

21.05 ECONOMIC DEVELOPMENT

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21.05-1 Overview

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Monash is recognised as a major generator of wealth, prosperity and employment in Melbourne's South East Region. Its strengths lie in its ease of access to the Melbourne CBD and its location as the gateway to the rapidly expanding south-eastern growth corridor; the presence of the Monash Technology Precinct, supported by the Monash Medical Centre, Monash University and the Australia Synchrotron; the liveability of the municipality; its excellent transport linkages; and the comprehensive network of retail, entertainment, commercial and industrial premises supported by a highly skilled, educated and flexible resident workforce.

Investment in Monash continues to grow, with recent business park developments in both vacant sites and underutilised industrial, commercial or public areas, as well as continued growth in activity centres, particularly Glen Waverley, Oakleigh and Clayton. Opportunities for revitalisation continually arise, which result in retail, commercial and industrial built form that is designed and constructed to world class standards.

Employment provides financial rewards and the opportunity for individual growth. Job creation is therefore central to the well being of the community - both individuals and families. Community life is enhanced by a variety of viable and profitable industry and business activities in Monash. An increase in home-based employment is anticipated as it provides more flexible working arrangements to suit family needs and is supported by significant advances in information accessibility and affordable technology.

Industry, business and activity centres in Monash need to continue to positively attract and retain local business to provide employment opportunities and investment. This may be achieved by proactively supporting the industry and business communities, retaining and enhancing the competitive advantages of Monash, and by creating viable, attractive and convenient industry, business and activity centres.

Sustainable economic development will be facilitated by positioning the City of Monash as "First for Business" and maintaining Monash as the predominant business location in Melbourne's south-eastern region. This strategy is articulated in the Monash Economic Development Strategy 2003 – 2007 (City of Monash, 2002), which builds on past initiatives and Monash's competitive strengths, as well as responds to new economic issues.

Actions undertaken by Council since 2000 include establishing the Monash Enterprise Centre and the Monash Economic Development Forum, as well as ongoing support for the Monash Business Awards.

Council will continue to support industry and business to advance economically and achieve best practice by ensuring that they have ready access to information and support services, forging links between firms to make the most of local opportunities, encouraging business growth, supporting further education and training, and providing ongoing infrastructure development and management.

21.05-2 Key issues

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- Global pressures such as rising energy prices, the desire to achieve world's best practice, the drive towards more sustainable operations, competition for information and knowledge, and continuing trade liberalisation all impact on economic development.
- There is a notable preference for clustering of businesses and industry in accessible, attractive and well serviced locations.

- Demand has increased for the provision of restricted retail type developments. (Bulky goods retail stores)
- Most of Monash's businesses are small (78% employ less than 5 people), working in increasingly competitive environments.
- The major growth sectors are service industries, manufacturing, e-commerce and high technology industries.
- There is an increasing need for improved access to information, communication systems and partnering.
- There is a notable loss of industrial premises in exchange for office-type or commercial industries which reduces the amount of industrial employment within the municipality.
- Demand for skilled labour to meet the requirements of emerging industries is rising.
- Social changes are apparent in the community such as the general aging of society and increasing expenditure on leisure, entertainment, cultural and other lifestyle activities.
- There is concern about the negative impact of gaming machines, particularly in lower socio-economic areas given their proliferation in Monash.

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Objectives, strategies and implementation

Objectives

- To create an environment which is attractive to investors and fosters business growth.
- To develop strong links with members of the business community and ensure that Council is responsive to their needs.
- To increase the number and range of viable local employment opportunities.
- To facilitate the revitalisation of key areas and ensure that new development is of a high standard that adds to the attractiveness of business and industrial areas and enhances Garden City Character.
- To encourage appropriate mixed use development while ensuring that the amenity of neighbourhoods is not adversely affected.
- To facilitate innovation and growth in the knowledge economy, particularly in science, technology and emerging industries.
- To locate restricted retail uses on appropriate sites along Dandenong Road and part of Ferntree Gully Road.
- To minimise the adverse social and economic impacts associated with electronic gaming machines.

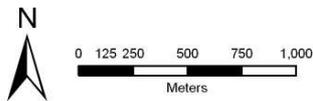
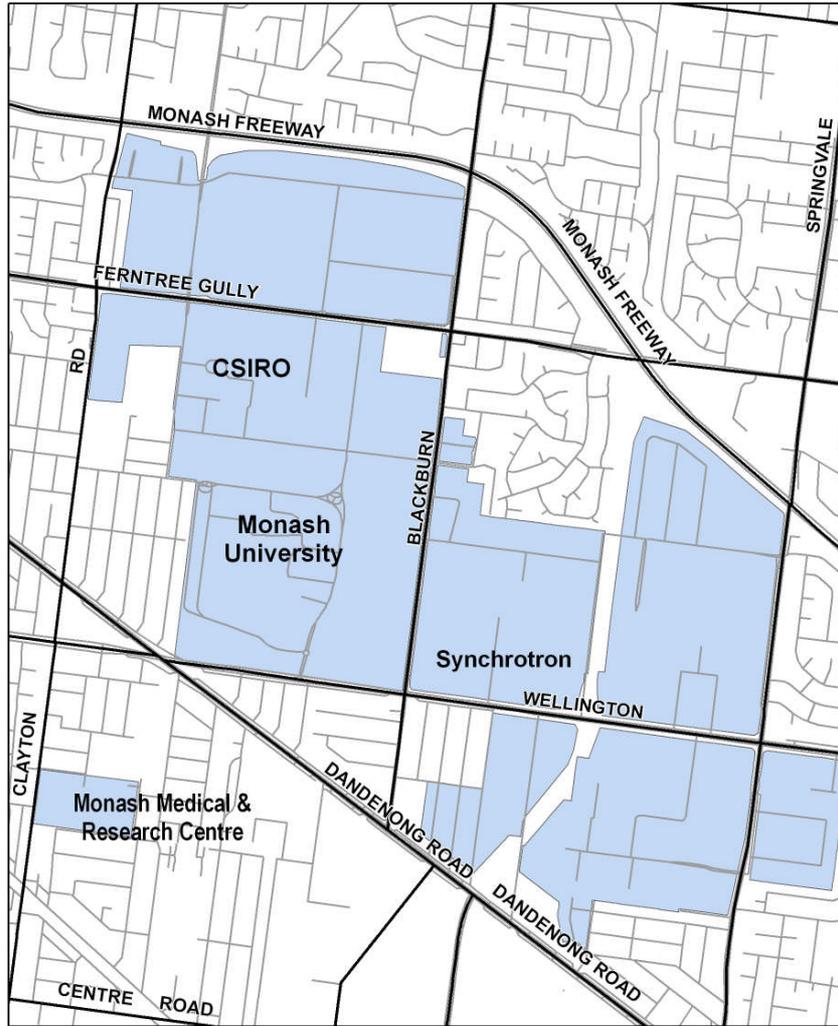
Strategies

- Enhance the relationship and linkages between the Monash Technology Precinct (Map 4) and the Synchrotron Facility, Monash University and Monash Medical Centre to take advantage of supporting infrastructure and complementary activities.
- Support and promote the developing cluster of leading edge and international IT firms encompassing the Monash Enterprise Centre, Monash University's Science Technology Research and Innovation Precinct (STRIP) and the Monash University business incubator.

- Develop and maintain a streamlined development approvals process for significant business investment and development proposals including a register of major vacant properties to highlight potential investment opportunities, supported by clear development guidelines (information sheets) for key strategic sites and a register of contacts for those interested in the development of those sites.
- Improve the attractiveness, convenience and accessibility of key industry, business and activity centres through the development of structure plans, business plans, and urban design frameworks.
- Promote the increased development of home based business having regard to local amenity considerations and the need for improved telecommunications networks such as broadband.
- Discourage out of centre development and overspill from larger activity centres of centre-based uses such as large convenience restaurants.
- Encourage the development of restricted retail uses on sites fronting Dandenong Road and Ferntree Gully Road between Gardiners Road and Clayton Road, that can also provide landscape setbacks in accordance with Clause 43.02 - DDO1 and can provide adequate on-site car park spaces.

Map 4: Monash Technology Precinct, Synchrotron Facility, Monash University and Monash Medical Centre

Monash Technology Precinct



Prepared by Monash Planning Services
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v1.7



MAP 4

Implementation

These strategies will be implemented through the following actions.

Policy and exercise of discretion

- Using local policy to achieve high quality design and development in business and industrial zones. (*Monash Technology Precinct Policy, Clause 22.02 and Industry and Business Development and Character Policy, Clause 22.03, Outdoor Advertising Policy, Clause 22.08, Non-Residential Use and Development in Residential Areas Policy, Clause 22.09*)
- Encouraging home occupations and business uses in residential areas to locate adjacent to existing activity centres and on higher order and busier streets and roads.

Zones and overlays

- Applying the Industrial 1 Zone, Business 1, 2, 3 and 4 Zones and Mixed Use Zone.
- Applying the Design and Development Overlay to key business and industrial areas.

Further strategic work

- Ongoing revision of the Monash Economic Development Strategy to meet changing business and industry needs and circumstances.
- Undertaking an economic comparison of industry and commercial business and the inter-relationships within the municipality, with a view to developing mechanisms to minimise the loss of industrial premises and consequent industrial jobs.
- Undertaking an assessment of the municipality to determine appropriate locations for restricted retail development and to develop performance criteria and design principles for their planning and development, including car parking requirements.
- Reviewing the potential to incorporate residential development in Business 3 Zones in consultation with the Department of Sustainability and Environment.

Other actions

- Understanding emerging business opportunities and threats, and the support needed from Council for business to respond to these.
- Developing and maintaining close linkages between local business, employment brokers and training/education providers through developing and maintaining a business and industry information database, such as the First for Business On-line Directory, and implementing a communication and information strategy.
- Facilitating networks and linkages between all businesses within Monash and the CBD through support for networking groups, the Monash Economic Development Forum and the Monash Business Awards Program.
- Working in partnership with businesses and State Government Victorian Business Centres to provide better business-to-business communication, up-to-date information including advice, referrals, training and education programs, and mentoring programs that are tailor-made to the needs of small and medium sized businesses.
- Providing high quality services in traditional areas of planning, cleaning, roads, garbage collection and urban infrastructure provision and maintenance to ensure the attractiveness of the municipality for investment.

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Reference documents

Image Enhancement of Main Roads in the City of Waverley, Scenic Spectrums in association with Godfrey and Spowers Australia, March 1992.

Monash Neighbourhood Character Guide, Gerner Consulting Pty Ltd, June 1997

- Volume 6. Business and industrial character types.

Monash Economic Development Strategy 2003 – 2007, First for Business, Fostering the Monash Difference, City of Monash, 2002.

Monash Specialised Activity Centre, Beca Pty Ltd & Essential Economics, Revised Final Strategy, January 2008

Urban Design Guidelines – Monash Technology Precinct (Monash Specialised Activity Centre), City of Monash, January 2008

Sources of further information

City of Monash website (www.monash.vic.gov.au)

- Monash Business Calendar of Events
- Economic Profile
- Employment and Industry Statistics
- Major Corporates
- Business Networks
- Monash Economic Development Forum
- Melbourne South East Regional Strategy

Monash Business Awards, Networking and Awards Program

www.monashbusinessawards.asn.au

Monash Enterprise Centre, Business Incubator

www.monashincubator.com.au

On-Line Directory of Monash Businesses

www.monash.vic.gov.au/business/busdir.html

Small Business Counselling Service, not for profit business mentoring

www.sbcs.org.au