

An aerial photograph of Hume City, showing a dense residential area with many houses and a large commercial center in the distance. The Melbourne skyline is visible on the horizon under a clear sky.

HUME CITY COUNCIL

Investment Prospectus



INVEST
FOR SUCCESS

Our competitive advantage



10 mins
Broadmeadows to
Melbourne Airport

**Non-stop
flights**
to 45 international
and 33 domestic
destinations

Largest
volume air freight
terminal in Australia

18 kms
Broadmeadows to
Melbourne CBD and
Port of Melbourne

**Melbourne
Intermodal
Terminal**
Direct rail access from
Somerton to the
Port of Melbourne
Opening in 2025

143,896 jobs³



271,709
residents⁴
from 170 countries
155 languages spoken¹

Local access
to vocational and
higher education

77% (15+)
are of working age⁴

21.2%
growth in Gross
Regional Product
from 2018 to 2024³

Affordable
commercial and
industrial assets

**Flexible
Lot sizes**

Hume City is growing rapidly in Melbourne's north. It has a \$21.54B GRP, the second highest in Victoria, supported by steady population growth and strong access to the local labour market. The city offers multiple opportunities to pre-lease or purchase commercial and industrial assets. Its unrivalled connections to world-class logistics infrastructure make it an ideal location for business growth.

Now is the time to establish your business in Hume and position it for long-term success.

We welcome the opportunity to share key insights to support your decision-making. Our team is here to connect you with opportunities and support your investment journey. We are committed to partnering with you from inception to growth.

¹ ABS Census, 2021

² Economy Id Population
Forecasts, 2024

³ Economy Id Economic
Profile, 2024

⁴ ABS Estimated Resident
Population, 2024

Key industries by output

Output by industry is a gross measure of the total sales of each industry sector in Hume City

- 1 Transport, Postal and Warehousing
\$14,702.3M
- 2 Manufacturing
\$11,565.7M
- 3 Construction
\$9,822.5M
- 4 Wholesale Trade
\$2,429.7M
- 5 Retail Trade
\$1,595.0M

Target industries

- Clean technology
- Advanced manufacturing, including advanced materials repurposing
- Food manufacturing
- Healthcare and pharmaceuticals
- Tertiary education
- Visitor Economy (tourism)
- Transport/logistics and warehousing
- Technology industry and professional services
- Service industries and commercial offices

Supply chains

Hume has strong supply chains in transport, postal and warehousing and manufacturing. It's manufacturing and transport sector produced \$263 billion of output in 2023-24, triggering an additional \$12.5 billion impact across connected industries.



26,949
new jobs created
in Hume between
2018 and 2024



19%
of all manufacturing in Hume is **food**

Hume City Council supports
**Melbourne's
North Food Group,**
an industry organisation
representing over **400** food,
beverage and fibre manufacturers

Hume is home to **93 caravan**
manufacturers and **35 dealerships**



Workforce Training and Education

Access

- Highly skilled and trained local labour workforce
- Staff training and development programs
- Tertiary institutions, courses and industry bodies
- Internship and work experience programs
- Community research
- Entrepreneurship programs
- Free recruitment support for businesses

78.2% of 20-24
year olds have a year 12 qualification¹

22% of 20+
year olds have a Bachelor degree
or higher¹

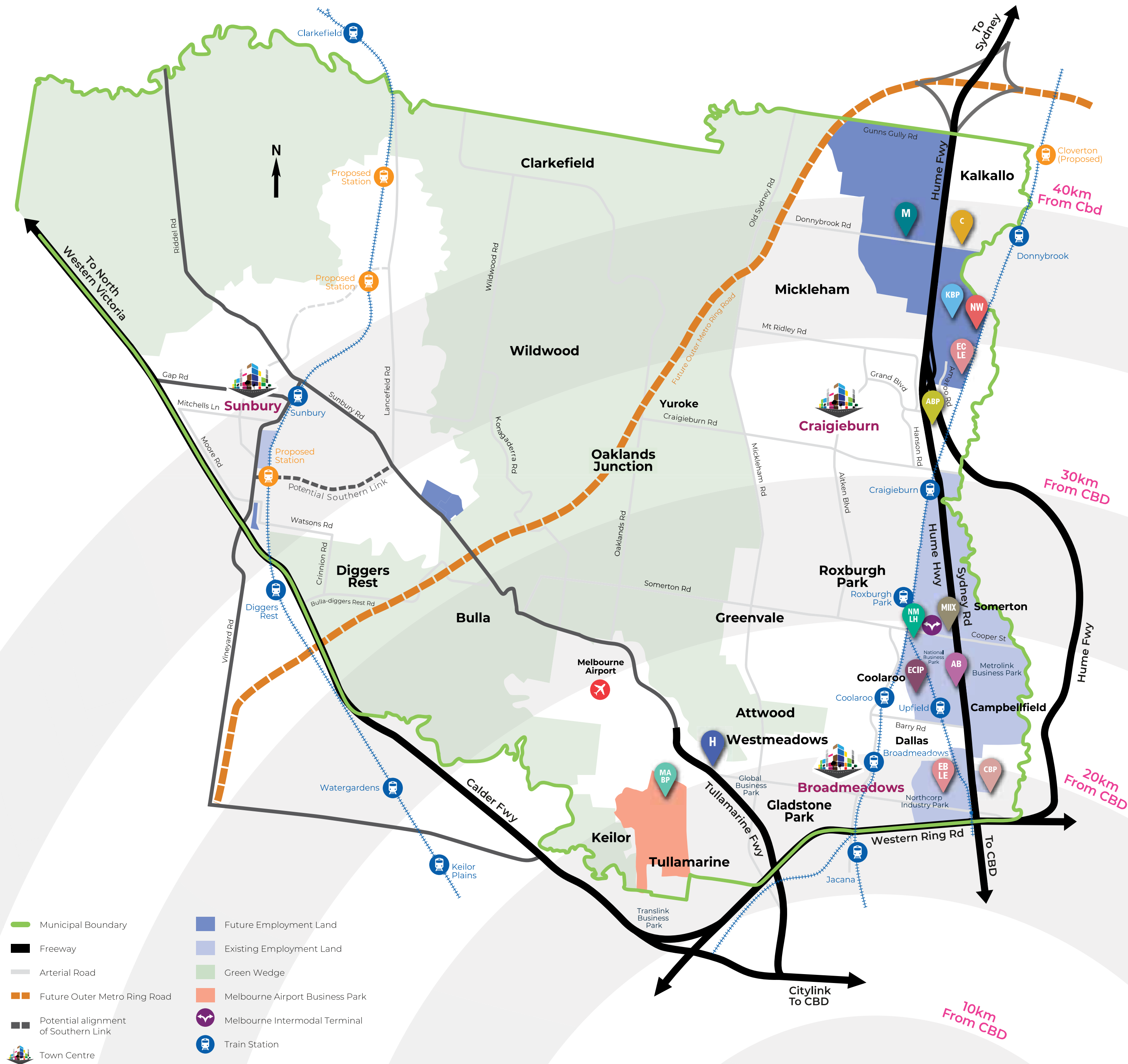
15.4% of 20+
year olds have a Certificate III or IV¹

10.8% of 20+
year olds have a Diploma
or Advanced diploma¹

For more
information visit

- multiversity.hume.vic.gov.au
- hume.vic.gov.au/Business/Local-Jobs-for-Local-People

Investment opportunities in Hume City



Click on an image to find out more



ESR Broadmeadows Logistics Estate



Merrifield



Kinetic Business Park



Cloverton



NorthWorks



Amaroo Business Park



Assembly Broadmeadows



Melbourne Airport Business Park



Cade Business Park



Melbourne Intermodal & Industrial Exchange



ESR Craigieburn Logistics Estate



North Melbourne Logistics Hub



Haystone, Tullamarine Precinct



ESR Coolaroo Industry Park

Liveability

Located in one of the most liveable cities in the world, Hume is an attractive city to live, do business and visit. Residents and visitors have access to:

- Affordable residential living;
- Amenities, including healthcare, shopping centres and recreational facilities;
- Public, private and independent primary and secondary schools;
- TAFE and university programs supported by Council;
- Local, regional and interstate train and bus services;
- 24/7 airport, and close proximity to Melbourne CBD; and,
- Unique and historically significant places to visit, attractions, wineries, cafes and restaurants, parks, galleries, accommodation, walking and cycling tracks, festivals and events.

Visitor Economy

- The Visitor Economy (tourism) is one of Hume's largest economic drivers and is rapidly growing. It accounts for over 15,000 jobs and has an output of over \$8.5 billion.
- Council is charged with supporting and promoting Hume city's tourism offer with the objective of driving awareness, visitation and spend. It is proactively involved in attracting and facilitating new and diverse tourism investment and experiences in order to create and sustain jobs, remain a competitive and attractive destination and enhance the city's liveability.



@discoverhume
#DiscoverHume

How we can help

The Economic Development team is here to support your business and can connect you to opportunities that will support your vision for success. We offer the following services to new and existing businesses in Hume.

- Facilitate the planning process through a guided pre-application meeting with the Planning Department (subject to required planning approval).
- A dedicated senior town planner for major projects and developments.
- Labour market facilitation to support the recruitment process with access to the local talent pool.
- Facilitate relevant connections, including government agencies, developers and commercial real estate agencies.
- Facilitate the development of new Visitor Economy (tourism) businesses and support the growth and resilience of existing operators.
- Access to the Hume Circular Business Network (HCBN) which assists businesses with sustainability initiatives for recycling, resources and energy efficiency.
- Support business growth and sustainability through coordination of training and networking events and promotion of business opportunities.
- Facilitate access to the StartNorth Business Hub for small businesses and start ups.



Get in touch

Hume City Council
1079 Pascoe Vale Road
Broadmeadows VIC 3047

Senior Investment Attraction Advisor

✉ invest@hume.vic.gov.au

🌐 [hume.vic.gov.au/
invest-in-hume](http://hume.vic.gov.au/invest-in-hume)



View Hume City Council's
**Economic and
Community
profiles**

at www.economy.id.com.au/hume

