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ECONOMY

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Employment

This clause provides local content to support Clause 17 (Economic Development) of the State Planning Policy framework.

Overview

Hume City Council has a strong employment base that is largely based on industry and airport related activity (21.06-3 Employment). Hume City has a strong economy and is committed to creating sustainable employment for our community. This will be achieved by attracting a diverse range of businesses and regional offices, enhancing employment opportunities, encouraging investment, and enhancing existing industrial and business precincts. The Melbourne Airport directly employs a large number of Hume residents and there are other employment opportunities created in surrounding suburbs through support services. The other employment node is located south of the Sunbury town centre, in Vineyard Road, and will accommodate the future industrial needs of the town.

Key Issues

- Improving access to employment areas for residents.
- Acknowledging the strength of the Broadmeadows Transit City as a Central Activity District and large employment generator.
- Improving provision and access to training and skills development for residents.
- Recognising the need to encourage generation of new job opportunities to meet the needs of a growing population and that stimulate greater employment sustainability in the region, and improved access of local residents to local jobs.
- Action is needed to ensure that adequate jobs are created.
- Recognising the importance that the Melbourne airport has as an employment generator and hub for associated business investment.

Objective 1

To develop diverse local employment opportunities to meet the needs of a growing residential population.

Strategies

General

- Encourage a wide range of transport-related industry and businesses to establish in designated employment areas, subject to suitable separation from adjoining land uses and between different industrial activities.
- Provide appropriate and timely infrastructure to support the development of employment land.
- Advocate for access to employment related education and training.
- Recognise the significant industrial and employment areas located at the Melbourne Airport as an opportunity for employment, and work with government agencies to improve transport access and connections to these major employment areas.

Location

- Former Commonwealth-owned land located at the eastern end of Western Avenue, Tullamarine is well placed to accommodate employment uses because of its proximity to the metropolitan freeway network and Melbourne Airport and the availability of urban services.
- Retain existing employment areas on the west side of Mickleham Road and encourage the development of Global Business Park as a high quality business and industry park.
- Encourage the development and use of land within the Hume Highway employment corridor for a range of industry, warehousing and service business, subject to suitable separation from adjoining land uses and between different industrial activities.
- Retain the land south of MacDougall Road, between Vineyard Road and the railway line, as a future employment area.

Implementation

The strategies in relation to employment will be implemented through the planning scheme by:

Use of Policy and Exercise of Discretion

When deciding on applications consider as appropriate:

- Approved Precinct Structure Plans
- Approved Precinct Structure Plans
- Approved Development Plans
- Approved reference documents
- The matters set out in Section 60 of the Act.
- When developing Precinct Structure Plans and Township strategies consider the issue of employment and any relevant strategies.

21.03-2 Business

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This clause provides local content to support Clause 17.02 (Business) of the state planning Policy Framework.

Overview

Economic development is critical to the overall wellbeing of the municipality, both in terms of providing employment opportunities for residents and in attracting business investment. Most of the City's retail, recreation, personal and other services are located within the major centres of the municipality (including Broadmeadows, Sunbury, Gladstone Park and Roxburgh Park), or in smaller neighbourhood shopping centres. (21.01-4) With access to infrastructure and the eastern seaboard, Hume City is located on a strategic infrastructure spine and is well suited for a range of business purposes. Hume City Council is committed to ensuring that high quality infrastructure is in place to support businesses and their associated workforces.

Objective 1

To support, retain and encourage development of the business sector to help foster and support local employment.

Strategies

General

- Advocate for access to education and training and seek the establishment of further educational facilities with links to the local economy.
- Support the development of a network of vibrant and economically viable activity centres throughout Hume for existing and future residents and businesses.
- Encourage the establishment of new industries and businesses that will benefit from maximum accessibility to Melbourne Airport, seaports, and regional and interstate markets.

Location

- Encourage the development and use of land within the Hume Highway employment corridor for a range of industry, warehousing and service business, subject to suitable separation from adjoining land uses and between different industrial activities.
- Encourage the continued development of the Broadmeadows CAD as a principal activity centre and Transit City to be preserved for business, cultural, entertainment, education and professional services and facilities and higher order retailing.

Implementation

The strategies in relation to business will be implemented through the planning scheme by:

Use of Policy and Exercise of Discretion

When deciding on applications consider as appropriate:

- Approved Precinct Structure Plans
- Approved Structure Plans
- Approved Development Plans
- The matters set out in Section 60 of the Act.

When developing Precinct Structure Plans and strategies consider the issue of business.

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Agriculture

This section provides local content to support Clause 17.05 (Agriculture) of the State Planning Policy Framework.

Overview

Rural land occupies 72% of the area of the municipality. A proportion of this land is used for rural living or lifestyle farming purposes; however the majority is used for agricultural activity with sheep, cattle grazing and cereal cropping being the predominant farming activities.

The number of viable farms in the City has declined over recent years. Nevertheless, maintaining the productive use of rural land is considered achievable and a desirable strategy. It must also be distinguished from those uses which keep stock merely for domestic or private purposes (uses normally associated with low density residential and rural living sized allotments), or as a means of assisting in maintaining properties.

One of the challenges for Council is to encourage the productive use of the City's rural areas without diminishing the high landscape qualities of those areas. (21.01-4 Rural) Agricultural productivity relates to a use which contributes to the productive capacity of the area and may generate an economic return, but is not necessarily economically viable.

Key Issues

- Maintain and protecting the high value of agricultural land within the municipality close to urban development
- Accessing sustainable water supplies for agricultural activities.

Objective 1

To maintain and protect agriculture as a strong and sustainable economic activity within the municipality.

Strategies

- Ensure that future ongoing planning of the rural areas occur in accordance with Green Wedge Management Plan.
- Recognise the high value of extractive resources in the rural areas by defining the extractive resource interest area as shown on the Rural Areas Structure Plan.

Introduced species

- Identify and implement initiatives aimed at pest control and minimisation of the impacts of pest animals on rural activities.

Implementation

The strategies in relation to agriculture will be implemented through the planning scheme by:

Use of Policy and exercise of Discretion

- When deciding on applications for use or development of land designated for agriculture, consider, as appropriate, the relevant plans for the area.
- When developing Precinct Structure Plans and Township strategies consider the issue of agriculture and any relevant strategies.

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Melbourne Airport

Overview

The Melbourne Airport lies adjacent to Hume City Council, and therefore its environs have planning implications for Council. The airport not only provides air passenger and freight services to Victoria, it provides significant employment for Hume residents and associated economic activity including accommodation, storage and transport industries and other industries that rely upon air freight services, many of which choose to locate close to the airport. The importance of the airport to the economy of the State and the convenience of Melbourne generally, depends upon the continued curfew-free operation of the airport. Therefore, the airport has vital implications for surrounding land uses, in particular those that may be affected by exposure to aircraft noise.

Key Issues

- To minimise the adverse impact of the operations of Melbourne Airport on the City's residents.
- Recognition of the strategic impact and economic opportunities associated with an international, 24 hour curfew-free airport within the City.

Objective 1

To ensure that development and effective curfew-free operation of Melbourne Airport are protected.

Strategies

- Ensure that development does not occur in the environs of Melbourne Airport that might prejudice its continuing role as one of Victoria's key economic assets.
- Continue to support the use of the Melbourne Airport Environs Overlays and land uses that ensure Melbourne Airport remains curfew free to ensure sustained economic benefits for Hume City, Melbourne and Victoria.

Implementation

Use of Policy and exercise of Discretion

- When deciding on applications for use or development of land affected by Melbourne Airport, consider, as appropriate, the approved plans for the area.
- Implement the recommendations of the Melbourne Airport Strategy (Government of Victoria/Federal Airports Corporation, approved 1990) and its associated Environmental Impact Statement, and any approved master plan for Melbourne Airport.
- Implement the recommendations of the Melbourne Airport Environs Strategy (2003).
- When developing Precinct Structure Plans and other strategies consider the strategic issue of the Melbourne Airport.

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Industry

This section provides local content to support Clause 17.03 (Industry) of the State Planning Policy framework.

Overview

Hume City has a strong employment base that is focused largely on industry and airport-related activity. The main industrial areas are located on either side of the Hume Highway, extending northwards from Campbellfield to Somerton, or within and around Melbourne Airport. Sunbury and Craigieburn also contain industrial areas, however these areas are small in comparison and accommodate mainly service and light industrial-type uses.

Hume City's strong industrial base is centered on the manufacturing sector, with over a third of the City's jobs in this industry. The second highest employer is the transport and storage sector with a high relative proportion of the City's jobs.

Key Issues

- Limited potential exists for new industrial and transport-related development beyond land that has already been zoned in Gladstone Park/Tullamarine for this purpose. However, a large supply of undeveloped land suitable for industrial and business use is available within Melbourne Airport.

Objective

To create a vibrant and attractive industry and employment corridor that services local, regional and metropolitan labour markets.

Strategies

- Encourage a wide range of transport-related industry and businesses to establish in designated employment areas, subject to suitable separation from adjoining land uses and between different industrial activities.
- Appropriately manage the location of industrial uses so as to ensure that they do not negatively impact upon the amenity of residential areas or other sensitive uses.

Location

- Discourage industry from establishing on the vacant land located south of the former reservoir, between the railway line and Pascoe Vale Road, that has the potential to cause detriment to the surrounding area.

Implementation

The strategies in relation to industrial will be implemented through the planning scheme by:

- Approved Precinct Structure Plans
- Approved Development Plans
- Approved reference documents.

Use of Policy and exercise of Discretion

When deciding on applications for use or development of land designated for industrial consider as appropriate:

- Hume City Council Industrial development Strategy (1995).
- Approved reference documents, including but not limited to, Cooper Street Precinct Strategy (1996); Cooper Street Precinct Landscape Design Guidelines (1996); Cooper Street Precinct Strategy Background Report (1996).
- Clause 22.01 Industrial Local Policy.
- The matters set out in Section 60 of the Act.
- Ensure that developments are undertaken in accordance with the
- When developing Precinct Structure Plans and other strategies consider the issue of agriculture and any approved strategies.