

South East
MELBOURNE
Driving Growth and Prosperity

PLATFORM

2018



About SEM

South East Melbourne (SEM) is a crucial economic hub servicing Victoria. The region, with more than 1.2 million residents, stretches from the northern borders of the City of Monash, to Fort Nepean on the tip of the Mornington Peninsula, to the edge of Gippsland in Cardinia Shire.

SEM includes the cities of Casey, Frankston, Monash, Greater Dandenong and Kingston and the shires of Cardinia and Mornington Peninsula. Together with community and business leaders we work to drive growth and prosperity for the region.

Planning for growth and prosperity

Stretching from the City of Monash, to Fort Nepean at the tip of the Mornington Peninsula, to the edge of Gippsland in Cardinia Shire, South East Melbourne is one of the fastest growing regions in Australia's fastest growing city.

The region is home to two National Employment and Innovation Clusters, one at Monash (75,000 jobs) and the other at Dandenong (55,000 jobs). Another 9,000 people are employed in Carrum Downs.

South East Melbourne has more than 470,000 jobs but more than 232,000 people leave the region each work day for jobs elsewhere. Employment growth is not keeping up with fast-paced population growth, resulting in road congestion and inadequate public transport services.

South East Melbourne has some impressive infrastructure, including two rail lines and a freeway, but population growth is bringing new challenges.

With the population predicted to surge to 1.5 million by 2030, it's important to make the most of existing infrastructure while planning and building for future population and jobs growth.

The SEM vision is for job creation, job retention, future proofing the community and ensuring liveability and sustainability. Jobs growth and congestion-busting strategies are needed to keep the region working, moving and thriving.

Future projects are expected to bring major benefits.

Cardinia industrial park, on 2500 hectares, is expected to become home to up to 30,000 new jobs.

The South East Airport – which would boost the south east economy, ease road congestion from the south east to Tullamarine Airport and help exporters – is expected to create between 16,000 and 50,000 jobs locally.

A planned motor sport racing track and driver education centre is expected to bring approximately 500,000 visitors to the area each year, boosting the tourism and hospitality sector.

With so many new potential job opportunities in the region, we need infrastructure to support our residents and businesses in succeeding.

South East Melbourne needs to be declared a Freight Zone of national significance, with a co-ordinated freight plan that includes the construction of the South East Freight Hub, a plan for the Port of Hastings and a plan for the South East Airport.

With strategic investments in public transport – including a comprehensive review of bus services, extensions to the Frankston and the Cranbourne lines – SEM believes workers can get to existing jobs and to any new jobs in an efficient, timely and more environmentally friendly manner.

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Freight solutions needed

KEY ASK

Declare South East Melbourne a nationally significant Freight Zone.

Create a comprehensive freight plan for South East Melbourne, including a plan for the Port of Hastings.

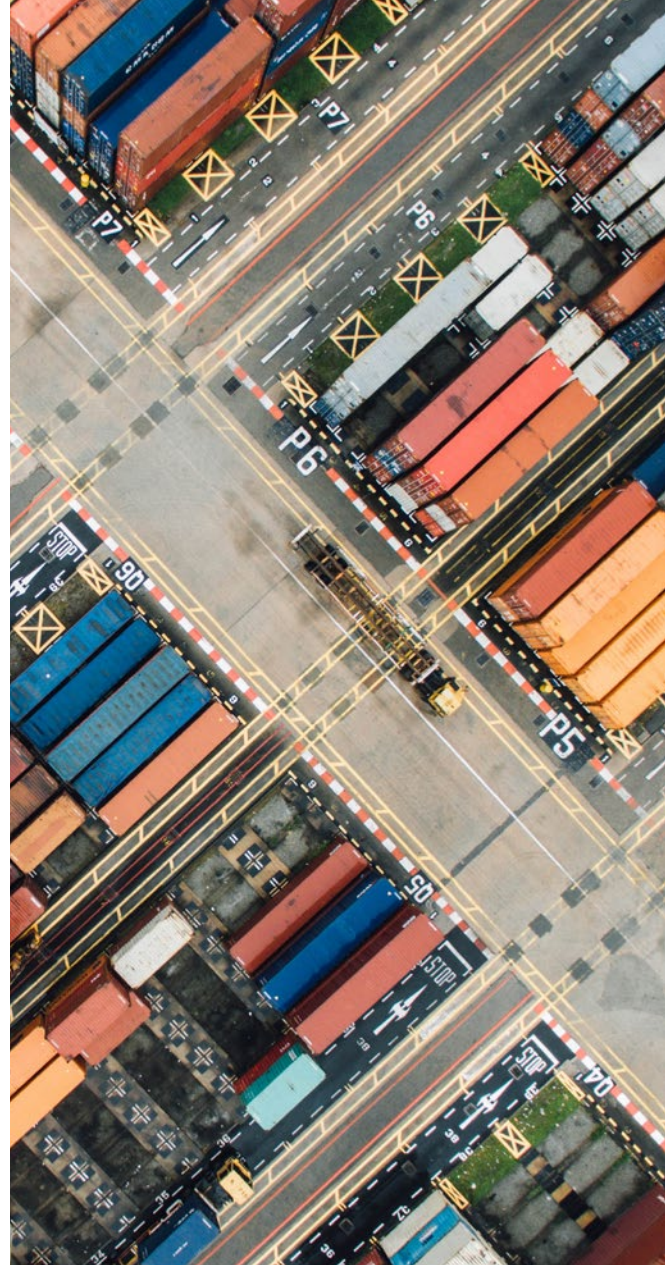
Build the connecting rail spur to the South East Freight Hub site. Cost \$15 million.

South east Melbourne is one of Australia's most important manufacturing regions.

SEM is calling for a comprehensive freight strategy for South East Melbourne to ensure that the region remains competitive nationally and internationally.

Getting goods to and from South East Melbourne is a crucial activity for the region, for Victoria and for Melbourne more broadly. Importers, exporters, employers, employees and consumers and residents are all affected by freight issues.

Importers and exporters, who currently must move goods in and out of the region by road, are paying between 23 and 25 per cent more than if they were able to use the proposed South East Freight Hub, according to Regional Development Australia.



Delays to build the South East Freight Hub – which would be built as part of the proposed Melbourne-wide Port Rail Shuttle Network with freight hubs in the south east, north and west of the city – is further contributing to road congestion and air pollution.

Moving containers via rail between the South East Freight Hub (also known as an inland port, or intermodal port) and the Port of Melbourne would reduce transport related fuel consumption by 63 per cent and greenhouse gas emissions by 66 per cent compared with road movements, according to Regional Development Australia.

Why the South East Freight Hub is needed

Armstrong Flooring, which manufactures in the South East Melbourne region, is Australia's only vinyl flooring manufacturer.

Armstrong Flooring has more than 100 employees in Australia and successfully exports high-quality products across the globe, including to the United States, China, Europe and Asia. Armstrong Flooring products are used in hospitals, schools and office buildings.

Richard Ye, Armstrong Flooring's General Manager, Australia said: "Keeping costs down is a key part of keeping our manufacturing plant globally competitive."

Mr Ye said getting product from the plant through the Port of Melbourne by truck is time consuming and costly.

Research by Regional Development Australia supports the daily experiences of many businesses in the south east. Research shows that the South East Freight Hub would save an average of 23 per cent per import container and 25 per cent per export container.

"Lowering transport costs by that kind of margin would better position Armstrong Flooring and other exporters to compete for more overseas business, helping secure and grow jobs."

- Richard Ye, Armstrong Flooring



Armstrong Flooring staff David Wheeler, Dimos Sofronio and Zina Trepanic

Exporters feel the pain

A survey of South East Melbourne exporters found that 60 per cent said it cost more to get freight to and through the Port of Melbourne than the cost of the overseas leg of the export trip.

About eight per cent of those who said the costs were higher said the landside cost in Victoria was about 25 per cent more than the export leg, two thirds said the landside costs were between 10 and 20 per cent higher, while 12 per cent said the extra cost was up to 10 per cent higher.

The survey, which had a small sample size, was conducted by the South East Melbourne Manufacturers Association in partnership with SEM.



Stuck in traffic

KEY ASK

Begin work on the following roads:

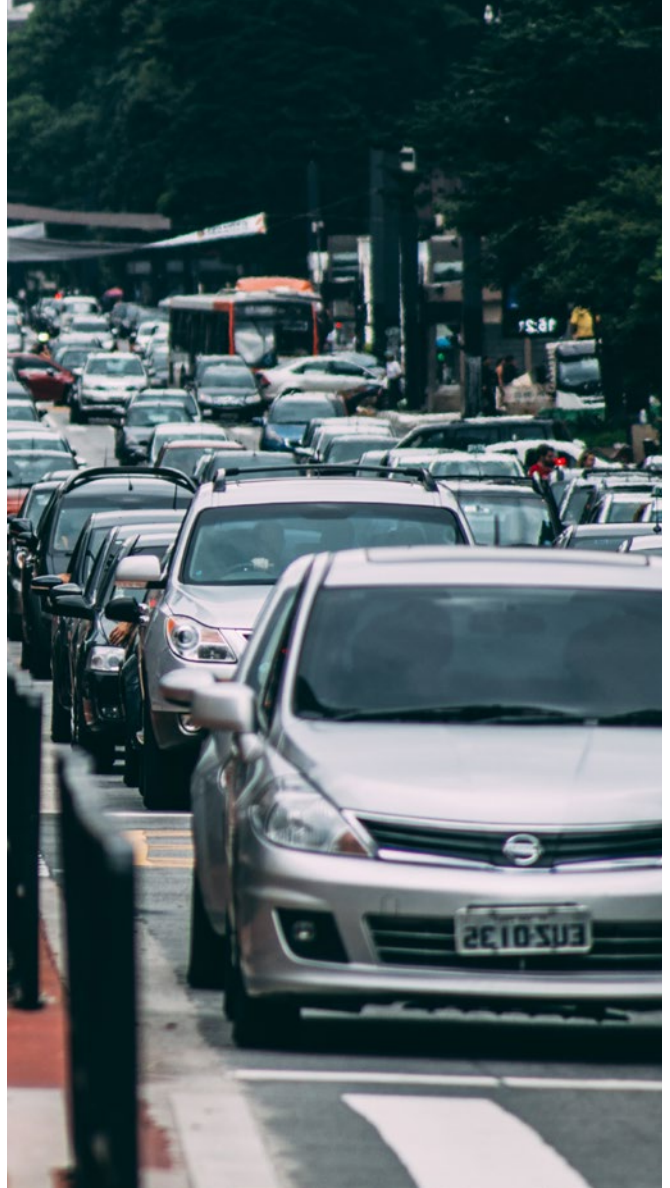
- Thompson Road, Clyde North (extension from Clyde Road to Cardinia Road).
- Westall Road, Clayton (commit funding for extension to the Monash Freeway).
- Glasscocks Road, Dandenong South (early development of Glasscocks Road through City of Greater Dandenong and into Casey).

South East Melbourne is among the nation's most important employment regions, with two National Employment and Innovation Clusters, one at Monash and the other at Dandenong.

The Monash Cluster, just 20 kilometres south-east of Melbourne's CBD, has the city's largest concentration of jobs outside the CBD and is well positioned to grow jobs near where people live.

But for the 470,000 people who work in the south east, the problem is the journey to and from work every day. South east residents often spend hours in their cars on congested roads and inadequate public transport commuting to and from their homes to jobs in employment clusters and elsewhere.

It is increasingly clear that investment in local roads hasn't kept up with demand. Many roads in key residential and industrial areas are inadequate, and new links aren't being built fast enough to meet demand.



It is time for a major investment in key roads throughout South East Melbourne.

The State Government announced support for a south east roads package in the 2018 budget, but several vital roads were left out. Unless the remaining roads receive the required upgrades, including the three omitted from the roads package, there is a risk that congestion problems remain, leaving businesses and residents stuck in traffic.

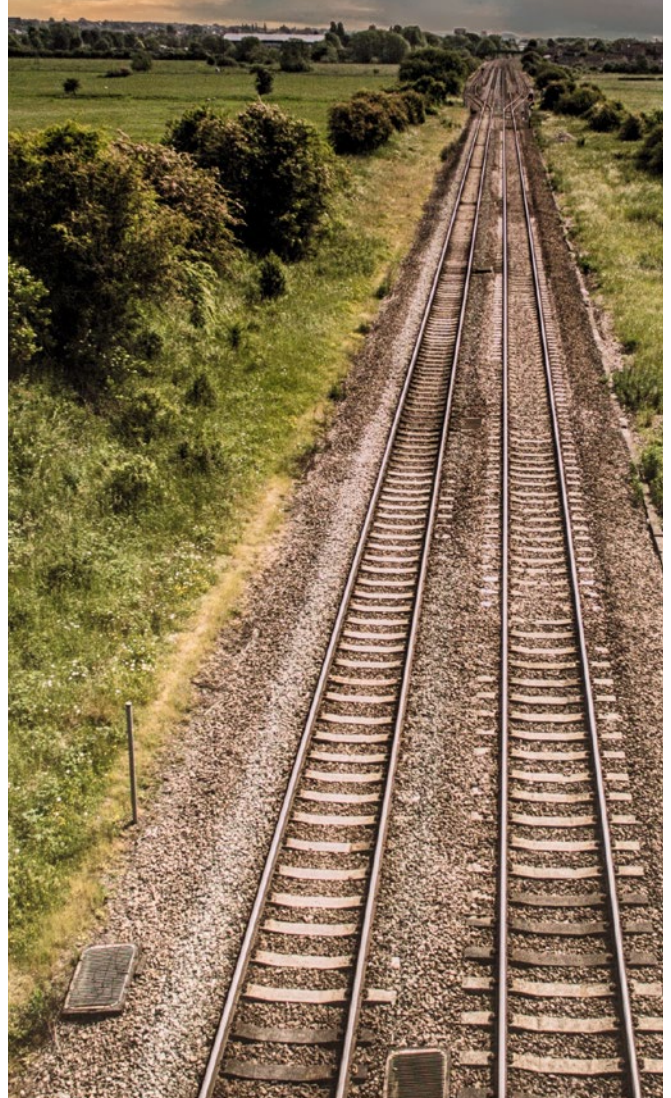
By investing in three key roads in the south east, including Thompsons Road, Westall Road and Glasscocks Road, improved transport reliability would be achieved for hundreds of thousands of residents and businesses.



Extend rail lines

KEY ASK

- Provide funding to develop a business case and begin early works to extend the Cranbourne rail line to Clyde.
- Commit to building a spur line from the Dandenong line to Rowville.
- Begin early works on extending the Frankston rail line.



Residential growth in South East Melbourne is outpacing even the most bullish projections. Residential growth once travelled outwards along rail lines but now suburbs are springing up well past the end of the network, isolating new residents from public transport.

Car dependency in the outer South East suburbs is unsustainably high. In Clyde, more than 80 per cent of households have two or more vehicles, with one in five households needing four or more vehicles.

Congestion is worsening, driving down productivity and reducing liveability. Extending the Cranbourne line to Clyde would dramatically reduce congestion across the south east, giving residents who are now forced to drive public-transport options.

To further bust congestion issues in the south east, a heavy rail line will need to be built to Rowville. Building a rail spur from Huntingdale Station on the Dandenong line to Rowville will ensure that the Monash National Employment and Innovation Cluster is serviced by adequate public transport options. The Monash cluster is a CBD style of employment destination for the south east, with an excess of 75,000 workers

currently commuting here daily. That figure is expected to double by 2050. Without a rail line servicing this cluster, congestion will only worsen.

Extension of the Frankston and Cranbourne rail lines can be argued simply on the basis of the needs of a surging population growth in the areas that would be served by the extensions.

However, there are much broader and greater benefits.

The extension of the Frankston line would, for instance, provide regular commuter train services to Leawarra, which would serve both the Monash University Peninsula Campus and Frankston Hospital. This in turn encourages the development of a medical and research centre of excellence as workers, researchers and students would find the hospital and university much more convenient to travel to by train from the sandbelt suburbs.

This easy access to public transport would help ease road congestion and provide a contra-flow on the Frankston rail line – a smarter use of existing resources and infrastructure.



South East Airport

KEY ASK

Finalise the preferred site and apply the required planning protections for the site, flights paths, noise contours and the rail corridor that will connect the site to the rail network.

South East Melbourne has a larger population than Adelaide, Hobart, Canberra and Darwin but the region doesn't have its own commercial airport. As international tourism and air-freight exports become increasingly important to the Victorian economy, airports play a key role in supporting the growth industries that will provide stable and secure jobs.

Without an easily accessible commercial airport in the region, South East Melbourne will be unable to reach its full potential and provide the jobs needed to sustain our fast-growing population. The absence of the South East Airport slows the economic growth of Melbourne's south east and has a negative impact on the economic growth of Victoria.

A fully operational South East Airport will bring \$17.6 billion in wider economic benefits, create 3,160 ongoing jobs, provide thousands of jobs during construction and create significant opportunities for workers and businesses in the south east.

The South East Airport would also help reduce congestion on the Monash Freeway, removing freight trucks and passenger vehicles that currently travel across the city to reach Melbourne International Airport.



Major review of buses

KEY ASK

A comprehensive review of all bus routes and timetables to ensure workers in South East Melbourne can get to and from work in a timely manner.

SEM is calling for a review of all bus services right across south east Melbourne to ensure the hard-working residents of the region can get to and from work in a timely manner.

South East Melbourne is one of the state's most important employment hubs, but many large industrial areas are impossible to reach by public transport.

Improving bus links to key employment zones throughout the south east region would drive jobs growth, reduce congestion and give locals a more reliable and effective way to get to and from work.

SEM calls on the State Government to perform a bus network review in the south east to ensure all existing bus services meet the requirements of minimum service levels, and ensure the following Employment Hubs are services appropriately:

- The Monash National Employment and Innovation Cluster
- The Dandenong National Employment and Innovation Cluster
- Cardinia Employment Cluster, Pakenham
- Carrum Downs
- Activity centres in Dandenong, Frankston, Narre Warren and Berwick.



Hilton manufacturing Managing Director Todd Hartley and Josh Brennan.

Why Josh had to buy a car to get to work

Josh Brennan reluctantly became part of the congestion problem in south east Melbourne after he got a job that was less than 40 minutes drive from his home but often took more than two hours by public transport.

After landing the job at Hilton Manufacturing in Dandenong South, the Narre Warren local found he had to leave home about 5am. He would walk 10 minutes to catch the first bus of the day, which took him to Berwick station for a train to Dandenong, where he caught another bus that took him to a bus stop about four minutes walk from his workplace.

“If there were no delays, I would arrive at 6.56am but even one delay meant a missed connection that would make me very late for work,” Joshua said.

The trip home was equally gruelling, with one missed connection blowing out the journey by up to an hour.

Reluctantly, Josh borrowed money to buy a car but couldn't afford a new model with the latest safety features.

“I would much prefer to be able to take public transport to work, it is better for the environment and cheaper for me. But

I couldn't be sure of being on time every day and the extra three-to-four hours a day travel time was exhausting,” Joshua said.

Todd Hartley the managing director of Hilton Manufacturing where Josh works said his company finds it difficult to fill job vacancies because many would-be employees find it very hard to get to work on time or quickly by public transport.

“We need the people responsible for planning the bus routes to understand that workers and employers are not asking for 24-hour service on a more regular basis. The planners need to work around the fact that 80 per cent of work-related journeys in the fast-growing manufacturing region of Dandenong South are between 5.30am and 8.30am and then between 3pm and 6pm daily. If we could have more frequent and more direct routes over these periods it would help workers and employers enormously,” Mr Hartley said.

“Eighty per cent of work-related journeys in the fast growing manufacturing region ... are between 5.30am and 8.30am and then between 3pm and 6pm daily.”

- Todd Hartley, Hilton Manufacturing



Bring recycled water to the south east



Commit to the polycentric city model

KEY ASK

Provide \$2.3 million in funding support for Stage 1 of the Somerville Tyabb project, including an irrigation pipe from the Eastern Treatment Plant to supply Class A recycled water for the south east.

Fresh food producers in the South East Melbourne region need water to grow and nurture the crops that sustain local jobs and feed people across Victoria and even overseas.

With increasing demand on supply and climate change threatening the stability of Melbourne's water resources, South East Melbourne's food and fibre industry, which employs 7,000 workers, will increasingly depend on more efficient water use and alternative water sources.

During the millennium drought, between 1998 and 2002, about 35,000 jobs were lost in the food and agricultural industries in Victoria. Many businesses went under but others survived using recycled water.

The Eastern Treatment Plant produces high-quality recycled water, known as class A, which is more than suitable for agricultural use. Opportunities exist to connect farmers and industries to recycled water, but getting the water to the agricultural land where it's needed requires new infrastructure.

To ensure Victoria is prepared for potential natural disasters, funding support is needed for two projects that will improve access to recycled water in the south east; a business case for the Pakenham water recycling project to make it possible to produce Class A water at the Pakenham Plant, as well as funding to support Stage 1 of the Somerville Tyabb project.

KEY ASK

Commit to the polycentric city model to create new growth opportunities across the south east.

Investigate moving a government department to the south east.

Investment in Melbourne has historically been concentrated in central areas of the city, with not near enough investment committed to the suburbs.

A polycentric city model is an integrated approach to achieve a more balanced metropolitan system where population and jobs growth is distributed across regions to achieve better economic, social and environmental outcomes for large cities.

A polycentric city model brings significant improvements to residents and businesses by decreasing commute and travel times, increasing productivity and access to jobs.

There are several opportunities in the south east to support a polycentric city model:

- The Monash National Employment and Innovation Cluster
- The Dandenong National Employment and Innovation Cluster
- Cardinia Employment Cluster, Pakenham
- Carrum Downs
- Activity centres in Dandenong, Frankston, Narre Warren and Berwick.

By investing in these clusters and activity centres, the Victorian Government can assist in shaping a more liveable South East Melbourne.

South East Melbourne's key asks are

- 1. Declare South East Melbourne a nationally significant freight zone.**
- 2. Create a comprehensive freight plan for South East Melbourne.**
- 3. Create a plan for future use of the Port of Hastings.**
- 4. Build the connecting rail spur to the South East Freight Hub site.**
- 5. Begin work on the following roads:**
 - Thompsons Road, Clyde North
 - Westall Road, Clayton
 - Glasscocks Road, Dandenong South
- 6. Finalise the preferred site and apply the required planning protections for the South East Airport.**
- 7. Funding to develop a business case and begin early works to extend the Frankston and Cranbourne rail lines as well as building a rail spur from the Dandenong line to Rowville, servicing the Monash cluster.**
- 8. Conduct a comprehensive review of all bus routes and timetables to ensure workers in South East Melbourne can get to and from work.**
- 9. Provide \$2.3 million in funding support for Stage 1 of the Somerville Tyabb project and develop a business case for the Pakenham water recycling project.**
- 10. Commit to the polycentric city model.**



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