



## **MEDIA RELEASE**

### **Joint release - NORTHERN COUNCILS ALLIANCE AND NORTH Link**

#### **Melbourne's north unveils investment attraction strategy to generate economic growth**

Today marks the launch of the *Melbourne's North Investment Attraction Strategy and Prospectus*, which positions the region as a prime destination for investors seeking opportunities in metropolitan Melbourne.

Funded by the Northern Metropolitan Partnership, project managed by NORTH Link and supported by the Northern Councils Alliance, the Investment Attraction Strategy was developed to capture the attention of a wide range of investors.

With a collaborative vision for the future, stakeholders across Melbourne's north recognise the need for strategic partnerships to drive economic expansion, foster innovation and create a dynamic business environment.

Highlights of the strategy include identification of key sectors where Melbourne's north holds a competitive advantage. These include food, beverage and advanced manufacturing; education and training; health and wellbeing; professional digital services; transport, freight and logistics; and the visitor economy. By bringing a focus to these areas, the region aims to attract investments and also to nurture industries that are poised for growth.

Development of precincts is also a key platform in the document. The strategic importance of the La Trobe NEIC, Epping and Broadmeadows in the provision of jobs, health and education services to the region is well recognised, as are smaller precincts such as Coburg, Brunswick, Preston, Beveridge, Melbourne Airport, Coburg, Craigieburn, Campbellfield and Wollert.

Consideration of development of future precincts is just as important. The municipalities of Hume, Mitchell and Whittlesea recently signed a Memorandum of Understanding covering Cloverton, an upcoming precinct within Donnybrook that will soon be experiencing significant growth.

Carl Cowie, CEO of Nillumbik Shire Council and Chair of the working group that developed the strategy, explained the importance of the project.

"The *Melbourne's North Investment Attraction Strategy* isn't just a document that will sit on a shelf," he said. "It's a testament to our collective vision and commitment to building a future for our region that's successful and sustainable."

"From our significant infrastructure to our skilled workforce, from our world-class educational institutions to the quality of life that our region offers – we have a strong proposition to offer investors."

Chris James, Executive Director of NORTH Link, also emphasised the importance of the strategy.

“The strategy and its precinct focus pinpoints opportunities for private sector investment in each precinct, and where government infrastructure is needed to bring the precinct to life,” he noted.

### **About Melbourne’s north**

Melbourne’s north is currently home to around one million people, or 20% of the population of Melbourne. It’s one of the fastest growing regions with a population of 1.5 million forecast by 2036, similar to Adelaide and half a million more than in the region at present – a growth rate of 2.8% compared to 1.6% for Greater Melbourne.

Around 14% of all Victorian businesses can be found in Melbourne’s north, from micro businesses to large enterprises employing more than 250 staff. A large percentage of the population (60%) are of working age and 40% of the total population are under the age of 29, positioning the region with a strong workforce over future decades.

Further information:

Chris James Executive Director NORTH Link [c.james@latrobe.edu.au](mailto:c.james@latrobe.edu.au) 0417 353 650

Melissa Atallah Executive Officer NCA [melissa.atallah@northerncouncils.org.au](mailto:melissa.atallah@northerncouncils.org.au) 0439 660 993