2023–2024 UPDATE

ECONOMIC DEVELOPMENT STRATEGY 2022–2026

A PRODUCTIVE, LIVEABLE CITY PROMOTING SUSTAINABLE ECONOMIC DEVELOPMENT THAT ENABLES LOCAL JOB GROWTH.

wyndhamcity
city. coast. country

ACKNOWLEDGEMENT OF COUNTRY

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the first Peoples of Australia. We acknowledge the Bunurong and Wadawurrung Peoples as Traditional Owners of the lands on which Wyndham City operates. The Wadawurrung and Bunurong Peoples have and always will belong to the Werribee Yalook (river), creeks, stars, hills and red clay of this Country. We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community today and for future generations.

A LETTER FROM THE MAYOR

One of Wyndham City's highest priorities is our municipality's economic prosperity.

Council's Economic Development Strategy 2022 – 2026 mid-term review provides a clear direction to help drive our economic growth.

It's designed to ensure sustainable economic development that enables local job creation and growth and brings the strategy into alignment with other Council objectives, priorities and strategies.

It has been updated with relevant economic data and insights, global benchmarks and highlights local business profiles for inspiration.

Our vision for the future is underpinned by this Strategy and supports entrepreneurship and innovation, investment, commercial and industrial growth, business engagement and connection that will support local employment opportunities benefiting the whole community.

In a changing economy, we need to ensure our strategy remains contemporary and focussed on supporting our local businesses to prosper. The mid-term refresh ensures we are on track and focussed supporting and working with local businesses, collaborating with industry, and partnering with all levels of government to support economic growth in an ever-changing economic landscape.

This Economic Development Strategy, which pre-dates the Wyndham Plan and Council's vision for a City Heart, identifies priority sectors for growth, including major activity precincts, while addressing opportunities and challenges.

Council's priority is to build on our economic strengths through facilitating investment, enabling and upskilling small businesses and in turn increasing local employment opportunities.

Currently, 39 per cent of workers reside in Wyndham and work within the municipality. Our local jobs have increased by 22% since 2023. We have set an ambitious goal, aiming for a minimum of 45 per cent of our residents to work locally within our municipality by 2040.

Wyndham is in a unique economic position with more than 32,000 GST registered businesses in 2023, an increase of 47% since 2020.

We are continuing to emerge as a major commercial hub in the greater Melbourne area. Our close proximity to the Melbourne CBD and Geelong by both road and rail, as well being positioned halfway between Melbourne Airport and Avalon Airport, combined with our large tracts of greenfield developable land including East Werribee Precinct, place us in an exclusive position to grow our business and employment footprint beyond that of any other municipality.

Council's investment in the Spark Innovation Hub has encouraged innovation through supporting start-up entrepreneurs in the IT and Tech fields. Wyndham has a highly skilled and educated workforce which can leverage a range of opportunities for investment.

The mid-term refreshed Economic Development Strategy 2022-2026 is a positive way forward with a focus on ensuring our economic growth and prosperity and making Wyndham an even more liveable city.

Cr Dr Jennie Barrera
Mayor, Wyndham City

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All information contained within this document was correct at time of publication. It may be subject to change and therefore impact on Council's delivery of goals and actions.

01/ EXECUTIVE SUMMARY

1. EXECUTIVE SUMMARY

Wyndham's economic story is perhaps a rather typical one of a formerly rural landscape experiencing increasing suburban development.

While its economy over the last decade has been driven by traditional industries (thanks to large parcels of land for them to operate on) today new industries are emerging; from the knowledge sector to health care and social assistance, education and training, technology and more. They align more broadly with Wyndham's inherent strengths and the future needs, interests and skills of its evolving community. All of this change means Wyndham's economy faces a compelling and unique range of opportunities.

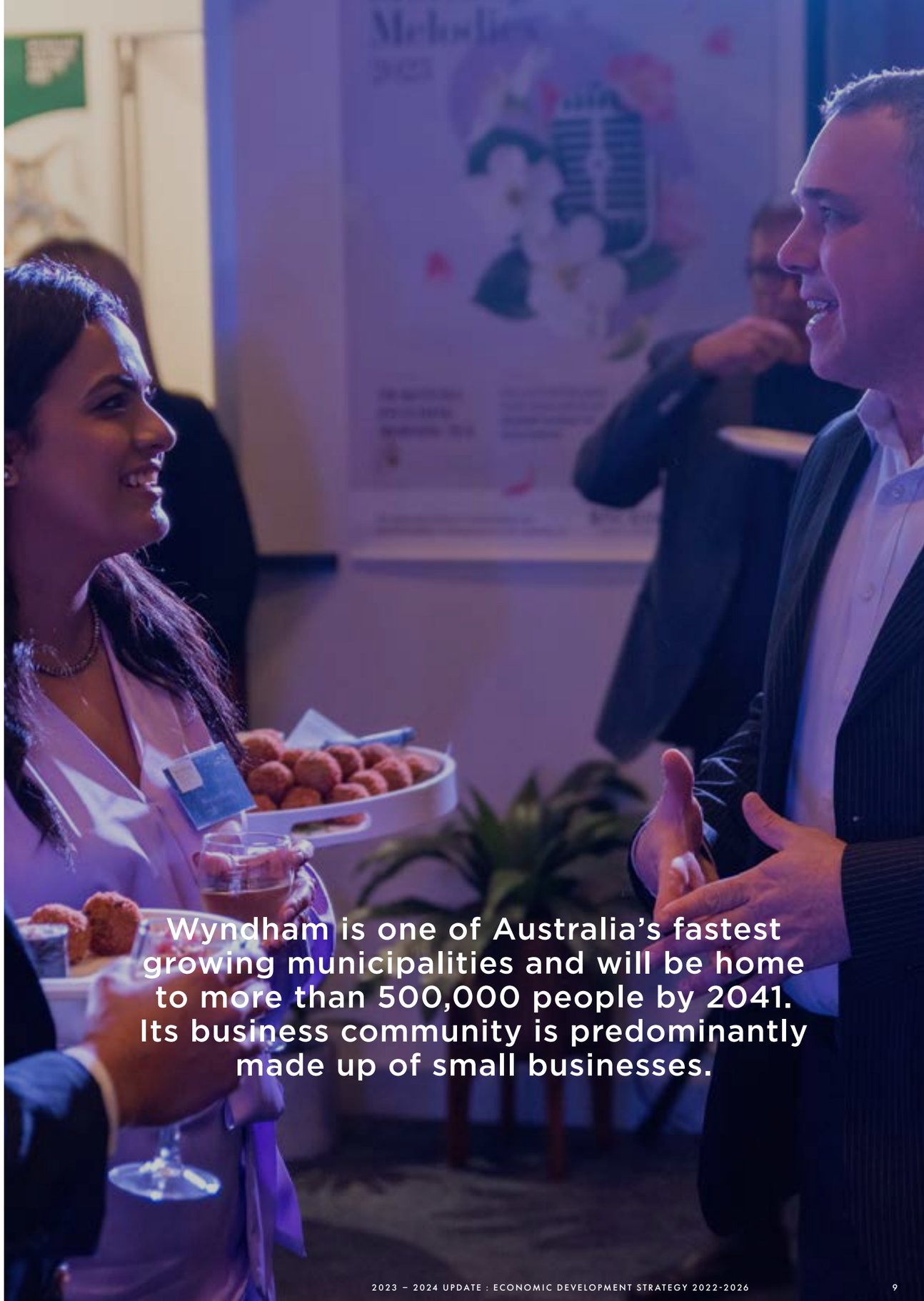
Wyndham's full Economic Development Strategy 2022–2026 was published in November 2022 to ensure the City is a productive, liveable place with sustainable economic development that enables local job growth. This 2023–2024 Update summarises the initiatives Council have focussed on over the last 18 months as well as the identification of future opportunities.

Current top performing industries:

- Construction
- Transport, Postal and Warehousing
- Rental, Hiring and Real Estate Services
- Manufacturing
- Health Care and Social Assistance
- Retail Trade
- Education and Training
- Public Administration and Safety

Future priority sector and strategic focus:

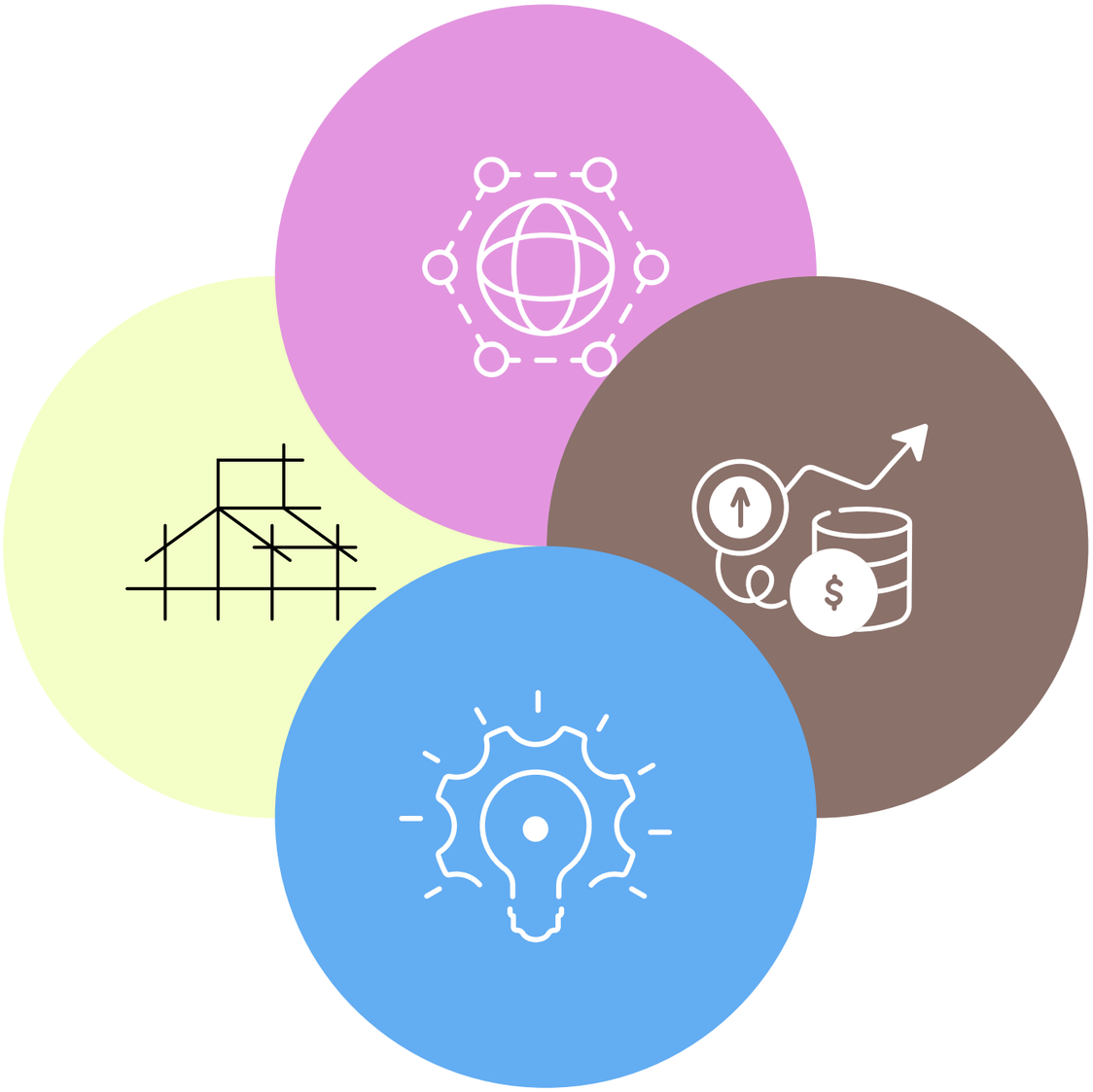
- Healthcare and Social Assistance
- Education and Training
- Professional, Scientific and Technical Services (including Financial and Insurance Services)
- Transport, Postal and Warehousing
- Construction
- Manufacturing
- Agribusiness
- Visitor Economy



Wyndham is one of Australia's fastest growing municipalities and will be home to more than 500,000 people by 2041. Its business community is predominantly made up of small businesses.

ACTION PLAN

4 THEMES.
14 INITIATIVES.
47 GOALS.



THEME 1: BUSINESS ENGAGEMENT AND CONNECTION

INITIATIVE 1 Initiate target sector roundtables to identify barriers and opportunities for investment and growth	2 Goals	15%	Pg 52-53
INITIATIVE 2 Celebrate business excellence and promote Wyndham as a business and investment destination	3 Goals	50%	Pg 52-53
INITIATIVE 3 Deliver events, programs and communications that enhance local business connections, knowledge and progress	6 Goals	50%	Pg 52-53
INITIATIVE 4 Deliver an industry engagement program	5 Goals	50%	Pg 52-53

THEME 2: ENTREPRENEURSHIP AND INNOVATION

INITIATIVE 5 Deliver an annual business training calendar	2 Goals	50%	Pg 54-55
INITIATIVE 6 Evolve SPARK Innovation Hub	4 Goals	50%	Pg 54-55
INITIATIVE 7 Deliver the annual WYNnovation Festival	3 Goals	50%	Pg 54-55
INITIATIVE 8 Successfully manage the Small Business Entrepreneurship and Innovation Fund	2 Goals	50%	Pg 54-55

THEME 3: INVESTMENT

INITIATIVE 9 Maintain a proactive approach in facilitating investment in priority sectors	5 Goals	25%	Pg 56-57
INITIATIVE 10 Develop an Agribusiness Strategy	3 Goals	25%	Pg 56-57
INITIATIVE 11 Advocate and collaborate with the State Government for the long-term development of the East Werribee Precinct	2 Goals	25%	Pg 56-57

THEME 4: ACTIVITY CENTRE DEVELOPMENT AND ENHANCEMENT

INITIATIVE 12 Develop and deliver activity centre visions, plans, policies and programs	5 Goals	50%	Pg 58-59
INITIATIVE 13 Improve activity centre place experiences through enhancement works	2 Goals	50%	Pg 58-59
INITIATIVE 14 Attract investment and partnerships to support future activity centre developments	3 Goals	25%	Pg 58-59

02/ OUR WYNDHAM TODAY

2. OUR WYNDHAM TODAY

Located 32 kilometres south-west of Melbourne's CBD, on the western urban fringe midway between the centre of Melbourne and the Greater City of Geelong, Wyndham is a city experiencing rapid change.

Maintaining a position as one of Australia's fastest growing municipalities, Wyndham's Gross Regional Product has experienced 78.4% growth between 2013 to 2023, more than double the rate of the State of Victoria.

Wyndham's vast expansion over the past decade has taken place on what was once agricultural and industrial land, and before that the lands of the Bunurong and Wadawurrung peoples. Land has been developed and transfigured into vast and numerous housing estates. This new housing supports an increasingly multicultural community, with 48% of Wyndham's population born overseas.

501,634

people will live in Wyndham by 2041 (currently 324,087).

There are 110,531 local jobs (2023) with 53,963 or 39% of Wyndham's resident workers employed locally (2023).

The 2022-23 jobs to resident ratio (or employment capacity) is 0.68 (a slight increase from 0.67 since 2012-13) which means there are less jobs than resident workers.

As of 2023, Wyndham makes up

4.57%

of Victoria's workforce

(a significant increase from 3.22% in 2013).

The City's Gross Regional Product is estimated at

$16.60 BILLION

(June 2023)

which represents 3.1% of the state's GSP (Gross State Product), this is up 78.4% since 2013 compared to Victoria (31%).

31,837 registered businesses operate in Wyndham compared to 20,710 in 2020:

- 73% are non-employing (23,234)
- 26% have 1-19 employees (8,160)
- 1% have 20-199 employees (424)
- 0.1% have 200+ employees (19)

2.1 PROFILE OF CURRENT ECONOMY

KEY INDUSTRIES

Considering economic measures, including employment and contribution to Gross Regional Product, the top industries driving Wyndham's economy are:

- Construction
- Transportation, Postal and Warehousing
- Health Care & Social Assistance
- Manufacturing
- Education and Training

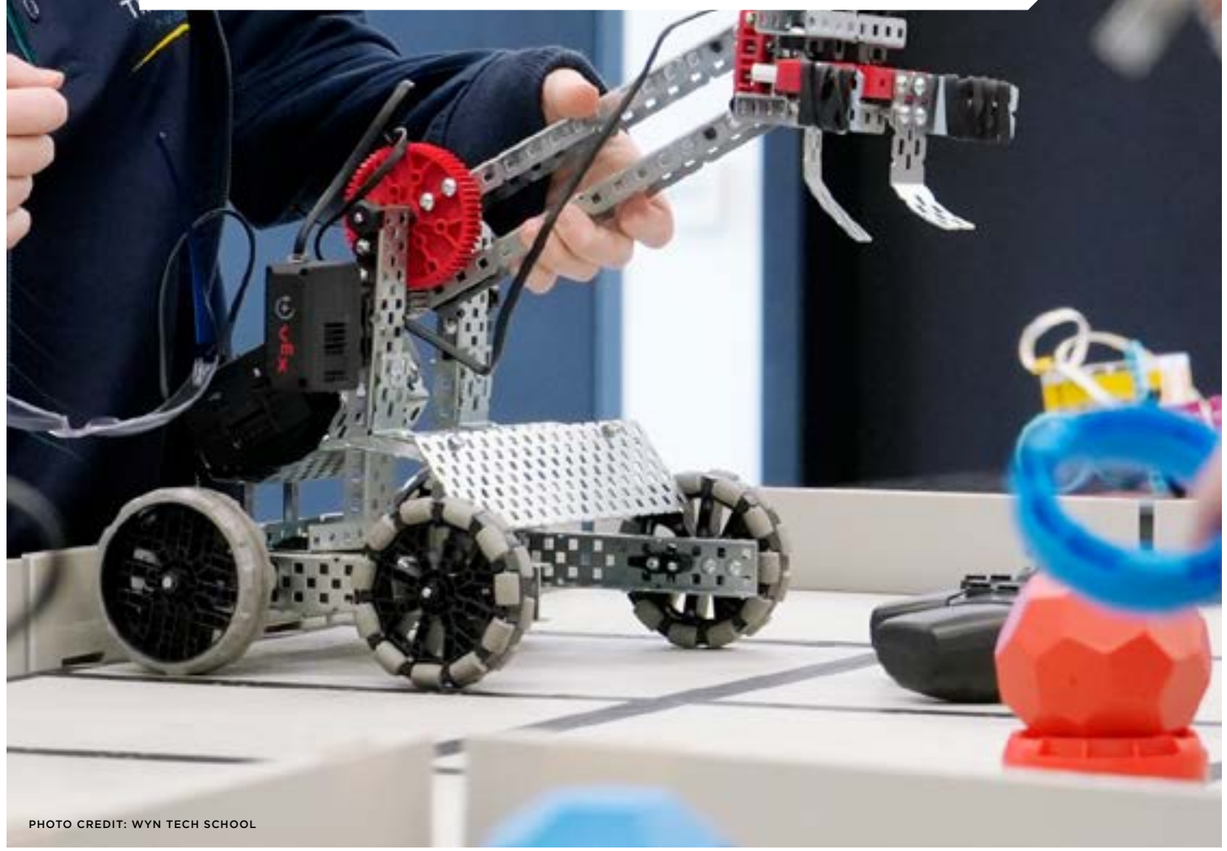


PHOTO CREDIT: WYN TECH SCHOOL

EMPLOYMENT SECTORS

Manufacturing and logistics have established a strong footprint due to a key strategic advantage: the sectors are underpinned by large tracts of available zoned land within the western industrial node and direct access to air and seaports.

Growth in the construction industry has been driven by rapid residential growth and demand for industrial and commercial job creation development.

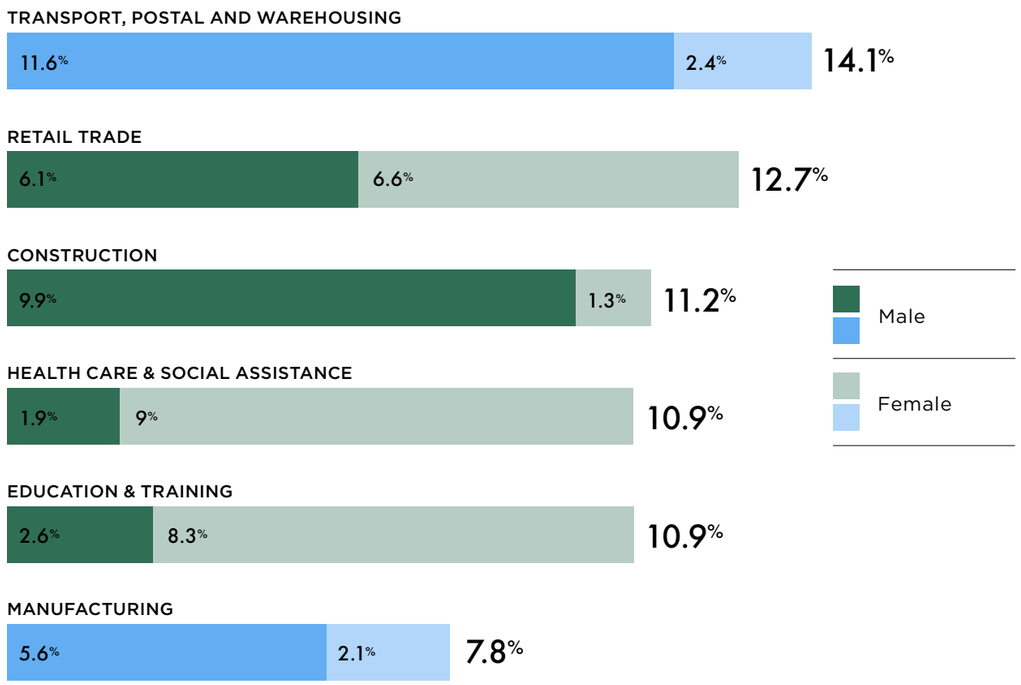
Education and Training's growth can be attributed to a growing demand for primary and secondary schools to meet population growth. Similarly, health care and retail trade have expanded to meet the demand generated by population growth however health care remains significantly underrepresented when compared to the Melbourne metropolitan region.

EMPLOYMENT DESTINATION

A municipal boundary alone does not determine a worker's preferred employment location. In 2023:

- 53,963 or 39% of Wyndham's resident workers were employed locally.
- The top local government areas (LGAs) attracting Wyndham residents for work include the City of Melbourne (22.1%), followed by nearby LGAs including Brimbank, Hobsons Bay, Melton and Greater Geelong (18.8%).
- 59.2% of Wyndham's 91,224 total workforce live in Wyndham, whilst 24% live in nearby LGAs including Brimbank, Hobsons Bay, Melton and Greater Geelong, and 1.8% live in the City of Melbourne.

TABLE 2.1.1 – HIGHEST EMPLOYING INDUSTRY SECTORS AS A PERCENTAGE OF THE LOCAL WORKFORCE

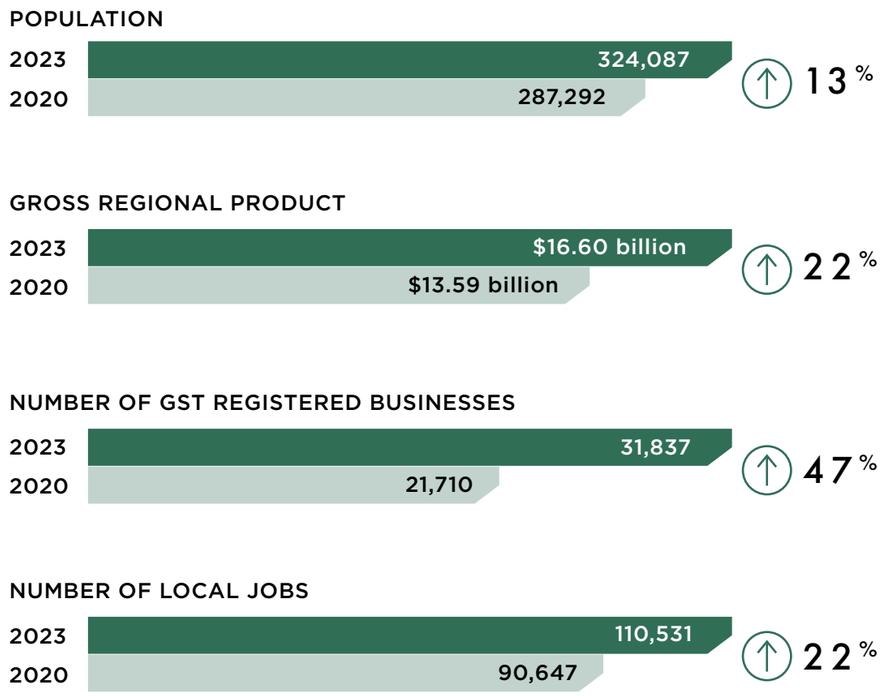


SOURCE: REMPLAN 2023

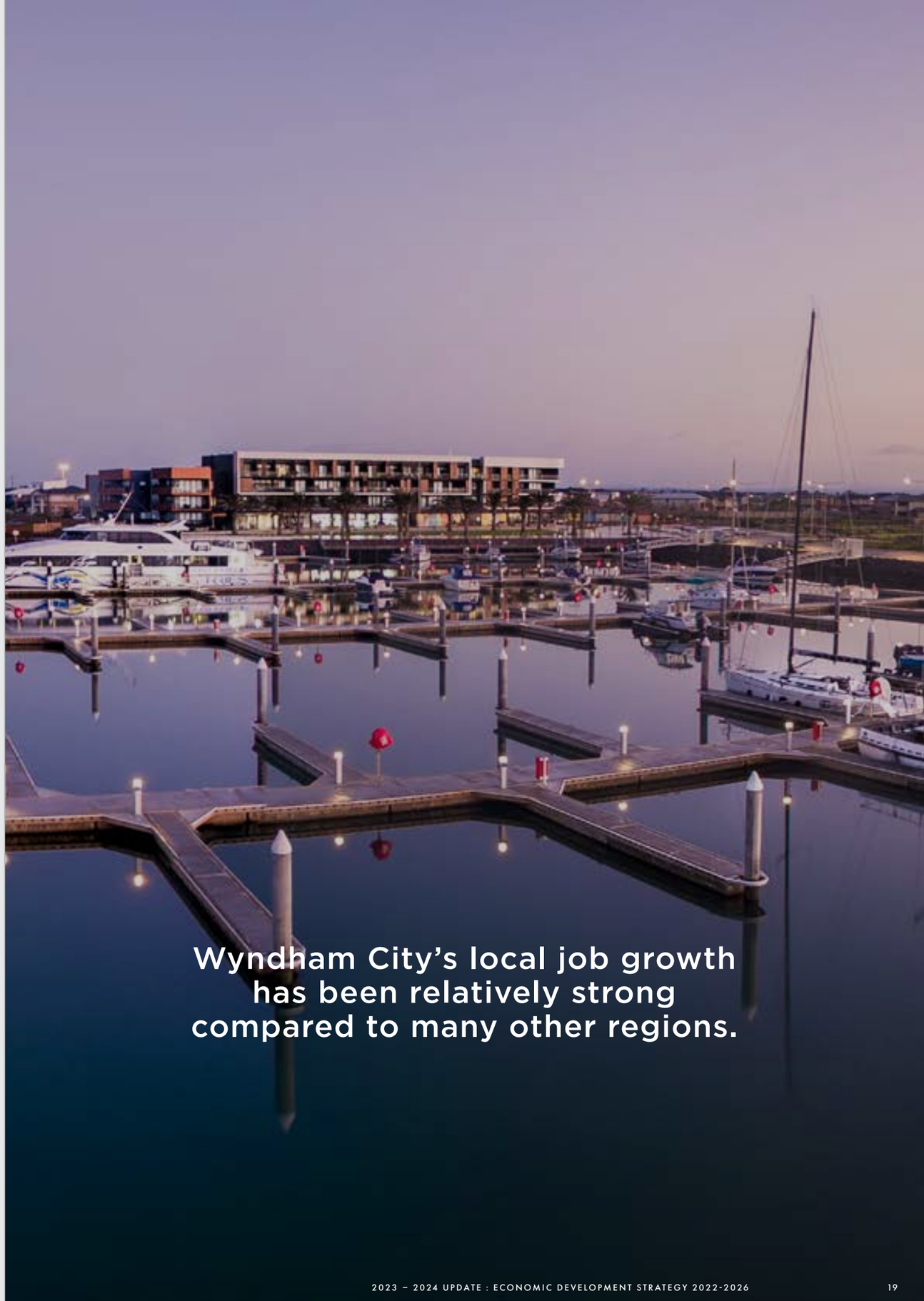
GROWTH TRENDS

Wyndham City's local job growth has been relatively strong compared to many other regions, with the percentage growth in the number of local businesses and local jobs greater than the percentage growth in population.

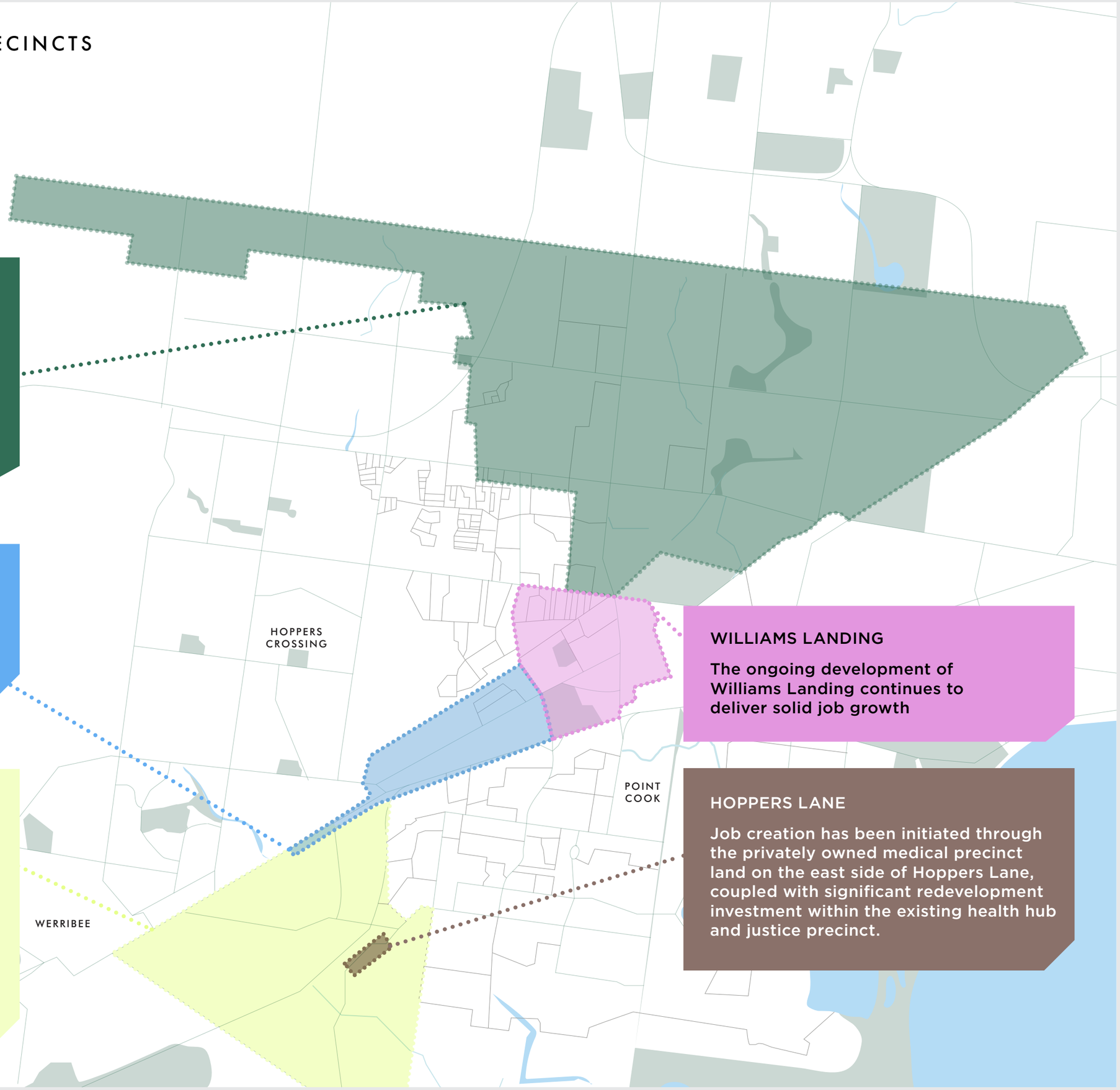
TABLE 2.1.2 – GROWTH TRENDS IN LOCAL ECONOMY



SOURCE: ECONOMY.ID



EMPLOYMENT PRECINCTS



LAVERTON NORTH/ TRUGANINA

Laverton North/Truganina Industrial Precinct is a visible driver of job growth. However, with an accelerated level of industrial development over the past five years and the subsequent reduction in land supply, Wyndham can no longer rely on the Precinct to drive exponential job growth.

OLD GEELONG ROAD

The Old Geelong Road light industrial precinct, Werribee City Centre and Pacific Werribee retail complex are contributing to growth.

EAST WERRIBEE PRECINCT

The Victorian Government's new Opportunity Statement is set to realise East Werribee's potential as a mixed use urban precinct that supports a growing population. In collaboration with all levels of government as well as business, institutions and the community, it will attract investment, coordinate the delivery of infrastructure and build key employment sectors to create a new innovation precinct.

WILLIAMS LANDING

The ongoing development of Williams Landing continues to deliver solid job growth

HOPPERS LANE

Job creation has been initiated through the privately owned medical precinct land on the east side of Hoppers Lane, coupled with significant redevelopment investment within the existing health hub and justice precinct.

MAP IS INDICATIVE ONLY.

The Construction and Health Care and Social Assistance industries have experienced high levels of absolute and relative growth in output and employment. Home to a unique offer at Werribee South, the Electricity, Gas, Water and Waste Services and Agriculture, Forestry and Fishing industries have also seen high levels of relative growth in output and employment.

In contrast, despite generating a high increase in output, the Information Media and Telecommunications sector has experienced a relatively low level of employment growth.

Though the Manufacturing sector has experienced low relative growth rates in both output and employment, it still shows the highest output value in the region.

Increasing consumer demand for online purchasing is transforming the logistics industry, as can be seen in the high growth in output and employment levels in the Transport, Postal and Warehousing sector.

TABLE 2.1.3 - INDUSTRY SECTOR CHANGE BY OUTPUT 2023 - 2013

SECTOR	2023	2013	CHANGE	
Industry	**$m**	**$m**	**By output**	**By % output**
Construction	5,517	1,260	4,257	338%
Transport, Postal and Warehousing	5,565	1,460	4,105	281%
Rental, Hiring and Real Estate Services	3,635	1,318	2,317	176%
Manufacturing	7,607	5,221	2,386	46%
Health Care and Social Assistance	1,620	375	1,245	332%
Retail Trade	1,557	589	968	164%
Education and Training	1,424	425	999	235%
Public Administration and Safety	1,392	550	842	153%
Professional, Scientific and Technical Services	1,128	349	779	223%
Financial and Insurance Services	846	259	587	227%
Electricity, Gas, Water and Waste Services	727	95	632	665%
Information Media and Telecommunications	734	180	554	308%
Agriculture, Forestry and Fishing	531	113	418	370%
Wholesale Trade	1,250	1,019	231	23%
Other Services	477	178	299	168%
Administrative and Support Services	518	290	228	79%
Accommodation and Food Services	535	238	297	125%
Arts and Recreation Services	216	89	127	143%
Mining	100	20	80	400%
TOTAL INDUSTRIES	**35,379**	**14,028**	**21,351**	**252%**

SOURCE: REMPLAN 2023 RELEASE

TABLE 2.1.4 - INDUSTRY SECTOR CHANGE BY EMPLOYMENT 2023 - 2013

SECTOR	2023	2013	CHANGE	
Industry	**Qty of employment**	**Qty of employment**	**By employment number**	**By percentage**
Transport, Postal and Warehousing	12,823	4,981	7,842	157%
Construction	10,212	3,323	6,889	207%
Health Care and Social Assistance	9,956	3,571	6,385	179%
Education and Training	9,937	4,101	5,836	142%
Retail Trade	11,553	5,866	5,687	97%
Accommodation and Food Services	5,192	2,250	2,942	131%
Professional, Scientific and Technical Services	3,556	1,397	2,159	155%
Administrative and Support Services	3,150	1,220	1,930	158%
Public Administration and Safety	4,281	2,596	1,685	65%
Other Services	2,845	1,405	1,440	102%
Agriculture, Forestry and Fishing	1,406	475	931	196%
Manufacturing	7,091	6,196	895	14%
Rental, Hiring and Real Estate Services	1,500	659	841	128%
Financial and Insurance Services	1,262	479	783	163%
Arts and Recreation Services	1,104	540	564	104%
Electricity, Gas, Water and Waste Services	799	281	518	184%
Wholesale Trade	3,653	3,199	454	14%
Information Media and Telecommunications	804	370	434	117%
Mining	100	44	56	127%
Total industries	**91,224**	**42,953**	**48,271**	**112%**

SOURCE: REMPLAN 2023 RELEASE

2.2 CHALLENGES AND OPPORTUNITIES

STRENGTHS	CHALLENGES AND OPPORTUNITIES
Large scale city continuing to grow.	Matching population growth with infrastructure and local goods and services.
Large and diverse resident workforce.	Increasing local jobs that meet the skills and aspirations of the resident workforce.
Multiculturally diverse community.	Improving the communication of economic development opportunities to all stakeholders. Strong links to the international Visiting Friends and Relatives (VFR) market.
Industrial and commercial land affordability.	Adapting to a diminishing supply of industrial land.
Strategic location – midway between Melbourne CBD and the City of Geelong.	Matching services and infrastructure to community demand and access to employment nodes. Promoting the City as an attractive location for satellite workspaces by Melbourne CBD-based organisations.
Access to export infrastructure and 24/7 B-double capacity road network.	Addressing traffic congestion, including significant conflict between heavy transport and commuter vehicles.
A city with resilience planning in place.	An increasingly hot and dry city. Opportunity lies in increased investment in sectors relating to Australia's energy transition away from fossil fuels.
Home to high-profile tourism precinct Werribee Park.	Dispersing visitors beyond the tourism precinct.
Home to East Werribee, a large area of developable State Government-owned land.	Collaborate with and advocate State Government for the long-term strategic opportunity of East Werribee Precinct to meet the growing needs of jobs and housing in the outer west.
Major commercial centres with capacity for growth.	Enhancing local jobs growth beyond the retail and hospitality sectors in major centres.
Increase in resident local spend in response to COVID-19, from $255 million in February 2020 to $342 million February 2024. (SOURCE: SPENDMAPP BY GEOGRAFIA)	Enhancing activity centre streetscapes and delivery of activation programs to retain and grow local expenditure.
Increased desire for residents to work from or closer to home post-COVID-19, with Working From Home increasing from 3.6% to 25.3% between 2016 and 2021. (SOURCE: ECONOMY.ID)	Capacity to rebuild business confidence and resilience post-COVID-19.
Agricultural precinct of state significance at Werribee South.	Implementing agreed actions that ensure the long-term sustainability of the Werribee Irrigation District. Leveraging increased domestic and international demand for food and facilitating food processing investment.
Established recycling industry and emerging green energy industry.	Implementing agreed actions that grow Wyndham's circular economy and reduce the City's carbon footprint, such as participating in Foodprint Melbourne and developing an Agribusiness Strategy.
Home to a manufacturing industry which accounts for more than $6 billion of the City's economic output.	Building on the City's existing manufacturing base to enable investment in advanced manufacturing.
SPARK Innovation Hub.	Understand Wyndham's entrepreneurial ecosystem to identify enablers for accelerating sustainable growth in innovative early-stage companies.
Home to an emerging set of young business owners with a demonstrated passion for supporting community and economic development.	Opportunity for relevant stakeholders to deliver formal business and community leadership training.
Continuing growth in residential and non-residential construction.	Opportunity to identify trade training skills gaps, recruitment and employment.

2.3 LOCAL BUSINESS PROFILES

BRANDSCENT AND LIGHT & GLO

Suji Sanjeevan, a clinical researcher, and Jeeva Sanjeevan, an allergy respiratory physician, started to design fragrances while looking for a work-life balance in 2015. Building on their shared background in science, Suji and Jeeva eventually established Light & Glo (a fragrance house) and BrandScent (a scent marketing agency specialising in custom scents for brands). Today they employ 10 people, have won multiple **Wyndham Business Awards** for both brands, and have scaled rapidly.

Leveraging Wyndham-based initiatives for advisory and opportunities for local industry, Wyndham City's Economic Development Unit (EDU) helped Light & Glo scale up and navigate hurdles experienced by emerging businesses. This included a Wyndham City and Wyndham Tech School collaboration to introduce robotic technology to the company. Suji hopes Wyndham City will continue to provide connections with key local partners and to continue support as they dream of going global.

"It's really about harnessing the relationships and the connections that Wyndham's innovation events put in front of you – and then utilising them."

Jeeva Sanjeevan, Co-owner

BRANDSCENT.COM.AU
LIGHTANDGLODESIGNS.COM.AU

TRUGANINA, WYNDHAM CITY

SUJI AND JEEVA SANJEEVAN IN THEIR TRUGANINA WAREHOUSE SPACE

IMAGE: RAQUEL SAID AMONG HER FAMILY-OWNED CROP IN WERRIBEE

FRESH SELECT & NUTRI V

John Said, Founder of Fresh Select Corp, and his daughter Raquel Said, CEO of Nutri V, have been recognised as **leading innovators in Australia's fast-moving agricultural technology industry**. What began as an initial business achievement of 24 boxes of iceberg lettuce sold to Coles, has grown into a thriving operation producing 25,000 to 30,000 cartons a week from their family farm in the Werribee South Green Wedge and a business that employs 140 staff.

John and Raquel's businesses now also specialise in waste-based products. Leveraging innovations from CSIRO, Raquel has led the development of products that harness nutrient-rich powder derived from discarded produce. In addition to their consumer product line, and through Wyndham City collaboration, their business Nutri V has connected with local aged care facilities and the NDIS to introduce zero-waste products aimed at promoting the health of their communities and clients.

What began as an initial business achievement of 24 boxes of iceberg lettuce sold to Coles has grown into a thriving operation producing 25,000 to 30,000 cartons a week.

FRESHSELECT.COM.AU
NUTRIV.COM.AU

WERRIBEE SOUTH, WYNDHAM CITY

ALEX FRASER GROUP

Alex Fraser was founded in 1879 by Alex Fraser as a metals brokering company, before the Second World War sparked a shift from brokerage to demolition and recycling. Since then, the company has pioneered infrastructure sustainability focusing on the recovery of construction and demolition waste such as concrete, asphalt, brick and stone, to produce recycled aggregates, roadbase and asphalt needed to build greener roads. Operating with 360 staff and across seven facilities – three in Brisbane and four in Melbourne – **it's their flagship Sustainable Supply Hub in Laverton North that's paved the way**. Managing Director Peter Murphy says investing in Laverton North had been a focus since the early 1990s, when Alex Fraser identified Wyndham City as a growth corridor.

Wyndham City and its Economic Development Unit have supported the success of the Laverton North Sustainable Supply Hub. Alex Fraser aims to build connections with local education and technical institutes to increase awareness of the diverse career opportunities in infrastructure sustainability and local employment pathways.

The company has pioneered commercial recycling focusing on construction and demolition waste such as concrete, asphalt, brick and stone.

ALEXFRASER.COM.AU

LAVERTON NORTH, WYNDHAM CITY

IMAGE: ALEX FRASER GROUP CREATES ASPHALT FROM RECYCLED MATERIALS FROM THEIR PROCESSING PLANT IN LAVERTON NORTH

03/
OUR FUTURE WYNDHAM ECONOMY

3.1
VISION STATEMENT

Wyndham City will be a productive, liveable city, promoting sustainable economic development that enables local job growth.

3.2
PRIORITY SECTORS

With the potential to generate significant local jobs, attract capital from outside the region and close service delivery gaps, the designated priority sectors for investment attraction and accelerated business growth are:

PRIMARY

- Healthcare and Social Assistance
- Transport, Postal and Warehousing
- Education and Training
- Construction
- Professional, Scientific and Technical Services (including Financial and Insurance Services)
- Manufacturing

SECONDARY

- Agribusiness
- Visitor Economy

A note on Manufacturing: Manufacturing is still a key driver of economic prosperity in Wyndham, accounting for 21.5% of economic output and 7.8% of employment in 2023, though in the 2013 the respective figures were 37.2% and 14.4%. (SOURCE: REMPLAN 2013, 2023). Council is committed to aligning with government policy in supporting existing manufacturers to invest in research and development and grow market share at a national and international level.

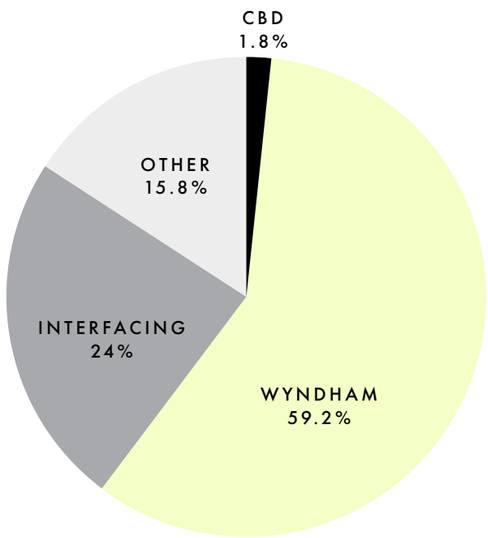
3.3 LOCAL JOBS TARGET

The Council's goal is to increase the percentage of resident workers employed within the municipality to 45% by 2040

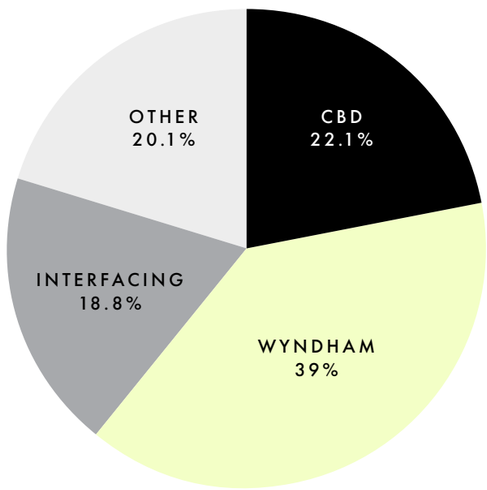
SOURCE: THE WYNDHAM PLAN, OCTOBER 2023

FIGURE 3.3.1 - EMPLOYMENT LOCATION

LOCAL WORKFORCE AND WHERE THEY LIVE



RESIDENT WORKFORCE AND WHERE THEY WORK



Local workforce is all people employed in Wyndham regardless of where they live. Out of a total local workforce of 91,224:

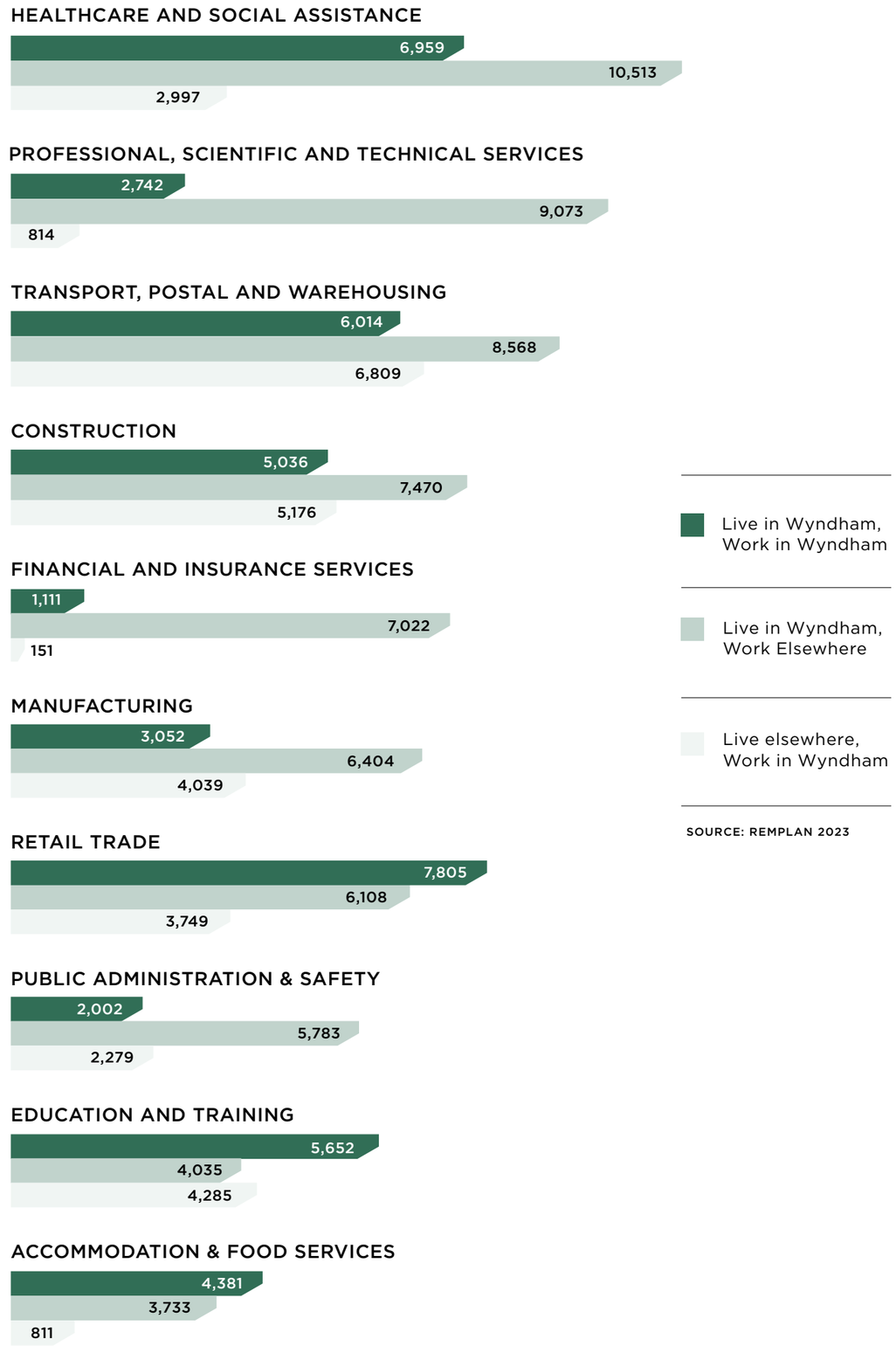
- 59.2% live in Wyndham
- 24% live in nearby municipalities including Brimbank, Hobsons Bay, Melton and Greater Geelong
- 15.8% live elsewhere
- 1.8% live in Melbourne CBD

Resident workforce is all employed people who are Wyndham residents regardless of where they work. Out of a total resident workforce of 138,460:

- 39% work in Wyndham
- 22.1% work in Melbourne CBD
- 20.1% work elsewhere
- 18.8% work in nearby municipalities including Brimbank, Hobsons Bay, Melton and Greater Geelong

SOURCE: REMPLAN 2023

TABLE 3.3.2 - EMPLOYMENT LOCATION BY SECTOR



SOURCE: REMPLAN 2023

3.4 MAJOR PROJECTS

Wyndham sits at the heart of a growth area supported by all levels of government. Major infrastructural projects are shaping its future, as well as the trajectory of the state.

Wyndham is critical to the productive capacity of Victoria. It acts as both the engine room for Victoria's future economic productivity and a key gateway that links Metropolitan Melbourne with Victoria and the rest of the world. Sitting between Melbourne and Geelong – Victoria's two largest cities – Wyndham is an area of great economic significance and its impact extends beyond its borders, impacting the rest of the state.

Like much of Melbourne's west, its population is growing rapidly, forecast to rise from 334,180 to a staggering 501,634 by 2041. The Wyndham community is young and diverse in background, with 37 percent of its population aged under 25-years. Notably, 21 percent are aged under 12 years and 31 percent of households are families with children. With this youth comes ambition, and a vision for realising the City's full potential. Aligning with this growth are the abundant business opportunities within the municipality, with diverse skill sets and qualifications aplenty.

Wyndham 2040, the City's shared vision, provides a blueprint that ensures sustainable economic growth and a community that is liveable, family friendly, well-connected, where people have equal opportunities to flourish. The 21st century will see a new focus and opportunity of development towards the West and many of the infrastructural developments that are impact Wyndham will come from other levels of government.

Regional infrastructure such as the Outer Metropolitan Ring Transport Corridor, future Bay West Port, establishment of Avalon Airport as Melbourne's second domestic and international airport, and the completion of the missing link of the Port Phillip Bay Trail between Wyndham and Greater Geelong/ Queenscliff, are all state shaping projects that will help to continue to market Victoria/Melbourne as a global trading destination and Melbourne as one of the world's most liveable cities.

The State's future Plan for Victoria will be significantly enhanced by adopting the constellation approach of integrating the opportunities of a networked Victoria and by recognising that the 150 km arc of Melbourne and surrounding regional towns and cities is where nearly 90% of Victoria's population resides. In this constellation, Wyndham should be recognised as a significant western metropolitan city, with movement of industry, people and jobs exchange with Geelong and Ballarat, other western regional areas, as well as central metropolitan Melbourne.

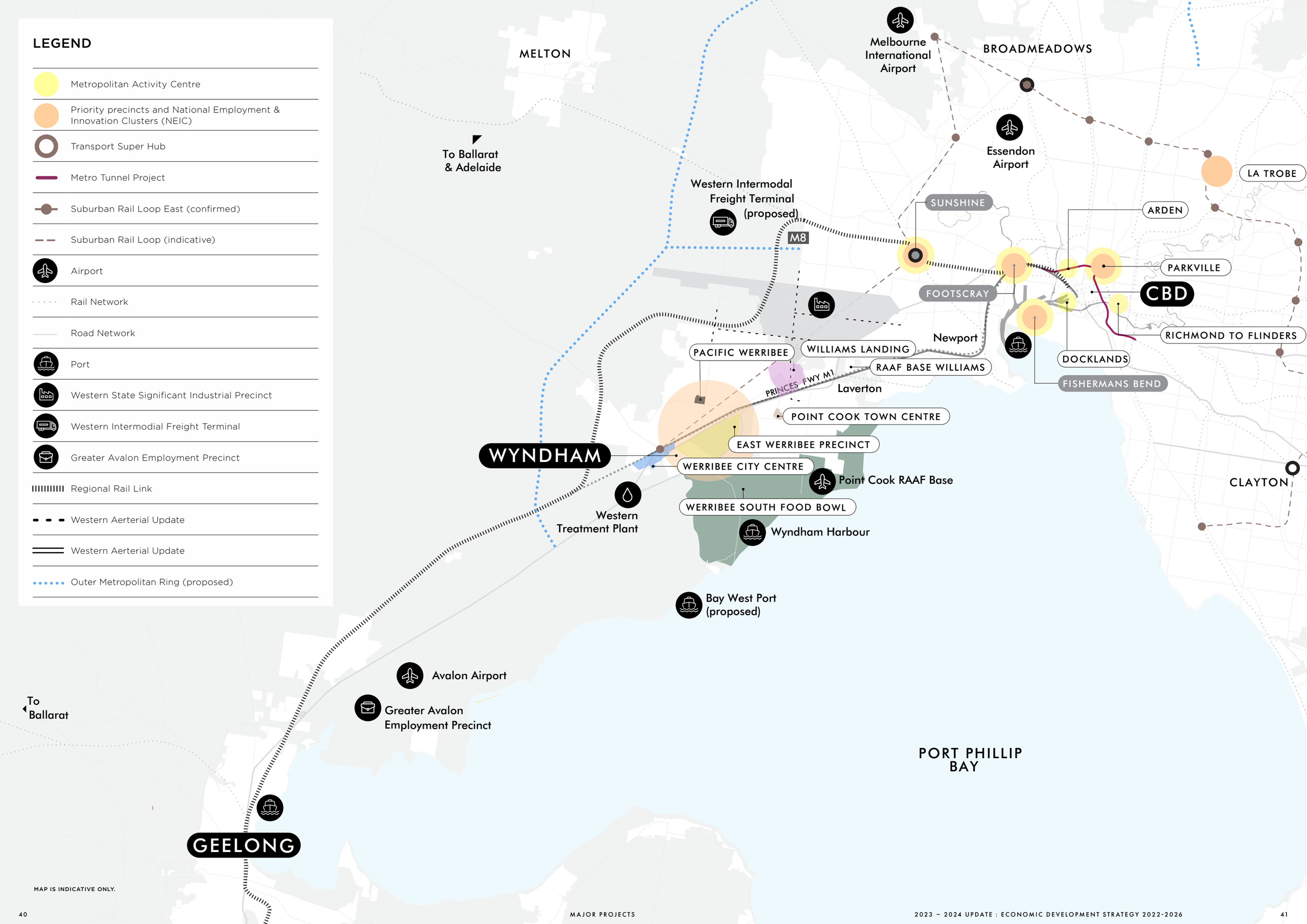

LEGEND
Metropolitan Activity Centre
Priority precincts and National Employment & Innovation Clusters (NEIC)
Transport Super Hub
Metro Tunnel Project
Suburban Rail Loop East (confirmed)
Suburban Rail Loop (indicative)
Airport
Rail Network
Road Network
Port
Western State Significant Industrial Precinct
Western Intermodial Freight Terminal
Greater Avalon Employment Precinct
Regional Rail Link
Western Aerterial Update
Western Aerterial Update
Outer Metropolitan Ring (proposed)
MELTON
To Ballarat & Adelaide
Melbourne International Airport
BROADMEADOWS
Essendon Airport
LA TROBE
Western Intermodal Freight Terminal (proposed)
M8
SUNSHINE
ARDEN
PARKVILLE
CBD
FOOTSCRAY
RICHMOND TO FLINDERS
Newport
PACIFIC WERRIBEE
WILLIAMS LANDING
DOCKLANDS
RAAF BASE WILLIAMS
PRINCES FWY M1
Laverton
FISHERMANS BEND
POINT COOK TOWN CENTRE
EAST WERRIBEE PRECINCT
WYNDHAM
WERRIBEE CITY CENTRE
Point Cook RAAF Base
CLAYTON
Western Treatment Plant
WERRIBEE SOUTH FOOD BOWL
Wyndham Harbour
Bay West Port (proposed)
Avalon Airport
To Ballarat
Greater Avalon Employment Precinct
PORT PHILLIP BAY
GEELONG
MAP IS INDICATIVE ONLY.

PHOTO CREDIT: WYN TECH SCHOOL

EAST WERRIBEE PRECINCT

East Werribee will be a new centre for jobs and housing in Melbourne's growing western corridor. A true mixed-use high-amenity urban precinct, it will drive traditional and emerging employment sectors alongside diverse, inclusive and sustainable communities.

– EAST WERRIBEE OPPORTUNITY STATEMENT, VICTORIAN GOVERNMENT, MAY 2024

East Werribee is one of the largest areas of developable government-owned land in Victoria. Strategically situated in the Western Corridor from Geelong to Fishermans Bend, it is a unique opportunity to strengthen the links between Sunshine, Footscray and Avalon. This corridor plays a critical role in the flow of economic activity, allowing businesses to benefit from strong partnerships, access to a skilled workforce and shared resources. Due to its size and strategic location, East Werribee is a unique opportunity to unlock the productive potential of Victorian Government land in Melbourne's west.

The Werribee National Employment and Innovation Cluster (NEIC), one of seven NEICs in Metropolitan Melbourne, will drive growth of traditional and emerging employment sectors to create a resilient, future-focused economy, accommodate population growth and give people access to high quality jobs close to where they live. East Werribee will complement existing local centres and provide high quality services and economic opportunities to local communities.

Development will focus on the area's existing strengths in advanced manufacturing, agricultural technology, advanced food production, renewable energy, green transport and aerospace, and support the growth of these key economic sectors with access to a large, diverse and increasingly skilled workforce. Situated between Avalon Airport and the Point Cook Royal Australian Air Force Base, East Werribee is well positioned to become a key node in the emerging ecosystem of aerospace, transport and defence industries across the Western Corridor.

Economic growth in East Werribee will also build on significant investments in infrastructure, education, health and tourism including $2.8 million to fast-track a review of the Precinct Structure Plan; $271 million investment in the Wyndham Law Court; and $109.6 million for the Werribee Mercy Hospital emergency department expansion. Education and research play critical roles in the knowledge economy. East Werribee offers a network of established institutions with campuses of the University of Melbourne, Victoria University and Wyndham Tech School, alongside food innovation functions of the national research agency, CSIRO and University of Notre Dame's Melbourne Clinical School.

Building on a strong network of regional attractions including the Werribee Open Range Zoo, Werribee Park and the Werribee River, tourism is a key sector with opportunities for growth.

East Werribee plays a key role in generating inclusive economic growth for Victoria and the West.

A coordinated government approach will manage this future growth and create a community which is attractive to new residents and businesses.

WYNDHAM CITY HEART

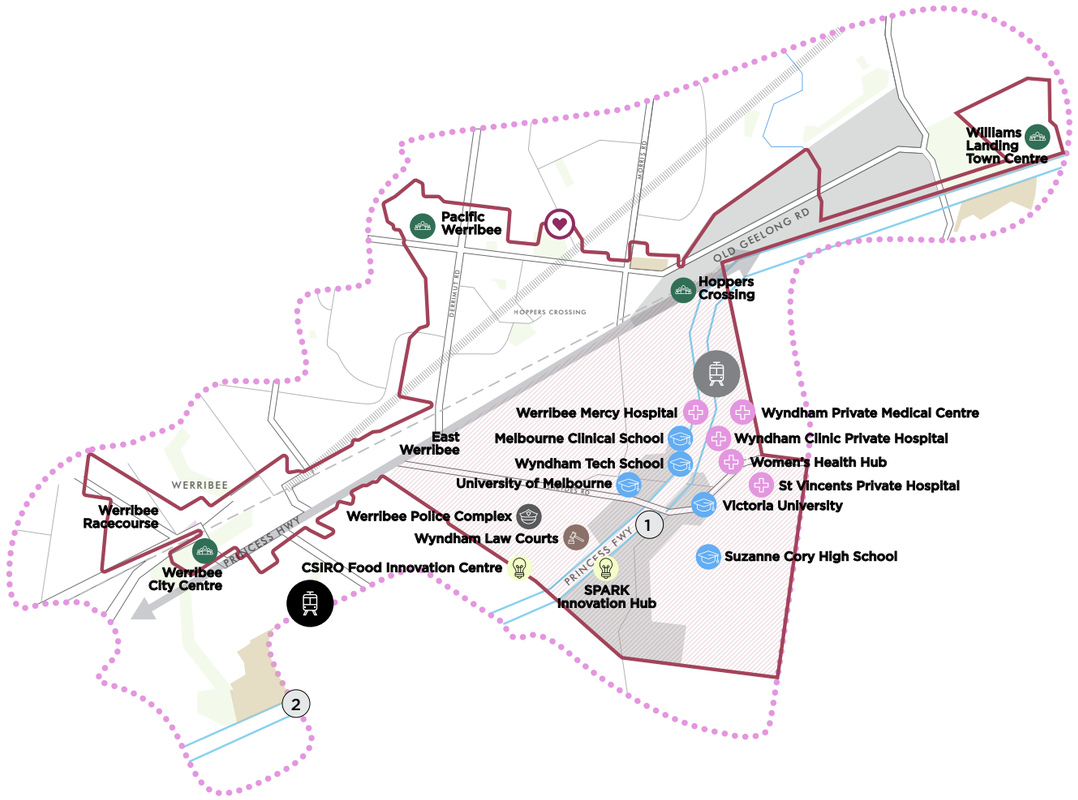
Wyndham City Heart will be a 20 minute future city defined by quality urban experiences, a compact core and excellent connectivity.

Wyndham must seek to be a City. Australia's newest, smartest and most inclusive City. A hyper connected City that connects people and places. One of six big ideas of The Wyndham Plan 2040 seeks the creation of a Wyndham City Heart to service and connect the people of Wyndham. The proposed Wyndham City Heart has the potential to enable many of Wyndham's residents to access jobs, services and facilities within shorter timeframes than is currently possible.
It provides the potential for Wyndham to operate as a 20-Minute City.

6 Big Ideas to deliver the Wyndham 2040 Vision:

1. The establishment of a Wyndham City Heart to transform Wyndham from a 2-hour to a 20-minute city;
2. The provision of Wyndham City Pulses to deliver 20-minute neighbourhoods;
3. A Wyndham Transport Network to better connect people and places;
4. The delivery of the Derrimut Road Boulevard that will integrate transport and development and connect the central parts of Wyndham;
5. Liveable Residential Neighbourhoods that deliver quality residential development and that link people to the places they need; and
6. Green Lungs, Coast and Country to celebrate and connect people with Wyndham's rural areas and natural environment.

FIGURE 3.4.1 - WERRIBEE NATIONAL EMPLOYMENT AND INNOVATION CLUSTER



Wyndham City Heart - a 20-min future Wyndham city that is quality, compact and connected.

1 Within the East Werribee precinct, facilitate jobs and capabilities in the health and social assistance, advanced manufacturing and food production, green transport, clean energy and agricultural technology sectors.

2 Intensify land use in the Werribee Major Activity Centre and encourage a diversity of land uses and attractions, including accommodation, office, retail, hospitality, transport, civic and community uses

Education facility, precinct	East Werribee Precinct	Suburban Rail Loop - Interchange station	Road network
Health facility, precinct	Regionally-significant industrial precinct-existing	Suburban Rail Loop West - (Airport to Werribee)	Regional boundary
Justice facility, precinct	Local industrial precinct - existing	Train Station	Strategic linkages
Major activity centre	Indicative NEIC boundary	Rail network	State-significant road corridor

Note: Designation of this area as a NEIC does not change the status of parkland, open space or residentially zoned land
Note: NEIC boundary is indicative only and subject to detailed planning
Note: Map is indicative only

VISITOR ECONOMY PROJECTS

Wyndham's visitation has almost recovered to pre-pandemic levels in 2022 (3% down on pre-pandemic), however 83% of Wyndham's 1.5 million visitors are day trippers. While only 14% are overnight visitors, domestic overnight visitors generate the majority of direct visitors at $225.1 million of the total $397 million.

Recovery has not been uniform across all markets, with shifts in visitor market composition observed. The Visiting Friends & Relatives (VFR) segment has exceeded pre-pandemic levels, up 5% for day trips and 15% for domestic overnight trips while domestic holiday and leisure visitation sits at 37% of pre COVID-19 levels. International visitation is still down at 88% from 2019 levels.

Wyndham's Visitor Economy is relatively small, contributing 2.7% of output and 2.8% of employment in Victoria's Visitor Economy, the sector has significant growth capacity to capture state, national and international tourists.

Werribee Open Range Zoo

The Werribee Open Range Zoo is the leading player in driving Wyndham's visitor economy. State Government funding of $90 million has been committed to a staged expansion over three years. Visitor numbers to the Zoo are forecast to exceed one million per annum by project completion, and the venue will become a premier visitor destination that could make Wyndham a 'more than just a day' destination. The scale of the zoo expansion will provide a high-profile anchor to attract investment in complementary major tourism experiences however further investment in infrastructure is required.

Avalon Airport

As Melbourne's second airport, Avalon's plans for growth will add value and onflow growth opportunities to Wyndham's Visitor Economy. An Avalon Corridor Strategy is currently being written by the City of Greater Geelong, Wyndham City and the State Government that will consider environment and heritage, community aspirations, movement and access, flooding and drainage and economics and employment.

Wyndham Stadium Precinct

As the home of the A-League Western United Football Club, the keystone 15,000 capacity stadium and elite sports training facility including a 5,000 capacity second stadium catalyse social and economic value through a Value Capture model. The 63-hectare Wyndham Stadium Precinct development offers the potential for new investment in health, sports, medicine and recreation jobs. Maximising the development's advantages engages extensive audience participation and experience beyond those delivered by the core football offer.

Wyndham Harbour

This $500 million residential and marina development includes a long-term plan of growing marina capacity to 1,000 berths, the largest of its kind on Port Phillip Bay. There is potential for further commercial visitor economy development within the harbour front precinct, including major events delivery.

OTHER PROJECTS

Agribusiness Strategy

Currently the Agriculture, Forestry and Fishing sector generates 1.4% of employment, 1.8% of regional exports and 2.1% of local expenditure. Supplying 10% of Victoria's vegetables, the Werribee South Irrigation District is a primary production region of State and national significance. Climate change, and a range of other issues, pose challenges and opportunities for the sector. Whilst the Werribee South Green Wedge Policy and Management Plan, along with the Victorian Government's Green Wedge and Agricultural Land Action Plan guide land use, an Agribusiness Strategy would help support and position Wyndham's agribusiness sector through investment, innovation and future skills and jobs.

Werribee Irrigation District Modernisation

This project ensures a more efficient and secure water supply for agribusiness and confirms the district's future as an agricultural food bowl of state significance despite being constantly challenged by urban encroachment and land speculation purchases.

SPARK Innovation Hub

SPARK, Wyndham City's Innovation Hub, has been established to help restructure the local economy and grow jobs in knowledge economy sectors. A range of support programs are offered, from building basic business skills and knowledge to enhancing innovation and entrepreneurial capacity and growth in start-ups and early-stage companies.

Council welcomes all forms of participation in its SPARK Innovation Hub. To take part in any of its programs please email spark@wyndham.vic.gov.au

04/ ACTION PLAN

4.1 ROLE OF COUNCIL

Australia has three levels of government that work together to deliver services and infrastructure.

FEDERAL

Responsible for services and infrastructure of national significance. The Federal government also co-funds with States a range of services such as health, education, and major infrastructure projects.

Many of the issues or opportunities Council work on relate to Federal Government policy, infrastructure and services. Avenues and bodies such as the National Growth Areas Alliance and Australian Local Government Association support these efforts.

STATE AND TERRITORY

Responsible for the provision of education (primary, secondary and TAFE), emergency services, policing, major roads, public transport, hospitals, and urban planning.

Council dedicates significant effort advocating to State Members of Parliament and bureaucrats regarding infrastructure and services needed for Wyndham. On issues or opportunities of State significance, not only relating to Wyndham, Council actively participates in efforts coordinated by the Municipal Association of Victoria (MAV) which coordinates local government's voice on issues that impact the broader state of Victoria. Examples include Maternal and Child Health funding, planning legislation, and the provision of affordable housing.

LOCAL COUNCILS

Responsible for planning approvals and building permits, waste collection, local roads, local sporting facilities, local parks, community centres, operation of libraries, some arts and cultural facilities, and the delivery of a range of services including early childhood education and maternal and child health.

Council plays a strong advocacy role on issues or opportunities of local significance to Wyndham in partnership or on behalf of residents, traders' associations, businesses, community groups, transport and service providers, local lobby groups and environmental organisations. Council is also actively involved in regional planning and advocacy on issues and opportunities that relate to the western region specifically. Partnerships between Councils in the Western suburbs have been formed and work is being done together on LeadWest, West of Melbourne Economic Development Alliance (WoMEDA) and City of Greater Geelong.

4.2 THEMES, INITIATIVES & GOALS

4.2.1 THEME 1: BUSINESS ENGAGEMENT AND CONNECTION

This theme seeks to foster new opportunities for investment and growth by strengthening connections between government, industry, and community. Actions are laser-focussed on building a culture of supporting local, advocating for collaboration between relevant partners, government and the private sector and celebrating collective wins.

SUCCESS MEANS:

- A thriving business community that is informed, competitive, innovative and proudly supports local.
- A diverse and robust local economy positioned to respond to emerging local, national and global trends.
- A place with a dynamic calendar of events that enhance the City's reputation as a business and investment destination.
- An uptick in the percentage of resident workforce employed within the City.
- An annual percentage change in Gross Regional Product, benchmarked against percentage change of the western metropolitan region of Melbourne and the State of Victoria.

INFORMATION CORRECT AT TIME OF PUBLICATION AND MAY BE SUBJECT TO CHANGE.

INITIATIVE 1

Initiate target sector roundtables to identify barriers and opportunities for investment and growth.

–

Council's Roundtables are by invitation and bring together leaders from a range of established and emerging sectors.

GOALS

GOAL 1. Deliver Roundtable 1
GOAL 2. Deliver Roundtable 2

TYPE OF GOALS

INDUSTRY ENGAGEMENT

PROGRESS

15%

INITIATIVE 2

Celebrate business excellence and promote Wyndham as a business and investment destination

–

There is a lot to celebrate in the Wyndham business community and it's important to take time to acknowledge milestones.

GOALS

GOAL 3. Deliver annual Wyndham Business Awards
GOAL 4. Promotion of 'business success' stories
GOAL 5. Success profiles delivered across owned, earned and paid channels

TYPE OF GOALS

PROGRAM | EVENT | DIGITAL MARKETING

PROGRESS

50%

INITIATIVE 3

Deliver events, programs and communications that enhance local business connections, knowledge and progress.

–

So much of Wyndham's business success will come from knowledge sharing. Reporting and analysis is also key and a range of goals reflect this.

GOALS

GOAL 6. Women in Business Luncheon
GOAL 7. Support selected business events delivered by local business networks through in-kind marketing, co-funding, attendance or contribution to programming such as speakers
GOAL 8. Annual Detailed Progress Report
GOAL 9. Quarterly Economic Snapshot
GOAL 10. Love Your Local / Proudly Wyndham Campaign including an inaugural Business Expo
GOAL 11. Annual Business Confidence survey

TYPE OF GOALS

PROGRAM | EVENT | REPORT

PROGRESS

50%

INITIATIVE 4

Deliver an industry engagement program

–

The City wants to get to know local businesses better so it can provide better support. This initiative covers a series of goals that help to formalise and maintain a focus on engagement and relationship building.

GOALS

GOAL 12. Build relationships with businesses and business networks to assist in the identification of needs, and initiation of individual support programs and advice
GOAL 13. Grow and maintain business contacts and networks
GOAL 14. Deliver timely and relevant monthly newsletters to these business contacts and networks
GOAL 15. Activate and leverage strategic sponsorships, memberships and partner agreements
GOAL 16. Deliver a customer-first business concierge service for small business permit enquiries

TYPE OF GOALS

OUTREACH | DIGITAL COMMUNICATION | PROGRAM

PROGRESS

50%

4.2.2 THEME 2: ENTREPRENEURSHIP AND INNOVATION

This theme seeks to develop a diverse, robust and resilient local economy underpinned by businesses responsive to local, national and global influences. All of the efforts under this theme seek to build the City's innovation and entrepreneurship muscle. Stronger businesses will ensure the City retains talent and that the business community expands. Council is particularly focused on facilitating accelerated early-stage business growth.

SUCCESS MEANS:

- A more sustainable and effective SPARK Innovation Hub.
- More evolved entrepreneurship and innovation amongst local businesses.
- A robust local economy that offers increased opportunities in knowledge economy jobs.
- Sustained participation in Council-led entrepreneurship programs.
- Healthy participation and satisfaction levels of Council-led business development programs (measured via surveys).
- Longitudinal revenue growth and employment generation of SPARK Innovation Hub tenant businesses.

INFORMATION CORRECT AT TIME OF PUBLICATION AND MAY BE SUBJECT TO CHANGE.

INITIATIVE 5

Deliver an annual business training calendar

–

Council is passionate about business education, be it for someone new to an industry or for a seasoned operator looking to upskill and evolve.

GOALS

GOAL 17. Deliver 8 x workshops per annum
GOAL 18. Deliver an Innovate Business Growth program

TYPE OF GOALS

WORKSHOP
PROGRAM

PROGRESS

50%

INITIATIVE 6

Evolve SPARK

–

SPARK is a significant initiative of Council that has been established to help restructure the local economy and grow jobs in knowledge economy sectors. SPARK needs energy and focus to be successful and the goals seek to ensure that.

GOALS

GOAL 19. Invest in the SPARK brand through marketing and events
GOAL 20. Build SPARK's community and networks and grow its memberships
GOAL 21. Deliver a Business Development Program for members
GOAL 22. Establish a reporting system for Council so that SPARK's current progress and future ambitions are clear

TYPE OF GOALS

BRANDING
MARKETING
PROGRAM
REPORTING

PROGRESS

50%

INITIATIVE 7

Deliver the annual WYNnovation Festival

–

The City's WYNnovation Festival is now in its seventh year and aims to foster, promote and celebrate Wyndham's creativity, innovation, and entrepreneurship.

GOALS

GOAL 23. Deliver and grow the annual WYNnovation Festival to support innovation, enhance knowledge and position Wyndham as a centre for business innovation and investment
GOAL 24. Explore program opportunities to support Wyndham's day and night time economy
GOAL 25. Refresh the WYNnovation Festival Pitch Competition

TYPE OF GOALS

EVENT

PROGRESS

50%

INITIATIVE 8

Successfully manage the Small Business Entrepreneurship and Innovation Fund

–

The Small Business Entrepreneurship and Innovation Fund was originally established to support young businesses and start-ups within Wyndham. As part of ensuring that all Council initiatives are effective, a recent audit of the Fund taking place place to make sure it is still relevant and successful, particularly post-pandemic.

GOALS

GOAL 26. Implement SBEIF program governance improvements
GOAL 27. Conduct a review of the Fund and implement recommendations

TYPE OF GOALS

REVIEWS
PLANNING

PROGRESS

50%

4.2.3 THEME 3: INVESTMENT

This theme seeks to attract, facilitate and enable job creation investment particularly in priority sectors. One of the important initiatives as part of this is the future development of the East Werribee Precinct.

SUCCESS MEANS:

- Wyndham City is a desirable business and investment destination.
- The delivery of incremental milestones towards the long-term development of the East Werribee Precinct.
- Well-developed relationships with industry stakeholders that stimulate investment attraction.
- A robust local economy that offers increased employment opportunities, including those in priority sectors.
- Delivery of large-scale commercial and industrial job generation investment.
- Enhancement of the City's Agribusiness sector and Visitor Economy.
- Advancement of design and approval of industrial precincts within proposed Precinct Structure Plans.
- A healthy level of annual investment in non-residential building approvals.
- A change in revenue output and local employment levels of priority sector industries.
- A change in the level of regional exports.

INITIATIVE 9

Maintain a proactive approach in facilitating investment in priority sectors

–

To facilitate more investment, Council needs to ensure the City's Economic Development Unit (EDU) can be found by the right businesses and then speak to these businesses in a compelling way.

GOAL

GOAL 28. Conduct a Biennial Business to Business Marketing & Communications Survey of the EDU brand
GOAL 29. Define an Annual Business to Business Marketing & Communications Action Plan
GOAL 30. Refresh the Business & Investment brand, content and promotional assets
GOAL 31. Improve, scale and promote local spend and procurement
GOAL 32. Proactively seek and facilitate investment opportunities for Wyndham

TYPE OF GOALS

RESEARCH · MARKETING · PLANNING · FACILITATION

PROGRESS

25%

INITIATIVE 10

Develop an Agribusiness Strategy

–

A new Agribusiness Strategy must be informed by insights from the sector. Its success will then also hinge on industry partnerships that invest in and deliver its outcomes.

GOAL

GOAL 33. Complete an evidence-based agribusiness strategy research report, supported by robust stakeholder engagement
GOAL 34. Develop an agribusiness strategy
GOAL 35. Implement an action plan together with key partners and collaborators

TYPE OF GOALS

RESEARCH · STRATEGY

PROGRESS

25%

INITIATIVE 11

Advocate the State Government for the long-term development of the East Werribee Precinct

–

The development of the East Werribee Precinct is a long-term project that could take 20 to 30 years to complete. Its priorities are likely to be implemented over a sustained period with success measured by incremental milestones.

GOALS

GOAL 36. Contribute to Council's advocacy and planning efforts for the long-term development of the East Werribee Precinct
GOAL 37. Participate in relevant State Government-led stakeholder forums and engagement to support the success of incremental milestones

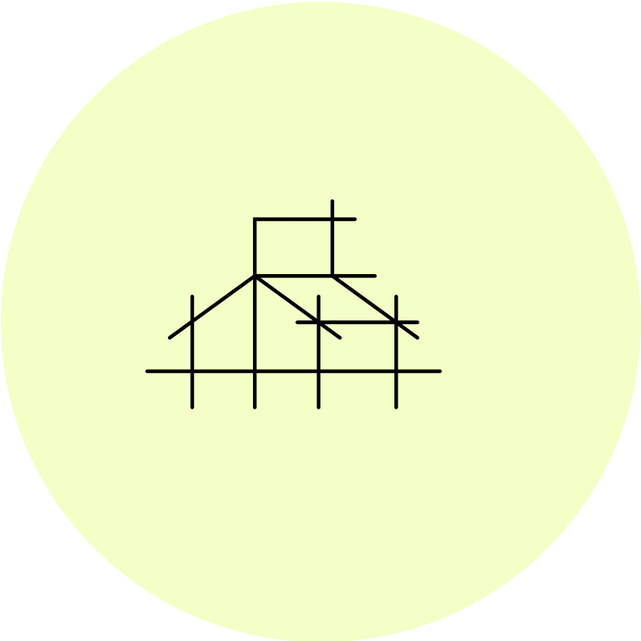
TYPE OF GOALS

ADVOCACY · FACILITATION

PROGRESS

25%

INFORMATION CORRECT AT TIME OF PUBLICATION AND MAY BE SUBJECT TO CHANGE.



4.2.4
THEME 4: ACTIVITY CENTRE DEVELOPMENT AND ENHANCEMENT

This theme seeks to grow and enhance Wyndham's activity centres, to provide additional local jobs, services, attractions and city-living opportunities for Wyndham's growing population.

SUCCESS MEANS:

- Increase in consumer expenditure with local businesses.
- Sustained low vacancy rates in retail activity centres.
- Sustained high occupancy in completed strategic development sites.
- An increased level of jobs growth and economic output in activity centres.
- Increased capacity and resilience of local businesses

INITIATIVE 12

Develop and deliver activity centre visions, plans, policies and programs

–

Wyndham's activity centres need meticulous planning and thoughtful programming in order to be engaging and memorable.

GOALS

GOAL 38. Develop and implement activity centre visions, plans and policies
GOAL 39. Deliver annual place activation programs in activity centres
GOAL 40. Deliver, attract and support Major Events focused on activity centres
GOAL 41. Deliver marketing and promotion support for targeted centres in partnership with business associations
GOAL 42. Build meaningful relationships with Traders and Community as primary stakeholders in activity centres

TYPE OF GOALS

PROGRAM

PROGRESS

50%

INITIATIVE 13

Improve activity centre place experiences through enhancement works

–

Placemaking has the ability to ensure communities are lively, vibrant and culturally enriched. Council can enhance activity centre place experiences through presentation improvement works, strong urban design and service level improvements.

GOALS

GOAL 43. Deliver Placemaking enhancement works to targeted activity centres to support infrastructure
GOAL 44. Deliver streetscape enhancement works in targeted activity centres to support enhanced customer experience

TYPE OF GOALS

INFRASTRUCTURE

PROGRESS

50%

INITIATIVE 14

Attract investment and partnerships to support future activity centre developments

–

Attract investment and development in activity centres through promotion, facilitation, partnerships and identifying strategic opportunities. strong urban design and service level improvements.

GOALS

GOAL 45. Facilitate and promote the value of investment in activity centres
GOAL 46. Identify future and long-term strategic development opportunities in activity centres
GOAL 47. Facilitate partnerships opportunities for future investment in activity centres

TYPE OF GOALS

ADVOCACY

FACILITATION

PROGRESS

25%

INFORMATION CORRECT AT TIME OF PUBLICATION AND MAY BE SUBJECT TO CHANGE.

05 / GLOBAL BENCHMARKS

MALMÖ, SWEDEN

CITY DETAILS & COMPARISON

Wyndham City's population is growing three times faster than that of Malmö, but the Swedish city's reputation as an innovation hub helps attracts a much larger number of knowledge workers.

	MALMÖ	WYNDHAM CITY
Population Size	357,377 City of Malmö, 2022	324,087 Economic ID 2023
Growth Rate	1.6% p.a. City of Malmö, 2022	4.7% between 2019-2023 Economy ID 2023
Age	48% under 35 City of Malmö, 2022	40.2% under 35 REMPLAN 2023
Background	186 countries City of Malmö, 2022	130 countries profile.id, 2021
Migration	Largest influx age group: 20–25 City of Malmö, 2022	Largest influx age group: 25–34 profile.id, 2021
Number of Local Jobs	204,056 City of Malmö, 2022	110,531 Economy ID 2023
Employment Growth	+64,200 in 20 years City of Malmö, 2021	+53,423 since 2011 Economy ID 2023
Unemployment	12.3% City of Malmö, 2022	4.6% Economy ID 2023
Resident Workers	30.8% resident workers, plus 38,000 who commute in to work in Malmö City of Malmö, 2022	39% resident workers REMPLAN 2023
Top Employment Industries	Business Services (17%) Health/Social Care (16%) Commerce (13%) Manufacturing (5%) City of Malmö, 2022	Transport, postal & warehousing (14.1%) Retail trade (12.7%) Construction (11.2%) Education & Training (10.9%) Healthcare & Social Assistance (10.9%) Manufacturing (7.8%) REMPLAN 2023

IMAGE: HERITAGE BUILDINGS IN DOWNTOWN MALMÖ' WERE RETAINED THROUGH THE CITY'S RAPID INDUSTRIALISATION

Malmö is Sweden's third-largest and fastest-growing city. Renowned for commitment to innovation, sustainability, and connectivity, Malmö has become a thriving knowledge-based hub. Significantly more culturally diverse than the rest of the country, the city's growth is strategically driven by urban planning initiatives, robust innovation support, and targeted investments in key industries.

Using geographical proximity to Copenhagen and the coast of Sweden, Malmö capitalises on connections to attract financial, technology, services, sustainability, and tourism companies. Major infrastructural investment includes the Oresund Bridge, which connects Malmö to Copenhagen and allows the city's economy to diversify in lockstep with Sweden's changing economy.

By championing sustainable construction and supporting progressive initiatives, Malmö has attracted regional and global leaders in the green economy, becoming a place for emerging talent and thought leaders to live and work. Västra Hamnen (Western Harbour) is an industrial port that was transformed into a lively, mixed-used precinct with energy-efficient infrastructure and innovative architecture. Green business lab projects such as the Blue Green City Lab promote environmentally-progressive practices and are among a suite of projects the city has invested in for a greener future.

Malmö's regional policymakers have freed up post-industrial spaces for educational and research institutes including world-class hospitals, healthcare innovators and university campuses in an effort to foster a nascent knowledge economy. Wyndham City's population is growing three times faster than that of Malmö but this city could provide insights for Wyndham City and the LGA's future.

Around half (48%) of Malmö's residents are under 35, making it one of Sweden's youngest cities (SOURCE: CITY OF MALMO, 2024).

Malmö is on track to comply with the Paris Agreement 20 years ahead of the treaty's deadline, becoming entirely carbon-neutral by 2030. (SOURCE: CEPSA 2022).

MANCHESTER CITY, UNITED KINGDOM

CITY DETAILS & COMPARISON

Residential growth rate in Manchester City is driven by young people attracted to its cultural influence, liveability and diverse employment opportunities.

	MANCHESTER CITY	WYNDHAM CITY
Population Size	600,000 (up from 500,000, 10 years ago) in Manchester City 2.9m Greater Manchester ONS, 2021	324,087 Economic ID 2023
Growth Rate	9.7% p.a. ONS, 2021	4.7% between 2019-2023 Economy ID 2023
Age	38.3% under 35 ONS, 2021	40.2% under 35 REMPLAN 2023
Background	91 countries UNESCO, 2022	130 countries profile.id, 2021
Migration	Largest influx age group: 16–21 ONS, 2017	Largest influx age group: 25–34 profile.id, 2021
Number of Local Jobs	430,000 MANCHESTER CITY COUNCIL, 2020	110,531 Economy ID 2023
Employment Growth	+59,000 (17.2% growth) between 2014–2018 MANCHESTER CITY COUNCIL, 2018	+53,423 since 2011 Economy ID 2023
Unemployment	6.7% ONS, 2022	4.6% Economy ID 2023
Resident Workers	71% resident workers MANCHESTER CITY COUNCIL, 2018	39% resident workers REMPLAN 2023
Top Employment Industries	Professional, Scientific and Technical (14%) Health (12.2%) Business (11.6%) MANCHESTER CITY COUNCIL, 2023	Transport, postal & warehousing (14.1%) Retail trade (12.7%) Construction (11.2%) Education & Training (10.9%) Healthcare & Social Assistance (10.9%) Manufacturing (7.8%) REMPLAN 2023

IMAGE: MANCHESTER CITY'S EVOLVING SKYLINE

Manchester, a cornerstone of the 'Northern Powerhouse' of cities alongside Liverpool, Leeds and Sheffield, is experiencing rapid population growth, making it one of Europe's fastest-growing technology cities. Transitioning from its roots as the world's first industrial city, Manchester has evolved into a vibrant, knowledge-based hub renowned for its arts and culture. This transformation has been fueled by strategic branding efforts and targeted economic stimulus, particularly in the technology sector.

Manchester City's economic growth is driven by its collaboration with nearby cities and regions. Increased regional transport through a Metro link expansion has allowed the city's innovations to circulate throughout Greater Manchester and the United Kingdom.

Extensive regeneration projects have converted former industrial areas into mixed-use developments such as Spinningfields, a world-class commercial and financial centre. Along with financial nodes, the city's creative industries are critical components of its economic strategy.

Manchester's rich cultural heritage and vibrant arts scene are what attract residents, visitors and businesses to Manchester. Venues such as HOME Manchester and Albert Hall are a platform for artists working in theatre, film and the visual arts attracting further talent.

Top growing industries of Technology and Digital Innovation and Advanced Manufacturing and Engineering are supported by public and private initiatives such as Manchester Science Park, the Graphene Engineering Innovation Centre (GEIC) and the Oxford Road Corridor.

Manchester is "the UK's most liveable city", according to The Economist's Liveability Index in 2022.

Arts and sporting events brought more than $143 million AUD to the local economy in 2021 (SOURCE: MANCHESTER CITY COUNCIL, 2022).

HAMILTON, NEW ZEALAND

CITY DETAILS & COMPARISON

Two-thirds of New Zealand's AgTech workforce are employed in Hamilton, a sector of innovation they lead nationally – just like Wyndham City does for Victoria and Australia.

	HAMILTON	WYNDHAM CITY
Population Size	185,300 in Hamilton 510,900 in Waikato Region Infometrics, 2022	324,087 Economic ID 2023
Growth Rate	~0.9-1% p.a. projected population by 2030 for Hamilton (2.3% p.a. for Waikato Region) Infometrics, 2022	4.7% between 2019-2023 Economy ID 2023
Age	53% under 35 Infometrics, 2022	40.2% under 35 REMPLAN 2023
Background	>36 Hamilton City Council, 2018	130 countries profile.id, 2021
Migration	87,000 (compared to an average of 60,500 people p.a. pre-pandemic Hamilton City Council, 2023	Largest influx age group: 25–34 profile.id, 2021
Number of Local Jobs	100,000+ in Hamilton, 240,000+ across wider Waikato Region Infometrics, 2022	110,531 Economy ID 2023
Employment Growth	0.9% (vs 0.1% New Zealand average) Infometrics, 2022	+53,423 since 2011 Economy ID 2023
Unemployment	4.6% Hamilton City Council, 2023	4.6% Economy ID 2023
Resident Workers	85% (85,000 resident workers + 27,700 resident students in Hamilton) Hamilton City Council, 2022	39% resident workers REMPLAN 2023
Top Employment Industries	Healthcare (16%) Manufacturing (10%) Education & Training (9%) BERL, 2018	Transport, postal & warehousing (14.1%) Retail trade (12.7%) Construction (11.2%) Education & Training (10.9%) Healthcare & Social Assistance (10.9%) Manufacturing (7.8%) REMPLAN 2023

IMAGE: WAIKATO RIVER, THE LONGEST RIVER IN NEW ZEALAND, BISECTS HAMILTON AND SEPARATES ITS RESIDENTIAL, BUSINESS AND INDUSTRIAL ZONES

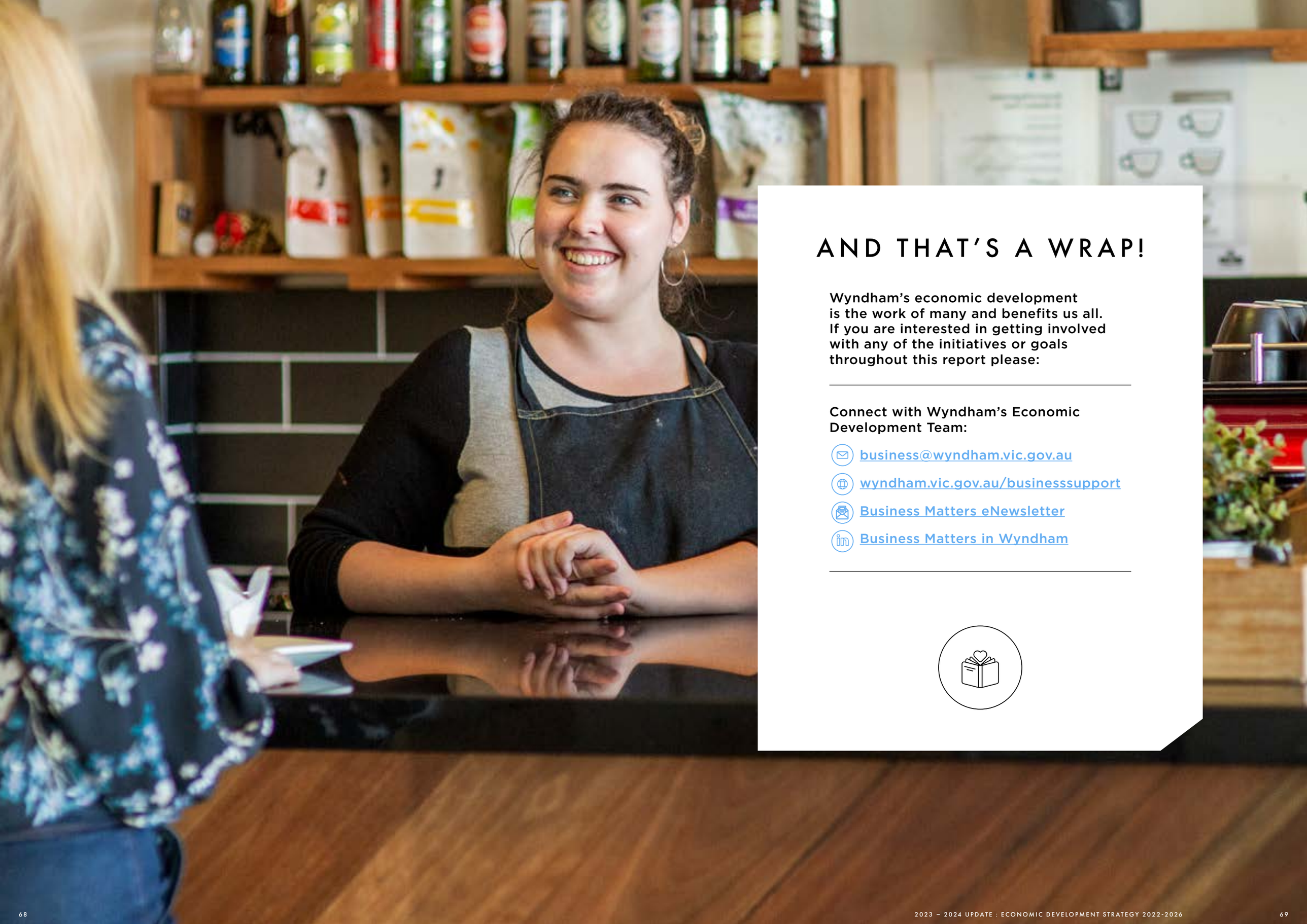
Hamilton (Kirikiriroa) is New Zealand's fastest growing city and is known for its urban-fringe industries of agricultural technology and manufacturing and logistics. These growing industries have built Hamilton a reputation as an innovation leader attracting global businesses and supporting local innovators.

Situated within the 'Golden Triangle' alongside Auckland and Tauranga, Hamilton's location has fast-track significant infrastructure projects, allowing the city to accelerate large-scale infrastructure projects and create an environment for businesses to thrive. Surrounding townships and cities have been connected through multi-level government policies creating a multi-modal transport network that supports distribution.

Hamilton's dominance in New Zealand's agricultural technology sector can be traced back to initiatives promoting university and industry collaboration. The city supported industry events at all scales.

Long-time and emerging agricultural operators in the area are supported to make greener, future-proof choices through Council-led smart farming and sustainability initiatives such as Farm2050, a global collaborative effort to accelerate innovation in agricultural technology and the Ruakura Research Centre, a Crown Research Institute.

Hamilton has the youngest workforce across all major New Zealand cities, with an average age of 32.
(SOURCE: TE WAKA, 2024).



AND THAT'S A WRAP!

Wyndham's economic development is the work of many and benefits us all. If you are interested in getting involved with any of the initiatives or goals throughout this report please:

Connect with Wyndham's Economic Development Team:

- business@wyndham.vic.gov.au
- wyndham.vic.gov.au/businesssupport
- Business Matters eNewsletter
- Business Matters in Wyndham

APPENDIX

6.1 ALIGNMENT WITH COUNCIL PRIORITIES AND POLICY

There is a range of strategies and plans across Council service areas that influence economic sustainability and growth. These strategies and plans are informed by the thoughts and aspirations of the community gathered through a robust process of consultation and community engagement, and complement the City's Economic Development Strategy.

WYNDHAM 2040 COMMUNITY VISION

COUNCIL PLAN 2021–2025

MUNICIPAL PUBLIC HEALTH & WELLBEING PLAN

THE WYNDHAM PLAN

VISITOR ECONOMY STRATEGY 2024–2028

WYNDHAM ADVOCACY STRATEGY 2024–2026

SMART CITY STRATEGY 2019–2024

RESILIENT WYNDHAM STRATEGY 2021–2025

CREATIVE WYNDHAM STRATEGY

SOCIAL AND ECONOMIC INCLUSION FRAMEWORK 2020–2023

WYNDHAM LEARNING COMMUNITY STRATEGY 2018–2023

INDUSTRIAL LAND USE STRATEGY 2022

WERRIBEE SOUTH GREEN POLICY AND WEDGE MANAGEMENT PLAN (UNDER REVIEW) 2017

WYNDHAM.VIC.GOV.AU