



# Grow with us

As one of Australia's fastest growing municipalities, Wyndham offers extraordinary opportunities for business growth and commercial development. This is set to continue over the coming decades.

Werribee City Centre and East Werribee are at the centre of Wyndham's growth. Together they have over 900 hectares of land for higher density mixed-use development. This represents an exceptional business and investment opportunity.

As Wyndham's designated Principal Activity Centre, the Werribee City Centre features over 400 businesses and provides a dynamic commercial heart for the region. The Werribee River, Wyndham Park and Chirside Park are focal points for surrounding city centre development. Diverse lifestyle attractions and significant cultural facilities such as the renowned Werribee Park Tourism Precinct further add to Werribee's appeal.

The East Werribee Employment Precinct, which is identified in Plan Melbourne as an Emerging National Employment Cluster, adds a major new dimension to Werribee and Melbourne's west. More than 775 hectares of State Government owned land is designated for development in East Werribee, creating opportunities for more than 58,000 new jobs.

The Victorian State Government is funding major infrastructure projects in East Werribee, including the up-front construction of a full-diamond Princes Freeway interchange at Sneydes Road. These works support Werribee's growth as a vibrant 21st century city serving Melbourne's rapidly growing west.

Werribee's City Centre and East Werribee offer a range of exciting new business and commercial development opportunities that warrant your consideration. Many businesses have already identified the potential that Werribee offers. Wyndham City invites you to look west and grow with us in Werribee: The Capital of Melbourne's New West.



Kelly Grigsby  
**CEO Wyndham City**





# Melbourne's west is the fastest growing region in Australia

The rapid growth of Melbourne's west is part of the rebalancing of Melbourne. After a history of strong growth to the east, south and north, Melbourne is now reorienting towards the west. Werribee is at the centre of this swift expansion to the 'New West.'

Designated growth areas in Melbourne's west provide for a minimum of 30-40 years of intense development, so it's time to look west and be part of the fastest growing region in Australia.

"Figures suggest Melbourne's west will maintain its rapid growth for at least the next decade, creating tremendous business, commercial and professional opportunities."

— Bernard Salt, demographer and author, KPMG. Source: The Age, April 19 2011.



# Capital of Melbourne's New West

The Werribee City Centre and East Werribee serve a large and growing catchment. With Principal Activity Centre and National Employment Cluster status, Werribee is of high importance to Melbourne's west. Few other centres of similar scale and characteristics exist with opportunities to equal Werribee's.

Not only does Werribee have the capacity for enormous and sustained growth, Wyndham City and the Victorian State Government are both committed to support this growth.

The precinct structure plans for the Werribee City Centre and East Werribee provide the framework for business and mixed-use city development. This prospectus outlines Werribee's major strengths and locational advantages.

As the city at the heart of Australia's fastest growing region, Werribee is uniquely positioned to grow.



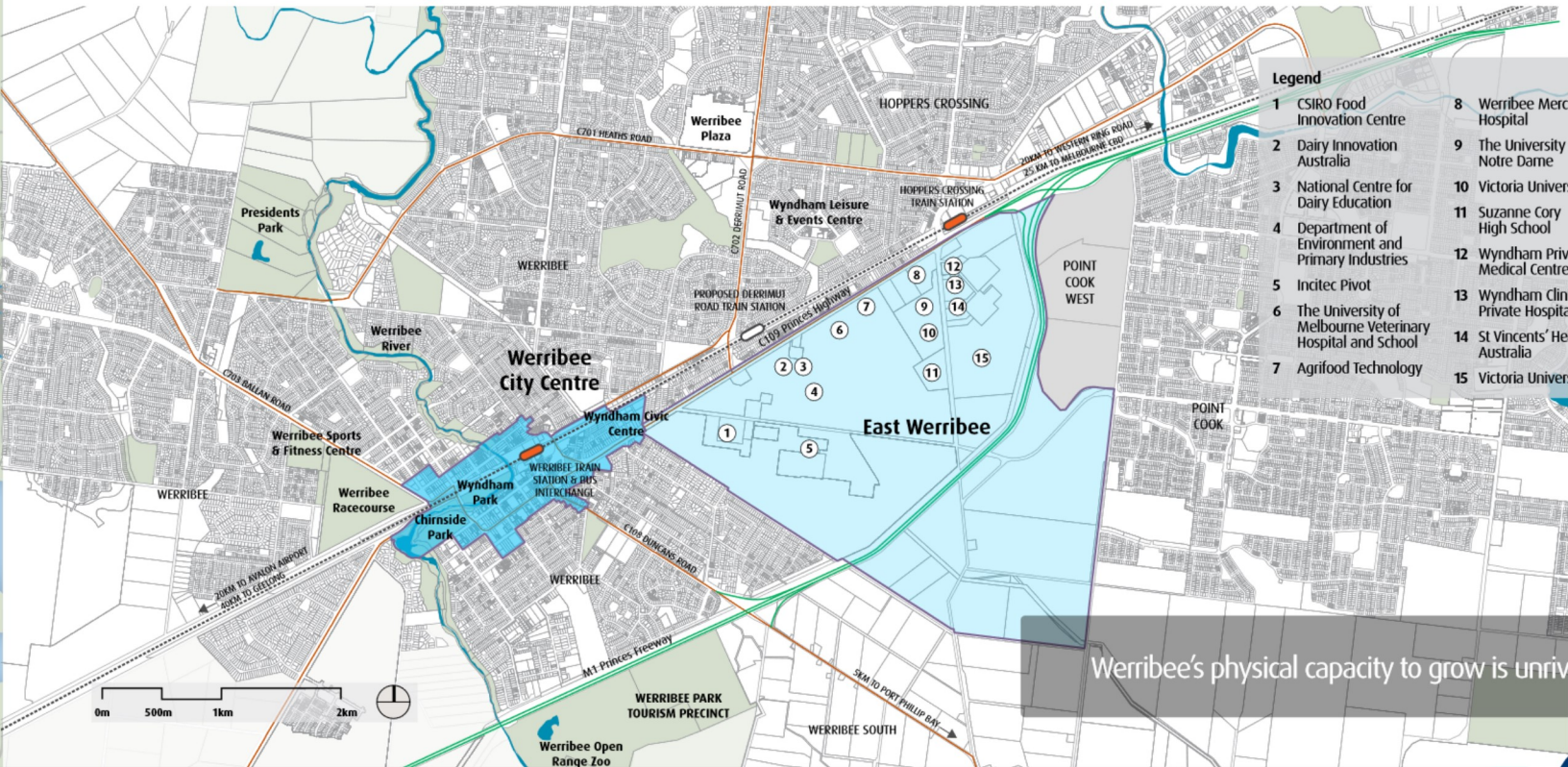


# Werribee City Centre and East Werribee

Werribee’s City Centre is equivalent in size to the Melbourne Central Business District. An Activity Centre Boundary defines an area of 130 hectares for development.

The adjacent East Werribee Employment Precinct is 775 hectares in size, the majority of which is greenfield land for commercial and mixed-use city development.

Together the Werribee City Centre and East Werribee represent a development, business and investment opportunity of unparalleled scale.



# Growth Capital

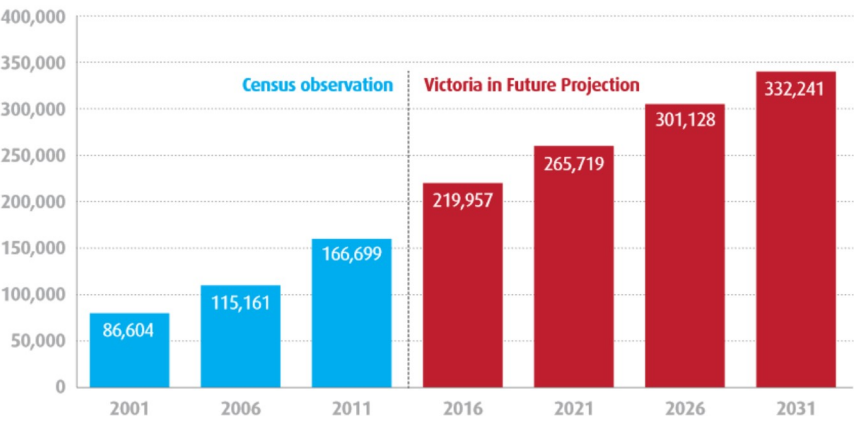
Wyndham is one of the fastest growing municipalities in Australia. Projections estimate that over 330,000 people will be living in Wyndham by 2031, while Melbourne’s western region will grow to the size of Greater Adelaide, with over 1.1 million people.

This substantial increase is occurring through the birth of around 75 babies each week and an average of 35 residents

moving into Wyndham every day. In 2011-2012, over 12,700 people moved into the municipality, a population increase equivalent in size to the Victorian town of Benalla.

These record-breaking statistics create extraordinary possibilities for employment related development and business growth.

## Future Population in Wyndham City



Source: ID Consulting 2013

Over the next 30-40 years, population increases will provide the foundation for Werribee’s growth as The Capital of Melbourne’s New West.



Wyndham Park Pedestrian

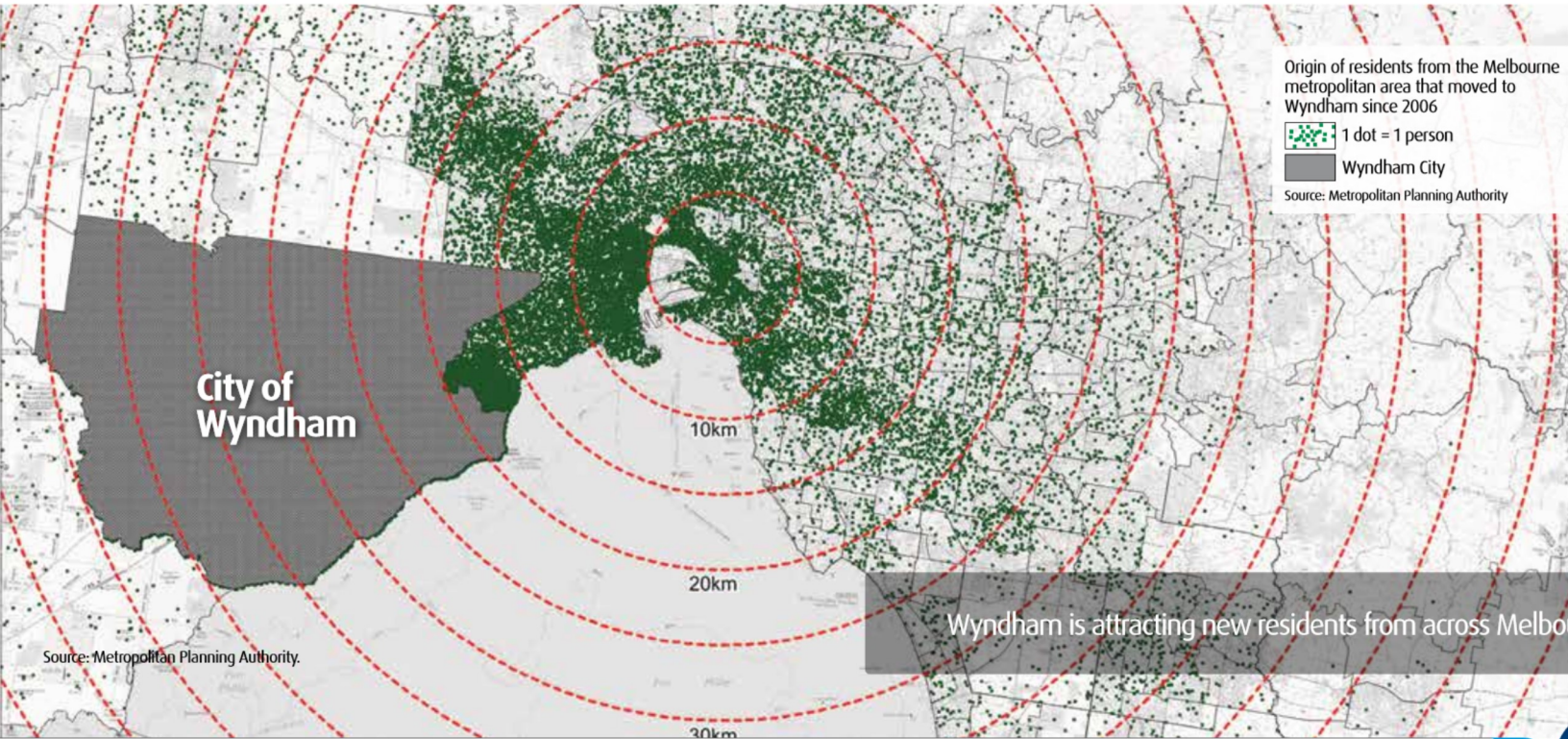




# Attraction Capital

Wyndham's population growth record is creating new trends by attracting people from everywhere, not just traditional home seekers who already live in the area. State-wide migration to the municipality, coupled with large numbers of new residents moving from interstate and overseas, points to the importance of Wyndham to Melbourne's expansion, and its appeal to many different people.

The major benefit of this migration pattern is the of a diverse resident population and multi-skilled in Wyndham, which can offer both the flexibility numbers to service a range of businesses and in As the primary national employment cluster in the region, Werribee businesses stand to benefit from skills, assets and interests of its resident population







**East Werribee**  
775 ha

**Werribee City Centre**  
130 ha

"The ingredients for growth are terrific in Werribee; fastest growing LGA in Australia, a population of 200,000, a wide cross section of skills including white collar professionals, 30kms from the CBD, two airports, metro and regional rail, diverse attractions and close to Port Phillip Bay."

– Scott Vickers-Willis, Executive Director, Techne Pty Ltd Project Developers

# Opportunity Capital

Population growth is a major foundation of business growth and higher density development in Wyndham. It is leading to an increasingly diverse resident workforce, customer base and local employment opportunities.

Some key opportunities for businesses include:

- A doubling of Wyndham's working population over the last ten years with a predominantly young, skilled and educated resident workforce. Census figures show residents with degrees and professional occupations represent 17.3% of Wyndham's workforce – the largest emerging group recorded between 2006-2011
- Increasing demand for local employment from residents and businesses. Over 40% of Wyndham residents are employed in professional, scientific and technical services and over 60% in financial and insurance services. More than 50% of these commute to the Melbourne CBD for work, indicating an opportunity gap for local businesses
- Greater demand for local goods and services generated by Wyndham's large and rapidly growing customer base. \$2.5 billion per year is lost in escape expenditure from Wyndham





# Access Capital

Werribee is connected to the Central Business Districts of Geelong and Melbourne by freeway and rail, providing direct access to two of Victoria's largest cities within 30 minutes.

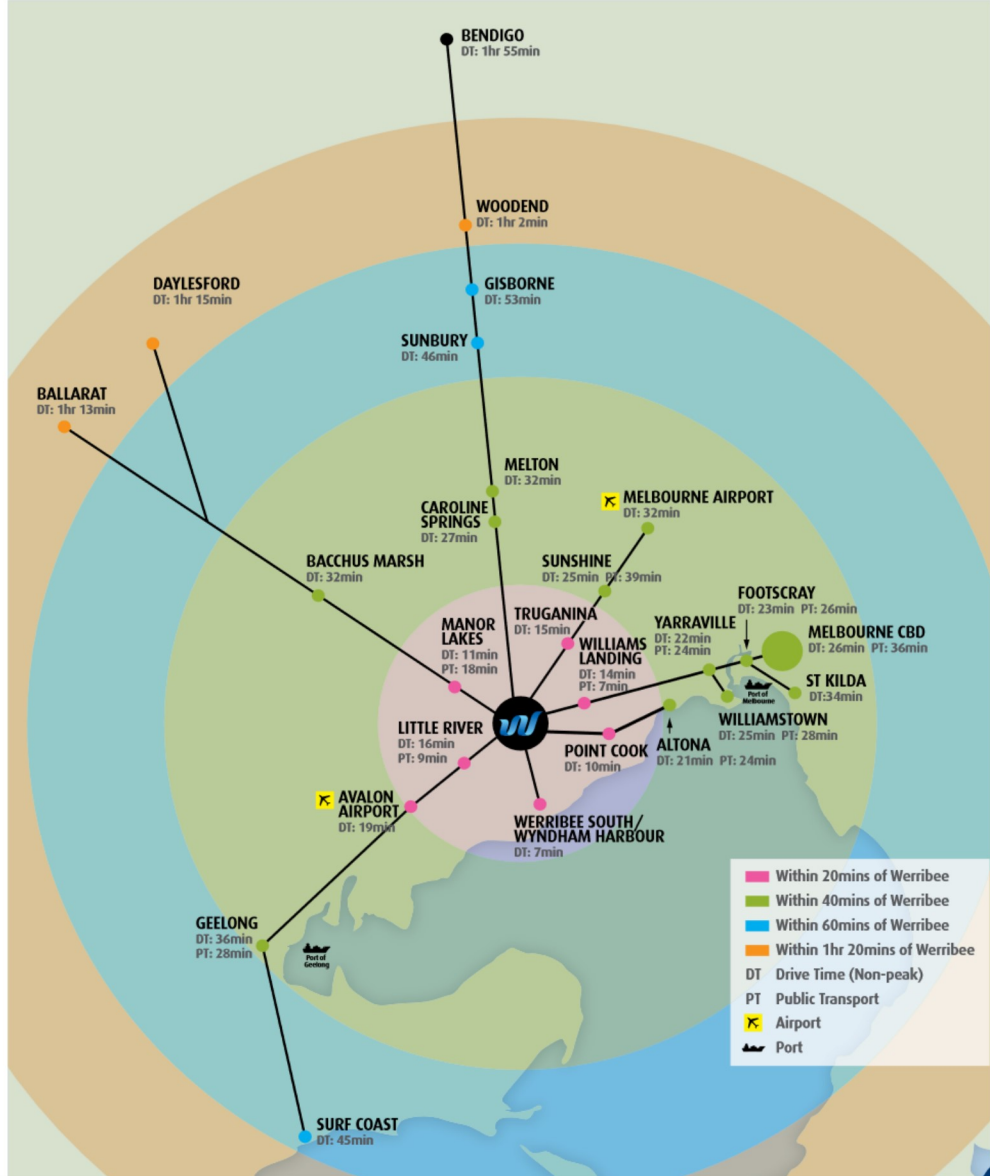
Just 20 minutes from Avalon International Airport and 30 minutes from Melbourne International Airport, Werribee has the benefit of being within close reach of the Port of Melbourne and other major transport and logistics hubs.

Major commercial hubs and lifestyle centres are within 20-40 minutes of the Werribee City Centre.

New transport infrastructure projects will further strengthen Werribee's accessibility. These include:

- Regional Rail Link — a \$4.8 billion that opened in 2015
- Sneydes Road freeway interchange — a \$40 million project opening in 2016
- East Werribee Stage 1 road works — a \$27 million project opening in 2016.

Werribee is centrally positioned with access to Victoria's major cities and transport corridors.





“Great opportunities and a positive attitude towards progressive development make Werribee an exciting place for a business owner!”

– Nick Christou, Director, The Park Hotel

Artist's impression of the Werribee City Centre featuring the Werribee River and proposed promenade.

# Werribee City Centre

The Werribee City Centre reflects the diversity and multi-faceted nature of Melbourne's west. It is a community gathering place and regional focal point for work and leisure.

Situated on the banks of the picturesque Werribee River and overlooking central parks, the City Centre's natural setting offers a wide range of recreational and business possibilities.

Major corporate offices, government agencies and regional services are fused with specialty retail, restaurants, entertainment and arts and sport venues in a vibrant locale.

This combination of attractions and natural features creates an urban setting with distinct character and high amenity.





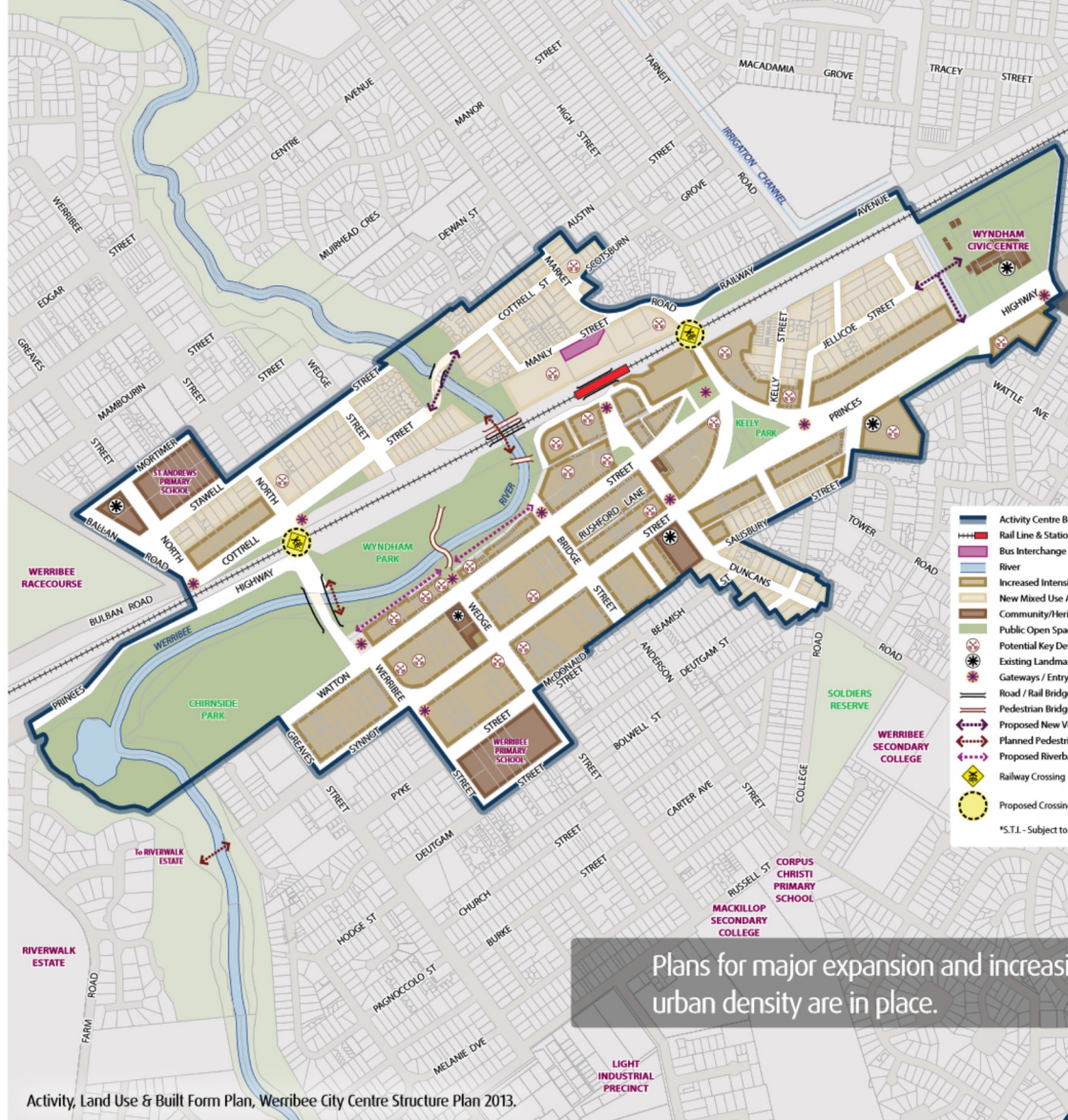
The Werribee City Centre features cultural, restaurant, sporting and commercial districts, within serene river and park settings. Lifestyle facilities, employment precincts and transport connections are only minutes away.

Werribee's heritage listed railway station connects travellers via metropolitan and V/Line services, and a major bus interchange facilitates local and regional services including to the Werribee Park Tourism Precinct, Avalon and Melbourne International Airports.

The vision for the Werribee City Centre embraces the river and central parks. New attractions and public and private sector developments are bringing the vision to life with:

- Iconic gateways to the river and park precinct
- Beautiful places for people to meet, relax and enjoy the park and river setting
- Landmark developments with scenic river and park outlooks
- Distinctive destinations for alfresco dining, shopping, entertainment and socialising.

These features and enviable locations are what make the Werribee City Centre outstanding.





# East Werribee

East Werribee is a project of state significance. The Victorian State Government's metropolitan planning strategy Plan Melbourne identifies East Werribee as an Emerging National Employment Cluster, designed to provide access to diverse and thriving employment opportunities in Melbourne's west.

775 hectares of greenfield Victorian State Government land is being released in phases for mixed-use city development. 58,000 new jobs are targeted in an array of sectors. This major development will build on East Werribee's 100 year history as Victoria's state research hub and its strength in health, learning and technology.

East Werribee will be a magnet for large-scale public and private investment, and is central to Werribee's growth as the Capital of Melbourne's New West.



"East Werribee is a prime location for business activity, situated in one of Australia's fastest growing urban areas with access to an emerging market and a large and diverse workforce."

- Peter Seamer, CEO, Metropolitan Planning Authority

Artist's impression of the East Werribee Town Centre featuring a new lake, waterways and parkland. Source: Metropolitan Planning Authority.





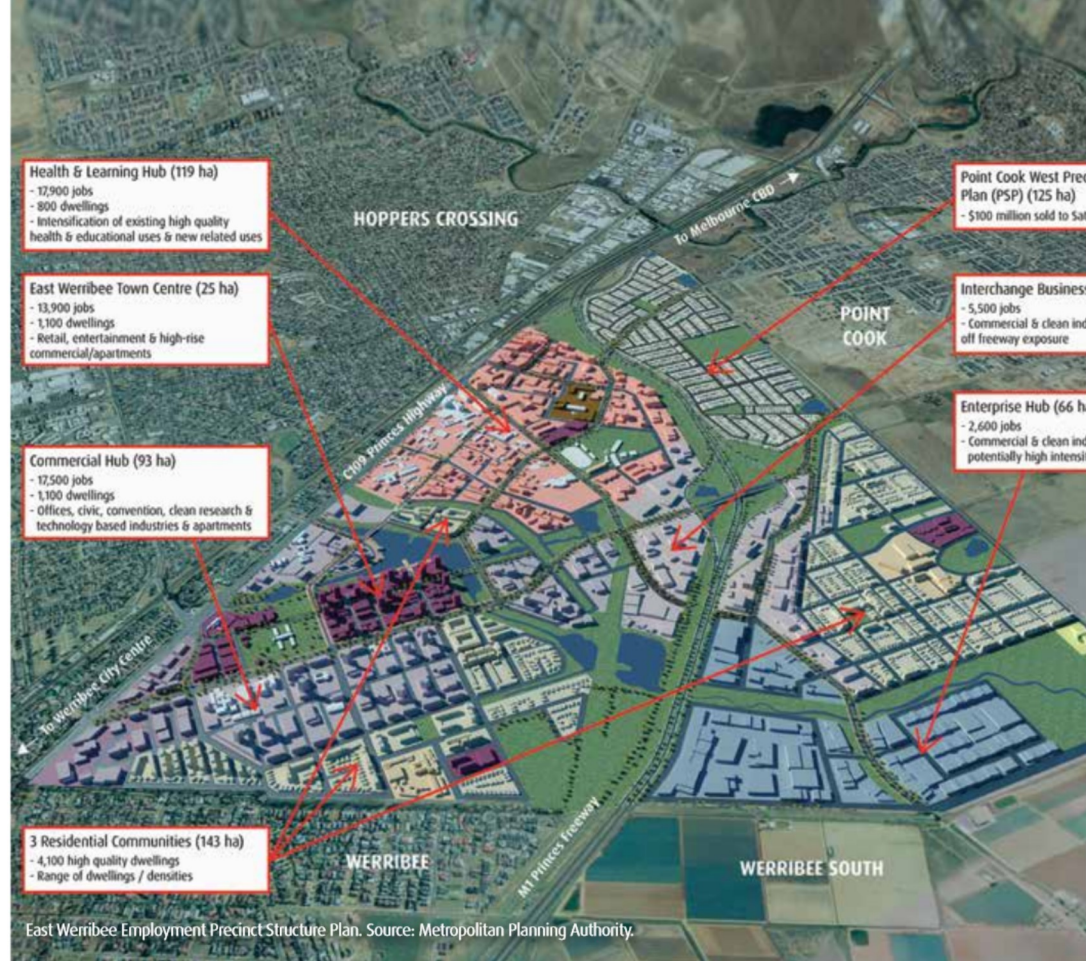
A central lake surrounded by waterways and parklands will be the focal point for a new town centre in East Werribee. This will be surrounded by major health, learning and commercial precincts to create a radically enhanced service sector for Melbourne's new west.

These precincts will include:

- Commercial buildings mixed with a range of dwelling-types and a network of parks and shared paths, to create an active and attractive mixed-use city where people can live and work without needing to travel far
- New transport infrastructure to further enhance accessibility, with the construction of the Sneydes Road freeway interchange, proposed railway station, dedicated bus lanes and improved access to Werribee and Hoppers Crossing railway stations.

Wyndham City and the Victorian State Government are both committed to this development, ensuring that East Werribee will provide quality professional employment opportunities to address significant and growing demand in the region.

For further information contact the Metropolitan Planning Authority.



The East Werribee precinct structure plan provides quality locations to suit the requirements of many different businesses as well as residents.



# Business Capital

Population growth is expanding demand for goods and services.

In Wyndham, employment in high-end service sectors is currently increasing at two to three times the state and national average, with Werribee providing a focal point for these services in the region. The number of people employed by Wyndham businesses grew by 28% between 2006-2011, with particularly strong growth occurring in:

- Health services (53.7%)
- Professional, scientific and technical services (42.5%)
- Education services (40%)
- Finance and insurance services (38.5%).

These figures highlight the existing commercial strength of Werribee, and point to a number of standout opportunities for businesses including:

- A forecast increase in Wyndham's economic output by almost \$5 billion from the development of East Werribee alone and more than doubling the number of jobs available in Wyndham
- The opportunity to capitalise on over 1 million visitors per year to Werribee's Tourism precinct, a premier Victorian tourist attraction.



Tonia T Boutique Werribee.



"As Australia's largest firm of accountants and financial advisors to the small and medium-sized enterprises sector, Crowe Horwath opened in Werribee to tap into the fastest growing region in Australia to contribute to its growth."

- Peter Mayall, Principal, Business Advisor, Crowe Horwath

Quest Serviced Apartments Werribee.



Mondells Patisserie Werribee.





# Research Capital

East Werribee is a leading Australian centre for food, animal and medical research and one of Melbourne's six Biotechnology Precincts. Significant research institutions are investing in land and new facilities, and fostering national and international markets. There is collaboration between these institutions and strong partnerships with leading local companies.

The following overview indicates the range of research institutions contributing to East Werribee's growth as a significant research precinct:

- CSIRO Food Innovation Centre — Australia's national science agency
- Dairy Innovation Australia — leader in research and development in food technology, engineering, microbiology, health and nutrition for the Australian Dairy Industry
- Agrifood Technology — one of Australia's major independent analytical service providers in all areas of agribusiness
- Incitec Pivot — developers and producers of advanced fertilisers for food production and explosives for mineral extraction
- Eureka! AgResearch — offers a comprehensive range of product development services to agricultural chemical industries
- The University of Melbourne — has forged a strong international reputation for its Faculty of Veterinary Science's achievements in research
- Victoria University — includes major innovative research for water, food, fire safety and health
- The University of Notre Dame — undertakes research to improve the physical, mental, social and spiritual health and well-being of people and communities, particularly those in need.



"CSIRO has been part of Werribee and its community for more than 70 years. Our recent purchase of the Sneydes Road Research and Development Centre reflects our commitment and belief in the potential and future of Melbourne's  
— Murray Brown, Site Manager, CSIRO Food Innovation Centre – Werribee

Understanding food at the microstructure level is helping CSIRO and industry develop healthier foods. Source: CSIRO Werribee, Victoria.

CSIRO's high pressure processing unit makes food safe to eat without heat-treating. Source: CSIRO Werribee, Victoria.



# University Capital

A number of leading educational institutions have recently been established in Werribee in response to the region's growth, while others have had a long-term presence in the area.

They cover many sectors of learning such as vocational education and training organisations and range from primary to tertiary institutions.

Leading tertiary education providers include:

- The University of Melbourne's Faculty of Veterinary Science — first veterinary school to be established in Australia, with large-scale expansion planned for the campus
- Victoria University — recently added to their extensive Werribee campus a new \$14.8 million Wyndham Health Inter-Professional Clinic, the first of its kind in Australia
- The University of Notre Dame — constructed the \$12 million Melbourne Clinical School in Werribee in 2010, educating and training third and fourth-year medical students
- Deakin University and The Gordon Institute of TAFE — recently established the Werribee Learning Centre with clear plans for growth

- National Centre for Dairy Education Australia — major dairy technology education in Australia.

Vocational education and training organisations include:

- Werribee Community and Education Centre, the Malka Group and Ashley Institute
- Leading training and employment organisations — M WISE, CVGT and AMES.

Werribee also offers elite secondary school education, most notably at Suzanne Cory High School, one of only four selective schools for academically elite students in Victoria.

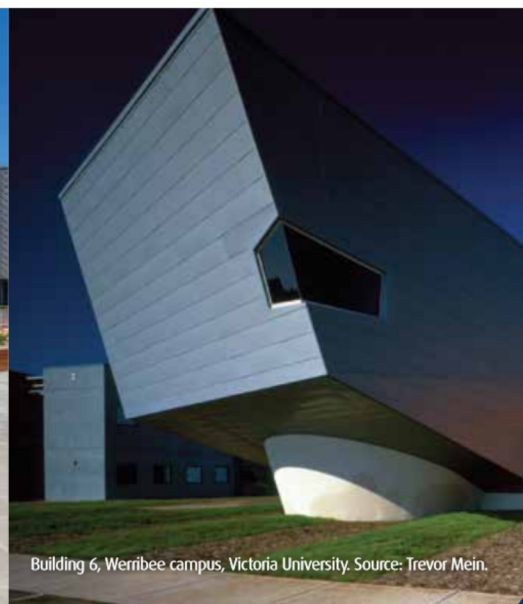


Werribee is home to a number of leading educational institutions from all sectors.

Melbourne Clinical School, The University of Notre Dame.



Wyndham Health Inter-Professional Clinic, Victoria University.



Building 6, Werribee campus, Victoria University. Source: Trevor Mein.







Wyndham Private Medical Centre.

“Recognising that Wyndham is the fastest growing Local Government Area in Victoria, St Vincent’s Health Australia (SVHA) has purchased land co-located with the Werribee Mercy public hospital to expand the health precinct adding much needed health services to the community.”

– Martin Day, Chief Executive Officer, St Vincent’s Private Hospitals



Werribee Mercy Hospital Catherine McAuley Centre.



Werribee Mercy Hospital Maternity and Neonatal Services Unit. Source: Mercy Health.



Wyndham Clinic Private Hospital.

# Medical Capital

Werribee’s medical sector is growing. Recent developments in medical services include new public and private facilities offering dedicated services and employment opportunities for local residents. Many of these facilities are in close proximity to Werribee’s Mercy Hospital, creating a cluster of general practice and medical specialists. There are many benefits to this co-location, including synergies between quality patient care and partnered provision of integrated patient care.

Developments and affiliations in the precinct include:

- Werribee Mercy Hospital stage 1 expansion, consisting of:
  - a) \$28 million Catherine McAuley Centre — completed in 2014
  - b) \$34 million mental health facility — planned for completion in 2016.
- \$30 million Wyndham Private Medical Centre completed in 2013 — purpose-built to centralise premium health services for providers across a broad range of specialties.
- \$16 million Wyndham Clinic Private Hospital completed in 2013 — Werribee’s first private hospital and full private mental health facility in Melbourne’s west.
- St Vincent’s Health Australia — new \$75 million 112 bed private hospital commenced in 2015
- Affiliations between The University of Notre Dame’s Melbourne Clinical School, Werribee Mercy Hospital, Wyndham Private Medical Centre and Wyndham Clinic Private Hospital.



# Lifestyle Capital

In and around Werribee, you will find culinary and cultural offerings that enhance the lifestyle of both residents and visitors. Specialist stores and award winning restaurants complement our performing arts centre, art gallery and library. An array of sporting facilities, recreational spaces and shared trails add even more to Werribee's complete lifestyle offering.

Located on the picturesque banks of the Werribee River and surrounding parkland, the Werribee City Centre immediately stands apart. Public meeting places, bridges, riverbank promenades and other recreational attractions enhance this beautiful setting. East Werribee will be similarly transformed into a lifestyle capital with lakes, waterways and open spaces being strong features of the precinct structure plan.

Further along the Werribee River is the Werribee Park Tourism Precinct. This mecca for tourists is home to the Werribee Open Range Zoo, Werribee Mansion, Mansion Hotel and Spa, Shadowfax Winery, Victoria State Rose Garden, National Equestrian Centre and the Werribee Park Golf Course.

At the mouth of the Werribee River is the Werribee South Foreshore, which provides spectacular views across Port Phillip Bay and is home to the iconic Wyndham Harbour development. The Werribee South market garden region, recognised as the broad leaf vegetable capital of Australia, fringes the foreshore.

These high-quality facilities, bountiful natural attributes and world-class attractions provide an ideal gateway to Geelong and the Great Ocean Road, and firmly position Werribee as the Lifestyle Capital of Melbourne's New West.



Werribee South Foreshore.



Shadowfax Winery.



Walton Street Werribee.



Wyndham Park Pedestrian Bridge.



Point Cooke Marine Sanctuary.

Werribee offers a unique life  
combining the best of city, c  
and country.





# Cultural Capital

“Werribee is an old town with a fascinating indigenous and colonial past, steeped in natural beauty, enhanced by an aspirational and diverse population, which has contributed in important ways to the state.”

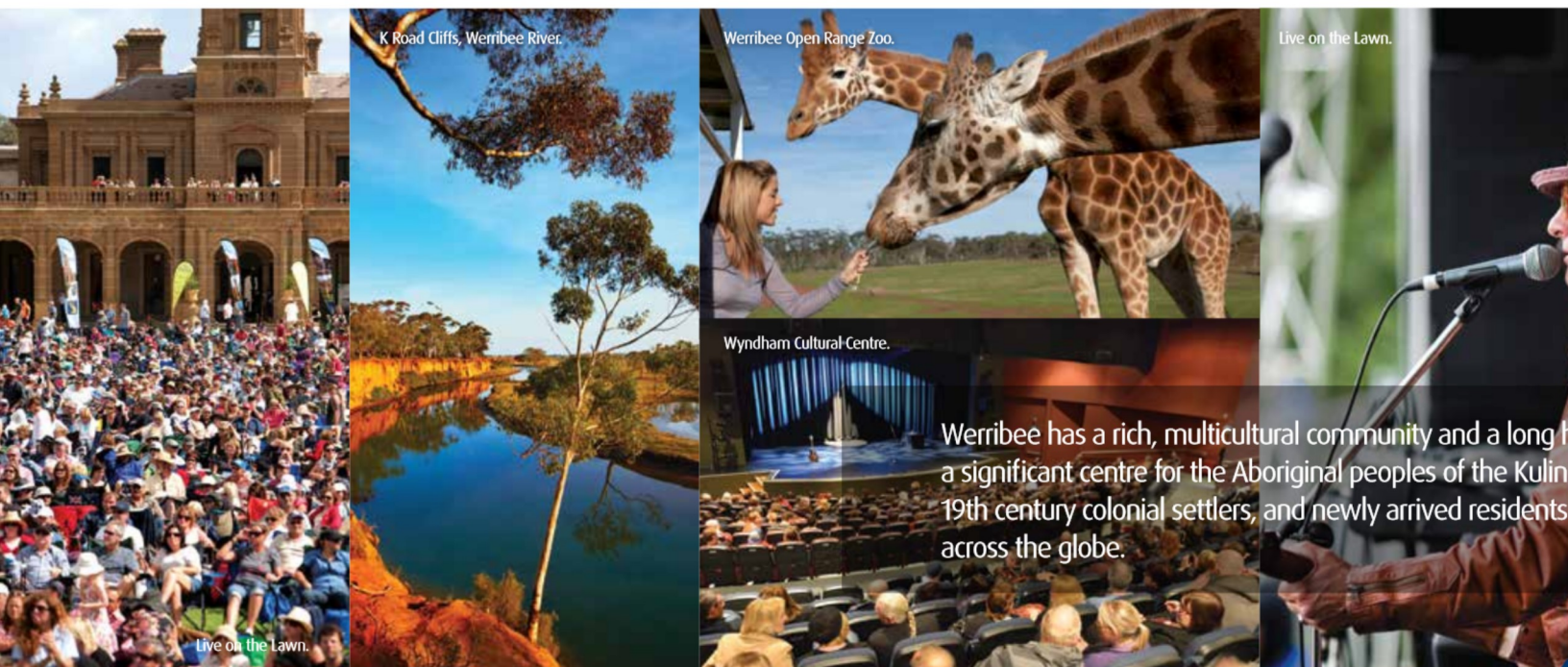
– Fatima Measham, freelance writer.

Source: The Age, August 11 2014.

The cultural diversity of Werribee’s community is reflected in the authentic range of retail, restaurants and attractions in the Werribee City Centre and its surrounds. They include:

- Local independent retailers and service providers
- The Wyndham Cultural Centre — a premier cultural and performing arts centre featuring:
  - a) 500 seat theatre supporting national, state and regional touring productions
  - b) an art gallery hosting quality contemporary art exhibitions
  - c) Werribee Library

- The historic mansion at Werribee Park and other significant historical buildings
- Places significant to Victorian exploration, science, agriculture and service infrastructure including:
  - a) the State Research Farm
  - b) South Base Stone, the starting point for Victoria’s geodetic survey conducted in 1860
- Natural landmarks of cultural significance such as the Werribee River environs and Regional Park, the You Yangs Regional Park, grassland reserves, Point Cooke Marine Sanctuary and the globally significant Ramsar wetlands.



Werribee has a rich, multicultural community and a long history as a significant centre for the Aboriginal peoples of the Kulin Nation, 19th century colonial settlers, and newly arrived residents from across the globe.



# Sports Capital

Werribee offers state, regional and local sporting venues in close proximity to the Werribee City Centre. Many are located adjacent to the Werribee River and surrounding parklands. Venues include:

- Werribee Racecourse and International Horse Centre — home of the Werribee Cup, providing accommodation and training facilities for world-class international horses competing in the Melbourne Cup.

- AquaPulse and Encore Events Centre — a \$54 million redevelopment completed in 2015 has made it the premier indoor aquatic centre in the region featuring a first-class gymnasium, aquatic and event centre
- Eigel Stadium — undergoing a \$47 million redevelopment to create a premier state and regional competition sporting venue and the largest indoor sports and fitness centre in Melbourne's west
- Chirnside Park — features a range of sporting facilities in a serene riverside setting including:
  - a) Chirnside Park Oval — home of the Werribee Tigers VFL Football Club
  - b) Werribee Outdoor Pool
  - c) Tennis, lawn bowls and angling clubs

- Werribee Park National Equestrian Centre — attracts interstate and international competitors and visitors for major events throughout the year
- Werribee South Boat Ramp and Wyndham Harbour — providing quality boating facilities for water sports



Werribee boasts a cluster of state, regional and local sporting facilities that form a major recreational and competition precinct in the heart of Werribee.

Werribee Park National Equestrian Centre.



Wyndham Harbour Marina.



Artist's impression of the Chirnside Park Oval Development. Source: JMA Architects.

AquaPulse and Encore Events Centre.





# Grow with us

Wyndham City is dedicated to facilitating business growth, investment and mixed-use, higher density development in Werribee.

The Werribee Development Centre (WDC) is your first point of contact for any development and business enquiries in Werribee.

The WDC offers a professional information suite where you can discuss your next development or business venture with our dedicated specialist team.

Our services include:

- Information on structure plans and zones which support development in Werribee
- Map tours of the Werribee City Centre, East Werribee and surrounding areas

- Presentations to your company or organisation
- Assisting to identify development and commercial leasing opportunities
- Providing guidance through the planning process
- Facilitating introductions to relevant government agencies and Wyndham's business community.

For further information contact:

Werribee Development Centre

2/ 10 Watton Street, Werribee Victoria 3030

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