



HUME CITY COUNCIL

ECONOMIC UPDATE

INVESTMENT ATTRACTION EDITION
2018

www.hume.vic.gov.au

MELBOURNE AIRPORT / P.8

SPLASH WELLNESS CENTRE / P.10

D'ORSOGNA / P.14

MARNONG ESTATE / P.18

HUME CITY Get Connected



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HUME CITY COUNCIL IS A PROUD SUPPORTER OF THE AUSTRALIAN MADE, AUSTRALIAN GROWN CAMPAIGN

Cover: ARUNDEL FARM ESTATE

If you have any comments, suggestions or stories of interest for the Economic Update, or if you would like to receive a copy every quarter please contact us on 03 9205 2200, or visit Hume City Council's website hume.vic.gov.au

The ECONOMIC UPDATE is designed to be used as an ongoing resource showing trends over time, and we recommend readers keep back issues for future reference. Produced for Hume City Council, PO Box 119, Dallas, Victoria 3047

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MAYOR'S INTRODUCTION

WELCOME TO THE 2018 MARCH ECONOMIC UPDATE

As with previous years, the first edition of the Economic Update is dedicated to Investment Attraction. We hope this edition gives you an insight into the benefits of investing and growing your business in Hume City.

Connected to the best logistics infrastructure in Victoria, Hume has a large multi-skilled labour market, excellent B2B opportunities and a rapidly growing population. All of this combines to create a solid base for business prosperity and growth.

Hume is a great region to connect and grow your business and this edition is filled with inspiring stories of new projects and business success in the municipality.

Hume City Council opened the doors to its new Aqua Park and Leisure Centre – SPLASH! It is Council's largest investment to date offering unparalleled aquatic, leisure, fitness and wellness services.

Find out the latest developments at Melbourne Airport including a new hotel, an extension to the arrivals hall and a redevelopment for Virgin Airlines.

Another major development in Hume is Marnong Estate, a full-service resort in Mickleham. Phase one is scheduled to open in May 2018, with the resort offering a unique combination of regional charm, historical significance and the highest quality produce.

A key manufacturer in Hume has been Ford Australia. Read about how the international automotive giant continues to invest in a Victorian team to lead product innovation and design.

Hume welcomes its latest large manufacturing business – D'Orsogna. Located in Merrifield, the small goods manufacturer has been making quality hams and continental salami products for 70 years and has developed unique and innovative products, a fusion of Australian and Italian-style tradition.

Learn more about Arundel Farm Estate, a historic homestead, winery and thoroughbred Horse Agistment Property that offers a range of facilities and services to its visitors.

This edition also features some great SME success stories – Burgies and Little Innocents.

Council's Economic Development Department helps connect you to other businesses, government departments, relevant business programs and support networks. Read the "Get Connected" section to see what's on offer for you.

I hope you enjoy this edition of the Economic Update and I wish you all a successful year!

Mayor Cr Geoff Porter
Hume City Council



HUME BUSINESS AWARDS



Showcasing innovation, the Hume Business Awards recognise outstanding businesses and individuals that provide market leading products, services and customer service.

The 2017 Hume Business Awards were held on Thursday 26 October at Melrose Reception & Convention Centre, Tullamarine. A total of 13 Hume businesses received awards, in categories including manufacturing, innovation, retail, small business and customer service.

Former Hume Mayor, Councillor Drew Jessop said major award winner, DEK Technologies, took out the award for its innovation and leadership in the technologies industry, which included work on the latest 5G mobile infrastructure products.

"DEK Technologies is one of a few technology companies in the region with specialist knowledge to develop products, tools and protocols - that puts it in a unique and powerful position in the telecommunications industry. As further recognition of the business, DEK Technologies were also winners of the Export Business Award and Professional Services Award," said Cr Jessop

Councillor Jessop said he was honoured to host the event, which will be one of the last as his mayoral term draws to an end and recognised the contribution of Hume businesses to the City.

"Hume businesses employ over 100,000 people, making a strong contribution to the local, state and national economy and that fact alone deserves recognition. The range of businesses in Hume is remarkable; from manufacturers to transport and logistics; from hospitality to retail; and those exporting to those seeking to export," said Cr Jessop.

TROY LOVETT, BUSINESS LEADER OF THE YEAR,
RECEIVING THE AWARD FROM CR DREW JESSOP

Category Winners:

- DEK Technologies (Business of the Year; Professional Services Award; Export Award)
- Burgies Burgers (Café/Restaurant Award)
- Telstra Store Broadmeadows (Customer Service Award)
- Western Water (Diversity Award)
- Living Legends (Education and Workplace Learning Award; Tourism and Hospitality Award)
- Willow Ware Australia (Human Resources Award)
- South Pacific Laundry (Innovation)
- Integra Systems (Manufacturing – Small Business Award)
- Craigieburn Martial Arts (New and Emerging Business Award)
- Specsavers Sunbury (Retail Award)
- DVR Engineering (Large Business Award)
- Sussex Taps (Sustainability Award)
- Business Leader Award Winner: Troy Lovett (Love It Landscaping)

GET CONNECTED

Hume City Council welcomes new business and investment to the City and prides itself on collaborative working relationships with industry.



In addition to the advantages of being located in Hume City, Council can offer the following points of difference:

FINANCIAL INCENTIVE

Council may offer a financial incentive, subject to discussion and based on selection criteria.

FAST TRACK TOWN PLANNING SUPPORT

- A dedicated team of planning officers
- Free pre-planning application meetings
- For major and important developments and projects, a dedicated team of senior town planning officers will be selected to handle all planning issues.

NETWORK OF NETWORKS

Council has a strong group of networks which are constantly expanding. By tapping into these networks new businesses are able to quickly carve out their own local network of key suppliers and customers.

Council has connections to business consultants, commercial real estate agents, state and federal government, all of which can help you to grow your business in Hume.

VISITOR ECONOMY - TOURISM DEVELOPMENT AND VISITOR SUPPORT

- Facilitate the development of new tourism businesses and support the growth and resilience of existing operators
- Operation of Sunbury Visitor Information Centre and pop up visitor information across Hume City.

LOCAL JOBS FOR LOCAL PEOPLE

Council provides support for businesses that wish to employ local staff. The Hume Joblink team is passionate about helping local people find employment and connecting local businesses with the skilled employees they require.

The Hume Joblink initiative provides employment opportunities for local residents through partnerships with Hume businesses. Labour market facilitation is a crucial ingredient of the Local Jobs for Local People approach.

Businesses are able to utilise free recruitment support through Hume City Council, linking jobseekers with local positions. This enables them to save time and resources in the recruitment process.



Joblink can assist businesses by:

- Advertising vacancies on the Hume Joblink Talent Community
- Promoting vacancies direct to local people through the Joblink Facebook page and community networks
- Pre-screening candidates and compiling a selection of shortlisted candidates for businesses to consider
- Linking businesses with training organisations and government agencies.

Employer led information sessions are an effective way for your business to engage with local talent. This also gives you an opportunity to directly recruit local people.

For more information, contact our Hume Joblink Team at (03) 9205 2858 or advertise directly on humejoblink.com.au



WOMEN IN FRONT LUNCHEON, 2017

BUSINESS EVENTS

Hume City Council's Economic Development Department provides support to businesses through an annual program of business breakfasts, networking functions, business awards and training programs.

These events allow businesses to engage with Council, different levels of government and various stakeholders while expanding their networks and skill sets.

Council also provides an enhanced capacity to directly influence job growth and encourages business to business opportunities.

For more information on sponsoring or taking part in these business events, visit hume.vic.gov.au/businessevents

RETAIL

Hume City Council is committed to growing the City's diverse mix of major and neighbourhood retail centres.

Council supports the role of online marketing and sales through tips, advice and online tools on its website. Council provides opportunities for businesses to learn about adapting their business models and practices for the online sphere.

Businesses can also learn how to differentiate from competitors through advice on visual merchandising, developing business plans, diversifying their offerings and shaping goals for the future.

For more information, visit hume.vic.gov.au/Business_Major_Projects/Business_Support_Advice/Retail

BUSINESS EFFICIENCY NETWORK (BEN)

This is a collaborative partnership between Hume City Council and businesses committed to streamlining their business practices. The focus of these partnerships is to reduce both operating costs for businesses and their environmental impact.

The network comprises members from across various industries, research and education, government and professional services sectors, providing inspiration and practical tools for businesses.

Activities focus on key areas such as energy, water and waste with a commitment to supporting resilient and low carbon industries.

BEN offers assistance to businesses through:

- Forums and networking events to promote industry education and excellence
- Hands on projects such as the Hume Energy\$mart energy efficient lighting program
- Promoting and facilitating clean technology industry and partnerships
- Facilitating resource recovery through Industrial Ecology programs and events
- Promoting grants and other opportunities for businesses to access funding and support for energy and resource efficiency
- ASPIRE program – a newly developed waste resource management website, developed in conjunction with CSIRO.

For more information or to join the network, please visit hume.vic.gov.au/ben

TOP INDUSTRIES

SUNBURY

BY OUTPUT

- Construction
- Retail Trade
- Health Care & Social Assistance
- Education & Training
- Professional, Scientific & Technical Services

BY EMPLOYMENT

- Retail Trade
- Education & Training
- Health Care & Social Assistance
- Construction
- Accommodation & Food Services



7,884 JOBS

CAMPBELLFIELD/ COOLAROO/ SOMERTON/ ROXBURGH PARK

BY OUTPUT

- Construction
- Transport, Postal & Warehousing
- Wholesale Trade
- Rental, Hiring & Real Estate Services
- Retail Trade

BY EMPLOYMENT

- Manufacturing
- Construction
- Transport, Postal & Warehousing
- Wholesale Trade



28,797 JOBS

BROADMEADOWS

BY OUTPUT

- Manufacturing
- Rental, Hiring & Real Estate Services
- Public Administration & Safety
- Construction
- Transport, Postal & Warehousing

BY EMPLOYMENT

- Manufacturing
- Education & Training
- Public Administration & Safety
- Health Care & Social Assistance
- Retail Trade



11,538 JOBS

CRAIGIEBURN

BY OUTPUT

- Retail Trade
- Construction
- Education & Training
- Manufacturing
- Health Care & Social Assistance

TULLAMARINE & MELBOURNE AIRPORT

BY OUTPUT

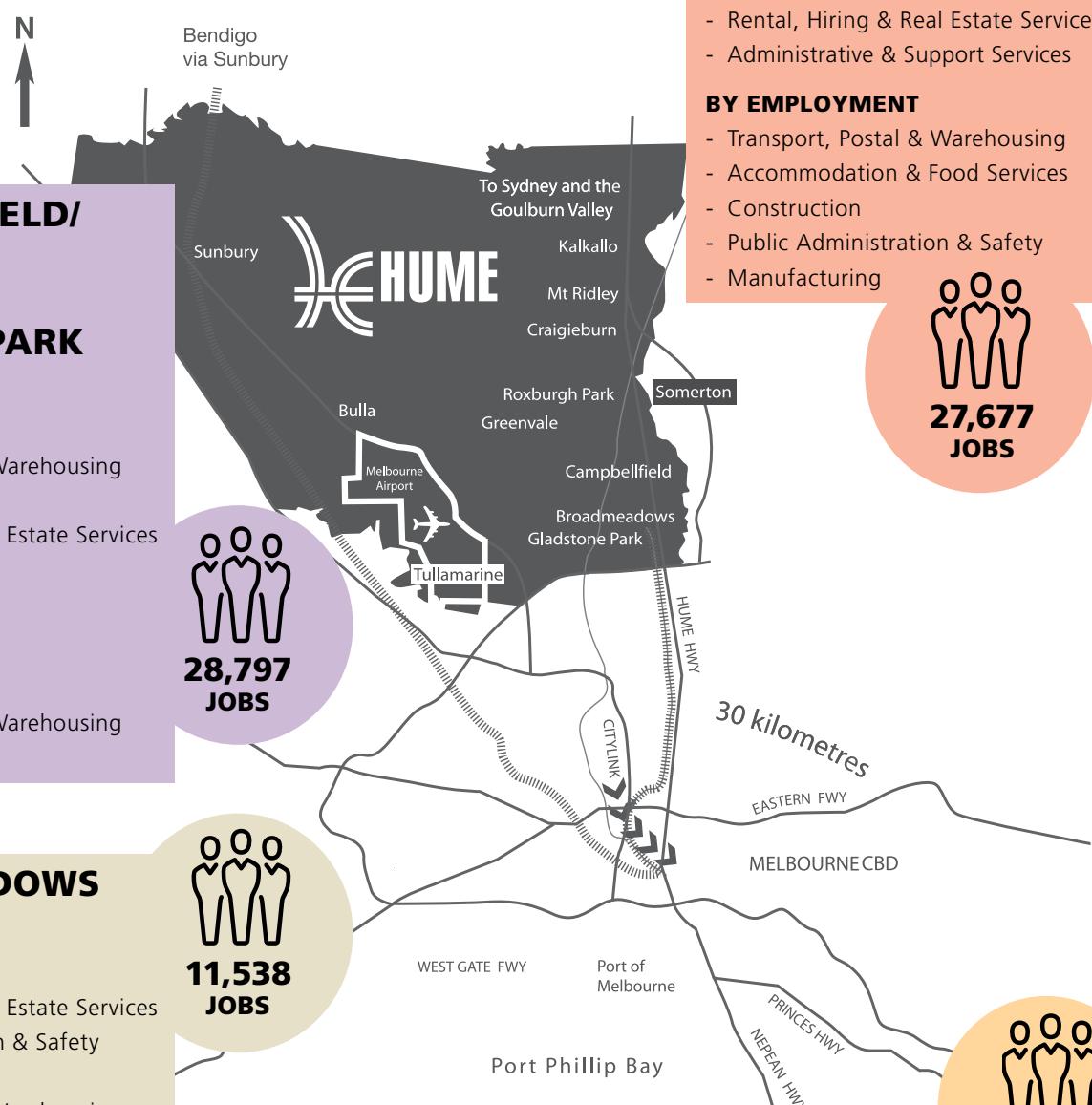
- Transport, Postal & Warehousing
- Manufacturing
- Construction
- Rental, Hiring & Real Estate Services
- Administrative & Support Services

BY EMPLOYMENT

- Transport, Postal & Warehousing
- Accommodation & Food Services
- Construction
- Public Administration & Safety
- Manufacturing



27,677 JOBS



7,918 JOBS

HUME CITY: A UNIQUE PLACE TO VISIT AND LIVE

The visitor economy (tourism) is Hume City's fourth largest economic driver and continues to show growth, with an output of \$2.193 billion and over 6,500 jobs in tourism, contributing to the economic prosperity of the city. This growth highlights the important role of Hume City Council in supporting local tourism and enhancing the liveability of the city. The population of Hume is 207,000 and is expected to grow rapidly by 2041 to 372,627.



LIVING LEGENDS RACEHORSES

WHY ARE PEOPLE CHOOSING HUME CITY?

Hume City offers an abundance of different experiences all within a 30 minute drive from Melbourne's CBD, a 45 minute train ride from Flinders Street Station, or a 5-20 minute drive from Melbourne Airport.

With many unique and historically significant places to visit and explore, including Victoria's oldest homestead, the birthplace of the Ashes, award-winning wineries, parks and gardens, markets, museums and galleries, walking and cycling tracks, festivals and events, Hume City has a lot to offer both residents and visitors alike.

WINERIES

The Sunbury Wine Region is the closest wine region to Melbourne's CBD. It has been producing cool climate wines since the 1860s, and is well regarded for its award-winning Shiraz.

There are many wineries to be discovered, some of which still feature original bluestone homesteads. Many of the region's boutique wineries have a cellar door open for tasting and sales, and some have cafés and restaurants open for lunch and dinner.

NATURE, PARKS AND WILDLIFE

Hume City is home to a wealth of native wildlife including kookaburras, galahs, echidnas, platypuses, kangaroos, waterbirds and four species of frogs.

Visitors can enjoy wildlife experiences at a range of parks and reserves including Jack Roper Reserve, Albert Road Nature Reserve, Woodlands Historic Park, Mount Holden, Kismet Creek, Spavin Drive Lake, Jacksons Creek and the Emu Bottom Wetlands.

Wildflower walks are held in spring through the Evans Street Native Grassland which is home to over 100 native plant species. For rose lovers, the Alister Clark Memorial Rose Garden in Bulla is a must.

Living Legends at Woodlands Historic Park is Melbourne Airport's closest tourist attraction, featuring Woodlands Homestead, one of the most historic thoroughbred properties in southern hemisphere. Visitors can come up close with champion racehorses, see wild kangaroos, plus enjoy heritage gardens and natural Australian bushlands.

DINING

Whether you're looking for a quick bite to eat or a culinary experience, Hume's range of multicultural restaurants, hotel bistros, café, take-away shops, delis and coffee shops will have something to whet your appetite.

Sunbury's O'Shanassy Street is fast becoming a premier dining precinct with its growing alfresco dining offer and tree lined paths.

ARCHITECTURE, HISTORY AND HERITAGE

An amazing array of fine historic buildings are on offer in Hume City, many of which have been adapted for modern day uses.

The Sunbury region features many historic bluestone bridges, railway viaducts and churches. The area is also home to Victoria's oldest homestead, Emu Bottom Homestead, built by George Evans in 1836, the bluestone cellar door at Goona Warra Vineyard, and the Boilerhouse Art Gallery.

Sunbury boasts the birthplace of the Ashes on a small field at Rupertswood Mansion, where the Ashes Urn was first presented to touring English Cricket Captain Ivo Bligh.

A plaque commemorating the iconic Sunbury Pop/Rock Festival, staged on the Australia Day long weekend from 1972 to 1975, can be viewed near the festival site.

RETAIL

Discover the abundance of retail experiences and direct-to-public outlets on offer in Hume City. Some of the amazing products manufactured include nuts, confectionery, spices, biscuits, furnishings and household goods. Visit household names including House of Biskota, Bali Abundance and Tontine.

OPTIMISING EXPERIENCE AND CAPACITY

Melbourne Airport celebrated a number of milestones in 2017 including record breaking passenger figures, added services and capacity to a number of new international destinations, and unveiling its \$50 million dollar luxury retail precinct.



**35.15M
TOTAL PASSENGERS**



**INTERNATIONAL
PASSENGER TRAFFIC GREW
7.2% FOR THE YEAR**



**DOMESTIC PASSENGER
TRAFFIC GREW 2.3%
FOR THE YEAR**

T2 INTERNATIONAL

December 2017 saw more than one million international passengers pass through T2 gates, which is the most recorded in a single calendar month for the first time.

A new record for international departures was set, Melbourne hit a new 'busiest day' for T2 Departures with 38,716 international travellers flying on 23 December and Melbourne Airport surpassed 10 million international travellers overall for the calendar year.

DEPARTURES

Melbourne Airport unveiled its latest self-service check-in zone in Terminal 2 late last year, giving travellers more control over the beginning of their journey.

The new check-in zone features 14 self-service kiosks, seven automated hybrid bag drops and new digital signage. The new check-in system will reduce queuing times for travellers and will allow airlines to switch between using self-service bag drop or full-service tradition.

The upgrade is part of Melbourne Airport's continued commitment to invest in a variety of new technologies to streamline the passenger process.

ARRIVALS

Melbourne Airport is now processing arriving travellers faster than ever following the unveiling of the airport's new 155m baggage carousel.

The 8th international baggage reclaim increases passenger throughput by 15 per cent and can hold approximately 800 bags at any one time.

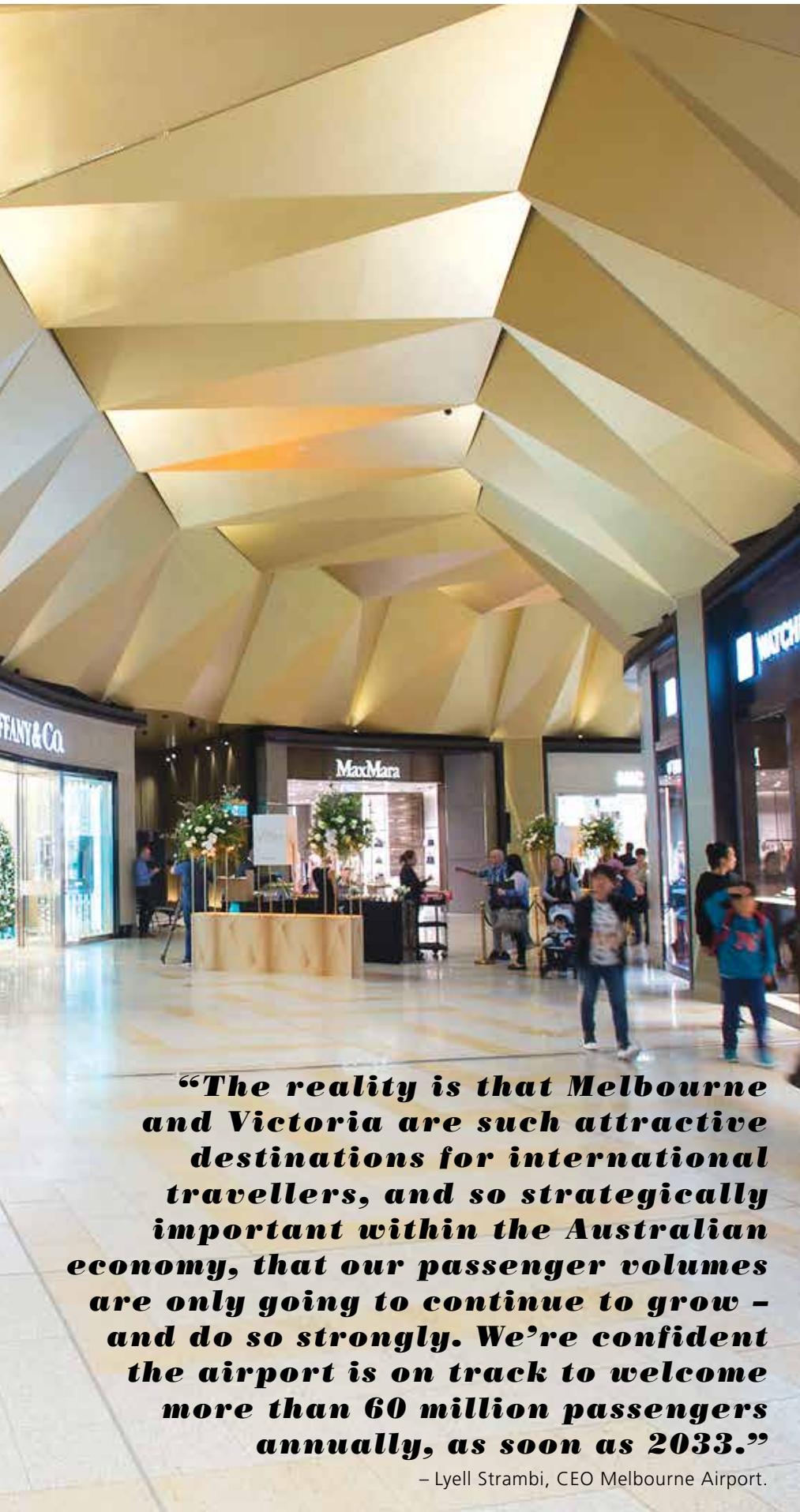
T2 LUXURY PRECINCT

Melbourne Airport's Luxury Precinct includes 11 high-end retailers including Burberry, Tiffany and Co and Salvatore Ferragamo.

A number of leading Melbourne chefs and hospitality brands are located in the precinct including Shannon Bennett's Café Vue, Frank Camorra's Bar Pulpo by MoVida and the Angele brothers' Brunetti.

"It's essential that this vital piece of Victorian infrastructure continues to grow to meet this forecast demand, which is why we're continuing to invest in the infrastructure and technology necessary to secure the next 20 years of growth for the airport." – Lyell Strambi, CEO Melbourne Airport.





T3 DOMESTIC DEPARTURES

Melbourne Airport in partnership with Virgin Australia unveiled plans for a major redevelopment of T3 to enhance and streamline the traveller experience from arrival and taking off.

Designs are currently being finalised, with work expected to begin in 2018 and stage one launching by early 2019. The redevelopment will include self-service check-in, automated bag drops, a kerbside entry for business travellers and an enclosed walkway connecting front of Terminals 3 and 4, dedicated in-lounge security screening, and two more baggage carousels.

ARRIVALS HALL

The new Arrivals Hall extension is proposed to see an increase in the area by 1,500m². The design will enclose the current outdoor space to better connect T1 to T3.

This means passengers will be able to queue indoors while waiting for a taxi or SkyBus to create a safer and more comfortable experience.

EMPLOYMENT

Melbourne Airport is currently one of Victoria's largest employment zones with more than 16,000 people working in aviation, or a career that supports the airport's wider operation. More than 40,000 jobs across Victoria are indirectly supported through the operations at the airport.

NEW AIRLINES

- Air Canada
- Tianjin Airlines
- Japan Airlines
- LATAM Airlines
- SriLankan Airlines

melbourneairport.com.au

SPLASH AQUATIC AND WELLNESS CENTRE

In 2017 Hume City Council opened the doors of Splash, an industry leading aquatic and wellness centre in Craigieburn's East.



4 SWIMMING POOLS



3,000 VISITOR CAPACITY

Splash opened on 2 October 2017 and offers unparalleled aquatic, leisure, fitness and wellness services, including:

- Four pools
- Two waterslides
- Six wellness and allied health suites
- Group fitness facilities
- 24/7 Gym
- Café
- Aquatic retail outlet

Under development for two years, Splash is the Council's largest investment to date, partnering with state and federal Government and land developers to deliver the multi-service centre.

"Hume City Council contributed over \$20m to the development, with the overall investment from state and federal governments and private investors topping \$52m. Not only did Hume City Council contribute economically, it promoted the centre and provided suppliers," said Bruce Fordham, Manager of Leisure Centres and Sport at Hume City Council.

Five months in, more than 6,000 members are enjoying the facilities. Splash Aquatic and Wellness Manager Sav Giannikos was overwhelmed by the centre's reception on opening day.

"When we opened the Hume community voted with their feet. We certainly expected it to be popular, though the enthusiasm we received from the locals was incredible," said Sav.

"The centre has over 20,000 followers on Facebook, which is higher than any other aquatic centre in Australia. This is thanks to Council's team who rolled out a social media campaign to build interest before the doors had even opened. We also get a lot of feedback through this process which allows us to constantly improve and update," said Bruce.

Hume City Council's communication team implemented an engaging social media plan to reach interested community members and build hype around the centre before launch.

"We've used this platform as the basis to communicate with our customers. This helped us get the Splash brand out there and build momentum, both with the local and broader Melbourne community," Bruce praised.

The location, size and diversity of services are key points of difference for the centre, attracting thousands of visitors each month.

"Our services set us apart, parents can have a coffee at the Bookmark Café or attend a fitness class while their children learn to swim. Being located within Anzac Park is another huge positive. The park has an athletics track, all abilities play space, 'Libby's Place' and a large events space, where Carols by Candlelight is held," Bruce outlined.



"The gym is also open 24/7, the mixed-use spaces are surprisingly popular at 3am. We're thrilled we can offer a facility of this incredible standard to suit everyone's schedule, which suits Hume residents especially with a lot of shift work in the area," explained Sav.

Further cementing this community atmosphere, the resident Café, Bookmark, works alongside Kangan TAFE, offering work experience to hospitality students in preparation for full-time employment.

"For the Council it's about creating a destination, a variety of services that smaller facilities aren't able to offer. We want our customers, community members and visitors from afar to come and spend the day, use the gym, play with the kids and have lunch at the Café, all for a reasonable price," said Bruce.

“Hume City Council contributed over \$20m to the development, with the overall investment from state and federal governments and private investors topping \$52m. Not only did Hume City Council contribute economically, it promoted the centre and provided suppliers.”

– Bruce Fordham, Manager of Leisure Centres and Sport at Hume City Council



The entire experience is complemented by tailored state-of-the-art technology, both inside and out of the centre. All Splash members are offered an initial fitness consultation, the results of which are linked to the SplashFit app, to optimise motivation and track progress.

“The SplashFit app uses the My Wellness software, which gives us a direct link to all members throughout their fitness journey. This allows us to alter and update their training programs according to their activity. The app can sync with many fitness wearables such as a Fitbit, to gather data, creating a seamless integrated fitness experience,” said Sav.

The centre also launched small group training and boot camp classes over summer, which have been well received by members.

“As it warmed up outside, the centre grew in popularity, which coincided with the school holidays. The boot camp is a great success story with both the morning and evening camps running at capacity of 150 participants in each. Boot camps are free for members, which helps participants achieve their health goals quickly and also reduces the numbers in the gym at peak times,” said Sav.

Not only do the facilities and services surpass nearby centres, the physical size of Splash overshadows all competitors. With a footprint of 7,920m², the centre can accommodate 1,800 visitors in the aquatic centre and 1,200 members in the gymnasium / wellness centre.

splash.hume.vic.gov.au

HUME CITY PLANNING AND GROWTH

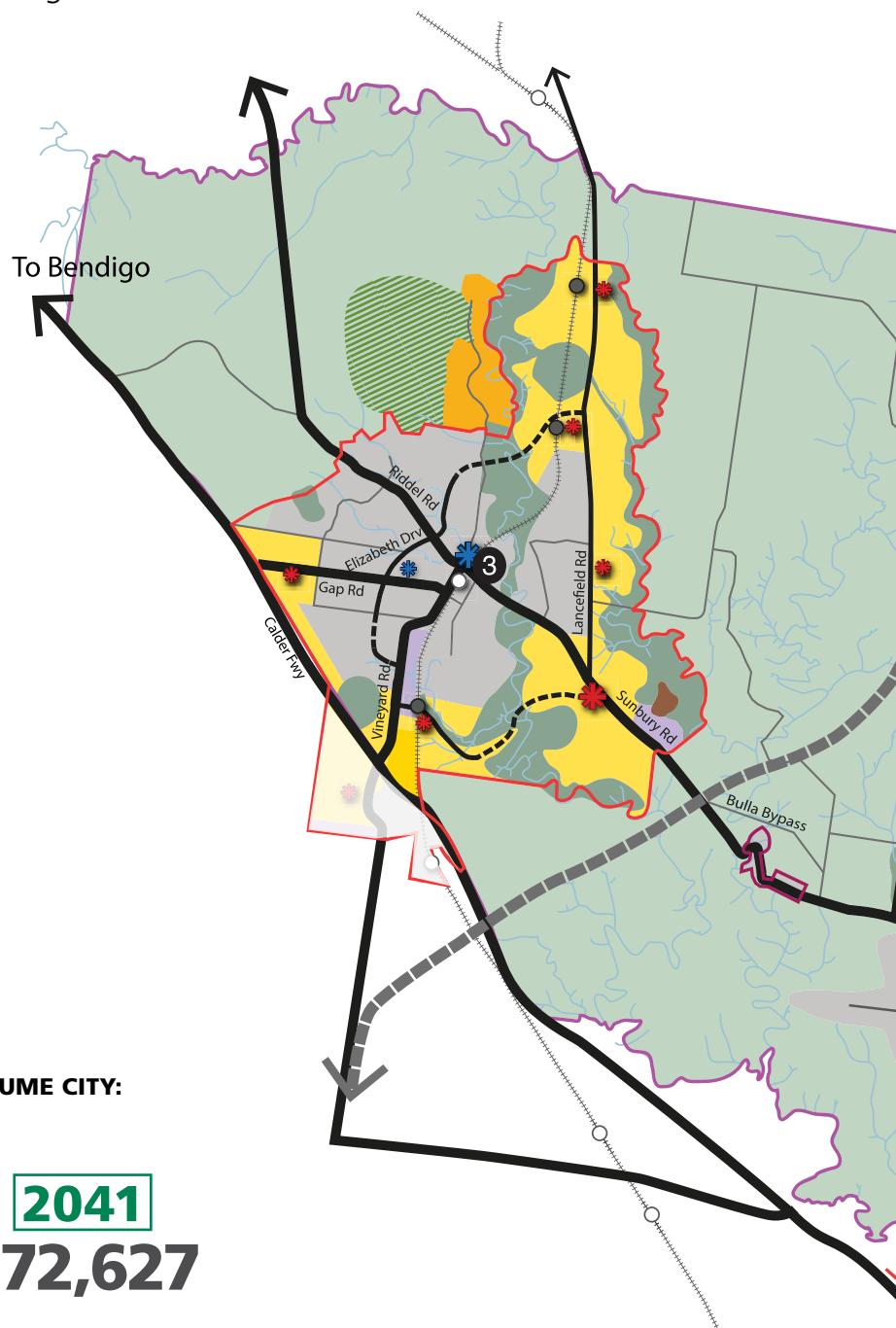
Hume City has a rich supply of development-ready, employment land as well as industrial and commercial sites. Developers are eager to secure anchor tenants with plenty of opportunity for negotiations.

The ultimate aim is to ensure that new, sustainable communities are developed with ample opportunities for local employment and services.

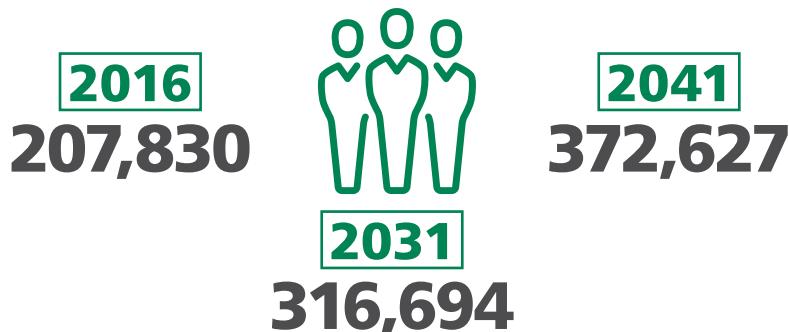
The Hume Corridor will see significant sustained growth and change in the coming 30 years and beyond. This growth and change brings great opportunities for improvements in access to jobs, housing and a multitude of services that businesses and communities require.

Hume City boasts some of the best logistics assets to be found in Victoria and Australia. A significant amount of work is currently being undertaken at both a local and state government level to ensure the growth of Hume City occurs in the best possible way, while also optimising the growth and development of existing communities and precincts.

**More information on growth area planning is available from the Victorian Planning Authority:
www.vpa.vic.gov.au**

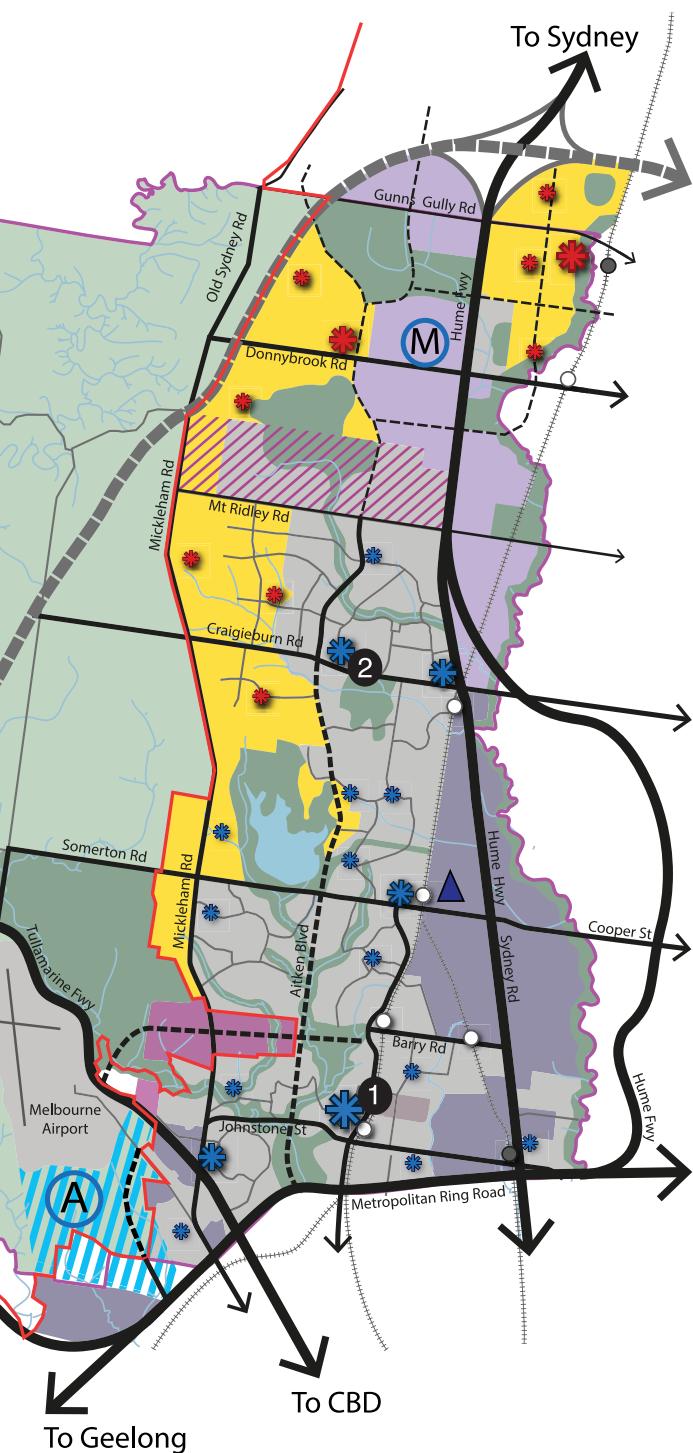
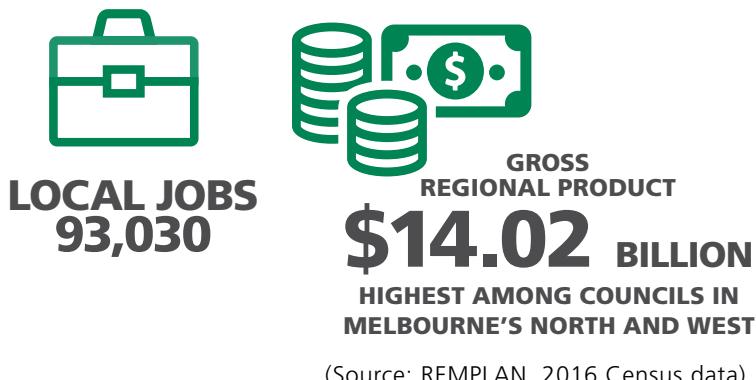


POPULATION FIGURES AND FORECASTS FOR HUME CITY:



(Source: REMPLAN – using 2016 Census data)

KEY FIGURES FOR HUME CITY:



QUALITY MEATS MOVE INTO MERRIFIELD

Iconic Australian brand moves production to Merrifield, providing career opportunities and industry diversity.



100% AUSTRALIAN OWNED AND OPERATED



OF OPERATION



Brad Thomason, D'Orsogna Managing Director, has announced the start of construction of a new production facility in Merrifield Business Park, Mickleham.

"D'Orsogna has consistently experienced year on year growth and the new facility will provide a larger production capacity and greater product development opportunities.

"The new Melbourne site will have the capacity to manufacture a range of ham, bacon and other meat protein products. Various flavouring methods, smoking and cooking are among the value adding techniques. An exciting mix of innovative traditional cured meat products will result," said Brad.

Currently based in Perth, WA market leader D'Orsogna produces a wide range of cured and cooked whole and sliced hams, gourmet continental goods, cuts of bacon and cooked and fresh sausages.

The D'Orsogna family has been making quality hams and continental meat products for 70 years, starting as a one-man butcher shop in West Perth, WA. Their hams and bacons have stood the test of time, growing in popularity and range, from only WA to across Australia.

"The landmark WA premises at Palmyra, near the port of Fremantle, has been our home since 1973 and will retain its head office status. That said, we anticipate a large percentage of our production volume will be produced in the new Victorian facility, due to its proximity to major markets and streamlined manufacturing processes," Brad announced.

The company has finalised the design of the green-field facility, which will incorporate the latest energy and water conservation technology. A focus on sustainable and efficient processes has driven the design, ultimately increasing production capacity.

"The throughput, or productivity per square metre of floor space, will be leading edge, allowing D'Orsogna to stay competitive and satisfy growing consumer demand for fresh, conveniently packaged meat protein products," said Brad.

D'Orsogna currently supplies Woolworths, Coles and Metcash stores around Australia. The new facility will far exceed the standards for export approval and the south east Asian market will become a focus in the medium term.

"There's the opportunity to expand the facility in planned stages. Convenient access to transport arteries and major markets in Victoria, NSW and Queensland will mean we can deliver D'Orsogna products quicker and at a lower cost than current logistics allow," said Brad.





D'Orsogna has received funding from the Victorian Government's Local Industry Fund for Transition (LIFT) program to support its business case for this investment and Hume City Council has made a contribution too. The LIFT program is targeted at creating investment and employment opportunities for workers affected by the restructuring of the automotive industry. This project will create over 100 jobs suitable for this section of the workforce.

"D'Orsogna has been liaising with the Hume City Council from the outset on the human resources required for this Merrifield development. Their teams have been open to suggestions from our management group and very active in providing advice and support," explained Brad.

The new site also brings opportunities in product innovation.

"We are meeting increasing customer demand for quality D'Orsogna products and the opportunity to develop new markets with our increased production capacity. We understand what consumers want and deliver products accordingly, while focussing on taste, convenience, safety and price," Brad outlined.

D'Orsogna brings exciting opportunities for the Hume community. Not only will it further diversify the rich variety of industry categories in the region, but the site construction and D'Orsogna business, when up and running, will bring rewarding employment and career opportunities to Hume.

"There will be significant short-term benefits to the local Hume community in the construction and fit-out of the facility, however the standout benefit is the long-term employment for residents.

The multiplier effect of these wages and the increase in local economic activity, including from D'Orsogna sourcing various inputs within Victoria, will have a substantial positive impact on the municipality and its culturally diverse community.

"The new Melbourne site will have the capacity to manufacture a range of ham, bacon and other meat protein products."

– Brad Thomason, Managing Director.

"D'Orsogna is a good corporate citizen and a committed contributor to the health and wellbeing of the communities in which we operate and has been for 70 years," said Brad.

dorsogna.com.au



**MARKET LEADING
PRODUCTS**

WINE, PIZZA AND INCREDIBLE VIEWS

Tucked away in Keilor, Arundel Estate Farm is a thriving family business offering award winning wine, a restaurant destination and rolling hills.

Arundel Estate Farm is a mixed farming enterprise, consisting of an established vineyard, livestock, thoroughbred agistment, café/restaurant and cellar door.

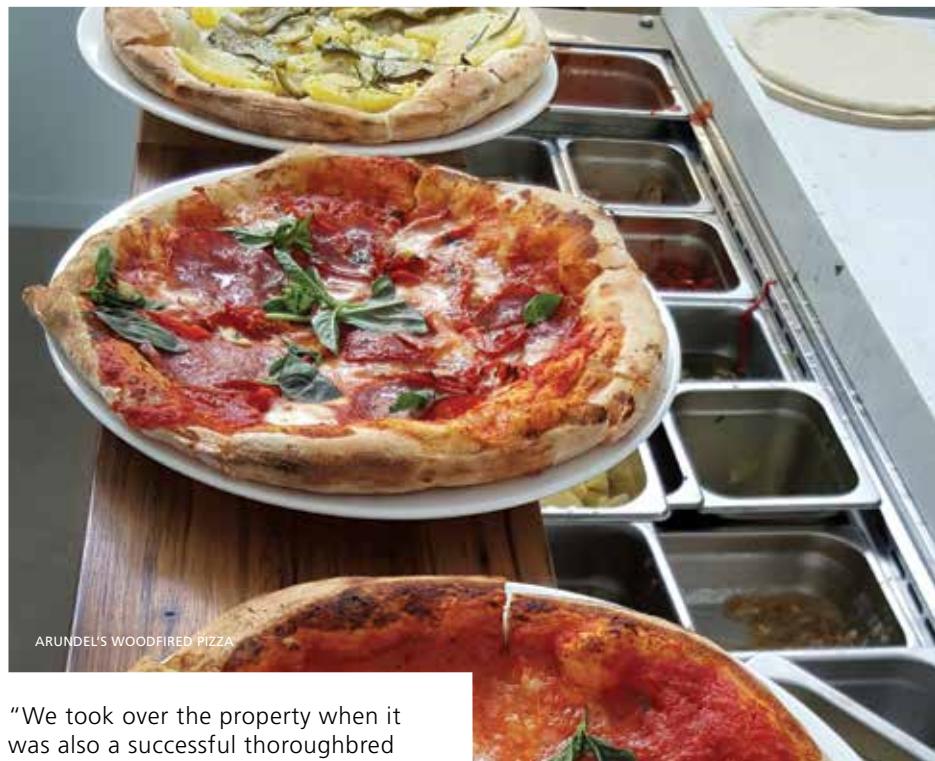
With a focus on quality and experience, owners and operators Claude and Sandra Ceccomancini have increased the quantity and quality of the Estate's wine since purchasing the property in 2011, as well as building a restaurant and cellar door overlooking the property.

"The property has a rich history, the original homestead was built in 1850, and the vines were planted by a previous owner in 1984. We've continued traditional manual wine making techniques, which is a huge point of difference in the region," said Claude Ceccomancini, Estate Owner.

Arundel Estate Farm produces award winning cool climate shiraz, with 90% of the label currently exported to China. A trip to Hume provides the exclusive opportunity to sample and purchase this export quality wine.

"Our wine is only available for purchase within Australia at our cellar door. Having this limited offering is attractive to our visitors. Several years ago, we seized an opportunity to export into China, which has been a good move," said Claude.

Having previously managed a livestock property in Epping for over 30 years, Sandra used her experience to make further improvements to the Estate's productivity and offering, including the evolution of equine services.



"We took over the property when it was also a successful thoroughbred breeding estate. These horses were raced at Caulfield and Flemington. After managing this business for 3 years, we transitioned the breeding aspect into horse agistment," said Sandra Ceccomancini, Estate Owner.

The wine continues to win awards with scores of 95 by the James Halliday Wine Critic for the 2013 Arundel Farm Estate Shiraz.

"Several years ago, we seized an opportunity to export into China, which has been a good business move."

— Claude Ceccomancini, Estate Owner.

"When we took over the property, the grapes were high quality, though not high yielding. We worked with contractors to improve the soil to create better quality wine. This season we had so many grapes we had to increase our number of casual staff," said Claude.

"Our children both work on the Estate as property managers. This family dynamic is productive and enjoyable, we love being able to work with them every day," said Sandra.

The number of staff on the property fluctuates seasonally, with 5 full-time staff and up to 35 casual staff across grape picking, the café/restaurant and horse agistment.

After beginning the horse agistment, Claude and Sandra identified the opportunity to create a visitor destination, given the Estate's unique offering and beautiful views.

"We opened the restaurant in February 2017 and it has been extremely popular. Wood fire pizzas and views of the property are complemented by a glass of our own wine to make the experience special. The combined space can sit 200 guests and host private functions for up to 50 people in a separate area," said Sandra.

The café/restaurant is open on weekends and is managed by Sandra and Claude's daughter.

"We also offer the property as a venue for weddings and photography. The views are spectacular. Our guests also love interacting with the horses and other animals on the Estate," said Sandra.

AUSTRALIA LEADING AUTOMOTIVE INNOVATION



International automotive giant, Ford Motor Company, invests in Victorian team to lead product innovation and design.

The Ford Australia research and development team is located in Broadmeadows, Geelong and Lara. Ford Australia is the largest employer in the automotive industry, with over 3,000 staff across the three research and development facilities. Over 1,200 of these team members are based in the state-of-the-art Broadmeadows innovation centre.

Ford Australia CEO Graeme Whickman is prioritising investment in innovation due to the past success and future potential of the three Victorian facilities.

"We have a bright future as we expand our engineering capabilities and drive innovation in Australia. The auto manufacturing industry is changing in Australia and underpins the importance of Ford's \$450 million investment in Australian R&D in 2017, to help lead the country in automotive innovation into the future. This brings us to nearly \$2.5 billion over the last seven years," said Graeme Whickman, Ford Australia CEO.

The Broadmeadows facility opened in 1959 and continues to be at the forefront of patent making in the automotive industry.

This research and development team continues to lead global vehicle designs, such as the Ford Ranger and Ford Everest.

2017 brought several developments in the Broadmeadows facility, as the company invested \$50 million in innovation facilities, specifically growing the design studio. The Broadmeadows facility is home to many global programs, which now have further resources to shape the future of the industry.

"We're proud to be one of the top-ranking companies for patent submissions worldwide, having lodged 3,200 patents globally in one year alone."

– Graeme Whickman, Ford Australia CEO.

Ford Australia has contributed many historic global innovations, including the invention of the Ute. The company prides itself on providing international opportunities for all team members, frequently connecting development teams in Europe, Asia and the United States.

"Our ongoing commitment to high-value R&D in Broadmeadows is attracting the very best minds in the business, with 1,750 of the most innovative designers, engineers and technicians in the country now working at Ford Australia. Our commitment to high-value R&D means that Ford Australia will continue to pursue innovation and cutting-edge technology, not only for the benefit of our customers, but for Australia more broadly," said Whickman.

Ongoing growth contributes to increasing opportunities for graduate students in creative roles.

"As the only automotive brand that designs and develops vehicles from scratch in Australia, Ford graduates will play a significant role in transforming the brand into the future as our business continues to grow. Graduates are key in supporting Ford's brand transformation, consistently developing vehicles for global markets," said Whickman.

Ford Australia continues to recruit young talent through a robust Graduate Program covering engineering, design, marketing, sales and finance. Developing strong relationships with many Australian universities has produced University Research Partnerships, exploring lighter vehicles and fuel efficiency.

"Ford will drive innovation by tapping their highly-skilled local workforce to lead and deliver products to be sold globally," said Whickman.

Ford Australia not only believes in investing in employees, but also its local communities. Through growing its Australian presence, Ford will continue to support its charitable giving and community engagement initiatives. These commitments include the 'Give Where you Live' campaign, the Juvenile Diabetes Research Fund (JDRF) and the National Breast Cancer Foundation (NBCF) which have seen a combined \$2.1 million in donations over the past 15 years to fund local research and initiatives.

BREATHTAKING NEW RESORT DESTINATION

Vineyard, cellar door, provedore and accommodation overlooking the Macedon Ranges, Marnong Estate is unlike any other Victorian tourism destination.



6 GRAPE VARIETY VINEYARD

Marnong Estate is a full-service resort development in Mickleham, with phase 1 scheduled to open May 2018. Described as the 'Yarra Valley in one' by property manager, Gerald Ackroyd, Marnong will offer a unique combination of regional charm, historical significance, entertainment and the highest quality produce.

Once complete, phase 1 of Marnong Estate will deliver historic homestead accommodation, 250 guest capacity event space, a 200-seat restaurant, a vineyard, farmers market, provedore and operational farm, producing first class Angus Cattle.

The estate aims to create a distinguished multi-purpose destination which focuses on community and enhancing the rich history of the property.

"The homestead was built by William Angliss, which we have completely restored and respected throughout development, opening in phase 1 as the five-star accommodation. Given this history we have an opportunity to deliver something really special for locals and visitors, a truly unique community feel," said Gerald.



200 SEAT RESTAURANT

Built on 1,100 acres of land, Marnong Estate's diverse offering appeals to all visitors. The ideal setting for special events, such as weddings or conferences, 180-degree angle unobstructed views of the northern countryside.

The expansive lawn with overwhelming views of the estate is the perfect setting for afternoon picnics or a glass of wine, accommodating all visitors from a group of friends, romantic getaway, or family outing. The estate will offer many opportunities and resources for the local community, which is a key pillar in its development.

"Creating a community space will not only fill a gap in this northern growth corridor of Melbourne but more importantly, it will raise the profile of the region and give its community a local and vibrant destination of which they can be proud. We want the locals to feel a sense of ownership, to drop in to grab a coffee

and say hello. We want to develop a personal relationship with our customers," said Gerald.



250 GUEST FUNCTION VENUE



6 LUXURY ACCOMMODATION ROOMS

ARTIST IMPRESSION - MARNONG ESTATE

The estate will also feature a provedore and café which will sell local products and produce, including Marnong's own wine.

"The vineyard is built on 27.5 acres of land and six varieties of grapes are grown here, including two remarkable Italian varieties which will all be available for sale at the cellar door," Gerald outlined.

Marnong's location is a key advantage, situated 1km away from Hume Highway and 2km away from the nearest railway station, 15 minutes from the airport and just over 30 minutes from Melbourne's CBD. Being in Hume will also benefit the estate's provedore, sourcing and stocking local produce.

"Marnong will be a world-class tourism facility like no other in regional Australia. The vision is to make a day of it. It's about creating a destination which showcases the local produce, where visitors can explore the area, and then stay the night if they're so inclined."

- Gerald Ackroyd, Property Manager



"In talking with Hume City Council, we found out that a lot of the major suppliers who feed most of Melbourne are in the area, so we will go directly to the producers and keep it local. This way the money will be coming back to the local community," said Gerald.

The provedore, café and restaurant will also sell meat from Marnong's own black Angus cattle farm under the historic brand name Bankfield Angus of 1840.

"This sustainable approach has been integrated into most aspects of the estate. We've installed 5.8km of water articulation system through the property to be able to move water between our dams to service the cattle and the irrigation of the vineyard."

The Estate's power is also supplemented by a state of the art, 99.6-kilowatt solar system," explained Gerald.

Marnong has been working closely with Hume City Council's Economic Development department to leverage local and regional opportunities.

"The team at Hume have been fantastic in integrating our vision into existing opportunities. The Council has also provided guidance with regards to tourism, recruitment, training and working opportunities," said Gerald.

Stage 2 of the development will include a micro-brewery on site, a coffee roaster, spa and wellness centre, infrastructure to be able to hold farmers markets in conjunction with Merrifield, a children's playground and petting zoo. Longer-term plans include a 90-100 room hotel and group accommodation cabins across the spacious property.

"In this first stage, Marnong Estate will employ about 48 people, but we will eventually employ between 200-250 employees longer-term. The future for Marnong is incredibly exciting," said Gerald.

PEOPLE IN HUME

Burgies

Safi brothers Ahmed and Ibrahim founded Fiesta Events 12 years ago, a seasonal catering company tailored to music festivals nationally. Burgies was a chain of food trucks in their fleet until high demand created a permanent offering.

"We had a lot of customers at festivals asking, 'where can we get your burgers?', to which we'd reply, come back next year," said Ahmed.

"Because we needed a larger warehouse and a space to train our staff in the off-season, we realised the opportunity to build a permanent location. That gave birth to the Burgies restaurant on Sydney Road, Campbellfield," said Ibrahim.

Whilst Ahmed and Ibrahim expected the Burgies restaurant to float them in the off-season, they didn't expect the overwhelmingly positive community response. "For the first three weeks we had a queue all the way around the restaurant – we looked at each other during everything and said – we need a larger grill!" said Ahmed.

"Our success is thanks to our team. We've had the same core belief since the beginning, it's about building future leaders and people with passion who believe in changing this world for the better, through food," said Ahmed. The Safi brothers' success can be attributed to their humility, commitment to sourcing quality produce and outstanding customer service.

"If you ask any of our staff what we sell here, everyone will say we sell smiles because that's what we're about here – to make people feel good about themselves," said Ibrahim.

The brothers grew up in the area, which is why they chose Sydney Road as their flagship store.

"We believe in supporting our neighbourhood, we chose to open in our backyard before anything else. We really love the people here," said Ahmed.

Burgies is opening a second store March, located in Hoppers Crossing.

burgies.com.au

ANTONETTE GOLIKIDIS



AHMED AND IBRIHIM SAFI



Little Innocents

In 2007 Antonette founded Little Innocents, Australia's first genuinely organic, eco-friendly and affordable baby skincare brand.

"I searched for baby products completely free from chemicals, only to find a very limited number of available products which were expensive or presented misleading information," said Antonette.

After identifying a gap in the market, Antonette leveraged her qualifications and experience in health sciences to formulate a solution.

"One in three children suffer from some form of skin allergy, which prompted me to begin finding my own answer to an issue that affects thousands of families nationwide," said Antonette.

Ten years on and Little Innocents products can be found nationally at Chemist Warehouse as well as several other pharmacy chains, health food stores and prominent natural beauty online retailers. They also sell direct to the public from the warehouse in Campbellfield.

"We have had a huge uplift in the international market which has been an exciting space for the brand. Demand is accelerating, we are now stocked in selected outlets in Dubai, Singapore, Taiwan and the Philippines, making Little Innocents an international brand," said Antonette.

Antonette's commitment and passion has seen Little Innocents receive outstanding recognition. The products have been awarded Telstra's Micro Business of the year 2016 and two My Child excellence awards for best products, in 2017.

"As a business owner we face many challenges and the key to our success is that we acknowledge this and to continue to build on this through constantly seeking consumer feedback," said Antonette.

A dedicated advocate, Antonette is on several boards within the industry to push for a regulatory body overseas.

"No standards are yet in place to truly identify claims made about natural or organic products, which we hope to influence through increasing education and awareness."

littleinnocents.com.au

HUME CITY SNAPSHOT

FACTS AT A GLANCE

DECEMBER QUARTER 2017

Total number of Residential Properties in Hume	70,255
Number of Residential Lots Released	740
Number of Planning Permit Applications	276
Number of Property Sales	128
SEPTEMBER QUARTER 2017	
Hume City Unemployment Rate (%)	10.6%

NO. OF RESIDENTIAL PROPERTIES BY PRECINCT

DECEMBER QUARTER 2017

Attwood	1,075
Broadmeadows/Jacana	5,207
Bulla/Wildwood/Clarkefield/Yuroke	429
Campbellfield/Fawkner	1,731
Craigieburn	17,160
Dallas/Coolaroo	3,285
Gladstone Park	3,243
Greenvale	5,415
Kalkallo	251
Meadow Heights	4,662
Mickleham	1,831
Oaklands Junction	154
Roxburgh Park	6,070
Sunbury/Diggers Rest	14,261
Tullamarine/Melbourne Airport/Keilor	3,054
Westmeadows	2,427
Hume City	70,255

POPULATION ESTIMATES

	2017	2018	2019	2020	2021
JUNE QUARTER					
Estimated Population	215,273	223,329	232,709	241,018	248,915

Source: Hume City Council Population Forecasts, .id consulting, 2018

MEDIAN WEEKLY RENT

Region	3 bedroom house		2 bedroom flat	
	SEP 2016	SEP 2017	SEP 2016	SEP 2017
Hume City	\$350	\$360	\$315	\$330
North West Melbourne	\$360	\$370	\$400	\$450
Metro Melbourne	\$380	\$385	\$400	\$420

Source: Department of Health & Human Services

BUILDING WORK

SEPT QUARTER 2017	Hume City		Melbourne		% of Melbourne	
	No. of Building Permits	Value of Building Work (\$'000)	No. of Building Permits	Value of Building Work (\$'000)	No. of Building Permits	Value of Building Work
Domestic/Residential	1,153	\$270,145	17,102	\$5,576,283	6.7%	4.8%
Commercial/Retail	64	\$31,687	2,415	\$1,418,460	2.7%	2.2%
Industrial	8	\$8,422	127	\$105,818	6.3%	8.0%
Other	29	\$13,000	744	\$748,812	3.9%	1.7%
Total	1,254	\$323,254	20,388	\$7,849,373	6.2%	4.1%

Source: Victorian Building Authority

The value of all building works in Hume City during the three months to September 2017 was \$323.8 million, representing 4.1% of the value of all building works in the Melbourne Metropolitan area. Domestic/Residential works amounted to \$270.1 million and Commercial/Retail works \$31.7 million. A total of 1,154 building permits were issued in Hume City in the three months to September 2017, 6.2% of the Melbourne Metropolitan total.

WASTE

DEC QUARTER	2016	2017
Domestic Waste Collection		
- Total waste collected (tonnes)	11,941	12,131
- Kilograms per household per week (kg)	13.4	13.15
Waste weighed at Council landfills (tonnes)	9,098	9,733

Source: Hume City Council

MELBOURNE AIRPORT**3,252,259**

TOTAL NUMBER OF PASSENGERS, DEC 2017

INTERNATIONAL PASSENGER TRAFFIC GREW 7.2%**SOLAR POWER GENERATION**

SEPT QUARTER	2016	2017
Indicator		
Installations	214	239
SGU Rated Output In kW	1289.0	1799.7

Source: Clean Energy Regulator, Australian Government

Note: Based on postcode data for small-scale installations. Postcodes included are 3043, 3045, 3047, 3049, 3059, 3061, 3062, 3063, 3064, 3428, 3429.

AIR TRAFFIC

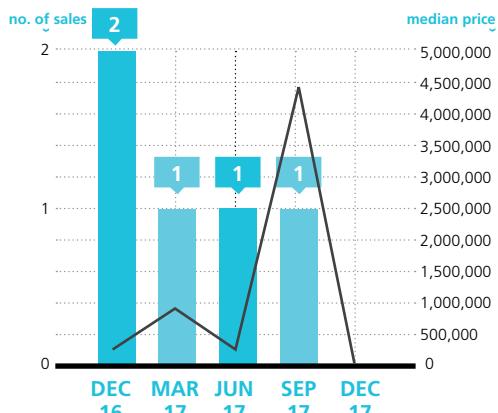
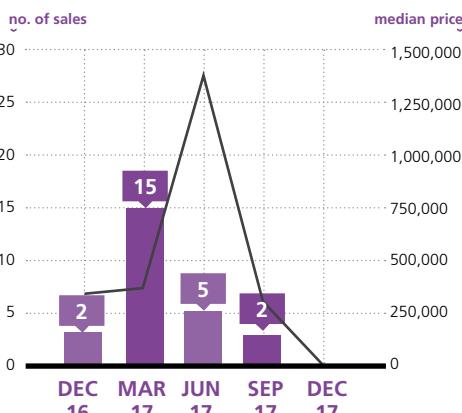
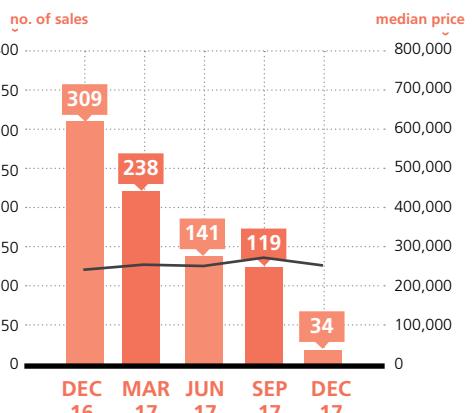
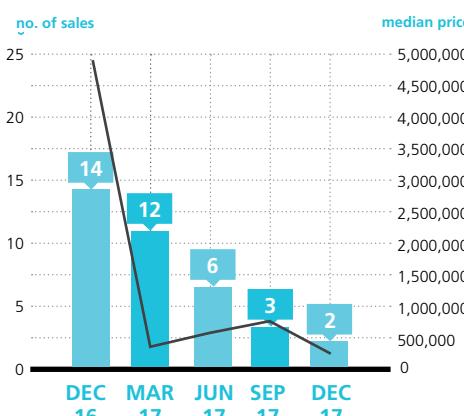
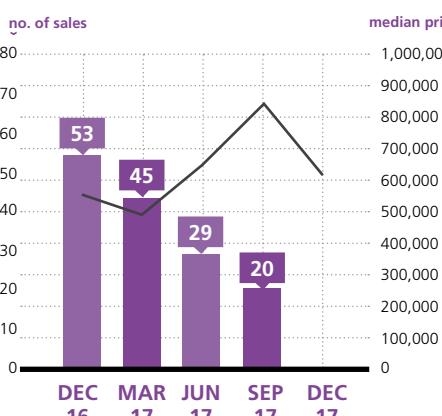
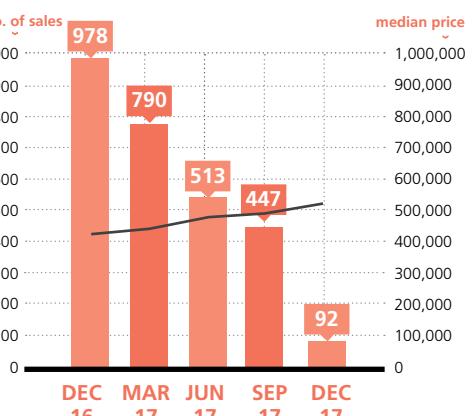
DECEMBER	2016	2017
Melbourne Airport		
International Passengers (no.)	952,855	1,021,905
Domestic Passengers (no.)	2,188,317	2,230,354

OCT QUARTER

International Freight (tonnes)	25,917	30,040
Aircraft Movements (no.)	3,737	4,035

*Data for November and December 2017 were not released at the time of compiling this report (17/01/2018)

Source: Air Transport Statistics – International Airlines, Bureau of Infrastructure, Transport & Regional Economics

PROPERTY SALES**COMMERCIAL/RETAIL VACANT****INDUSTRIAL VACANT****RESIDENTIAL VACANT****COMMERCIAL/RETAIL IMPROVED****INDUSTRIAL IMPROVED****RESIDENTIAL IMPROVED**

Source: Hume City Council

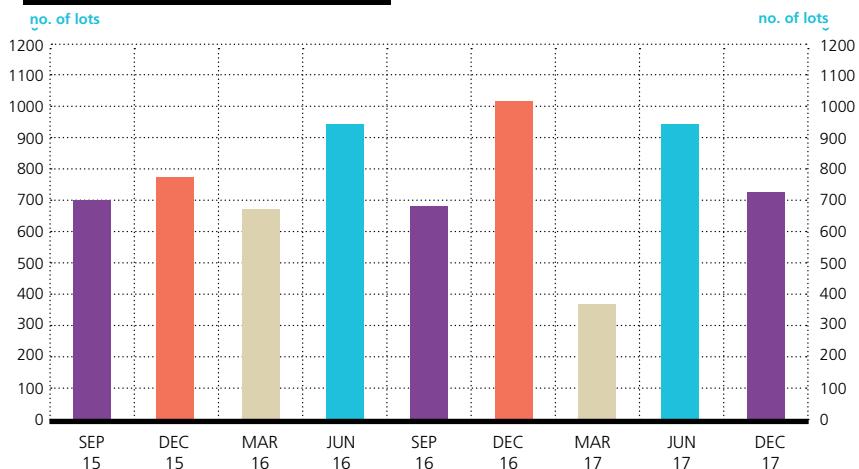
MEDIAN PRICE OF RESIDENTIAL PROPERTY SALES BY PRECINCT

SUBURB	DECEMBER QUARTER 2016		DECEMBER QUARTER 2017	
	Vacant	Improved	Vacant	Improved
Attwood	na	\$660,000	NA	NA
Broadmeadows/Jacana	na	\$418,000	\$537,000	\$402,500
Bulla/Wildwood/Clarkefield/Oaklands Junction/Yuroke	na	na	NA	NA
Campbellfield/Somerton	na	\$420,000	NA	\$525,000
Craigieburn	\$260,000	\$430,000	\$327,000	\$505,000
Dallas/Coolaroo	na	\$352,700	NA	\$538,000
Gladstone Park	na	\$560,000	NA	\$607,000
Greenvale	\$325,000	\$622,500	\$421,000	\$780,000
Kalkallo	\$246,000	na	\$247,500	\$164,500
Meadow Heights	na	\$372,500	NA	\$477,500
Melbourne Airport	na	na	NA	NA
Mickleham	\$205,450	\$444,900	\$255,450	\$340,000
Roxburgh Park	\$321,500	\$426,000	\$415,000	\$540,000
Sunbury/Diggers Rest	\$200,750	\$400,000	\$190,000	\$530,000
Tullamarine	na	\$490,000	NA	\$630,000
Westmeadows	na	\$422,000	NA	\$500,000
Hume City	\$255,000	\$420,175	\$267,950	\$510,500

Source: Hume City Council

Note: 'na' denotes not available due to an inadequate number of sales or incomplete data. Excludes 'Rural' sales.

RESIDENTIAL LOTS RELEASED

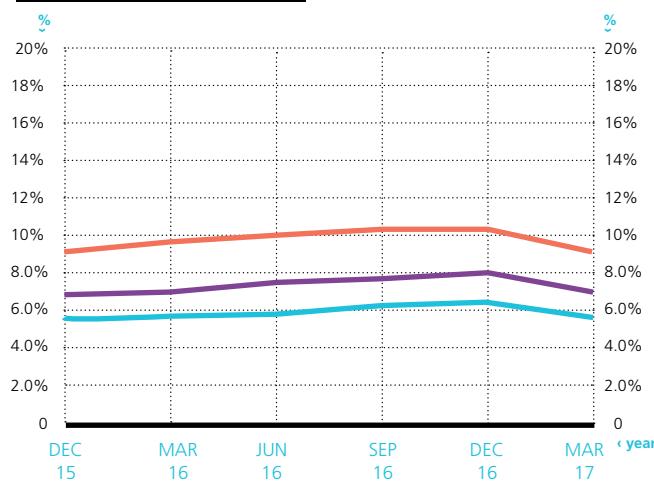


There were 740 residential lots released during the December Quarter 2017. This was 7.0% higher than the previous quarter (640 lots released), and 18% lower than the same quarter last year (1,057). The suburbs with the most lots released were Craigieburn (276), Kalkallo (145) and Mickleham (105).

Source: Hume City Council

Note: 'Lots Released' refers to the number of lots which have been completed to the satisfaction of Council and issued with a Statement of Compliance.

UNEMPLOYMENT RATE



The unemployment rate for Hume City increased from 10.3% in the March quarter to 10.6% in the September Quarter 2017. Hume City's unemployment rate remains higher than both the Greater Melbourne (6.2%) and the 'Melbourne – North West' region (8.0%). Unemployment for Hume City is also slightly higher than the same quarter last year, when the unemployment rate was 9.1.

— HUME
— Melbourne – North West
— Greater Melbourne

Source: Small Area Labour Markets, Department of Employment

FOR MORE HUME STATISTICS VISIT:



Hume Economic Profile

Powered by:



Hume Community Profile

Powered by:



UPCOMING EVENTS

SMALL BUSINESS BUS - MEADOWS HEIGHTS

When: 5 March 2018
Time: 10:00am – 4:00pm
Where: Meadow Heights Shopping Centre, 55 Paringa Blvd, Meadows Heights
Register: business.vic.gov.au/sbb or call 9205 2835

SMALL BUSINESS BUS - CRAIGIEBURN

When: 7 March 2018
Time: 10:00am – 4:00pm
Where: Craigieburn Central, 340 Craigieburn Road, Craigieburn
Register: business.vic.gov.au/sbb or call 9205 2835

SMALL BUSINESS CLINIC - SUNBURY

When: 22 March 2018
Time: 10:00am – 3:00pm
Where: Hume City Council Customer Service Centre, 40 Macedon Street, Sunbury
Register: www.sbms.org.au or call 9205 2835

SMALL BUSINESS CLINIC - BROADMEADOWS

When: 19 April 2018
Time: 10:00am – 3:00pm
Where: Hume City Council Office, 1079 Pascoe Vale Road, Broadmeadows
Register: www.sbms.org.au or call 9205 2835

HUME BUSINESS BREAKFAST - CYBER SECURITY PANEL

When: 20 April 2018
Time: 7:00am – 9:00am
Where: Parkroyal Melbourne Airport, Arrivals Drive, Melbourne Airport
Register: www.humebusinessbreakfast.eventbrite.com.au or call 9205 2835

SMALL BUSINESS BUS - CAMPBELLFIELD

When: 16 May 2018
Time: 10:00am – 4:00pm
Where: Cnr Dunstan Parade & Barry Road, Campbellfield
Register: business.vic.gov.au/sbb or call 9205 2835

NORTHERN BUSINESS ACHIEVEMENT AWARDS

When: 7 June 2018
Time: 7:00am – 9:00am
Where: Mantra Bell City, 215 Bell Street, Preston
Register: www.nbaa.com.au or call 9479 3339

SMALL BUSINESS CLINIC - CRAIGIEBURN

When: 21 June 2018
Time: 10:00am – 3:00pm
Where: Hume Global Learning Centre Craigieburn, 75-95 Central Park Ave, Craigieburn
Register: www.sbms.org.au or call 9205 2835



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Hume City Council's multilingual telephone information service.
General enquiries: Telephone 9205 2200

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