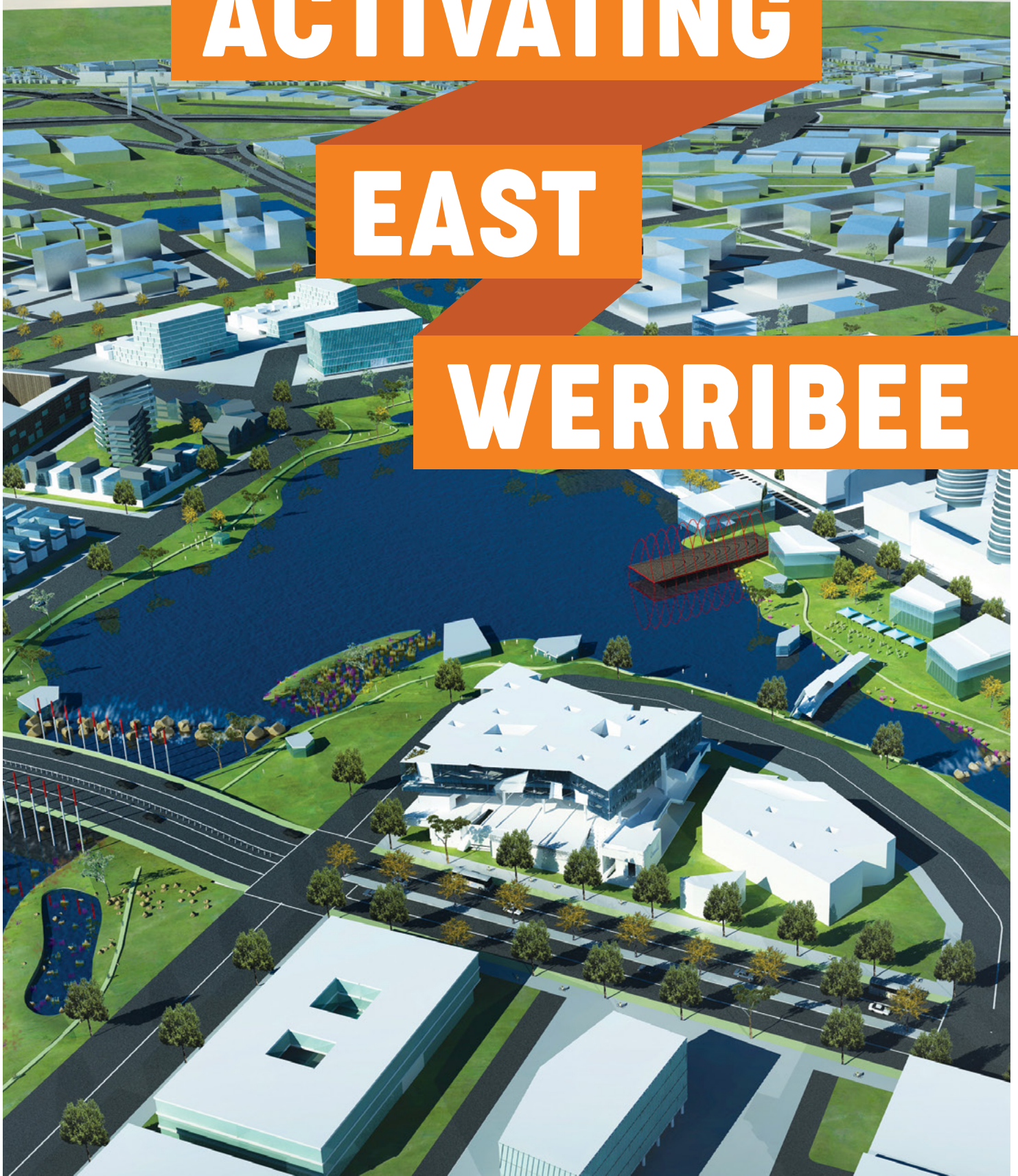


DELIVERING 60,000 JOBS FOR THE WEST

ACTIVATING

EAST

WERRIBEE





ACKNOWLEDGEMENT OF TRADITIONAL CUSTODIANS

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the First Custodians of the lands on which Australia was founded. We acknowledge the Bunurong and Wadawurrung people of the Kulin Nation as Traditional Custodians of the lands on which Wyndham is being built. The Wadawurrung and Boonwurrung speaking people of the Kulin Nation have and always will belong to the Werribee Yalook (river), creeks, stars, hills and red clay of this Country.

The Bunurong and Wadawurrung people are the first custodians of the land and developers of ecological communities on these basalt plains around the Werribee Yalook.

We pay respect to Ancestors and Elders who always have, and always will, care for Country and community today and for future generations. We acknowledge any Aboriginal and Torres Strait Islander people who live in this tradition and call us to shared responsibility. We understand the urgent demand to build local government that enables life in this place to flourish together.

May our words and actions lead us to respect Country, learn from Elders and practice creative wisdom for future generations.



DELIVERING 60,000 JOBS FOR THE WEST

Activating East Werribee will deliver new jobs in Melbourne's west – creating a new hub for employment, education, and community.

Wyndham City is calling on the Victorian Government to deliver a new 'business precinct in East Werribee, boosting the State's economy and supporting local families in Melbourne's western suburbs.

This precinct will:

- Deliver 60,000 new, high quality and secure jobs in Melbourne's West,
- Generate new industries and investments to grow the State's economy,
- Make it easier for locals to commute to work, with great jobs and opportunities close to where we live,
- Boost access to health and community services,
- Reduce traffic by integrating better public transport and road infrastructure, and
- Ensure we're planning effectively for the future in our rapidly growing western suburbs.



WHY EAST WERRIBEE?

Wyndham currently has more people that are in the workforce (139,867), than there are local jobs available (86,640). ¹

The biggest gaps identified across the municipality include professional services and information technology (employing 8,000 Wyndham residents with only 2,000 working locally), financial and insurance services (employing 4,300 residents with only 497 working locally), and manufacturing (employing 5,800 residents with only 2,100 working locally). ²

This demonstrates that Wyndham's capacity to support employment in these sectors is significant and that the vision for East Werribee is not one based on a lack of an available skilled workforce.

With Wyndham's population set to reach 500,000 over the next twenty years, the number of people looking for work is expected to increase to 200,000.

Right now, two in three working Wyndham residents leave the city every day to go to work.

Delivering local jobs and industry will allow families to 'live locally' and experience a 20-minute neighbourhood.

Activating East Werribee will not only boost the state's economy, but will support existing community needs, absorb future population growth, and build a more prosperous, productive and sustainable west.



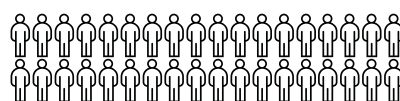
In 2021, the Wyndham population (302,650) can fill...

3.0 MCGs

and around...

5.1 MCGs by 2041

By 2041, the population is expected to grow to 512,591 people



¹ Source: National Institute of Economic and Industry Research (NIEIR) ©2021 Compiled and presented in economy.id by .id (informed decisions)

² Source: Census 2016



ABOUT EAST WERRIBEE

East Werribee is a strategic location in Melbourne's outer western suburbs, linking Melbourne with Victoria's largest regional centre, Geelong.

East Werribee is a key zone in Wyndham, one of the largest and fastest growing municipalities in Australia. The Wyndham economy recorded a Gross Regional Product (GRP) of \$12.05 billion in June 2020, the second highest among all growth areas in Greater Melbourne.

There are over 12,000 businesses already located within Wyndham, with jobs predominantly in the retail trade, transport, postal, warehousing and manufacturing sectors.

East Werribee's 775 hectares of available land is the largest undeveloped surplus State Government site across metropolitan Melbourne.

Investing in East Werribee will support existing community needs across Melbourne's west, absorb future population growth, and build a more prosperous, productive and sustainable Wyndham.

INVEST IN EAST WERRIBEE



PRIORITY	DETAIL	EXPECTED OUTCOMES
CORE PRIORITIES		
DELIVER 'BUSINESS PRECINCT' STATUS	The Victorian State Government should formally identify East Werribee as a new 'Business Precinct'.	Identifying East Werribee as a new 'Business Precinct' will boost local and investor confidence in Melbourne's West, formally reactivate plans for the region and ensure East Werribee is prioritised alongside other precincts.
ESTABLISH AN EAST WERRIBEE PRECINCT BOARD	Establishment of a new East Werribee Precinct Board that provides for a partnership approach between the Victorian Government, Wyndham City, and other key stakeholders to guide and coordinate East Werribee reactivation efforts.	A new governance structure will help coordinate the Precinct's design, development, and delivery.
INVEST IN A NEW EAST WERRIBEE PRECINCT MASTER PLAN	Funding to immediately commence a new East Werribee Precinct Master Plan process.	The East Werribee Precinct Master Plan will identify and fast track shovel ready job projects, guide medium to longer term investment and employment opportunities in Melbourne's West.
DELIVER AN ICONIC CATALYST PROJECT IN EAST WERRIBEE	Investment to kick start the design, development and construction of an iconic catalyst project for East Werribee.	A new landmark project in East Werribee will create a new iconic hub that can attract jobs, innovation and tourism.

PRIORITY	DETAIL	EXPECTED OUTCOMES
SUPPORTING PRIORITIES		
SUPPORT NEW ATTRACTIONS AND INNOVATION IN EAST WERRIBEE	Creation of a new East Werribee Investment Attraction, Innovation and Enabling Infrastructure Fund.	A new, dedicated East Werribee fund can guide the delivery of infrastructure and new developments. It would leverage previous Victorian Government investments in East Werribee, such as the new Wyndham Justice Precinct.
COMMIT TO A 60,000 NEW JOBS TARGET FOR EAST WERRIBEE	Federal and Victorian Governments to commit to a 60,000 new jobs target for East Werribee, underpinned by a commitment to high quality and secure work and services.	Setting a jobs target for East Werribee would complement the Victorian Government's Jobs Plan in the Victorian Budget 2020/21 – bringing the state closer to its ambitious overall jobs target. East Werribee is a strategic location for investment, with the capacity to attract high quality and secure jobs for Victorians.
SUPPORT FOR COMMUNITY FACILITIES AND SOCIAL INFRASTRUCTURE	Support towards the construction of community facilities across East Werribee that respond to the immediate needs of surrounding local communities for new schools, health, sporting and recreation infrastructure, as well as future requirements.	As Wyndham's population rapidly grows, new community and sports infrastructure is vital – increasing social community wellbeing and strengthening community connections through Melbourne's West.
CREATING A SUSTAINABLE AND LIVEABLE EAST WERRIBEE	Commitment to the delivery of a region leading environmentally friendly, low emissions and sustainable East Werribee Precinct, that supports community aspirations around a future clean and renewable energy economy, whilst providing access to new and enhanced parklands, boulevards, waterways, and trails.	East Werribee presents a crucial opportunity to build an environmentally friendly and liveable precinct. As a new hub for jobs and innovation, East Werribee can play a leading role in sustainability – with high quality buildings, great jobs, a range of transport options, and public parks and gardens.
BETTER TRANSPORT ACROSS MELBOURNE'S WEST	Development of an Integrated Transport Strategy for the East Werribee Precinct that captures the collective benefits of the Geelong Fast Rail, Western Rail Plan and Airport Rail that connects the National Employment and Innovation Clusters of Sunshine and Werribee.	Congestion is a key issue across Melbourne's West, including Wyndham. East Werribee presents an opportunity to better integrate roads, rail, and public transport across Melbourne's West – making it easier for Victorians to travel to and through Geelong, Ballarat and Melbourne's West.
NORTH AND WEST MELBOURNE CITY DEAL	The Federal Government and Victorian Government should adopt a partnership approach with Wyndham City to leverage the once in a generation opportunities presented through the North and West Melbourne City Deal.	By completing the Federal initiative for a City Deal across the western and northern regions of Melbourne, transformative projects, and investments can be delivered across outer Melbourne. The City Deal will be a blueprint for the region to respond to the effects of the COVID-19 pandemic, and plan for future growth.
BOOSTING LOCAL JOBS WITH AN EAST WERRIBEE JOBS REACTIVATION PACKAGE	Fostering strategic partnerships to support Wyndham's East Werribee Jobs Reactivation Package.	Partnerships with a range of government, industry, regional and community organisations will help bring new jobs and services to East Werribee – making it an accessible hub for jobs and education.



FURTHER INFORMATION

For more information or to receive a copy of this document in an alternate format, please contact:

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