



MOONEE VALLEY

Business Prospectus

Moonee Valley...
now is the time to act



Contents

At a glance	3
Liveability and diversity	4
Accessibility	6
Education	8
Retail	10
Competitive advantage	12
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Our commitment	14
Lifestyle and entertainment	16



Message from the Mayor

The size and scope of developments taking place now and into the future highlights the huge business growth potential in the City of Moonee Valley. The Municipality has been at the forefront of the urban development activity that has helped drive forward the physical and economical progression of our City.

Moonee Valley City Council has prepared a Business Prospectus and welcomes innovative, creative and leading edge businesses to Moonee Valley.

Businesses that wish to establish an operating base here will realise that our credentials are outstanding. Our appeal is based on the following factors:

- highly skilled and educated workforce
- close proximity to Airports, Port of Melbourne, and Docklands
- easy access to major road linkages
- close to hospitals, sporting and entertainment facilities
- great retail, food, theatre and tourism destinations

You can take great comfort to know that the City of Moonee Valley is also a great place to live for business owners looking to relocate. There are excellent private and public schools and easy access to many universities. The Municipality also has a variety of picturesque open spaces to get fit or relax.

So Moonee Valley welcomes business with open arms and asks business to come here and find out why this area is viewed as an ideal place to invest, do business and visit.

Cr Paul Giuliano
Mayor
Moonee Valley City Council



The City of Moonee Valley Your place to do business

Moonee Valley is a booming, self-confident Municipality. Its population is increasing and visitor numbers are on the rise. There are significant new retail, office, leisure and residential developments in progress.

The City of Moonee Valley is one of the state's most vibrant, diverse and successful communities.

For businesses to flourish, they need to operate from a base that offers security, certainty, support and guidance from their local council as well as an opportunity to grow and prosper. When you do business in the City of Moonee Valley you get all that, plus more.

We are dedicated to making the City of Moonee Valley an ideal place to invest and do business.

It's easy to see why so many leading Victorian, national and international companies have chosen the City of Moonee Valley as their base, and why countless leading CEO's and business identities have made this area their home.

We welcome both new and established businesses to our community and invite you to come and talk to us about what you need to make this your place to do business.

Moonee Valley at a glance

Location

- Close to the CBD, Airport, Port of Melbourne, Docklands and Industrial areas.
- Easily accessed via a number of major road linkages and public transport.
- Close to Melbourne's major hospitals – at least five hospitals are situated in or near the Municipality.
- Home to a number of iconic sports facilities including Moonee Valley Racing Club and Essendon Football Club's Windy Hill.
- Near to a number of higher education institutions, including Melbourne University, RMIT, Victoria University and Kangan Batman TAFE.
- Neighbour to a number of tourism destinations, including the Melbourne Showgrounds and Flemington Racecourse.

Workforce

- Highly employable residents with consistently low unemployment levels.
- Home to close to 10,000 existing businesses, ranging from sole traders to large multinational companies.
- Education levels are above Melbourne Statistical Division, in fact 21.4 per cent of residents have completed a bachelor's degree or higher.
- Ideal conditions for home based businesses with the perfect work/life balance. Over 850 home based businesses operate in the area.
- 45 per cent of businesses in the Municipality turnover between \$100,000 and \$1 million, with 10 per cent of businesses earning over \$1 million annually.

Lifestyle

- A shopping haven, home to everything from niche retailers specialising in exclusive wares, to large shopping precincts, such as Moonee Ponds Central.
- Home to the Clocktower Centre and the Incinerator Arts Complex, must-see destinations for lovers of theatre and the arts.
- A popular destination for sporting and fitness facilities, including the Riverside Golf Club, and the East Keilor and Ascot Vale Leisure Centres.
- Home to a multitude of parks and open spaces equating to 528 hectares, with bike and walking paths alongside the Maribyrnong River and Moonee Ponds Creek.





Moonee Valley Businesses thriving and diverse

A diverse range of businesses operate in the vibrant, safe and sustainable City of Moonee Valley.

The City of Moonee Valley has a population of around 109,000 and is home to a wide range of cultures and has a proud Indigenous history.

It has a workforce of more than 30,000, comprised of both local residents and commuters from a range of locations across Melbourne and surrounding areas.

An increase in higher paid occupations in the centre of Melbourne has generated demand for inner city living close to work and the city lifestyle. Subsequently, over the past two decades the gentrification of the City of Moonee Valley has occurred with more affluent residents calling the area home.

Residents within the Municipality are generally a well educated community. More than 21 per cent of Moonee Valley residents have completed a bachelor degree or higher. Consequently,

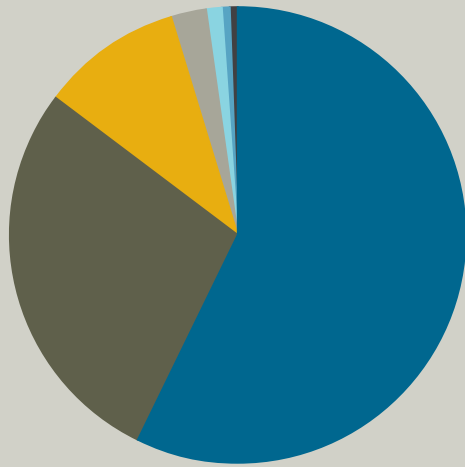
a high number of residents are employed in 'white collar' professions, including professional, clerical and administration positions.

Of course, this level of education produces a highly employable workforce, which is reflected in the significant employment levels in the area. In fact, the unemployment rate declined from 3.7 per cent in June 2007 to 2.6 per cent in December 2008.

The area has a high level of liveability and a strong sense of community as is evident by the many CEO's, politicians, public figures and professionals who live in the Municipality.

Moonee Valley City Council is proud of its diverse business community and offers a range of information and support services for all local businesses.

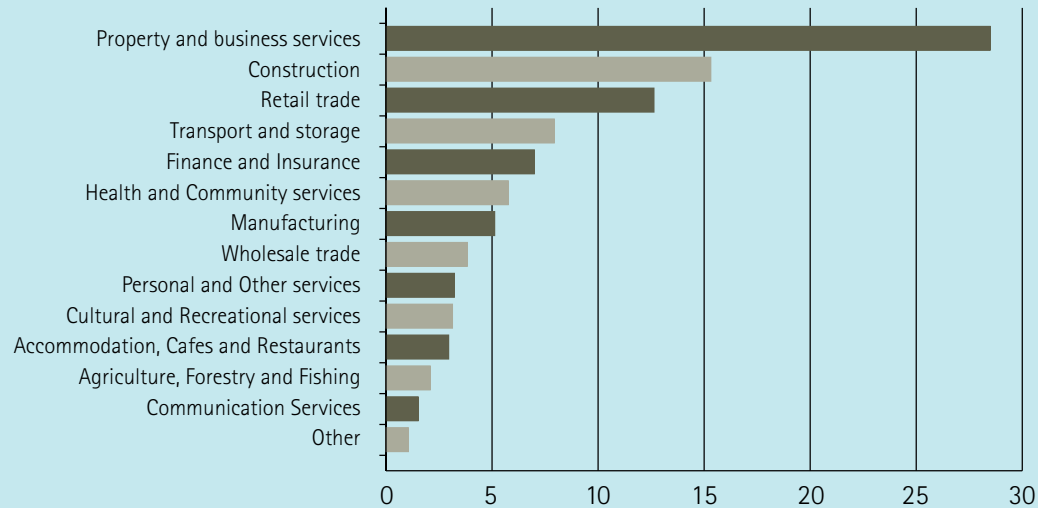
Size of Businesses



Non-employing	57.4%
1-4 employees	28.4%
5-19 employees	10.6%
20-49 employees	2.4%
50-99 employees	0.8%
100-199 employees	0.3%
200+ employees	0.1%



Business by Sector



Accessibility

The key to this great location

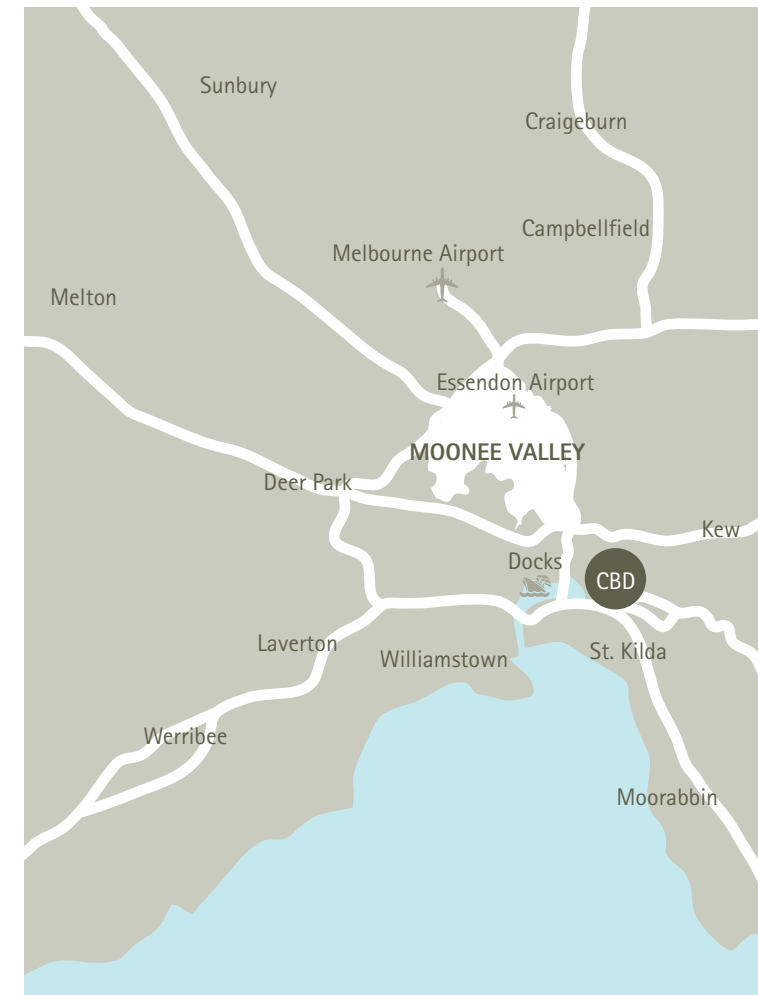


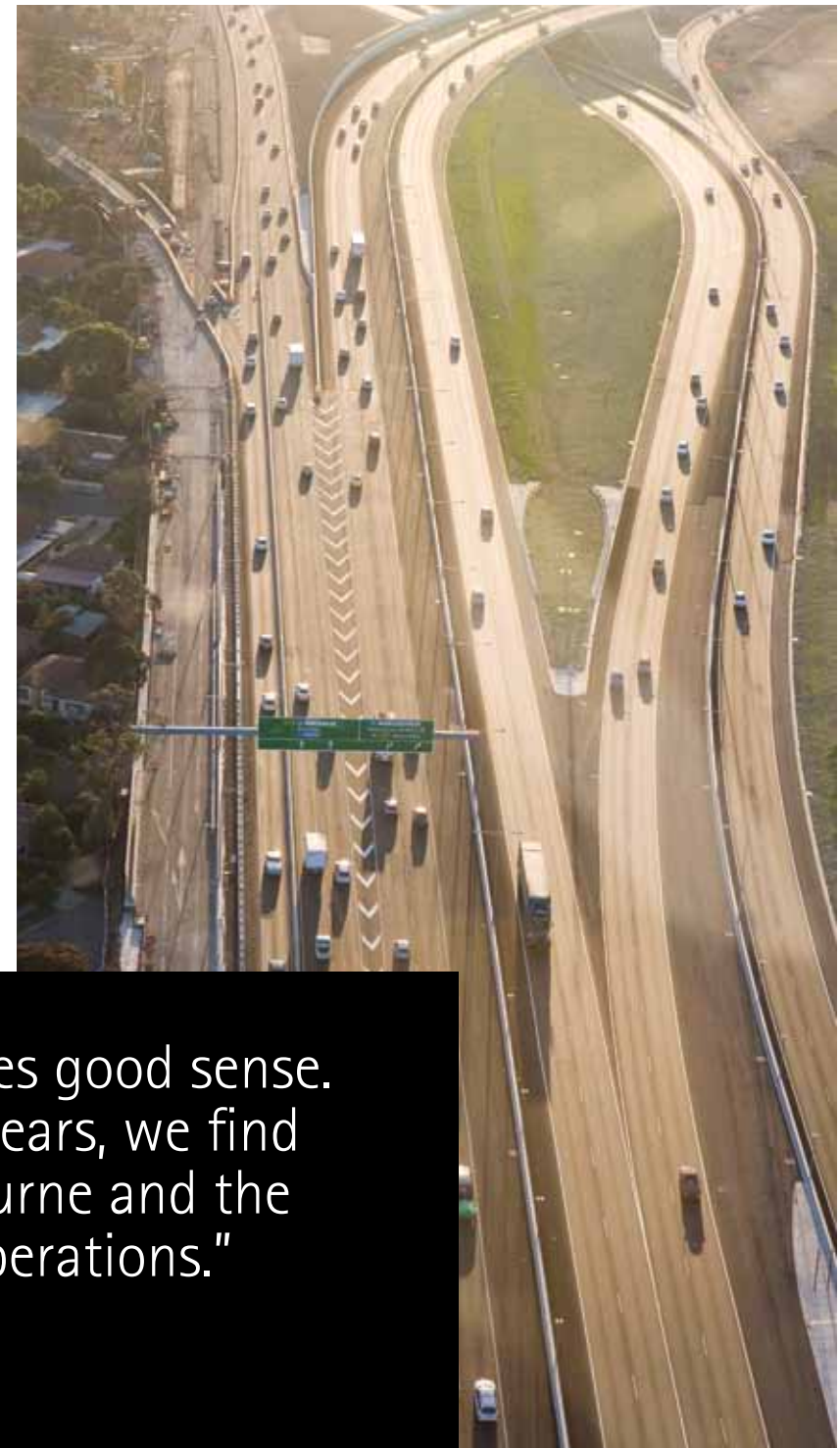
The City of Moonee Valley lies between Melbourne's northern and western suburbs. It's located between three and 13 kilometres from the CBD and 10 minutes drive from Melbourne Airport. Essendon Airport is also located within the Municipality and Port of Melbourne and Docklands are close by.

For busy executives and travellers, Moonee Valley is perfectly positioned for making the arduous task of commuting that little bit easier. Less time spent commuting means more time available to spend with family and friends.

Major road linkages, including CityLink, Western Ring Road, Tullamarine Freeway and Calder Freeway offer easy access to the Municipality. Public transport is also well represented with train, tram and bus networks servicing most of the Municipality.

The City of Moonee Valley is the major retail and commercial centre for the inner north-western suburbs. In addition, it captures trade from a large regional catchment due to excellent freeway access.





"Running a business located in Moonee Valley makes good sense. Being a major exporter in this area for the last 60 years, we find the proximity to Melbourne Airport , Port of Melbourne and the freeway system provide an ideal location for our operations."

Peter Nicholls
Managing Director - Production Parts Pty Ltd



Education

Turning knowledge into action

By forming strong partnerships with the education sector – secondary, tertiary and trade – the local business community and Moonee Valley City Council can assist in the delivery of a workforce that meets the needs of local employers.

The City of Moonee Valley has one of the largest concentrations of private schools in Melbourne as well as highly regarded public schools. As a result, in 2008 77.4 per cent of Year 12 students in the area enrolled in University or TAFE, compared to only 64.6 per cent of Year 12 students across Victoria.

A number of well known schools are located in the Municipality including:

- St Bernard's College
- St Columba's College
- Ave Maria College
- Penleigh and Essendon Grammar School
- Lowther Hall Anglican Grammar School

Tertiary education institutions located within Melbourne's CBD including Melbourne University, RMIT and Victoria University are close and easily accessible. In addition, Kangan Batman TAFE is located in the Municipality and the Footscray campus of Victoria University is also close by.

Through the creation of an annual Employment Expo, Council actively encourages local students and graduates to seek employment opportunities within the Municipality.

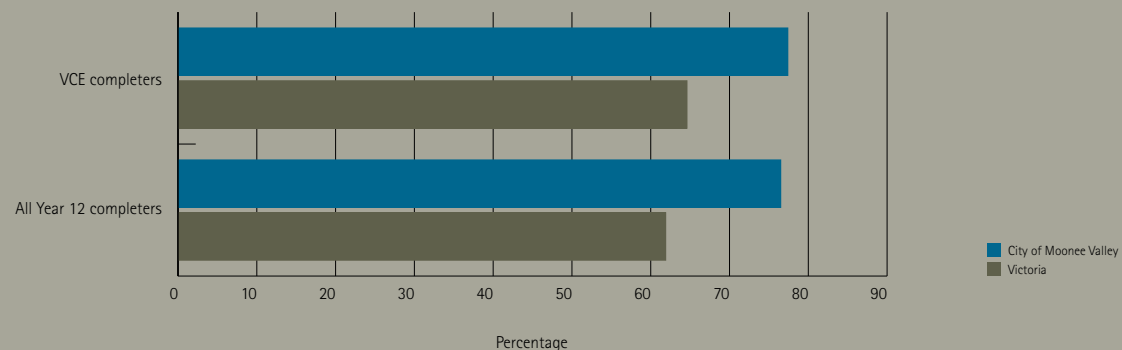
Council is also involved in projects designed to provide residents a range of work and life skills, to prepare them for entry into the workforce.

Moonee Valley City Council is committed to ensuring that local businesses have access to high quality young people to take on the challenges of the future.



In 2008 a higher proportion of Moonee Valley high school graduates went on to enroll in further study than across Victoria, with University being the preferred study option.

Academic achievements of Year 12 students





A vibrant mix of shopping, dining and cafés

Easy access via major road linkages and public transport draws shoppers from all over Melbourne, Geelong and regional centres.

Puckle Street

In the heart of Moonee Valley is the vibrant retail precinct of Puckle Street, which features an array of traders. Puckle Street is home to a range of unique clothing shops, as well as big brand fashion stores and a multitude of cafés and restaurants.

Moonee Ponds Central

The newly developed Moonee Ponds Central Shopping Centre is comprised of 50 new specialty stores over two buildings. The Centre is also home to a number of large stores including Kmart and a Coles supermarket which is open 24 hours a day, seven days a week.

North Essendon

North Essendon has an intact village-style shopping area with a diverse range of retail shops and quality food outlets including bakeries, butchers and cafés.

Westfield Shopping Centre Airport West

There are a total of 176 retailers operating at Westfield Shopping Centre. These include four major supermarket chains, three major department stores and a range of specialty retailers. Westfield estimates that approximately 7.3 million customers visit per year.

Racecourse Road and Union Road

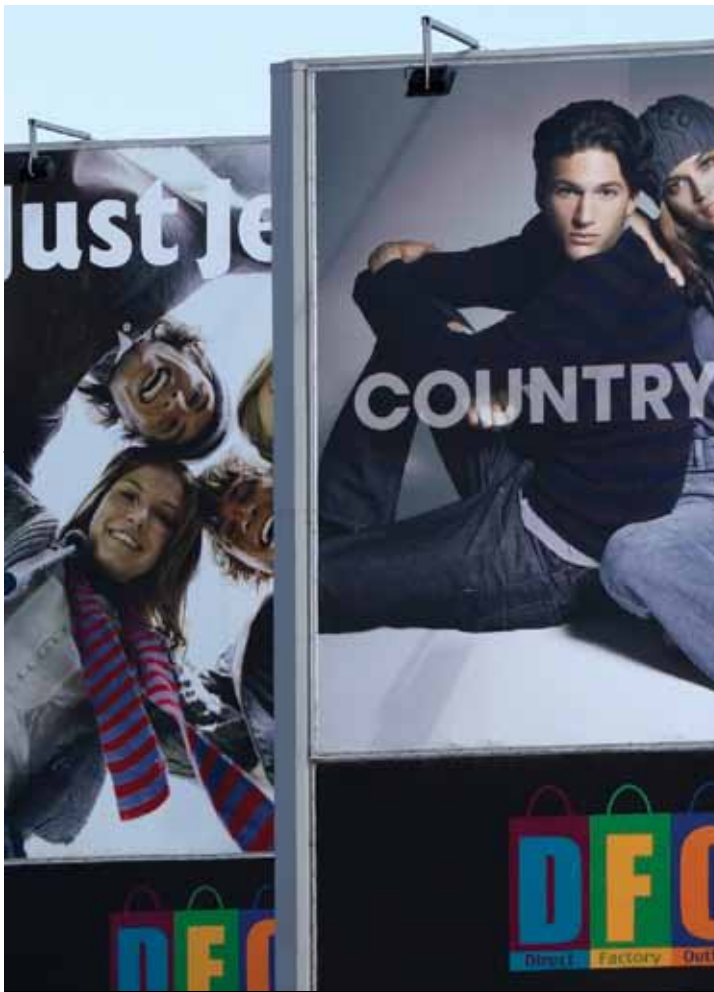
Along both Racecourse Road, Flemington and Union Road, Ascot Vale you will find a large range of unique retail stores selling everything from fashion to homewares. There is also strong concentration of cafés, restaurants, greengrocers, bakeries, delis and butchers in these areas.

Keilor Road

Keilor Road, Niddrie is home to approximately 180 businesses including retail outlets for fashion and footwear. The area is most recognised, however, as a café and restaurant precinct with over 45 to choose from. Like Carlton's famous Lygon Street, the majority of restaurants are individually owned – no chain eateries here – with alfresco dining a must. The diner will enjoy a distinctive night out in this bustling, dynamic neighbourhood.

Direct Factory Outlet (DFO) and Homemaker Hub

DFO and Homemaker Hub are located at Essendon Fields, just off the Tullamarine Freeway. DFO has over 100 leading Australian and International brands at heavily discounted prices. The Homemaker Hub has over 20 big lifestyle brands and together they provide an extensive range in fashion, homewares and household goods.



The City of Moonee Valley has a well deserved reputation as a premier shopping destination, due to it's diverse range of retail stores and outlets.





A great place to do business

Our competitive advantage.

The City of Moonee Valley's economy is vibrant and sustainable with close to 10,000 businesses operating within the Municipality. Of those, 854 are home-based businesses, a glowing testament to the supportive structures implemented by Council that makes working from home so viable.

The Municipality has an abundance of excellent road, rail and bus connections and access to key markets, in particular Melbourne Airport, Melbourne CBD, the Port of Melbourne and Melbourne's industrial districts. This gives businesses in the area an advantage over their competitors.

In addition, being only minutes drive from the centre of Melbourne enables residents to get to and from work quickly and without stress. The location also enables easy access to both the Melbourne and Essendon Airports.

The area supports a vast array of business categories. These include manufacturing, 'green businesses', logistics, aeronautics, biotech and research, smart engineering and industries relating to the burgeoning arts and culture community in the area. These businesses need a wide range of ancillary businesses to support them which creates employment opportunities and avenues of growth for other smaller businesses.

For example, the allied health industry is booming with a large number of physiotherapists, osteopaths, dentists and psychologists. This makes it an ideal place to locate a medical centre, super clinic or health-related business.

There are well established industrial areas in the suburbs of Airport West and East Keilor, with businesses ranging from automotive to engineering and manufacturing.

The retail sector is well represented in the City of Moonee Valley with large shopping centres as well as the more traditional 'village-style' shopping strips.

Finding affordable places of work is easy with office space, small or large, readily available in the Airport West Business Precinct, Moonee Ponds Activity Centre, Mt Alexander Road, city fringe locations and the newly established Essendon Fields Central Business Precinct.

The master planned business community of Essendon Fields is home to a range of companies in the Business, Automotive and Retail sectors and will continue to drive enormous economic development in the area. Some of its residents include:

- The Linfox Group
- Australia Post
- Armaguard
- Direct Factory Outlets (DFO)

With the rapid evolution of technology, companies need to efficiently access data via the Internet, e-mail, mobile phone services and conferencing in order to make better decisions and to operate more effectively. Extensive planning has been undertaken to ensure that Moonee Valley has a modern telecommunications infrastructure.



"As a major entertainment drawcard we enjoy a successful partnership with Moonee Valley City Council. We employ a considerable number of local residents. We are always exploring new opportunities that can benefit both the local community and the Racing Club. Our partnership with the Council is important for our continued growth."

Michael Browell
Chief Executive Moonee Valley Racing Club



We are focused on our commitment to business

Our goal is to **energise** and **connect** businesses and to continue to be a leading destination to work, live, invest and **prosper**.



The Economic Development Unit at Moonee Valley City Council understands the importance of economic stability in the region and actively seeks to build partnerships through consultation and engagement. These partnerships can help both the Council and businesses to address any issues and maximise future economic opportunities.

Moonee Valley City Council is committed to reducing regulatory red tape that often hampers new business development and to providing business-friendly and efficient approvals.

The unit offers the following services to both new and existing businesses and is your first port of call should you be considering opening or expanding your business.

For example, here's just a glimpse of what we provide for business owners:

- assistance with permit applications to minimise time delays and to provide confidence and certainty in the planning stage when opening a new business
- business advice to promote strategic alliances between local businesses as well as identify cross-promotional opportunities
- a business website with updates and information to keep businesses abreast of current regulations, networking events and business development opportunities
- promotion of Moonee Valley as a destination to businesses who are looking at setting up headquarters or moving premises
- sourcing business funding from State and Federal Government to assist start-ups and other entrepreneurial business endeavours
- promotion and marketing of the area to build demand, maintain a vibrant economy, and create a sense of excitement about the area
- a free online business directory to encourage residents to purchase their products and services from local businesses
- distribution of 'Connect'; a quarterly business newsletter designed to inform and keep all local businesses up to date with opportunities that are occurring in the region.

In addition to all these services, Moonee Valley City Council also offers a number of business sessions and events throughout the year suitable for any business size.

The events range from informational and educational seminars, business expos, through to women-in-business lunches and gala events. These events ensure the Council remain at the forefront of driving business development for both small and large enterprises.


energise.connect.prosper.



"Today's networking breakfast has opened many great opportunities for our business. We will be attending many more events in the future."

Jack Gillespie
Business Solutions Advisor ZyNet Pty Ltd



An exciting cultural identity

Your lifestyle and entertainment destination.

- Moonee Valley is perhaps best known for its affiliation with horse racing including the Cox Plate held at Moonee Valley Racing Club which attracts over 35,000 people. Also the Derby, Melbourne Cup, Oaks and Stakes at Flemington Racecourse, attracts around 400,000 people from across the globe every year. Famous for its flamboyant characters and fashion-on-the-field parades, the Melbourne Cup is synonymous with Moonee Valley for millions of people around the world.
- The Moonee Valley Festival, now in its 32nd year, attracts over 60,000 people every year. It is the premier event on the Moonee Valley City Council's calendar and is used to showcase and promote all sectors of the community.
- The Clocktower Centre, catering for audiences of five to 500, has an active program of theatre and performance including a Theatre Subscription Season, Morning Music Series, Schools and Holiday program.
- Moonee Valley has a long association with the Australian Football League and is home to the Essendon Football Club at Windy Hill.
- Bordering the City of Moonee Valley is the Melbourne Showgrounds where the Royal Agricultural Show is held every year. Other festivals and concerts such as the famous Big Day Out Concerts also take place here and contribute to the carnival-like atmosphere of the community at various times throughout the year.
- The Incinerator Arts Complex is a dynamic and innovative multi-art venue. Designed by Walter Burley Griffin and built in 1929 in December 2003 it was voted one of Victoria's Best Buildings by the Victorian Chapter of the Royal Institute of Architects.
- Both East Keilor and Ascot Vale Leisure Centres offer state-of-the-art sports facilities, fully equipped health clubs, group fitness programs and a 25-metre pool.
- The Queen's Park Pool offers a 50 metre outdoor heated pool and is situated in picturesque parkland surrounded by lakes, walking tracks and bike trails.
- There are extensive bike and walking paths alongside the Maribyrnong River and Moonee Ponds Creek.



"Within easy walking distance of my home I have access to the Cox Plate and Melbourne Cup, the Royal Melbourne Show, the various festivals in Queens Park and all the arts and theatre offerings in the Clocktower Centre. All that is in addition to the natural advantages in Moonee Valley of the various parks and the river frontage."

John Larkins
Citizen of the Year City of Moonee Valley



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City of Moonee Valley

The perfect destination for your business

The City of Moonee Valley is famous for its business, arts and residential social structure. This vibrant Municipality has a high level of liveability with a strong sense of community and a robust infrastructure.

It is strategically located in close proximity to the CBD, Melbourne Airport, Melbourne Docklands and the Port of Melbourne plus the industrial areas in the western and northern regions. And with easy access to major roads it is an ideal location for any business, large or small.

To discover more about partnering with Moonee Valley City Council and to find out exactly what we can do to help your business succeed in Moonee Valley, simply call us on (03) 9243 8866 to arrange a meeting with our Economic Development Unit.