

Report 10.6 - Sunshine National Employment Cluster Background Report

Directorate: City Development
Director: Stuart Menzies
Policy: Plan Melbourne, Council Plan 2013 - 2017 (Updated 2014)
Attachment(s): 1: Sunshine National Employment Cluster Background Report

Purpose

For Council to consider the draft Sunshine National Employment Cluster (Sunshine NEC) Background Report (the Background Report).

Report

1. Background

At its Ordinary Meeting on 16 December 2014, Council was informed that a background report was being prepared to inform the preparation of the Sunshine NEC Framework Plan (the Framework Plan) by the Metropolitan Planning Authority (MPA). The MPA has indicated that the report will form part of the Council's input to the Framework Plan.

The Framework Plan will set out future land use and development in the Sunshine NEC. It will identify future redevelopment areas, articulate the likely sequencing of development over time, and include direction about accessibility, the public realm, community infrastructure and infrastructure delivery.

The key way Council will provide input to the Framework Plan is through the background report, which identifies opportunities and constraints for the future growth and development of the Sunshine NEC that should be addressed through the Framework Plan and associated infrastructure delivery program.

2. Consultation

A program of community and industry consultation will be undertaken in relation to the draft Framework Plan in 2015. Council officers will work with the MPA to develop the consultation plan and provide support to inform and engage with the community.

3. Analysis

The Sunshine NEC is a 20 square kilometre area focused around the Sunshine Hospital, extending from the Sunshine Town Centre to the St Albans Town Centre. The area currently provides approximately 15,000 jobs and has 15,000 dwellings with significant growth capacity.

The Background Report shown at **Attachment 1** to this report, summarises the current situation and key issues, across 10 key themes including industry and employment, social demographic profile, development, liveability, sustainability, connectivity, mobility and transport, and community infrastructure. The report also proposes high level key directions to be considered by the MPA in the preparation of the Framework Plan for Sunshine NEC.

The Background Report draws from Council adopted strategies, plans, and amendment work, as well as other background reference material. An economic review was undertaken to inform the industry and employment component of the report.

Report 10.6 - Sunshine National Employment Cluster Background Report (continued)

The economic review identified the importance of catalyst or intervention projects to support employment creation beyond business as usual growth.

The economic review also identifies the importance of addressing workforce skills gaps, particularly in the industry growth sectors of Health Care and Social Assistance, Public Administration and Safety, Professional, Scientific and Technical Services, and Education and Training. The report indicates this can occur by attracting skilled labour to the area, by ensuring an appropriate supply and provision of high quality and diverse accommodation, increased access to tertiary education, and improvements to the appearance of the physical environment and liveability, to attract growth and investment.

Some of the key directions provided in the Background Report, to inform the further preparation of the Framework Plan, include:

- Facilitation activities to target and attract investment and development
- A range of catalyst or intervention projects to generate employment growth
- Increased housing choice and diversity, to meet the needs of a more diverse population
- Infrastructure and connectivity investment across a range of transport modes
- Public realm, gateway and streetscape improvements, including boulevards, and the open space network
- Increased community infrastructure, and education services informed by further strategic work
- Incorporation of environmental sustainability outcomes in future development.

Council Officers have been working with the MPA since its establishment, and meet regularly to discuss the Sunshine NEC. The MPA has indicated it will seek Council's comment on the draft Sunshine NEC Framework Plan prior to community consultation.

4. Resource Implications

The costs associated with preparation of the Sunshine NEC Background Report are provided within Council's 2014/2015 annual budget. The MPA is responsible for preparation of the Sunshine NEC Framework Plan.

5. Compliance Statement

This report has been prepared in accordance with the Council Plan 2013 - 2017 (updated 2014).

6. Officer Recommendation

That Council endorses the Sunshine National Employment Cluster Background Report, at Attachment 1 to this report, for the purpose of informing preparation of the Sunshine National Employment Cluster Framework Plan, and submits it to the Metropolitan Planning Authority.