



A virtual familiarisation tour of Melbourne's Western Metropolitan Region

Highlighting landmarks and advocacy priorities



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Introduction

Welcome to a virtual familiarisation tour of Melbourne's West, one of the fastest growing regions in Australia.

The aim of the tour is to highlight significant projects and landmarks to familiarise State and Federal Government with the Western Metropolitan Region of Victoria and provide an introduction to some of the region's key projects. Some of these projects will be part of the joint North and West strategic proposal, the North West Melbourne City Deal. The video illustrates both transformational and supporting projects that are required to support the future development of the West as well as profiling some landmarks.

Prior to covid-19, LeadWest was organising a bus tour of Melbourne's Western Metropolitan Region, however, given the changed circumstances, this video is a virtual bus tour to familiarise the viewer with the broader region and geographic context. Post covid-19 and when social distancing restrictions have been lifted, a physical bus tour is still available.

Our projects

Projects supporting the future economy, transport and connectivity, health and wellbeing, and liveability will form part of the North West Melbourne City Deal.

Some transformational projects such as road and rail improvements already have government commitment and funding. Other advocacy priorities and projects identified by the six municipalities as regionally significant are in various stages of development, some needing support for business cases, some are currently in planning stages and others need funding for construction.

Melbourne's West is diverse in its maturity with a mixture of growth areas and urban renewal projects, greenfield sites and established industrial precincts, priority precincts and metropolitan activity centres. Each of these areas offer significant opportunities to deliver critical economic development clusters and jobs for local residents.

The aim of the North West Melbourne City Deal (NWMCD) is to leverage off committed projects and fund transformational and supporting projects that unlock investment and value capture to create jobs and provide liveability.

A NWMCD strategic proposal is currently being developed jointly by both the North and West of Melbourne that will deliver a partnership between the Federal, State and Local Governments with industry and education.

Brimbank City Council

Planning for major investment to support jobs, education and sustainability.

Melbourne Airport Rail Link (MARL) and the Sunshine Super Hub

The Melbourne Airport Rail Link (MARL) will connect the airport with the Sunshine Super Hub and the CBD, reinventing Melbourne's west into a thriving economic centre. As part of an integrated plan for the west, the MARL will link people with jobs, safeguard network resilience and support freight efficiencies. Federal and state governments have already committed \$10 billion to the MARL, and are in the process of developing a business case.

St Albans Health and Wellbeing Hub

The proposed redevelopment of the St Albans Leisure Centre into a new state-of-the-art health and wellbeing hub for the western region that is closely aligned to the Sunshine Hospital / Sunshine Health and Wellbeing Employment Precinct (SHWEP). The hub will provide a much-needed integrated centre for wellbeing and healthy living, improving outcomes across the strategic pillars of jobs, health, education and wellbeing. Funding is being sought from all levels of government to invest in this health and wellbeing project for construction, program and service delivery.

Sydenham Park Master Plan – Environment, Recreation and Sport

Sydenham Park is a reserve in Keilor North with inherent environmental, cultural and geological values. Its distinct topography with dividing escarpment, river valleys with vistas across the Maribyrnong Valley, grasslands, fauna and flora population provides an extraordinary backdrop to this parkland setting. The park is also an important part of the broader open space network that will benefit neighbouring local government areas (Hume, Moonee Valley, Moreland and Melton). It is fundamental to consider the opportunity to protect, preserve and enhance these natural characteristics to sustain a resilient Sydenham Park for the future. The approach will be to enhance existing infrastructure, identify the need for additional park amenity, respect and improve the biodiversity function of the area, landscape remediation and opportunities for tourism, active recreation and commercial activities.

Melton City Council

Shaping the future by leveraging infrastructure investment to create jobs and increase skills

Cobblebank Metropolitan Activity Centre

The regionally significant Cobblebank MAC will provide for the New Melton Hospital as its cornerstone project. The Victorian Government committed \$2.4 million for a business case (due for completion in 2020), to design and deliver a 24-hour public hospital. With the significant increase in population, a new hospital will improve health outcomes and reduce pressure on hospitals in Sunshine, Footscray, Werribee and Bacchus Marsh. The new hospital will be leveraged to attract commercial investment and jobs in the Cobblebank Metropolitan Activity Centre including health and human services, a justice precinct, university and TAFE education, civic buildings, commercial office facilities, residential accommodation and 70,000 sqm of retail space.

Western Business Accelerator and Centre for Excellence (BACE)

The successful Western BACE, initially funded by the Commonwealth Government in 2015, provides co-working spaces and a business accelerator to assist start-ups in the early growth phase. The BACE is now at capacity and an expansion of the current site is needed to help more businesses grow and transition to employing others. Located close to the proposed new hospital site and the Cobblebank Metropolitan Activity Centre, an expansion may incorporate an industry specific business incubator (e.g. health services, emerging or STEM, creative industries, youth enterprises), or provide a learning hub.

Western Intermodal Freight Precinct (WIFP)

Set on a footprint of 1,000 hectares, the WIFP includes a freight terminal that is the cornerstone of a significant freight precinct, a game changer to dramatically improving efficiencies in freight movement and attracting investment for job creation. With freight expected to grow by 26 percent by 2026, the WIFP is a crucial project in getting containers to the ports and roads and is strategically positioned close to existing warehousing and distribution facilities. The freight terminal will accommodate double stacked 1,800 metre trains and by bringing warehousing closer to freight terminals will alleviate capacity and access issues at the Dynon Precinct in Port Melbourne. The terminal will also attract supporting supply and logistics industry investment and create jobs as well as a key driver for investment attraction into the surrounding industrial precincts in Melton, Wyndham, Brimbank and Hobsons Bay.

Wyndham City Council

A growth city of economic significance, linking Melbourne with Geelong.

Werribee Tourism Precinct

In addition to significant employment, research and education precincts, Wyndham is a proven tourism destination. Werribee Tourism Precinct is recognised as a proven significant Victorian tourism destination with the Werribee Open Range Zoo and Werribee Park and Mansion attracting over 1.4 million visitors to the region each year. Strategically located close to the domestic and international Avalon Airport and connected by road and public transport links to Melbourne International Airport and the CBD, tourism generates \$498 million per year for the regional economy and is a destination for major events and eco-tourism.

The new A-League Stadium

A new 15,000 seat football stadium in Tarneit will be the future home of a new Melbourne A-League expansion side, Western United Football Club. The development, being undertaken by Western Melbourne Group and Wyndham City Council, will be the first major sports stadium built in Australia via a public-private-partnership. The proposal represents a significant value capture opportunity that may include a new hotel, numerous office buildings and residential projects, as well as providing adjacent training facilities, a sports science treatment centre and research institutes. Residential and commercial precinct development is also planned for the surrounding area which, in combination with the future Sayers Road train station, represents a significant value capture opportunity and seeks State and Federal Government support for investment attraction.

Westlink and Ison Road Bridge

A continuous road link through the fast-growing area of Wyndham Vale, Tarneit and Truganina will provide much improved access to future employment hubs within and near the Werribee Junction precinct. A key piece of infrastructure that will link west Wyndham, across the Geelong railway line to the Princes Freeway is the Ison Road Bridge. This would be a game-changer for the area and will relieve traffic congestion, currently funnelled towards the Werribee City centre, and open up a new corridor for development projects.

Wyndham Refuse Disposal Facility (RDF)

The Wyndham Refuse Disposal Facility is one of four major metropolitan landfills, providing disposal services for many other councils as well as commercial businesses. The vision is to develop the RDF into a waste management centre of excellence by transitioning away from a traditional landfill into a resource and energy recovery operation. The Wyndham RDF is an ideal location for government investment, in line with Recycling Victoria, to support improved municipal waste treatment.

East Werribee Employment Precinct

This proposed mixed-use development is part of the broader Werribee National Employment and Innovation Cluster, which features world-class research organisations, medical facilities and university campuses. Comprising 775 hectares of predominantly greenfield land for mixed-use city development, the precinct has tremendous potential for Wyndham as a bustling employment, technology and educational hub. The site lends itself to the development of a major commercial precinct of state significance and Wyndham City will be taking every opportunity to work with government to ensure that this occurs. Further industry investment attraction will provide substantial employment and research capability.

Hobsons Bay City Council

A coastal destination of choice featuring an active and environmental lifestyle with investment opportunities for employment and innovation.

Western Aquatic and Leisure Centre

As the population of Melbourne's west grows, there is an increasing demand for large scale aquatic health, fitness and water play facilities. This proposed state-of-the-art centre in Altona Meadows needs an estimated \$30 million for the feasibility study, and development of the project. Aquatic and leisure facilities play an important role in contributing to the health and wellbeing of our community and provides a place to build social networks and connections. As the population of Melbourne's west grows, there is an increasing demand for large scale aquatic, health and fitness and water play facilities. To support this project, duplication of Central Avenue and improvements to the Point Cook Road and Princes Freeway interchange to are required to improve access by residents in growth region and relieving traffic congestion.

Hobsons Bay Wetlands Centre

The proposed wetlands centre will provide community recreation and education close to internationally recognised wetlands and biodiversity hotspots. The centre will encourage community to understand and enjoy the natural foreshore and other natural locations, close to Hobson Bay's urban areas, which is of paramount importance to managing the impacts of urban growth on the environment and the community. It is envisaged that a multifunction building will include indoor public space, outdoor paths, wetlands, boardwalks, seating and nature play areas, classroom, field studies centre, offices and work spaces for a range of organisations, as well as a café and other amenities. Hobsons Bay City Council is working in partnership with Deakin University, Melbourne Water and the education and health sectors to progress the Centre's development. Another goal is that it will contribute to economic growth by providing jobs in health, recreation, education and tourism.

Hobsons Bay Foreshore Infrastructure

Hobsons Bay boasts approximately 24 kilometres of pre-dominantly low-lying beach and foreshore areas. This enviable coastline includes the Altona and Williamstown beaches and maritime infrastructure that the people of Melbourne's north western region enjoy and rely on for swimming, fishing and boating – Altona and Williamstown beach. Given the significant growth projections for the region and subsequent patronage of these beaches, funding for foreshore and wetlands protection works is required.

Due to our coastal assets, Hobsons Bay, and the amenity of our beaches, is particularly susceptible to the impacts of climate change, which is having a profound effect on the condition of local foreshore areas and its infrastructure. Some of the immediate risks include the degradation of beaches and foreshore areas through loss of sand and foreshore edge erosion; flooding of public infrastructure and private assets in low lying areas; aged infrastructure with little or no maintenance over time and flash flooding due to drainage systems being overloaded.

Scienceworks, the National Museum for the Future

Scienceworks, a Spotswood venue as part of Museums Victoria that opened in 1992, administers the cultural, scientific and technological collections of the State of Victoria through modern interactive exhibitions, the Melbourne Planetarium and the Lightning Room. It currently hosts approximately 505,000 visitations annually, 80,000 of which are student visits. Scienceworks, as a precinct, is ripe with potential to grow exponentially and diversify its offering into a state of the art, multimedia technology and education precinct. It will not only more richly educate young minds, but also attract a state-wide and nation-wide following well beyond its current reach, positioning Melbourne's northwest as the destination of choice for innovation and technology education and experience.

The vision includes an upgraded and expanded museum, with the additional components of a STEM School, a university, a TAFE and an industry partner. There is also the capacity for a Community Hub Science Garden. This innovative space will offer a permeable campus and, community facilities all set on scenic access to the riverfront.

Maribyrnong City Council

A thriving cultural centre and business precinct with significant health, education and housing development opportunities

West Footscray Community Facilities Plan – RecWest Redevelopment

An outstanding opportunity exists to redevelop RecWest (West Footscray) into an interconnected community, sport and recreation precinct. The redevelopment will cater for the continued growth of existing clubs and organisations, and provide a place of inclusion and wellbeing for the local community. As facilities that meet the standards of indoor sports are under-serviced in Maribyrnong, this important redevelopment will meet that community need.

Footscray Library and Community Cultural Hub - NeXT

The NeXT project will leverage existing investments and priorities for Footscray, including the hospital, the learning precinct and university town, and the community arts centre. It is the ideal time to capitalise on these assets and provide an inspiring cultural, educational and creative industry with employment opportunities. Investment in a quality performing arts centre, able to seat 500 people or more, would be the first of its kind in Melbourne's west and would bring many benefits to the region.

Irving Street Interchange and Paisley Street improvements

Footscray is one of Melbourne's priority precincts and is a major transport hub with train, tram and bus access. Funding is required for a bus terminal that is well integrated with train services and enhances city design. The consolidation of bus stops within a new transport interchange in Irving Street will improve access and connectivity, particularly between the train station, Victoria University and the new Footscray Hospital. Additionally, improvements to the public realm along Paisley Street are contingent upon the funding for the centralised transport interchange in Irving Street.

Footscray University Town – New Footscray Hospital

The Victorian Government has provided up to \$1.5 billion to deliver a new hospital by 2025. Located adjacent to the Victoria University campus (Victoria Park), the new hospital will be the largest health infrastructure in the state, and will be a major contribution to revitalising Footscray. In collaboration with Victoria University, Footscray will be developed into a vibrant health, research, education and active living precinct. The active and public transport links and network improvements, are needed to underpin the success of the new hospital, and Footscray as a whole.

Northern Maribyrnong and Defence Site Maribyrnong

Situated on 127 hectares of Commonwealth land, the defence site in Maribyrnong represents a major urban renewal opportunity in an area already undergoing significant growth and transformation. The Victorian Government is committed to preparing a planning and transport framework to ensure optimal outcomes are achieved, and that the site is integrated as a valuable part of Northern Maribyrnong. It is critical that the site includes social and affordable housing, community infrastructure for residents with access to health and wellbeing, lifelong learning facilities and recreation areas.

Moonee Valley City Council

A key aviation and employment area

Flemington Community Hub redevelopment

The Flemington Community Centre and Debneys Park Sports Pavilion is ageing and in need of an upgrade. Planning is underway to redevelop the centre into a new community hub that is welcoming and respectful of the diverse communities and cultures living in the area. The redevelopment will include spaces for children, youth and older people, as well as an exhibition space; training rooms and offices; an art room and a sports pavilion.

Intersection upgrades - Moonee Ponds and Essendon North

The Victorian Government has committed funding in the 2019-20 budget to develop ideas to improve the safety and amenity of the Moonee Ponds Junction, noted as one of the worst locations for pedestrian crashes in Moonee Valley, and the third-worst in the state. The other intersection needing upgrades is the Mount Alexander, Bulla, Keilor and Lincoln Roads in Essendon North, which was the site of a pedestrian fatality in late-2018. These upgrades are critical to the road safety and liveability for residents, and the visitors to the Moonee Valley Racecourse, Clock Tower Theatre and vibrant shopping precincts.

Airport West and Essendon Fields

Airport West has been identified as a key aviation, technology and employment precinct. As a regional location for retail and commercial activity, the precinct generates significant employment and economic opportunities. With the prospects that exist in the area, there is a need for improved public transport and a train station to increase productivity and reduce traffic congestion on the Tullamarine Freeway.

Western Transport Infrastructure Projects

Unlocking major investment and employment precincts

Western Rail Plan

The need for fast, high capacity rail network to service the rapidly growing west and regional cities, will include two electrified metropolitan rail-lines in Melton and Wyndham Vale, with increased capacity between Sunshine and the CBD to cater for faster and more frequent metropolitan and regional trains. Staging of this project is being considered and will be incorporated alongside planning for the Melbourne Airport Rail Link (MARL).

Outer Metropolitan Ring (Road and Rail) (OMR) – E6

The Outer Metropolitan Ring Transport Corridor (OMR)/E6 is a vital infrastructure project. A 100-kilometre-long high-speed road and rail transport link for people and freight, it will be transformative for Melbourne and surrounding regional areas. It will create better connections to key international transport hubs such as Melbourne Airport, Avalon Airport, the Port of Geelong, and the proposed Western Intermodal Freight Precinct. The OMR will provide a more direct, high speed alignment for inland rail and will also link residential and employment growth areas in Melbourne's West, including Wyndham and Melton. A business case has been co-funded by State and Federal Governments and Infrastructure Australia has identified acquiring the land necessary for this corridor as a national priority.

Suburban Rail Loop

A new underground rail link connecting Melbourne's middle suburbs and a line from Werribee via Melbourne Airport to Frankston in the east.

Conclusion

The West of Melbourne is a culturally diverse region providing a vibrant visual and performing arts community, innovative business incubators and major employers in health, education, advanced manufacturing, hospitality, warehousing and distribution, oil and gas and retail businesses.

The video is a quick familiarisation tour of the West and it is difficult to capture the full profile of the region. We hope the video has provided an adequate introduction to the Western Metropolitan Region. We look forward to working closely with the Northern Metropolitan Region and the Federal and State Governments to deliver investment that secures economic prosperity and creates jobs. If you have any queries or would like further information please contact:

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