

21.06 ECONOMIC DEVELOPMENT

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21.06-1 Economic Development

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Hume's economy currently generates \$27 billion worth of output and has a significant impact on Victoria's economic performance. Hume's employment and economic base is therefore of state significance. As the population of Hume and the Northern Sub Region grows, increasing the number and diversity of employment opportunities in Hume is critical. Plans are in place to enable the development of large areas of employment land north of Donnybrook Road, along the Hume Freeway, around Melbourne Airport and in parts of Sunbury. These will be capable of increasing employment in Hume to over 180,000 jobs. The majority of this growth is to be in transport and logistics, advanced manufacturing, healthcare, education, training, retail and professional services.

Achieving this job target will be a significant challenge, particularly given the slowdown in new job creation within the Hume Corridor and the transition from large scale manufacturing to small niche manufacturing in recent years. It will rely on significant investment in attracting new businesses, including major investment and support from the State Government to duplicate and upgrade the major transport network and attract global and regional investment.

Key issues

- Growing and diversifying the employment options in Hume.
- Promoting Hume as a place for business attraction and investment.
- Protecting industrial land from the establishment of non-industrial uses that may compromise the continued operation of existing industrial uses.
- Providing the necessary upgrades to State infrastructure to support economic growth.

Objective 1

To facilitate economic growth and job diversity through the continued support of existing businesses and the attraction of new businesses.

Strategies

- 1.1 Facilitate greater employment opportunities within activity centres.
- 1.2 Support existing employment areas with a large number of businesses in similar sectors.
- 1.3 Encourage site consolidation and integrated development on small sites within existing employment areas to improve their functionality.
- 1.4 Discourage community, leisure and health facilities and large supermarkets outside of identified activity centres.
- 1.5 Discourage the development of bulky goods retail premises in existing and future industrial areas outside of identified bulky goods centres.
- 1.6 Ensure adequate separation and buffer areas between sensitive land uses and high impact industries.

Policy guidelines

When deciding on an application for use, development or subdivision the following matters will be considered, as appropriate:

- Clause 22.01 Industrial.
- Clause 22.05 Broadmeadows Transit City.
- Clause 22.06 Sunbury Town Centre.

Other actions

- Advocate for the timely delivery of freight and transport infrastructure upgrades critical to business efficiencies and growth.

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Reference documents

- Hume Corridor HIGAP Spatial Strategy and Delivery Strategy, 2015
- Hume Economic Development Strategy 2030, Hume City Council, 2012
- Sunbury HIGAP Spatial Strategy and Delivery Strategy, Hume City Council, 2012