



OPPORTUNITY & DIRECTIONS | PAPER

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Photos sources
on pages 11 and 12

Department of Health

- New Footscray Hospital
- Existing Footscray Hospital

Maribyrnong City Council

- NeXT Library, Community and Cultural hub
- Footscray Community Art Centre
- Town Hall Civic hub

**Vietnamese Community in Australia,
Victorian Chapter**

- Vietnamese Museum Initiative

All other photos

- Department of Jobs,
Precincts and Regions





Acknowledgment of Country

We acknowledge the Traditional Owners of lands and waterways within the City of Maribyrnong being the Bunurong and Wurundjeri peoples and pay our respects to their Elders past, present and emerging.

We recognise and are committed to protecting the continuing and traditional connection of both the Bunurong and Wurundjeri Traditional Owners and further acknowledge their contribution in the caring and nurturing of the lands, waterways and resources of their country.



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FOOTSCRAY

Foreword Minister for Business Precincts

Nestled on the Maribyrnong River only 5 kilometres from the CBD, Footscray was Melbourne's industrial powerhouse for many decades. Bluestone quarries boosted Footscray's economy and factories lined its streets.

Today, a transformation is underway to turn Footscray into a prosperous economic hub.

The Victorian Government has made unprecedented investment in the region in recent years, including \$1.5 billion for the new Footscray Hospital, more than \$120 million for the Footscray Learning Precinct including the Footscray High School Kinnear Campus and Footscray City Primary School, \$36.6 million to redevelop Whitten Oval and key transport connectivity projects as part of Victoria's Big Build.

Capitalising on these investments will enable Footscray to enter a new stage in its history.

The Footscray Opportunities and Directions Paper sets out a vision for Footscray as the heart of creativity and enterprise in Melbourne's inner west, embracing diversity and fostering growth.

This Paper maps out the goals and opportunities for the Footscray Business Precinct, including leveraging investment and partnerships, creating an integrated, creative and enterprising economy and ensuring Footscray is a highly connected and accessible place.

It also recommends building on the things that make Footscray unique — including its rich cultural diversity and iconic locations such as Footscray Market — to distinguish the precinct and maintain a strong civic focus.

Collaboration with Maribyrnong City Council, Western Health, Victoria University and other important community groups will continue to play a large role in shaping the future of Footscray.

The impact of the COVID-19 pandemic on local jobs and businesses has been significant given the concentration of retail, entertainment and creative businesses in Footscray.

Despite this, the Footscray business community has shown immense resilience and voiced a strong desire to get recovery underway and return to pre-pandemic levels of growth.

We look forward to working together to realise a new vision for Footscray.

The Hon Martin Pakula MP
Minister for Business Precincts



Footscray Business Precinct Opportunity and Directions Paper

The Victorian Government is committed to supporting population and jobs growth in the Footscray Business Precinct, to ensure it becomes the heart of creativity and enterprise in Melbourne's inner west.

A place that embraces diversity and fosters the opportunity to live well and prosper.

The Footscray Business Precinct Opportunity and Directions Paper aims to leverage Victorian Government investment and focuses on economic, land use, transport, social, creative and sustainability objectives, and to drive future investment and activity.

The feedback received has helped shape the working vision, goals and high-level opportunities outlined in this document.

Footscray's growth, albeit at a slower rate in the short term than anticipated before the COVID-19 pandemic, will accelerate as the benefits of its location and diverse creative and cultural offerings are increasingly appreciated.

Footscray is
the heart of
creativity and
enterprise
in Melbourne's
inner west.
It embraces
diversity and
fosters opportunity.

VISION
FOR FOOTSCRAY

Footscray Business Precinct

Footscray is a dynamic hub of activity attracting people to work, live, and visit for its vibrancy, many assets and services.

The Precinct has a diverse population, rich cultural heritage and an exciting creative community which includes the Footscray Community Arts Centre. Local fresh produce at the Footscray Market makes it both an urban service centre and visitor destination.

The Victorian Government has made significant investments in education, health and transport infrastructure in Footscray and western Melbourne. Footscray has been identified as a Business Precinct due to its strong connections with the city, the western region of metropolitan Melbourne and regional Victoria.

The Precinct acts as a gateway to the west, servicing the rapidly growing population, and providing new and diverse economic opportunities.

The Regional Context Map shows how Footscray is situated within Melbourne's western gateway: from the Port of Melbourne and metropolitan Melbourne and the CBD to the western region through one of Melbourne's busiest stations and bus interchanges and to rural Victoria through the regional rail network.

The Victorian Government continues to play a crucial part in determining the future of the Precinct. Over the past two decades, the Victorian Government has invested in city-shaping projects in the Footscray Business Precinct including the Regional Rail Link, Footscray Station redevelopment, McNab Avenue renewal and the State Services Building (State Trustees building).

Goals and objectives

Delivering the working vision for Footscray can be achieved through the precinct approach.

The vision for the Footscray Business Precinct is supported by the following goals and objectives which will guide the development of medium and long-term interventions and opportunities. Long-term interventions and opportunities are to be further investigated in the development of the Footscray Strategy.



GOALS

OBJECTIVES

1. An integrated, creative and enterprising economy

1. Foster growth in Footscray's established health, education and service sectors as well as its emerging visitor and event economy.
2. Support jobs growth in creative industries, start-ups, the non-profit sector and other emerging sectors.
3. Leverage partnerships with education institutions such as Victoria University to match skills and training with employment needs.

2. A diverse, inclusive and vibrant community

4. Foster social cohesion and build resilience in the community.
5. Create high quality and activated public spaces in accessible locations to accommodate a variety of community and cultural activities.
6. Ensure Footscray's residents have access to high-quality education opportunities and support lifelong learning.

3. A highly connected and accessible place

7. Increase local connectivity by improving public transport networks and the conditions for walking and cycling to achieve 20-minute neighbourhoods.
8. Facilitate efficient movement around the precinct that support Footscray's regional and global businesses.
9. Improve digital connectivity and accessibility throughout the Precinct.

GOALS

OBJECTIVES

4. An exemplar of liveability and high-quality amenity

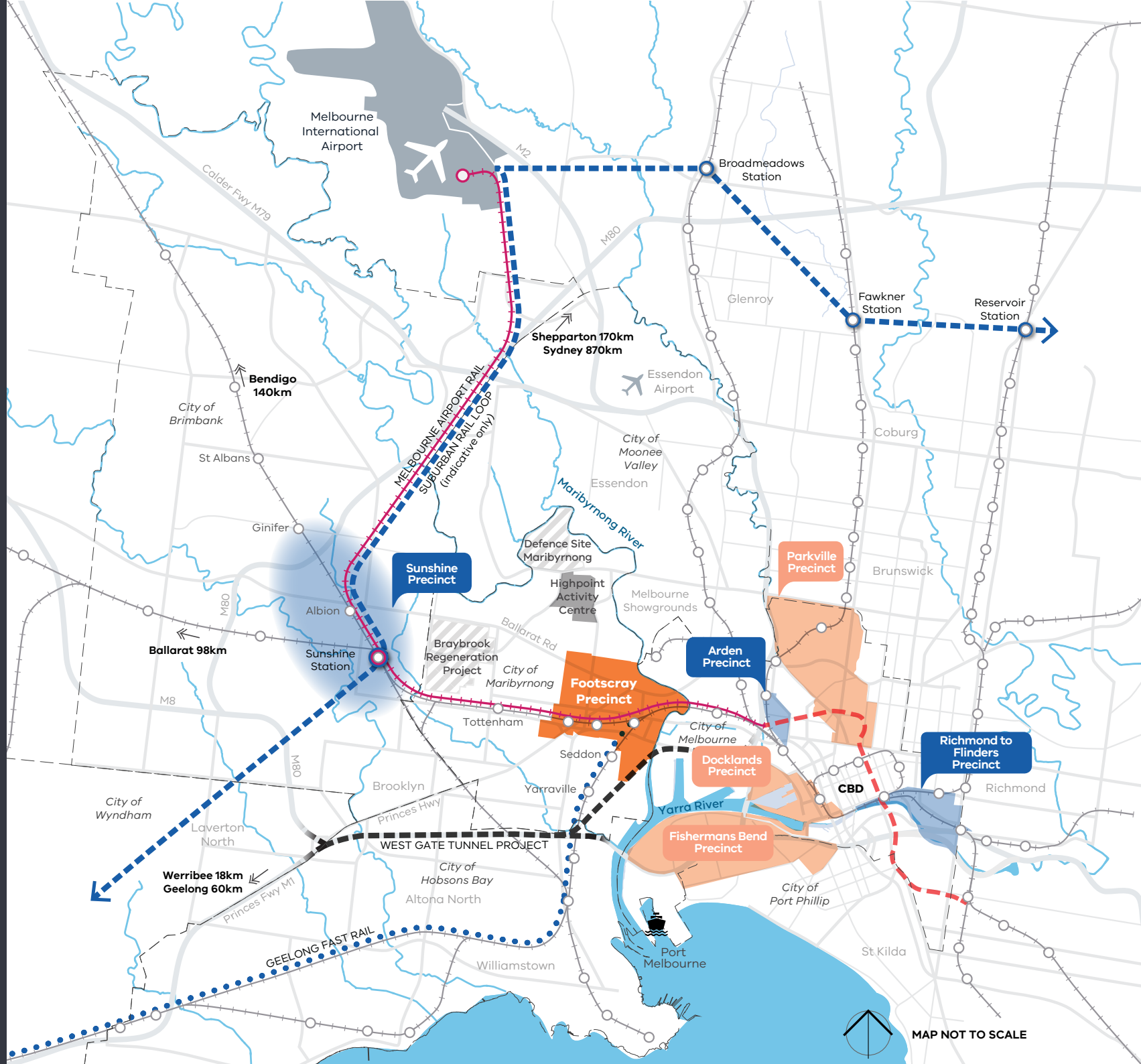
10. Support a diverse community by setting targets that balance the provision of social, affordable and key worker housing with market-driven development.
11. Produce a high-quality, sustainable built form that reflects Footscray's rich character and valued heritage.
12. Activate underutilised land and improve the amenity and connectivity of the precinct.
13. Create thriving places and spaces that accommodate significant population and jobs growth while meeting future community needs.

5. A safe, healthy and resilient environment

14. Improve Footscray's natural environment, support biodiversity and rehabilitate land and waterways.
15. Enable an integrated water management approach to be applied across the precinct.
16. Respond to a changing climate and support the efficient use of natural and renewable resources as we move towards net zero greenhouse gas emissions.
17. Ensure the community has access to high quality public open spaces to support better health outcomes ie. air quality and urban heat island effect.

Footscray Regional Context Map

- Footscray Business Precinct
- Business Precincts
- Transport Precincts
- Waterways
- Existing rail network
- Existing road network
- Local council boundary
- West Gate Tunnel Project
- Melbourne Airport Rail
- Metro Tunnel Project
- Suburban Rail Loop
- Geelong Fast Rail
- Urban Renewal Projects
- Highpoint Major Activity Centre



Setting the scene

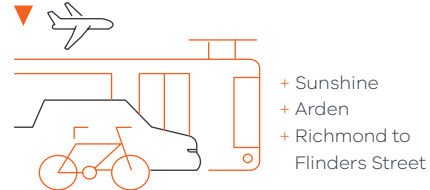
Located just 5 km from the Melbourne CBD, Footscray has enviable access to public transport, the Maribyrnong River and a culturally diverse, dynamic and creative community.

Underpinned by its rich industrial heritage, Footscray is further enhanced by a significantly expanding health industry and by the strong presence of Victoria University. As the economy continues to diversify, there is a shift to new small-scale manufacturing and more bespoke creative industries. The health, wellbeing and education sectors will become major employers in the future. More recently, Footscray has been particularly hard hit by the COVID-19 pandemic with many of its businesses and jobs being concentrated in the retail, entertainment and creative sectors.

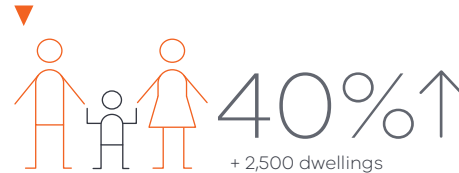
Business Precincts



Transport Precincts



2006–2016 population growth



Benefits of taking a Precinct approach

Melbourne has a network of Business Precincts as well as Transport Precincts. Business Precincts are state-significant areas aimed at creating more quality housing and jobs while building on Melbourne's legacy of distinctiveness, liveability and sustainability.

Taking a Precincts approach enables the Victorian Government to lead and coordinate planning and delivery, working in partnership with local government, the community and private sector.

In the network of precincts, Footscray's role is as a local centre with a direct focus on community health and provision of services and training opportunities for the inner west. Footscray plays a complementary role to the Sunshine Precinct as growing employment centres in the west. The Maribyrnong River lines the edge of the precinct and provides a continuous green link of parklands, with expansive views of Port of Melbourne and the CBD beyond.

The challenge now is to enhance the liveability of Footscray. This can be achieved by building on past and committed future investment and driving job growth in health, education and creative industries sectors.

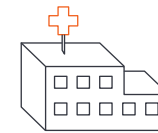




THERE ARE POSITIVE DEVELOPMENTS TAKING PLACE, INCLUDING:



The construction of apartments which will create a new community of more than **5,000 people** living near the Footscray station.



Starting works for the new Footscray Hospital on Ballarat Road which will create over **2,000 jobs** during the 4-year construction phase.

This development activity will support short-term economic recovery and help Footscray to transition into a new economy with a focus on health and education, community-based services and bespoke cultural and creative industries.

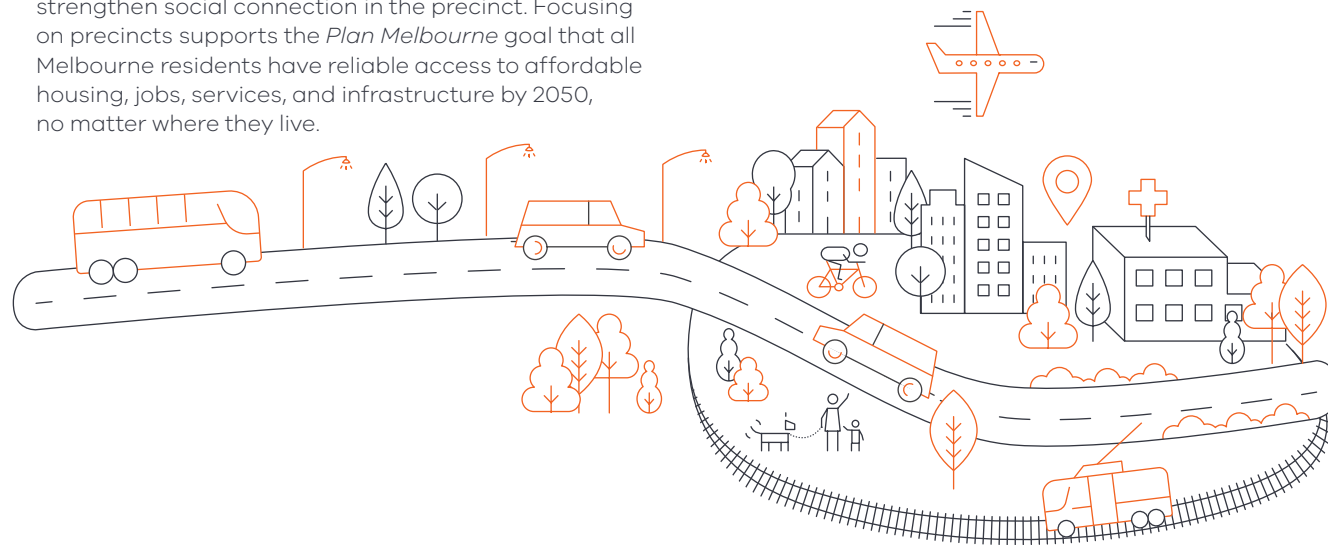
Coordinating a whole-of-government approach now could see a thriving Footscray, accommodating more than twice its current population and over 10,000 additional local jobs by 2050.

Now is the time to leverage investment and partnerships

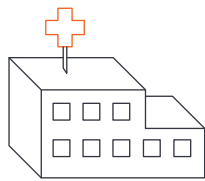
The Victorian Government is seeking to leverage the benefits from Footscray's high level of accessibility to the CBD and western region.

Additional benefit can be drawn from the health and education sectors that act as a stimulus for the local economy, and provide more jobs, boost investment and strengthen social connection in the precinct. Focusing on precincts supports the *Plan Melbourne* goal that all Melbourne residents have reliable access to affordable housing, jobs, services, and infrastructure by 2050, no matter where they live.

In Footscray, the Victorian Government is building upon existing transport, health and education assets, including three train stations and two Victoria University campuses. The Victorian Government is investing in a new Footscray Hospital and its integration with the surrounding area. Preliminary investigations for the future reuse of the existing Footscray Hospital land have begun. The redevelopment of the three Footscray high school campuses and two primary schools will continue for several more years.

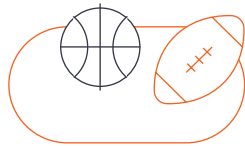


In recent years, the Victorian Government has made an unparalleled investment in education, health, sporting facilities and transport infrastructure in Footscray and Melbourne's inner west, including:



▼
\$1.5 billion

New Footscray Hospital



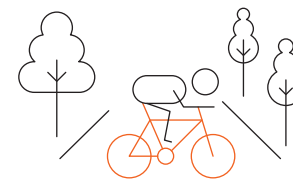
▼
\$36.6 million

Stage 2
Whitten Oval
redevelopment



▼
\$123.56 million

Footscray Learning
Precinct schools



▼
\$13 million

New commuter cycling
paths to and from
the CBD

Footscray's connectivity will be increased through several projects in Victoria's Big Build program, including the proposed Melbourne Airport Rail and Geelong Fast Rail as well as the West Gate and Metro Tunnel projects. This investment is further supported by community activities like the Footscray festival program, Footscray University Town program and local employment opportunities generated by Maribyrnong City Council, Western Health and Victoria University.

Local projects and places

Victorian Government investment has spurred on public and private investments and community projects.

The new Footscray Hospital, which is being delivered through the Victorian Government's Big Build program, is evidence that Footscray is maturing and is gaining importance as a regional location.

Redevelopment of anchor institutions and proposed cultural, arts and civic places in key locations will provide the community with easy access to many new experiences that enrich community life. Building on the Precinct's strengths, these new developments will enable greater civic and economic participation and confirm Footscray's creative credentials. Renewal of these well-known places will enhance Footscray's unique identity and reinforce the precinct as a thriving cultural destination.

A range of stakeholder-driven projects are at various stages of development; from early scoping and planning stages to being committed and ready to commence or with construction already underway.

A framework is necessary to align development with the precinct vision and define community benefits.

Many of these projects are being developed through partnerships working across state, local government, community groups and with the not-for-profit and private sectors.

PARTNERSHIPS AND PROJECTS

Some existing and future project locations include:



1

New Footscray Hospital
(underway)



2

Existing Footscray Hospital



3

Former Psychiatric Hospital,
Brutalist Building



4

West Gate Tunnel Project
(underway)



5

NeXT: Footscray Library,
Community and Cultural
Hub



6

Town Hall Civic Hub



7

Vietnamese Museum



8

Whitten Oval

LOCAL PLACES

Places that make Footscray an attractive place to live, work and visit.



9

Victoria University
Footscray Park Campus



10

Victoria University
Nicholson Campus



11

Footscray Community
Arts Centre



12

Riverina Development



13

Live City Development



14

Footscray Railway Station



15

Footscray Market

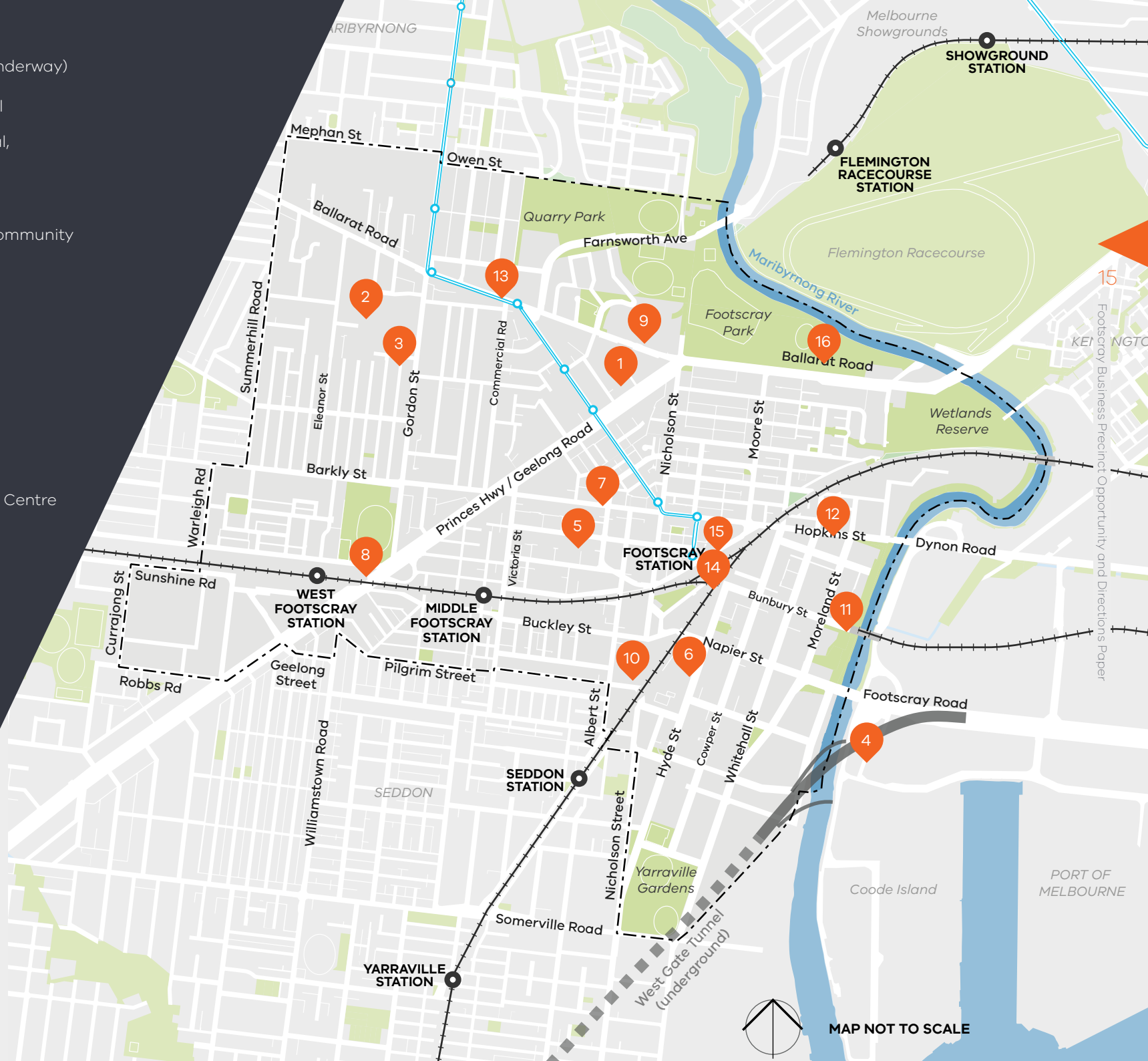


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Footscray Park

- 1 New Footscray Hospital (underway)
- 2 Existing Footscray Hospital
- 3 Former Psychiatric Hospital, Brutalist Building
- 4 West Gate Tunnel Project (underway)
- 5 NeXT: Footscray Library, Community and Cultural Hub
- 6 Town Hall Civic Hub
- 7 Vietnamese Museum
- 8 Whitten Oval
- 9 Victoria University Footscray Park Campus
- 10 Victoria University Nicholson Campus
- 11 Footscray Community Arts Centre
- 12 Riverina Development
- 13 Live City Development
- 14 Footscray Railway Station
- 15 Footscray Market
- 16 Footscray Park

- Legend
-  Footscray Business Precinct boundary
 -  Tram line and stops
 -  Train line and stops



MAP NOT TO SCALE



Strengths to build on

Footscray has experienced major change over the last decade. Rapid growth and change bring significant challenges.

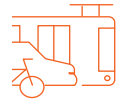
Footscray has drawn on its strengths and strong sense of community which accounts for its adaptability and resilience.

The Victorian Government will work with key partners and stakeholders to positively influence the future of the Footscray Business Precinct.



COVID-19 RECOVERY

Some projects can be fast-tracked to support economic recovery and social wellbeing, including cycling and pedestrian improvements.



TRANSPORT

Well-served by public transport with 36% of work journeys made by public transport compared to 15% for Greater Melbourne.



GREEN SPACES

Natural assets, including Maribyrnong River and Footscray Park and other large open spaces in the north and east.



HOUSING

A variety of housing in different locations, configurations, and tenure to meet the needs of a diverse community.



HEALTH

Improving access to health services with the new Footscray Hospital to be delivered by 2025.



COMMUNITY

A strong multicultural and vibrant community, with 46% of residents born overseas.



JOB

Diverse range of jobs at present with strong growth in healthcare, education and other population serving sectors.



ENVIRONMENT

Footscray's industrial past has afforded it wide streets suitable for canopy tree planting, building stock for adaptive re-use and large roof expanses for solar and water harvesting.



SUSTAINABILITY

Local businesses and the community are taking actions to become more sustainable.

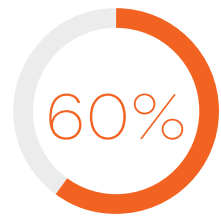
What we heard

Conversations with our stakeholders revealed a strong community connection with Footscray.

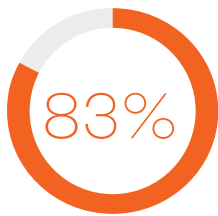
A variety of stakeholder groups were invited to share their ideas through a series of meetings and an online survey. Stakeholder groups included

Maribyrnong City Council, Victoria University, Western Health, the Footscray Traders Association and the Footscray Asian Business Association.

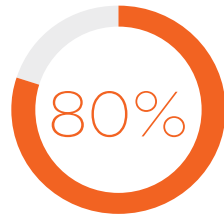
Responses highlighted that parts of Footscray were highly valued and gave a clear steer on where to focus for its short-term recovery. Feedback suggested that more local jobs in creative industries, social enterprises and emerging technology sectors will support growth.



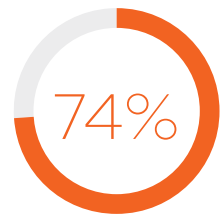
Make better use of vacant and underused land to create a connected network and improve amenity with more trees and landscaping



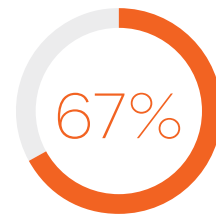
Identified as Footscray's number 1 strength, respondents love the diverse and vibrant community



People recognised that public transport and connectivity are strengths to build on.



Create new public spaces and ensure the community has access to high quality open spaces to support better health outcomes



Upgraded lighting and streetscapes will support more jobs in the night-time and emerging visitor and events economy

Public spaces and jobs are a priority for the residents of the area

PRIORITIES

Economy and jobs focus

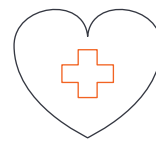
To achieve the vision of Footscray as the heart of creativity and enterprise in Melbourne's inner west, key sectors for the future local economy and jobs include:



Cultural and creative industries



Identifying suitable industrial areas to transition to dynamic clusters of cultural, creative and innovation start-ups.



Health and wellbeing services



Services are driven by the concentration of hospitals, allied health providers and its proximity to research institutions such as Victoria University.



Education, skills and training



Connecting job seekers to pathways to employment by facilitating re-skilling and training that builds capacity in the local workforce to be ready for the jobs of the future.



Retail, personal and business services



Promote commerce and retail that can support more people and meet their daily needs locally, within a 20-minute neighbourhood.



Local tourism and visitor economy



Capitalising on Footscray's natural environment, hospitality and entertainment and iconic cultural features to attract visitors from across the region.

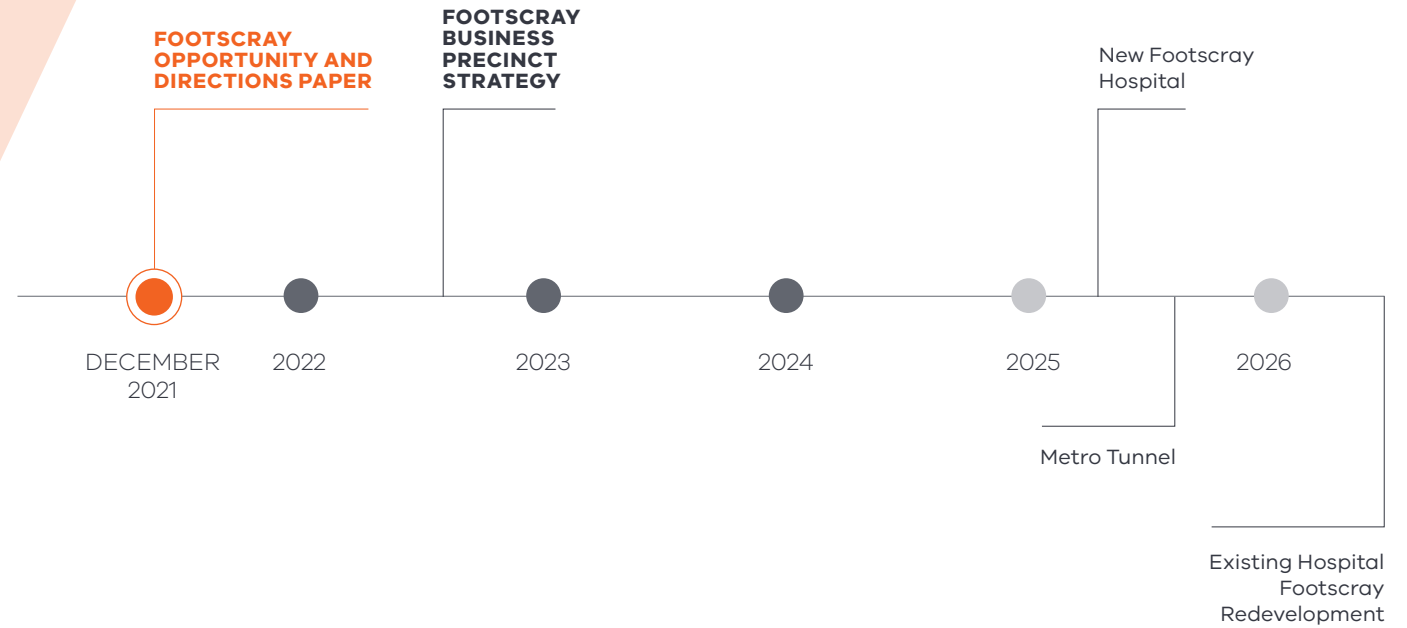
Making better use of infrastructure

Substantial investment in transport, health, education and housing infrastructure is generating population and economic growth and attracting private sector investment in Footscray.

The challenge is to harness this investment to ensure the principle of development contributing to the cost of public infrastructure provision is applied. For example, Victorian Government owned land could be redeveloped or re-purposed to meet a future need, wider public benefit and generate uplift in the surrounding area. Such infrastructure will increase the attractiveness of the precinct as a place to live and work, thereby increasing the land value.



Indicative timeline



Next steps

This Opportunity and Directions Paper sets the scene for unlocking the potential of the Footscray Business Precinct.

Delivering the vision for Footscray will occur through concurrent work streams to accommodate both a short-term and longer horizon focus. The first work stream will drive initiatives that support immediate economic recovery and maintain momentum and growth in the short term. A second work stream will enable planning for longer term transformation of the precinct.

Over the next 12 months we will continue to work with key stakeholders to deliver local projects and programs that enliven public spaces and bring further benefits for the community. As part of the process for redevelopment of large strategic sites, we will engage with the community to make sure their ideas are considered in the early planning stages.

The Footscray strategy will lead a whole-of-government approach for Footscray, it will bring together actions that focus on economic, land use, transport, social and sustainability objectives, and coordinate future investment and activity. The Strategy will build on the vision, goals and objectives in this paper as well as feedback received from key stakeholders. Delivery actions contained in the strategy will be grouped in the following categories:



Precinct
Programming
and Activation



Urban Renewal
Projects (physical
infrastructure)



Policy and
Strategies





VICTORIA
State
Government