

An aerial photograph of Hume City, showing a dense residential area with many houses and a railway line running through the center. In the far distance, the Melbourne city skyline is visible under a clear sky.

HUME CITY COUNCIL

Investment Prospectus

www.hume.vic.gov.au/invest-in-hume



Our competitive advantage



24/7

curfew-free
international
airport



Five

major road
connections



26,055

businesses³



388,891

predicted
population
in 2041²



\$18.3B
GRP³

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

**Somerton
Freight
Terminal**

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

134,221 jobs³



262,764
residents⁴

from 170 countries
155 languages spoken¹

Local access

to vocational and
higher education

77% (15+)
are of working age⁴

23.0%

growth in Gross
Regional Product
from 2017 to 2023³

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.

¹ ABS Census, 2021

² Economy Id Population
Forecasts, 2023

³ Economy Id Economic
Profile, 2023

⁴ 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 qualification¹

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

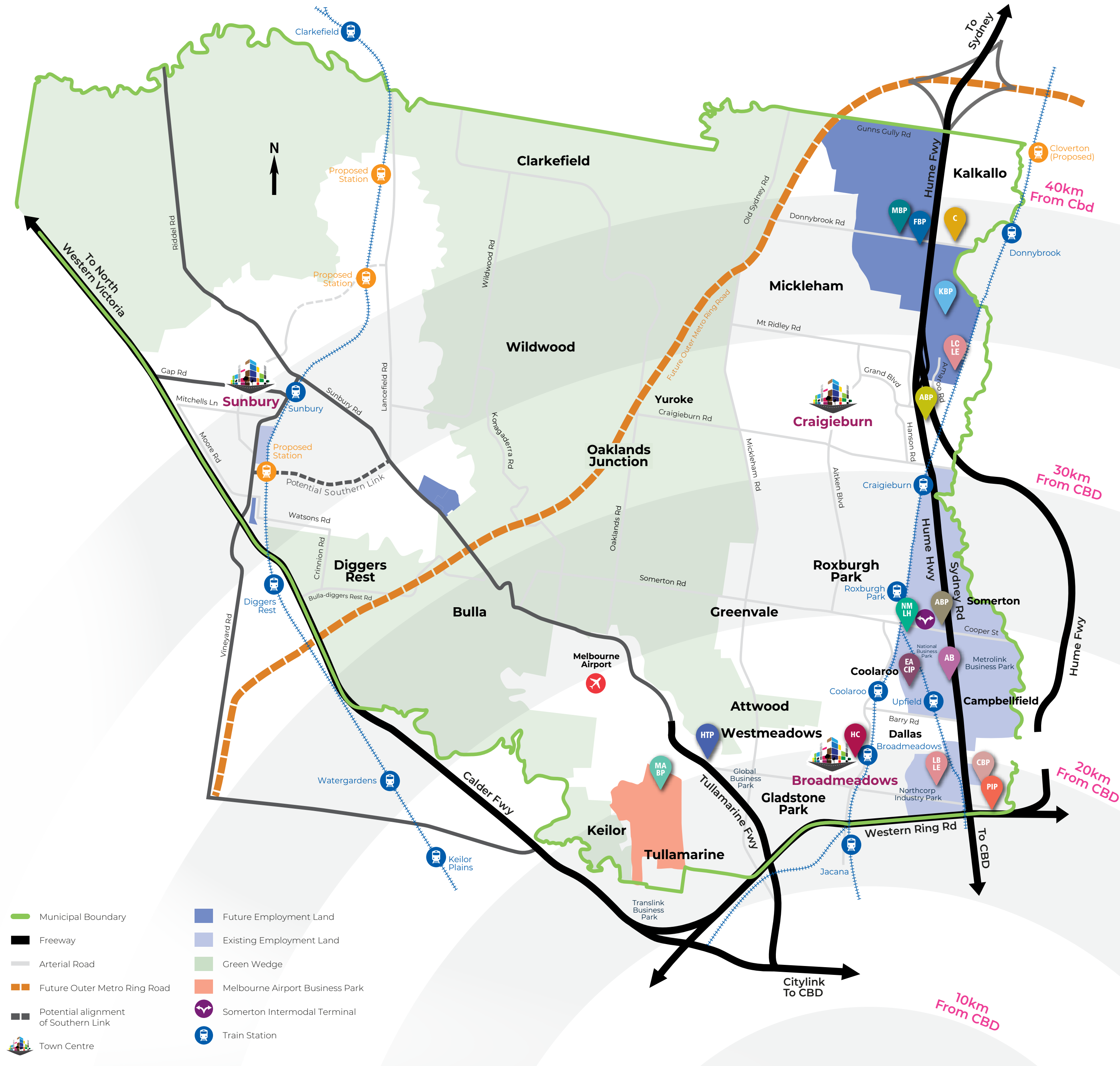
15.4% of 20+
year olds have a Certificate III or IV¹

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



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

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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

