



HEIDELBERG WEST INDUSTRIAL ESTATE

SUPPORTING AND DEVELOPING A VIBRANT PRECINCT

The 2015 - 2020 Banyule Economic Development Plan identifies the need for vibrant industrial precincts that provide a focal point for business and community life, and stimulate vibrancy and economic prosperity.

Structure Plan (PSP) for the Heidelberg West industrial estate. The PSP is an overarching strategic planning framework to guide long term future development and identify crucial transport and community infrastructure required to support the evolution of the Heidelberg West industrial estate into a modern business environment with high employment density.

During 2016, the VPA consulted with the community living and working within the La Trobe NEC to test preliminary ideas and help formulate the future land use, development and infrastructure planning for the area. A full report and background information is available at www.vpa.vic.gov.au/project/la-trobe-employment-cluster.

Throughout 2017, the VPA and Council will work together to develop a Precinct

To improve its knowledge of businesses operating in the Heidelberg West industrial estate and to leverage further economic development outcomes for the community, Banyule Council's Economic Development Unit conducted a survey in March 2016.

This piece of work has been vital in informing the Victorian Planning Authority (VPA), who guides the growth in metropolitan Melbourne and regional Victoria.

The Heidelberg West industrial estate is located in the La Trobe National Employment Cluster, one of the six National Employment Clusters (NECs) as identified by the Victorian Government's Plan Melbourne document. The La Trobe NEC delivers a significant contribution to the national economy and has the capacity to further enhance Melbourne's competitive position within the global economy.

BUSINESS MONITOR SUMMARY

During March 2016, Council's Economic Development Unit surveyed businesses in the Heidelberg West industrial estate to understand businesses priorities, issues and constraints. The results from the businesses that completed the survey are summarised below:

- » The majority of businesses (80%) have been operating for 10 or more years, 66% within the Heidelberg West industrial estate.
- » The majority of businesses (61%) employ less than 10 people. No business employs 100 or more people, and only 5% employ 50-99 people.
- » The majority of employees (64%) across the estate are full time.
- » There is a diverse range of businesses operating, with manufacturing having the highest representation (39.5%) followed by construction (24%).
- » International and interstate markets are considered very important (comprising 60% or more of business).
- » 34% of businesses source the majority of their suppliers from Melbourne's north and 30% source the majority of their suppliers from within Victoria. Local Banyule based suppliers were strongly represented at 22%.
- » The majority of businesses (84%) are not thinking of relocating and only 1% are considering relocation in the next 12 months.
- » A very positive indicator is that 86% of businesses plan to either increase or keep their workforce at current employment levels.
- » Business confidence is again reinforced with 88% of businesses expecting their financial position to remain the same or improve over the next 12 months.

PERCENTAGE OF EMPLOYMENT HOURS ACROSS THE ESTATE (as a % of the total population).



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80%

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HEIDELBERG WEST INDUSTRIAL ESTATE.

THE MAJORITY OF BUSINESSES SURVEYED (61%) EMPLOY LESS THAN 10 PEOPLE. NO BUSINESSES EMPLOY 100 OR MORE PEOPLE AND ONLY 5% BUSINESSES EMPLOY 50 - 99 PEOPLE.

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88%

OF BUSINESSES EXPECTING THEIR FINANCIAL POSITION TO REMAIN THE SAME OR IMPROVE.

A full report of the Heidelberg West Industrial Business Monitor is available at www.banyulebusiness.com.au/hwie

STAY CONNECTED

Keep up to date on local business news and information by subscribing to Banyule Council's free business e-bulletins.

Visit banyulebusiness.com.au
email business@banyule.vic.gov.au
or call 9490 4222.

For more information about the Heidelberg West industrial estate, visit www.banyulebusiness.com.au/hwie



At various stages in 2017, we will be contacting businesses in the Heidelberg West industrial estate to provide more information and gather your feedback. Connect with us, to make sure you get the most up to date information.

Visit www.banyulebusiness.com.au/hwie

Heidelberg West Industrial Estate

CURRENT CHALLENGES

A range of issues were identified by businesses participating in the Heidelberg West Industrial Estate survey and we make some suggestions and provide information on how to address and/or minimise the issues.



SECURITY & CRIME

- » Victoria Police has developed a Business Security kit, providing businesses with basic crime prevention advice, which is available to download at www.police.vic.gov.au.
- » Victoria Police has a network of Crime Prevention Officers (CPO), who act as liaison officers to individuals and community groups. They provide advice and suggest remedies to local safety problems. Contact the Heidelberg West Police Station on **9457 5777** and contact the local Divisional Crime Prevention Officer.
- » Council facilitates a monthly community safety working group for Postcode 3081 to discuss and advocate around issues of community safety and crime prevention. The group comprises Council officers, Councilor representation, residents, Victoria Police, Neighbourhood Watch, Olympic Adult Education, and Bell St Mall Traders. Businesses from the Heidelberg West industrial estate are welcome to attend and/or join the mailing list. Contact Council's Community Safety Officer on **9490 4222**.



INTERNET ACCESS

Because Council recognises the importance of a fast and reliable phone and internet network for businesses and the opportunities it can provide to reduce costs, drive innovation, and gain a competitive edge on the global stage, we are currently developing an advocacy campaign to persuade the Federal Government to prioritise the roll-out of the nbn™ (National Broadband Network) in the Heidelberg West industrial estate.

Individual businesses and property owners can also help in advocating for prioritising the nbn™ roll-out in Heidelberg West by contacting the area's Federal Member of Parliament for the Jagajaga Electorate. For contact details, go to www.aph.gov.au or visit the Jagajaga Electorate office at 149 Burgundy Street, Heidelberg.

You can also go to www.nbnco.com.au and enter your business street address to keep up to date on when the nbn™ network will be available.



PARKING

Council's Traffic and Transport team reviews parking restrictions on a case-by-case basis as demands change or as parking issues arise. To request a review of parking restrictions in your area, contact Council on **9490 4222**. Illegally parked vehicles can also be reported to Council for investigation – call **9490 4222**.

GRAFFITI

- » If you see someone doing graffiti call Police on **000** as they can assist with tag identification and it also gives them an indication of local 'hot spots'.
- » **Private Property:** Council provides free graffiti removal kits to residents and businesses. Contact Council's Graffiti Project Officer on **9490 4222**.
- » **Council Property:** Council works to remove graffiti from its property as soon as possible, so please contact Customer Service on **9490 4222** if you see graffiti on Council property.
- » We have provided a list of contact numbers for who to contact when graffiti is on the property of public utilities/services and public transport at www.banyulebusiness.com.au/hwie

RUBBISH DUMPING

Illegal dumping can threaten wildlife and lead to long-term contamination of land, waterways and groundwater, as well as creating an unsafe and unsightly environment that encourages more dumping.

- » Report illegal dumping to EPA Victoria by contacting **1300 372 842**.
- » Go to www.epa.vic.gov.au for a range of toolkits, programs and plans to help businesses reduce their impact on the environment.

SUPPORTING BUSINESS GROWTH

Council's Economic Development Unit offers free advisory services, networking and training to keep businesses active and informed, which are all detailed in The Banyule Business Guide. To receive a copy of the guide, visit www.banyulebusiness.com.au or phone us on **9457 9938**.

TRAFFIC CONGESTION

The Council managed road network comprises around 550km of roadway carrying an estimated 400,000 vehicle trips daily by residents alone.

Waterdale Road, which runs through Heidelberg West and nearby Waiora Road and Kingsbury Drive are arterial roads managed by VicRoads.

- » VicRoads can investigate and respond to any issues related to arterial roads. Call VicRoads on **13 1171** or visit their website at www.vicroads.vic.gov.au.
- » Visit www.banyule.vic.gov.au/TrafficIssues for a list of frequently asked questions.
- » Council can investigate and respond to any traffic concerns relating to the local road network. Call Council on **9490 4222**.

