young and growing households. The median age of growth area communities is 30 years.
- Above average educational attainment and incomes in growth area communities. The City's growth area communities are more educated and have higher incomes than the broader Melton community.
- The availability of well located and abundant commercial land.
- Favourable ownership. Several Centres are subject to ownership by major land developers who are skilled and experienced in the delivery of high quality places and successful commercial environments.
- Investment in social and transport infrastructure including the future Melton Hospital, Outer Metropolitan Ring Road and potential future Mount Atkinson Rail Station will help catalyse commercial demand.

Study Area

The project has identified study area precincts which are based on the agglomeration of precinct structure plan boundaries, Australian Bureau of Statistics (ABS) destination zone boundaries and the logical future planning of employment and industrial areas in the future *Melton Employment and Industrial Land Strategy*. Precinct boundaries are detailed below.

Figure 1. Melton Employment and Industrial Land Supply Review Study Area



Implications for the Melton Industrial and Employment Strategy

The land analysis identifies a number of key issues and insights that have implications for the development of the industrial strategy as follows:

Advocacy

- Advocating for the delivery of the Outer Metropolitan Ring Road (OMR) and Western Intermodal Freight Precinct (WIFP).
- Advocating for the commencement of the Chartwell East, Derrimut Fields and Warrawee Precinct Structure Planning process as an economic priority for the region.
- Exploring the long term opportunity for Diggers Rest to support additional industrial development opportunities.

Strategy

- Defining the strategic and economic role of the City's industrial precincts.
- Identifying infrastructure that is needed to support economic activity and ongoing investment in commercial and industrial areas.
- Identifying the strategic decisions needed to leverage from the delivery of Outer Metropolitan Ring Road and Western Intermodal Freight Precinct.
- Defining the role and outlook for each of the City's Activity Centres in the City's economic land use hierarchy.
- Recognising the abundance of commercial land already identified in Melton City's PSP areas and ensuring that future PSPs account for the already significant supply of commercial land in the City and associated employment and economic aspirations.
- Recognising the Burnside, Eynesbury, Melton Gateway and Caroline Springs commercial areas in strategy and policy and their role in the overall commercial hierarchy of Melton.
- Identifying the preferred role of the Melton Gateway area in the City's economic development.

Research

- Examining the long term role and future of unprogrammed industrial lands within the Ravenhall (Quarry Site) precinct.
- Researching the development trajectories of growth area activity centres including the stages and timing of commercial development and demand resulting from population growth.
- Investigating the enabling infrastructure needed to support the development of growth area activity centres.
- Identifying and prioritising catalytic infrastructure projects (foundational roads, drainage and energy services) that will support and accelerate industrial and commercial investment.

1. Introduction

The *Melton Employment and Industrial Land Supply Review* addresses overarching research questions central to the City of Melton's (CoM) long term economic and employment growth. Specifically, this analysis investigates:

- The quantity of land available to support future commercial and industrial uses.
- The location of future commercial and industrial land.
- The projected scale and timing of the take-up land supply.

This report applies a mixed qualitative and quantitative research method to provide data and insights into the status and projected take-up of employment land focusing on land subject to a PSP process. Insights detailed in this report will establish the evidence base for the *Melton Employment and Industrial Land Strategy 2023*.

Independent of the future development of the strategy, the report also provides an evidence base to support council advocacy, particularly in relation to the sequence of unprogrammed PSPs, infrastructure advocacy, economic development initiatives and engagement with industry.

Figure 2. Cobblebank Village

1.1 Project Objectives

The *Melton Employment and Industrial Land Strategy (MEILS)* incorporates two distinct but interrelated reports including the:

- *Melton Employment and Industrial Land Supply Review (MEIL-SR).*
- *Melton Employment and Industrial Land Strategy (MEILS).*

Together these reports will provide detailed information on the capability of the City's employment and industrial land to facilitate local economic and employment growth.

The project aims to develop a range of strategic responses to best position the municipality to leverage economic benefit from the availability of substantial commercial and industrial land, population growth and state and nationally significant infrastructure investment.

Figure 3. Project Stages

1.1.1 Melton Employment and Industrial Land Supply Review (MEIL-SR)

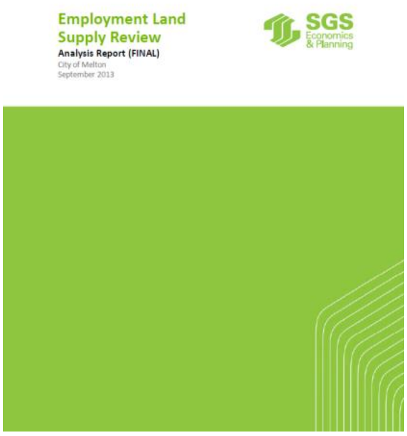
This land supply review forms the foundational evidence base for the employment strategy and project.

The land supply review identifies industrial and employment land availability across the CoM considering the directions of completed PSPs, the direction of the *Melbourne Industrial and Commercial Land Use Plan (MICLUP)* and proposed future uses of incomplete and unprogrammed PSPs.

Drawing on stakeholder input, historic trends and mooted infrastructure delivery, the review models the potential take-up of identified employment and industrial land across the City focusing on change up to 2036. The review provides insight into the sequence, timing and spatial development of Melton's employment lands and potential resulting policy issues and positions.

The approach and assumptions guiding the development of the land supply review are detailed in the project methodology in section 3 of this report.

1.1.2. Employment Land Supply Review 2013 SGS review



The 2013 review by SGS Economics and Planning provided a high level strategic assessment of employment land within the CoM with a focus on industrial uses across key employment precincts.

The study provided an employment driven land supply and demand analysis including future projections of land requirements. The study also canvassed strategic advice to guide the growth of strategic employment areas.

The study found that Cobblebank (at the time Toolern) and the Western Industrial Node possessed the greatest potential for attracting new economic activity. Cobblebank was identified as well positioned to support bulky goods and office uses, whilst the Western Industrial Node was identified as a future freight and logistics hub of metropolitan significance.

Employment land along the Melton Highway at Plumpton was identified as less of a priority with demand emerging following the full development of Cobblebank and the Western Industrial Node.

Many of the insights and strategic directions detailed in the study remain relevant, noting that since 2013 industrial demand has expanded significantly, particularly in the City's southern industrial region.

State policy directions related to commercial and industrial land have also evolved following the release of *Plan Melbourne*, *MICLUP* and the *Western Land Use Framework Plan*.

The *MEIL-SR* updates the analysis conducted in the 2013 review.

1.1.3. Melton Employment and Industrial Land Strategy (MEILS).

The *MEILS* aims to help council and the community navigate sustained land use, demographic and economic change throughout the municipality

The *MEILS* will establish an overarching vision and objectives to guide the ongoing development of employment and industrial land.

The *MEILS* will establish a local network of employment and industrial precincts in the municipality, which will support economic and employment growth over the next fifteen years until 2036.

The *MEILS* will also include precinct plans that will incorporate policy objectives and land use initiatives to guide and support industrial and employment land development within individual precincts.

2. Context

The CoM can harness population growth and infrastructure investment to facilitate resilient and vibrant local industries and higher order employment. The following provides an overview of the key drivers of change.

2.1. Harnessing the power of population

The CoM is one of Australia's leading locations for population growth adding approximately 80,000 new residents since 2012 to become a community of over 181,000 residents in 2021.

For the past five years the municipality has added an average of 7,950 new residents per annum which equates to annual growth rate of just over 5% for the 2016 to 2021 period. For the same period, Melbourne's population grew at an average annual rate of 1.86% per annum.

The City's population is youthful with a median age of 33 years, far younger than the metropolitan median of 37 years or that of established middle ring suburbs which tend toward medians of 40 years in age and over.

The City's youthful and growing population now incorporates a substantial labour force. The City's labour force currently includes 87,000 workers, which in the past five years grew by approximately 22,000 workers. At present, the vast majority of working age residents need to leave the municipality for employment. In 2021, approximately 61,245 of the City's resident workers worked outside of the CoM. Major employment locations for CoM resident workers include the Cities of Melbourne (16% of local workers), Brimbank (15%), Wyndham (8%) and Hume (7%).

City of Melton
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Population

181,220
Population (2021)

+39,800
Population Growth (2016 - 2021)

2.1.1. Socio-Economic Conditions

The Australian Bureau of Statistics measures the relative socio-economic advantage and disadvantage of areas via the Socio-Economic Indexes for Areas (SEIFA). In 2016, the City's SEIFA ranking was within the lower half of municipalities across the state. This means that the City's residents generally have less access to economic and social resources relative to the residents of other municipalities. Long term trends, however, suggest ongoing socio-economic improvement within the municipality fuelled by skilled migration to the region.

As is evident in the table below, the 2021 Census suggests a gradual improvement in the City's socio-economic status, particularly in relation to work and educational attainment.

Table 1: Socio- Economic Indicators

	2011	2016	2021
Workforce participation	65.9%	63.9%	64.3%
Unemployment rate	6.3%	8.1%	7.1%
Higher education qualifications (% of population over 15+)	13%	16%	22%

Source: ABS Census, CKC, National Skills Commission

Within the CoM there is a clear socio-economic and demographic distinction between the City's older established areas and growth area communities.

Growth area communities are younger, have relatively higher household incomes and higher educational attainment.

Table 2: Comparison of Age and Income 2021

	Melton Growth Areas	City of Melton	Melbourne West
Median Age	31	33	34
Median Household Income (per week)	$2,146	$1,887	$1,867
Higher education qualifications (% of population over 15+)	29%	22%	28%

Source: ABS, CKC

2.1.2. Growing Local Employment

While COVID-19 constrained national and state migration, the municipality's housing pipeline ensured the City's population continued to grow even through statewide lockdowns. In 2022, migration to Victoria began to rebound which inevitably will see the CoM's population continue to grow strongly.

The CoM is projected to reach a population of 288,780 people by 2031 and over 489,000 people by 2051, equating to the addition of approximately 308,000 residents over the next 30 years[1].

The scale and speed of population growth presents a significant economic opportunity. The service demand and labour force inherent in a growing and youthful population represents a major consumer market for retailers, an expanding client base for service providers and a potential source of skill and productivity for business.

The delivery of critical economic and social infrastructure such as the Melton Hospital, the Western Intermodal Freight Precinct, the Outer Metropolitan Ring Road (OMR), and new rail stations and activity centres will help create the conditions for new economic and service networks and associated labour demand.

City of Melton
LGA

Employment

37,680 Jobs
Employment (2021)

+13,000 Jobs
Employment Growth (2016 - 2021)

Employment Self Sufficiency

38%	43%
(2016)	(2021)

Growth Sectors

Education	Health
Retail	Logistics
Construction	Justice

[1] City of Melton, Advocacy Priorities, page 7

Council has set a target for the municipality to support 100,000 jobs by 2050 in its *Investment Attraction Strategy* (Ernst and Young May 2021). To do so, the municipality would need to sustain its current rate of employment growth at above 8% per annum which equates to an additional 10,000 jobs every 5 years over the next 30 years.

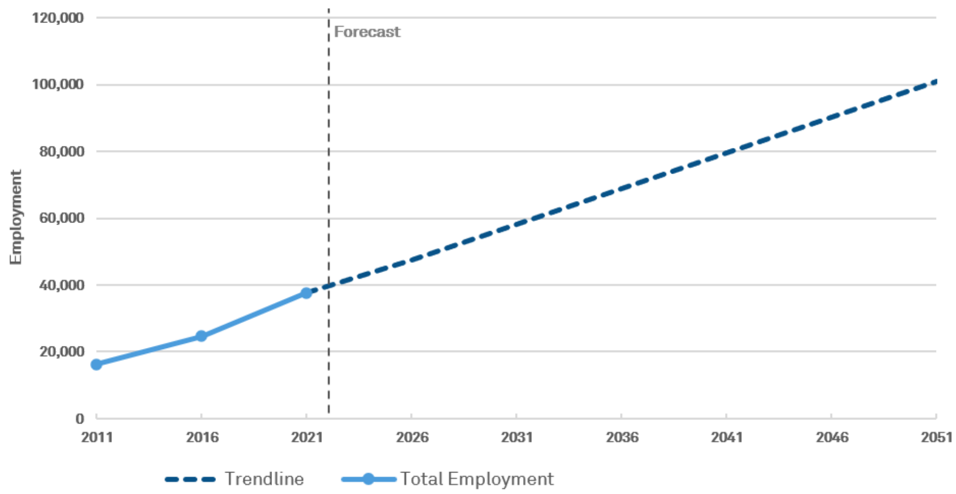
In recent years, jobs growth has adhered to Council's target. The addition of 13,000 jobs over the past five has resulted in a significant increase in local employment opportunity, in turn, boosting local employment self-sufficiency (the ratio of local jobs to the local workforce). Impressively, even as the City's workforce grew from 64,970 workers in 2016 to 87,090 workers in 2021, self-sufficiency also grew.

Some of the City's recent employment growth has, however, resulted from one-off infrastructure delivery. The expansion of the Ravenhall Corrections Centre, for instance, accounted for an additional 1,000 jobs in the 2016 to 2021 period. Employment gains resulting from the delivery of infrastructure are unlikely to be replicated in the future.

Employment growth has been driven by three sectors:

- Traditional industrial sectors including logistics, warehousing and manufacturing employment growth.
- Population Services: the delivery of schools and health infrastructure have added significant knowledge and skill based employment.
- Construction: Residential growth is propelling the growth of a substantive local construction sector. Construction employment currently represents 14% of local jobs, having grown by over 2,800 jobs since 2016.

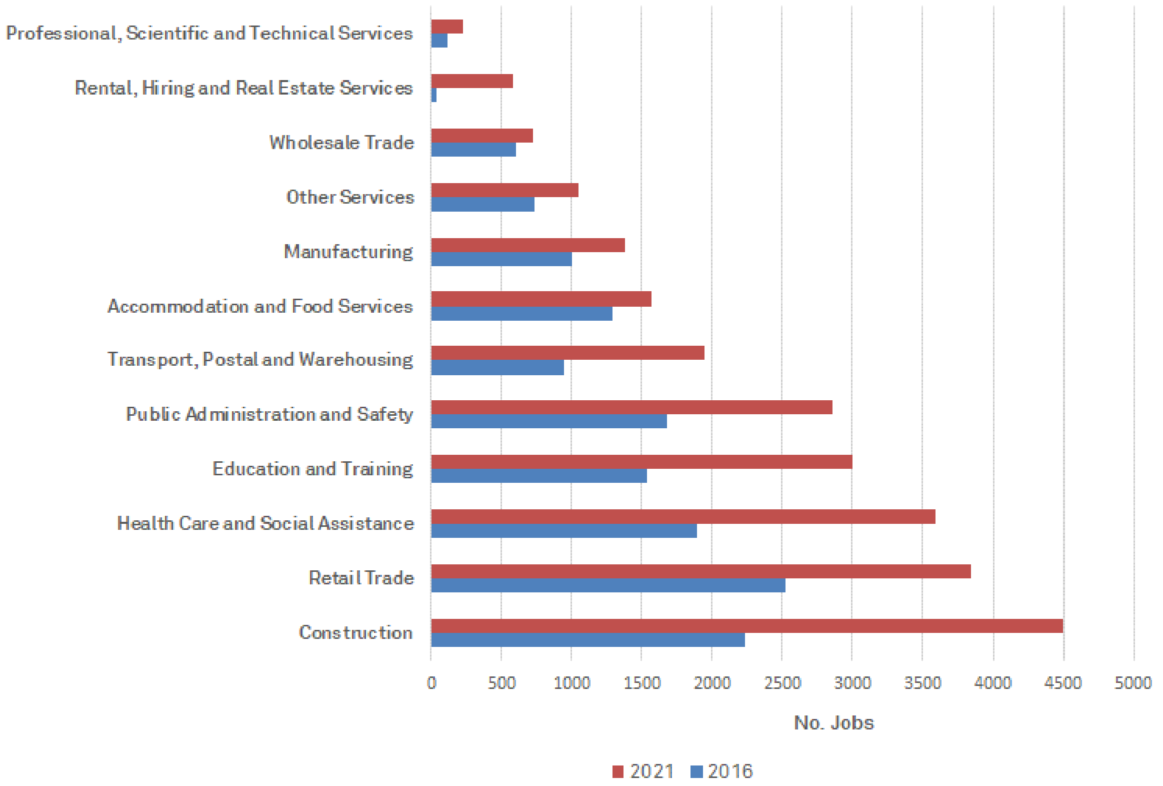
Figure 4. Employment Growth Required to Meet City of Melton Employment Target



Source: CKC

The chart below demonstrates that employment within the CoM has been growing across all industry sectors. As discussed above, residential growth has underpinned substantial employment growth within local construction and education sectors. Looking to the future, Council aims to ensure that its substantive population and, in turn, consumer base supports a highly diverse and resilient economy.

Figure 5. Employment Growth by Industry City of Melton 2016 to 2021



Source: ABS Census, CKC

2.1.3. Infrastructure Pipeline

The CoM is the focus of state and regionally significant infrastructure proposals including the:

- Outer Metropolitan Ring Road (OMR).
- The Western Intermodal Freight Precinct (WIFP).
- Melton Hospital.
- Western Rail Plan – rail electrification and station expansion.

Together these projects provide a basis to strengthen and expand existing economic activity, particularly in the City's rapidly growing logistics sector in the municipality's south east and throughout the Cobblebank and Plumpton town centres.

To date, all major projects have received endorsement by state and federal government bodies. Infrastructure Victoria's *Victoria's Infrastructure Strategy 2021-2051* identifies the development of the OMR and the WIFP as essential to Victoria's economic expansion.

Efficient transport connections to major international and interstate freight gateways, help Victoria's economy expand, especially in growing communities to the north and west of Melbourne

Victoria's Infrastructure Strategy 2021-2051 recommendation 66 (page 130)

To date, however, only the Melton Hospital is subject to confirmed funding and project delivery.

Each of the major transport projects require further planning and funding commitments, noting that the federal government has allocated budget funding for the OMR and enabling infrastructure for the WIFP.

As discussed in the assumptions section of this study, in undertaking land supply modelling, the study assumes the delivery of major transport infrastructure projects in the 2030s.

Figure 6. Major Project Status CKC Review

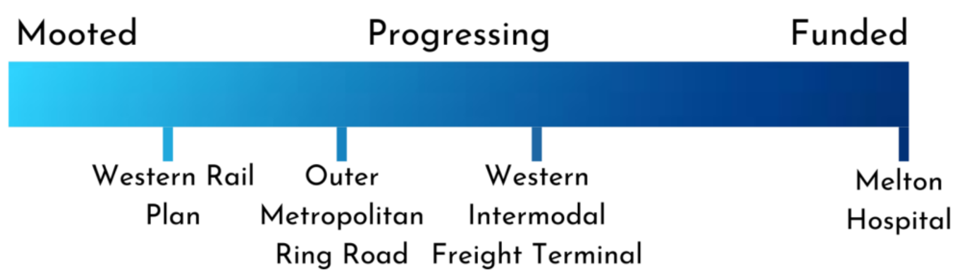


Figure 7. Major Transport Infrastructure Projects

2.1.4. Outer Metropolitan Ring Road (OMR)

The proposed OMR motorway runs from the end of the Metropolitan Ring Road at Thomastown north to Beveridge, then southwest to Werribee, taking in the suburbs of Mickleham, Diggers Rest and Rockbank. The link is also proposed to connect with the Melbourne Airport and the Deer Park Bypass.

Future economic uses at Plumpton are largely dependent on the development of the OMR. According to Infrastructure Victoria, the corridor provides the backbone of transport connections between current and future industrial and logistics precincts with international and interstate transport terminals, including the proposed Bay West Port and WIFP.

The corridor is also planned to include a rail line to connect the WIFP to the Inland Rail infrastructure. Infrastructure Victoria contends that new rail infrastructure should allow for a future extension to the Bay West Port. The network resulting from the OMR would enable interstate and regional freight movements to bypass established residential suburbs.

Infrastructure Victoria's assessment of the OMR road component resulted in a positive project assessment primarily as a result of private vehicle and freight efficiencies.

The 2022-23 Federal Budget allocated $920 million for the Outer Metropolitan Ring – South Rail connection to the WIFP. The Federal Government also provided $20 million in funding for the OMR business case.

2.1.5. Western Intermodal Freight Precinct (WIFP)

An intermodal terminal is a location for the transfer of freight from one transport mode to another typically between road and rail.

Two intermodal terminals are proposed in Melbourne that will provide a freight interface with the Inland Rail network at its southern end. The Inland Rail network will support double-stacked 1,800-metre freight trains. As such, new intermodal infrastructure will need to comply with the requirements of the Inland Rail network.

The proposed WIFP is intended to support:

- Interstate, mainly inter-capital city freight movements.
- Export trade from regional Victoria and southern NSW.
- Transfer of freight from the port to the metropolis.

The 2022-23 Federal budget committed $740 million in equity to the WIFP through the National Intermodal Corporation and $1.2 billion for the proposed intermodal facility at Beveridge. Funding, however, is contingent on the Victorian State Government providing matching funding.

Within the CoM, the WIFP will anchor nationally significant warehousing and logistics functions with associated agglomerations of industries that service the technological, mechanical and amenity needs of the industries congregating around the WIFP. As is demonstrated in the rapid take up of industrial space in the City's south, the area around the mooted WIFP is already a major focus for logistics and institutional industrial investment.

A key dependency for the delivery of the WIFP is the delivery of rail infrastructure as part of the OMR.

As discussed above, the Federal government has committed $920 million to the development of the Outer Metropolitan Ring – South Rail connection.

The Victorian government is progressing a business case for the WIFP which for industry is identified as the priority intermodal location in Melbourne.

The location of the WIFP is yet to be identified, it is, however, indicatively mooted for the south eastern portion of the municipality along Boundary Road, Truganina.

2.1.6. Western Rail Plan

The Western Rail Plan aims to transform rail accessibility in western Victoria via a combination of investments in track extensions, faster rail capability, the delivery of new stations, level crossing removals, and the electrification of metropolitan infrastructure.

Within the CoM, the plan proposes to electrify parts of the Ballarat-Wendouree-Melton line within the metropolitan area while delivering additional rail stations between Cobblebank and Ravenhall. Stations are mooted for Mount Atkinson and Mount Cottrell. Delivery of new stations and electrification provide the basis for further transit-oriented development, particularly around the centres of Cobblebank, Rockbank and Mount Atkinson.

2.1.7. Melton Hospital

The Melton Hospital is a committed health project set for delivery in 2029. The hospital will function as a regional health facility servicing the populations of Caroline Springs, Rockbank, Melton and Bacchus Marsh.

The hospital will be a 274 bed facility that includes a 24-hour emergency department, and intensive care unit.

It is estimated that the hospital will service 130,000 patients per year. The facility will anchor a range of ancillary private and public health providers.

The facility will be developed within the southern portion of the Cobblebank Metropolitan Activity Centre.

Figure 8. Amazon Ravenhall

2.2. Strategic Directions

The past decade has seen the Victorian State Government introduce new land use designations for employment land and associated spatially focused economic development objectives for Melbourne and its regions.

Plan Melbourne introduced new land use designations for industrial land that in 2021 were elaborated on by the *MICLUP*. These directions provide guidance as to the role and future planning of industrial lands.

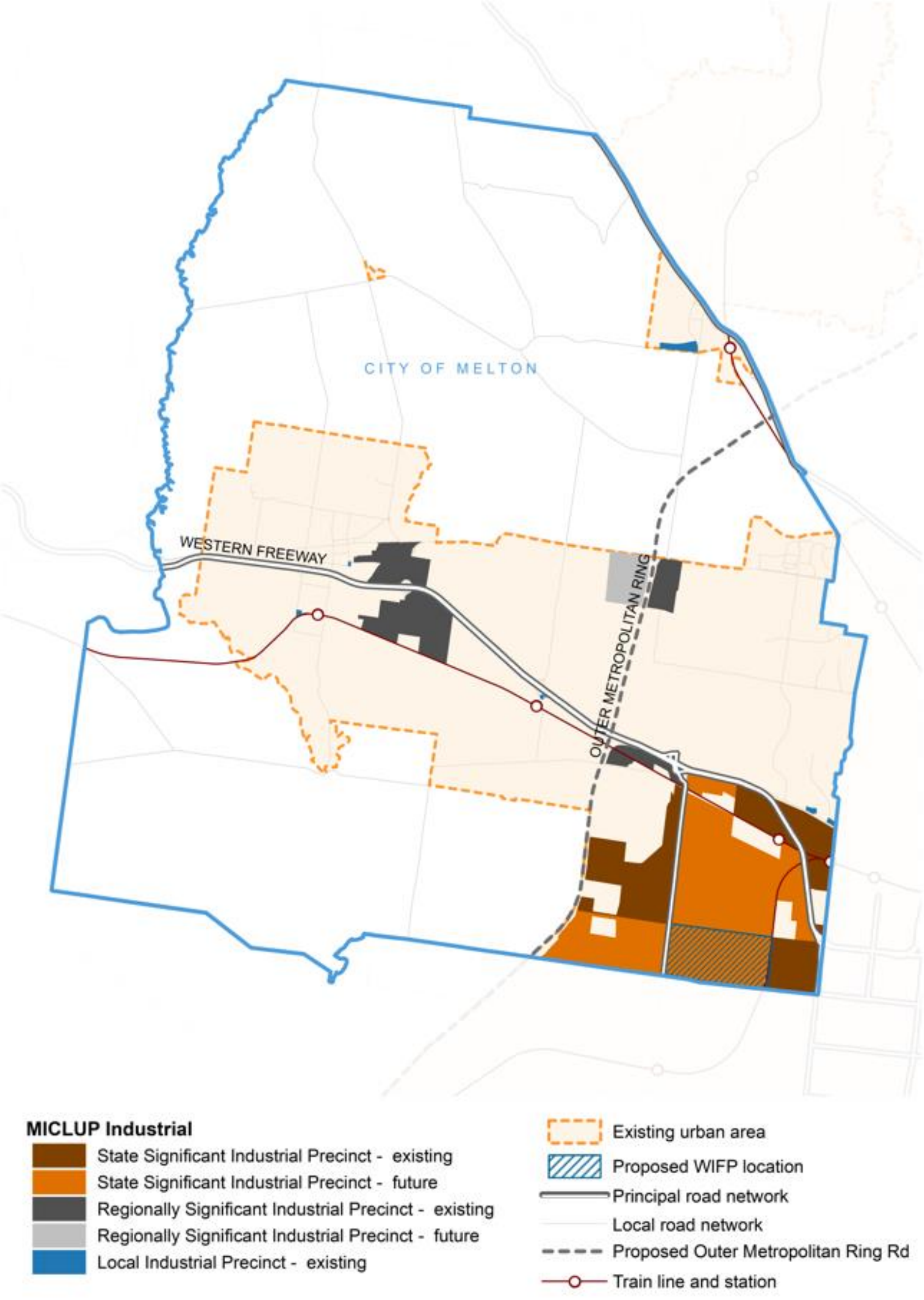
As a municipality with 1,500 hectares of industrial land, the directions of *MICLUP* entail significant implications for the CoM, particularly in shaping the future use, role and land use possibilities for the City's current and future industrial land but also surrounding residential areas. *MICLUP*, for instance, compels local planning to retain identified industrial land but also to protect its use from incompatible uses which in growth area communities can represent a significant challenge.

Table 3: Directions for Industrial Land

State-significant industrial precincts	This is strategically located land linked to the Principal Freight Network and transport gateways. It is state policy that these areas are to be protected from incompatible land uses to allow continual growth in freight, logistics and manufacturing investment.
Regionally-significant industrial precincts	These are key industrial areas that contribute significantly to local and regional economies. Some of these areas are well established and support a range of industrial uses while others are transitioning and supporting new uses. They include future employment areas identified through Growth Corridor Plans. These areas need to be planned for and retained, either as key industrial areas or locations that can transition to a broader range of employment opportunities.
Local industrial precincts	If an area is not identified as being of state or regional significance, then it is of local significance. Councils can determine how these industrial areas are to be planned for. This could include identifying when industrial land should be retained, when it could transition to other employment generating uses, or if it is no longer required, when it could transition to other uses.

The municipality includes substantial industrial areas identified as of both State and regional significance. The municipality also includes yet to be planned areas that are mooted for industrial development, particularly in the municipality's south east. The status and composition of the municipality's industrial lands according to *MICLUP* is shown below. Further analysis of CoM's role in relation to the Western State Significant Precinct is provided at Appendix 1.

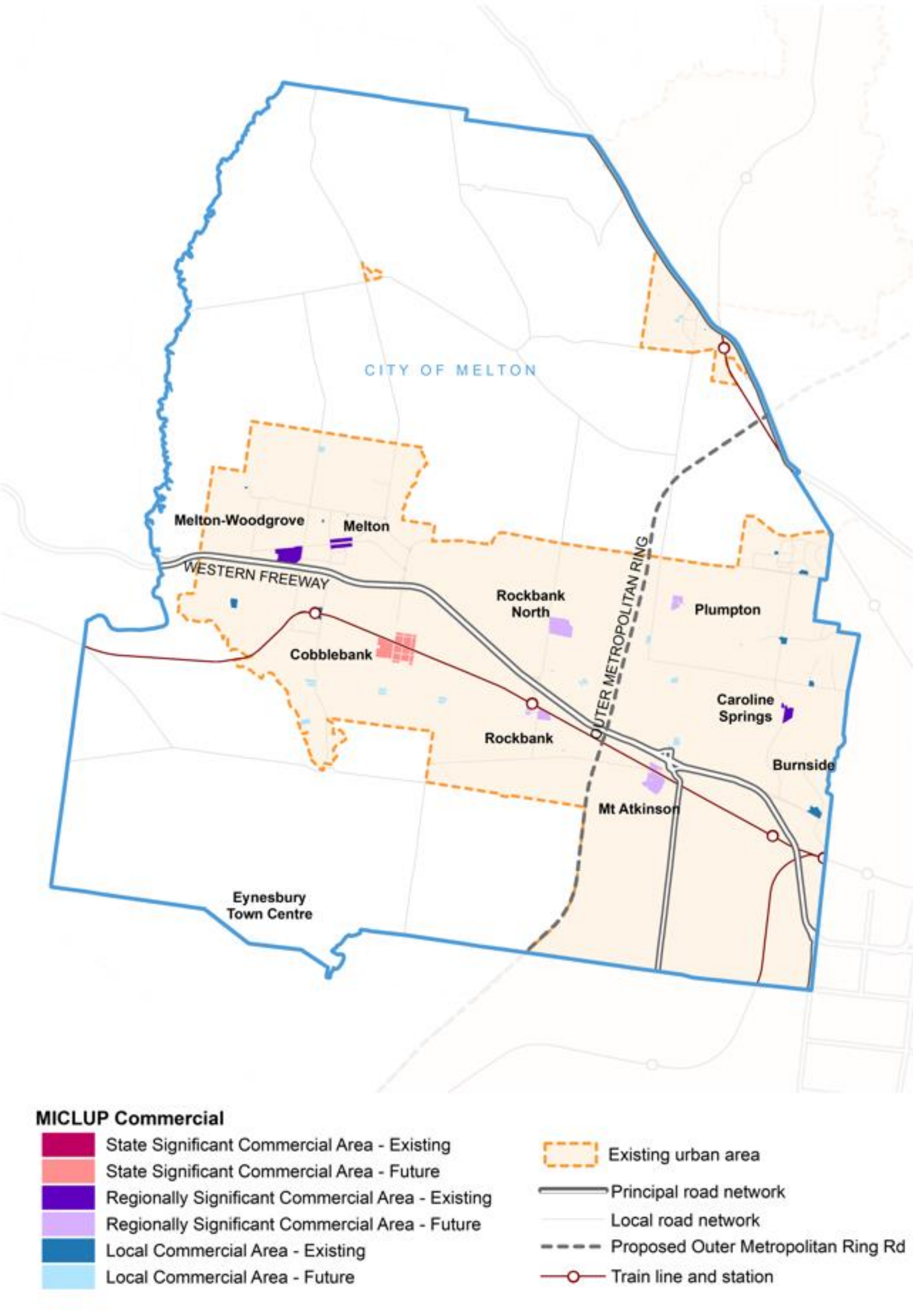
Figure 9. MICLUP Industrial Directions City of Melton



Source: CKC, DELWP

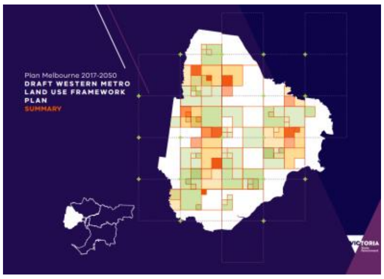
Building on the directions of *Plan Melbourne* and the development of subsequent PSPs, *MICLUP* also identifies a series of future related activity centres including Major Activity Centres (MAC) at Aintree, Plumpton, Rockbank and Mount Atkinson and the future Cobblebank Metropolitan Activity Centre.

Figure 10. MICLUP Commercial Directions in City of Melton



Source: DELWP, CKC

2.2.1. Western Metro Land Use Framework Plan



The *Western Metro Land Use Framework Plan* translates the overarching policy directions of *Plan Melbourne* and *MICLUP* into regionally specific planning policy and economic directions.

The Plan recognises that the region is set to lead the state in population growth and, in this context, seeks to ensure that as the region grows in population, it also achieves a more prosperous, liveable, affordable and sustainable future.

The Plan recognises the historic role of the region in founding Victoria's manufacturing, fuel and transport industries and seeks to preserve and grow the region's industrial capability.

The Plan's leading direction (Direction 1) focuses on the development of industrial precincts as core economic generators. This is further strengthened via the plan's industrial land supply policy (Direction 4) and the need to ensure that the delivery of the WIFP triggers economic uplift (Direction 16).

> *The Western Metro Region has a legacy of transport, logistics and manufacturing industries. It continues to be home to significant areas of unfragmented industrial land, including the Western Industrial Precinct, which is one of the largest state-significant industrial precincts (SSIPs) in metropolitan Melbourne. The considerable amount of unfragmented industrial land in the region is an advantage*.

2.2.2. Implications for the City of Melton

The *Western Metro Land Use Framework Plan* entails key implications for Melton's employment lands. Specifically, industrial uses are identified as a core and historic economic activity for the region:

- Industrial land and future land supply needs to be protected as an economic resource and protected from fragmentation.
- Melton's critical role in national and east coast logistics is to be further strengthened with the delivery of the WIFP and the OMR.
- The planning and delivery of the WIFP is a key focus for regional development.
- The CoM is encouraged to explore ways to broaden employment and economic activities in industrial areas – particularly in locations that are well connected to transport infrastructure and urban amenity, such as Cobblebank and Mount Atkinson.

In addition to its focus on industrial uses, the Plan seeks to broaden the region's range and depth of economic activity by fostering urban environments that are attractive to knowledge-based industries, business clusters, health and education service providers, as well as technology, research, retail and professional services.

The Plan envisages the emergence of a network of multipurpose activity centres combining core transport, service and community functions to support the region's growing population.

The land use plan identifies distinct roles for the municipality's centres ranging from local service, health and education to broader employment and retail uses. Cobblebank is identified as a future Metropolitan Activity Centre that supports a wide array of civic and health uses while Mount Atkinson, Plumpton, Rockbank and Aintree are identified as future MACs supporting daily and weekly consumption and service needs along with higher order employment. The anticipated role of these centres is further explored in section 4 of this report.

The Plan anticipates the delivery of new rail station infrastructure will precipitate transit oriented development and associated commercial uses and investment that support the needs of the municipality's growing population.

The Plan includes several commercial insights pertinent to the CoM as follows:

- The City incorporates a number of unestablished activity centres that will emerge as urban service and consumer nodes as the municipality's population grows.
- The plan identifies distinct roles for the municipality's centres, ranging from local service, health and education to broader employment and retail uses.
- Cobblebank is identified as a Metropolitan Activity Centre which is intended to function as the municipality's leading mixed use urban node with a potential workforce of over 22,000.
- The delivery of fixed rail transport infrastructure provides the impetus to create transit oriented centres with workforce access to Ballarat, Metropolitan Melbourne and the local community.

Table 4: Western Land Use Framework Plan Select Industrial and Employment Directions

Direction 1 **Manage and plan for industrial precincts in the Western Metro Region to be continued generators of economic activity and employment.**	STRATEGY 01 Use a coordinated and consistent approach to planning for the Western Industrial Precinct to ensure it continues to provide important employment land for the region in the future.
	STRATEGY 02 Ensure regionally significant industrial land remains as key industrial areas or as locations that can provide for, or transition to, a broader range of employment opportunities.
	STRATEGY 03 Identify industrial areas that could provide for other employment uses that support or are well connected to adjacent employment uses or transport connections.
	STRATEGY 04. Strengthen the national logistics role of the west of Melbourne, including the development of the Western Interstate Freight Terminal, subject to completion of a business case, and leverage both local and regional economic growth opportunities from this investment.
	STRATEGY 05. Retain regionally significant industrial land by managing encroachment by other uses that would cause fragmentation and may compromise the development and efficient operation of existing businesses.
Direction 4 **Ensure the Western Growth Corridor accommodates longer term industrial and commercial development opportunities.**	Strategy 16 Consider the future demand and need for commercial and employment land across the Western Growth Corridor and ensure that Precinct Structure Plans make sufficient provision to accommodate longer-term commercial and employment needs.
	Strategy 17 Retain and preserve future industrial land identified in the Western Industrial Precinct and at Toolern, Plumpton and south of Werribee for industrial uses.
	Strategy 18 Encourage commercial precincts in the Western Growth Corridor to diversity and incorporate higher-density and finer-grain development as they mature over time.
	Strategy 19 Coordinate and manage the delivery of the Toolern Metropolitan Activity Centre between state and local governments to ensure Toolern develops into a state-significant location in the Western Metro Region.
Direction 16 **Support and grow the freight and logistics function of the Western Metro Region.**	Strategy 60 Reserve and protect the land and its freight connections for WIFP and Bay West from the encroachment of sensitive or conflicting land uses.
	STRATEGY 61. Manage the impact of changing transport access for industrial land in the inner west ahead the completion of the West Gate Tunnel Project.
	STRATEGY 62. Plan for the WIFP as a major precinct that will integrate with the surrounding area and adjoining transport network.
	STRATEGY 63. Minimise negative impacts of major transport improvements such as the OMR and West Gate Tunnel Project on urban amenity.
	STRATEGY 64. Ensure high-quality arterial road access and designate a preferred rail corridor for the WIFP.

2.2.3. Surging Demand for Industrial Land

The last decade has seen insatiable demand for industrial space to support freight, logistics and e-commerce uses.

The COVID-19 pandemic expedited and expanded the rise of e-commerce as fundamental to the way in which households purchase and consume merchandise and increasingly food.

Between 2015 and 2021, the proportion of e-commerce to all retail trade increased from 5.6% to 12.7%.[2] Ongoing penetration of e-commerce as a component of retail trade is anticipated to continue to grow, albeit at a slower rate than in the previous decade.

In response to the need to store and rapidly distribute an increasing array of goods by both pure e-commerce and omni enterprises (mixed online and bricks-and-mortar based enterprises), demand for industrial floor space has grown exponentially. In Melbourne, Urbis estimates that the City's industrial areas added 2.2 million sqms of industrial floor space over the 2020 to 2022 period.

The rapid delivery of goods requires technologically advanced automated industrial facilities. Greenfield industrial land is attractive to industrial developers and investors seeking to develop advanced fulfillment centres for their clients in unencumbered settings. Over the 2017 to 2021 period, an estimated 1547 hectares of vacant industrial land across Melbourne was consumed for development with more than half (782 hectares) of all consumption occurring in Melbourne's west, which sits at the epicentre of Victoria's freight and logistics sector. [5]

Growing demand for industrial land and floor space has appreciated the value of industrial land. Within Melbourne's west, Charter estimates that the value of serviced vacant industrial land is now over $1000 per sqm, up from approximately $450 per sqm in 2019. Similarly, the value of unserviced land in Melbourne's west has appreciated from approximately $300 per sqm in 2018 to near on $500 per sqm in 2021.[6]

Industrial rents are also rising due to a combination of extremely limited vacancy and growing demand. Average industrial rents in Truganina, for instance, grew from $75 per sqm to $95 per sqm in the 2019 to 2022 period, representing a 20%+ increase in this time.[4]

Notwithstanding appreciating land values and rents, industrial floor space will continue to expand. To 2024, Melbourne is projected to add over 800,000 sqms of new industrial floor space. CBRE, moreover, projects that Melbourne will need an additional 490,000 sqms of new ecommerce space in its industrial areas to 2025 to accommodate demand.[6]

Consistent with prevailing national and metropolitan trends, the value of industrial land in the CoM has also appreciated. The City's industrial land, nonetheless, remains affordable in the context of metropolitan and national industrial markets, although sustained increases may eventually diminish the City's price competitiveness.

Notably, land price appreciation is yet to adversely impact the City's industrial development pipeline which currently incorporates over 450 hectares of proposed industrial estate development. The City also incorporates critical attractors for

[2] Urbis Industrial Land Supply Research for Property Council of Australia, October 2022
[5] Urbis analysis of Urban Development Program 2021, Department of Planning and Transport
[6] CBRE Research, *Melbourne Industrial and Logistics Land Supply* March 2022

industrial investment including a significant established industrial sector, established industrial amenity, substantial road accessibility and a growing local workforce.

Industrial demand in Melbourne's west is also underpinned by the construction and manufacturing sectors. According to CBRE, for the 2012 to 2021 period, 37% of industrial leasing transactions in Melbourne's West entailed manufacturing uses.[3] Construction inputs, complex fabrication and food manufacturing are growing areas of Australian manufacturing. For the 2016 to 2021 period, the CoM added over 360 manufacturing jobs.

Future Outlook

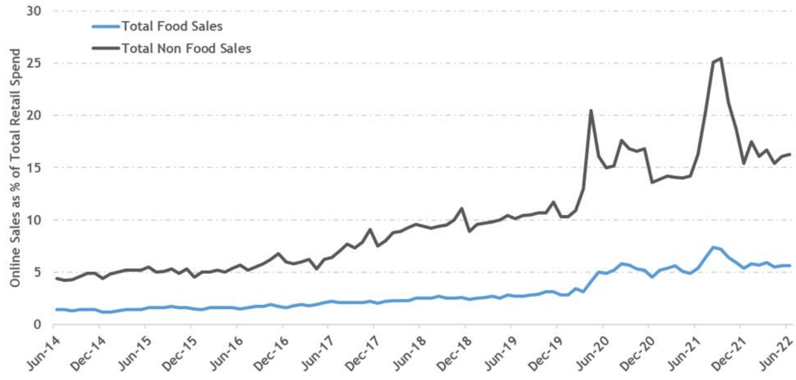
Surging freight movements represent a major challenge for industry and the community. The *Victorian Freight Plan 2018* predicts Victorian freight movements will increase from 360 million tonnes in 2014 to 900 million tonnes in 2051.

According to the *Freight Plan*, the freight and logistics sector contributes $21 billion to Victoria's economy and employs about 260,000 Victorians.

The *Victorian Freight Plan* seeks to achieve an efficient, safe and sustainable freight and logistics system that enhances Victoria's economic prosperity and liveability by:

- Managing existing and proposed freight corridors and places in conjunction with urban form changes.
- Reducing the impact of congestion on supply chain costs and communities.
- Better use of rail freight assets.
- Planning for Victoria's future port capacity.
- Staying ahead of the technology curve.

Figure 11. Online Sales, as a Proportion of total Retail Sales (Australia)



Source: ABS, CKC

[3] CBRE Research, Melbourne Industrial and Logistics Land Supply

For the City of Melton, the plan entails a number of key implications, particularly in its advocacy for the development of the WIFP and supporting infrastructure. In advocating for the WIFP, the Plan advocates for the delivery of connections to the Inland Rail network and Victoria's container ports, including a future port at Bay West.

In addition, the Plan seeks to ensure that land and transport corridors are reserved at Bay West to support the commencement of the port when the Port of Melbourne reaches capacity (a timing for this is not specified). The Freight Plan also advocates for regulation to support 24-hour freight operations.

Locally, The West of Melbourne Economic Development Alliance seeks to enhance the impact of infrastructure investment in Melbourne's west via an equal focus on human capital development. The Alliance contends that as Melbourne's west is the epicentre of Victorian logistics, the administrative, skill and training infrastructure that supports the industry should be based in Melbourne's west.

Key Implications for the CoM include:

- Ongoing high demand for industrial land in Melbourne's west will be further boosted by infrastructure delivery, metropolitan policy support, population growth and shifts in the structure of the economy.[4]
- The rise of e-commerce has and will continue to drive demand for industrial space, including greenfield industrial land within the CoM. Businesses are expanding their e-commerce capabilities, which is driving demand for technologically advanced warehouse and logistics facilities.
- New transport infrastructure will further cement Melbourne's west as the epicentre of Victoria's transport and logistics industry which will trigger flow on demand for logistics and transport land and facilities in the region's industrial areas.
- Industrial floor space demand is also underpinned by the manufacturing and construction sectors.

[4] Melbourne's West is Victoria's leading area in industrial growth attracting over $3 billion in industrial land sales in 2021, leading the state in industrial floor space take up. See, for instance, Colliers *Australian Industrial & Logistics Snapshot Quarter 3 2022* and Urban Property Australia *Q2 2022 – Melbourne Industrial Market*

3. Project Methodology

The project's land supply assessments are an outcome of the application of the project methodology. The project methodology entails a mixed quantitative and qualitative method in which spatial data is combined with policy directions and stakeholder insights to address the project's overarching research questions.

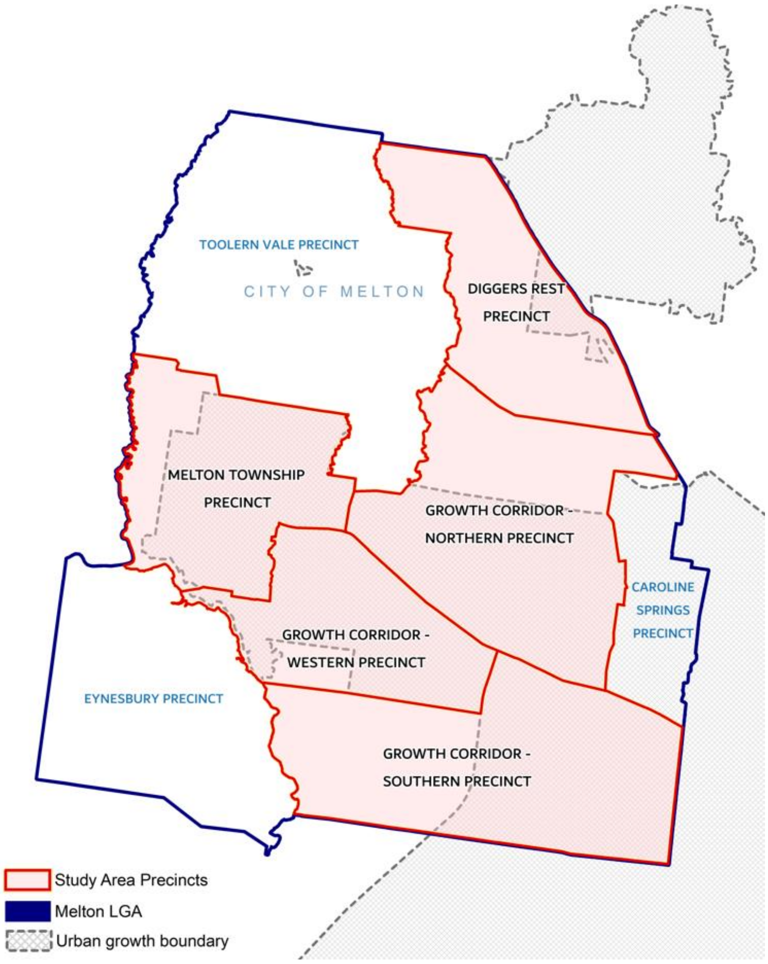
The components and processes that comprise the project methodology are profiled as follows.

3.1 Target Precincts

The project focuses on employment and industrial land uses in locations subject to broad hectare land supply.

The project has identified several precincts based on precinct structure plan boundaries, ABS destination zone boundaries and the logical future planning of employment and industrial areas in the future *MEILS*. Each of the attributes of the project precincts are detailed in subsequent sections of this report.

Figure 12. Study Area Precincts



3.1.1. Land Supply Review: Methodology

The land supply review focuses on both industrial and commercial land.

The method for assessing the availability and take up of industrial and commercial land differs by land use type.

Industrial Land Methodology

This review aims to provide detailed information on the availability, consumption and outlook of the City's industrial land. To identify these outputs, the project team has subjected data provided by the Department of Environment, Land, Water and Planning to the methodological steps detailed below.

Figure 13. Industrial Methodology

	Method	Data
Step 1: Determine the quantity of industrial land (2021)	Identify all zoned and PSP approved industrial land.	Urban Development Program (UDP) Industrial Spatial Data (2021) MICLUP – Industrial data Planning Zones 2022
Step 2: Determine the status of industrial land	Industrial land is defined as either vacant, underutilised or occupied. Vacant land represents land available for future employment growth.	UDP 2021, MICLUP, CKC analysis
Step 3: Estimate unprogrammed industrial land supply	Mooted industrial land is identified as unprogrammed land.	Precinct Structure Plan review, MICLUP analysis
Step 4: Project the timing and scale of industrial land consumption	Base case and high demand consumption scenarios are developed for each precinct. The scale and timing of industrial land consumption accounts for: - Historic industrial land consumption - Industrial permit pipeline - Industry development plans - Infrastructure delivery - State government policy - Unprogrammed supply	UDP historic industrial consumption Known industrial development pipeline CKC analysis
Step 5: Estimate years of industrial land supply	Potential years of land supply for each precinct and the City of Melton are determined.	CKC analysis

The outlook for commercial land is also subject to detailed analysis. The methodology for exploring the status and ongoing outlook for commercial land is described below.

Figure 14. Commercial Land Analysis Methodology

	Method	Data
Step 1: Determine the quantity of commercial land (2021)	Identify all zoned and PSP approved commercial land.	MICLUP – Commercial land Approved PSP land budgets Planning Zones 2022
Step 2: Classify commercial land	Identify whether commercial land is vacant or occupied. Classify the strategic role of commercial land according to planning policy and planning zone data.	UDP 2021, MICLUP, CKC analysis
Step 3: Review commercial outlook	The short and long term development outlook for commercial land is reviewed and subject to a traffic light rating.	Known commercial development pipeline CKC analysis

3.1.2. Guiding Assumptions

The method applies assumptions that reflect available information as of November 2022.

In undertaking industrial projections assumptions are applied to develop both base case and high demand scenarios.

The table below details the project's guiding assumptions and their basis in available spatial, infrastructure and policy information.

Table 5 Project Assumptions

Topic	Assumption
Unprogrammed industrial land and future consumption	Unprogrammed industrial land is land that has been identified as potential future supply in MICLUP. Charter has confirmed that this land excludes known environmental and cultural constraints. To determine the scale of future supply Charter has adjusted the quantity of unprogrammed land by deducting 15% of potential future industrial space to account for road space, drainage reserves, infrastructure, additional environmental constraints and open space.
Projecting vacant industrial land consumption	The project has distinguished between broad hectare and infill industrial land. In modelling future supply Charter has deducted 15% from all vacant land in the Western and Northern Precincts. This is because vacant land in these locations will require new road space and drainage reserves that will ultimately reduce total available industrial land supply.. A 15% deduction has also applied to select vacant land in the Southern Precinct that is considered broad hectare in character (see Appendix 2 for further information)
Ravenhall Quarry and Landfill	The study assumes that land currently subject to land fill uses and extractive industries at Ravenhall will continue to be used for these purposes. MICLUP identifies the potential of this area to support a change of use. However, there is no public process or timeline to investigate or explore land use change or diversification in and around Ravenhall. The study does not include land within and around Ravenhall as unprogrammed future supply.
Infrastructure Delivery	The delivery of infrastructure has a direct impact on the scale and timing of commercial activity. In projecting the timing and scale of land use take up the project has assumed the following in relation to infrastructure delivery. **Outer Metropolitan Ring Road** - The study does not assume the OMR will be developed. - The high consumption industrial development scenario assumes that construction of the OMR will commence after the completion of the North East Link in 2028. The study assumes the delivery of the OMR in the early 2030s which is consistent with advocacy by Infrastructure Victoria[5]. - The high consumption industrial development scenario assumes the delivery of the OMR will propel substantive land use development in Plumpton in the early 2030s.

[5] Infrastructure Victoria *Victoria's infrastructure strategy 2021-2051*, page 183

<table>
<tr><th>Topic</th><th>Assumption</th></tr>
<tr><td></td><td>Western Intermodal Freight Precinct
- The precinct has attracted Federal and State policy support and Federal funding.
- The precinct is currently subject to a business case process by the Victorian State Government.
- The location of the WIFP and timing for delivery is yet to be determined.
- The benefits of the project derive from the WIFP’s capacity to link to the Inland Rail network. As such, the delivery of rail infrastructure as part of the OMR is fundamental to the success of the WIFP.
- The project therefore assumes that the WIFP will be delivered to coincide with the delivery of the OMR in the early 2030s.
- The project assumes that the Chartwell East and Derrimut Fields PSPs will be delivered by 2030 to support the delivery of the WIFP.
- The delivery of the WIFP is considered as part of an additional land scenario and not the base case scenario.

Western Rail Plan
- The plan entails the electrification of Wyndham and Melton metropolitan rail infrastructure and the delivery of additional rail stations as part of the Western Rail Plan. The plan is widely supported and endorsed by Infrastructure Victoria.
- Infrastructure Victoria’s strategic assessment indicates there is a compelling case to introduce electrified suburban services along the western corridor as far as Rockbank. The plan, however, is yet to be funded.
- The study does not assume that a station will be developed at Mount Atkinson in the horizon of the project.

Melton Hospital
- The study assumes that the Melton Hospital will be delivered in Cobblebank in 2029.
- The study assumes that the hospital will result in ancillary health related spillover demand within the activity centre
- The hospital will be built at 245-267 Ferris Road, Cobblebank which is within the southern portion of the future Cobblebank Metropolitan Activity Centre.</td></tr>
<tr><td>Status of Planning Policy</td><td>For the purposes of this project the project assumes planning designations for industrial and commercial land as of November 2022.</td></tr>
<tr><td>Precinct Structure Plan Status</td><td>The delivery of additional PSPs will inevitably add further commercial land supply. The project is based on land allocations for approved PSPs as of November 2022. The project does not consider future commercial land supply that is yet to be identified.</td></tr>
</table>

3.1.3. Guiding Definitions

The project uses a range of terminology to describe the status of commercial and industrial land. Key terms are described below.

Table 6 Project Definitions

Term	Definition
Industrial land	This encompasses land: - Zoned Industrial 1 and Industrial 3 - Zoned Commercial 2 - Identified for industrial uses within an approved Precinct Structure Plan
Industrial land -vacant and occupied	The study identifies 3 categories of industrial land based on Urban Development Program data provided by the Department of Environment, Land, Water and Planning in 2022. These categories comprise: - Occupied: which is land that in 2021 included buildings and other related infrastructure such as roads. - Vacant: which is land without an evident land use as of 2021. - Underutilised: which is industrial zoned land that is not currently used for an industrial purpose (typically an agricultural or a residential purpose).
Industrial land - unprogrammed industrial land	Land that in the future will be subject to a future precinct structure plan which has been identified for future industrial purposes in MICLUP.
Commercial land	Within the study commercial land is land within the following zones: - Comprehensive Development Zone - Mixed Use Zone - Commercial 1 Zone Commercial land is identified as either: - Developed: which is land that includes buildings and road infrastructure as of November 2022 - Vacant: which is land that is without an evident land use as of November 2022 The project has not evaluated whether commercial buildings include tenancies.
Future commercial land	Land that has been identified for either a mixed use or commercial purpose in a PSP or within MICLUP.
Short term, medium and long term	When modelling land consumption, the study refers to the following time periods: - Short term: considers activity over the next five years until 2026. - Medium term: considers activity over a five to ten year period until 2031. - Long term: considers activity over a 10 to 15 year period until 2036 and beyond.

4. Project Findings: City of Melton

The following details project findings for the City of Melton and each of the study's focus precincts.

As per the project methodology, the project findings for the City derive from detailed precinct analysis.

Figure 15. City of Melton Context

4.1.1. City of Melton Industrial Land Supply Review

The municipality incorporates substantial industrial land, which in the context of ongoing expansion of e-commerce and investment in logistics, represents a significant and growing economic asset for the community.

Over 50% of the municipality's zoned industrial land is within the City's south. This is land that comprises the western edge of the Western State Significant Industrial Precinct.

The PSP process identified future industrial land supply along the Melton Highway at Plumpton and along the Western Freeway at Cobblebank. *MICLUP* also identifies future, but yet to be planned (unprogrammed), industrial land supply in the municipality's south and north.

Future unprogrammed industrial land provides the City further industrial capacity to respond to ongoing industrial land demand and additional demand that may result from the delivery of the WIFP and the OMR.

City of Melton
LGA

Industrial Land Supply

561 Ha
Occupied Industrial Land (2021)

944 Ha
Vacant Land

1,189 Ha
Unprogrammed Land

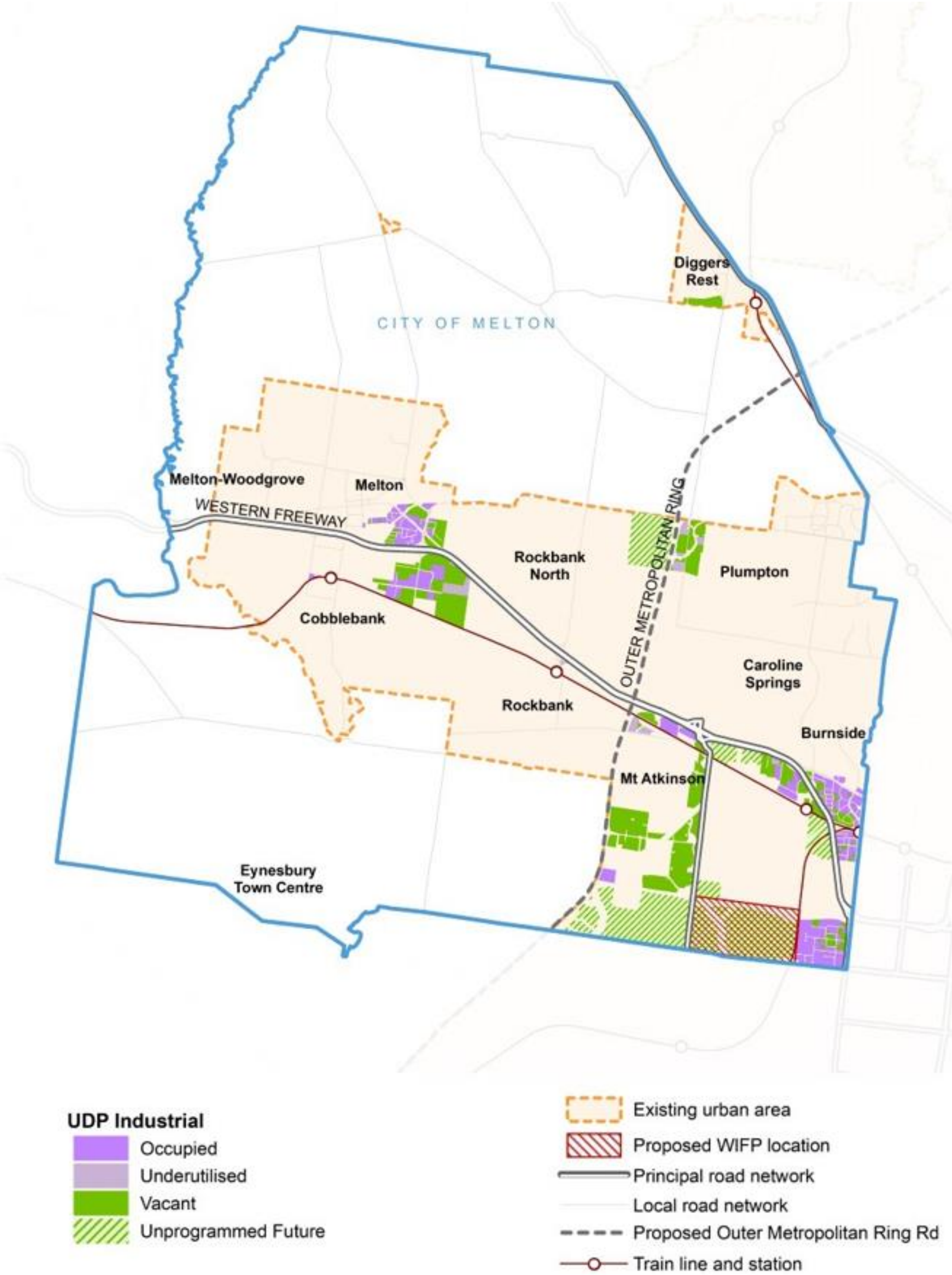
Annual Average Land Consumption
(2019-2021)

38 Ha

Years of Supply (Base Case): **20+** Years

Years of Supply (High Consumption): **15+** Years

Figure 16. Industrial Land Status 2021



Source: DELWP, CKC

Since 2011, over 280 hectares of industrial land has been developed within the municipality. As will be discussed shortly, this has fuelled significant jobs growth and activity in the City's south. The City is now home to a cluster of major corporate tenants including Amazon, Hello Fresh and Myer. In the near future the City will also include a DHL facility and a range of other national and international enterprises.

Institutional industrial land development has lifted the amenity, built form and environmental performance of industrial land, as is evident in the quality of industrial estates along the Deer Park Bypass and Robinsons Road.

The local logistics and manufacturing industry currently represents 10% of local employment and added over 1,400 jobs over the 2016-2021 period.

Table 7: Industrial Land Status 2021 (Hectares)*

Status	Melton Township	Southern	Western	Northern	Diggers Rest	Total
Occupied Land (2021)	100	371	81			561
Vacant Land (2021)	68	533	237	78	28	944
Unprogrammed land (2021)		994		196		1,189

Source: DELWP, CKC

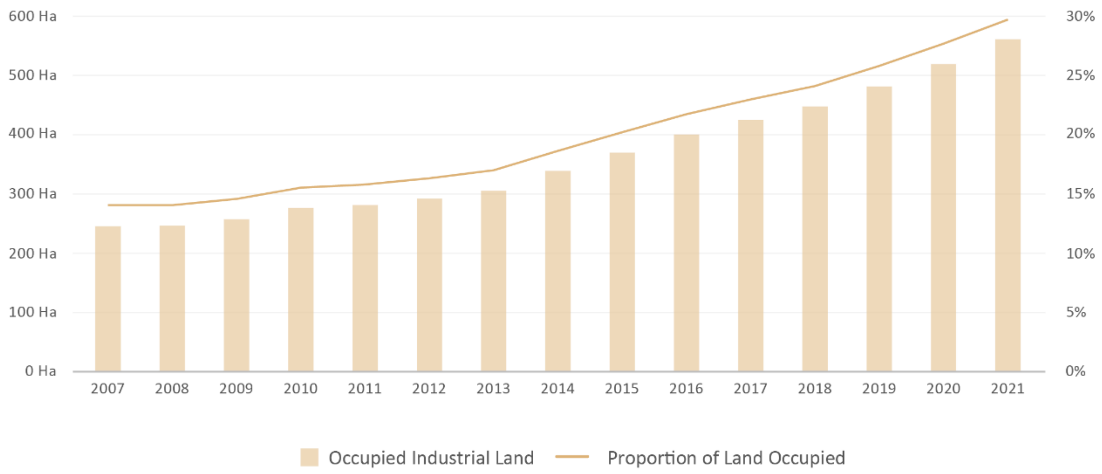
*there is also 5.6 hectares of occupied Commercial 2 land in Burnside

City of Melton Industrial Development Outlook

Since the early 2000's the City has seen sustained industrial development of its vacant zoned industrial land with the majority of industrial development focused in the municipality's south along the Robinson's Road corridor and around the Deer Park Bypass.

As of 2021, 35% of the City's zoned industrial land was occupied. As can be seen below, industrial occupancy has accelerated as industrial land consumption has grown over the past 15 years.

Figure 17. Growth in Industrial Occupancy Melton LGA



Source: CKC, DELWP

Since 2014, on average, 32 hectares of the City's vacant industrial land has been developed per annum. This grew to an average of 38 hectares per annum over the 2019 to 2021 period which included a record year of land consumption in 2021 of 42 hectares.

Table 8: Historic Industrial Land Consumption

	2019	2020	2021	Average Annual Consumption 2019 -2021	Annual Rate of Growth 2019 -2021
Consumption (Ha)	33	37	42	38	16%

Source: UDP, Charter Keck Cramer

The short, medium and long term outlook for industrial development and growth across CoM is overwhelmingly positive. CoM is currently subject to a significant industrial development pipeline which is set to see industrial development in both greenfield and infill industrial locations expand.

The pipeline of industrial estate development incorporates over 450 hectares of land. This includes the development of Melbourne Business Park (255 ha), the Horizon 3023 development along Palm Springs Road in Ravenhall (130 ha) and the proposed RBR Park development at Riding Boundary Road, Truganina (85 ha).

New industrial expansion is also set to proceed at Cobblebank with land at the junction of the Western Freeway and Ferris Road subject to a substantive industrial estate proposal.

Melton Township is a focus for extensive infill industrial development in service of local consumer and construction needs and available industrial land within the Diggers Rest Precinct is currently subject to development that will see the precinct's industrial land fully developed within the next few years.

Notwithstanding the overall positive outlook for growth, the City's most active and significant industrial Precincts including the Southern Precinct and Melton Township are anticipated to experience looming land supply constraints.

As stated previously, the value of the City's industrial land is appreciating but nonetheless, at 2023, remains relatively affordable in the context of metropolitan and national industrial markets.

Table 9: Major Industrial Projects Development Pipeline City of Melton

Project	Description	Status
Hopkins Road, Truganina (Melbourne Business Park)	Industrial business park to the south of the Mount Atkinson Major Activity Centre. The first stage of the development is currently under development.	Approved
Riding Boundary Road, Truganina (RBR Hub)	Large scale industrial development in Truganina, Mt Atkinson PSP area.	Approved
Palm Springs Road, Ravenhall (Horizon 3023)	The western portion of Ravenhall currently supports major logistics operations for national and international corporations. Large industrial expansion is planned and approved for vacant land along Palm Springs Road, Ravenhall.	Approved
High Street, Melton (West Pines)	Land at the intersection of High Street and the Western Freeway, Melton is approved for diverse industrial and commercial development including 2 x 5 storey buildings encompassing warehousing, small industrial units, convenience restaurant & retail premises and a service station.	Approved
24 High Street, Melton	Stand alone warehouses.	Approved
Ferris Road, Cobblebank (Melton Recycling Centre)	Major recycling facility.	Approved
Mt Cottrell Rd, Cobblebank (Cobblebank Business Park)	Diverse business park estate.	Approved
Ferris Road, Cobblebank	Land at the intersection of the Western Freeway and Ferris Road is proposed for substantive industrial development including logistics uses.	Permit Application Stage
Bloomdale Employment Precinct (Diggers Rest)	Multi lot development comprising a range of tenancies for employment/industrial uses - offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.	Land subdivision approved
Alexander Park Employment Precinct (Diggers Rest)	Multi lot development comprising a range of tenancies for appropriate employment/industrial uses - offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.	Land subdivision approved

Table 10: Industrial Development Outlook City of Melton

	Outlook
Short Term	The City will see ongoing industrial land development and growth resulting from the expansion of existing industrial estates, the development of new industrial estates and as a result of ongoing infill industrial development. In the short term, the primary focus for industrial development will be within the City's Southern Precinct and Melton Township. Notwithstanding this, the Diggers Rest Precinct which incorporates 28 hectares of industrial land will be fully developed in the immediate future while new industrial estate development in Cobblebank is set to commence by 2025.
Medium to Long Term	The development of greenfield industrial estates including the *RBR Hub* in Truganina, *Horizon 3023* in Palm Springs Road in Ravenhall and the *Melbourne Business Park* in Mount Atkinson will underpin the City's medium term industrial land development. In the medium to long term, the Southern Precinct and Melton Township are expected to encounter industrial land supply constraints as zoned vacant industrial land becomes increasingly scarce. The urban service needs of expanding growth area communities at Cobblebank, Rockbank, Kororoit and Plumpton will underpin demand for new industrial space to support local trades, construction, big box retail, leisure, hospitality and urban service and warehouse uses in the Western and Northern Precincts. The OMR is a key unknown impacting on future industrial demand. The delivery of the OMR will trigger substantive industrial development in Plumpton while strengthening demand in the City's Southern Precinct. Without the OMR vacant industrial land in the City's Northern Precinct is unlikely to experience demand beyond that arising from local industry.

In reviewing the scenarios it is important to note that of each of the CoM's industrial areas are at a different stage of development and market maturity as follows:

Industrial Land Consumption Scenarios City of Melton

The CoM scenarios compile the results of the individual precinct scenarios into a comprehensive municipal scenario. The municipal scenario therefore reflects the growth trajectories and constraints likely to emerge across the municipality within individual precincts in response to infrastructure provision, residential growth and land supply constraints and availability.

Table 11: City of Melton Industrial Land Consumption Assumptions

Base Consumption	High Consumption
The CoM industrial land consumption base case scenario compiles base case scenarios for each of the City's industrial precincts as follows: *Southern Precinct*: Assumes the ongoing delivery and expansion of nationally significant industrial estates resulting in continued industrial land development consistent with the 2019-2021 period which resulted in average land consumption of 32 hectares per annum. This scale of ongoing land consumption results in the full development of the precinct's vacant land supply in the mid 2030s. *Western Precinct*: The scenario assumes that the delivery of new industrial estates along Ferris Road Cobblebank in the mid 2020's triggers the commencement of ongoing industrial land development. It is assumed that land development replicates average annual development in nearby Melton Township of approximately 4 hectares per annum. New industrial development is anticipated to respond to the needs of a growing residential community at Cobblebank while industrial land supply constraints position the precinct to attract demand from the City's south. *Northern Precinct:* Assumes that the OMR will not be delivered before 2036. This results in minimal industrial land demand. *Melton Township*: Assumes ongoing average annual industrial land development of approximately 4 hectares per annum in support of office, leisure, hospitality, warehouse, restricted retail uses. *Diggers Rest Precinct*: Will see the full development of industrial land within the immediate future. The CoM base case scenario assumes ongoing average industrial land consumption of 38 hectares per annum consistent with the 2019 to 2021 period. Overall average annual consumption projected in the base case scenario of 41 exceeds recent average annual consumption owing to the commencement of industrial land development in new precincts (the Northern and Western Precincts) and the one off delivery of industrial land in Diggers Rest.	The CoM industrial land consumption high case scenario compiles high consumption scenarios for each of the city's industrial precincts as follows: *Southern Precinct*: Over the past decade the Precinct's industrial land consumption has grown at a rate of 15% per annum. The projection anticipates continued average annual consumption growth owing to the pipeline of major projects in the precinct. Consumption, nonetheless, rapidly declines by 2030 as the precinct encounters supply constraints due to the scarcity of vacant industrial land. *Western Precinct*: The scenario assumes that the delivery of new industrial estates along Ferris Road Cobblebank in the mid 2020's triggers the commencement of ongoing industrial land development that replicates average annual development in nearby Melton Township of approximately 4 hectares per annum. At 2030, land consumption then resembles the first phase of industrial growth in the City's Southern Precinct (2009 to 2014) when industrial land consumption averaged 10 hectares per annum. The scenario assumes that at 2030 Cobblebank attracts large format industrial uses unable to locate in the City's south. *Northern Precinct:* Assumes that the OMR will be delivered at 2030 triggering rapid industrial expansion owing to the Precinct's unique accessibility uplift. *Melton Township*: Assumes ongoing industrial expansion of 5 hectares per annum in support of office, leisure, hospitality, warehouse, restricted retail uses. *Diggers Rest Precinct*: Will see the full development of industrial land within the immediate future. The scenario assumes ongoing average industrial land consumption of 48 hectares per annum as result of ongoing industrial expansion in the City's south, new demand triggered by the delivery of the OMR and the expansion of industrial uses in the Western Precinct.

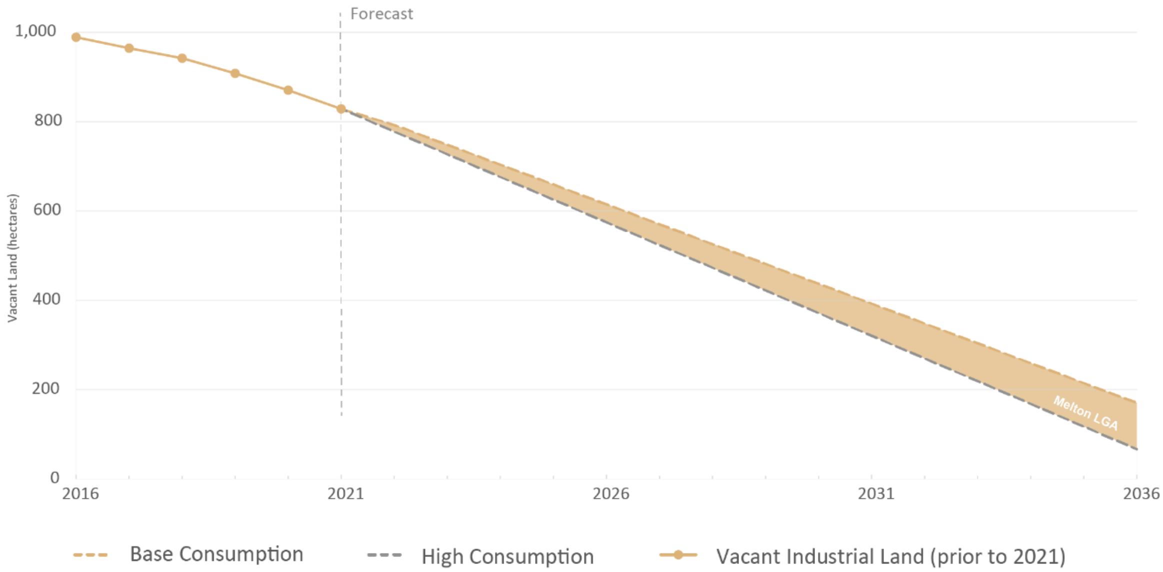
Table 12: City of Melton Industrial Land Consumption Forecast

	Base Consumption	High Consumption
Annual Average Industrial Land Consumption 2021-2036 (ha)	41	48
Years of supply (years)	20+	15+
Land availability at 2036 (ha)	213	110

Each scenario encounters land supply constraints in the 2030s. As will be discussed shortly land supply constraints are anticipated to be most acute in the municipality's Southern Precinct. Under base case and high demand scenarios the south is anticipated to run out of available industrial land in either the early or mid 2030s. Under high consumption assumptions only the Western Precinct incorporates available zoned vacant industrial land at 2036.

Stakeholder interviews indicated that the availability of broad hectare land for purchase is already highly constrained, particularly in the Southern Precinct

Figure 18. Forecast Industrial Land Consumption for Zoned Land City of Melton

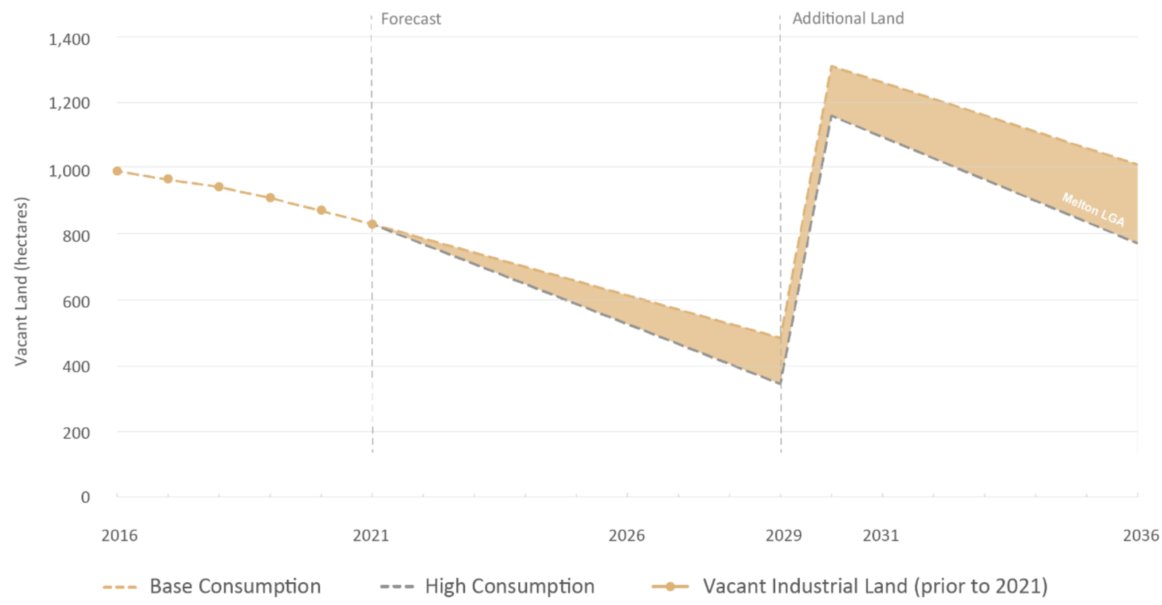


Source: CKC

Impact of Additional Land on Industrial Land Supply CoM

MICLUP identifies 1189 ha of additional industrial land supply. This land is within unprogrammed PSPs.[6] As can be seen below, the addition of new land supply in the late 2020's enables sustained industrial expansion throughout the 2030s.

Figure 19. Impact of Additional Unprogrammed Land City of Melton



Source: CKC, DELWP

[6] In the long term the Ravenhall Quarry PSP will also contribute to future supply. This land however is not considered within this study given the lor

4.1.2. City of Melton Growth Area Commercial Land Supply

The PSP process identifies future commercial areas in the form of Major and Metropolitan Activity Centres, local centres, commercial and business areas and mixed use areas. To date, the PSP process has identified 378 hectares of commercial land within the City's growth areas.

These areas are intended to support a diversity of local, regional and, in some cases, metropolitan economic activities.

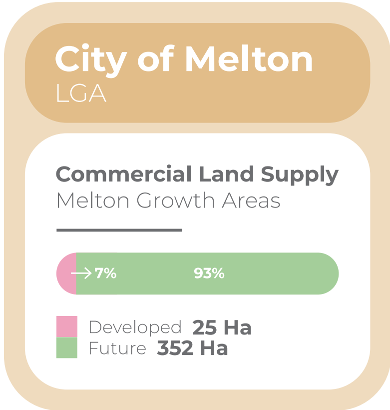
As of 2022, the vast majority (93%) of the City's growth area commercial land had yet to be developed. As will be discussed shortly, ongoing population growth in combination with institutional investment will steadily activate the take-up of this land, as has occurred in Caroline Springs over the past two decades, which itself commenced as a greenfield housing and commercial location.

Table 13: Commercial Land Status 2022 Melton City Growth Areas

Centres	Developed (Ha)	Future (Ha)
Metropolitan	14	59
Major		102.8
Local Centres/Commercial	8	44.4
Mixed Use/ Other	3.6	146.6
Total	*25.6*	*352.8*

Source: CKC

Detailed data on commercial land supply for the City's existing and future Activity Centres is available at Appendix 3.



PSP and Urban Design Framework directions detail significant employment and commercial aspirations within the City's commercial areas. As can be seen below, over 60,000 jobs are anticipated in the City's growth areas.

Table 14: Job Aspirations PSP Areas

PSP	Jobs
Toolern	25,000
Mount Atkinson	19,000
Plumpton	12,000
Rockbank	2,172
Kororoit	2,100
Paynes Road	253
Total jobs	*60,525*

Figure 20. Commercial Land City of Melton

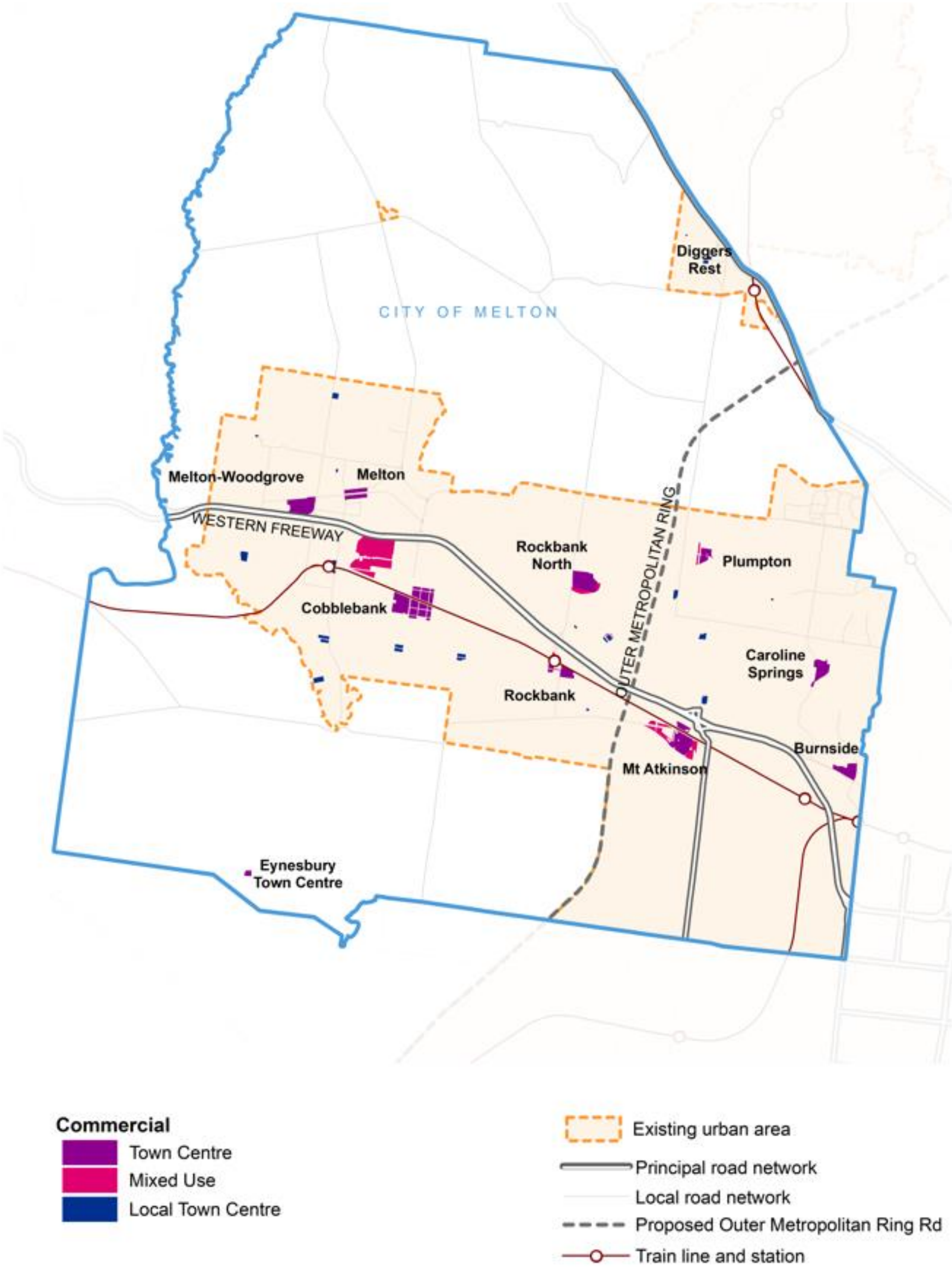


Table 15 Commercial Land Status by Precinct

Status	Melton Township*	Southern	Western	Northern	Diggers Rest
Developed Land (2021)	59		19	3	4
Future Land (2021)	9	62	204	79	3

Source: DELWP, CKC

Note *Melton Township Precinct is not assessed as a growth area precinct. It, however, currently includes 3 hectares of growth area commercial land.

Commercial Development Outlook Melton City Growth Areas

Through the PSP process the City has amassed over 378 hectares of commercial land supply, of which 353 hectares is currently awaiting development.

The PSP process has nominated and defined a series of town centres including Major Activity Centres, local town centres and commercial areas. As of 2022, 206 hectares of the 228 hectares allocated for town centre development was vacant.

The recently developed Woodlea (Aintree), Opalia Plaza and Cobblebank Village (Cobblebank) shopping centres currently represent the largest commercial developments in the City's growth areas. These developments provide foundational retail infrastructure for new communities in the form of a stand alone shopping centre that includes a mainline supermarket and a number of speciality shops (chemist, food outlets, fitness and medical). New commercial development proposed in Rockbank, Thornhill Park, Deanside, Kororoit and Eynesbury will deliver similar retail focused infrastructure (see overleaf).

Ongoing population growth as well as the delivery of major infrastructure is expected to help deepen and diversify commercial investment and uses over time. The delivery of the Melton Hospital in the Western Precinct will, for instance, encourage and anchor the development of associated medical and health service industries within the Cobblebank Metropolitan Activity Centre, in turn, providing a basis to build health and social service identity within the centre.

Non-growth area industrial land at the junction of the Western Freeway, Melton Highway and High Street, Melton (Melton Gateway) is currently the City's most active commercial development node in the municipality.

The Melton Gateway area is subject to a series of major commercial development proposals and aspirations that include large format retail, hospitality uses and office uses. The area, however, is zoned for industrial purposes but is emerging as potentially one of the largest and most diverse commercial nodes in the municipality. Melton Gateway enjoys unique accessibility advantages that are likely to continue to attract ongoing investment which, in turn, has implications for the growth of nearby town centres in Rockbank and Cobblebank and the overall evolution of the City's commercial hierarchy.

As of 2022, the scale and diversity of employment and economic uses envisaged in PSPs and accompanying UDFs are yet to be delivered in on the ground development. Ongoing population growth and public investment will ultimately help deepen local commercial activity as has occurred in Caroline Springs Major Activity Centre over the past 20 years, which has steadily attracted commercial investment including major entertainment, corporate and accommodation infrastructure.

As can be seen overleaf, there are a variety of foundational town centre developments proposed or mooted including proposals at Deanside, Thornhill Park and Rockbank Major Activity Centre.

Table 16: Commercial Outlook City of Melton

Outlook	Assumption
Short term	Short term commercial investment will focus on the development of foundational retail, personal service and health infrastructure in growth area locations as is demonstrated in the current focus of planning applications. Commercial development will also progress at the junction of High Street, Melton and the Western Freeway.
Medium to long term	The municipality incorporates many of the fundamental drivers of commercial demand: • Projected population and household growth. • The prevalence of young and growing households. The median age of growth area communities is 30 years. • Above average educational attainment and incomes in growth area communities. The City's growth area communities are more educated and have higher incomes than the broader Melton community. • The availability of well located and abundant commercial land. • Favourable ownership. Several centres are subject to ownership by major land developers that are skilled and experienced in the delivery of high quality places and successful commercial environments. • Investment in social and transport infrastructure including the future Melton Hospital, OMR and potential future Mount Atkinson Rail Station. It follows that over the medium to long term the city is well positioned to attract new commercial and mixed use investment and growth.

Table 17 Commercial Development Pipeline

Project	Description	Status
Mixed-Use Development, Cobblebank (The Place)	Proposed supermarket, medical centre, restaurants, swim school and recreational facilities.	Approved
Local Convenience Centre, Thornhill Park	Mixed use development including a supermarket, medical centre, gym, offices and cafes.	Approved
Rockbank Major Town Centre Development - Stage 1	Stage 1 of Rockbank Town Centre development including a supermarket, food and drink premises, bottle shop, offices, medical centres and gymnasium.	Approved
Melton Homemaker Centre Gateway Stage 2	Large format retail tenancies in conjunction with major white goods, furniture and electrical retail facility.	Approved

Established and Emerging Commercial Locations

The City includes substantial developed commercial land in its established areas in its west and east.

The Melton Township includes 68 hectares of established commercial areas including the Melton West (Woodgrove) and High Street Major Activity Centres. The precinct supports a diverse and growing range of retail, entertainment, civic, health and social infrastructure. At 2021, the Melton Township Precinct incorporated 35% of the City's jobs (13,200) having added 3,350 jobs since 2016. The precinct is the City's leading employment centre.

Table 18: Established Area Land Supply

Centres	Developed (Ha)	Future (Ha)
Major	77	
Local Centres/Commercial	28.8	5
Mixed Use/ Other	3.7	4
Total	*109.5*	*9*

In the City's east, the Caroline Springs Major Activity Centre encompasses over 22.5 hectares of commercially focused uses. The broader precinct is now home to over 8,500 jobs having added 1,680 jobs since 2016. Nearby, the former big box retail site at Burnside has helped anchor a range of new commercial uses and includes undeveloped commercial land to support future growth. The role and growth of Burnside will be further explored in the development of the *MEILS*.

Within the Eynesbury Precinct, there are two proposals to develop the first stage of the Eynesbury town centre and, in a nearby location, an accommodation facility. The first stage of the Eynesbury town centre, will, as with other proposals in the City's new communities, commence by delivering foundational retail infrastructure.

Table 19: Eynesbury Precinct Commercial Proposals

Project	Description	Status
Eynesbury Town Centre	Proposal to develop the first stage of the centre including supermarket, retail, office and medical uses	Planning Application Stage
Eynesbury Estate	Development of accommodation, day spa and conference centre.	Planning Application Stage

5. Project Findings: Western Precinct

The Western Precinct encompasses broad hectare greenfield land to the south of the Western Freeway, that when fully built will see a continuous urban corridor emerge along the Western Freeway connecting Caroline Springs to the Melton Township.

Figure 21. Western Precinct Overview

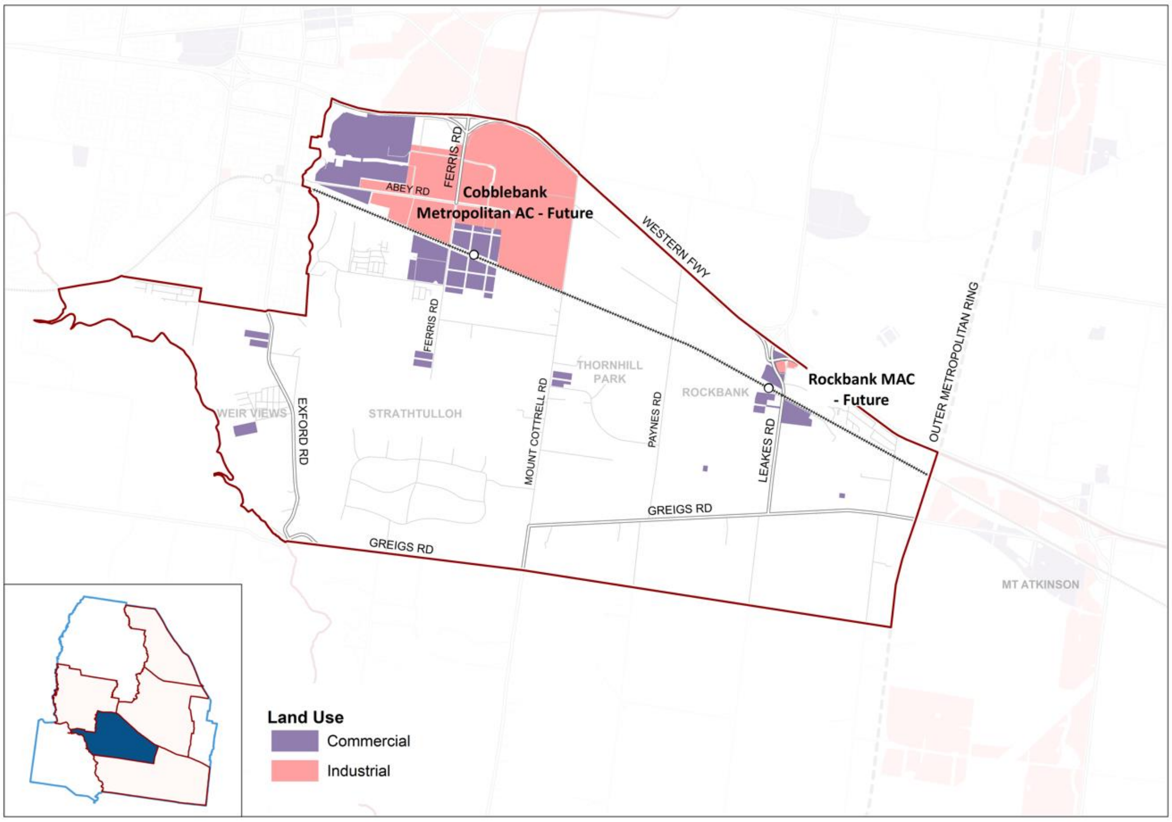


Table 20: Western Precinct Key Locations

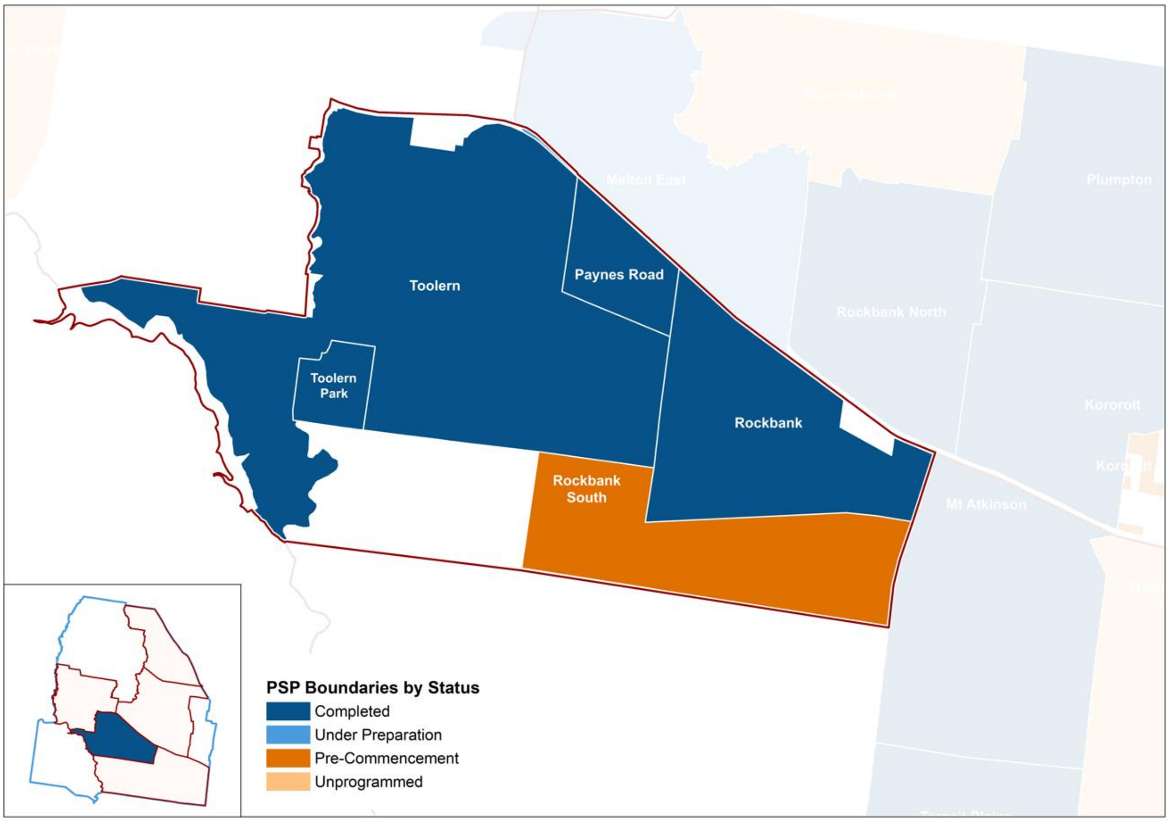
Localities	Industrial Locations	Activity Centres
- Cobblebank - Rockbank - Strathtulloh - Thornhill Park - Weir Views	- Cobblebank - Western Freeway	- Cobblebank Metropolitan Activity Centre - Rockbank Major Activity Centre

PSP Status Western Precinct

The regulatory transition of the precinct from rural and agricultural uses to urban uses is complete.

Each of the PSP areas that comprise the precinct are now complete including the Toolern (2011), Toolern Park (2014), Rockbank (2016) and the Paynes Road (2016) precinct structure plans.

Figure 22. PSP Status 2022 Western Precinct



Western Precinct: Employment and Population Overview 2021

The precinct's zoned residential land has enabled the rapid transformation of formally rural land into residential land. For the 2016 to 2021 period, the precinct accounted for over a third of the municipality's population growth.

The precinct currently supports 10% of the municipality's population which will continue to grow as further residential estates are delivered.

Table 21 Western Precinct Outlook[7]

PSP	Population	Jobs
Rockbank	22,800	2,172
Toolern	55,000	25,000
Toolern Park	1,480	
Paynes Road	7,000	253
Total	*86,280*	*27,425*

Substantive construction activity has resulted in a significant expansion in construction employment, which accounted for a quarter of the precinct's new jobs. As of 2021, the precinct supported over 600 construction jobs.

In line with the precinct's population growth, population serving employment has also grown retail (+200 jobs), health (+100 jobs) and education (+75 jobs). Logistics and manufacturing employment also grew strongly (+200 jobs).

Western Precinct
Growth Corridor

Population

17,895
Population (2021)

+14,756
Population Growth (2016 - 2021)

Employment

2,253 **Jobs**
Employment (2021)

+1,377 **Jobs**
Employment Growth
(2016 - 2021)

Growth Sectors

Construction
Retail
Accomodation and Food Services

[7] This is derived from a compilation of the Taylors Hill, Rockbank, Kororoit and Plumpton PSPs.

Strategic Aspirations Western Precinct

Cobblebank and Rockbank are identified as areas of significant commercial growth. Within State planning policy, Cobblebank is identified as a future metropolitan activity centre, one of only three metropolitan activity centres in Melbourne's western region and one of eleven across the metropolis.

Metropolitan activity centres are identified as regionally significant hubs that support a range of major retail, community, government, entertainment, cultural and transport services.

Accordingly, the Cobblebank Urban Design Framework envisages land in direct proximity to the Cobblebank train station transforming into a dense employment precinct comprising a diversity of service, commercial and industrial uses.

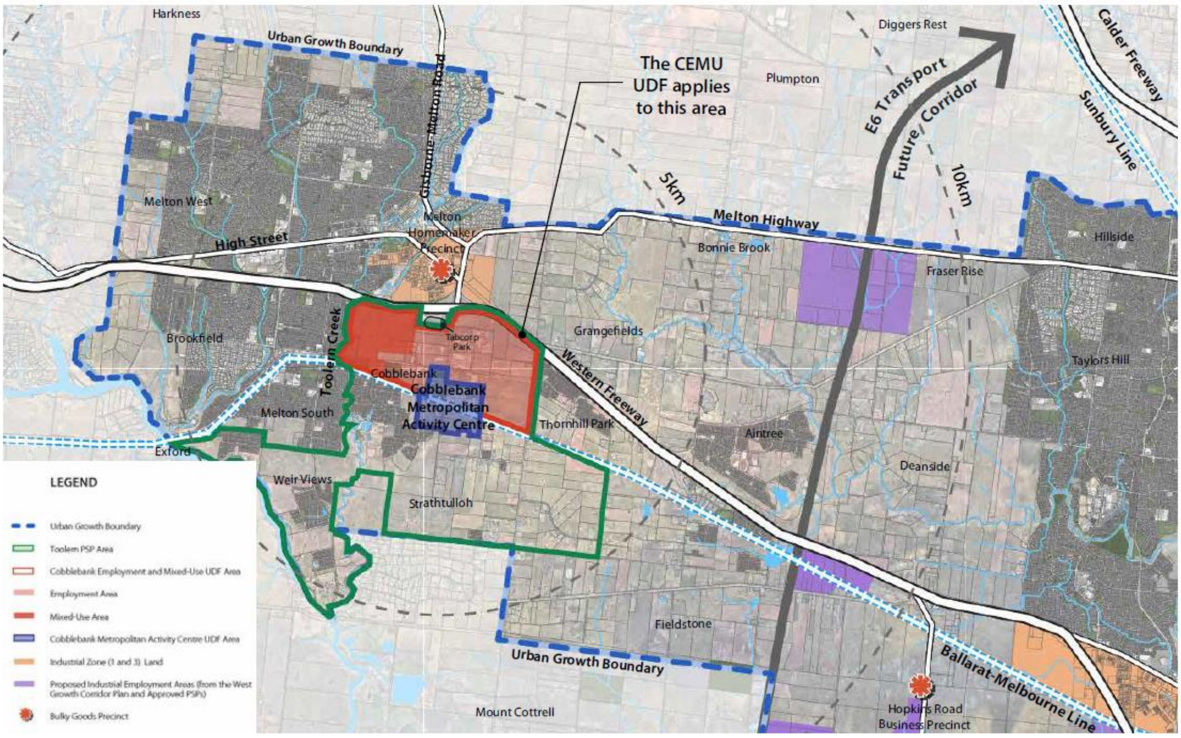
Rockbank is a major activity centre on Leakes Road, south of the Western Freeway. The Paynes Road PSP area is identified for residential uses while Toolern Park is primarily open space and residential.

Table 22 Precinct Directions

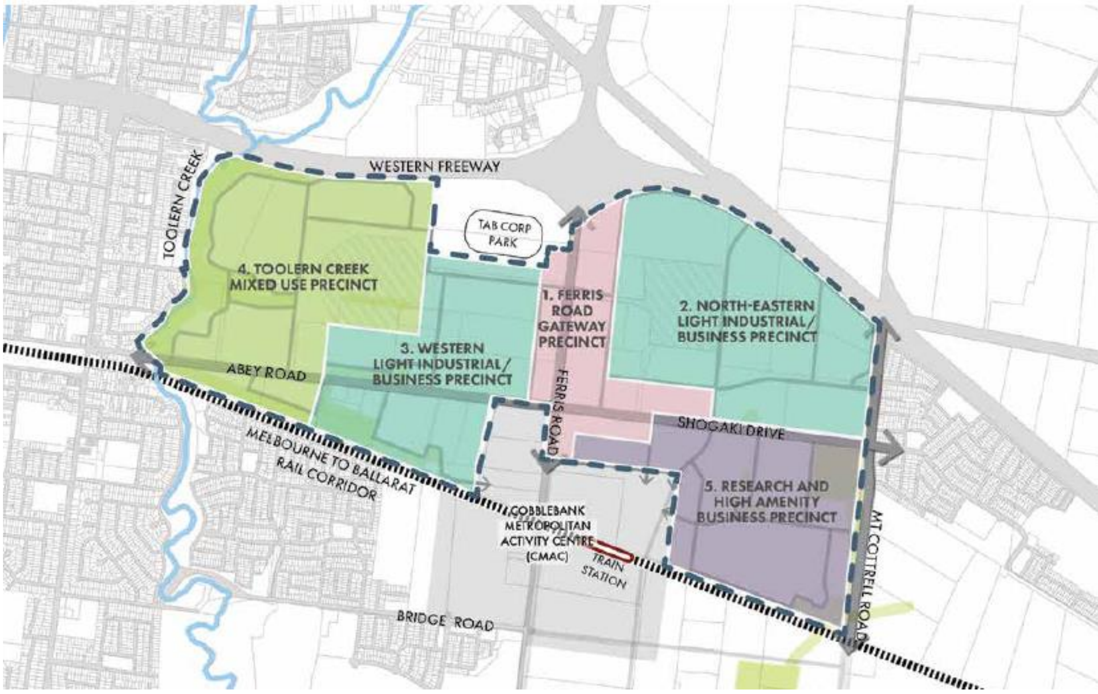
Cobblebank Metropolitan Activity Centre (Toolern PSP)	The Cobblebank Metropolitan Activity Centre is anticipated to emerge as an employment rich transit oriented node. Accordingly, the vision for Cobblebank seeks to: • Promote a range of regional and local employment, civic, retail, education, medical, residential, recreational and entertainment uses and a mixture of shops, offices and dwellings. • Improve the quantum and quality of local employment opportunities in the region. • Incorporate higher-density housing within the activity centre. • Develop transit-oriented urban structure, with a road network that supports local bus routes within 400 metres of most homes, provides direct connections to key destinations in Melton Township and higher-order public transport connections at Melton Station and Cobblebank Station and bus interchange *The Cobblebank Metropolitan Activity Centre Urban Design Framework* and *the Cobblebank Employment and Mixed-Use Urban Design Framework* provide detailed land use directions for the Centre and surrounding employment land. Between 22,000 and 25,000 jobs are anticipated in the area.
Rockbank Major Activity Centre (Rockbank PSP)	The future Rockbank Major Activity Centre is identified in *MICLUP* as a regionally significant centre. The future centre is anticipated to include diverse retail and service uses anchored by the Rockbank rail station. A new street grid pattern is proposed to facilitate land use change. Key directions related to commercial and service uses include: • Encouraging higher-density residential options that connect to the train station. • Providing key social infrastructure, local shopping centres, schools and public transport to support the growing residential population. • Developing a transport precinct around Rockbank Station.
Toolern Park PSP	Toolern Park is located within the wider Toolern PSP and includes the regionally significant Toolern Creek Regional Park. The majority of PSP land is within the regional park. The remainder of land is identified for residential uses that responds to the PSP's natural assets while being connected to the broader Toolern PSP.
Paynes Road PSP	The structure plan details a residential vision for land along the Western Freeway that includes schools and a community hub.

The vision for Cobblebank anticipates a core activity centre encircled to its north by a diverse industrial precinct that together with the town centre combines to facilitate an intense employment and service location.

Figure 23. Cobblebank Vision and Preferred Industrial Uses



Source: Cobblebank Employment and Mixed Use Urban Design Framework



Source: Cobblebank Employment and Mixed Use Urban Design Framework

5.1.2. Western Region Industrial Land analysis

The precinct incorporates substantive industrial land in proximity to the Western Freeway.

As illustrated above, industrial land in and around the Cobblebank Metropolitan Activity Centre is identified for integrated hybrid style industrial development, in which a density of uses emerge around the core activity centre.

Industrial land along the Western Freeway is generally supported for logistics and highway retail uses while land closer to the town centre is supported for knowledge intensive employment.

Western Precinct
Growth Corridor

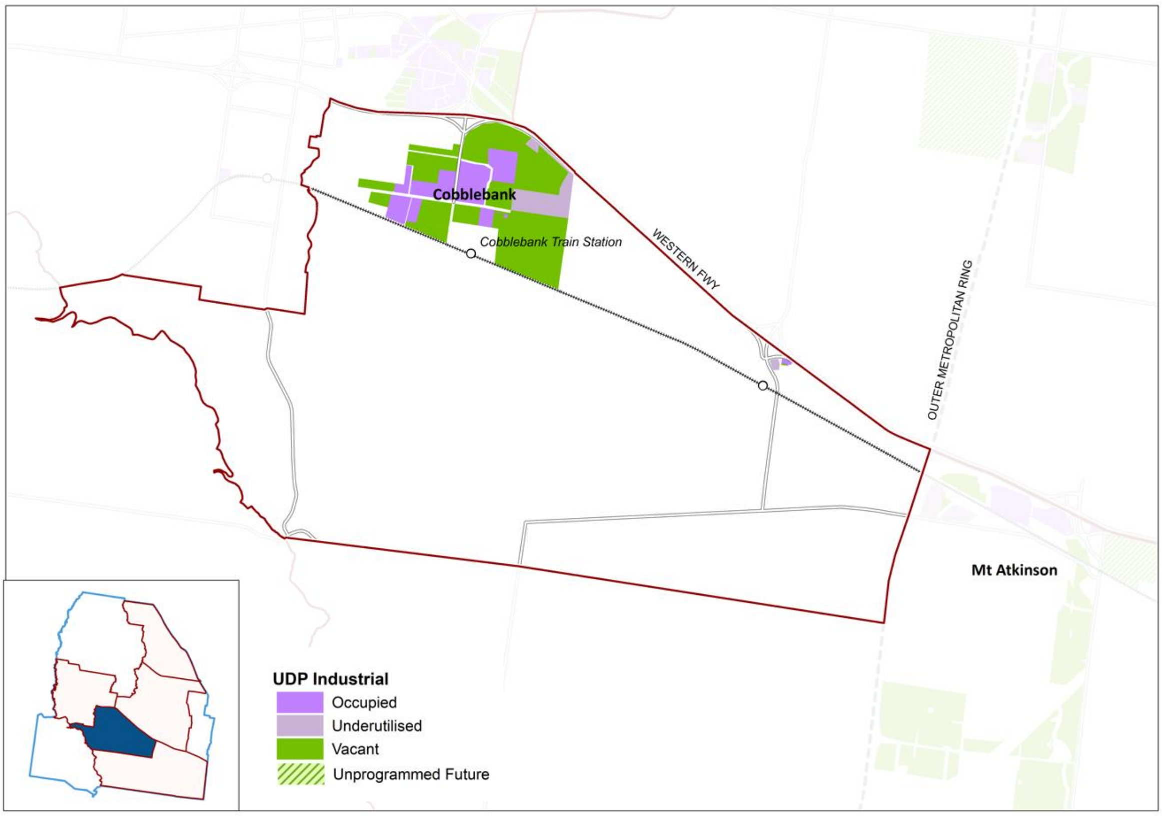
Industrial Land Supply

81 Ha
Occupied Industrial Land (2021)

237 Ha
Vacant Land

Years of Supply (Base Case)	**25+** Years
Years of Supply (High Consumption)	**25 +** Years

Figure 24. Western Precinct Industrial Land



Industrial Development Outlook Western Precinct

The Western Precinct's industrial area currently supports a small number of large format industrial enterprises including major construction supplies, recycling and manufacturing facilities. At 2023, the vast majority of zoned industrial land within the precinct was vacant.

Historically, the precinct has not been a focus for industrial expansion. Since 2010 the precinct has seen the development of a total of 7 hectares of vacant industrial land, the majority of which occurred in 2019 when 6 hectares of land was developed. Over the past two decades, the Precinct experienced numerous years in which no new industrial land development proceeded. This includes the period between 2021 to 2023.

Table 23: Historic Industrial Land Consumption

	2019	2020	2021	Average Annual Consumption 2019 -2021	Annual Rate of Growth 2019 -2021
Consumption (Ha)	6	0	0	2	N/A

Source: UDP, Charter Keck Cramer

Recent development applications and land acquisition activity within the Precinct suggest the Precinct is set to become a focus of industrial land development. The pipeline of mooted and approved projects includes distribution, logistics and warehouse functions. The delivery of new industrial estates is expected to help address infrastructure constraints facilitating an increase in development ready land.

Table 24: Western Precinct Industrial Development Pipeline

Project	Description	Status
Ferris Road, Cobblebank (Melton Recycling Centre)	Major recycling facility.	Approved
Ferris Road, Cobblebank	Approximately 24 hectares of land at the intersection of the Western Freeway and Ferris Road is proposed for industrial development.	Permit Application Stage
Ferris Road, Cobblebank	Approximately 13 hectares of land abutting Tabcorp park is mooted for business park development	Mooted
Ferris Road Warehouse	Warehousing and distribution centre.	Approved
Mt Cottrell Rd, Cobblebank (Cobblebank Business Park)	Diverse business park estate.	Approved

Despite minimal recent development, the overall outlook for industrial development in the Western Precinct is positive owing to the precinct's pipeline of proposed development, and the Precinct's potential future role in serving the industrial land needs of nearby constrained industrial markets as well as the industrial land needs of its growing residential community.

Table 25: Development Outlook Western Precinct

	Outlook
Short Term	To date, the Western Precinct has experienced minimal and infrequent industrial land consumption. Despite minimal recent industrial expansion, the precinct is, nonetheless, set to undergo industrial expansion. The precinct is currently subject to a pipeline of approved and mooted development including a foundational mixed logistics and big box retail development at the intersection of Ferris Road and the Western Freeway, a new business park to the south of Tabcorp Park, and a major recycling facility. The short term outlook anticipates industrial development proceeding in the 2024 to 2025 period.
Medium to Long term	In the medium term, a confluence of factors are set to drive demand for the precinct's abundant vacant industrial land. Specifically, as industrial land supply in the nearby Melton Township becomes increasingly constrained (see Melton Township section), the precinct is positioned to attract demand for urban service focused uses. Similarly, land constraints in the Southern Precinct may also generate demand for large format industrial estate development close to the Western Freeway. In addition, the urban service needs of rapidly expanding growth area communities in Cobblebank and Rockbank will generate demand for new industrial space to support trades, big box retail, storage, hospitality, leisure and warehouse uses.

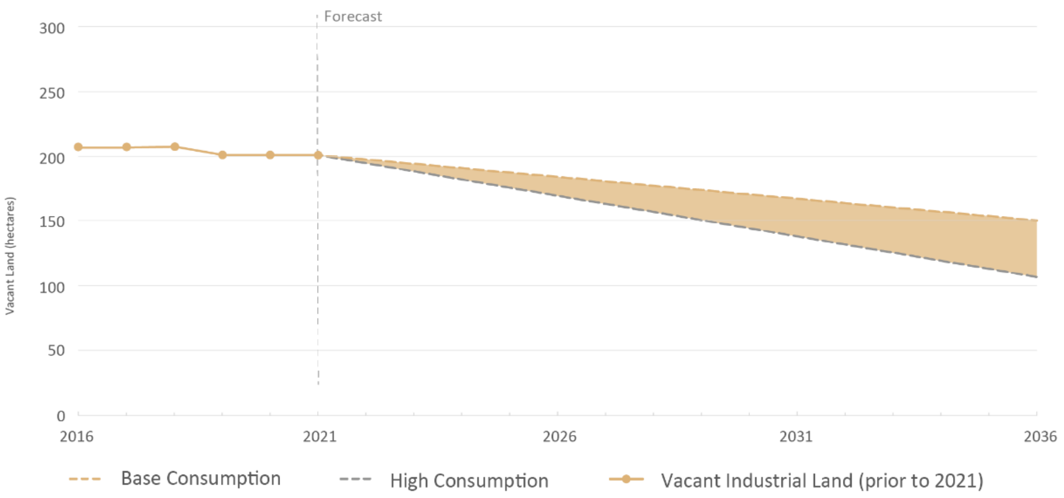
Western Precinct Industrial Land Consumption Scenarios

The Western Precinct land consumption scenarios anticipate the emergence of an industrial land development market post 2025 as newly proposed industrial estates commence development. Thereafter, the scenarios anticipate the establishment of an industrial development market driven by a range of internal and external demand drivers.

Table 26: Industrial Land Consumptions Scenario Assumptions Western Precinct

Base Consumption	High Consumption
Due to very limited industrial development activity in the Western Precinct there is insufficient industrial land consumption data to define a base case scenario that draws on historic land consumption trends to project future consumption. The base cases scenario therefore draws on approval data and the implications of land supply constraints in nearby precincts to project future growth. The base case scenario assumes the short term delivery of foundational industrial development along Ferris Road in 2025. Following this, the scenario assumes ongoing industrial land development that responds to (a) improved drainage infrastructure (b) constrained industrial land supply in Melton Township (c) constrained supply in the Southern Precinct and (d) industrial demand emerging from the Precinct's growing residential base. The base case assumes that industrial land consumption will commence in 2025 following which the Precinct will support the same scale of average annual industrial development as was evident in the nearby Melton Township over the 2019 to 2021 period. This equates to 4 ha per annum.	The high consumption scenario assumes that foundational industrial development will trigger sustained industrial development in the precinct from 2025 onwards. It is assumed that between 2025 and 2030 the precinct will replicate average annual industrial land development in the nearby Melton Township of 4 hectares per annum. In the 2030s consumption is assumed to grow to 10 hectares per annum due to (a) the full development of all vacant industrial land in nearby Melton Township (b) demand arising from the precinct's population growth and (c) the precinct attracting large format industrial demand from a highly constrained Southern Precinct. Post 2030 land consumption resembles the first phase of industrial growth in the City's Southern Precinct (2009 to 2014) when industrial land consumption averaged 10 hectares per annum.

Figure 25. Forecast Industrial Land Consumption for Zoned Land



Source: CKC, DELWP

Table 27: : Industrial Land Consumptions Scenario Outcomes Western Precinct

	Base Case	High Consumption
Annual Average Industrial Land Consumption 2021-2036 (Ha)	4	6
Years of supply (years)	25+	25+
Vacant land at 2036 (Ha)	150	110

5.1.3. Commercial Land Western Precinct

The precinct encompasses substantial land designated for a range of retail, commercial, health and education and civic uses. As of 2021, the majority of this land remained inactive.

Cobblebank is designated as the precinct's leading service and employment node, in which a significant density of employment uses congregate along Ferris Road between Bridge Road and the Western Freeway. The town centre comprises 73 hectares of land designated for a range of commercial and civic uses. There is also 113 hectares of mixed use land in the north west of Cobblebank.

The Toolern Employment & Mixed Use and Major Town Centre by Essential Economics defines a population catchment for Cobblebank that comprises both the Melton Growth Corridor and Bacchus Marsh. According to this work, the catchment's population is expected to increase to 177,820 persons by 2031, fuelling demand for an estimated 190,000m^2 of floor space demand.

Accordingly, the Urban Design Framework for Cobblebank Major Activity Centre anticipates the following floor space provision.

- Retail (70,000 m^2)
- Commercial (25,000 m^2)
- Civic and Community Facilities (16,000 m^2)
- Education (30,000 m^2)

Health and justice uses are also anticipated including the committed delivery of the Melton Hospital at Ferris Road, Cobblebank.

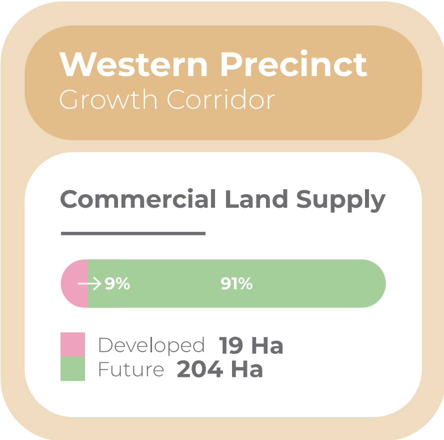
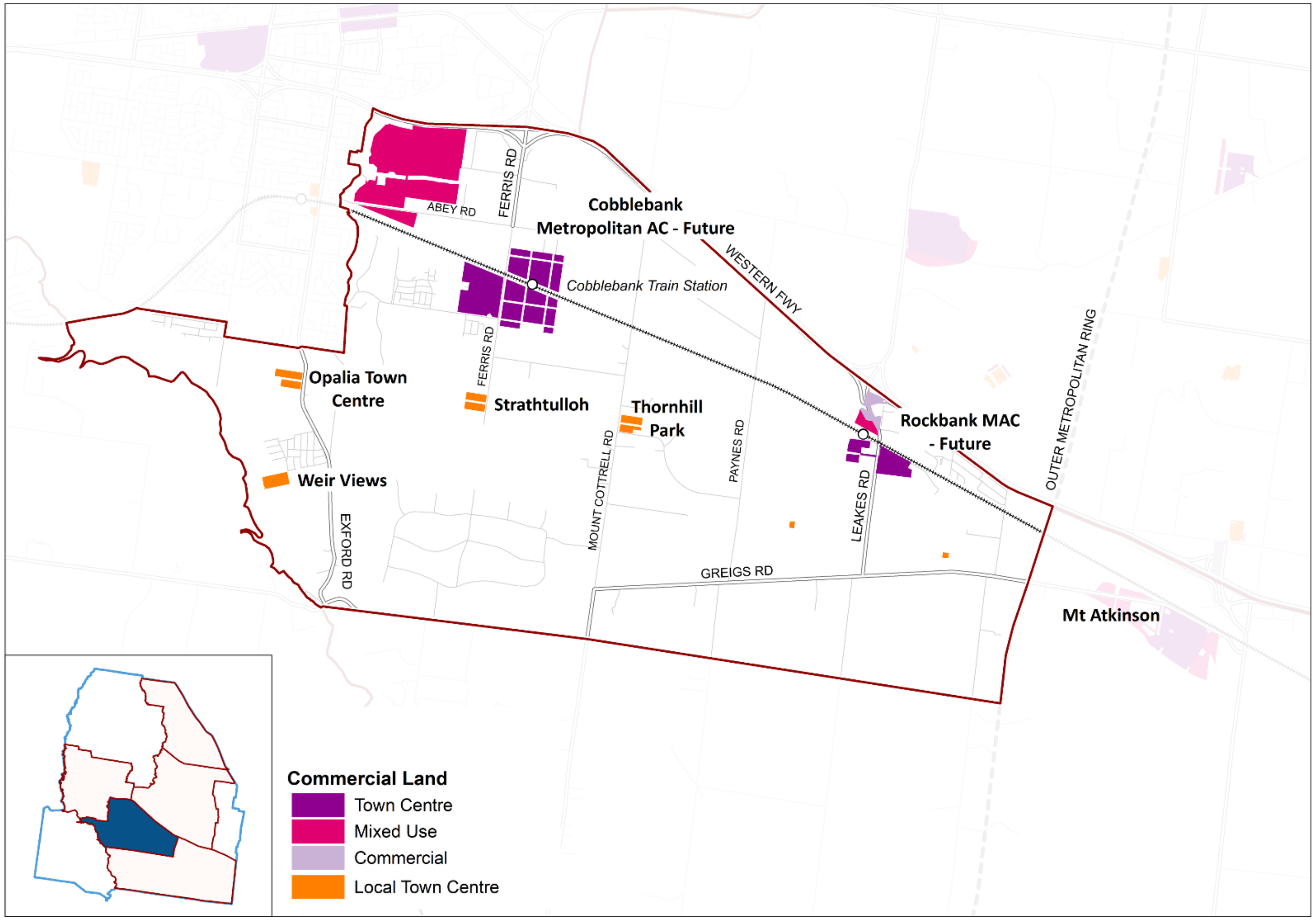


Figure 26. Commercial Land Supply Western Precinct



Within Rockbank, a mix of core retail, specialty retail, mixed use, restaurants, medical uses, and medium to high density housing is anticipated. According to the PSP, retail uses are restricted to a maximum of 30,000 square metres space. Notably, the development of the Rockbank Major Activity Centre anticipates new road infrastructure to facilitate commercial development.

There are also a variety of local centres identified throughout the precinct.

Figure 27. Rockbank Major Activity Centre Vision

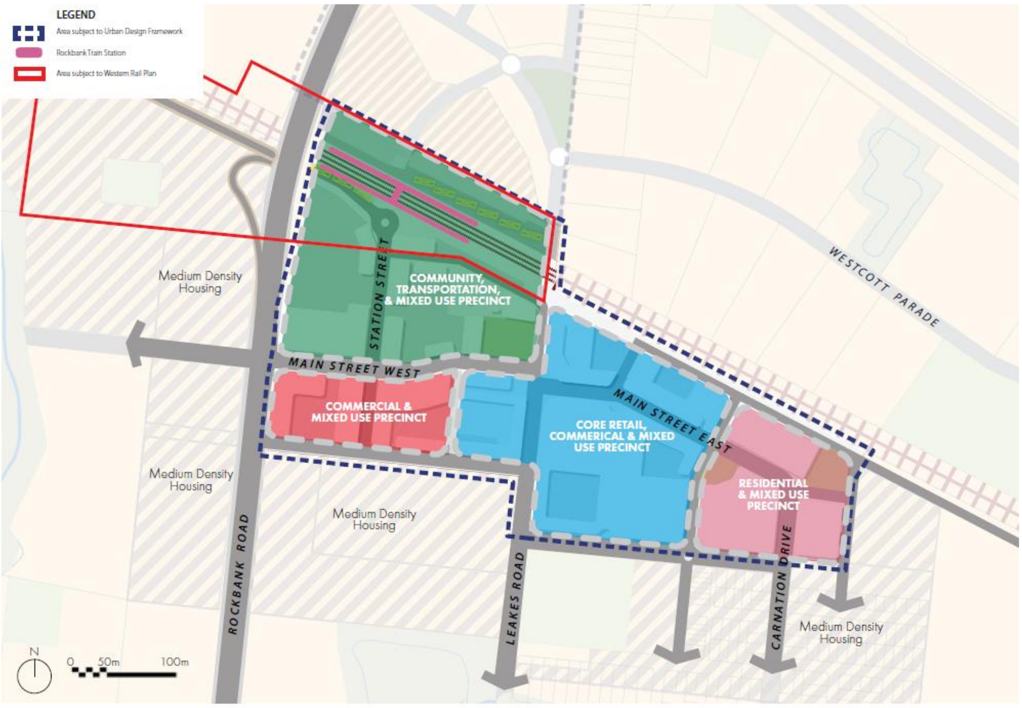


Figure 5. Precinct Plan

Source: Rockbank Urban Design Framework August 2019

Commercial Land Supply Western Precinct

There is plentiful well located land to support commercial and retail floor space development throughout the precinct.

Table 28: Commercial Land Status 2022

	Developed	Future
Metropolitan Activity Centre		
Cobblebank	14	59.3
Major Activity Centre		
Rockbank		16.3
Town Centre/ Commercial		
Strathtulloh		4.5
Thornhill Park (local centre)		4.2
Rockbank (commercial & mixed use)		6.6
Weir Views		4.6
Opalia	5.2	
Other		1
Mixed Use/Other		
Mixed Use		108
Total	***19***	***204***

Source: CKC

Commercial Outlook

To date, commercial expansion has entailed the development of foundational retail uses to support ongoing population growth at Cobblebank. Cobblebank Village resulted in the development of approximately 2.5 hectares of commercial land.

Cobblebank's south west civic precinct is the most advanced town centre development area in the municipality's growth areas. The recently completed Cobblebank Stadium and associated recreational infrastructure combine with the BACE centre to form a significant civic and recreational precinct and regional destination.

The delivery of the Melton Hospital in 2029 will further expand this area whilst affirming Cobblebank's role as a regional destination. The hospital will catalyse a range of complimentary allied health uses and associated floor space demand in the centre's south. The Cobblebank MAC's UDF also anticipates a justice facility in the south of the activity centre.

The western precinct includes a number of mooted commercial development projects including a Major Activity Centre development proposed for Rockbank, a Local Activity Centre proposed for Thornhill Park and a mixed use development proposed along Bridge Road Cobblebank.

The outlook for commercial and retail floor space development remains favourable particularly in Rockbank and Cobblebank given:

- Projected population growth.
- The age structure of the population (the median of less than 30 years).
- Increasing educational attainment and incomes (the community is more educated and earns higher incomes than the broader Melton community).
- Availability of well located commercial land with street frontage.
- Transport infrastructure.
- Future public Investment in civic and health infrastructure.

Notwithstanding the above, the nearby Western Freeway, High Street, Melton Highway junction represents a source of commercial competition for Cobblebank, which at this stage has attracted more active and expansive retail and commercial market than is evident in Cobblebank.

The location's unique accessibility is likely to continue to draw commercial investment.

As of 2022, no further commercial land supply is required within the Precinct.

Table 29: Western Precinct Commercial Outlook

Short term	Foundational retail and service uses are likely to be delivered at Rockbank and Thornhill Park.
Medium to long term	The delivery of the Melton Hospital in 2029 will catalyse ancillary health services in the Cobblebank's Southern Precinct. Population growth will support the diversification of food and restaurant retailing and help support professional and personal service growth within Cobblebank Metropolitan and Rockbank Major Activity Centres.

Table 30: Commercial Development Pipeline 2022 Western Precinct

Project	Description	Status
Mixed-Use Development, Cobblebank (The Place)	Proposed supermarket, medical centre, restaurants, swim school and recreational facilities.	Under development
Local Convenience Centre, Thornhill Park	Mixed use development including a supermarket, medical centre, gymnasium, offices and cafes.	Approved
Rockbank Major Town Centre Development - Stage 1	Stage 1 of Rockbank Town Centre development including a supermarket, food and drink premises, bottle shop, offices, medical centres and gymnasium.	Approved

6. Project Findings Southern Precinct

The Southern Growth Precinct is an employment precinct in the south east of the municipality that forms the western edge of the Western State Significant Industrial Precinct.

The precinct comprises the Robinsons Road/Ravenhall industrial corridor in the precinct's east, extractive and waste industries in the precinct's centre and to the west the Mount Atkinson growth area.

Figure 28. Southern Precinct Industrial and Commercial Land Use

Table 31: Southern Precinct Key Locations

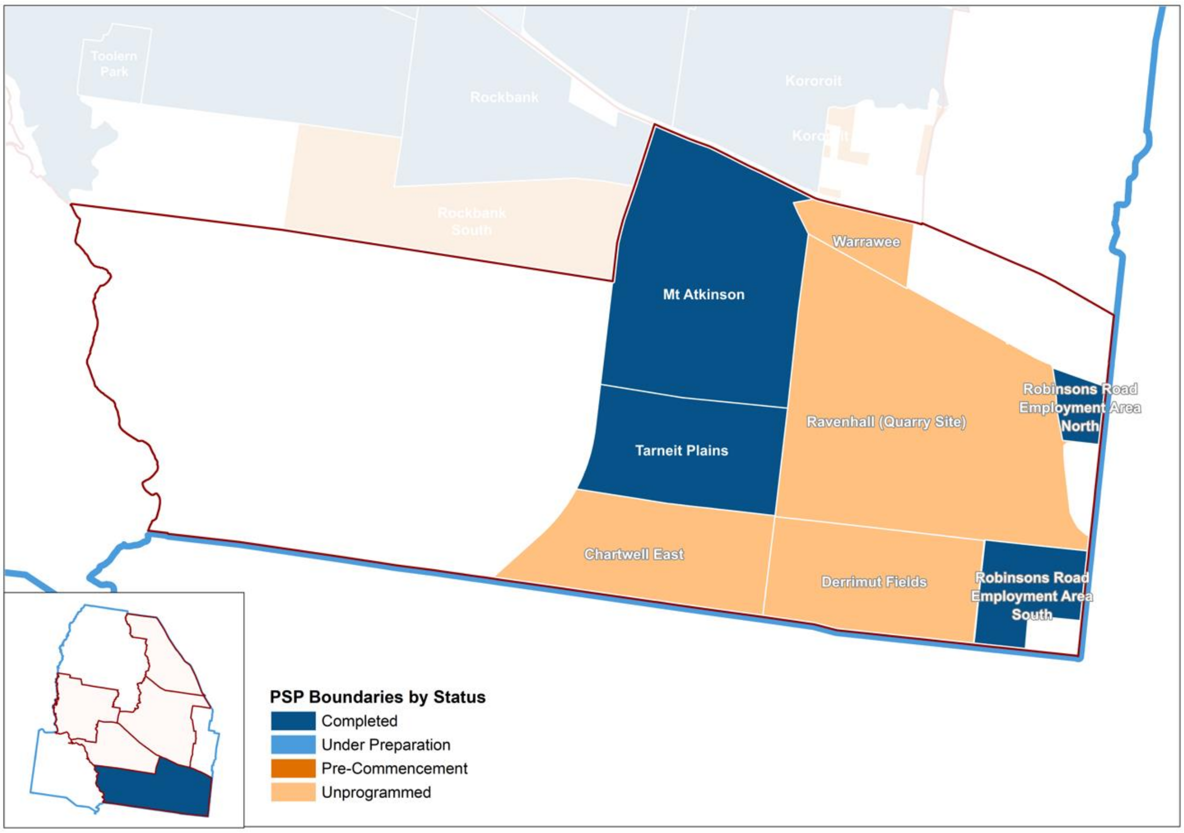
Localities	Industrial Locations	Activity Centres
- Fieldstone - Mount Cottrell - Ravenhall - Truganina	- Ravenhall - Truganina	- Mount Atkinson Major Activity Centre

PSP Status Southern Precinct

The precinct comprises a number of completed and unprogrammed PSPs including the completed Robinsons Road Employment Area North (2008), Robinsons Road Employment Area South (2011), Mt Atkinson and Tarneit Plains (2017).

The unprogrammed PSPs in Chartwell East and Derrimut Fields each encompass land related to the delivery of the Western Intermodal Freight Precinct. The unprogrammed Ravenhall PSP encompasses substantive extractive industry and land fill uses while the unprogrammed Warrawee PSP is identified to be as a mixed use PSP that will include employment uses that will support the expansion of the Robinsons Road industrial area.

Figure 29. PSP Status 2022 Southern Precinct



Employment and Population Overview Southern Precinct

The precinct is primarily an employment focused location. The majority of the precinct's residents live within the Ravenhall corrections facility. For the 2016 to 2021 period, the Ravenhall corrections facility accounted for 50% of the precinct's population growth. In the future the precinct's resident population will shift westward as Mount Atkinson continues to grow.

Rapid industrialisation has seen the precinct's employment double in the past five years. The precinct currently supports just under a third of the municipality's employment base and accounted for 40% of the municipality's employment growth over the 2016 to 2021 period.

The Ravenhall Correction Centre is the precinct's largest employer (2000 jobs) and accounted for over 1000 additional jobs over the past 5 years. Traditional industrial employment in the form of manufacturing, logistics, warehousing and construction jobs comprise the precinct's core employment sectors. In the recent past, the precinct successfully attracted major logistics operations including Amazon, Myer and Hello Fresh distribution centres in Ravenhall.

The precinct has also seen growth in real estate, personal service, retail and health employment primarily as a result of the development of big box retail and smaller industrial floor space to the south of Ballarat Road in Caroline Springs.

Recent employment growth within the correction sector is likely to represent a one off increase resulting from the completion of corrections infrastructure and is unlikely to be replicated.

Southern Precinct
Growth Corridor

Population

3,733
Population (2021)

+2,143
Population Growth (2016 - 2021)

Employment

10,535 **Jobs**
Employment (2021)

+5,156 **Jobs**
Employment Growth (2016 - 2021)

Growth Sectors

Construction
Logistics
Justice

Strategic Aspirations Southern Precinct

The overarching strategic direction for the precinct is to facilitate intensive employment uses that leverage from the precinct's transport infrastructure and isolation from residential areas to support industrial growth.

In the west of the precinct proposed land uses within Mount Atkinson PSP include new residential communities and associated commercial and retail uses.

Mt Atkinson and Tarneit Plains PSP areas are identified in the West Growth Corridor Plan (WGCP) as providing for future local and regional employment opportunities. The "Hopkins Road Business Precinct" within the Mt Atkinson PSP was identified in the WGCP as a major opportunity for a mix of higher density business uses and residential uses, contributing to the objective of providing greater employment diversity and employment self-containment in Western Melbourne.

Table 32 Precinct Directions

Robinsons Road North and South	The rezoning of land along Robinsons Road for industrial purposes predates Plan Melbourne. Robinsons Road North was rezoned to leverage from the development of the Deer Park bypass which resulted in isolated farming land that was identified as inappropriate for new commercial uses.
Mount Atkinson	Mount Atkinson includes a major activity centre at the intersection of Hopkins Road and Western Freeway. The PSP anticipates a significant commercial centre that combines substantial commercial, retail and industrial floor space over 560 hectares of land. In its ultimate form the area is projected to encompass 20,000 residents and 19,000 jobs. It follows that planning for Mount Atkinson aims to: • encourage a variety of employment, infrastructure and community facilities. • maximise opportunities for industrial land to support employment activity. • provide diverse housing opportunities. Plans for Mount Atkinson include a new commuter rail station. Commercial and industrial uses in Mount Atkinson are anticipated to benefit from the future Outer Metropolitan Ring reservation.

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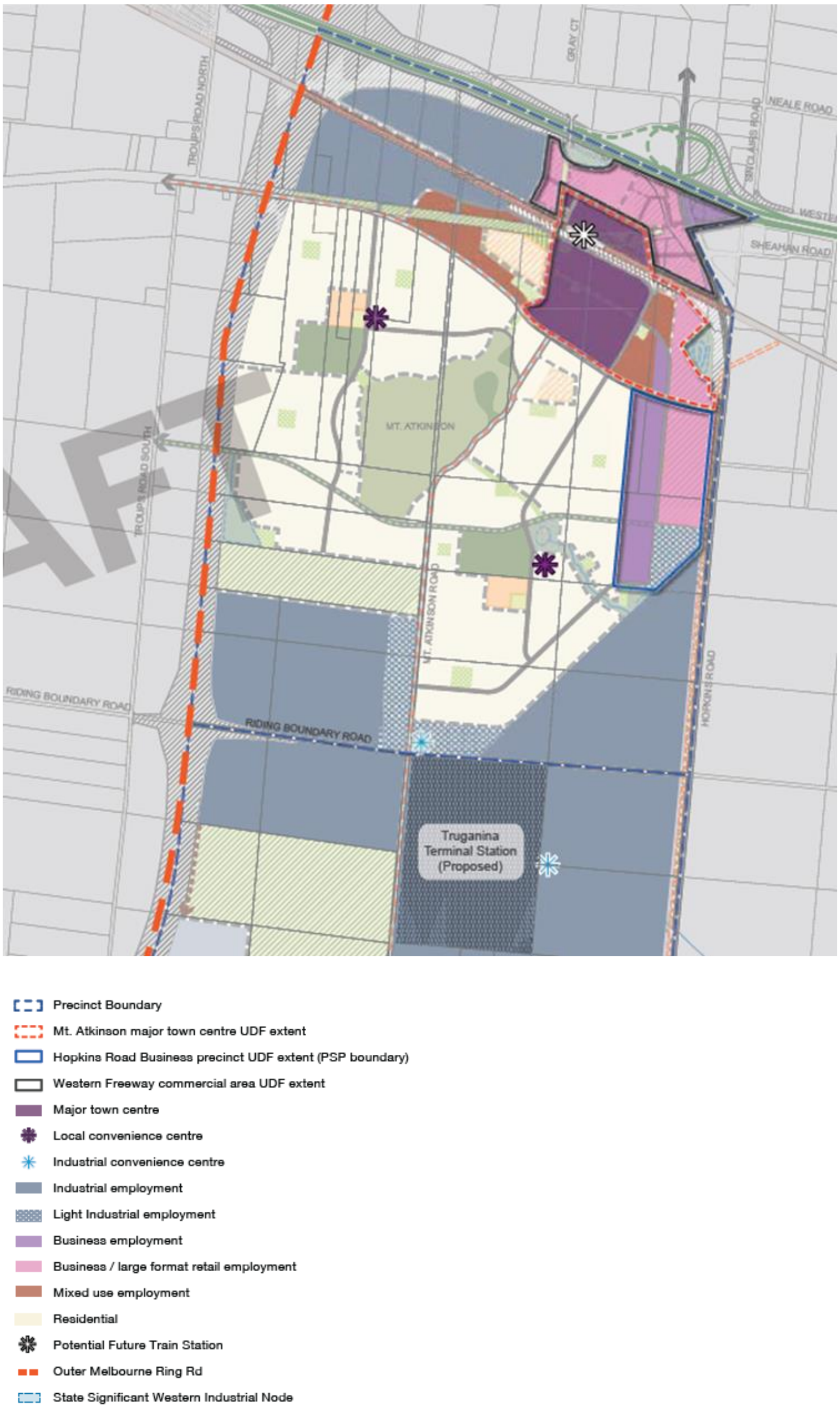
The Mount Atkinson PSP anticipates that Hopkins Road will eventually support substantive industrial and big box retail uses while land in close proximity to the rail line is identified for major commercial and mixed use activities.

Figure 30. Mount Atkinson Vision



Source: Mt Atkinson & Tarneit Plains – PSP – June 2017 – Amended January 2020

6.1.2. Industrial Land Analysis Southern Precinct

The precinct incorporates substantive occupied, vacant and unprogrammed industrial land.

As can be seen, the vast majority of industrial land along the Robinsons Road corridor is occupied. The area nonetheless includes a number of significant remnant infill sites some of which are scheduled to become new industrial estates. Zoned land to the east will ultimately form part of the 255 hectare Melbourne Business Park as well as large format retail functions along Hopkins Road.

Unprogrammed industrial land within the Precinct's centre is yet to undergo the PSP process. This land includes the future WIFP facility.

Southern Precinct
Growth Corridor

Industrial Land Supply

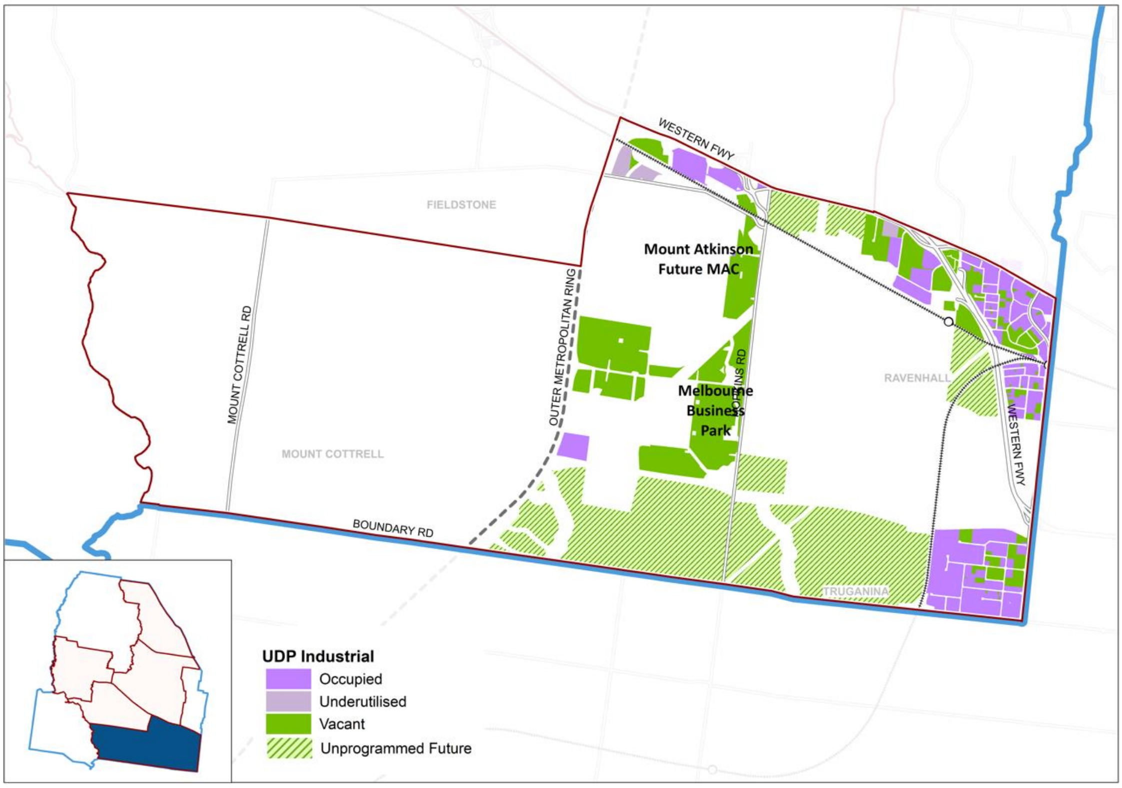
371 Ha
Occupied Industrial Land (2021)

533 Ha
Vacant Land

994 Ha
Unprogrammed Land

Years of Supply (Base Case)	**14+** Years
Years of Supply (High Consumption)	**10+** Years

Figure 31. Southern Precinct Industrial Land Status 2021

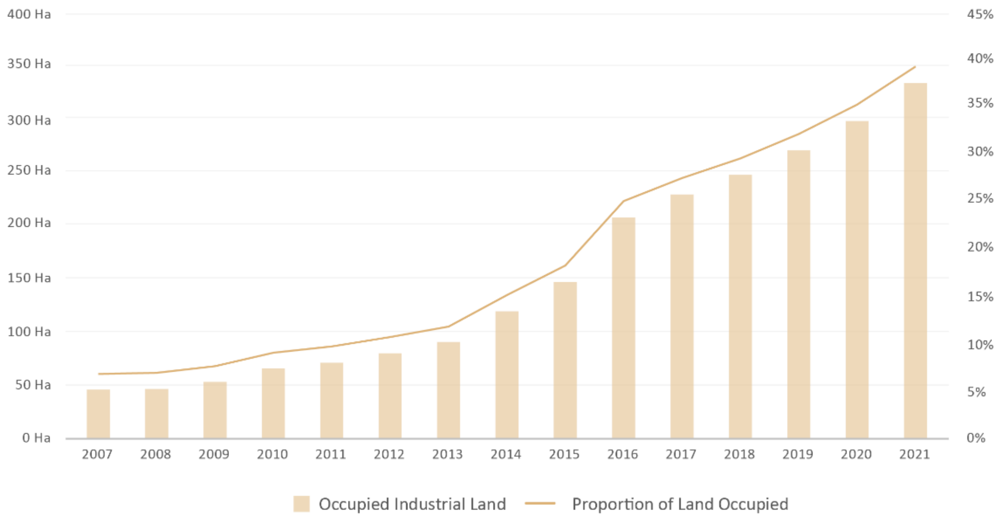


Source: DELWP, CKC

Industrial Development Outlook Southern Precinct

The precinct is CoM's largest and most active industrial development area. Ongoing industrial development has seen occupied industrial land within the precinct increase from approximately 40 hectares to over 335 hectares in less than two decades.

Figure 32. Southern Precinct Industrial Land Occupancy Growth



In 2021 the precinct recorded near on 40 hectares (39.7 hectares) of industrial land consumption which represents the largest quantity of annual industrial land developed in CoM to date. Record industrial land development in 2021 was proceeded by a decade of year on year growth in industrial land development. Over the 2012 to 2021 period the precinct averaged 15% growth in annual industrial land consumption.

Table 33: Historic Industrial Land Consumption Southern Precinct

	2019	2020	2021	Average Annual Consumption 2019 -2021	Annual Rate of Growth 2019 -2021
Consumption (Ha)	25.5	30.75	40	32	16%

Source: UDP, Charter Keck Cramer

The precinct is currently subject to an extensive pipeline of mooted, proposed and approved industrial development projects including the commencement of the 96 hectare first stage of the 255 hectare Melbourne Business Park in Mount Atkinson. At the time of this report, there were also over 10 new industrial development projects under construction.

Table 34: Southern Precinct Industrial Development Pipeline

Project	Description	Status
Hopkins Road, Truganina (Melbourne Business Park)	Industrial business park to the south of the Mount Atkinson Major Activity Centre. The first stage of the development is currently under development.	Approved
Riding Boundary Road, Truganina (RBR Hub)	Large scale industrial development in Truganina, Mt Atkinson PSP area.	Approved
Palm Springs Road, Ravenhall (Horizon 3023)	The western portion of Ravenhall currently supports major logistics operations for national and international corporations. Large industrial expansion is planned and approved for vacant land along Palm Springs Road, Ravenhall.	Approved

The overall outlook for industrial development within the precinct is highly positive, however, the availability of vacant industrial land supply will ultimately constrain and slow industrial land development over the next 10 to 15 years.

Table 35: Development Outlook Southern Precinct

	Outlook
Short Term	The Southern Industrial Precinct will see ongoing industrial land development and growth resulting from the development of new industrial estates, the expansion of existing estates and infill development in established locations.
Medium to Long term	The development of greenfield industrial estates including the *RBR Hub* in Truganina, *Horizon 3023* in Palm Springs Road in Ravenhall and the *Melbourne Business Park* in Mount Atkinson will underpin medium term industrial land development. If the precinct’s annual average industrial consumption of 32 hectares per annum is sustained, the Southern Precinct will encounter a scarcity of vacant industrial land supply in the next ten to 15 years. Stakeholder feedback suggests that industrial developers are already encountering land development constraints in the precinct due to the scarcity of development ready broadhectare land.

Southern Precinct Industrial Land Consumption Scenarios

The Southern Precinct land consumption scenarios anticipate substantive ongoing industrial land development either at recent historic rates of development or at a scale above historic trends. Both scenarios anticipate that land supply constraints in the 2030's will constrain and slow industrial development in the next ten years.

Under both scenarios the municipality is compelled to advocate for the resolution of unprogrammed industrial land at Ravenhall, Chartwell and along the Western Freeway as a critical economic priority for the municipality. Without additional industrial land economic and employment growth in municipality's south is set to slow in the 2030s based on projected land consumption rates.

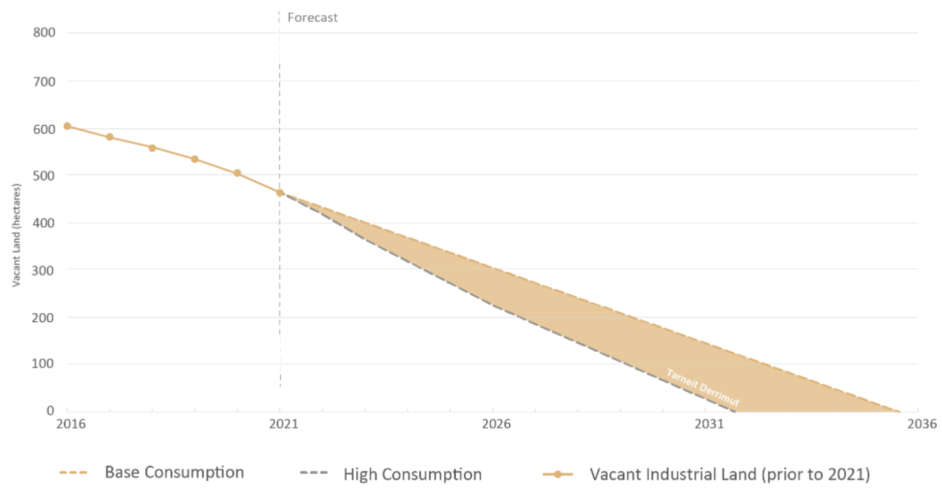
Table 36: Industrial Land Consumption Scenario Assumptions Southern Precinct

Base Consumption	High Consumption
The scenario assumes that proposed, approved and under construction industrial land development will underpin industrial land consumption of approximately 32 hectares per annum beyond 2021. This is consistent with historic trends which has seen average annual industrial land development of 32 hectares per annum over the 2019-2021 period. This scale of ongoing land consumption results in the full development of the precinct's vacant industrial land by the mid -2030s.	The scenario assumes the precinct's pipeline of development will propel further growth in industrial land consumption above recent historic highs. Specifically, the scenario assumes that the precinct will experience industrial land consumption growth of 15% per annum until 2025. From 2025 onwards the scenario assumes industrial land consumption of 40 hectares per annum consistent with land consumption recorded in 2021. High consumption land development assumptions result in the consumption of the precinct's available vacant industrial land in the early 2030s.

Table 37: Industrial Land Consumption Scenario Outcomes Southern Precinct

	Base Case	High Consumption
Annual Average Industrial Land Consumption 2021-2036 (Ha)	32	43
Projected Years of supply (years)	14	10
Project Vacant land at 2036 (Ha)	0	0

Figure 33. Forecast Industrial Land Consumption for Zoned Land

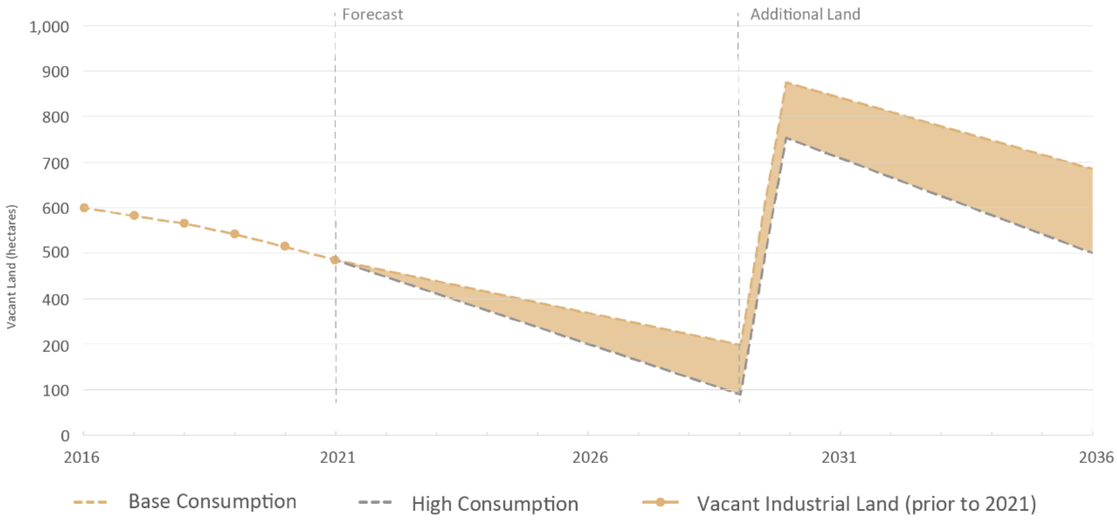


Source: CKC

Impact of Additional Industrial Land Southern Precinct

The precinct includes substantial unprogrammed land. The modelling below assumes the delivery of unprogrammed industrial land to support the delivery of the OMR in 2029.

Figure 34. Southern Precinct Impact of Additional Industrial Land on Supply



Source: CKC

6.1.3. Commercial Land Southern Precinct

The Mount Atkinson and Tarneit Plains PSP details an ambitious vision for mixed commercial, retail and service uses primarily within the future Mount Atkinson Major Activity Centre and along the future Hopkins Road large format retail precinct.

The 2017 structure plan identifies floor space for commercial uses including a department store, two supermarkets, a big box retail precinct and two convenience centres. The plan also anticipates two community services centres.

All together the plan projects over 500,000 sqms of commercial floor space which is intended to support near on 10,000 jobs.

A further 9,000 jobs are projected within the local industrial and community service sectors. The plan includes over 100,000 sqms of community service space.

The overall job density and scale of commercial space anticipated in the plan was reviewed by JLL whom acknowledge the overarching ambition of the plan. According to JLL the plan anticipates a scale of economic activity equivalent to Box Hill Activity Centre. JLL suggests a target of between 14,000 to 15,000 jobs would represent a significant achievement for the MAC. [8]

Southern Precinct
Growth Corridor

Commercial Land Supply

Future	**62 Ha**

The commercially focused town centre component of the Mount Atkinson PSP is yet to commence. The Mount Atkinson PSP requires an urban design framework to be prepared prior to permits being issued for development including commercial development. A Mount Atkinson town centre UDF is currently under development. This will create the planning conditions for development within the Mount Atkinson town centre.

[8] JLL, Mt Atkinson and Tarneit Plains: Commercial and Industrial Land Review, 2015

Figure 35. Commercial Land Supply Southern Precinct

Commercial Outlook Southern Precinct

The outlook for commercial and retail floor space proposed for Mount Atkinson remains favourable particularly given:

- Projected population and household growth (19,000 residents and 4,200 households).
- The future prevalence of young and growing households.
- The availability of well located and abundant commercial land.
- Existing and mooted transport infrastructure (mooted Mount Atkinson Rail Station and direct proximity to the Outer Metropolitan Ring Road).
- Favourable ownership. The vast majority of Mount Atkinson is owned by two of Australia's leading residential and commercial land developers both of whom are skilled and experienced in the delivery of high quality places and successful commercial environments. This is a distinct advantage for Mount Atkinson when compared with nearby competing centres.

Table 38: Southern Precinct Commercial Outlook

Short term	At 2021, the Mount Atkinson community included 570 residents. Ongoing subdivision and residential development activity will result in rapid population growth whom in the near future will require essential retail, health and community services. At present there are no publicly available plans to commence the delivery of foundational retail infrastructure.
Medium to long term	Institutional land holders will ultimately deliver substantial retail and commercial infrastructure to support insitu population and a substantial industrial workforce in the Melbourne Business Park of potentially 4,000 workers. Whether the scale of delivery of retail, service and commercial floor space accords with the aspirations of the 2017 structure plan is unknown. In this respect the JLL review (*Mt Atkinson and Tarneit Plains: Commercial and Industrial Land Review*) remains pertinent which overall endorses the structure plan's mix of uses and aspirations while cautioning the plan's employment aspirations. The scale and timing of floor space delivery will benefit from the delivery of infrastructure and ongoing socio-demographic change including: • Mount Atkinson Rail Station. • Hopkins Road Redevelopment (which will be critical to Big Box retail and industrial activity). • The delivery of the OMR. Increasing local incomes and educational attainment will help influence the attractiveness of Mount Atkinson for service and consumer focused commercial floor space.

7. Project Findings Northern Precinct

The northern growth precinct encompasses primarily residential land north of the Western Freeway between Hillside and Melton township. Industrial and commercial land is located along the Melton Highway and at Aintree.

Figure 36. Commercial and Industrial Land Use Overview Northern Precinct

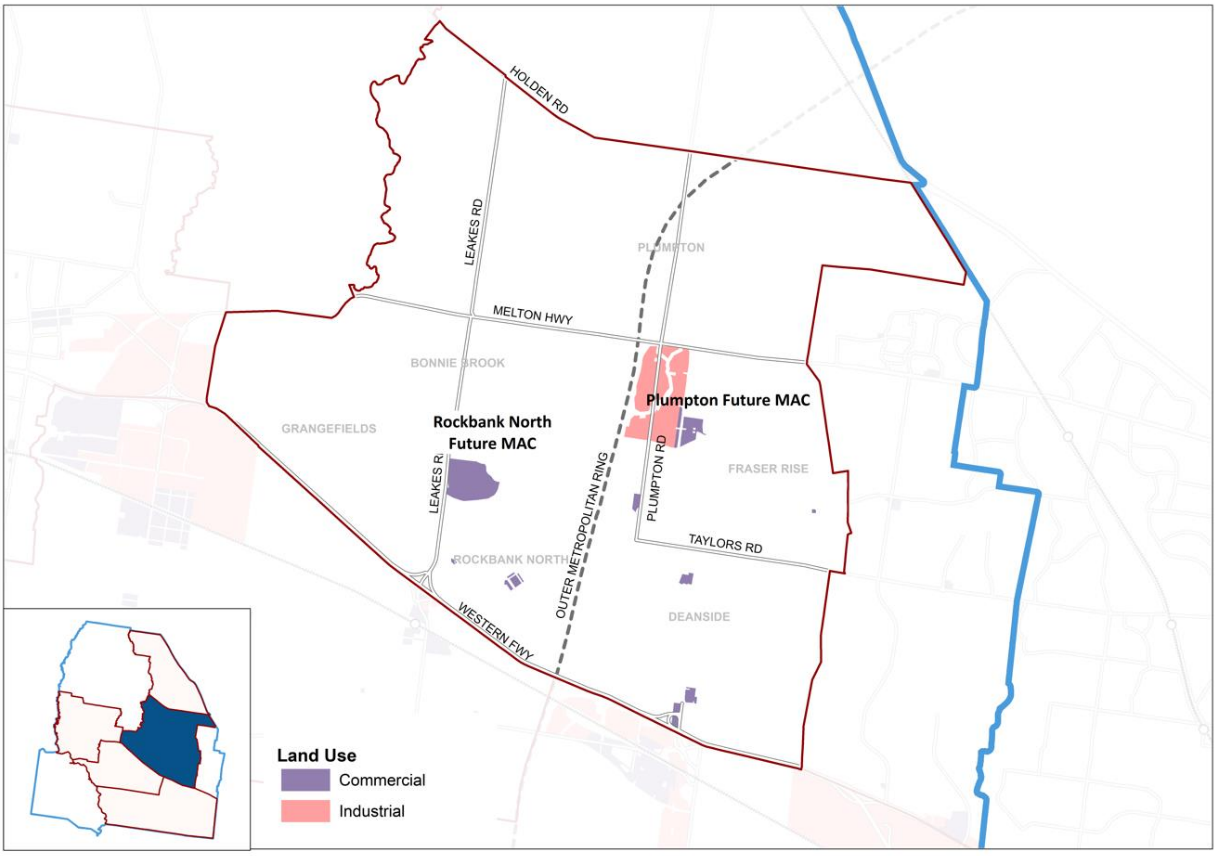


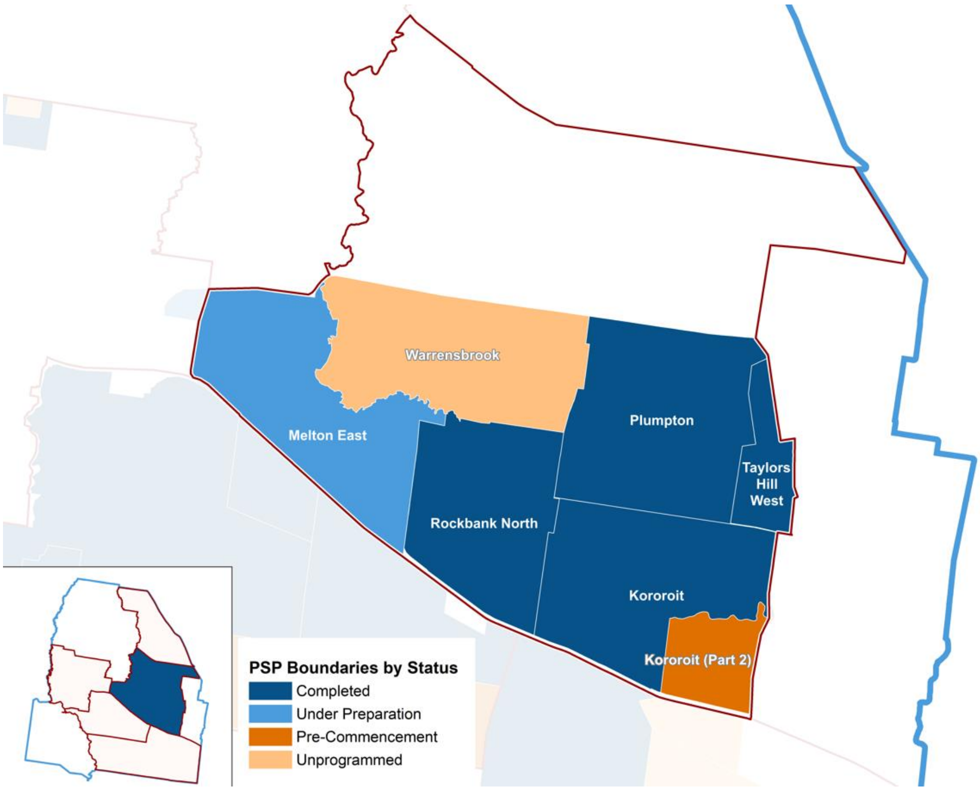
Table 39: Northern Precinct Key Locations

Localities	Industrial Locations	Activity Centres
- Aintree - Bonnie Brook - Deanside - Fraser Rise - Grangefields - Plumpton - Kororoit	- Plumpton	- Rockbank North Major Activity Centre - Plumpton Major Activity Centre

PSP Status Northern Precinct

The precinct comprises a number of completed, progressing and unprogrammed PSPs. These include the completed Kororoit (2018), Plumpton (2018), Rockbank North (2012) and Taylors Hill (2010) PSPs, and the progressing Kororoit part 2 and Melton East PSPs. The Warrensbrook PSP is yet to be programmed.

Figure 37. PSP Status 2022 Western Precinct



Employment and Population Overview Northern Precinct

The precinct encompasses the fastest growing locations in the municipality. Over the 2016 to 2021 period the precinct added an average of 2,900 new residents per annum. With 18,000 residents in 2021, the precinct is now home to 10% of the municipality's population.

To date, population growth has been focused within the Aintree estate and in Hillside. The precinct's approved PSPs accommodate a long term population of approximately 83,000 residents which will grow as remaining PSPs are completed.

Figure 38. Precinct Aspirations

PSP	Population	Jobs
Plumpton	29,900	12,000
Kororoit	25,875	2,100
Taylors West	6,750	Not stated
Rockbank North	20,400	Not stated
Total	*82,925*	*14,100*

Residential growth has propelled significant construction jobs growth (+443 jobs) which accounted for 30% of the precinct's job growth. New schools (+ 287 jobs) and expanded retail activity (+131 jobs) also added to local employment together with health and logistics employment growth.

Completed PSPs anticipate the precinct's employment to grow to 14,100 jobs with the majority of jobs in population serving sectors. At 2021, the precinct supported just over 1,900 jobs.

Northern Precinct
Growth Corridor

Population

18,537
Population (2021)

+13,633
Population Growth (2016 - 2021)

Employment

1,926 Jobs
Employment (2021)

+1,512 Jobs
Employment Growth (2016 - 2021)

Growth Sectors

Construction
Education
Logistics

Strategic Aspirations Northern Precinct

Approved PSPs envisage major economic activity within the Rockbank North Major Activity Centre and in the long term the development of a significant economic node incorporating industrial and commercial uses along the Melton Highway in Plumpton.

The vast majority of PSP land has to date been identified for residential purposes.

Table 40 Precinct Directions

Rockbank North MAC (Rockbank North PSP)	Seeks to embrace the natural qualities of Rockbank North including Leakes Road Reserve, Deanside Wetlands & Kororoit Creek to create a high quality urban amenity. The future Rockbank North Major Activity Centre is intended to function as a focal point for higher order employment, retail, health and education services. The centre's principal catchment is north of the Western Freeway. The broader vision for the Rockbank North area is primarily residential anticipating a range of housing opportunities including medium-and higher-density housing. The Rockbank North Precinct Structure Plan does not identify an aspirational employment outcome for the PSP area. At present, a UDF that will guide the development for the Rockbank North MAC is under preparation which will create the land use planning conditions for development.
Plumpton MAC (Plumpton PSP)	The vision for Plumpton includes a dual emphasis on employment and residential expansion. - Future employment growth encompasses the development of the Plumpton Major Activity Centre and adjacent commercial and industrial land. - Plumpton's employment locations are ultimately expected to support over 12,000 jobs. - The residential vision anticipates 10,900 dwellings and a population of approximately 30,000 residents. - The vision anticipates significant transport and social infrastructure investment to support both employment and residential activity
Kororoit	The PSP seeks to respond to the natural amenity of Kororoit and the Kororoit Creek to support a significant residential community of 29,900 residents. The vision looks to future nearby employment locations at Mount Atkinson and the Plumpton business and industrial precinct to support local employment. The PSP nonetheless anticipates 2,100 local jobs
Taylors Hill West	The PSP aims to integrate the area with adjoining established suburbs in Taylors Hill and Caroline Springs. No employment uses are specified.
Melton East	This is primarily a residential PSP. Market analysis undertaken to support the preparation of the PSP identifies the addition of limited commercial floor space and in excess of 20 hectares of new industrial land supply.

7.1.2. Industrial Land Analysis Northern Precinct

At 2021, the precinct's industrial land was either vacant, underutilised, or unprogrammed.

Zoned industrial land along the Melton Highway is considered not be development ready and lacking enabling infrastructure. As such, the area is yet to attract industrial investment and tenant demand.

At 2022, the City's industrial locations further to the south and along the Western Freeway are the current focus of industrial expansion and investment.

Market analysis undertaken to support the preparation of the Melton East PSP has identified potential new industrial land supply of over 20 hectares. The Melton PSP is still under preparation and specific new industrial land parcels are yet to be identified or confirmed.

Northern Precinct
Growth Corridor

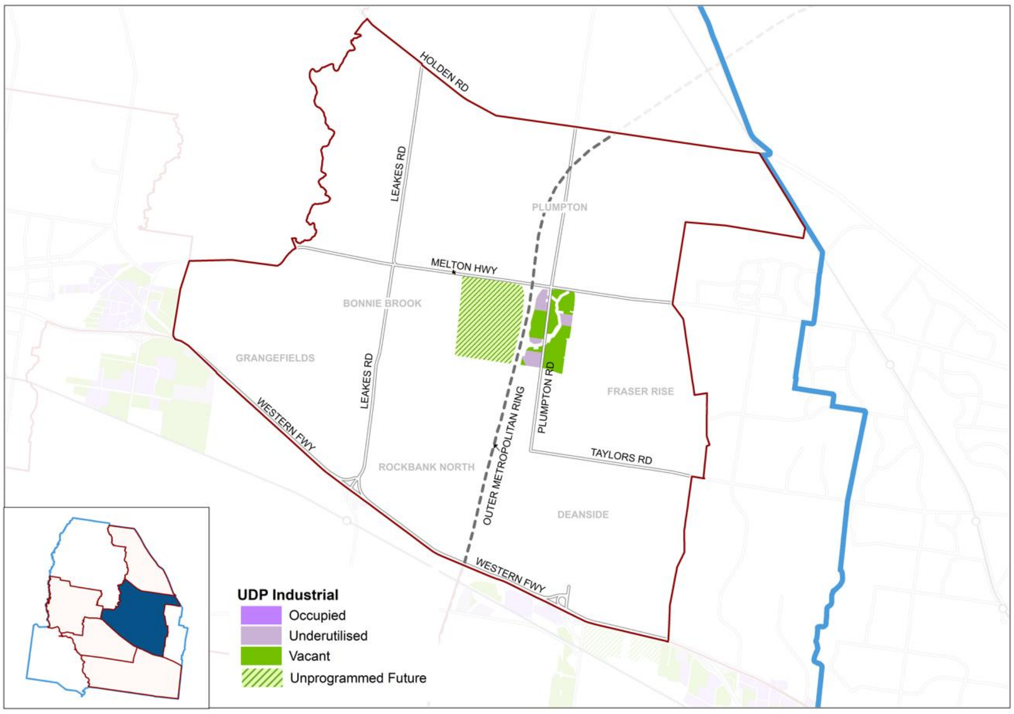
Industrial Land Supply

78 Ha
Vacant Land

196 Ha
Unprogrammed Land

Years of Supply (Base Case)	**25+** Years
Years of Supply (High Consumption)	**15+** Years

Figure 39. Northern Precinct Industrial Land



Industrial Development Outlook Northern Precinct

The City's Northern Precinct is CoM's least mature industrial area. The Precinct is yet to be subject to industrial development and there are no known mooted or proposed industrial development proposals within the Precinct. Vacant industrial land is unserviced. As such, vacant land will require significant foundational infrastructure investment in order to support the commencement of industrial development.

Table 41: Development Outlook

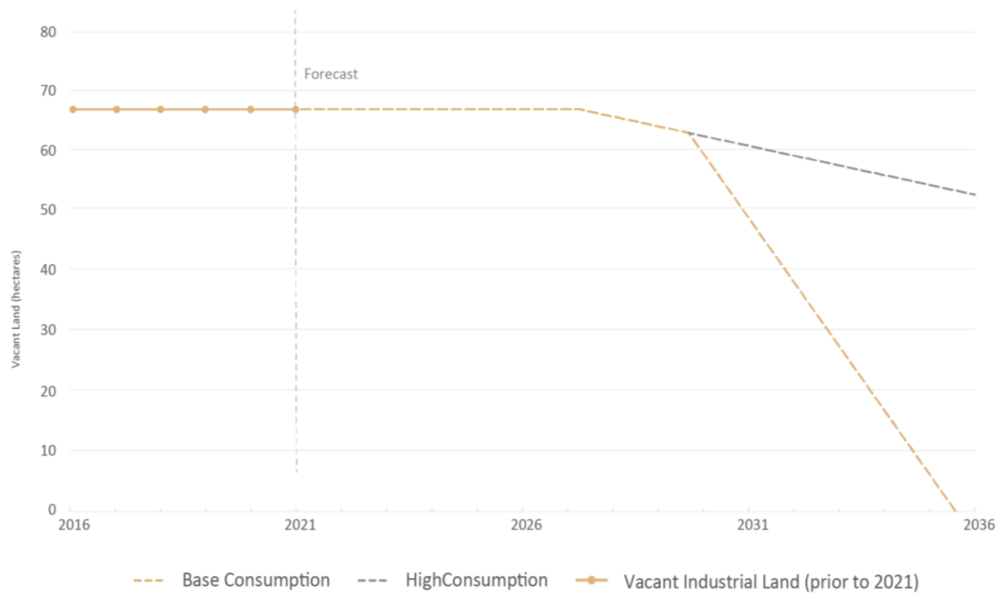
	Outlook
Short Term	In the short term, the Precinct is unlikely to be subject to industrial development given the Precinct's limited infrastructure and the prevalence of opportunity in nearby established markets further south and south west.
Medium to Long term	Over the medium to long term, demand for industrial land is dependent on the delivery of the OMR and the expansion of new residential communities in Plumpton and Kororoit. The potential delivery of the OMR will shape the precinct's medium to long term outlook. The delivery of an OMR will trigger significant industrial demand and development given its resulting unique uplift in accessibility and corresponding anticipated land supply constraints in industrial land supply in the City's south. Without an OMR, the attractiveness of the Northern Precinct to major industrial developers and tenants is likely to be limited. Moreover, the financial justification for the extensive investment needed to support industrial land development in the Northern Precinct is, in turn, likely to be significantly diminished without an OMR.

Northern Precinct Industrial Land Consumption Scenarios

The Northern Precinct Land consumption scenarios are informed by the potential delivery of the OMR. The base case assumes the OMR is not delivered while the high consumption case assumes delivery of the OMR in 2030.

Base Consumption	High Consumption
The base case scenario assumes that the OMR is not delivered. In this context, the scenario assumes the development of an industrial market in the early 2030s that supports the warehouse, storage, trades and restricted retail needs of the Precinct's growing resident community. The Precinct is also assumed to attract demand resulting from land constraints to the City's south. The base consumption scenario assumes the same scale of industrial land consumption evident in the Melton Township over the past 15 years which equates to 1.5 hectares per annum. Industrial development is assumed to commence from 2030.	This project reviewed research on land consumption following the delivery of the Outer Metropolitan Ring Road. Industrial land in Laverton was already growing at between 20-30 hectares per annum prior to the introduction of the Western Ring Road. The introduction of the ring road triggered a surge in industrial land consumption that peaked at 100 hectares in 2008].[9] Under these conditions vacant and underutilised land at Plumpton, which would be directly accessible to the OMR, would be consumed in less than two years. Consumption modelling for the northern precinct assumes less rapid consumption given Plumpton is an unestablished industrial market and distant from major residential and commercial nodes. Modelling therefore assumes that the delivery of the OMR will ultimately result in Plumpton replicating the steady build up of industrial land consumption that was seen in the first phase of industrial growth in the municipality's south over the 2004 to 2014 period which averaged 10 hectares of industrial land consumption per annum. This assumption results in the rapid take up of land in which all available industrial land is consumed by 2036.

Figure 40. Forecast Industrial Land Consumption for Zoned Land



Source: CKC

[9] Research Matters, DELWP, Issue 70 June 2015

Table 42: Industrial Land Consumption Scenario Outcome Northern Precinct

	Base Case	High Consumption
Annual Average Industrial Land Consumption 2021-2036 (Ha)	1.5	10
Projected Years of supply (years)	20+	14
Project Vacant land at 2036 (Ha)	53	0

Northern Precinct Impact of Additional Industrial Land

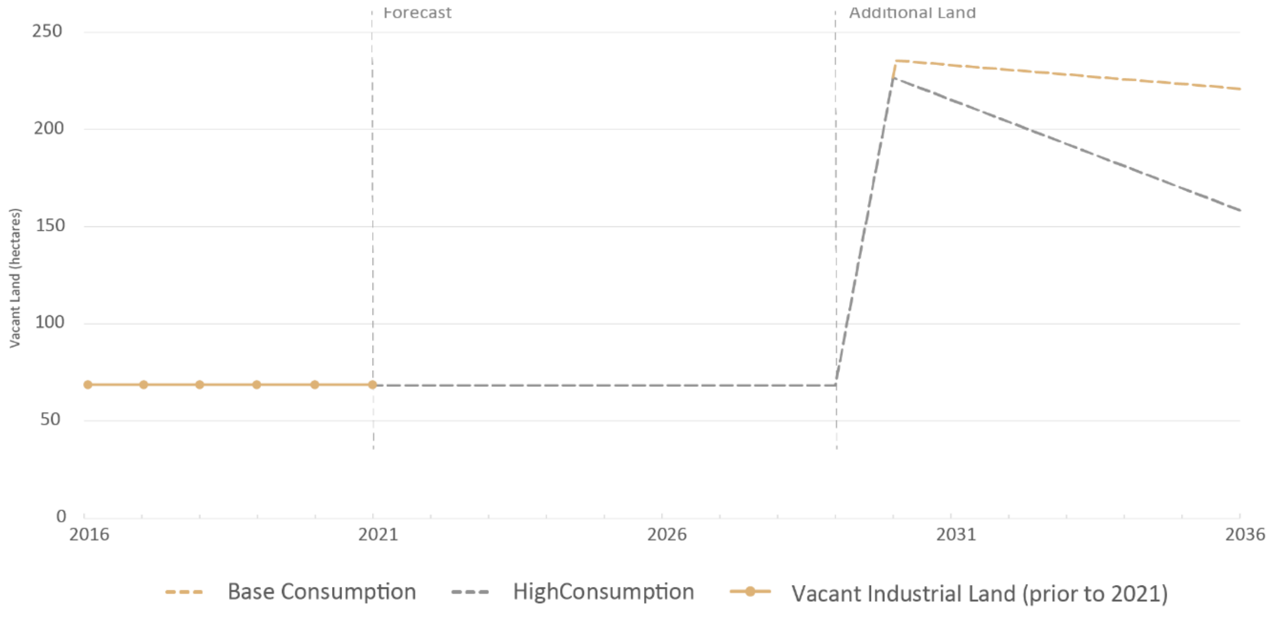
The precinct includes 196 hectares of unprogrammed land within the Warrensbrook PSP. The modelling below assumes the delivery of unprogrammed industrial land to support the delivery of the OMR in the early 2030s. With the addition of this land industrial land supply supports consumption beyond 2045.

Given the potential for the OMR to generate substantive industrial demand and development as per the example provided by the introduction of the metropolitan ring road it is imperative that identified industrial land is retained and protected to ensure the OMR generates commercial and employment uplift in Plumpton.

Retaining industrial land in this location will also support the viability of the OMR and local employment growth in line with the ambitions of the Plumpton PSP.

The precinct also incorporates 27 hectares of underutilised land that might also support long term supply.

Figure 41. Additional Land Scenario Northern Precinct



7.1.3. Commercial Land Northern Precinct

The Plumpton and Rockbank North PSPs include significant commercial floor space which is tied to significant commercial and employment aspirations.

To date, the Woodlea shopping centre in Aintree and a neighbourhood centre in Taylors Hill West represent the only commercial development in the precinct. The majority of the precinct's commercial land remains vacant and inactive.

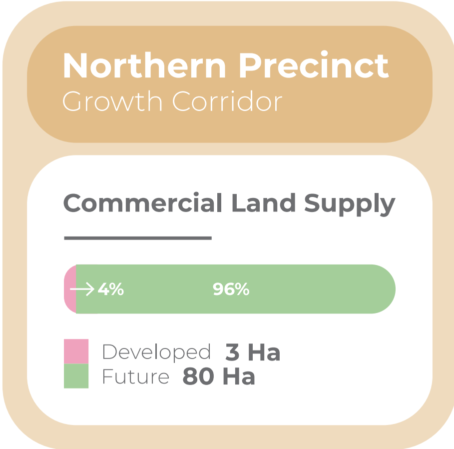


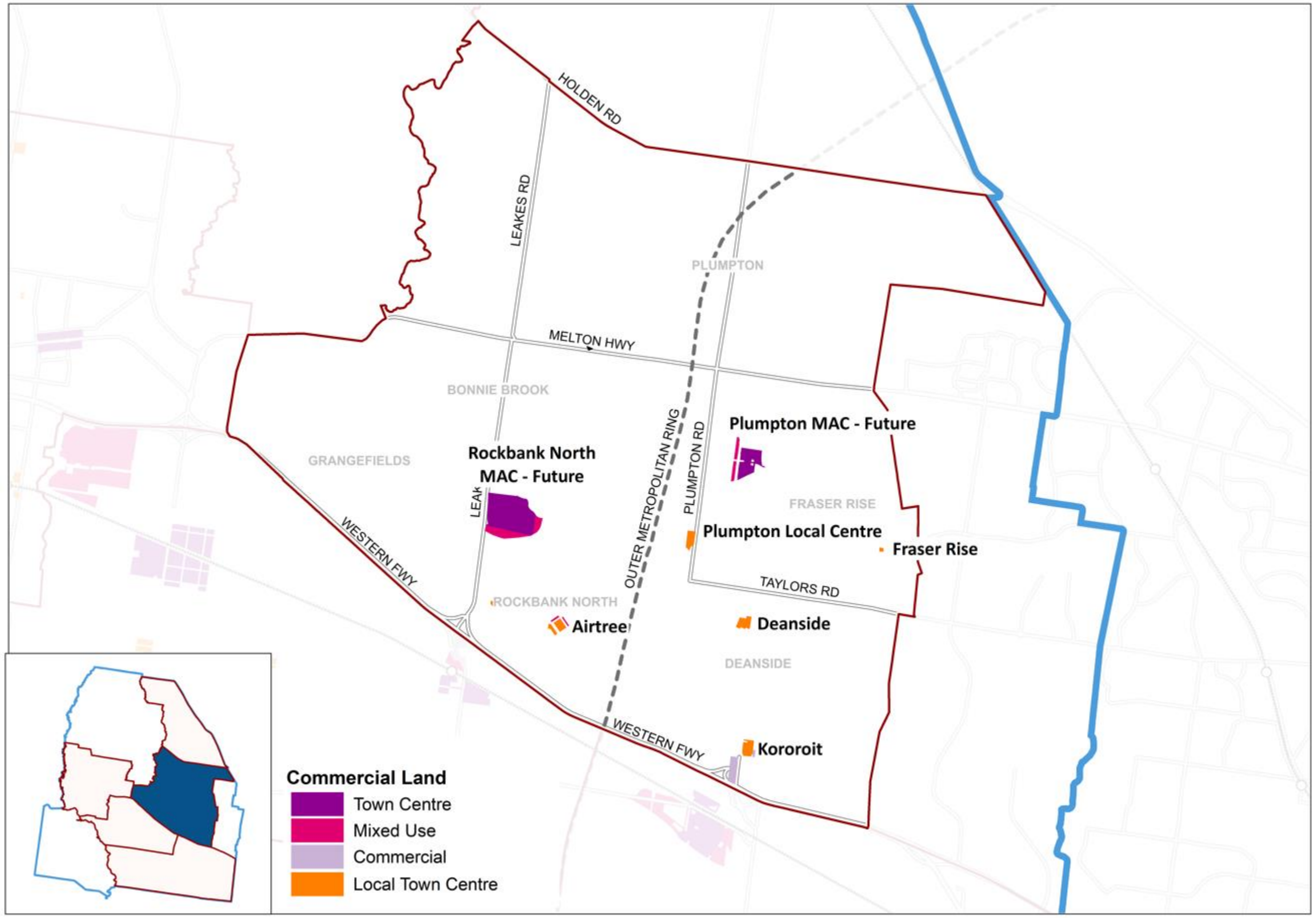
Table 43 Commercial Land Status Northern Precinct

	Developed	Future
Major Activity Centre		
Plumpton		12
Rockbank North		37.5
Town Centre/ Commercial		
Fraser Rise	0.4	
Aintree	2.4	1.2
Kororoit		4.3
Plumpton (local centre)		3.2
Deanside		3.4
Kororoit (Commercial Area)		4.9
Mixed Use/Other		
Plumpton		10.1
Rockbank North		3.2
Total	***2.8***	***79.8***

Source: CKC

Figure 42. Woodlea Shopping Centre [Aintree]

Figure 43. Commercial Land Supply Northern Precinct



Commercial Outlook Northern Precinct

The precinct is yet to attract a pipeline of commercial investment. In the short term, a neighbourhood centre is proposed at Deanside.

As is the case with the City's growth areas, the underlying outlook for commercial and retail floor space development remains favourable particularly when considering the long term demographic and land supply dynamics of the northern precinct. These includes:

- Population growth and household growth (approved PSPs anticipate 83,000 residents and 29,600 households).
- Young, growing households with above median incomes and relatively high educational attainment.
- The availability of commercial land.

The recently completed Woodlea shopping centre within the Aintree Local Town Centre will help establish market metrics for the area that may provide a basis for further commercial expansion.

Figure 44. IGA City Vista Court Plumpton

Table 44: Commercial Outlook Northern Precinct

Short term	Beyond plans for a new neighbourhood centre at Deanside there are no publicly available major commercial development plans mooted for the precinct. Ongoing population growth will nonetheless continue to fuel the need for service and retail space, shifting the underlying feasibility of development plans. The delivery of new centres will however require supportive transport infrastructure and ownership. At present most mooted centres do not incorporate foundational infrastructure to progress development. At present a UDF for Rockbank North MAC is being prepared which will create the planning conditions for development.
Medium to long term	Proposed major and local centres will attract retail and service investment in response to residential growth and associated consumption and service demand. Each of the major activity centres aim to attract higher order employment beyond the immediate needs of the local community, which is an aspiration also shared by Major Activity Centres within the Southern and Western Precincts. In competing for commercial investment Centres to the south of the Western Freeway have the advantage of institutional land ownership and significantly greater transport infrastructure. In the long term, the delivery of the OMR may provide a basis to boost the depth of economic activity in the Plumpton MAC.

Table 45: Commercial Development Pipeline 2022 Northern Precinct

Project	Description	Status
Deanside Mixed Use	Proposed supermarket, medical centre, restaurants and recreational facility	Permit application stage

8. Project Findings Melton Township Precinct

The Melton Township precinct is located in the City's west.

Commercial land along High Street Melton and Coburns Road incorporates regionally significant civic, retail, recreational, health and entertainment uses.

The eastern portion of the township includes established industrial land which is increasingly a focus for large format retail uses.

Figure 45. Commercial and Industrial Land Use Overview Melton Township

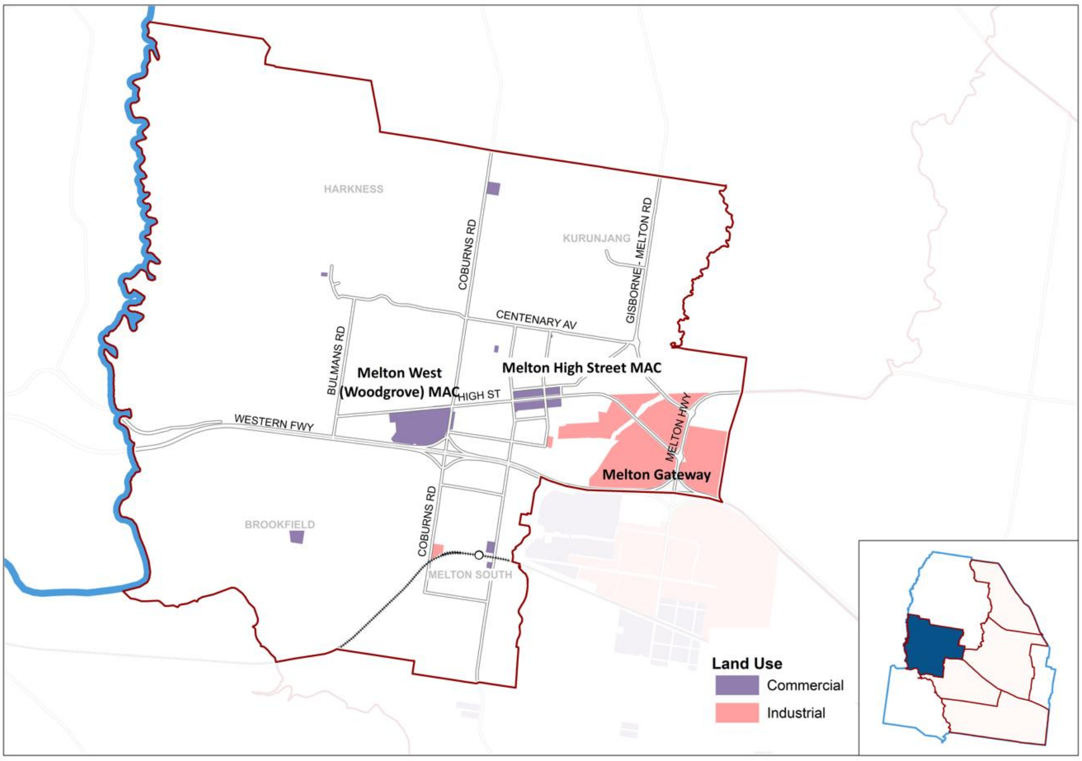


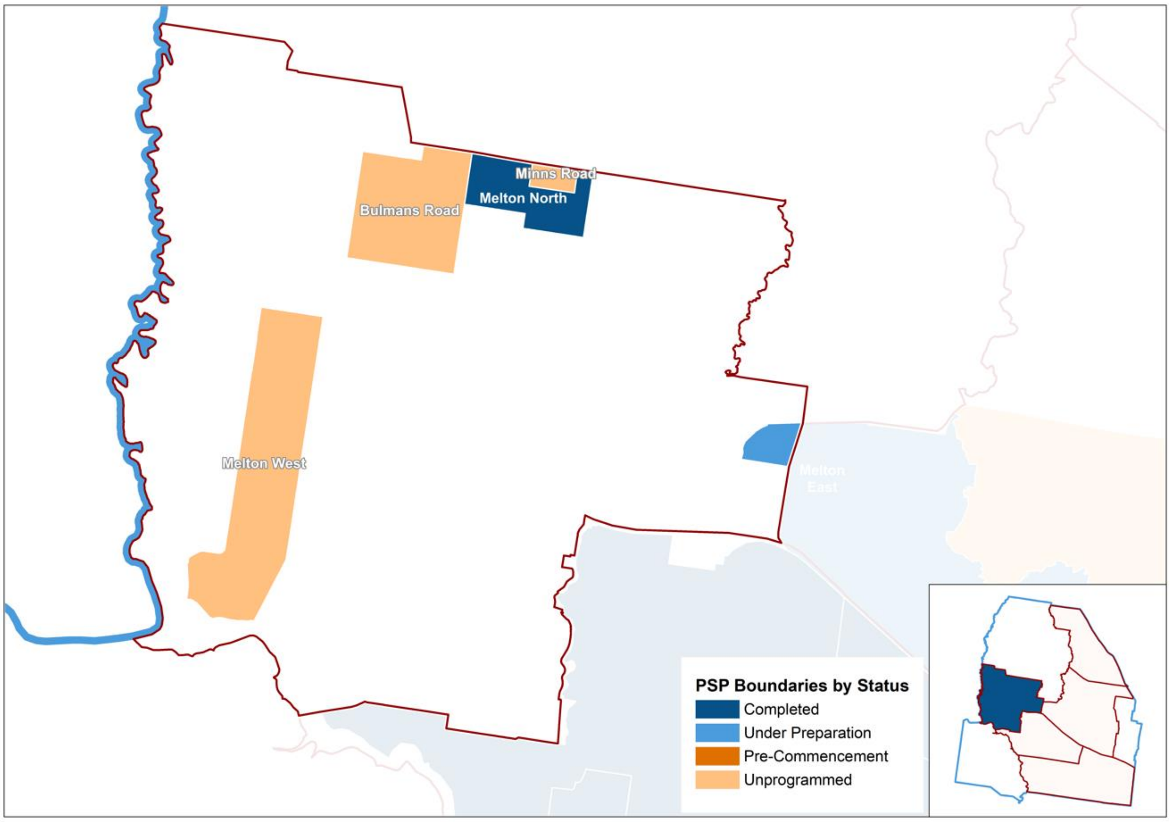
Table 46: Melton Township Key Locations

Localities	Industrial Locations	Activity Centres
- Brookfield - Harkness - Kurunjang - Melton - Melton South - Melton West	- Melton - Melton South	- Melton High Street Major Activity Centre - Melton West (Woodgrove) Major Activity Centre

PSP Status Melton Township

The precinct comprises primarily established neighbourhoods. As can be seen below, broad hectare land in the township's west and north has been identified for future Precinct Structure Planning primarily focused on residential growth.

Figure 46. PSP Status 2022 Melton Township



Employment and Population Overview Melton Township

The township is one of the municipality's longest standing urban areas which at 2021 encompassed just over a third of the municipality's population. The township's population is slightly older (median age of 33) than nearby growth area communities (median age of 31) while 2021 median household incomes ($1,887 per week) are less than those of growth area communities (average $2,145 per week).

The precinct's annual average growth of 1270 new residents over the 2016 to 2021 period, while less than that of nearby growth, still equates to an annual average growth rate that exceeded that of greater Melbourne for the same period.

At 2021, the township was the single largest employment area in the municipality. Population services (health and education) combined with construction employment helped grow the township's employment base.

Employment associated with the delivery of new health infrastructure and schools represented just under half of the township's recent employment growth and is unlikely to be replicated in the coming years.

Additionally, notwithstanding the township's significant recent employment growth, employment growth in the municipality's east is steadily dispersing and shifting the city's employment and economic activity eastward.

Melton Township
Precinct

Population

62,721
Population (2021)

+6,359
Population Growth (2016 - 2021)

Employment

13,199 Jobs
Employment (2021)

+3,349 Jobs
Employment Growth
(2016 - 2021)

Growth Sectors

Education
Healthcare and Social Assistance
Construction

Strategic Aspirations Melton Township

The township incorporates the Melton High Street and Melton West (Woodgrove) Major Activity Centres which are located in close proximity to each other.

Strategic directions for each centre are detailed below.

Table 47 Precinct Directions Melton Township

Melton High Street MAC	The Melton High Street MAC is a strip based established centre that includes regionally significant health, civic and community services along with an extensive retail offer. Key directions for the centre include: - Improving connections to the Melton Train Station. - Continuing to provide a diversity of uses, public spaces and community facilities. - Encouraging medium and higher-density residential development.
Melton West (Woodgrove) MAC	Two separate freestanding shopping centres (Woodgrove Shopping Centre and Coburns Central Shopping Centre) comprise the Melton West Activity Centre. In their current form the shopping centres incorporate regionally significant retail functions. The Woodgrove shopping centre includes the state-significant Melton Health facility which is currently undergoing further expansion. Key directions for the Centre include: - Strengthening ongoing functions as a retail centre and health precinct. - Encouraging greater provision of community facilities. - Facilitating mixed-use residential development.

8.1.2. Industrial Land Analysis Melton Township

The township's industrial land supports an array of construction, trade supplies, automotive and personal service businesses located in the east of the township.

Industrial land at the intersection of the Western Freeway, Melton Highway and High Street, Melton is rapidly emerging as a large format retail centre and potential commercial office node. Many of Australia's largest national retailers are now congregating at this junction owing to its unique accessibility.

Melton Township
Precinct

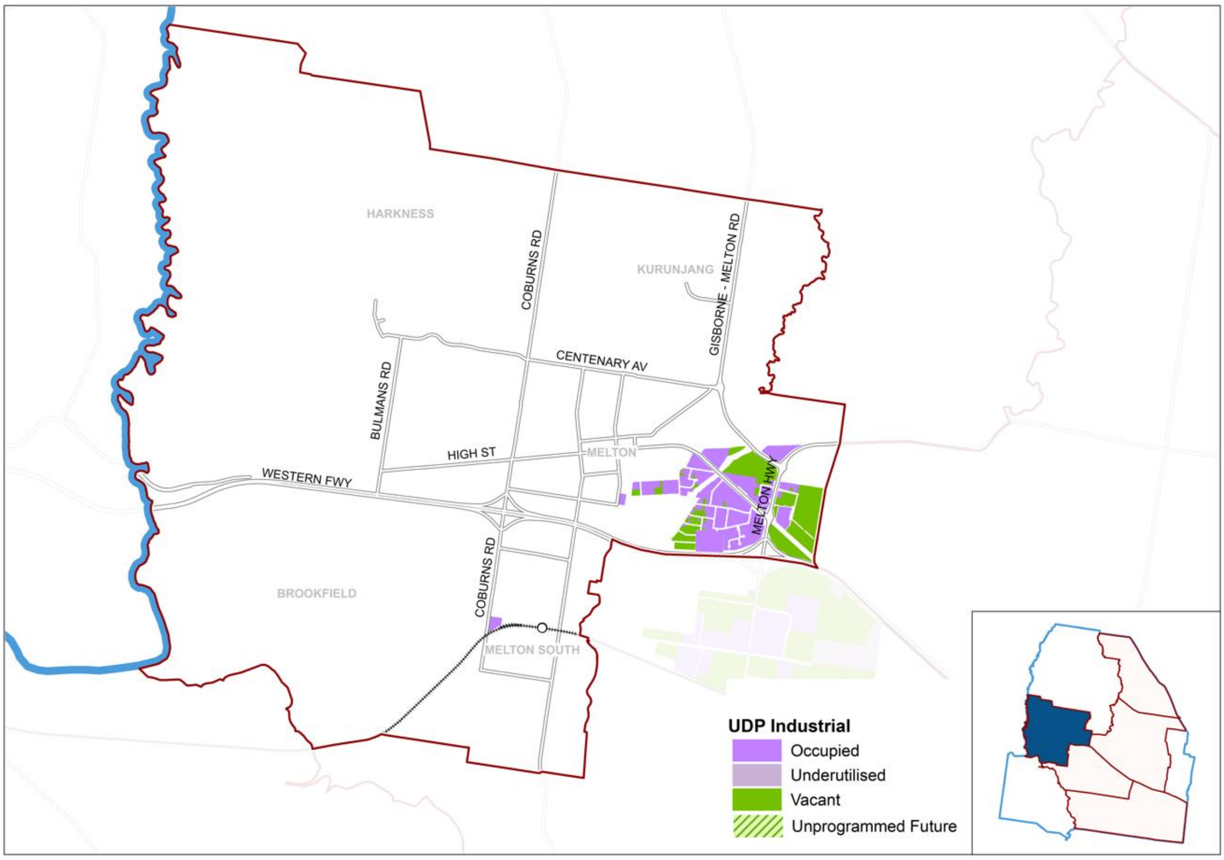
Industrial Land Supply

100 Ha
Occupied Industrial Land (2021)

68 Ha
Vacant Land

Years of Supply (Base Case)	**15+** Years
Years of Supply (High Consumption)	**12+** Years

Figure 47. Melton Township Industrial Land

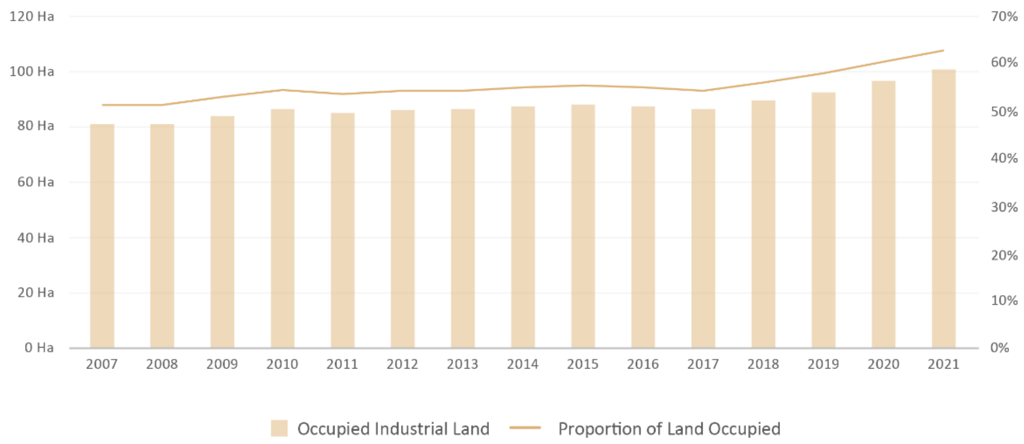


Industrial Development Outlook Melton Township

The township's established industrial areas benefit from established road and service infrastructure, which when compared to nearby greenfield industrial land, generally provides for more rapid development.

At 2021, the township's industrial land was just over 60% occupied.

Figure 48. Melton Township Industrial Land Occupancy



Source: CKC, DELWP

The Melton Township is a focus for ongoing industrial development. Since 2011 the Precinct has seen the development of 16 hectares of land at an average of over 1.5 hectares per annum. As can be seen below, over the past 3 years land consumption grew to 3.8 hectares per annum owing to industrial development in the Melton Gateway.

Table 48: Historic Industrial Land Consumption

	2019	2020	2021	Average Annual Consumption 2019 -2021	Annual Rate of Growth 2019 -2021
Consumption (Ha)	2.3	6.8	2.8	3.9	6.7%

Source: UDP, Charter Keck Cramer

Mooted and proposed industrial development within the Melton Township Precinct will see continued industrial land development. The precinct's pipeline of projects includes a breadth of uses including office, fuel, restricted retail, hospitality, storage and warehouse functions primarily directed at supporting consumer needs.

Table 49 Melton Township Industrial Development Pipeline 2022

Project	Description	Status
High Street, Melton (West Pines)	Land at the intersection of High Street and the Western Freeway, Melton is approved for diverse industrial and commercial development including 2 x 5 storey buildings encompassing warehousing, small industrial units, convenience restaurant & retail premises and a service station.	Approved
24 High Street, Melton	Stand alone warehouses.	Approved

Project	Description	Status
Melton Established Industrial Area	Various new warehouse/small factory units are proposed for Zal Street, Holland Drive, High Street, and Collins Road Melton.	Primarily approved or under construction

The Melton Township Precinct will see continued industrial development including infill development and potential renewal of redundant industrial sites.

Table 50: Melton Township Development Outlook

	Outlook
Short Term	In the short term, the township is expected to see an increase in industrial land consumption. The past 3 years has seen an increase in industrial land consumption to 3.8 hectares per annum. A review of mooted and approved industrial development indicates continued development of vacant industrial land via infill industrial development and via large format development in the Melton Gateway area.
Medium to Long term	Over the medium to long term, the township's industrial land supply is expected to become increasingly constrained. At 2021 the precinct incorporated 68 hectares of vacant land. Continued development at average annual rates of development will see the availability of vacant land in the precinct become very limited by the mid 2030s. As discussed in the Western Precinct profile, this is likely to direct new industrial demand to the nearby Cobblebank Metropolitan Activity Centre area.

Melton Township Industrial Land Consumption Scenarios

The Melton Township Precinct land consumption scenarios anticipate ongoing industrial land development either at recent historic rates of development or at a scale above historic trends. The scenarios, nonetheless, anticipate land supply constraints will inevitably constrain development in the mid 2030s.

The precinct does not incorporate unprogrammed land to boost supply.

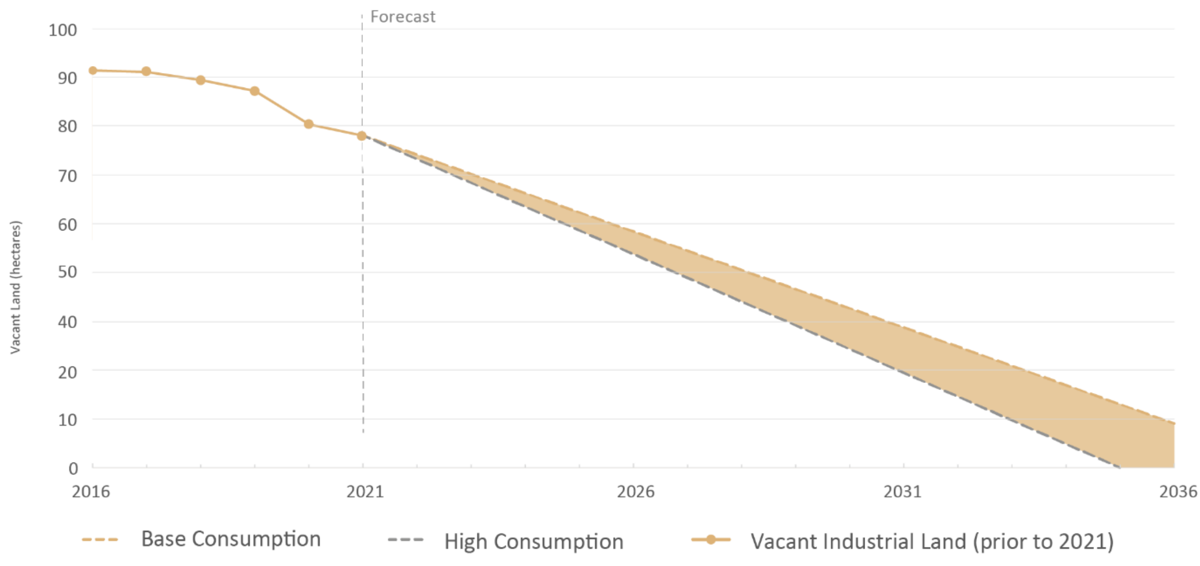
Table 51: Industrial Land Consumption Scenario Assumptions Melton Township

Base Consumption	High Consumption
The base case scenario anticipates ongoing industrial land consumption of 3.9 hectares per annum as per recent development trends.	This scenario anticipates continued growth in industrial land consumption to 2025 at a rate of 6.7% each year which is the rate at which industrial land consumption grew over the 2019 to 2021 period. The assumption results in average annual consumption of 5 hectares.

Table 52: Industrial Land Consumption Scenario Outcomes Melton Township

	Base Case	High Consumption
Annual Average Industrial Land Consumption 2021-2036 (Ha)	3.9	5
Projected Years of supply (years)	15+	13
Project Vacant land at 2036 (Ha)	10	0

Figure 49. Forecast Industrial Land Consumption for Zoned Land



Source: CKC

8.1.3. Commercial Land Melton Township

The township includes established and fully built activity centres that support a wide variety of commercial, civic and health uses.

Local town centres include two greenfield town centres of which Brookfield is currently subject to development.

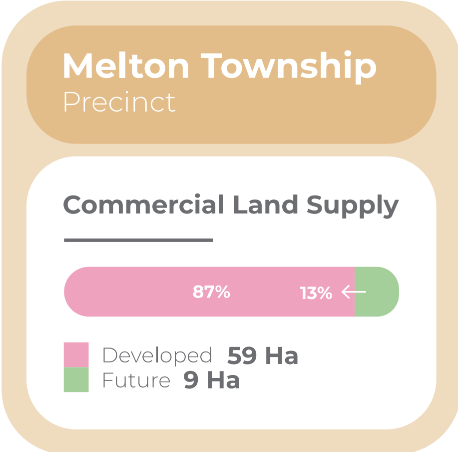
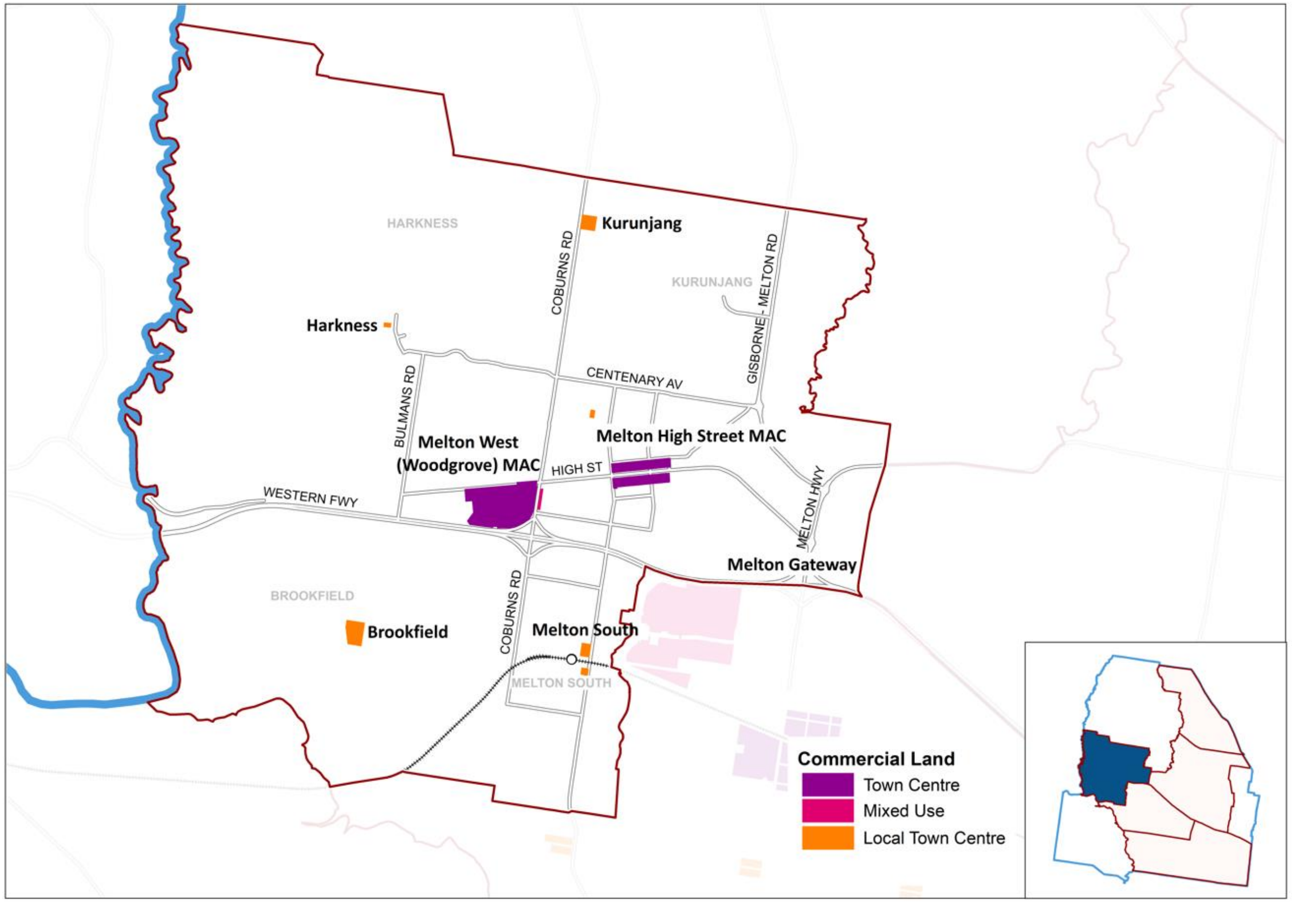


Table 53 Commercial Land Status Melton Township Precinct

	Developed	Future
Major Activity Centre		
Melton West (Woodgrove)	16.2	
Melton High Street	38.2	
Local Town Centre		
Melton South	2.8	
Harkness	0.5	
Kurunjang		3.2
Brookfield		5.8
Scott Street	.6	
Burleigh Road	.2	
Mixed Use/Other		
Mixed Use	.9	
Total	***59***	***9***

Source: CKC

Figure 50. Commercial Land Supply Melton Township



Commercial Outlook Melton Township

The township incorporates significant established retail infrastructure. Future growth will entail the renewal and redevelopment of existing commercial and retail infrastructure along with the expansion of local centres to support the everyday shopping and service needs of local communities.

A review of permit and development data identified ongoing investment in the township's commercial areas including mixed housing and commercial development proposals (see table below).

As discussed above, industrial land at the eastern edge of the township is currently subject to significant commercial and retail investment and expansion plans and currently represents the most active commercial expansion area in the municipality. The West Pines and Melton Homemaker centres have successfully attracted nationally significant large format retail tenants owing to the area's unique transport accessibility. The future plans of gateway developers include proposals that will diversify this area to include office, hospitality and recreational functions. The area will ultimately combine with proposed developments at the intersection of Ferris Road, Cobblebank to form a major retail, commercial and industrial node in the municipality's west.

The township's neighbourhood centres are currently the focus of mixed use and medical development proposals.

Figure 51. Bunnings Melton

Table 54: Commercial Outlook Melton Township Precinct

Short term	The Melton Gateway on the eastern edge of the township will deliver significant new large format retail commercial space to the eastern edge of the township attracting further tenants and more diverse uses to the area. The township will also see ongoing infill commercial and mixed use development.
Medium to long term	The unique accessibility advantages of the Melton Gateway area are likely to continue to attract ongoing major merchandise retail investment. Developer's aspirations for the Melton Gateway entail diversifying commercial activity to include hospitality and office uses. The location is well positioned to attract higher order office uses owing to its accessibility. The emergence of the gateway area is likely to impact on the commercial hierarchy of the municipality's west. The expansion of the communities in the south and north of the township will foster investment in local centres at Brookfield and Kurunjang.

Table 55: Commercial Development Pipeline 2022 Melton Township Precinct

Project	Description	Status
Melton Homemaker Centre Gateway Stage 2	Large format retail tenancies in conjunction with single Harvey Norman showroom (Lot 2).	Approved
Melton South Mixed Use	Proposed 3 storey mixed use building including dwelling, office and retail uses.	Approved
Brookfield Mixed Use	Proposed mixed use dwelling, medical and pharmacy uses.	Approved
Unitt Street Mixed Use	Proposed medical centre.	Approved
Coburns Road Medical Centre	3 storey medical centre including commercial office space.	Approved

9. Project Findings Diggers Rest Precinct

The Diggers Rest Precinct includes a small cluster of vacant commercial and industrial land to the south of the Calder Freeway and south of more substantive residential and commercial uses at Sunbury.

Figure 52. Commercial and Industrial Land Use Overview Diggers Rest Precinct

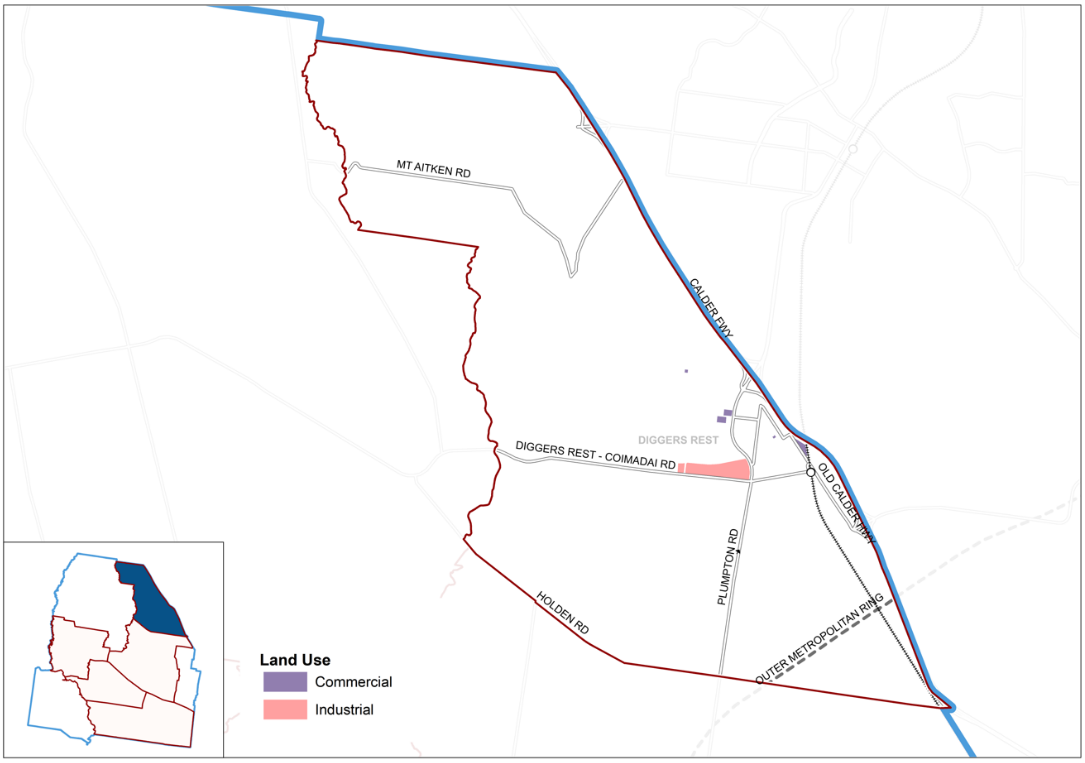


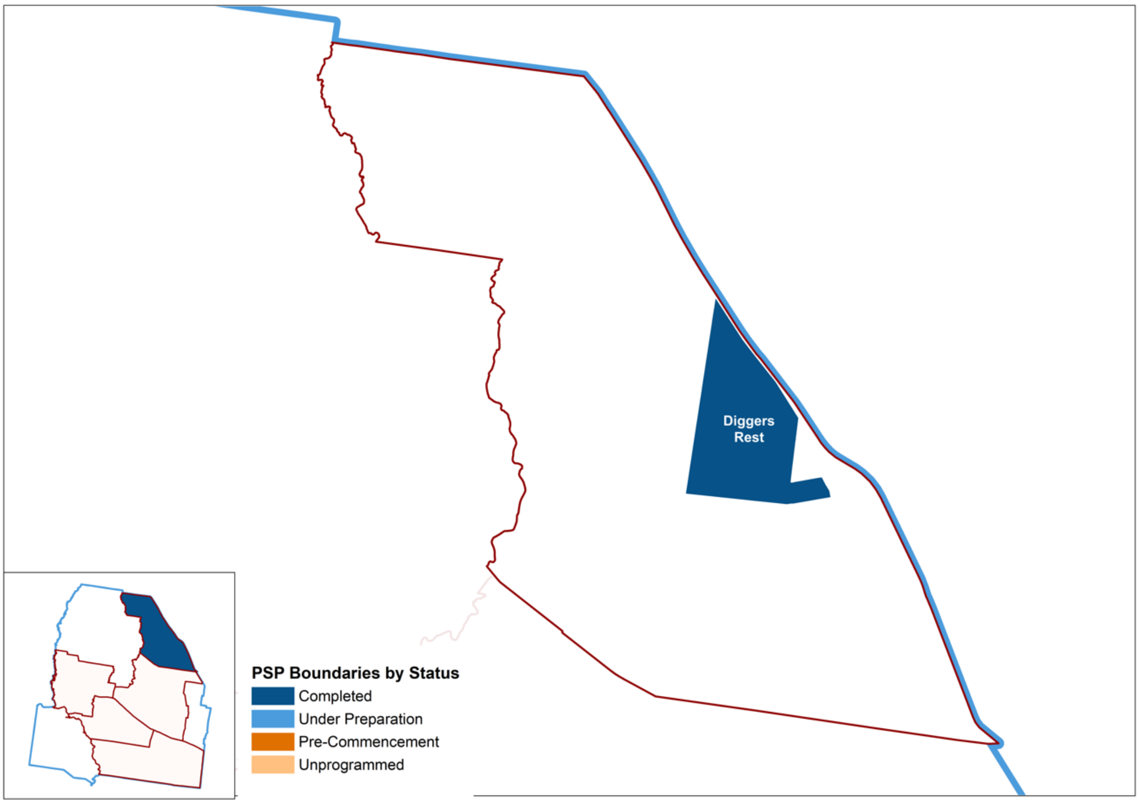
Table 56: Diggers Rest Key Locations

Localities	Industrial Locations	Activity Centres
- Diggers Rest	- Diggers Rest	- Diggers Rest

PSP Status Diggers Rest

The precinct comprises a single approved PSP. The Diggers Rest PSP was approved in 2012. Anticipated uses are primarily a residentially focused.

Figure 53. PSP Status 2022 Diggers Rest



9.1.2. Employment and Population Overview Diggers Rest

Substantial recent population growth has been driven by the commencement and delivery of residential estates along Farm Road. Population growth has been accompanied by a small uplift in local employment primarily in population serving industries.

Further subdivision activity will continue to result in population growth and boost population serving employment into the future. The development of the precinct's industrial land will support local urban service and logistics employment.

Diggers Rest
Precinct

Population

5,297
Population (2021)

+2,850
Population Growth (2016 - 2021)

Employment

476 **Jobs**
Employment (2021)

+157 **Jobs**
Employment Growth
(2016 - 2021)

Growth Sectors

Education
Healthcare and Social Assistance
Professional Services

9.1.3. Industrial Land Analysis Diggers Rest

New industrial land supply in Diggers Rest is in direct proximity to the Calder Highway. All 28 hectares of this land is currently subject to subdivision proposals that will result in over 110 new industrial sites. Proposals for development include retail, logistics and office uses.

Development proposals are expected to result in the full development of the precinct's industrial land within the next five years. At this point the precinct will include no further industrial supply.

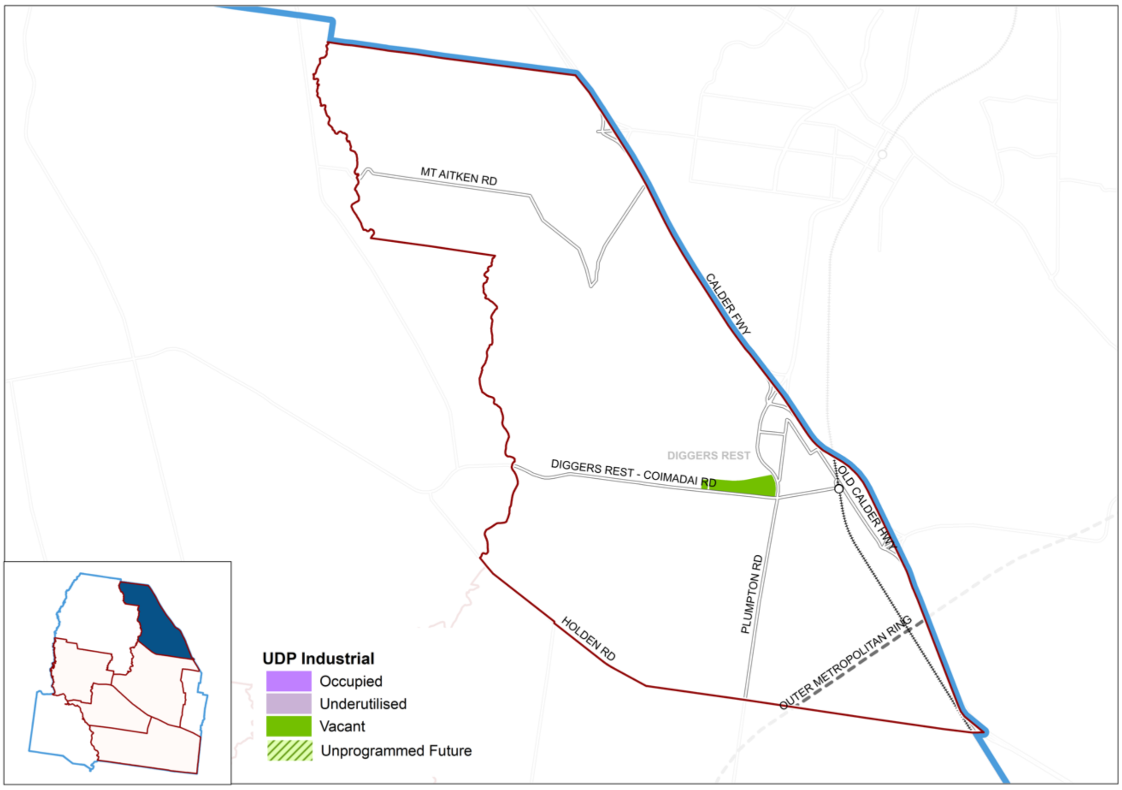
In the medium to long term the area's accessibility will be boosted by the delivery of the OMR. Given the current and potential future accessibility advantages of the precinct there may be a need to explore long term future supply.

Diggers Rest
Precinct

Industrial Land Supply

28 Ha
Vacant Land

Figure 54. Diggers Rest Precinct Industrial Land



Two major industrial development initiatives in Diggers Rest will result in the development of the precinct's industrial land. These developments will create the Bloomdale and Alexander Employment Precincts which are expected to support diverse commercial and industrial uses.

The full delivery of the employment precincts is expected over the next five to ten years providing job opportunities for the local community which is growing rapidly. Completion of these precincts will, however, result in the full consumption of employment land within the precinct.

Table 57: Diggers Rest Industrial Pipeline

Project	Description	Status
Bloomdale Employment Precinct	Multi lot development comprising a range of tenancies for employment/industrial uses - offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services	Land subdivision approved
Alexander Park Employment Precinct	Multi lot development comprising a range of tenancies for appropriate employment/industrial uses - offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services	Land subdivision approved

9.1.4. Development Outlook Diggers Rest

The precinct's commercial land includes a small neighbourhood centre on Cradle Road and land identified for commercial purposes within residential estates.

The precinct also includes a small supermarket complex within the General Residential Zone along Glitter Road.

At 2022, the majority of the precinct's mixed use land had been developed for residential purposes. No mixed commercial and residential uses are evident in this location.

The PSP identifies commercial land in proximity to Vineyard Road. This land is currently subject to commercial development proposals that will result in a small neighbourhood centre servicing the rapidly growing adjoining community.

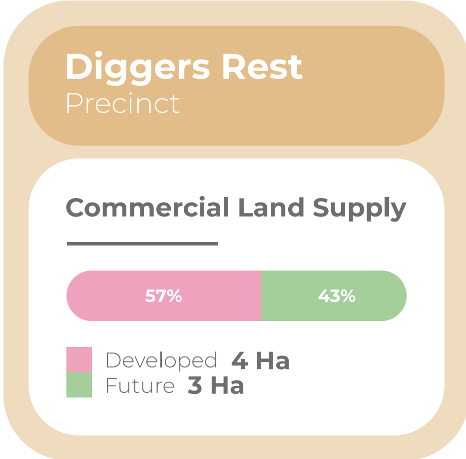
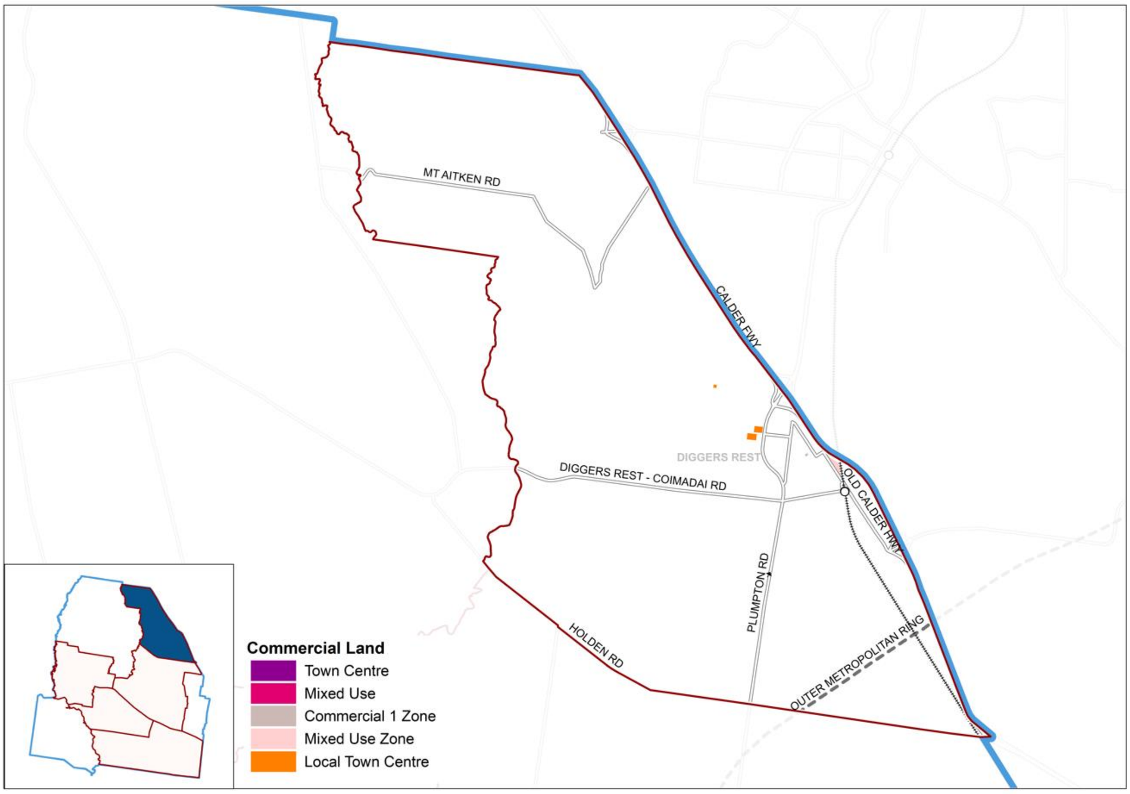


Figure 55. Diggers Rest Commercial Land



10. Appendix:

Appendix 1: Western State Significant Industrial Precinct Land Supply

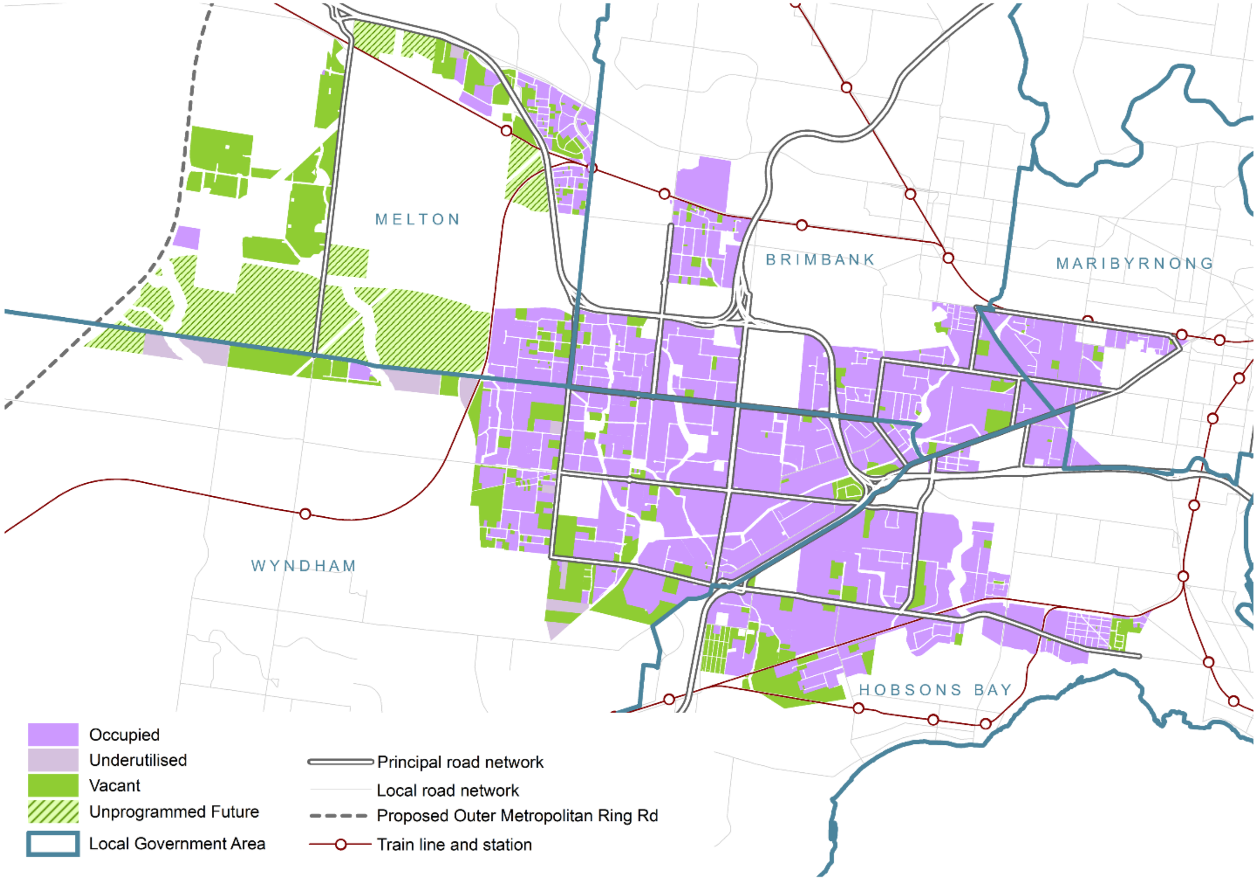
The Western State Significant Industrial Precinct incorporates near on 1,840 hectares of vacant industrial land of which approximately 28% of land supply is within CoM.

The 513 hectares of vacant industrial land supply is within Melton's Southern Industrial Precinct. Melton encompasses the greatest expanse of greenfield and future greenfield land in the precinct's north western corridor. The north western corridor enjoys multi - directional transport infrastructure linking the areas to the port and national markets to the north and west. The area has been the main focus for Melbourne's recent industrial land expansion.

Table 58: Vacant Land in the Western State Significant Industrial Precinct 2021

Municipality	Vacant Land (Ha)	%
Brimbank	381	21%
Hobsons Bay	252.6	14%
Maribyrnong	7.8	0%
Melton	513	28%
Wyndham	685	37%
Total	***1839.6***	

Figure 56. Western State Significant Industrial Precinct Land Status 2021



Appendix 2: Commercial Land Supply Adjustments

In modelling future supply Charter has deducted 15% from all vacant land in the Western and Northern Precincts. This is because vacant land in these locations will require new road space and drainage reserves that will ultimately reduce total available industrial land supply.

A 15% deduction has also applied to select vacant land in the Southern Precinct that is considered broad hectare in character (see Appendix 1 for further information)

Adjustments have not been applied to vacant industrial land in Melton Township and Diggers Rest as these precincts do not include expansive greenfield industrial areas.

Land supply adjustments inform industrial land supply projections.

Table 59: Land Supply Adjustments

Precinct	Vacant Land 2021 (Ha)	Adjusted Vacant Land 2021 (Ha)
Southern	533.2	465.2
Western	236.8	201.4
Northern	78	66

Appendix 3: Commercial Land Supply

Table 60 Commercial Land 2022 Melton City Growth Areas

Growth Area	Developed (ha)	Future (ha)
Metropolitan Activity Centre		
Cobblebank	14	59.3
Major Activity Centre		
Rockbank North		37.5
Mount Atkinson		37
Rockbank		16.3
Plumpton		12
Total Metropolitan and Major Activity Centres	*14*	*162.1*
Local Centres and Commercial Areas		
Kororoit		4.2
Fraser Rise	.4	
Aintree	2.4	1.2
Kurunjang		3.2
Plumpton (local centre)		3.2
Deanside		3.4
Thornhill Park		4.3
Opalia	5.2	
Strathtulloh		4.5
Diggers Rest (local centre)		2.9
Weir Views		4.6
Rockbank Commercial and Mixed Use Area		6.6
Kororoit Commercial Area		4.8
Other		1.4
Total Local Centres and Commercial	*8*	*44.3*
Mixed Use		
Plumpton		3.2
Rockbank North		10
Cobblebank		105
Thornhill Park		3.4
Truganina		25
Diggers Rest	3.6	
Total Mixed Use	*3.6*	*146.6*
Total Commercial Land Growth Areas	*25.6*	*352.7*

Source: CKC

Table 61: Commercial Land 2022 Melton City Established Areas

Established Area	Developed (ha)	Future (ha)
Major Activity Centre		
Caroline Springs	22.5	
Melton High Street	16.2	
Melton West (Woodgrove)	38.2	
Total Major Activity Centres	*76.9*	
Local Centres and Commercial Areas		
Eynsebury		3.3
Burnside	7.9	1.7
Brookfield		5.8
Harkness	0.5	
Melton South	2.7	
Watervale	2.5	
Taylors Hill	4.4	
Hillside	1.1	
Banchory Grove	3.2	
Burleigh Road	0.2	
Scott Street	0.6	
Total Local Centres and Commercial	*28.8*	*5*
Mixed Use		
General	1.8	
Burnside	1.9	4
Total Mixed Use	*3.7*	*4*
Total Commercial Land Established Areas	*103.7*	*14.8*

Source: CKC

Appendix 4: Precinct Population Data

Table 62 Employment Growth 2016-2021

Precinct	2016	2021	Employment Growth	Average Annual Growth Rate
Melton Township	9850	13199	3349	6.0%
Southern	5379	10535	1512	14.4%
Western	876	2253	157	20.8%
Northern	414	1926	1377	36.0%
Diggers Rest	319	476	5156	8.3%
Caroline Springs	6862	8543	1681	4.5%
Toolern Vale	305	279	-26	-1.8%
Eynesbury	209	358	149	11.4%
Total	*24,214*	*37,569*	*13,355*	*8.80%*

Source: ABS, CKC,

Table 63 Population Growth by Precinct
2016 -2021

	Population		Average annual growth	Average annual growth rate
Precinct	2016	2021		
Melton Township	56,362	62721	1272	2.2%
Southern	1590	3733	428	18.6%
Western	3139	17895	2951	41.6%
Northern	4904	18537	2726	30.5%
Caroline Springs	69305	69075	-46	-0.1%
Diggers Rest	2447	5297	570	16.7%
Toolern Vale	874	941	13	1.5%
Eynesbury	2799	3024	45	1.6%
Total	*141420*	*181223*	*7960*	*5.1%*

Source: ABS, CKC

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