

An aerial photograph of Hume City, Victoria, Australia, showing a dense residential area with a mix of houses and commercial buildings. In the background, the Melbourne city skyline is visible under a clear blue sky. A large blue and white text overlay is positioned in the center-left of the image.

HUME CITY COUNCIL

# Investment Prospectus

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



**INVEST**  
FOR SUCCESS

# Our competitive advantage



**10 mins**  
Broadmeadows to  
Melbourne Airport

**18 kms**  
Broadmeadows to  
Melbourne CBD and  
Port of Melbourne

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

**Somerton  
Freight  
Terminal**  
New Inland Intermodal  
Rail Terminal - direct  
rail access from  
Somerton to the  
Port of Melbourne.  
Opening in 2025.

**Largest**  
volume air freight  
terminal in Australia

**134,221 jobs<sup>3</sup>**



**262,764**  
residents<sup>4</sup>  
from 170 countries  
155 languages spoken<sup>1</sup>

**Local access**  
to vocational and  
higher education

**77% (15+)**  
are of working age<sup>4</sup>

**23.0%**  
growth in Gross  
Regional Product  
from 2017 to 2023<sup>3</sup>

**Affordable**  
commercial and  
industrial assets

**Flexible  
Lot sizes**

Hume City is growing rapidly in Melbourne's north. A \$18.3B GRP, multiple opportunities to pre-lease or purchase commercial and industrial assets, steady population growth, ready access to labour markets and unparalleled access to a world class logistics infrastructure are some of the reasons you should locate your business in Hume to grow.

We welcome the opportunity to share key information about Hume City to assist you in making the best decision for the future success of your business. Our team are here to get you connected and support your investment in Hume. We are committed to partnering with you from inception to growth.

<sup>1</sup> ABS Census, 2021

<sup>2</sup> Economy Id Population Forecasts, 2023

<sup>3</sup> Economy Id Economic Profile, 2023

<sup>4</sup> ABS Estimated Resident Population, 2023

## 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  
**\$17,252.2M**
- 2 Manufacturing  
**\$10,319.6M**
- 3 Construction  
**\$7,694.2M**
- 4 Wholesale Trade  
**\$2,313.7M**
- 5 Retail Trade  
**\$1,520.6M**

## 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 \$27.5 billion of output in 2022-23, triggering an additional \$12.9 billion impact across connected industries.



**17,203**  
new jobs created  
in Hume between  
2018 and 2023



**20.5%**  
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 qualification<sup>1</sup>

**22% of 20+**  
year olds have a Bachelor degree  
or higher<sup>1</sup>

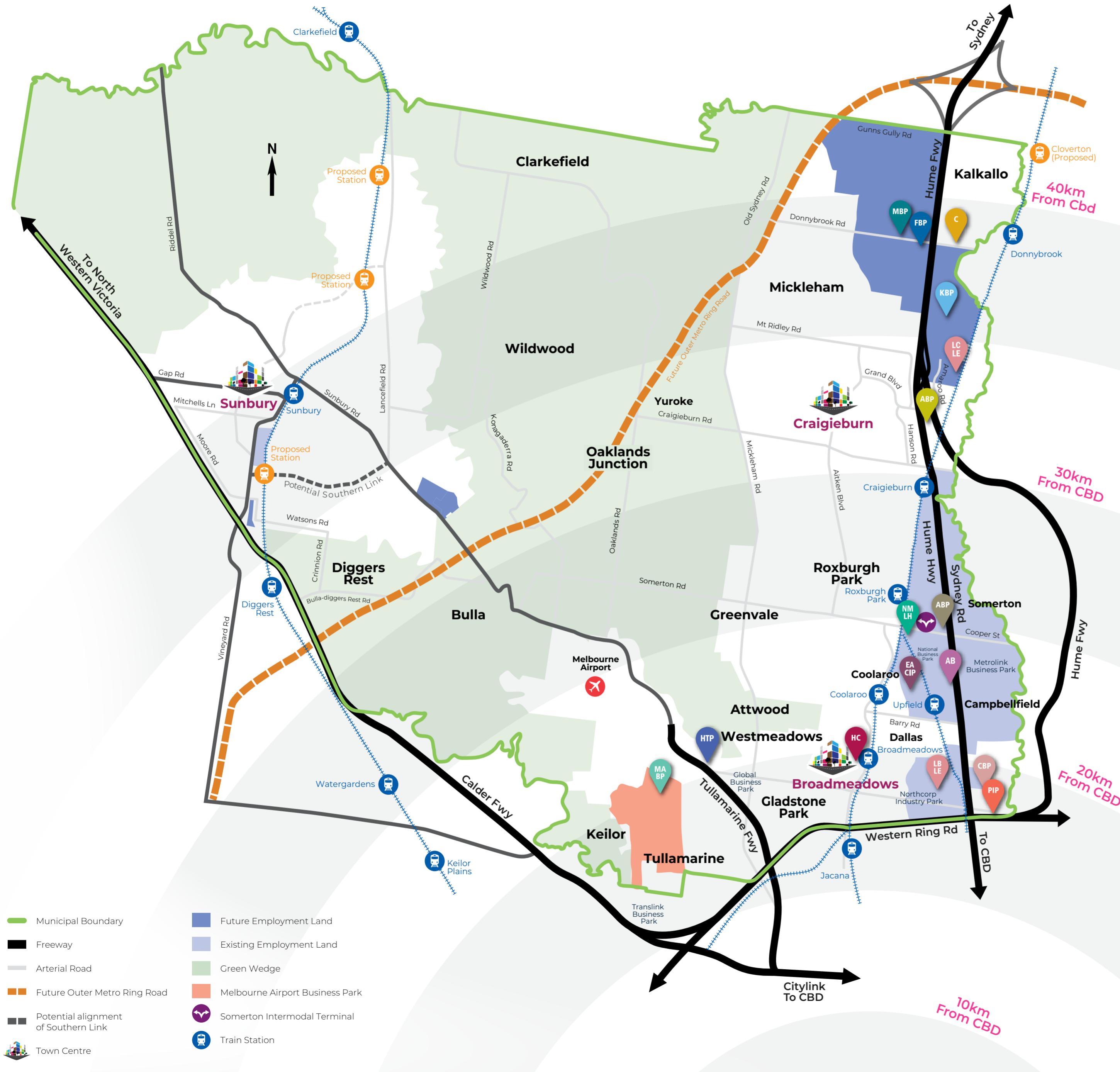
**15.4% of 20+**  
year olds have a Certificate III or IV<sup>1</sup>

**10.8% of 20+**  
year olds have a Diploma  
or Advanced diploma<sup>1</sup>

For more  
information visit

- [multiversity.hume.vic.gov.au](https://multiversity.hume.vic.gov.au)
- [hume.vic.gov.au/Business/Local-Jobs-for-Local-People](https://hume.vic.gov.au/Business/Local-Jobs-for-Local-People)

# Investment opportunities in Hume City



Click on an image to find out more

**LOGOS Broadmeadows Logistics Estate**

**Merrifield**

**Kinetic Business Park**

**Cloverton**

**Hume Central**

**Amaroo Business Park**

**Pipeworks Industrial Park**

**Melbourne Airport Business Park**

**Assembly Broadmeadows**

**Fusion Business Park**

**Cade Business Park**

**Austrak Business Park**

**LOGOS 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 12,000 jobs and has an output of over \$7.76 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  
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Senior Investment Attraction Advisor

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



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

at [www.economy.id.com.au/hume](http://www.economy.id.com.au/hume)

