

# SUNSHINE DARING TO BE GREAT

ECONOMIC DEVELOPMENT AND JOBS STRATEGY  
FOR THE SUNSHINE GATEWAY PRECINCT



## WoMEDA

WEST OF MELBOURNE  
ECONOMIC DEVELOPMENT  
ALLIANCE, 2019



**Acknowledgement of Country**

We acknowledge the Ancestors, Elders and families of the Woiwurrung (Wurundjeri) of the Kulin who are the traditional owners of the land. As we share our own knowledge practices, may we pay respect to the deep knowledge embedded within the Aboriginal community and their ownership of Country.

The Wurundjeri people were the custodians of the land in the Port Phillip Bay region, including the City of Brimbank, for over 40,000 years before European settlement.

Brimbank lies within the area occupied by the Kurung-Jang-Balluk and Marin-Balluk clans of the Woiwurrung (Wurundjeri) who form part of the larger Kulin Nation. Other groups who occupied land in the area include the Yalukit-Willam and Marpeang-Bulluk clans.

We acknowledge that the land on which we meet is a place of age old ceremonies of celebration, initiation and renewal and that the Kulin people’s living culture has a unique role in the life of this region.

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Sources: Data from the ABS, the Victorian government population projections, and the LGA level employment data from .id demographic resources. Airport data from the airport master plan.

The Harvester Road shared user path in Sunshine.

## CHAIRMAN'S NOTE

We are at an historic moment for the people of Sunshine.

H. V McKay moved his manufacturing operations to what is now Sunshine in 1906. The success of his manufacturing business shaped much of the next century of Sunshine in the manufacturing heartland of Melbourne.

We are on the cusp of another major change of direction for Sunshine, this time as the result of major public investment in the rail links, and the broader range of investments which we can expect to follow. We can expect that the decisions we make will shape Sunshine and the West for decades to come.

Such a major reshaping of this part of the city will call forth a range of views. As such, we have produced this paper to set out our thinking about the opportunity Sunshine faces.

WoMEDA is an independent, not-for-profit, alliance of local institutions and concerned citizens. We focus on improving the employment outcomes of people living in the West of Melbourne.

In calling the paper "Sunshine – Daring to be Great" we have deliberately set a challenge to all of us who care about the West.

Yes, there are areas where the West lags the city as a whole, but the goal is not just to catch up, the challenge is to create a dynamic region which leads the city in important aspects.

Let us come together as a community, agree on a vision, and set out in achieving greatness.

**Hon Steve Bracks, AC**  
Chairman, WoMEDA

### WoMEDA Board Members:

- Steve Bracks (Chair) – Former Premier of Victoria
- Peter Dawkins (Deputy Chair) – Vice-Chancellor and President, Victoria University
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- Stephen Wall – CEO, Maribyrnong City Council
- Jim Williamson – Chair, LeadWest

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- Wade Noonan - Executive Director, WoMEDA and former Member for Williamstown
- Professor Rod Maddock – Lead Economist, WoMEDA

### Special Thanks:

- Anne Barker, Alex Cockram, James Fitzgerald and Tony Schiavello - Former WoMEDA Board Members
- Natalie Meagher – Executive Officer, WoMEDA



Sunshine's Sunvale  
Community Park.

This Strategy has been produced with support from Victoria University, LeadWest and The Department of Jobs, Precincts and Regions.





## SUNSHINE: DARING TO BE GREAT

### SUNSHINE LIES AT THE HEART OF MELBOURNE'S WEST.

The Government has made crucial decisions which will shape its future:

- Establishing a transport super-hub at Sunshine
- Declaring Sunshine as a Priority Precinct for investment and development
- Enhancing suburban rail to and through Sunshine.

Sunshine will play a key role in changing the shape of Melbourne as it evolves towards a much larger population.

The Sunshine community must seize on this opportunity to create a great future:

- A great place to work
- A great place to live
- A great place to study.

#### **This paper sets out our view as to what is needed.**

It starts with a narrative about the Sunshine of the future, and goes on to what success will look like, what is needed for success.

Given WoMEDA's mission, the focus is especially on jobs.



**The solar-powered Sunshine Station was one of the first in Australia to receive a 4-Star Green Star certification from the Green Building Council Australia.**

PHOTO BY CHRISTIAN PEARSON

# B SUNSHINE 2036

## **From its location in the centre of Melbourne's West, the Sunshine Gateway precinct will provide a new focal point for Melbourne's development.**

With a surrounding population of over one million people, the region will rival Adelaide in size by mid-century and have many of the same commercial, social, cultural and educational assets.

The precinct will feature elegant design and sustainable technologies. Tree cover will be increased and the existing network of parks further strengthened. Active transport will be encouraged. There will be extensive diverse and affordable housing accessible to locals; strong protections for the multi-ethnic character of the existing commercial area; and deep community engagement.

The precinct's effective functioning will depend on its strong transport network and integrated planning framework. A network of trains, trams and buses will provide a backbone and be supported by car parking and active transport strategies which provide easy access and low-stress commuting.

A new tram/light rail network will radiate to Footscray, Deer Park, Altona and Moonee Ponds.

The anchor institutions will be:

- The hospital/medical complex
- The university/polytechnic complex
- The court/justice complex
- The transport/retail complex.

Each of these will need to grow significantly in order to support a jobs target of 50,000. Each will require major levels of public investment.

- The medical complex will be famous for its research into cancer and chronic conditions and for dealing with mental health issues
- The university/polytechnic will be famous for its integration with advanced manufacturing and construction, and for its Jobs Institute
- The justice complex will be famous for its focus on corrections and social justice
- The transport hub will combine multiple modes of transport in an integrated way allowing the various functions to work cooperatively in moving people.

A number of major new cultural assets are required. These will serve a dual purpose, providing local amenity as well as strengthening the visitor economy by giving people a reason to visit and stay overnight in high quality accommodation.

- Energy Park will incorporate Melbourne's next major sporting stadium
- The new Town Square will feature a branch of the National Gallery of Victoria
- The University will incorporate a major Convention Centre and hotel
- There will be a dynamic civic, arts and leisure zone.

Linked to the Airport in the north, the Western Metropolitan Industrial Precinct in the south, Melton in the West and the CBD in the east, Sunshine will develop as a key node in Melbourne's multi-polar future. The substantial job growth will allow more local residents to find rewarding local employment, reducing commuting times and improving the quality of their lives.

## WHAT DOES SUCCESS LOOK LIKE?

### 1 AN ATTRACTIVE PRECINCT TO LIVE AND WORK

- A striking (John Kelly designed) Town Square near the Council offices
- Hampshire Road becomes a car-free street
- Parks and tree cover are extended and enhanced
- Near-by affordable housing is developed.

### 2 A VIBRANT ECONOMY: PLENTY OF LOCAL JOBS

- Public administration/Justice jobs
- Health sector jobs
- Business services/Educational complex supporting manufacturing and construction
- Airport-oriented jobs and vibrant visitor economy.

### 3 AND GREAT TRANSPORT ACCESS

- Fast train link to city
- Rail upgrades to Melton and Wyndham Vale
- Tram along Ballarat Road
- Cross-city tram connections – Deer Park, Altona, Moonee Ponds, Highpoint
- Adequate parking away from main zone
- Clearly articulated active transport strategy.

### 4 STRONG EDUCATION INFRASTRUCTURE

- Victoria University and Victoria University Polytechnic (VU Polytechnic) recent investments enhanced
- VU Polytechnic integrated into Victoria's Advanced Manufacturing Strategy
- Deeper university engagement at Sunshine Hospital zone
- Leading Jobs Institute focussed on suburban jobs
- A high-performing high school.

### 5 WITH ADEQUATE LEISURE OPPORTUNITIES

- Protect the multi-cultural restaurant precinct
- Support nearby sports and entertainment facilities
- Build a National Gallery of Victoria branch
- Cinema/entertainment complex
- Further upgrade Sunshine Leisure Centre.

### 6 ATTRACTIVE TO INVESTORS

- Planning clarity and certainty
- Clear opportunities for growth
- Delivery of promised infrastructure.



IMAGE: PETER BENNETTS/  
LYONS ARCHITECTURE



## WHAT IS NEEDED FOR SUNSHINE TO SUCCEED?

### JOBS

- **Hypercharge employment plans - more than 50,000 local jobs**
- **A clear jobs plan and Jobs Institute** to support it.

### EDUCATION

- An imposing **University and Polytechnic presence**
- An **advanced manufacturing Centre of Excellence**
- An **Enterprise Park** integrating business and research
- A **high performing high school.**

### ARCHITECTURE

- An **attractive Town Square** flanked by **impressive civic buildings**
- A branch of the **National Gallery of Victoria**
- A substantial **public administration complex**
- A **major Court** and legal cluster
- A significant **Convention Centre**
- A **well-balanced urban form:** residential, commercial and retail.

### AMENITY

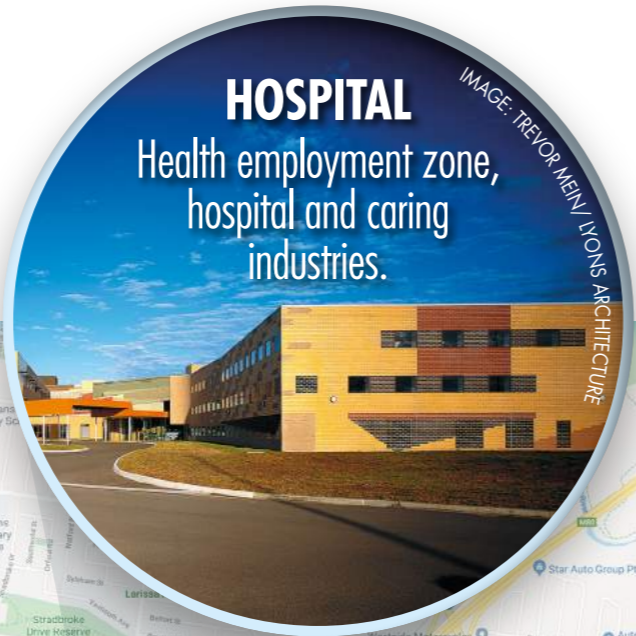
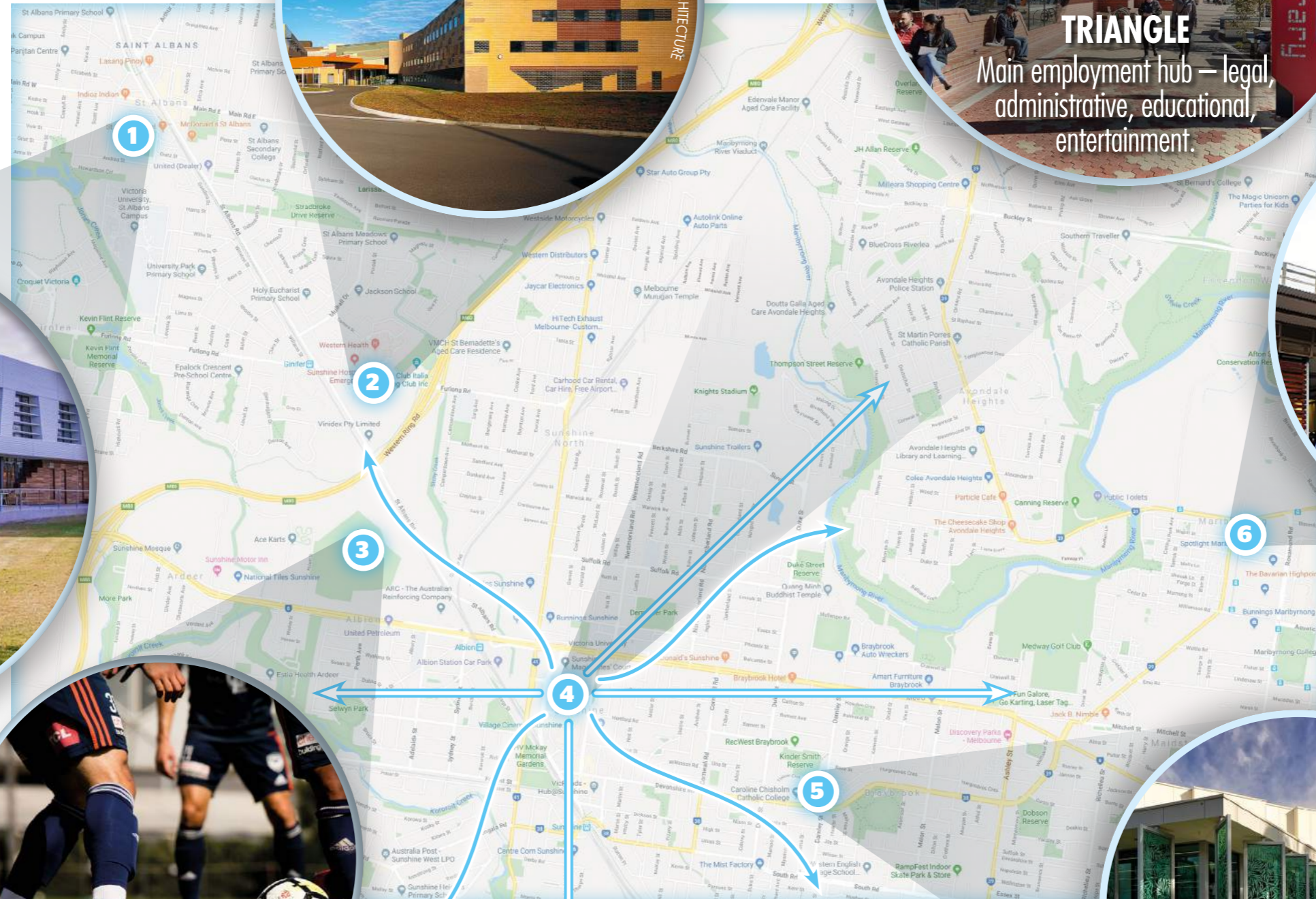
- **Enhanced parks,** green spaces, more trees
- A cross-connecting **tram network**
- A **major sporting complex** or stadium
- **Accessible entertainment** and leisure facilities
- A stronger **active transport** network
- Nearby **affordable housing.**



IMAGE: TREVOR MEIN/LYONS ARCHITECTURE

# SUNSHINE GATEWAY PRECINCT: THE BIG PICTURE

Sunshine Gateway Precinct will feature a number of well-connected activity zones.



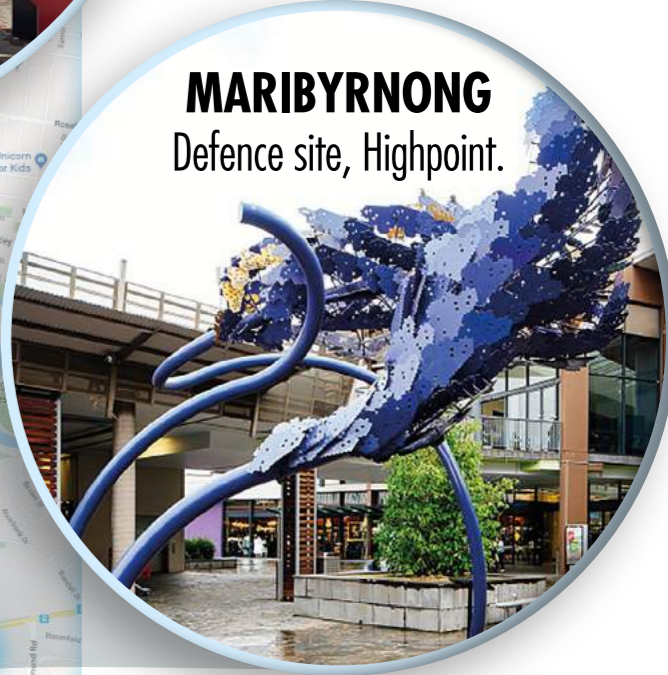
**HOSPITAL**  
Health employment zone, hospital and caring industries.

IMAGE: TREVOR MENY JONAS ARCHITECTURE



**TRIANGLE**  
Main employment hub — legal, administrative, educational, entertainment.

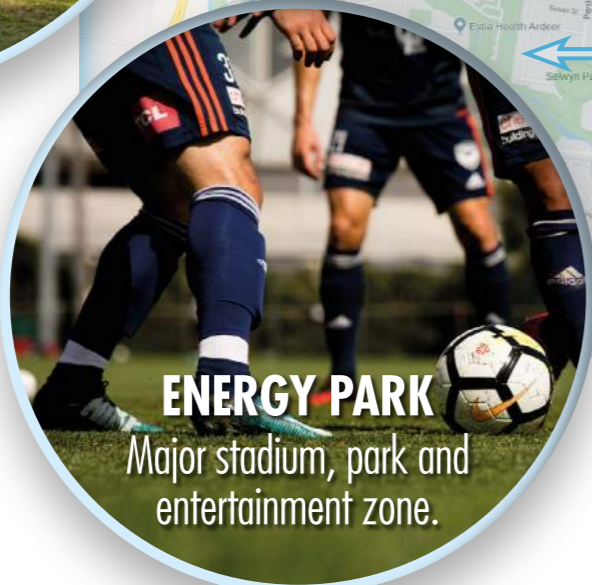
IMAGE: PETER BENNETTS/ LYONS ARCHITECTURE



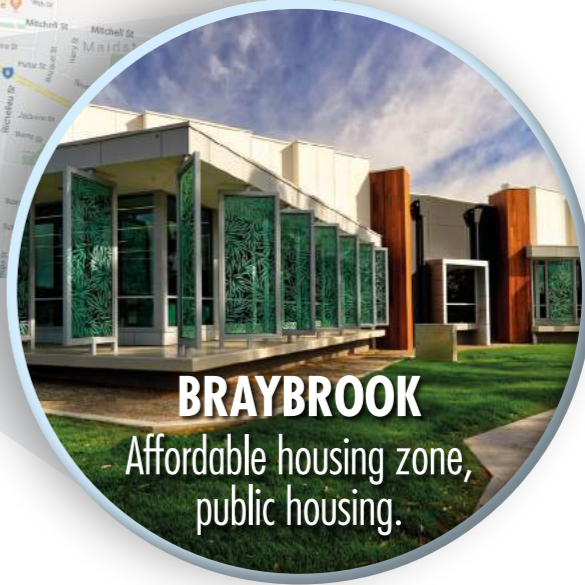
**MARIBYRNONG**  
Defence site, Highpoint.



**ST ALBANS**  
Revitalised campus, business park.

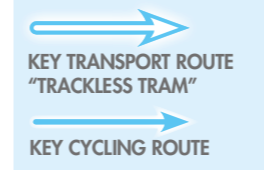


**ENERGY PARK**  
Major stadium, park and entertainment zone.



**BRAYBROOK**  
Affordable housing zone, public housing.

IMAGE: GOOGLE MAPS





## THE SUNSHINE TRIANGLE: UP CLOSE

Sunshine Triangle will provide the heart of the precinct with denser population, taller buildings and the main transport hub.

### 1 PARKS

- Linking up of parks along south of railway line
- New pedestrian ramble along central core
- Open access to parks in North through University.

### 2 FOOD

- Preserve existing ethnic street-feel adjacent to Station.

### 3 UNIVERSITY

#### UNIVERSITY

- University and Polytechnic redeveloped
- Convention Centre integrated into University.

### 4 GOVERNMENT

- Redevelop Court precinct
- Add Government precinct along Ballarat Road.

### 5 MIXED

- Encourage balanced use – residential, office and retail
- Increased scale to take advantage of 360-degree views.



IMAGE: GOOGLE MAPS

## North

- The long Ballarat Road frontage of Victoria University should be developed as a strong northern frame to the Triangle and incorporate a major new Convention Centre and hotel.

## West

- The park complex south of the railway should be further developed and improved to provide a major recreational area for workers and residents (cf Flagstaff Gardens).

## East

- Gradually remove private cars from Hampshire Road, beautify and bridge over into the Convention Centre and through to Dempster Park.

## South

- The southern end of the precinct has an extensive array of restaurants, shopping centres, and local character. Planning should protect this local character and assets.

## JOBS ARE CRITICAL: WE NEED 50,000!

**The population of the West of Melbourne is expected to almost double in the twenty years to 2036.**

We will add 686,000 people bringing population up to 1.5 million.

By comparison, Adelaide has 1.3 million people; Canberra has 0.4 million.

A total of 267,761 extra people in the West will be looking for jobs in sixteen years from now. This is about 60% added to the current workforce of 484,000 (2018).

**Currently 233,772 people commute out of the West every day.**

**To limit commuting we need between 138,000 and 317,000 extra jobs in the West**

If the proportion of commuters stays the same, then 363,100 people will commute, and we will need 138,432 more jobs in the West.

If the number of people commuting stays the same, then 233,772 people will commute daily, and we need to find an extra 267,761 jobs in the West.

To reduce the number commuting by 50,000, then 183,772 people will commute daily, and we will need 317,761 extra jobs in the West.

**Some jobs grow directly with population providing local services to local residents. Such natural growth adds about 80,328 jobs.**

This includes of local jobs in services such as retail, personal services, business services etc (hairdressers, childcare workers, accountants, local shops and so on).

**To keep commuting at the current level, we need 267,761 jobs in total. Of these about 80,328 jobs will be driven by population and we need to find another approximately 187,432 additional jobs.**

**In effect we need to find extra jobs at large scale.**

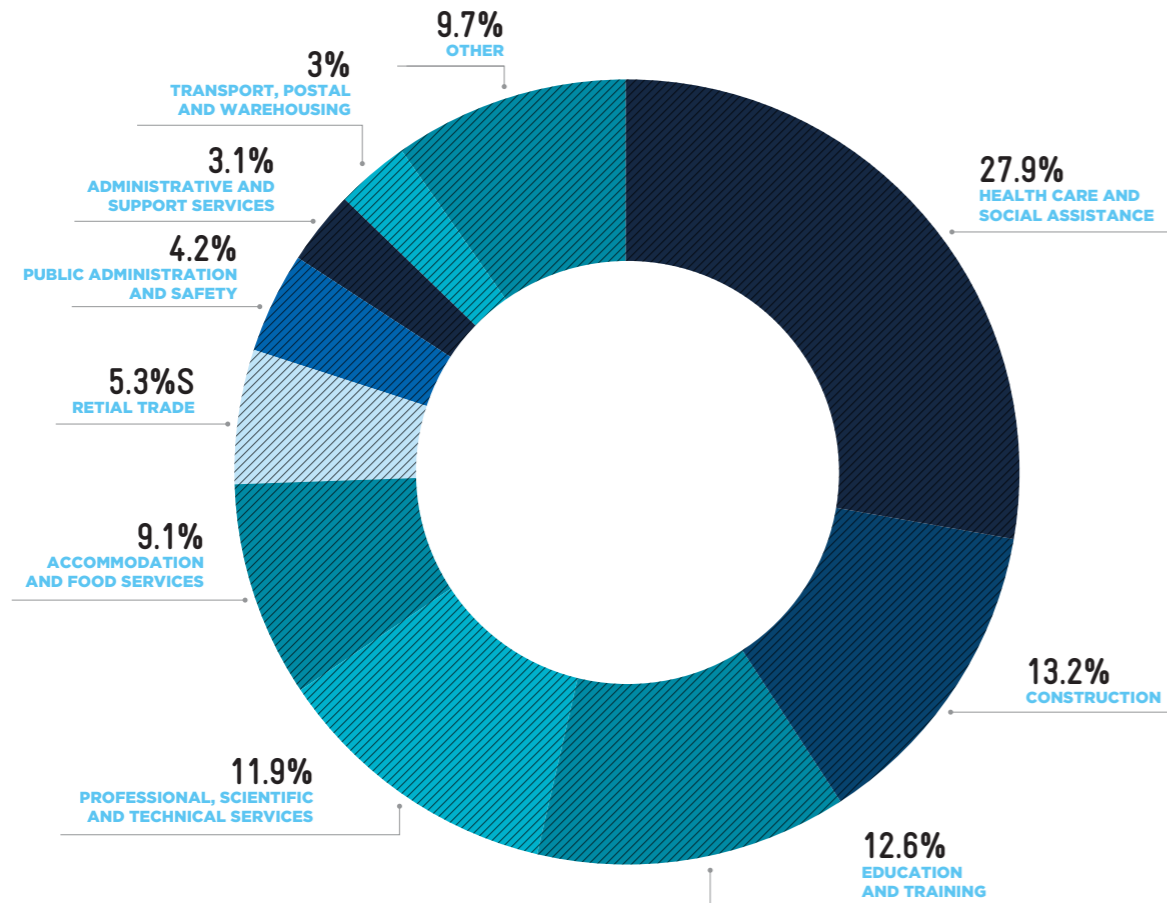
**Sunshine then needs to find about 50,000 more jobs.**

### ROUGHLY THE TASK OF FINDING THE OTHER JOBS CAN BE DIVIDED ACROSS THE WEST

	Local services	Other jobs
Footscray	10,000	25,000
Sunshine and Melton	35,000	80,000
Werribee	35,000	80,000

## WHICH JOBS? GROWING INDUSTRIES AND HIGHER SKILLS

Future jobs growth will mainly come from other areas: particularly the caring industries, construction, education and training, technical services, and food services. Sunshine needs to capture jobs in these sectors.



### CURRENT INDUSTRIES OF BRIMBANK RESIDENTS AND LIKELY JOB GROWTH

Manufacturing	Retail	Health and Social Assistance	Transport, Postal and Warehousing	Construction	Accommodation and Food	Education and Training
8,686	8,419	7,930	7,635	6,175	5,981	4,868
SLOW	AVERAGE	VERY FAST	AVERAGE	FAST	FAST	FAST

Data from Labour Market Information Portal of the Federal Government and 2016 Census



## THE JOBS PLAN

### CREATE A JOBS INSTITUTE RESPONSIBLE FOR

- Developing detailed jobs plan for the West
- Researching suburban jobs growth across Australia.

### PLAN FOR 15,000 EXTRA JOBS IN HEALTH AND CARE SECTORS

- Hypercharge plans for Sunshine Hospital zone
- Make it famous for treatment of chronic conditions
- Attract/relocate complementary Medical and Research units
- Concentrate on training for allied health fields.

### PLAN FOR 15,000 EXTRA JOBS IN MANUFACTURING AND CONSTRUCTION

- Hypercharge plans for VU Polytechnic
- Upgrade Future Skills facilities to provide a forward-looking, world class, training
- Locate Centre of Excellence as key part of Victoria's Advanced Manufacturing Strategy
- Locate Western Melbourne Manufacturers Association within the Polytechnic
- Support up-skilling with a targeted suite of courses and scholarships.

### PLAN FOR 8,000 EXTRA JOBS IN PUBLIC ADMINISTRATION AND JUSTICE

- Build a major Court presence
- Relocate public administration functions related to justice to Sunshine
- Support non-for-profit legal support to relocate
- Create major public administration hub and remote working location.

### PLAN FOR 9,000 EXTRA JOBS IN TOURISM AND BUSINESS SERVICES FOR AIRPORT, RETAIL

- Build a branch of the National Gallery of Victoria at Sunshine
- Build a major Convention Centre and Hotel at Victoria University
- Incorporate a major Stadium, velodrome or sporting facility into Energy Park.



IMAGE: VICTORIAN PLANNING AUTHORITY



IMAGE: VICTORIAN PLANNING AUTHORITY

## THE AMENITY PLAN

### MIXED ENVIRONMENT

Sunshine Gateway precinct will succeed if enough people want to live and work there. Architecturally the Triangle should be a dominant feature in the Western landscape of Melbourne. It must include a balanced mix of business, retail, educational and residential uses.

### ARCHITECTURE

The Triangle needs a new (European-style) Town Square. It should feature major buildings, including a branch of the National Gallery of Victoria, and public sculptures by John Kelly.

The boundaries need definition:

- **North:** The long Ballarat Road frontage of Victoria University should be developed as a strong northern frame to the Triangle and incorporate a major new Convention Centre
- **West:** The park complex south of the railway should be further developed and improved to provide a major recreational area for workers and residents (cf Flagstaff Gardens)
- **East:** Gradually remove private cars from Hampshire Road, beautify and construct a bridge over into the Convention Centre and through to Dempster Park
- **South:** The southern end of the precinct has an extensive array of restaurants, shopping centres, and local character. Planning should protect this local character and assets.

### LEISURE ACTIVITIES

The expanded Sunshine Leisure Centre, and the cinema complex provide needed services. The West however is lacking major sporting complexes and major cultural complexes.

Energy Park's strategic location near the Western Ring Road and rail network means that should incorporate the next major stadium/aquatic centre/sporting complex in Melbourne.

### AFFORDABLE HOUSING

Braybrook contains significant volumes of public and social housing. It is aged and not particularly well matched to the needs of the population. It should be redeveloped to modernise and to meet contemporary needs, allowing cost and rents to be contained and affordability preserved.

### RECOMMENDATIONS

- **Create:** A new, elegant Town Square incorporating a branch of the National Gallery of Victoria
- **Engage:** John Kelly in design of the Square and deployment of his sculptures
- **Build:** An imposing northern University/Polytechnic face integrating the Convention Centre
- **Strengthen:** The green western cluster of parks
- **Protect:** A southern boundary defined by multi-cultural dining complex
- **Restrict:** A car-free eastern boundary along Hampshire Road bridged to the University
- **Build:** A new stadium/velodrome/aquatic centre at Energy Park.

## THE TRANSPORT PLAN

### SUNSHINE TRANSPORT HUB

The airport rail link will shape Sunshine's future. Other investments in the Metro Tunnel, and the electrification of lines from Melton and Wyndham Vale, will ensure that Sunshine will be a rail hub with high traffic volumes. Sunshine Station will become one of the largest stations in the network.

Planning the flow of trains, buses, pedestrians, bikes and cars through and around the station and through the Sunshine Gateway precinct will be a major challenge.

### PUBLIC TRANSPORT LINKAGES

The bus interchange must be integrated into the new station architecture.

Additional and improved public transport to the Sunshine precinct will be needed: tram link to Footscray (including Footscray Hospital, Highpoint, the defence site); tram link down Furlong Road through Cairnlea to Deer Park Centre: link through the Western Industrial Precinct, Brooklyn, to Newport and Altona; link to Moonee Ponds.

### PRIVATE TRANSPORT LINKAGES

Private cars dominate transport movements in the West providing the spokes to the public transport hubs. Parking will be a major issue as the rail network improves - but central Sunshine should not become a parking station.

Energy Park provides an obvious location for extensive short and long-stay parking if served by shuttle buses to the Station and to the Hospital. This could serve a double purpose for commuter parking during the week and spectator parking on the weekends.

### ACTIVE TRANSPORT

Cycling to Sunshine gateway can be facilitated by strengthening the linkages to the West (Sunshine trail), through the University towards the Maribyrnong River trails, and to the hospital and medical complex and by better use of traffic calming strategies.

The design of the precinct itself should largely be shaped around pedestrian needs. Hampshire Road in particular should be turned into a car-free zone.

### RECOMMENDATIONS

- **Integrate:** The bus interchange must be integrated into the new station architecture
- **Build:** Four "tram" routes are needed – to Footscray, Deer Park, Newport, and Moonee Ponds
- **Manage:** Shuttle buses to Station and Hospital are needed to provide ample, but distant parking
- **Calm:** Extend use of traffic calming (30 km/hr limits, speed bumps) along on-road cycle routes
- **Strengthen:** Develop cycle paths to Maribyrnong River with crossing bridge at Solomon's Ford
- **Complete:** Electrified rail links to Melton and Wyndham Vale.



## THE EDUCATION PLAN

### SCHOOLS/ADULT EDUCATION

Sunshine is well served with schools and colleges including the more specialised, Harvester Technical College. TAFE supports adult education/retraining focus as part of its social role.

The main current deficiency appears to be the lack of a high-performing high school to accelerate the development of future leaders of the West.

### POLYTECHNIC

The VU Polytechnic at Sunshine and St Albans provides training in a wide range of traditional industries from electrical to nursing. It is developing a capability in its new state-of-the-art technology building to do rapid prototyping to assist local firms to innovate faster and move up the value chain.

Government should invest behind and further strengthen this capability as part of Victoria's Advanced Manufacturing Strategy. The Polytechnic would become a Centre of Excellence for industrial employment in the West and home to the Jobs Institute and the Western Manufacturing Association. It should incorporate an Enterprise Park (cf Tonsley Park in Adelaide).

### UNIVERSITY

Victoria University has legislated responsibility to provide university training to Brimbank. Accordingly, its Sunshine campus should evolve as the main generalist education facility in the precinct. It should involve two Centres of Excellence – Advanced Manufacturing and Construction, and the Jobs Institute – and should engage actively with the business and justice concentrations at Sunshine. Victoria University will also be heavily involved at the Sunshine Hospital in training nurses and other care workers.

The various University collaborations with health and care (for example, the Western Centre for Health Research and Education, and the Australian Institute for Musculoskeletal Science) should be further developed.

Victoria University will grow to 10,000 students, and offer on-site student accommodation.

### RECOMMENDATIONS

- **Develop:** A new high-performing high school as part of the Sunshine Triangle
- **Support:** Further investment in the Future Skills Accelerator for high quality vocational training
- **Create:** Centre of Excellence as a key part of Victoria's Advanced Manufacturing Strategy
- **Support:** Locate the Jobs Institute and the Manufacturers' Association at the Polytechnic
- **Develop:** Enterprise Park: for partners to co-locate/ collaborate with VU researchers
- **Encourage:** Deeper engagement between universities and Western Health.

## MORE ON JOBS HEALTH CARE AND SOCIAL ASSISTANCE

The health and care sectors will generate about one job in three and clearly it has to be a principal focus of job creation in the West.

### THE WEST LAGS IN HEALTH PROVISIONING

The West is currently lagging in health sector jobs:

- **Western Melbourne**  
243 local jobs per 1000 local residents
- **Rest of Melbourne (incl City)**  
434 local jobs per 1000 local
- **Suburban Melbourne**  
321 local jobs per 1000 local residents.

In Banyule, home to the Austin Hospital, 31% of workers are employed in the health care and social assistance sector, in Brimbank the figure is just 12%. Catching up to the Banyule ratio would add over 16,000 local jobs to the total given the expanded population.

There are two parts to this. The construction and expansion of the major hospitals in Sunshine is an important component. Notably however, in Banyule just half of the sector employment is in hospitals, the rest is in other medical and care related services.

### MORE THAN HOSPITALS

Looking forward, the federal government projections suggest that some 80% of the new jobs will be outside the hospitals. NDIS provides a particular example. The Productivity Commission has called out the need to the rapid increase in demand for disability workers: "the number of workers required to deliver supports allocated through the NDIS ... will need to increase by between 60 000-90 000 full-time equivalent employees".

Hospitals will continue to provide acute care, but four times as many care jobs will be created outside. Capturing a significant share of new care jobs for Sunshine will be important, particularly to provide a path to work for younger people and those with VET qualifications.

Training of more allied health professionals in the West will be a necessary part of this catch up in health sector employment.

### ACTIONS

- **Heighten the ambition for the Health and Wellbeing Precinct**
- **Develop and deepen existing research strengths and Institutes, with particular emphasis on cancer and chronic conditions**
- **Strengthen university engagement with the health precinct and encourage related health research facilities to locate to the neighbourhood to develop the clustering effect**
- **Encourage care providers to locate nearby and invest in training of workers for the care sector.**

### TARGET 2036

- 15,000 extra jobs.

## MORE ON JOBS CONSTRUCTION AND MANUFACTURING

### KEY INDUSTRIES

Construction (8.7%) and manufacturing (14.4%) are two of the largest employers located in Brimbank. The two are also based around existing long-term advantages of the West. The very rapid population growth and the heavy investment in infrastructure, mean that:

- Construction is one of the most rapidly growing industries in the West and manufacturing is one of the largest employers in Brimbank
- Manufacturing is supported by Sunshine's advantageous position near the heart of Melbourne largest industrial area, the Western Industrial Precinct.

Both face challenges. Retraining, redevelopment and repositioning are necessary. Construction is strong but fragmented. Both industries face high risk of technological disruption.

The large presence of the VU Polytechnic at Sunshine provides the opportunity to strengthen these two key industries.

### CREATE CENTRE OF EXCELLENCE AT VU POLYTECHNIC

Our recommendation is the construction of a new headquarters of the VU Polytechnic shared with, focussed on and providing key support for the construction and manufacturing industries. It should become a core element of Victoria's Advanced Manufacturing Strategy.

Sheffield provides an exemplar: "Sheffield's Advanced Manufacturing Park, which contains the core of the University of Sheffield Advanced Manufacturing Research Centre, is helping transform Sheffield City Region's economy from a place for low-cost production to a place for high-value knowledge production" ((Centre for Cities 2019).

### UPSKILL WESTERN CONSTRUCTION AND MANUFACTURING

Manufacturing and construction have the potential to add about 15,000 extra jobs over the next fifteen years. This is a very important block of workers of the West.

### ACTIONS

- **Strengthen VU Polytechnic to provide a forward-looking and world class training and re-training facilities for manufacturing and construction as part of Victoria's Advanced Manufacturing Strategy**
- **Locate within the Polytechnic key institutions such as Western Melbourne Manufacturers Association within the Polytechnic**
- **Locate a powerful new suburban employment research centre, the Jobs Institute, and Enterprise Park, at the Polytechnic**
- **Support up-skilling with a targeted suite of courses and scholarships for middle managers and skilled workers.**

### TARGET 2036

- About 15,000 jobs.

## MORE ON JOBS

### JUSTICE AND GOVERNMENT PRECINCT

The development of Sunshine will depend in significant part on government initiatives.

#### JUSTICE PRECINCT

One of the key assets that it can use is the existing Magistrates Court. Redevelopment of the Court area provides the potential to develop a legal services hub at Sunshine which would tap into both the expected growth in professional, scientific and technical services as well as public administration and safety. Both of these are expected to generate significant numbers of new jobs.

The model for the court could be the provided by the \$90m Newcastle example:

**“The complex features 10 modern courtrooms, two tribunal rooms that cater for Local, District and Supreme Court hearings and a courtroom big enough to host trials with eight defendants.” (NSW press release)**

To complement the Court redevelopment, we would expect significant parallel investment by private firms, non-government organisations, and justice-oriented government departments and agencies. It would be possible for example to locate the Family Violence Agency, the Adult Parole Board, a new Research Centre into Recidivism, and the Department of Corrections at Sunshine.

#### GOVERNMENT PRECINCT

More generally, there is a clear opportunity to create a more substantial government services hub at Sunshine. The example of Parramatta is clear:

**“The NSW Government announced the outcome of the largest ever government agency leasing commitment in Western Sydney, with more than 62,000 square metres of A-Grade office accommodation ... The new building will accommodate at least 4,000 public service roles, including more than 1,600 Planning and Environment roles relocating directly from the Sydney CBD by 2019” (NSW press release).**

#### EMPLOYMENT UPLIFT

If we take the example of Parramatta, between 2011 and 2016, employment in “administrative and support services” and “public administration and safety” grew at 2.8% per year. The base line around a justice precinct is thus 4,000 additional jobs by 2036.

If the government followed the NSW example by the establishment of a major public services hub then an additional 4,000 jobs could be added at Sunshine.

#### ACTIONS

- Develop justice precinct around new Court complex
- Relocate some government functions from the CBD

#### UPLIFT

- About 8,000 jobs by 2036.

## MORE ON JOBS

### AIRPORT, TOURISM, BUSINESS SERVICES

Sunshine’s proximity to Tullamarine means that some spill-over from the rapid planned expansion of the Airport will occur. The completion of the airport rail link will cement in many of the benefits.

#### AIRPORT EXPANSION

Tullamarine Airport is planned to undergo very rapid expansion. Employment within the airport precinct is projected to increase by 14,000 to 35,000 jobs by 2038 if a third runway is built. The adjacent business parks are likely to add a further 7,000. Nearly 70% of workers live locally, and if Sunshine captures just 5%, it increases local employment by 1,000 jobs.

#### BUSINESS GROWTH

The evidence from Heathrow shows substantial increases in employment from firms selling business services, and which want to locate close to the airport. The British Airport Commission modelling suggested that a 100% increase in passenger numbers would result in a 10% increase in service sector employment in the adjacent LGAs. For Brimbank, doubling Tullamarine airport numbers could provide an increase of 4,000 local jobs.

#### TOURISM GROWTH

Tourism is growing more rapidly than the economy overall (5 to 7% pa), a trend which is likely to persist. Family visitation is important but the net contribution is not clear as people from the West travel out for family visitation, just as people from other places visit in.

Currently none of Victoria’s top tourist 10 attractions is in the West. This seems the best opportunity to create net inflow as we develop the built environment. There is clearly scope for:

- a major sporting facility at Energy Park
- a convention centre at the University
- a branch of the National Gallery of Victoria in the civic heart.

The airport rail link also provides the opportunity for people to stay at Sunshine as they commute.

#### ACTIONS

- Encourage professional services exporting firms to base in Sunshine
- Encourage the Commonwealth to locate administrative functions at Sunshine
- Facilitate excellent road transport links to the airport
- Introduce monthly fare discounts from Sunshine for airport workers
- Strengthen tourism appeal of Sunshine (hotels, cultural facilities, tours).

#### UPLIFT

- 5,000 additional jobs plus tourism uplift.

## MORE ON JOBS

### RETAIL

On average a quarter of commercial space in UK city centres is retail, while 50% is offices. Stronger city centres, such as Bristol have less than 20% dedicated to retail.

While retail can be an important part of the development of Sunshine, offices and jobs will be much more important to ensuring the success of the precinct.

#### RETAIL IS AN IMPORTANT EMPLOYER

Retail employs over 8,000 people in Brimbank, making it one of the largest employment sectors – 10% of the workforce.

It has not grown at all between 2011 and 2016, and clearly lagged local population growth. This decline is surprising given that retail sector employment in Australia has grown albeit more slowly than the population.

The industry employs a disproportionate number of women and often provides a pathway into the workforce, particularly for women who leave school early. Nationally 53% of sector employees have no post-year 12 qualifications and one-third are aged between 15 and 24.

#### WILL RETAIL INCREASE ITS EMPLOYMENT CONTRIBUTION?

With retail employment in Brimbank, growing more slowly than elsewhere, the explanation must be local. Two factors stand out:

- the limited refurbishment of the retail sites
- increased competition from other sites in Melbourne.

The growth in online shopping, may also see retail employment fall in all regions.

#### HOW MUCH GROWTH SHOULD WE SEE?

Nationally 10% of the workforce is in retail, the same as Brimbank. With population growth through to 2036 expected to add about 45,000 to the local population, all else equal retail sector employment should increase by about 4,500.

The growth of Sunshine as a transport super-hub is likely to boost these numbers, as people spend money in Brimbank that they would have spent elsewhere. The retail infrastructure is also certain to improve with the improved retail amenity.

One the downside, competition is likely to intensify. Both online shopping and the attraction of alternative centres (Highpoint, the CBD, Chadstone, Watergardens etc) will limit the upside.

#### ACTIONS

- Encourage residential and business development to strengthen local demand for retail services
- Don’t overbuild retail.

#### UPLIFT

- About 4,500 extra jobs by 2036.

**The West of Melbourne Economic  
Development Alliance sits within  
Victoria University.**

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