



INTERNATIONAL TRADE PROSPECTUS

WELCOME

As one of the fastest growing areas in Australia, our city represents a new frontier for business growth in Melbourne's south east.

With a population set to exceed 549,000 by 2041 and strong growth likely to continue well into the future, the time to invest in our City is now.

Our City is characterised by strong population growth, but our competitive advantages, broad growth across a range of sectors and business confidence ensure that we have the right mix of conditions to allow your business to thrive.

Strong confidence in our region from both the public and private sectors attracts hundreds of millions in residential and commercial investments annually, which presents exciting new opportunities for local businesses to leverage.

The region's investors also enjoy pronounced savings from an abundance of affordable, well-serviced and ready-to-develop land, as well as Council's commitment to decide quickly on commercial planning applications which deliver local employment opportunities.

Owners who choose to invest in the region are also spoilt for choice when it comes to staffing their business, with opportunities to access to more than 150,000 residents with skills across a range of sectors.

Our region is centrally located to Victoria's major activity centres, including Melbourne's CBD, airport and ports via key arterial routes within our boundaries.

These easy connections also offer easy access to the beauty of the neighbouring Mornington Peninsula and Dandenong Ranges, and the abundant resources of Gippsland.

Given our growth, the City of Casey is committed to providing conveniences akin to those in major cities, with world-class sporting facilities and community centres enjoyed by all members of the community.

Considering the region's city conveniences, award winning open spaces and residential estates, it is little surprise that we are forecast to grow by a further 54% by 2041.

Join our exponential growth and invest in the City of Casey.

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Westfield Fountain Gate, Narre Warren



Casey Fields, Cranbourne East

THE AUSTRALIAN ADVANTAGE

Well-known for its enviable liveability, wide open spaces and economic opportunities, Australia - and in particular Victoria - is an enviable location for international investors. Those who chose to locate their businesses here, value the local economy for its reliability as a low-risk and safe environment in which to do business.

AUSTRALIA

Much more than its well-publicised natural wonders, Australia has recently entered its 28th year of uninterrupted economic growth. Further, it is forecast to realise the highest average annual real GDP growth among major advanced economies.

Australia's economy is largely dominated by the services sector, which accounts for more than 75% of its real gross value added (GVA).



VICTORIA

Renowned for its strong population growth, Victoria currently hosts almost 25% of Australia's total population. By 2050, Victoria is predicted to be home to 7.2 million people.

With a 24-hour international airport, one of Australia's largest ports for containerised and general cargo and an established capital synonymous with liveability, Victoria's growth is set to continue into the future.



CITY OF CASEY KEY FACTS

As Victoria's largest municipality - and one of the fastest growing in Australia - our City will be home to almost 550,000 people by 2041; such strong population growth presents many exciting new opportunities for our City and the local businesses who have established themselves here.

GEOGRAPHY

Total area:	409km ²
Location:	South East Metro Melbourne
Climate:	Oceanic

DEMOGRAPHICS

Population 2019:	356,555
Population 2041:	549,190 (+54%)
Workforce (wider region):	800,000
Population density:	8.32 persons/ha
Median age (2016):	34 years old
Households with children:	45%
Residents born overseas:	38%
Multilingual residents:	36%
Most commonly spoken:	1. English 2. Persian / Dari 3. Sinhalese 4. Punjabi 5. Mandarin



MIGRATION

Migration numbers into the City of Casey from intrastate and international origins are relatively balanced, which adds to our City's vibrancy and authenticity.

KEY ECONOMIC STATISTICS

Gross Regional Output (GRP):	\$8.82B
Total businesses:	22,238 (2018)

LARGEST INDUSTRIES

1. Construction (26%)
2. Rental, Hiring and Real Estate Services (11%)
3. Manufacturing (9%)
4. Retail Trade (9%)
5. Health Care and Social Assistance (6%)

GROWTH INDUSTRIES

1. Construction (26%)
2. Rental, Hiring and Real Estate Services (11%)
3. Manufacturing (9%)
4. Retail Trade (9%)
5. Health Care and Social Assistance (6%)

KEY REASONS TO INVEST

Into the future, the region's competitive advantages will ensure it enjoys sustained, steady development, which will complement its strong growth and present exciting new opportunities.

1. LOCATION

Easy access to key arterial transport routes providing links to Melbourne's CBD, airport and ports

- Excellent road access to key activity centres across Victoria with six major arterial connections within close proximity
- Cost effective commercial or industrial land which is up to six times more affordable than the inner region of Melbourne

2. BUSINESS

Pro-business local government committed to facilitating business start-up, relocation and development

- Strong business confidence in the region attracts almost \$1B in private and public investment annually
- Fast track planning process to expedite commercial projects which help to develop the regional economy and deliver local jobs
- Almost \$9B in Gross Regional Output

3. WORKFORCE

Rapidly growing local workforce with specialised skills across various industries and professional services

- Access to a labour pool of more than 800,000 in Melbourne's wider south east
- 60% of the City's workforce have completed some form of tertiary education, with well-known educators located here to ensure that future needs are met
- Culturally and linguistically diverse, culminating in a vibrant offering of varied experiences

4. LIFESTYLE

Enviably quality of life with an abundance of family-friendly amenities and award-winning planning

- Award-winning residential estates with an abundance of family-friendly facilities
- World-class sporting and recreation facilities, as well as strong connections with AFL club
- Low cost of living, including median housing prices 30% lower than Greater Melbourne

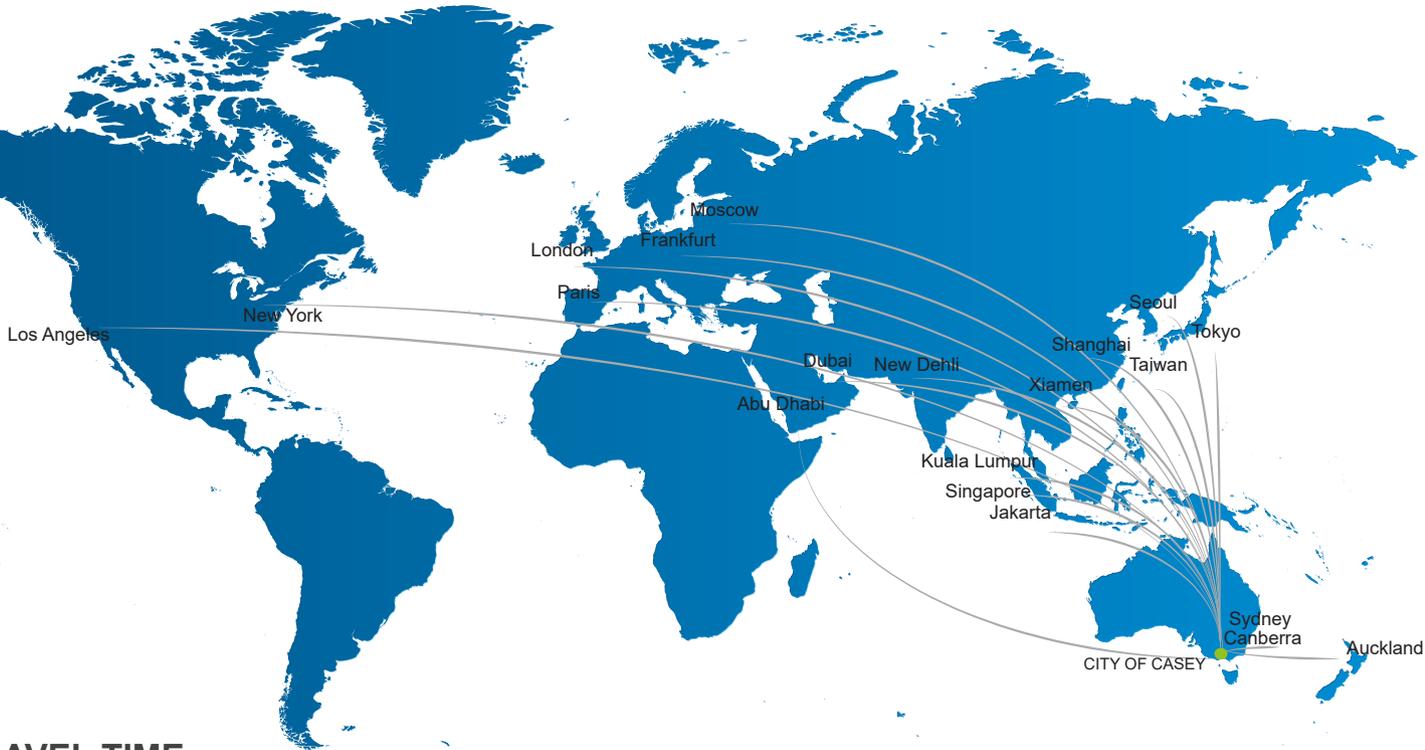




Bunjil Place, Narre Warren

INTERNATIONALLY ACCESSIBLE

Located just an hour by car to Victoria's 24-hour international airport, the City of Casey is well-connected internationally.



TRAVEL TIME

Melbourne		45M	Taiwan	 	10.25HR	New York	 	22HR
Canberra	 	1.8HR	Xiamen	 	10.5HR	Dubai	 	15.75HR
Sydney	 	2HR	Shanghai	 	11.15HR	Abu Dhabi	 	15.75HR
Auckland	 	4.5HR	Tokyo	 	11.5HR	Moscow	 	19.15HR
Jakarta	 	7.8HR	Seoul	 	11.9HR	Frankfurt	 	21.5HR
Singapore	 	8.75HR	Beijing	 	12.5HR	Paris	 	22.15HR
Kuala Lumpur	 	9.15HR	New Dehli	 	13.9HR	London	 	22.15HR
Hong Kong	 	10.15HR	Los Angeles	 	17.15HR			

IDEALLY LOCATED

The perfect mix of city conveniences and wide, open space, the City of Casey is ideally located as an interface between Melbourne's CBD, large transport and logistics organisations, abundant commercial land and agricultural industries.



MELBOURNE

Victoria's capital, Melbourne is home to Tullamarine Airport, (International, 24-hour) Port of Melbourne and Melbourne CBD.

YARRA RANGES

Yarra Ranges Shire is known for its significant natural resources and popular tourism attractions, including award-winning wineries and art galleries.

CARDINIA

With a focus on business, Cardinia Shire has an abundance of serviced, commercial land available.

DANDENONG

Dandenong City's thriving commercial hub is home to many of Australia's largest manufacturers.

GIPPSLAND

Gippsland Shire's green pastures are renowned for sustaining some of the state's best dairy and agriculture businesses.

MORNINGTON PENINSULA

Immediately identifiable, Mornington Peninsula Shire boasts pristine beaches and quality food and wine experiences.

A SMART CITY

The City of Casey is fast achieving its vision of becoming Australia's most liveable city through Smart City tools - technology, innovation and data.

STRATEGY GOALS FOR 2019

- Explore municipality wide initiatives that open new markets and create value
- Enhancing security measures to create a safer and inclusive community
- Improve community's access to technology and innovation
- Creating partnership opportunities to add value to the wider community

OUTCOMES

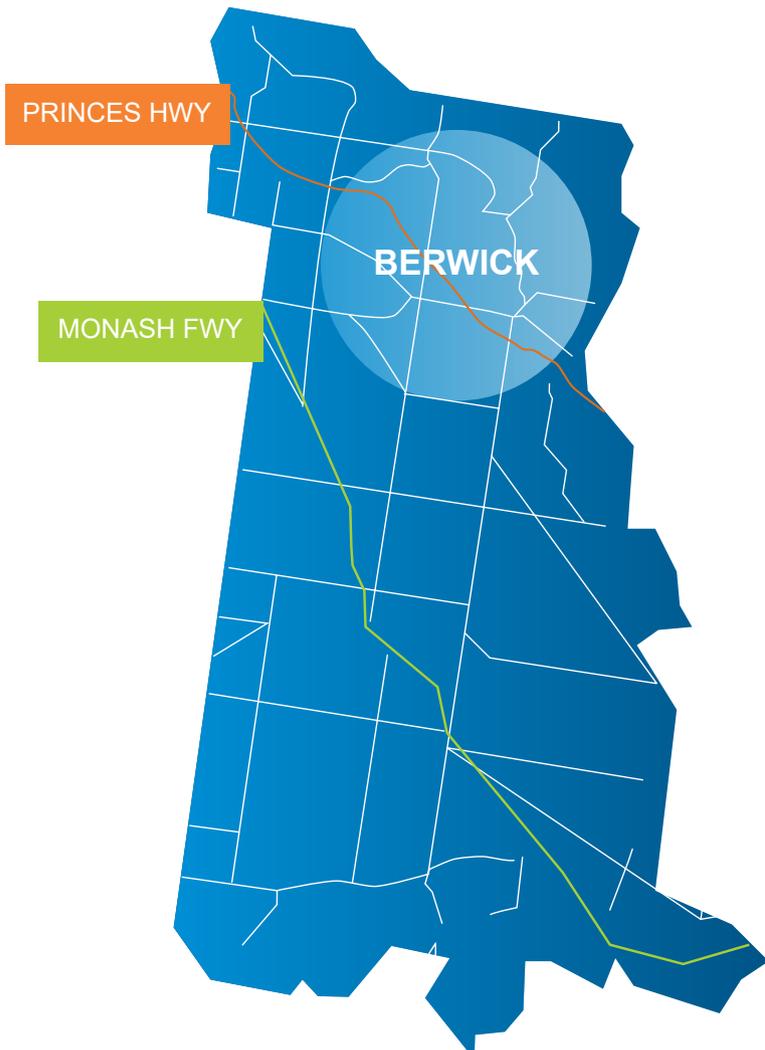
- **Smart City Strategy 2017-2021**
The Smart City Strategy was launched in 2017 to best make use of technology, innovation and data. The Smart City team collaborates closely with an advisory committee to ensure it is aligned with both Council and community's expectations.
- **LoRA WAN Network**
Recently, the City of Casey launched one of Australia's largest LORA networks which is set to enable device connectivity and innovation across various disciplines including business, environment and health at no cost to the community.

- Analysis of the data will also help Council to make smarter, faster decisions when planning for our community's future.
- **Enhanced customer service**
Council is implementing a virtual customer service agent, such as chat bots and artificial intelligence, to support community enquiries anytime, anywhere.
- **Advanced Management of contaminated land**
Council have created one of Australia's most technologically advanced former landfill sites; this particular site uses modern sensor technology to remotely monitor the site and receive automatic alerts when attention is required.
- Not only does this project reduce staff time at the site, but it also automatically creates convenient records.

For more information, please visit www.casey.vic.gov.au.

BERWICK

This leafy town has a reputation for quality services and was identified by the Victorian Government as a Health and Education Precinct with a focus on technology, health, employment, research and education for Melbourne's south east. With 40ha of developable land still available, Berwick represents an almost limitless number of opportunities.



HEALTH AND EDUCATION PRECINCT

There are numerous investment opportunities within this precinct, specifically across Business and Enterprise, Health and Education, Mixed Use, Corporate Centre and Lifestyle Retail.

Already located within the precinct:

- **Federation University**
An dual-sector university with six campuses in Victoria, Federation University boasts Victoria's highest graduate employment rate.
- **Chisholm Institute**
A technical and further education institute offering education across the arts, hospitality, information technology, trades and business.
- **Casey Tech School**
A shared learning facility delivering high-tech, leading edge courses to improve skills across Enterprise and Science, Technology, Engineering and Arts and Mathematics.
- **St John of God Berwick Hospital**
Recently constructed, the \$120 million private hospital offers state-of-the-art facilities and equipment across a range of services including, maternity, medical and surgical.

- **Monash Casey Hospital**
Recently refurbished, Casey Hospital provides a comprehensive range of services, such as emergency department, general medical, cardiac, mental health, maternity, rehabilitation, surgical and ambulatory care services.

MINTA FARM

A combination of almost 70ha of land designated for employment and in-demand residential estate, Minta Farm offers a wealth of opportunity.

Minta Farm will be a smart community underpinned by technology and innovation, driven by connectivity, employment and the environment.

It is expected that there will be strong demand for the light industrial land of the Technology and Innovation Precinct.

HIGH-QUALITY SECONDARY EDUCATION

Berwick is home to some of Victoria's best secondary education providers, including:

- **Haileybury College Berwick**
One of Asia-Pacific's leading independent schools with five campuses in Australia and one in Beijing.
- **Nossal High School**
One of only four public selective schools in Victoria.

- **St Margarets and Berwick Grammar School**
Independent school catering to students from Pre-Prep to Year 12.

TRANSPORT

Berwick is well-connected to Melbourne's CBD directly via two major arterial roads, Monash Freeway and Princes Highway and one train line.

Locally, it is also well-connected to major activity centres at Narre Warren Fountain Gate and Cranbourne.



NARRE WARREN

This bustling town plays a major service delivery role for the region, including government, health and education services as well as retail and commercial opportunities. Prominently, Narre Warren is home to the Narre Warren CBD and Australia's second largest shopping centre, Westfield Fountain Gate.



FOUNTAIN GATE - NARRE WARREN PRECINCT

Fountain Gate - Narre Warren CBD is the premier CBD for Melbourne's South Eastern Growth Corridor and also a Victorian Government designated Major Activity Centre, playing a regional role in attracting investment and jobs.

Over the next 20 years, with a strong focus on economic investment, job creation and residential growth, the CBD will mature into a truly diverse centre to serve the rapidly growing South East Growth Corridor.

The CBD will offer retail, office, civic and social activities to create a lively urban environment during the day and night.

Large attractions already located within the precinct include:

- **Westfield Fountain Gate**
Australia's second largest shopping centre with almost 16 million visits annually. Westfield Fountain Gate is also consistently upgrading the Centre to accommodate their growing visitor numbers.

- **Bunjil Place**

A multi-faceted, architecturally awarded precinct combining a municipal library, world-class theatre, studio and art gallery, as well as City of Casey Civic Centre.

- **Casey ARC**

A busy, leisure centre offering an indoor swimming pool, wave pool, fully-equipped gymnasium and sporting health specialists.

- **Narre Warren Business Precinct**

Home to various government services, as well as newly constructed office buildings filled with small and medium businesses.

SURROUNDING SMART CITY PROJECTS

- **Bunjil Place**

The Bunjil Place precinct uses integrated, innovative technology designed to unite the community of almost 1.5 million annual visitors.

The data collated also helps Council to plan current services and plan for future projects and infrastructure.

- **Aboriginal Gathering Place**

A smart bench was installed outside the Aboriginal Gathering Place to provide simple and effective access to public wifi and device charging in a public park.

TRANSPORT

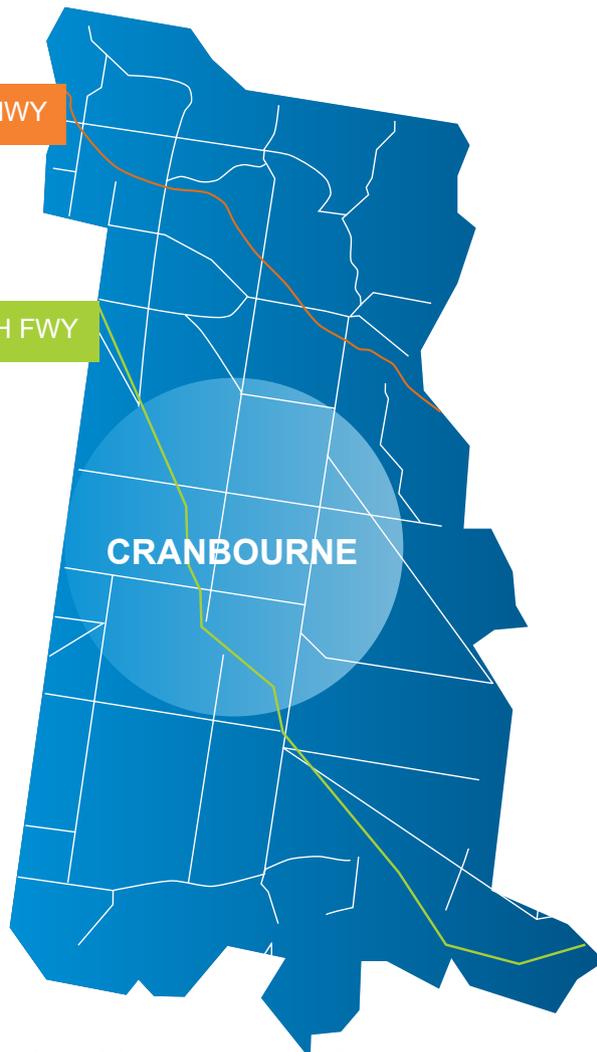
Narre Warren is well connected to Melbourne's CBD via two major arterial roads, Monash Freeway and Princes Highway, as well as one train line.

Westfield Fountain Gate is also well serviced by bus services and connects to many local housing estates, schools and local activity centres.



CRANBOURNE

A burgeoning town in the heart of the City of Casey, Cranbourne is at the forefront of residential growth - Cranbourne East added more than 7,300 people in a single year, making it the fastest growing suburbs in Australia. To keep up with residential growth, Council is investing heavily in world-class community facilities.



SPORTING FACILITIES

- **Casey Fields**
A premier 76ha outdoor sporting facility attracting elite athletes from across the state. Casey Fields caters to cycling, cricket, football, rugby, netball, tennis, athletics, and more.
- **Casey Stadium**
One of the most prominent, state of the art and versatile indoor sporting facilities, servicing the forever expanding south east Melbourne community.
- **Casey RACE**
Purpose built centre boasting a number of indoor swimming pools and fully-equipped gymnasium for members and casual visitors alike.

RESIDENTIAL GROWTH

At the 2016 Census, the greater Cranbourne area had a population of more than 50,000 - one sixth of the municipality's total population at the time.

Much of this growth is due to the expansion of the Urban Growth Boundary and the abundant land from previous market gardens.

Almost 40% of Cranbourne's population was born outside of Australia, with the most popular locations being India, England, New Zealand and Afghanistan.

ENTERTAINMENT

- **Royal Botanic Gardens Cranbourne**
Home to the award-winning Australia Garden, the RBG boasts more than 170,000 individual native plants displayed in imaginative settings that capture Australia's essence.
- **Cranbourne Turf Club**
The largest thoroughbred training complex in the southern hemisphere with more than 1,400 horses in training, the Cranbourne Turf Club is set to boost its capacity further with plans for a Convention Centre and on-course stables.
- **Cranbourne Park Shopping Centre**
A modern, indoor, family-friendly mall with a diverse range of stores and stalls. The Centre also has free wi-fi and services a wide catchment of the wider Cranbourne area.

CRANBOURNE HEALTH HUB

Cranbourne is also home to the Cranbourne Community Hospital, which is easily accessible from the centre of town.

In the last Victorian Government election, the Government committed to expanding the Hospital to deliver more access to in-demand services, with a strong focus on ensuring better integration of health and human services under one roof.



DEVELOPMENT OPPORTUNITIES

The City of Casey's exciting advantages and numerous opportunities are ripe for any investor. For more information about each of these opportunities, please get in contact with us.

Precinct	Size
<p>Minta Farm</p> <p>Located on the border of the City of Casey with fantastic accesibility to surrounding residential estates and retail, it also allows easy access to key transport routes</p>	205ha
<p>Berwick Health, Education and Innovation Precinct</p> <p>Located aside major health and education providers, this precinct is ideal for businesses taking advantage of the tech boom</p>	70ha
<p>Cranbourne West</p> <p>The home of advanced business parks, Thompsons Base and Evans Park, which offer an innovative mix of commercial, industrial and residential</p>	125ha
<p>Lynbrook Mixed Use Urban Expansion Area</p> <p>Suited to light industrial operations and business park uses with excellent access to Dandenong, home to many of Australia's largest manufacturers</p>	45ha
<p>Hallam Industrial Zone</p> <p>Premium industrial estate with easy access to Monash Freeway and Dandenong South, home to many of Australia's largest manufacturers</p>	340ha
<p>Cranbourne North Business Precinct</p> <p>Planned expansion of Thompsons Road will link the business precincts in Officer and Cardinia Road, with Dandenong South and Cranbourne North</p>	37ha
<p>Narre Warren Business Precinct</p> <p>Close to Fountain Gate Shopping Centre and approximately two thirds established with numerous professional office space options for businesses</p>	33ha
<p>Thompsons Road Corridor</p> <p>Planned expansion of Thompsons Road will grow the corridor to a major business precinct with great connections to both Pakenham and Dandenong South</p>	350ha



Services	Accessibility
Electricity* Gas*	Princes Freeway, Monash Freeway
Electricity Gas	Monash Freeway, Princes Highway, South Gippsland Freeway, Clyde Road, Berwick Train Station
Electricity	South Gippsland Freeway, Western Port Highway, Thompsons Road, Merinda Park Train Station
Electricity	South Gippsland Highway/Freeway, Dandenong Hastings Road, Thompsons Road, Lynbrook Train Station
Electricity Gas	Monash Freeway, South Gippsland Freeway, Princes Highway, Hallam Train Station
Electricity*	Narre Warren Road, Glasscocks Road, Thompsons Road, Merinda Park Train Station
Electricity Gas	Monash Freeway, Princes Highway
	Thompsons Road, South Gippsland Freeway, Merinda Park Train Station

MORE INFORMATION

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