

HUME CITY COUNCIL
ECONOMIC
UPDATE
INVESTMENT ATTRACTION EDITION 2019

www.hume.vic.gov.au

URBNSURF MELBOURNE / P.8

DENSO AUSTRALIA / P.10

MELBOURNE AIRPORT / P.14

DULUX / P.16

HUME CITY Get Connected



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

Cover: Commonwealth Serum Laboratories (CSL Behring)

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

Information regarding the articles in this magazine has been provided in good faith. No responsibility will be taken for any inaccuracies, changes, errors or misconceptions.

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MAYOR'S INTRODUCTION

WELCOME TO THE MARCH 2019 ECONOMIC UPDATE

Hume is well and truly open for business!

As Mayor of Hume City, I am passionate about connecting and growing local businesses. Hume is a great region to connect and grow your business, with a large multi-skilled labour market, excellent business to business (B2B) opportunities and a rapidly growing population. All of this combines to create a solid base for business prosperity and growth. 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 and your business.

This edition is filled with inspiring stories of new projects and business success in the municipality.

Hume's latest tourism development URBNSURF is featured in this edition. Find out about Australia's first surf park, right here in Tullamarine and how it will drive visitation and investment in Hume City and Melbourne's north western suburbs.

This edition also welcomes two large manufacturing businesses to Hume – Denso and Dulux.

- Denso is a 136 year old company, located in Campbellfield that continues its legacy as a specialist manufacturer of exclusive corrosion resistant coatings and linings for steel and concrete.
- Dulux, one of the world's most iconic brands, has invested \$165m into a new manufacturing facility in Merrifield to produce the majority of Dulux Australia's water based paint requirements.

Read about a well known family owned fish and chippery – Hide & Seek, located on Mickleham Road, Tullamarine, offering gourmet fish and chips and adding to the fast-growing dining offering across Hume City.

Find out about the latest developments at Melbourne Airport, including its new 20 year master plan and other significant advancements.

Another major development in Hume is the redevelopment of Town Hall Broadmeadows. Read about its transformation, including event spaces, an art gallery and a coworking space called StartNorth.

Hume is also home to another world-renowned business – CSL Behring. Located in Broadmeadows, CSL Behring is a global biotherapeutics company, leading the way through their manufacturing operations. CSL Behring was recently named one of the world's top 50 employers by Forbes.

This edition also features some great small to medium enterprises (SME) success stories – A Cleaner World and Melbourne Arancini.

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

Cr Carly Moore
Mayor of Hume



HUME BUSINESS AWARDS

The annual Hume Business Awards were held on Thursday 25 October at Meadowbank Estate, Campbellfield. Sixteen Hume businesses received awards in a variety of categories including export, education and workplace learning, tourism and hospitality, sustainability and professional services.

Connie Manglaviti from Naturally Good Products was honoured with the Business Leader 2018 Award and Close the Loop took out the Business of the Year Award.



ALL AWARD WINNERS

Winners of the Business Awards 2018 by Category

CAFÉS & RESTAURANTS

Krash & Co

CUSTOMER SERVICE

Bluegum Electrical Solutions Pty Ltd

DIVERSITY

Brite Services

EDUCATION & WORKPLACE LEARNING

Banksia Gardens Association Inc

EXPORT

Picnic Dairy Foods Pty Ltd

FOOD MANUFACTURING

Hearty Health

HUMAN RESOURCES

Brite Services

INNOVATION

Close the Loop Ltd

MANUFACTURING – SMALL

Hypersonic Industries Pty Ltd

MANUFACTURING – LARGE

Sussex Taps

NEW & EMERGING BUSINESS

Bake Boss Tullamarine

PROFESSIONAL SERVICES

Sage Business Group Pty Ltd

RETAIL

Elusive Style

SMALL BUSINESS

Naturally Good Products Pty Ltd

SUSTAINABILITY

Close the Loop Ltd

TOURISM & HOSPITALITY

Aitken Hill



CONNIE MANGLAVITI
- BUSINESS LEADER OF THE YEAR

BUSINESS LEADER

Connie Manglaviti

Naturally Good Products Pty Ltd



CLOSE THE LOOP - BUSINESS OF THE YEAR

BUSINESS OF THE YEAR

Close the Loop Ltd

GET CONNECTED

Hume is a city of vibrant contrasts, new and established residential areas, major industrial and commercial precincts and expanding tourism attractions.

INVEST IN HUME

Hume City offers strong locational advantages for your business. It is strategically located only 18kms from Melbourne's CBD and has affordable commercial properties.

Locating your business in Hume will give you the opportunity to reach 80% of the Australian market in less than 12 hours. It is the home to major road transit routes connecting the eastern seaboard and Melbourne's airport.

Hume is the ideal location to do business on a local, national and international scale. Hume City's strategic location as part of Melbourne's north, provides many advantages for businesses with access to major arterial road networks, direct rail access to Port of Melbourne and a 24/7 curfew free international airport.

Melbourne Airport is a dynamic gateway to Australia and Asia, becoming the country's premier business hub. With over 34 non-stop international flights, passengers and goods can arrive in Beijing in less than 12 hours or Singapore in just 7 hours.

With the best logistics infrastructure in Melbourne, a thriving business environment, large workforce and great lifestyle options, Hume City is the place to start, grow and prosper your business.

Hume's Competitive Advantage:

- Council may offer a financial incentive (subject to discussion and based on selection criteria)
- A dedicated team of planning officers
- Free pre-planning application meetings
- For major and important developments and projects, a dedicated team of senior planning officers will be selected to handle all planning issues.

BUSINESS ENGAGEMENT & DEVELOPMENT

Whether you would like to start a new business, are considering expanding or relocating your business, looking to comply with legislation or seeking training, we can provide advice or point you in the right direction.

Visit: hume.vic.gov.au/Business_amp_Major_Projects



EVENTS & NETWORKING

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 whilst expanding their networks and skill sets. Council also provides an enhanced capacity to directly influence job growth and encourages business to business opportunities.

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.

Visit: hume.vic.gov.au/businessesvents for sponsoring or taking part in these business events



RETAIL & HOME BASED BUSINESS

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

Council supports the role of retail, 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. For our retailers there is access to fact sheets for visual merchandising and tips on how to create a great customer experience when customers visit your store.

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

Council's Economic Development Team can assist residents who own and manage a home-based business, with business mentoring services and training programs.

Visit: hume.vic.gov.au/Business_Major_Projects/Business_Support_Advice/Retail



BUSINESS EFFICIENCY NETWORK (BEN)



The BEN’s purpose is to engage with Hume businesses and to support and assist them in identifying opportunities to:

- improve energy usage and efficiencies
- reduce and repurpose waste
- optimise water use
- develop sustainable wastewater practice

and in so doing, to assist organisations to improve their financial bottom line.

This is achieved through direct engagement, offering technical advice and support on environmental and sustainability issues, and by establishing networking opportunities for business to business connection.

Regular BEN forums, workshops and masterclasses deal with topical and trending subjects. By staying informed on state and federal programs, the BEN is able to direct companies to grant and funding opportunities for energy efficiency and resource recovery initiatives.

The Business Efficiency Network has been supporting Hume businesses with:

- EnergySmart – Council offers rebates to businesses for energy efficiency installations such as conversion to LED lighting.
- ASPIRE Program – an online marketplace which matches businesses with potential remanufacturers, purchasers or recyclers of waste resources, developed in conjunction with the CSIRO.
- Environmental Upgrade Agreements (EUA) – During 2018, Council adopted an alternative funding option for eligible businesses to invest in environmental upgrades, such as rooftop solar installations, as a cost effective mechanism.

Visit: hume.vic.gov.au/ben

SOLAR POWER GENERATION

DECEMBER QUARTER Indicator	2017	2018
Installations	282	538
SGU Rated Output In kW	2,331	3,611

Source: Clean Energy Regulator, Postcode data for small-scale installations
 Note: Postcodes included are 3043, 3045, 3047, 3048, 3049, 3059, 3061, 3062, 3063, 3064, 3427, 3428, 3429.

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 the business to engage with local talent. This also gives 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

VISITOR ECONOMY – TOURISM DEVELOPMENT & VISITOR SUPPORT



- Hume City Council is charged with positioning Hume City as a visitor destination and encouraging visitation. Economic Development facilitates the development of new tourism investment and supports the growth and resilience of existing tourism operators through marketing promotional activities and business engagement and development opportunities.
- Operation of Sunbury Visitor Information Centre and pop up visitor information across Hume City.

Visit: https://www.hume.vic.gov.au/Business_amp_Major_Projects/Business_Support_Advice/Visitor_Economy_Resources

KEY INDUSTRIES

93,030
HUME CITY
TOTAL JOBS

CRAIGIEBURN, MICKLEHAM, KALKALLO & YUROKE **8,827 JOBS**

BY OUTPUT

- Construction
- Rental, Hiring & Real Estate Services
- Manufacturing

BY EMPLOYMENT

- Construction
- Retail Trade
- Education & Training

SUNBURY & DIGGERS REST **7,814 JOBS**

BY OUTPUT

- Construction
- Rental, Hiring & Real Estate Services
- Retail Trade

BY EMPLOYMENT

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

CAMPBELLFIELD, SOMERTON & FAWKNER **24,943 JOBS**

BY OUTPUT

- Manufacturing
- Construction
- Transport, Postal & Warehousing

BY EMPLOYMENT

- Manufacturing
- Construction
- Transport, Postal & Warehousing

BULLA, OAKLANDS JUNCTION, WILDWOOD & CLARKEFIELD **357 JOBS**

BY OUTPUT

- Construction
- Mining
- Electricity, Gas, Water & Waste Services

BY EMPLOYMENT

- Mining
- Construction
- Public Administration & Safety

BROADMEADOWS DALLAS & JACANA **12,374 JOBS**

BY OUTPUT

- Manufacturing
- Public Administration & Safety
- Education & Training

BY EMPLOYMENT

- Manufacturing
- Education & Training
- Health Care & Social Assistance

TULLAMARINE, MELBOURNE AIRPORT & KEILOR **27,863 JOBS**

BY OUTPUT

- Transport, Postal & Warehousing
- Manufacturing
- Construction

BY EMPLOYMENT

- Transport, Postal & Warehousing
- Accommodation & Food Services
- Construction

GLADSTONE PARK, WESTMEADOWS, ATTWOOD, GREENVALE, MEADOW HEIGHTS, COOLAROO & ROXBURGH PARK **10,852 JOBS**

BY OUTPUT

- Rental, Hiring & Real Estate Services
- Manufacturing
- Construction

BY EMPLOYMENT

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



Melbourne Airport



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 has in supporting local tourism and enhancing the liveability of the city. The population of Hume is over 232,709 and is expected to grow rapidly by 2039 to 361,996.

WHY ARE PEOPLE CHOOSING HUME CITY?

Located in one of the most liveable cities in the world, Hume City is a great place to live, work and visit. Hume 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

Hume's wineries are the closest to Melbourne's CBD, with some producing cool climate wines since the 1860s. Many of the region's boutique wineries have cellar doors open for tasting and sales, as well as cafés and restaurants open for lunch and dinner.

DINING

Whether you're looking for a quick bite to eat or a culinary experience, Hume's range of multicultural restaurants, cafés, takeaway 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. The north east of Hume is the go to place for authentic Middle Eastern specialities.

RETAIL

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

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 and is home of the Sunbury Pop/Rock Festival, staged on the Australia Day long weekend from 1972 to 1975.

The area is also Victoria's oldest homestead, Emu Bottom Homestead, built by George Evans in 1836, the bluestone building 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.

NATURE, PARKS AND WILDLIFE

Hume City is home to a wealth of native wildlife including kookaburras, galahs, echidnas, platypuses, kangaroos and waterbirds. 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, Evans Street Native Grassland and the Emu Bottom Wetlands.



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 the Southern Hemisphere. Visitors can come up close with champion racehorses, see wild kangaroos, plus enjoy heritage gardens and natural Australian bushlands.

www.hume.vic.gov.au/tourism
or follow @discoverhume
on Instagram.

AUSTRALIA'S FIRST SURF PARK LANDING SOON ON AIRPORT DRIVE, TULLAMARINE

URBNSURF is the designer, developer and operator of world class, man-made urban surfing environments that help new and existing surfers of all abilities surf more.



MELBURNIANS AND HUME LOCALS WILL BE ABLE TO SURF JUST MINUTES FROM MELBOURNE AIRPORT

URBNSURF was born after company Founder and Executive Director Andrew Ross visited a wave pool research and development facility in Spain, late 2012. He was blown away by the perfect, consistent waves being produced at the facility's man-made surfing lagoon among the Pyrenees mountains, miles from the coast.

Recognising the opportunity for Australia, which has the highest per capita surfing participation rate in the world and a rich surfing culture, Andrew acquired the exclusive rights to the technology in 2013. Since then, URBNSURF has been working towards building Australia's first urban surf parks, starting with URBNSURF Melbourne on Airport Drive, Tullamarine, minutes from Melbourne Airport's terminals.

Capable of generating knee-high, rolling whitewater waves suitable for beginners, through to 2.0m steep, barrelling waves that will challenge the most experienced surfers, URBNSURF Melbourne's surfing lagoon can accommodate 84 surfers per hour, day and night, year round, across multiple surfing zones.

“During construction, we have created over 300 jobs, many of which employed Hume locals and involved Hume based subcontractors. Another 50 full time positions will be created once we open our doors later in 2019.”

– Andrew Ross, Founder and Executive Director.



URBNSURF MELBOURNE'S PROPOSED DESIGN FROM ABOVE

URBNSURF Melbourne will be the first surf park in the world to feature this technology, a product of over 12 years of research and development by a team of 50 engineers based in Spain.

The surfing lagoon is shaped like a baseball diamond, separated by a central pier which houses the wave generator. Thanks to the modular nature of the wave generator, the size, speed, power and shape of the waves created can be customised to suit different surfing abilities.



> 5.8 HECTARE
TOTAL SITE



> 2 HECTARE
SURFING LAGOON



> \$267M GROSS
ECONOMIC
CONTRIBUTION



> WORLD-CLASS,
NEXT-GENERATION
TECHNOLOGY



Since commencing construction in May 2018, the development of URBNSURF Melbourne has rapidly progressed. Major earthworks have been completed and the next-generation 'Cove' wave generator, the first of its kind in the world, has been installed.

The company expects to fill its two hectare lagoon in Autumn 2019, and produce its first waves around Easter.

Across its 5.8 hectare site, URBNSURF Melbourne will feature a licensed café and restaurant (open to Hume locals and the public free of charge), surf shop, fully-equipped hire centre, night surfing, a surf academy, high performance coaching and training options, festivals, events and surfing competitions, lagoon-side pools, skate ramps, a kid's play area and other landscaped open spaces.

"We're delighted to be working with both Melbourne Airport and Hume City Council to deliver the Southern Hemisphere's first surf park. The project is a unique and significant piece of sporting, recreation, tourism and leisure infrastructure.

URBNSURF Melbourne is set to contribute positively to Melbourne Airport's new Elite Park precinct for decades to come. It will drive destination visitation and investment into Hume City and Melbourne's north and western suburbs," said Mr Ross.

URBNSURF Melbourne is expected to welcome upwards of 250,000 guests annually and inject more than \$267 million into the local economy over the lifetime of the development.

**For more information, visit:
URBNSURF.com**

**For more things to see and do in Hume,
follow @discoverhume on Instagram.**

136 YEAR OLD COMPANY CONTINUES ITS LEGACY IN CAMPBELLFIELD

Denso (Australia) Pty Ltd specialises in the manufacture of exclusive corrosion resistant coatings and linings for the long term protection of steel and concrete. Common applications of Denso's products include steel pipeline, marine, valves, fittings, structural steel work, steel and concrete tanks and other utilities.



DENSO'S SITE IN MERRIFIELD

Winn & Coales International was founded in London in 1883 and started producing anti-corrosion tape in 1929. It was a great success with the gas and water industry in the years following World War I. Manufacture continued to flourish in the interwar years and much Denso Tape was used for gasproofing, waterproofing and repairs during the onset of World War II. Expanding across the world in the sixties, Denso opened its Australian operations in 1968 and has maintained an impressive presence here by producing, selling and conceptualising new products for the Australian and international market.

Previously, Denso was based in Brunswick for well over 30 years. Their new purpose-built manufacturing and warehousing facility in Hume began in 2015 from a greenfield site.

Denso Managing Director Paul Fortune said the Hume area (and more specifically Campbellfield) was chosen by the company due to its "great location and upmarket manufacturing facilities in National Boulevard. Combined with easy access with good support arterials, the location is ideally situated between the airport and the city centre for distribution purposes."

"Hume Council was proactive and assisted with building approvals and plans. It is also evident that with the Ford factory having closed, Campbellfield would have a good range of skilled people looking for employment which suits Denso for Phase Two of our upgrade."



A DENSO EMPLOYEE AT WORK

From its new facility, the business now has in excess of 100 distribution outlets across Australia, New Zealand and the Pacific Islands, with specific customers including: APA Group, Santos, Saipem, Port of Melbourne, Port of Brisbane, Fremantle Port, Geelong Port, Nacap Australia, Jemena, Murphy Pipe & Civil, McConnell Dowel, Freyssinet, Conoco Phillips, Spiecapag, John Holland, Leighton Contractors, Blackwoods, Atom Supply and many more.

Denso is committed to delivering high quality products and exceptional service to its customers, with Paul mentioning that "Denso is a great company to work for with a wonderful working culture and reputation within the corrosion industry, leading the way in providing innovative solutions in preventing corrosion across all industry sectors."



**136
YEAR**

HISTORY



**MORE THAN 100
DISTRIBUTION OUTLETS**

**For more information, visit:
densoaustralia.com.au**

TULLAMARINE LOCAL MAKING A SPLASH IN HUME

Fresh, modern and family oriented, Hide & Seek is the perfect destination for gourmet fish and chips on Mickleham Road.



HIDE & SEEK, TULLAMARINE

Since opening its doors in September 2017, Hide & Seek has become a well known family owned fish and chipper in the Tullamarine community and has added to the fast growing dining offering across Hume City.

“The shop came to life when my business partners and I decided to open up a fish and chipper focussing on delivering the finest and freshest products to our local community,” explained Michael Kabalan, part owner of Hide & Seek.

Having previously owned Hey Jude Café in Essendon and with over 25 years in the industry, Michael used his experience to launch Hide & Seek, partnering alongside an equally experienced local Melbourne seafood wholesaler.

With an emphasis on producing the highest quality fish, chips and burgers, the business wants to provide Hume City locals and visitors with high end, tasty meals. “There are plenty of other friendly, family venues in the area but you can always count on the quality of our products. The hand selected fish is delivered daily by our seafood wholesaler and freshly filleted in-store,” said Michael.

Hide & Seek aims to use the finest products on the market, concentrating on fresh barramundi, flounder, flake and salmon, sourced both locally and from New Zealand. Once selected by customers, the seafood is cooked specifically to order every time.

As a local business, Hide & Seek takes pride in being family run and the collective aim is to provide the best service to their customers.

Although only new on the scene, the team’s love for food and hospitality shines through. The owners have extensive plans for the future of Hide & Seek, looking at growing their enterprise further by adding more locations to the Hide & Seek family across the north west.

“We are only one year old and still trying to establish our business. Earning the trust of our local community by providing good quality food and friendly service is important to us. We love food and we love being hospitable,” said Michael.

Hide & Seek is open Tuesday through to Sunday weekly.

For more information, visit:
hidenseekfishnchips.com

For more dining ideas in Hume,
follow [@discoverhume](https://www.instagram.com/discoverhume) on Instagram.

HUME CITY PLANNING AND GROWTH

NEW EMPLOYMENT LAND: ZONED AND DEVELOPMENT READY

In the last year, a number of significant planning documents have been approved which has further increased the supply of appropriately zoned and development ready employment and commercial land in Hume.

In Hume’s north, permits have been granted in the Merrifield Business Park for a major distribution centre for supermarket giant Kaufland to support their entry into the Australian market. As part of the approvals, Merrifield Business Park has also increased the supply of development ready land for business use. Next door to the Merrifield Business Park, plans are also progressing for the new Merrifield Town Centre with planning approvals anticipated in 2019.

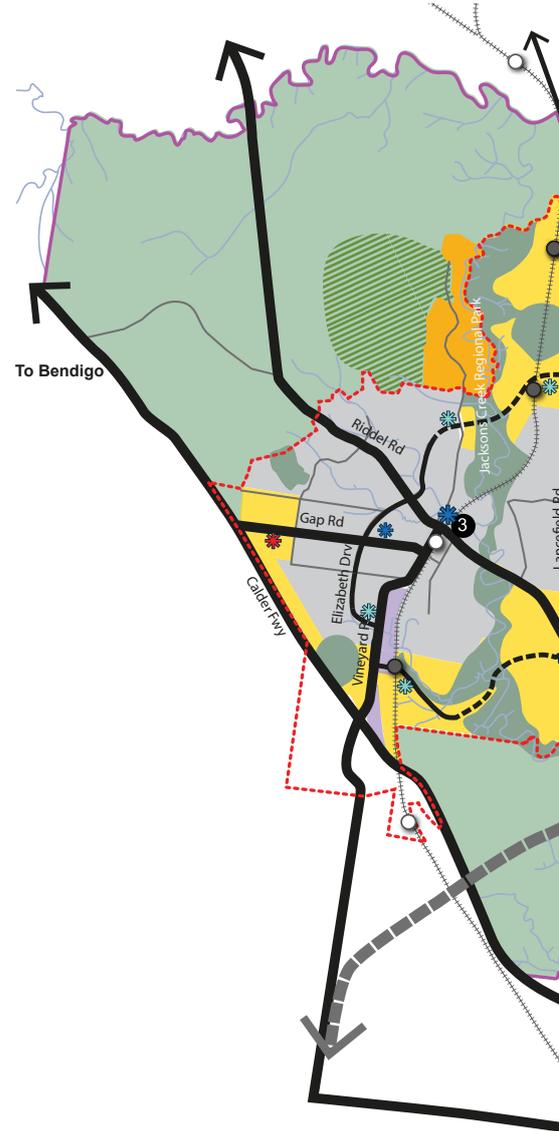
In Sunbury, plans have been approved providing for employment zoned land on Sunbury Road and Vineyard Road as part of a planned major expansion of Sunbury that also includes land for 19,000 new lots. Lot releases are anticipated to commence in 2019.

SUSTAINED RESIDENTIAL GROWTH AND INFRASTRUCTURE INVESTMENT

Residential development throughout Hume remains strong with generous and sustained levels of lot releases, particularly in the Cloverton, Highlands and Merrifield Living estates.

These growing communities along with the more established parts of Hume continue to benefit from major investment by developers and Hume City Council in high quality recreation, learning, leisure and community infrastructure and services. This includes the recently opened Splash and Sprint facilities in Craigieburn Town Centre, the forthcoming reimagined Town Hall in Broadmeadows and a new Global Learning Centre in Sunbury.

Budget and election commitments also point to a strong pipeline of infrastructure investment by State Government, including duplication of Craigieburn Road and Sunbury Road, new car parking at Craigieburn Train Station, new schools and new parkland along Merri Creek and Jacksons Creek.



POPULATION FIGURES AND FORECASTS FOR HUME CITY:

2019
232,709



2039
361,996

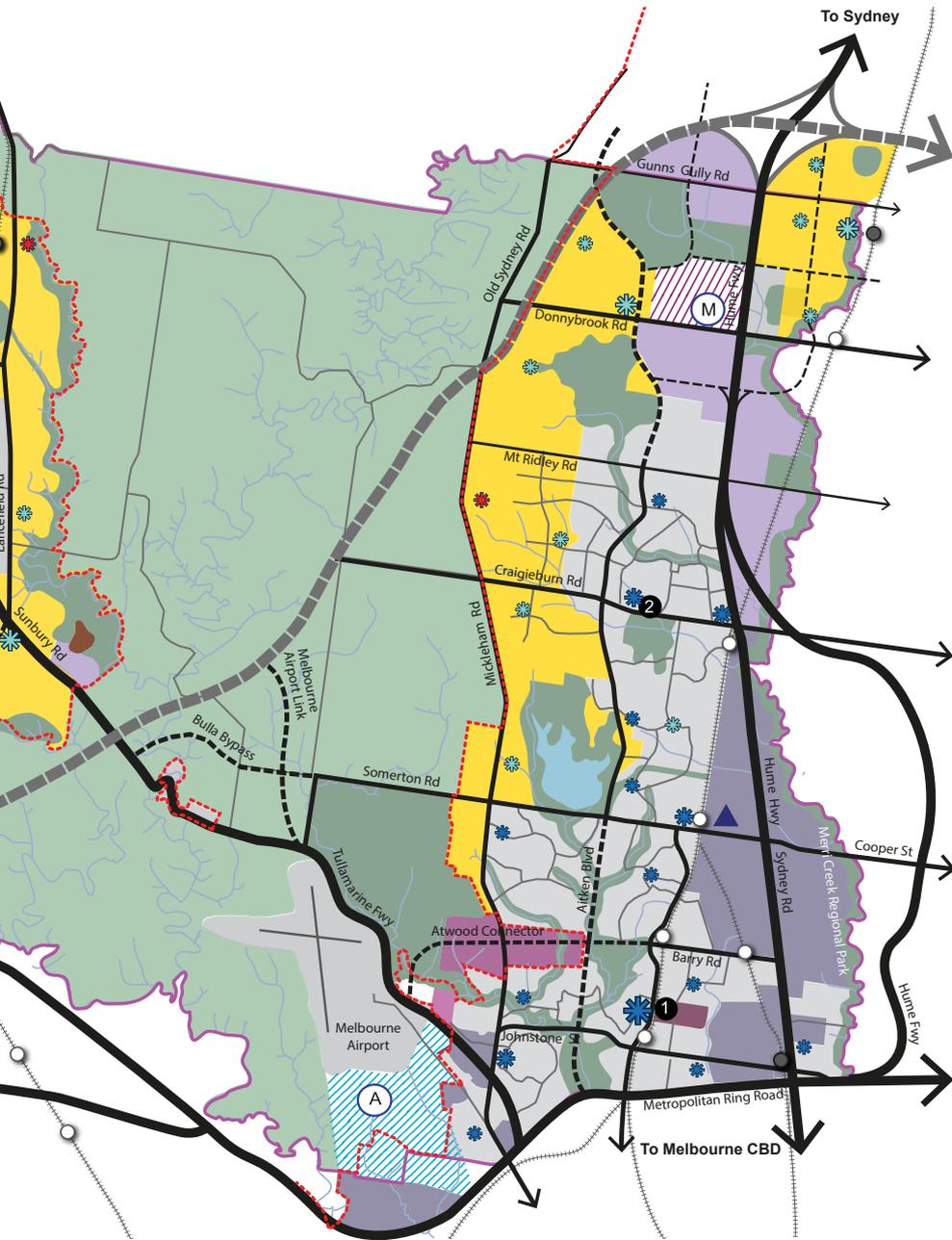
2029
303,810



HUME CITY POPULATION GROWTH RATE
3.7%

Source: Hume City Council Population Forecasts, .id consulting, January 2019

Source: .id population forecasts



KEY MAP

- Current Activity Centres
- Future Activity Centres
- Proposed Activity Centres
- Existing Employment Land
- Developing Employment Land
- Future Employment Land
- Potential Employment Land
- Residential Land (Future/Developing)
- Existing Urban Area
- Rural Living Residential
- Conservation Management Area
- Conservation Land and Open Space
- Greenvale Reservoir
- Water Course
- Proposed OMR
- Freeway
- Arterial Road
- Proposed Arterial Road
- Existing Train Station
- Proposed Train Station
- 2012 Melbourne UGB
- Municipal Border
- Green Wedge/Rural Land
- Airport Business Development Land
- Melbourne Airport Business Park
- Merrifield Business Park
- Somerton Intermodal Terminal

MAJOR ACTIVITY CENTRES

- 1 Broadmeadows Shopping Centre
- 2 Craigieburn Central
- 3 Sunbury Town Centre

KEY FIGURES FOR HUME CITY:



LAND AREA
503 KM²



GROSS REGIONAL PRODUCT
\$13.89 BILLION

Source: REMPLAN - 2017 Release 3

NEW AIRLINES, NEW DIRECTIONS

Melbourne Airport has delivered a number of significant projects in 2018 to help improve traveller experience. Over the past 12 months, the airport has opened the T2 luxury retail precinct, unveiled three new self-service check in zones, turned the first sod at URBNSURF Melbourne and announced the construction of a dual-branded hotel.



CONTINUED DEVELOPMENT WILL OCCUR WITHIN THE VIRGIN AUSTRALIA TERMINAL THROUGHOUT 2019



Significant advancements to the airport's infrastructure have been implemented, with a focus on the continuing development of T2 and the announcement of a 20 year master plan detailing the plans for continued growth and passenger flow.

AVIATION

The airport's aviation footprint increased significantly over the last year, with six new airlines joining the network and six more international destinations opening, bolstering Melbourne's offering for both local and international travellers. The destinations include Colombo in Sri Lanka, Chile's capital Santiago and three additional Chinese cities: Zhengzhou, Chongqing and Hangzhou.

Passenger numbers skyrocketed to almost 37 million people during the last financial year, with the international market driving much of that growth and air freight capacity increasing by more than 12 per cent during the period.

PARKING

The airport has introduced a new 10 minute free public pickup area and wait zone, giving both drivers and travellers more time to handle luggage and multiple passengers safely. The new wait zone has helped reduce congestion in the forecourt, with up to 300 cars being able to use the new facility at a time.

20 YEAR MASTER PLAN

Melbourne Airport has invested heavily in introducing a new master plan to see it through until 2038, with major ongoing renovations and updates to all aspects of the airport site. These will create improvements for all passengers and staff that utilise the airport.

AIRFIELD AND TERMINALS

This will include expanding and improving terminals, an increased apron area for larger aircraft and supporting infrastructure and a proposed third runway. The airport's current two runway system can handle 240,000 aircraft movements a year, however, this number is forecast to reach almost 350,000 by 2033. A third runway will create 50,000 additional jobs throughout the Australian economy, stimulating an additional \$15.9 billion in economic activity as a result of increased capacity.

By 2038 the Terminals Precinct will be expected to accommodate more than 20 million international passengers. As part of the continued enhancement of Terminal 2, Melbourne Airport is going to revolutionise the pre-flight experience for international travellers.



12% AIR FREIGHT CAPACITY INCREASE



INTERNATIONAL PASSENGER TRAFFIC GREW BY 9.3% FOR THE YEAR



DOMESTIC PASSENGER TRAFFIC GREW BY 2.8% FOR THE YEAR



MELBOURNE AIRPORT HAS ANNOUNCED THE CONSTRUCTION OF A DUAL-BRANDED HOTEL WITH BUILDING TO EXPECTED TO BEGIN IN EARLY 2019

Building around the existing terminal infrastructure, a future four storey development will feature around 30 new retail and hospitality outlets, five business class lounges, a VIP lounge plus additional gate lounge space.

The expansion will offer increased seating and will include a rooftop piazza that includes eateries and bars and views of the airfield.

Domestic terminals will be increased through the following key developments: expansion of T4 or the addition of a T5, aerobridge extension and aircraft parking apron areas, landside connectivity through the T4 ground transport hub and new commercial developments.

Dedicated freight facilities will also be developed in the airfield. Overall freight movement is expected to reach 900,000 tonnes per annum by 2038.

NON-AVIATION DEVELOPMENT

More than 134 hectares have been developed for non-aviation use in the Landside Business Precinct at the southern end of the airport. The airport has approximately 265 hectares of vacant land available for commercial development (land that will not be required for aviation purposes).

In order to reduce the consumption of natural resources, Melbourne Airport is investing in its future energy mix, including plans to construct a 12.5mw solar farm. The proposed development includes 300 ground structures and 20,000 fixed panels. This will reduce the airport's reliance on the power grid, replacing 20 per cent of the airport's annual energy consumption with renewable energy.



37M
TOTAL PASSENGERS



6
NEW AIRLINES



6
NEW INTERNATIONAL DESTINATIONS

\$165M BUSINESS INVESTMENT IN MERRIFIELD FOR ONE OF THE WORLD'S MOST ICONIC BRANDS



WATER TANKS EMULATE DULUX'S ICONIC PAINT TINS

DuluxGroup has invested in a new \$165 million manufacturing facility in Merrifield to produce the majority of Dulux Australia's water based decorative paint requirements.

The recently opened factory is in the new Merrifield Business Park located within Hume City. This investment in a state of the art, highly automated paint factory has allowed Dulux to step into the next generation of paint manufacturing technology and innovation. This enables Dulux to produce more advanced paint products using evolving technology in resins, with greater levels of quality and consistency.

The sophisticated building recently won the Victorian Master Builders of the Year Award for Excellence - the first time in the awards' history that an industrial building has won.

"The design premise of the factory was to achieve a high level of automation, ensuring accuracy and repeatability in our formulations in a very efficient operation. We have visited a lot of overseas facilities and we think we are pretty unique in the technology that we have implemented," said Operations Manager David King.

"In Australia we do things quite differently. Europe and the US are making large quantities of the same product over and over again. We've got to make a multitude of formulations in many different sizes because it's a much smaller market here. So, we had to find a unique automated solution that could cope with that high amount of change to formulations and can size."

The site, which is the largest coatings factory in Australia and New Zealand and sits on 17ha of land, has been designed to support growth in Dulux, Australia's leading paint brand, for decades to come.

Project Manager Kevin Worrell explained, "We began actively looking at the project more than five years ago. We assessed sites, budgets and estimates before putting a final proposal to the Board, which they agreed and announced in early 2015. We started construction in 2016, and the factory was officially opened on May 28, 2018, as part of the centenary celebrations of the Dulux paints business in Australia."



\$110M
LOCAL (VIC) INVESTMENT

The overall investment was \$165 million, with the majority of that money remaining local. Around \$134 million was spent in Australia, with \$110 million remaining in Victoria. At its peak, the construction project employed up to 170 people on site.

The location on the Hume Highway was strategic, providing connectivity to the eastern seaboard and also providing access to a skilled workforce in a growing region which supports the business into the future. Applicants from all walks of life were considered and Dulux's approach was different.

"We had a very interesting process: we went out to the market with a very broad reach to create a totally diverse workforce and to reach people who may have never previously considered a manufacturing role. We were very effective in that – we had 1,100 people apply for roles and we only had around 40 operator positions. We have a diverse workforce," David explained.



70
EMPLOYEES

70% of staff live within the Hume area and, with a 28% ratio of female to male staff, Dulux boasts a significantly higher female employment rate than industry counterparts.

"In Australia we do things quite differently. Europe and the US are making large quantities of the same product over and over again."

– David King, Operations Manager.

Dulux worked in close connection with Hume City Council to create a successful partnership and a mutually beneficial outcome.



30%
SOLAR POWERED

"They have been very supportive. Even in recruitment, the Hume team set up a session with all government and council bodies (and anyone else who could help) and offered support in identifying, training and supporting the team initially via local resources. If we didn't have the support of Hume, we wouldn't have attracted the calibre of people we did."

For more information, visit:
duluxmerrifield.com.au



DULUX'S SITE IS BRAND NEW AND STATE OF THE ART

A SUBSIDIARY OF CSL LIMITED, CSL BEHRING IS A LEADING GLOBAL BIOTHERAPEUTICS COMPANY

Recently named one of the world's top 50 employers by Forbes, one of Australia's top 20 most innovative companies and within the top 100 companies in Thompson Reuters 2018 global Diversity and Inclusion Index, CSL is leading the way in Broadmeadows through their manufacturing operations at CSL Behring.

The Commonwealth Serum Laboratories (CSL) was established in 1916 by the Australian Government to ensure the supply of biological medicines throughout the country.

Since then, CSL has transformed into Australia's largest private sector investor in medical research and development. It is an international supplier of life saving products to more than 60 countries and employs 22,000 people globally.

CSL Behring is a wholly owned subsidiary of CSL Limited, with the company's Australian manufacturing operations located in Broadmeadows.

The purpose-built human plasma fractionation facility was commissioned by the company in 1994, establishing itself as an economic driver within the Broadmeadows community.

Tricia Stewart, the newly appointed Senior Vice President and General Manager remarked "CSL Behring Australia is a global leader in biotherapeutics, directly contributing \$145.7 million to the Victorian economy in 2016-17, supporting more than 1,400 local businesses through buying products and services, and investing \$44.1 million in medical research and development."

Over the past five years, parent company CSL has invested over \$610 million into the Broadmeadows site and local economy. These investments have enabled the company to expand advanced manufacturing facilities on site to meet increasing global demand, with further expansion plans underway now.



EMPLOYEES IN THE BIOTECH FACILITY

"Our Broadmeadows site employs more than 1,000 people, which includes our manufacturing operations, research and development and a range of support functions."

– Tricia Stewart, Senior Vice President.

"The new facility will assist in meeting CSL's future global demand and support the end-to-end manufacturing of plasma-derived products at the Broadmeadows site, ensuring we are focused on delivering for our patients," said Tricia.

CSL Behring's position has created a diverse range of career opportunities.

"CSL Behring strives to be a diverse, flexible and engaging workplace where individuals have promising futures. It is a workplace where people collaborate and innovate around global

business objectives and where everyone can make a difference."

"Our employees are inspired by our patients. They are motivated by the opportunity to contribute to the important work that CSL does, which is focused on meeting the needs of people with rare and serious diseases and improving the health of communities around the world," Tricia said.

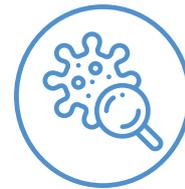


A DILIGENT SCIENTIST AT WORK

CSL Behring also gives back to the Hume community through its annual \$25,000 Community Grants Program, now in its fifth year. Banksia Gardens Community Services, the Brotherhood of St Lawrence and Anglicare Victoria Broadmeadows Women's Community House are all previous recipients of the Community Grant program.

For more information, visit: cslbehring.com.au

The above right infographics relate to CSL Limited.



AUSTRALIA'S LARGEST PRIVATE SECTOR INVESTOR IN MEDICAL RESEARCH AND DEVELOPMENT



ONLY MANUFACTURER GLOBALLY OF ANTIVENOMS FOR AUSTRALIA'S VENOMOUS SNAKES, SPIDERS AND MARINE ANIMALS



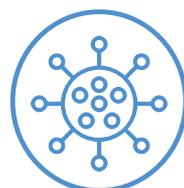
A SIGNIFICANT AND COMMITTED CONTRIBUTOR TO SCIENCE EDUCATION AND SCIENTIFIC ENDEAVOUR



ONLY PLASMA FRACTIONATOR IN AUSTRALIA



ONLY ONSHORE INFLUENZA VACCINE MANUFACTURER



A KEY PLAYER IN AUSTRALIA'S INFLUENZA PANDEMIC PREPAREDNESS



ONLY LARGE-SCALE BIOTECH MANUFACTURER IN AUSTRALIA

STARTNORTH: A NEW COWORKING SPACE IN THE NORTH

The old Town Hall in Broadmeadows is going through a large redevelopment that will transform it into a fully utilised event space, art gallery, business hub and introduce residents to a highly sought after coworking space named StartNorth.



TOWN HALL BROADMEADOWS

Town Hall Broadmeadows was originally built in 1964 and has been used by the wider community for various events. It is currently going through a major redevelopment which is expected to be completed in late 2019.

The redevelopment will retain Town Hall's significant cultural and architectural features while adapting the building to provide practical and modern spaces for the community to utilise. The large upper hall will also be redesigned so it can host functions and events on a grander scale.

The business spaces will offer an opportunity for more than 200 people to work and introduce some new and exciting businesses to the area.

WHAT IS A COWORKING SPACE?

A coworking space is a shared office format where different startups or small businesses rent desks or private offices to host their business. Facilities are shared and often include kitchens, bathrooms, meeting rooms and technology enablement. Hence, coworking offices are collaborative spaces where occupants are not all part of the same organisation.

Coworking spaces are more than just shared office spaces; they are hubs for networking and building the social connections that make small businesses thrive. StartNorth coworking space will host events for their members which will create great opportunities for professional development and make essential business connections.

The main objectives of the StartNorth coworking space are to create conditions that support sustainable business growth and create local jobs for Hume residents. Part of these objectives will be to drive opportunities for disadvantaged and unemployed residents to enter the workforce.

For more information, visit www.startnorth.com.au

PEOPLE IN HUME



▶ **RAYMOND EID**

Raymond Eid - Managing Director, A Cleaner World

After migrating to Australia from Lebanon with his family at a young age, Raymond went on to co-found ACW (A Cleaner World) 28 years ago. ACW is a national provider of outsourced commercial, executive housekeeping, property maintenance, chemicals and consumables with a community approach at its core.

ACW has been based in Tullamarine for 10 years, providing cleaning solutions to local businesses within Hume City and across Australia. ACW provides services for Doutra Galla Aged Care, Ronald McDonald House, Bunnings Warehouse, Chemist Warehouse, the Australian Caravan Company, Hard Rock Café, TGI Fridays and La Manna Supermarket amongst others.

Through the expansion of his business, Ray has provided job opportunities for the Hume community. "At the core of our business is caring for people. Around 20-30% of people we employ live within Hume. We hire great people, then figure out where their strengths lie within the business. That's what is different about us," says Ray. ACW's community focus extends to sponsoring local sporting clubs, as well as the fundraising efforts of local businesses.

Starting as a part time employee in 1991 whilst being the owner and operator of a taxi, Ray saw the vision for ACW as "an opportunity to clean up the cleaning industry". Since then, as the managing director, he has welcomed the opportunity to grow to multiple specialised divisions in retail, education, healthcare, hospitality, automotive, child care and not-for-profit sectors.

Looking forward, Ray is supported by his staff in striving for ACW to be "the most ethical and professional property and facilities services company in Australia." Raymond explains that "it's not just what we do, it's why and how we do it! We aim to provide great quality at a competitive price."

For more information, visit: thinkacw.com.au



PAUL & LAURA MUSCARA ◀

Paul & Laura Muscara – Melbourne Arancini

Husband and wife duo Paul and Laura Muscara live and breathe arancini. The couple started their business Melbourne Arancini relatively recently in 2016 working market stalls, but demand soon grew to the point where they decided to leave their full time jobs to focus directly on their product.

Their approach was considered with Laura saying, "we didn't just wake up one morning and thought 'sure we're going to do that.' Arancini are festival food; Christmas, baptism, confirmation...we didn't want them only for Christmas, we wanted them throughout the year."

"We started making them for family and friends and then started exploring markets and events, food festivals, Italian festivals and evolved from there. We were both working full time jobs and doing this on the side on weekends."

The arancini are made to order, to Paul's father's exacting standards, using the same recipe that he himself used for 60 years prior. On Saturday morning the couple open the shop for a few hours to sell directly to the public.

"We're so passionate about it. We're in a growth period and we're loving it. Rather than just the normal bolognese, we now make a chicken mushroom, sausage broccolini and four cheese broccolini. Everything we use is fresh and we source a lot of our products from local suppliers in the Hume City area."

Handmaking all products, the duo are able to produce 1500 arancini a day and refuse to move to machinery for fear of having to change the age-old recipe, favouring traditional methodology. "We'll stop being who we are if we use a machine. Paul is very particular. We're all about quality, we want that consistency and we're very proud of our product. In five years' time we'd like to be in bigger premises with a production line and to start shipping interstate," said Larua.

For more information, visit: melbournearancini.com.au

For more direct to public outlets in Hume, follow @discoverhume on Instagram.

HUME CITY SNAPSHOT

FACTS AT A GLANCE

DECEMBER QUARTER 2018	
Total number of Residential Properties in Hume	73,292
Number of Residential Lots Released	1,063
Number of Planning Permit Applications	240
SEPTEMBER QUARTER 2018	
Hume City Unemployment Rate (%)	8.5%
Number of Property Sales	803

Source: Hume City Council

NO. OF RESIDENTIAL PROPERTIES BY PRECINCT

DECEMBER QUARTER 2018	
Attwood	1,078
Broadmeadows/Jacana	5,344
Bulla/Wildwood/Clarkefield/Yuroke	439
Campbellfield/Fawkner	1,745
Craigieburn	17,847
Dallas/Coolaroo	3,318
Gladstone Park	3,248
Greenvale	5,745
Kalkallo	551
Meadow Heights	4,687
Mickleham	2,618
Oaklands Junction	156
Roxburgh Park	6,265
Sunbury/Diggers Rest	14,614
Tullamarine/Melbourne Airport/Keilor	3,098
Westmeadows	2,539
Hume City	73,292

Source: Hume City Council

MEDIAN WEEKLY RENT

REGION	3 bedroom house		2 bedroom flat	
	SEPT 2017	SEPT 2018	SEPT 2017	SEPT 2018
Hume City	\$360	\$370	\$330	\$340
North West Melbourne	\$370	\$390	\$450	\$455
Metro Melbourne	\$385	\$400	\$420	\$440

Source: Department of Health and Human Services, Rental Report

BUILDING WORK

	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
SEPTEMBER QUARTER 2018						
Domestic/Residential	1,086	\$264,095	16,107	\$5,584,645	6.7%	4.7%
Commercial/Retail	76	\$73,124	2,308	\$1,881,980	3.3%	3.9%
Industrial	16	\$28,683	159	\$137,548	10.1%	20.9%
Other	34	\$11,288	772	\$947,790	4.4%	1.2%
Total	1,212	\$377,190	19,346	\$8,551,964	6.3%	4.4%

Source: Victorian Building Authority, Building Permit activity data

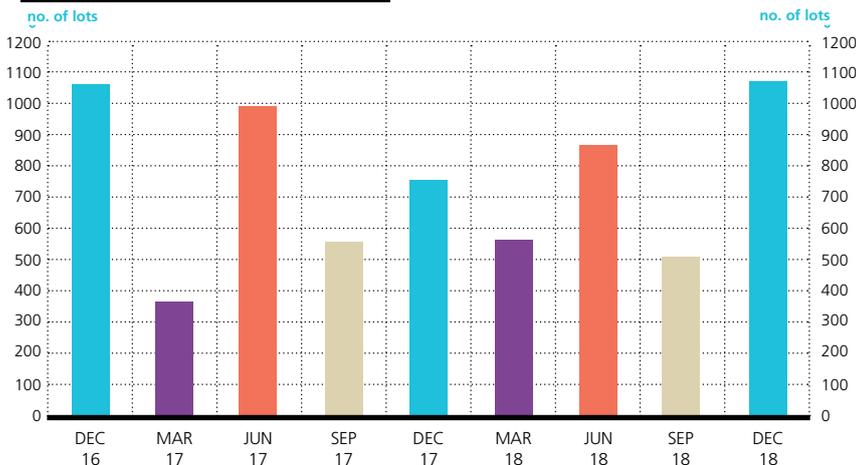
The value of all building works in Hume City during the three months to September 2018 was \$377 million, representing 4.4% of the value of all building works in the Melbourne Metropolitan area. Domestic/Residential works amounted to \$264 million and Commercial/Retail works \$73 million. A total of 1,212 building permits were issued in Hume City in the three months to September 2018, 6.3% of the Melbourne Metropolitan total.

MEDIAN PRICE OF RESIDENTIAL PROPERTY SALES BY PRECINCT

SUBURB	SEPTEMBER QUARTER 2017		SEPTEMBER QUARTER 2018	
	Vacant	Improved	Vacant	Improved
Attwood	NA	\$802,500	NA	NA
Broadmeadows/Jacana	NA	\$522,500	NA	\$520,000
Bulla/Wildwood/Clarkefield/Oaklands Junction/Yuroke	NA	NA	NA	NA
Campbellfield/Somerton	NA	\$498,699	NA	\$544,250
Craigieburn	\$330,000	\$515,750	\$390,000	\$530,250
Dallas/Coolaroo	NA	\$450,000	NA	\$490,000
Gladstone Park	NA	\$638,000	NA	\$622,000
Greenvale	\$408,750	\$633,000	\$392,000	\$660,250
Kalkallo	\$284,500	\$575,000	\$312,500	\$593,250
Meadow Heights	NA	\$460,500	NA	\$490,000
Melbourne Airport	NA	NA	NA	NA
Mickleham	\$267,900	\$569,900	\$310,000	\$510,000
Roxburgh Park	\$305,000	\$515,000	NA	\$545,000
Sunbury/Diggers Rest	\$255,500	\$494,500	\$370,000	\$520,000
Tullamarine	NA	\$540,000	NA	\$585,000
Westmeadows	NA	\$600,000	NA	\$587,000
Hume City	\$290,000	\$515,000	\$360,000	\$535,000

Source: Hume City Council
 Note: 'NA' denotes not available due to an inadequate number of sales or incomplete data. Excludes 'Rural' sales.

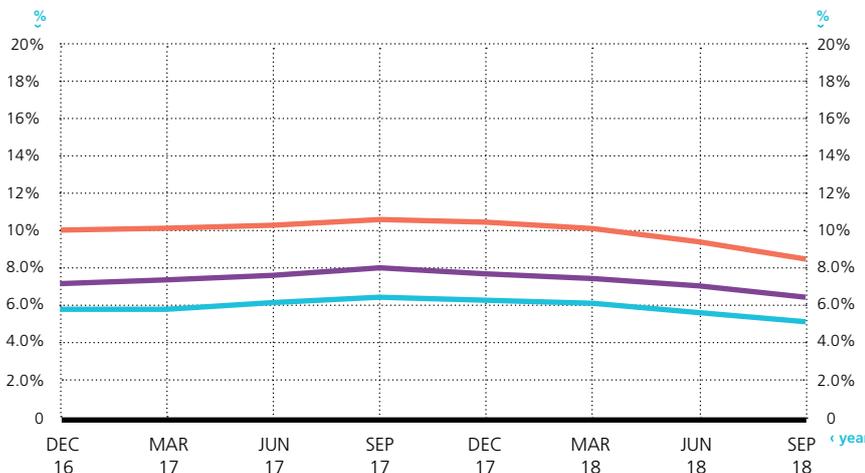
RESIDENTIAL LOTS RELEASED



There were 1,063 residential lots released during the December quarter 2018. This was 110% higher than the September quarter, and 43.6% higher than the same quarter in 2017. The suburbs with the most lots released were Craigieburn (483), Kalkallo (311) and Sunbury (142).

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 decreased from 9.2% in the June quarter 2018 to 8.5% in the September quarter 2018. Hume City's unemployment rate remains higher than both Greater Melbourne (5.4%) and the 'Melbourne - North West' region (6.2%).

Legend:
 — HUME
 — Melbourne - North West
 — Greater Melbourne

Source: Department of Jobs and Small Business, Small Area Labour Markets Australia

FOR MORE HUME STATISTICS VISIT:



Hume Economic Profile

Powered by:



Hume Community Profile

Powered by:



UPCOMING EVENTS

NORTHERN BUSINESS ACHIEVER AWARDS BREAKFAST

- 6 June
- 5 September
- 5 December

SOCIAL MEDIA WORKSHOPS

- 13 March – Digital Marketing Essentials
- 20 March – Search Engine Optimisation Foundations for Small Business

SMALL BUSINESS BUS

- 13 March – Campbellfield
- 6 May – Sunbury
- 16 May – Broadmeadows
- 28 May – Gladstone Park

SMALL BUSINESS CLINIC

- 2 April – Broadmeadows
- 30 April – Craigieburn
- 4 June – Sunbury

STARTNORTH MASTERCLASSES

- 3 April – Creating Loyal Customers
- 8 May – Developing Your Brand
- 17 July – Becoming A Market Leader
- 7 August – Increasing Revenue Through Innovation
- 4 September – Finance for Startups and Growth

STARTNORTH BIG IDEA DAYS

- 5 June – Craigieburn
- 12 June – Broadmeadows
- 15 & 16 June – (Business Startup Weekend) Broadmeadows

ATO WORKSHOPS

- 2 April – Single Touch Payroll
- 2 May – Tax Essentials for Small Business
- 9 May – ATO Record Keeping for Small Business
- 16 May – ATO Single Touch Payroll

WOMEN IN FRONT NETWORKING LUNCH

- 8 August

For the current listing of all events and booking information, visit www.hume.vic.gov.au/businessesevents

HUME CITY COUNCIL Need more staff?

Connect with local job seekers in Hume

- humejoblink.com.au
- joblink@hume.vic.gov.au
- 9205 2858

- ▶ Add a job at no cost
- ▶ Access a community of local candidates
- ▶ Promote your local business opportunities online
- ▶ Access support with pre-screening, interviewing and shortlisting



Job»link
Local Jobs for Local People



HumeLink

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

للمعلومات باللغة العربية 9679 9815
معلومات باللغة العربية 9679 9809
Za informacije na bosanskom 9679 9816
Za informacije na hrvatskom 9679 9817
Για πληροφορίες στα ελληνικά 9679 9818
Per avere informazioni in italiano 9679 9819
За информације на српском 9679 9820

Para información en español 9679 9821
Türkçe bilgi için 9679 9822
Muốn biết thông tin tiếng Việt 9679 9823
For other languages... 9679 9824

