



## AMENDMENT GC81: EXPERT EVIDENCE OF JULIAN SZAFRANIEC

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# SUMMARY OF EVIDENCE

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1. I (Julian Szafraniec) have been instructed by Harwood Andrews acting on behalf of the Fishermans Bend Taskforce to provide expert evidence regarding draft Planning Scheme Amendment GC81.
2. A summary of my evidence is as follows:
  - My evidence relates to the economic basis that underpins the employment elements of the draft Fishermans Bend Framework Plan and associated planning controls.
  - My evidence also presents and draws on the background paper: Fishermans Bend Economic and Employment Study (2016) which I was the primary author of.
  - The broader economy is structurally changing, and unlike other smaller renewal projects, Fishermans Bend has the potential to strengthen the broader metropolitan economy. It has a range of significant opportunities but also some major challenges.
  - I believe the employment target (80,000 jobs) aligns with the Framework Vision, and achieving it is critical to many of the Goals, Strategies and Objectives. This level of employment activity supports a diversity of employment opportunities and services beyond purely local retail and related uses (i.e. small cafes and shops at the ground floor). It facilitates a more vibrant economy to provide a full range of services for the local community and supports higher order economic growth which will benefit the entire metropolitan population.
  - The target of 40,000 jobs for the four Capital City Zoned (CCZ) precincts is appropriate, and broadly consistent with other inner-city precincts. However, unlike many other inner-city precincts, Fishermans Bend does not currently have the supporting infrastructure needed to drive new 'knowledge based' employment growth activity. This highlights the critical importance of delivering the supporting infrastructure/investment and introducing appropriate planning controls to manage the transition process. This includes transport and public realm investment, community services/infrastructure and planning controls to balance development competition from residential in key locations.
  - I believe, from an economic perspective, the proposed planning policy and zones align with the 40,000 jobs target and broader Framework Vision. They seek to balance residential development with employment development, and leverage proposed infrastructure investment. Given the precinct will be evolving rapidly, strong and directive policy is required to manage the transition process to ensure broader community and economic outcome are realised. Without this, there would be a tendency to focus on individual site outcomes which would not necessarily deliver the Vision.

# 1. INTRODUCTION

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## 1.1 Credentials

3. My full name is Julian Wincenty Szafraniec. I am a Principal, Partner and Director of SGS Economics & Planning Pty Ltd, based in the firm's Melbourne office at Level 14, 222 Exhibition Street, Melbourne, VIC, 3000.
4. I hold the following academic qualifications:
  - Bachelor of Economics (Econometrics) (Honours) (Monash University)
5. I have experience in applying economic theories and models to urban and regional issues across Australia and internationally. I have provided advice to all tiers of government and the private sector, related to the dynamics of housing, transport, employment and the economy.
6. I have previously presented expert evidence at Planning Panels Victoria hearings.
7. Some of my relevant experience includes:
  - West Melbourne Structure Plan – City of Melbourne (2017)
  - Fishermans Bend Economic and Employment Study - Fishermans Bend Taskforce (2016)
  - Melbourne Employment Projections - City of Melbourne (2016)
  - Small Area Land Use Projections – Transport for Victoria (2008-2017)
  - Employment and Visitation Forecasts - City of Port Phillip (2016)
  - Spatial Economic and Employment Strategy - City of Yarra (2015)
  - Melbourne Rail Link Land Use Scenarios – DTPLI Victoria (2014)
8. Additional information regarding my experience is included in Attachment B.

## 1.2 Expertise relevant to draft Planning Scheme Amendment GC81

9. I am an urban economist and have expertise in employment and demographic forecasting, economic analysis and policy advice. I was also the primary author of the Fishermans Bend Economic and Employment Study (2016) and am able to comment on the report's preparation and findings as relevant to the Amendment.

### 1.3 Instructions

10. I have been instructed by Harwood Andrews acting on behalf of the Fishermans Bend Taskforce (the Taskforce) to
- prepare an expert witness report in accordance with the Guide to Expert Evidence by Planning Panels Victoria, and
  - present the expert witness report at the Panel hearing.

Further details regarding my instructions are presented in Attachment C.

### 1.4 Report and evidence preparation

#### Background reports

11. My evidence is primarily based on the Fishermans Bend Economic and Employment Study (November 2016). I was Project Director and was integrally involved in the development of the report. I was assisted in the preparation of the report by SGS staff members acting under my express instructions.

#### Evidence statement

12. I prepared this expert evidence statement. The opinions in this expert evidence statement are my own. In the preparation of this report I have:
- Reviewed the relevant documents that form part of the Amendment.
  - Summarised key findings from the Fishermans Bend Economic and Employment Study (November 2016).
  - Reviewed and responded to relevant submissions referred to me.

### 1.5 Declaration

13. I have made all enquiries that I believe are desirable and appropriate and no matters of significance which I regard as relevant have to my knowledge been withheld from the Panel.



#### Julian Szafraniec

Principal | Partner | Director  
SGS Economics and Planning Pty Ltd  
25th February 2018

## 2. STATEMENT OF EVIDENCE

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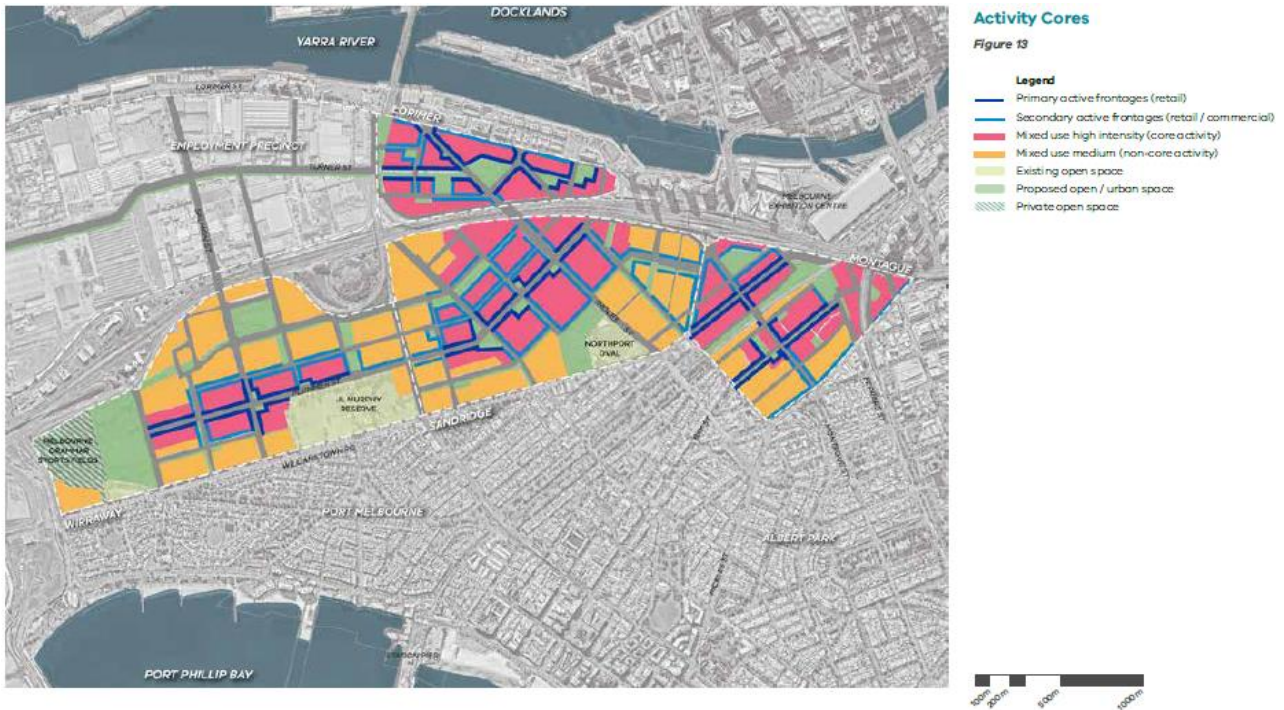
### 2.1 Summary of Amendment GC81

14. The draft Planning Scheme Amendment GC81 (**Amendment**) seeks to implement the draft Fishermans Bend Framework Plan (the Framework) through a suite of related planning controls in both the City of Melbourne and City of Port Phillip Planning Schemes.
15. The Framework sets out a refined Vision for Fishermans Bend, along with a series of Goals, Objectives and Strategies. The Vision for Fishermans Bend is clearly defined as:

*'A thriving place that is a leading example for environmental sustainability, liveability, connectivity, diversity and innovation.'*
16. The Framework outlines the unique elements of the five individual precincts (Lorimer, Montague, Sandridge, Wirraway and the Employment Precinct) and how they will transition from their current uses to achieve the overall Vision. It is a long-term plan, extending to 2050.
17. The Framework has been informed by a significant amount of background work and consultation. This includes the Fishermans Bend Economic and Employment Study (2016) completed by SGS for which I was Project Director and lead author.
18. Once successfully transitioned, the Framework suggests the five precincts of Fishermans Bend will be home to 80,000 residents and host to 80,000 jobs. This includes 40,000 jobs within the Employment Precinct, which was recently added (in 2015) and is still in relatively early planning stages compared to the other four precincts.
19. These high-level resident and jobs targets support a range of goals and objectives and are fundamental to the realisation of diverse mixed-use precincts. Of particular relevance to my evidence is the target of 80,000 jobs. Provision of this scale of employment means not only a range of local job opportunities, but also represents access to the services that those jobs provide (i.e. retail, schools, libraries, health care, etc).
20. Employment supports a number of the key Sustainability Goals in the Framework. In particular:
  - SG1 – a connected and liveable community
  - SG2 – a prosperous community
  - SG3 – an inclusive and health community
21. The employment target is supported through a range of objectives, strategies and specific controls, in particular, the minimum employment floorspace ratios designated in core areas which I discuss further in Section 2.4 of my statement of evidence.
22. While not specified as numbers, the Framework also provides direction regarding the type and broad location of the 80,000 jobs. This includes:
  - Opportunities for a diverse range of economic activities within the four CCZ precincts (Lorimer, Montague, Sandridge and Wirraway). This includes large floor plate campus style office facilities, creative industries, innovation hubs and more traditional high street retail and hospitality strips.
  - A core activity area, to be the focus of employment growth, designated within each precinct (see Figure 1 overleaf). These locations focus employment activity and ensure alignment with other investment, such as transport infrastructure.

- Provision of adequate community services is also a key element of the Framework, and employment will be associated with these schools, libraries, recreation facilities, and other community services.
- In addition, the employment precinct is identified as having the potential to become Australia's premier design and manufacturing centre, supporting large and small scale manufacturing, be it high-tech, bespoke or artisan. The precinct could also provide a hub for innovation, entrepreneurship and design excellence, drawing on its industrial heritage and building on its proximity to the thriving knowledge sector.

FIGURE 1 ACTIVITY CORES



Source: Fishermans Bend Draft Framework

23. The Framework also recognises that the realisation of employment outcomes is tightly linked with a range of other outcomes, infrastructure and investment initiatives. These include:
- Transport infrastructure, with a focus on improving active and public transport along with maintaining key private vehicle and freight connections. These investments will help support the transition of the precincts, and growth of employment. The delivery of a heavy rail train line with stations will be critical to the realisation of employment targets.
  - Development of a fine grain street network and high amenity, vibrant urban realms are also increasingly linked to employment growth and productivity and will be key to supporting employment targets.
  - In addition, the General Motors Holden Site redevelopment which includes a proposed University of Melbourne Engineering campus is a critical new opportunity which will help catalyse outcomes across the employment precinct.



## 2.2 Fishermans Bend Economic and Employment Study (2016)

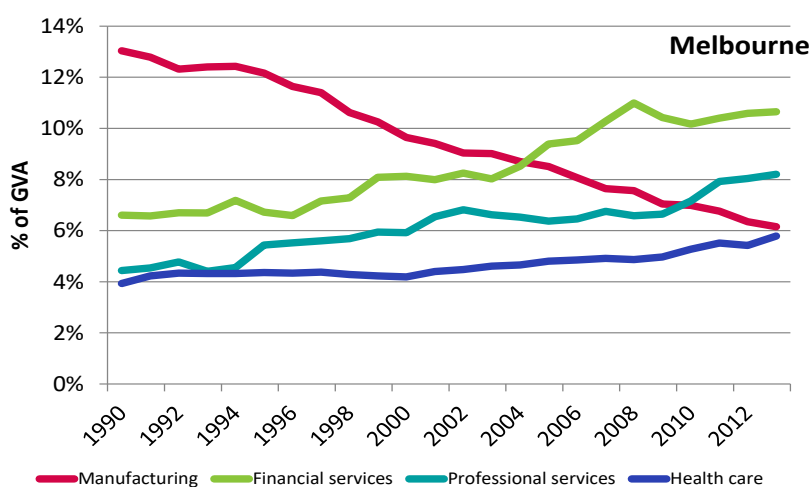
### Overview of Fishermans Bend Economic and Employment study scope of work

24. In 2012, SGS was engaged by Places Victoria to prepare the Fishermans Bend Economic and Employment Study (SGS 2013). I was not involved in this original study.
25. SGS was then engaged in 2016 to update and expand on this original study by including the Employment Precinct and refreshing key data and analysis across all precincts. I was Project Director and lead author of the updated report: Fishermans Bend Economic and Employment Study (FBEES) (SGS 2016).
26. The FBEES essentially sought to detail an economic narrative for Fishermans Bend and to provide a range of relevant policy and research recommendations. It provides an assessment of the current economic function and related employment and economic trends, along with internal and external forces impacting Fishermans Bend and each precinct. To inform this, the FBEES included three realistic alternative economic development pathways.
27. It is important to recognise the FBEES was commenced soon after the formation of the Taskforce and early in the development of the new Framework. It was completed before the release of the 2016 Census data, final acquisition of the Holden site and in parallel to work regarding transport, community infrastructure and identifying appropriate planning controls.
28. As a result, it was developed to test aspirations and the economic viability around a development target of 80,000 residents and 60,000 jobs by 2051. This lower job target was primarily associated with the Employment Precinct which was expected to only accommodate 20,000 jobs. I have assessed the plausibility of the revised job target and the redistribution within precincts in Section 2.3 of my statement of evidence.

### Structural economic change of broader economy

29. Fishermans Bend is the largest urban renewal site in Australia, located on the edge of the Melbourne CBD. As a result, unlike other smaller renewal projects, its employment opportunities and challenges are not solely driven by local needs, but are integrally linked with the broader metropolitan and even national economy.
30. Melbourne's economy, like that of many other cities, has undergone significant change over the past few decades. Previously dominated by manufacturing and industrial activities, it has been transformed into one more reliant on knowledge-intensive activities and services. This structural change is illustrated in Figure 2 below and discussed in Section 2.3 of the FBEES.

FIGURE 2 ECONOMIC STRUCTURAL CHANGE – MELBOURNE 1990 -2012



Reproduction of Figure 9 in FBEES

Source: SGS Economics and Planning drawing on a range of ABS data

31. This is not to say that manufacturers will disappear. Rather, they will be required to be highly innovative to prosper and this will demand, directly or indirectly, heavy involvement by professional services and highly skilled labour. Likewise, population-serving sectors such as retail, health and hospitality will require access to these analytical and creative services if they are to boost productivity and present a competitive advantage. This is seen through an increasing trend toward hyper specialisation in the health sector and a focus on 'experience' in retail.
32. Importantly, this new 'knowledge economy' has quite different needs and drivers from traditional industrial or population-serving employment. Knowledge-intensive activities require access to deep and diverse skills and client bases. This enables them to specialise and build resilience. As a result, they gain strong benefits from highly connected locations, or agglomerations. Furthermore, they need to attract and retain highly skilled/specialised labour and interact with a diverse range of other businesses. As a result, they are also attracted to diverse, high quality and high amenity environments.
33. Due to this structural change in the economy, employment growth in broader Melbourne has increasingly been clustering around the inner city and major economic nodes. Previous major renewal areas, such as Southbank and Docklands, along with supporting infrastructure investments, have enabled Melbourne to continue to grow its inner-city economy. Conversely Sydney's CBD land and transport system has been relatively constrained. This is (in part) why Melbourne's economy has grown at a faster rate in recent years.
34. This has key implications for the employment and urban structure of Fishermans Bend which I will discuss throughout the remainder of my statement of evidence.

#### **Fishermans Bend current role**

35. Fishermans Bend currently has a relatively modest role within the broad metropolitan economy (see Section 3 of FBEES) with only 200 residents and 30,000 jobs as of 2016. These existing jobs generate around \$3.8 billion to the economy (Gross Value Added) – equivalent to 1.3 per cent of total jobs and just under 1 per cent of total economic activity.
36. Key employment sectors currently include Manufacturing (22.1 per cent of Fishermans Bend total jobs at 2016), Construction (15.0 per cent), Wholesale Trade (12.0) and Professional, Scientific and Technical Services (11.8 per cent). While not picked up in broad industry categories, Fishermans Bend is also home to a significant growing cluster of Creative Industries. Recent growth sectors in Fishermans Bend include Construction, Wholesale Trade, Admin and Support Services, Retail Trade and Health and Social Assistance. Conversely there has been a decline in Manufacturing employment over the past decade.

#### **Fishermans Bend future employment prospects**

37. The broader economic trends discussed previously are mirrored in Fishermans Bend, with manufacturing declining and some growth in service-based employment. However, if managed well, the broader structural economic changes could provide a significant employment opportunity for Fishermans Bend, and the wider metropolitan economy.
38. Figure 2 (and Section 4 of FBEES) provides a summary of a S-W-O-T analysis for Fishermans Bend. This highlights that Fishermans Bend will require careful management of several weaknesses including improving transport connections and the creation of a high amenity, diverse environment that supports the drivers of the new economic landscape. It will also have to manage a range of challenges including fragmented land ownership and pressure from residential development early in its development life cycle.

TABLE 1 SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▪ A recognised manufacturing/ logistics base</li> <li>▪ Road connectivity</li> <li>▪ Proximity to CBD</li> <li>▪ An established creative industries sector</li> <li>▪ Connections to Port of Melbourne</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited active and public transport connectivity</li> <li>▪ Land contamination, drainage and flooding issues</li> <li>▪ Lack of fine grain street network and high amenity urban environment.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▪ become a higher order manufacturing/ research/ services precinct</li> <li>▪ increase housing supply in inner Melbourne</li> <li>▪ opportunity for rezoning to drive commercial activity around proposed transport nodes</li> <li>▪ provide important industrial land</li> <li>▪ provide tourism services</li> </ul>	<ul style="list-style-type: none"> <li>▪ Private fragmented land ownership</li> <li>▪ Contamination and drainage issues</li> <li>▪ Pollution</li> <li>▪ Early demand for residential development</li> </ul>

39. In addition to this S-W-O-T analysis, it is also important to recognise that, unlike many developed cities, Melbourne is lucky enough to have several major renewal areas surrounding the CBD – including Docklands, City North and Arden. These are all competing for investment and employment growth, based on their respective connections, unique/key assets and amenity offer.
40. Once fully developed, Fishermans Bend as ‘a whole’ will effectively disappear and the unique opportunities of each precinct will define its ongoing role as part of an expanded central Melbourne economy (see Figure 3). The Sandridge and Lorimer precincts with the strongest transport connections (once proposed infrastructure is delivered) will provided an extension of CBD and Docklands economy. Montague interfaces with this new economic node in Sandridge, along with Southbank and inner-city suburbs to the south. Wirraway, which is the furthest from Melbourne CBD, will support a potential for a new inner-city neighbourhood, similar to the adjacent Port Melbourne.

FIGURE 3 CENTRAL CITY - PLAN MELBOURNE 2017

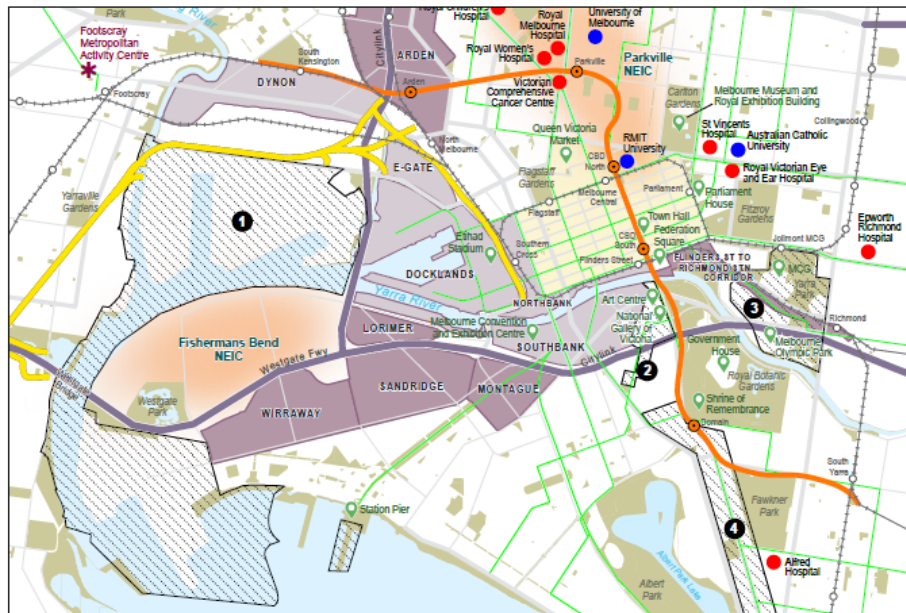
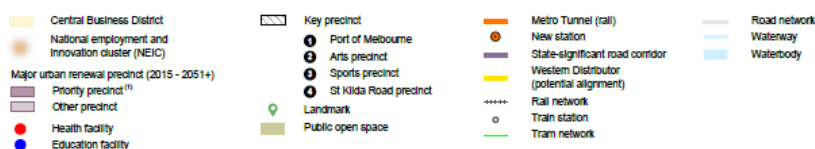


Figure 1. Melbourne 2050 Plan – Central City (Plan Melbourne 2017)



Source: Plan Melbourne 2017

## Competition from residential development

41. While the employment opportunity for Fishermans Bend is significant, it has the potential to be undermined by competition from residential developments, as noted in the S-W-O-T. Inner Melbourne has experienced unprecedented levels of housing development and price growth in recent years. This pressure for residential use and development has challenged the viability of commercial uses when required to compete directly. As a result, any zoning that permits residential uses is currently likely to deliver residential development, often to the maximum possible extent. Furthermore, once land is developed for residential purposes, it is almost impossible to transition to alternative uses at a later point due to various design factors and fragmented (i.e. strata) ownership structures.
42. Residential use may currently be the highest and best *financial* use for a site. However, if replicated across an entire precinct, it can have adverse consequences for the local and broader community. It also represents a lost opportunity for the broader metropolitan economy which gains benefits from agglomerating more employment within the central core.
43. Controls need to be put in place to ensure that Fishermans Bend is able to accommodate a wide range of land uses, including commercial and other employment generating uses.

## Economic and employment development pathways

44. In order to assess the impact of different strategic approaches to the development of Fishermans Bend, three economic pathways were developed. These were:
  - **Market led development**
  - **Alignment with Vision**
  - **Alignment with Vision plus a university in the Employment Precinct.**
45. SGS modelled employment and population in Fishermans Bend for these three alternative development pathways to 2051. The table below provides a high-level overview of each scenario. Each pathway is further detailed in Section 5 of the FBEEES

TABLE 2 SCENARIO COMPARISON AT 2051

	<b>Pathway 1 Market Led</b>	<b>Pathway 2 Current Vision</b>	<b>Pathway 3 Current Vision plus University</b>
Level of change	Moderate	High	Very High
Alignment with Fishermans Bend Vision	Well Below	Consistent	Above
Government Intervention	Low	High	High
Transport Interventions	Bus Improvements	Tram/Smart Bus/Heavy Rail	Tram/Smart Bus/Heavy Rail
Population at 2051	75,000	80,000	80,000
Employment at 2051	40,000	59,000	60,000
GVA (\$m) at 2051	\$5,000m	\$7,500m	\$7,300m
Students at 2051	2,000	2,000	11,000

Source: SGS Economics and Planning

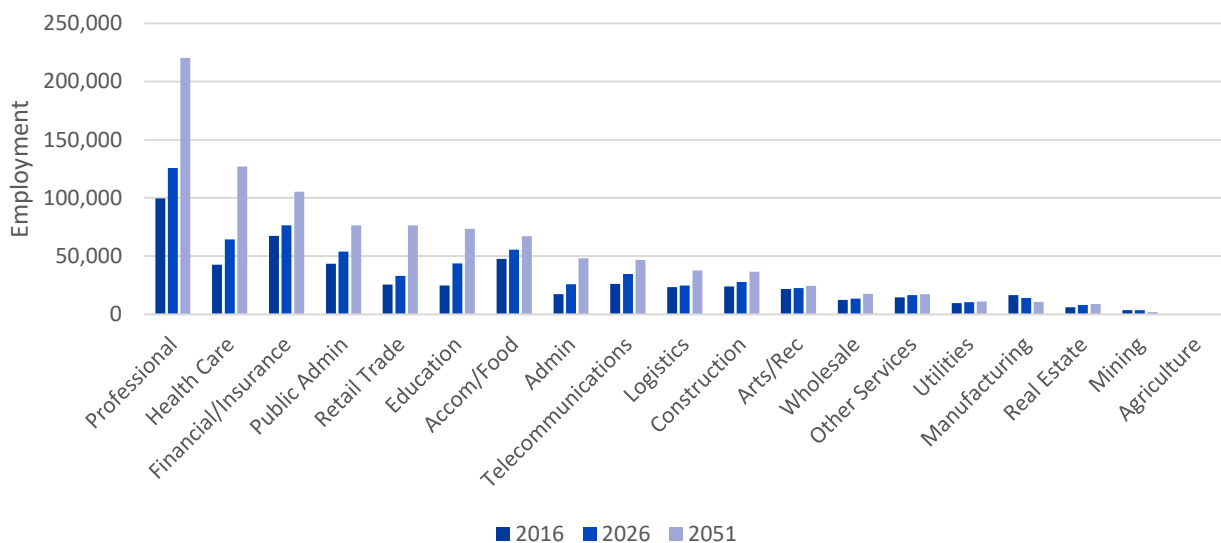
## 2.3 Fishermans Bend 80,000 job target

46. As noted earlier in my evidence the FBEES was completed early in the new Framework development process and was based around a job target of 60,000 by 2051. The Framework presents a target of 80,000 jobs which has two key differences from the FBEES:
- The jobs target within the Employment Precinct has doubled from approximately 20,000 to 40,000 jobs by 2050.
  - The 40,000 jobs across the four CCZ precincts remains the same. However, the distribution of the 40,000 jobs between the four precincts has changed to align with proposed infrastructure investment and individual precinct objectives.
47. The FBEES employment forecast aligned with the realisation of the Vision. For the four CCZ precincts (Lorimer, Montague, Sandridge and Wirraway) forecasts aligned with the urban structure identified in the previous Framework Plan. This included a commercial core focused in Montague, rather than Sandridge, amongst other transport and infrastructure additions. It also assumed the heavy rail would not be operational until approximately 2050, with most employment benefits likely to be realised after this point. It also assumed the Employment Precinct would still largely retain an industrial focus, albeit with a strong shift towards research, creative and advanced manufacturing and with a university.
48. I believe the underlying economic and employment narrative still remains and the changes to the Framework further support and enhance the potential for employment growth. For this reason, I believe the 40,000 job target for the original four CCZ precincts (noting a redistribution between precincts) is still appropriate and the increased job target (of 40,000) for the Employment Precinct is optimistic but still achievable. My justification is presented below.

### Employment target at Fishermans Bend

49. Over the next 35 years, inner city Melbourne is anticipated to experience significant employment growth. The central city (as defined by the precincts included in Figure 5) will see employment almost double from 525,000 to 1,000,000 jobs. This employment growth will align with the structural shifts to the broader economy as previously discussed in Section 2.2 of my statement of evidence. Key employment growth industries (see Figure 4 below) across the inner city will include Professional, Scientific and Technical Services, Health Care and Social Assistance, Financial and Insurance, Public Administration and Safety, Retail Trade and Education.

FIGURE 4: CENTRAL CITY FORECAST EMPLOYMENT GROWTH



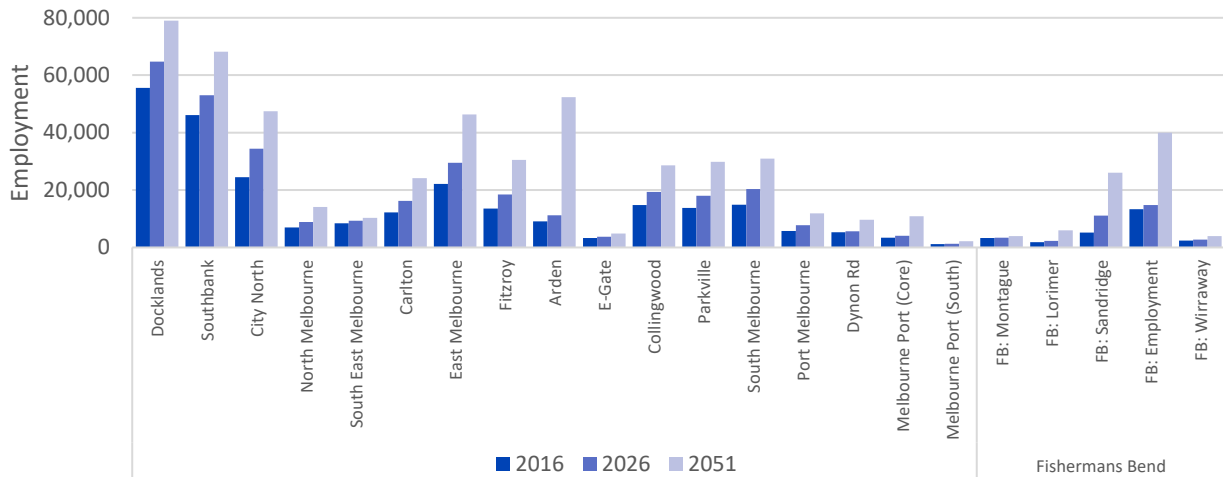
Source: SGS Economics and Planning

50. A significant proportion of these jobs will continue to be located in the CBD, although the rate of this growth will slow as it approaches capacity and development sites become increasingly limited. As a result, employment growth will spread across surrounding central city precincts. In the short term, Docklands, Southbank and City North will capture some of this employment 'overflow'. However, these precincts are also reaching their development capacity. Docklands, in particular, has experienced significant commercial development recently, and is anticipated to reach capacity within the next 10 years<sup>1</sup>.
51. Surrounding established precincts such as Parkville, East Melbourne, Fitzroy, Collingwood and St Kilda Rd are also accommodating increasing amounts of both commercial and residential development. For example, Collingwood, which contains a significant amount of Commercial 2 Zoned land has been under strong pressure for residential development. However, more recently this has been supplemented by strong employment growth and commercial development applications. The 2016 Census indicated a 30 per cent growth in employment from 2011 in this area with key industries including Professional, Scientific and Technical Services, Retail Trade, Health Care and Social Assistance and Transport, Postal and Warehousing.
52. Beyond these, the Arden precinct also presents a significant renewal opportunity for the central city. Similar to Fishermans Bend, it is currently largely occupied by industrial uses and is of a similar size (229 hectares) to the four CCZ precincts (265 hectares). The new Melbourne Metro project (opening by 2026) along with a range of other policy and investment is anticipated to help catalyse significant urban renewal activity including employment in the precinct. It also has strong connections to the CBD and neighbouring Parkville health and education cluster. According to the Melbourne Metro Business Case the precinct will accommodate 25,000 residents and in excess of 43,000 jobs<sup>2</sup>.
53. These (along with other) inner renewal areas still represent only a relatively modest share of the total jobs demand forecast for the central city (an additional 500,000 by 2051). As a result, any new precincts which can support the drivers of the 'knowledge economy' as discussed previously should be able to capture additional employment growth.
54. In this context, a target of 80,000 jobs at Fishermans Bend (with 40,000 within the four CCZ precincts) based on strong policy and investment, in my opinion, is reasonable and consistent with employment growth forecasts in competing precincts.
55. To illustrate, Figure 5, Figure 6 and Figure 7 present forecast employment, employment change and gross employment density for central city precincts. The CBD has been excluded given it is currently and will remain significantly larger (250,000 jobs in 2016 forecast to be 450,000 by 2051) and denser (1000 jobs per hectare in 2016 forecast to be 1800 jobs per hectare in 2051) than surrounding central city precincts.
56. From this it can be seen the employment target for Sandridge means it will achieve a similar employment density to Southbank and Docklands currently and slightly higher than the employment density of the entire Arden precinct after it is redeveloped. Combined, the four CCZ precincts will achieve a similar level of growth as is estimated for the Arden renewal area.
57. It should be noted many of these other central city precincts currently present strong competition as they are currently closer to the CBD, better connected, include established major assets (i.e. hospitals and universities) and fine grain high amenity urban environments. Fishermans Bend will need to provide similar elements to unlock this employment demand.

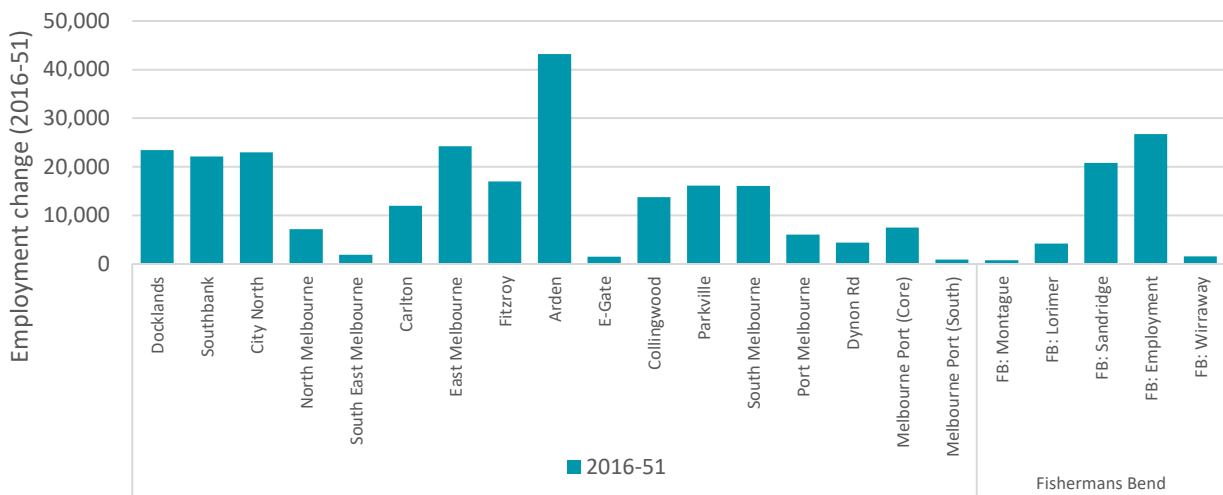
<sup>1</sup> Based on 80,000 workers (upon completion) (sourced from Places Victoria <http://www.places.vic.gov.au/precincts-and-development/docklands-victoria>) and recent development trends and current employment levels of 58,000 (sourced from 2016 CLUE <http://www.melbourne.vic.gov.au/sitecollectiondocuments/CLUE-2016-docklands-infographic.pdf>)

<sup>2</sup> Melbourne Metro Business Case (February 2016) – Department of Economic Development, Jobs, Transport and Resources

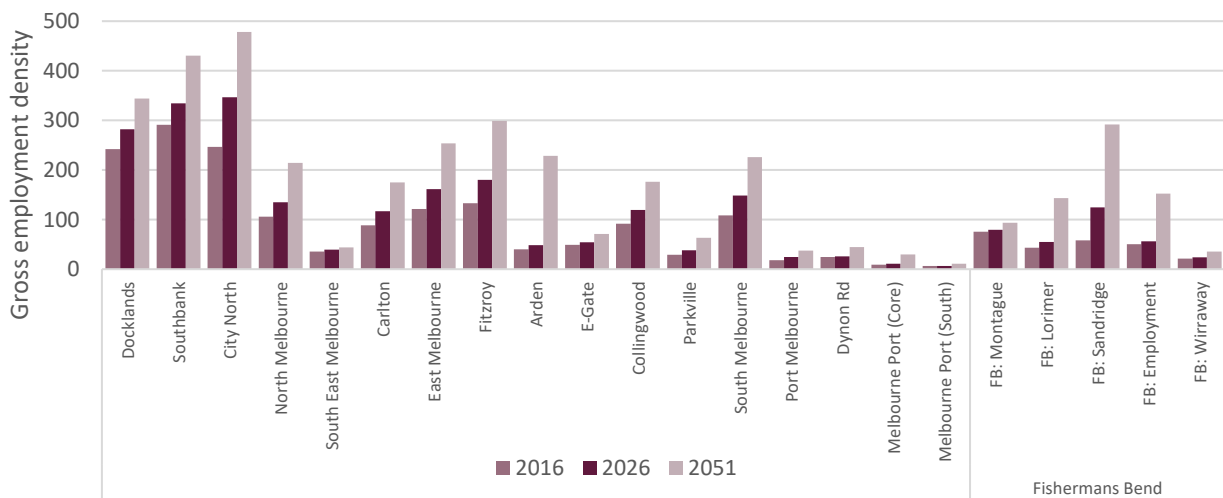
FIGURE 5: CENTRAL CITY (EXCLUDING CBD) FORECASTS EMPLOYMENT, 2016 TO 2051



Source: SGS Economics and Planning and Fishermans Bend Framework Plan for Fishermans Bend precincts  
 FIGURE 6: CENTRAL CITY (EXCLUDING CBD) FORECASTS EMPLOYMENT GROWTH, 2016 TO 2051



Source: SGS Economics and Planning and Fishermans Bend Framework Plan for Fishermans Bend precincts  
 FIGURE 7: CENTRAL CITY (EXCLUDING CBD) FORECASTS GROSS EMPLOYMENT DENSITY, 2016 TO 2051

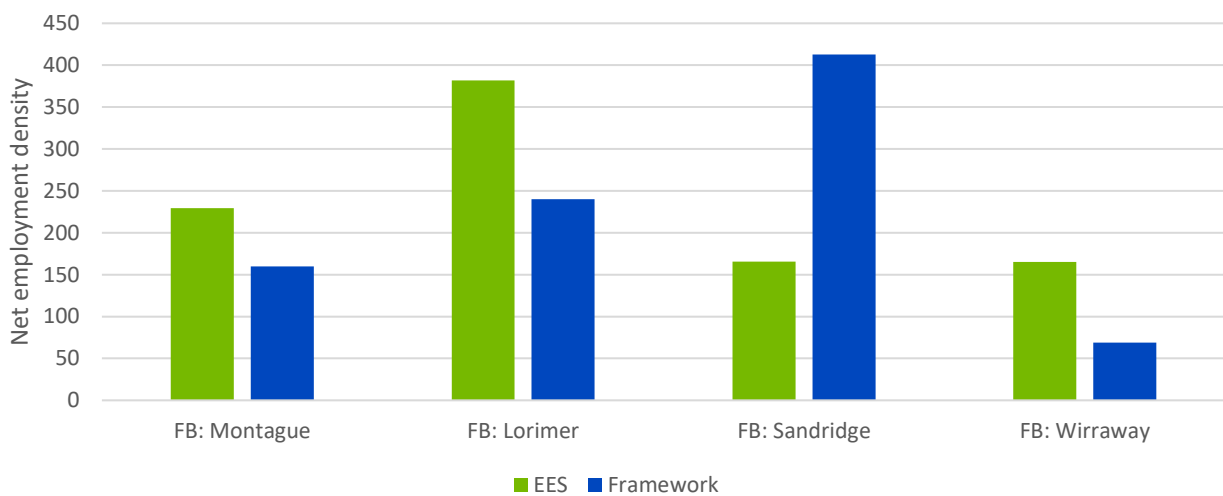


Source: SGS Economics and Planning and Fishermans Bend Framework Plan for Fishermans Bend precincts

### Employment distributions within CCZ precincts

58. The 40,000 jobs target across the four CCZ precincts remains the same as the FBEES. However, the distribution of the 40,000 jobs between the four precincts has changed. This is illustrated in Figure 8 which presents net employment density across the four CCZ precincts.
59. This revised distribution shifts a significant amount of employment to Sandridge creating a similar employment density to Docklands or Southbank. I believe this employment reallocation is reasonable and strongly aligns with changes in other infrastructure investment choices. In particular, this redistribution aligns with a new heavy rail alignment with a station located in Sandridge, rather than on the edge of Montague as with the previous Metro Rail Link alignment.
60. While the light rail and other investments will support the Sandridge activity core, the heavy rail station will be critical to it reaching its full employment potential. To achieve this level of growth it will need to be highly connected (internally, to the central city and broader metropolitan economy) and provide a diverse high amenity environment.

FIGURE 8 NET EMPLOYMENT DENSITY AT 2050 BY PRECINCT



Source: FBEES 2016 - SGS Economics and Planning and draft Framework.  
 Note Density based on precinct net land area

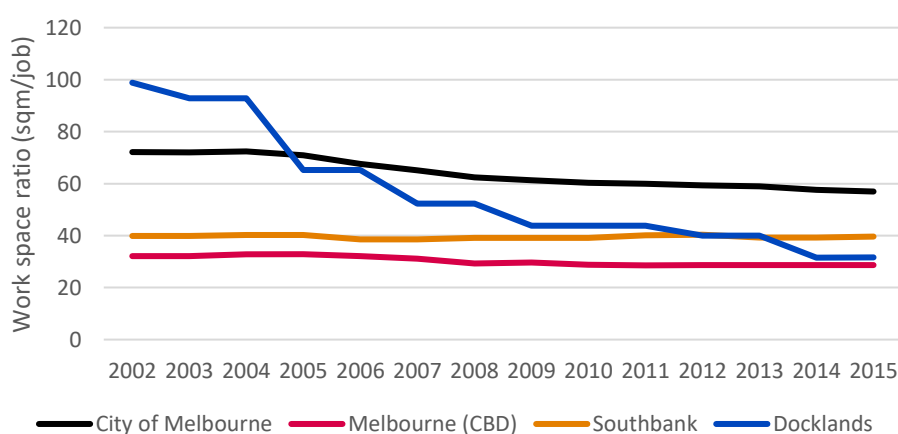
61. While it is recognised the Employment Precinct planning process is in its infancy, for it to achieve 40,000 jobs it will need to deliver a stronger commercial services offer, rather than a largely (albeit advanced and creative) manufacturing function. Capitalising on the Holden site acquisition and early delivery of the train station will be key to catalysing this shift in economic activity and realisation of its target. Melbourne University has proposed to develop a new engineering campus on the Holden site. This could directly support anywhere from 300 up to 3000 jobs. However, it could also help reposition the precinct and support significant flow on employment growth in related sectors and via consumption uses linked to the student and worker population. I believe the Employment Precinct target (40,000 jobs) is ambitious yet still plausible and appropriate.



## 2.4 Employment and floorspace provision

62. The Framework seeks to achieve the employment target through a combination of enabling investments (such as transport investment) and planning policy and controls. Within the planning policy, employment growth is primarily supported through a minimum employment floorspace ratio within designated core activity areas. The planning controls the define Dwelling as a Section 2 use within core activity areas which ensures applications must have regard to the policy. This, along with other policy and controls, is discussed further in Section 2.5. However, this policy is largely underpinned by an assumed requirement of 31 square metres per jobs to translate employment targets to floorspace requirements.
63. While job to floorspace ratios vary significantly between location, economic sectors and even firms within the same sector, I believe the 31 square metres per job as an aggregate figure across all jobs types is reasonable. The planning scheme and policy do then allow some flexibility for the specific employment use requirements of a particular site, as the minimum commercial FAR is a policy rather than a control. Therefore it forms one consideration that will be balanced against other decision guidelines as detailed in the Planning Scheme.
64. The following presents the trend in workspace ratios (jobs per square metre) across the City of Melbourne, along with the CBD, Southbank and Docklands. This shows a gradual decline in the workspace ratio for the City of Melbourne overall. This is primarily due to structural economic changes moving the economy toward more labour intensive employment. However, established employment areas, such as the CBD and Southbank, have seen relatively stable (slightly declining) workspace ratios. Renewal areas, such as Docklands, have seen rapid decline in their workspace ratio as their employment composition shifts, while this will stabilise in the long term to a similar level to the CBD and other established precincts.

FIGURE 9 TRENDS IN WORKSPACE RATIOS



Source: 2002 to 2015 CLUE - City of Melbourne

65. The workspace ratio within any location also varies significantly across sectors (see Table 3). Core commercial office-based employment is typically around 15-25 square metres per employee, while other sectors require much higher ratios. For example, retail requires around 20-40 square metres per employee and the accommodation sector requires around 100-200+ square metres per employee.
66. The latest (2016) CLUE data estimates current office-based employment at 18.7 square metres per employee across all of the City of Melbourne. However, it should be noted this only represents 288,700 jobs (or 63 per cent of total jobs). Other employment generating uses need to be considered when understanding the total floorspace requirement associated with a diverse employment outcome.
67. The 2016 CLUE data also found that premium and A grade office floor space has grown by 43,200 square metres in the last two years. At the same time the vacancy rate for Premium

and A grade office floor space has declined from 8.0 per cent to 7.6 per cent. This suggests there is continued strong demand for newly developed office floor space across the central city.

TABLE 3: WORK SPACE RATIOS BY INDUSTRY, 2015 (SQM PER EMPLOYEE)

	Melbourne (CBD)	Southbank	Docklands	Average of 3 precincts	City of Melbourne
Accommodation	145	91	228	130	145
Admin and Support Services	18	58	14	21	22
Agriculture and Mining	32	24	13	24	32
Arts and Recreation Services	51	26	110	41	301
Business Services	19	18	17	18	19
Construction	21	27	47	26	32
Education and Training	39	69	193	43	56
Electricity, Gas, Water and Waste Services	14	23		14	20
Finance and Insurance	18	15	13	16	16
Food and Beverage Services	19	16	29	20	19
Health Care and Social Assistance	26	29	30	27	22
Information Media and Telecommunications	22	25	17	21	26
Manufacturing	24	13	90	20	64
Other Services	156	814	868	261	243
Public Administration and Safety	24	25	13	23	25
Real Estate Services	22	27	27	23	26
Rental and Hiring Services	89	139	37	94	95
Retail Trade	34	50	36	36	39
Transport, Postal and Storage	20	23	74	34	271
Wholesale Trade	28	14	22	20	39
<b>All employment</b>	<b>29</b>	<b>40</b>	<b>32</b>	<b>31</b>	<b>57</b>

Source: 2015 CLUE – City of Melbourne

## 2.5 Review of employment policy implementation

68. This draft Amendment seeks to implement the Framework through a suite of related planning controls and policy in both the City of Melbourne and City of Port Phillip Planning Schemes. The controls and policy should align and support the 40,000 jobs target for the four CCZ precincts.
69. I am not a qualified planner and hence cannot comment on the drafting and implementation of the draft policy and controls. However, I have experience working with state and local government on a range of urban economic policy and planning related studies. As such, I believe I can comment on the proposed policy framework from an economic basis.

### Clauses 22.27 and 22.15

70. The proposed Clauses 22.27 and 22.15 in the City of Melbourne and City of Port Phillip Planning Schemes respectively set out the overall local policy that will be used to implement the Fishermans Bend Framework Plan.
71. Clauses 22.27-2 and 22.15-2 outline the objectives of the policy.
- Paragraphs two and three focus on employment outcomes specifically. I believe they appropriately highlight the importance of supporting diverse employment opportunities and leveraging the proximity to the CBD and Port of Melbourne. This recognises both the precincts' historical and future economic drivers and the important link between (transport) connectivity and employment growth. The objectives also touch on employment structure and the new 'knowledge based' employment opportunities that the precincts can leverage. While broadly contained within these terms it should be noted that, while the precinct is not co-located with a hospital or major health precinct, the health sector will still likely be a key employment generator. The Health sector is one of the highest growth sectors becoming increasingly diverse, providing local services (e.g. GPs) and increasing specialist functions such as research, pathology and specialist clinics. Retail, hospitality, arts and recreational employment uses will also be important jobs creators.
  - Other objectives, such as paragraphs four and five will also support the employment target. A key driver of knowledge-based employment is vibrant, diverse and high amenity urban environments. In addition, policy objectives that support provision of community infrastructure will indirectly support employment growth associated with that investment (e.g. teachers linked to a new school)
72. Clauses 22.27-3 and 22.15-3 outline the policy. The first policy relates to '*Providing for employment floor area*' and seeking '*to enable the creation of at least 40,000 jobs*'.
- The first point '*Locating the highest densities of employment opportunities close to existing and planned public transport*' aligns with the drivers of future knowledge-based employment growth, which requires access to deep and diverse client and skilled labour catchments as discussed previously in my statement of evidence.
  - The second point '*Encouraging all development to set aside non-residential floor area to provide floor area for employment generating uses. To enable this Table 1<sup>3</sup> outlines the preferred minimum floor area ratio which should be set aside for a use other than Dwelling*' helps to prioritise employment growth in locations linked to the first point.
    - This approach is appropriate given the issues (outlined in Section 2.2 of my evidence statement) related to residential development competition and how once residential development occurs it is difficult to transition to other uses.
    - In addition, beyond broader market dynamics between residential and commercial, renewal areas typically see residential demand propagating earlier with higher order (i.e. beyond local retail and related uses) employment demand only coming once there is certainty around the location's future, and key economic drivers are in place.

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<sup>3</sup> Noting 'Table 1' includes Lorimer for City of Melbourne and Montague, Sandridge and Wirraway for City of Port Phillip

This policy will provide a clear market signal around the employment role of core areas and help preserve space for employment while supporting investment is being delivered (e.g. additional public transport).

- I believe the policy also appropriately supports some flexibility around the timing/form of employment demand by specifying ‘other than dwelling’ rather than employment uses directly. This potentially enables largely non-employment uses such as an aged care facility or hotel to be developed. These uses may still provide some small employment contribution and, depending on how the development is configured, could be more easily adapted than a dwelling to other employment uses in the future given it will typically be covered by a single owner.
- The ratios specifically, as detailed in Table 1, align with the relative employment targets for each precinct and an average 31 square metre job to floorspace ratio – and accounting for some undeveloped sites by 2050. As detailed in Sections 2.3 and 2.4 of my evidence statement I believe this distribution of employment and associated floorspace is reasonable. The ratio in combination with the allowance of ‘other than Dwelling’ uses and various considerations noted after the table balance the need to prioritise employment creation in core areas, support the ongoing operation of existing uses and still enable some market flexibility around the timing for employment demand and use.
- Other policies also indirectly support employment creation including:
  - The ‘*Active Street Frontage*’ policy which specifies developments ‘*providing footpath canopies where retail uses are proposed to provide weather protection and define the streetscape*’. This will support a shift in the broader retail sector toward more services and hospitality which benefit from footpath trading.
  - The ‘*Sustainable Transport*’ policy identifies a number of transport investment priorities which will be critical to supporting demand in knowledge-based employment as discussed previously.
  - The ‘*Floor Area Uplift*’ policy indirectly supports employment creation through the jobs which are linked to community infrastructure (e.g. teachers linked to a school).

### Clause 37.04 Capital City Zone

73. The Capital City Zone and associated Schedule 1 (for City of Port Phillip) and Schedule 4 (for City of Melbourne) is the primary planning tool used to implement the policy.
74. I believe the zone purpose aligns with the policy and Framework and supports the employment target. As amended with the Part A Submission, the zone purpose identifies a need to ‘create a highly liveable mixed-use area’ as well as prioritises employment uses over residential in core areas which are well serviced by public transport. It also articulates the need to achieve the population targets, job growth and residential infrastructure within each precinct and enable a scale of growth aligned with provision of infrastructure. Balancing these three core elements will be fundamental to realisation of the Framework Vision.
75. By excluding Dwellings as a Section 1 use in core areas and including appropriate employment uses as Section 1 use, I believe the schedule helps to prioritise employment within the core areas. This will ensure space for employment demand is supported within these key locations which will ultimately facilitate a more diverse mixed-use environment with clearly defined commercial nodes that provide a benefit to the local and broader economy activity. Dwelling is a Section 1 use in non-core locations which still provides significant residential development opportunities across the four precincts.
76. Dwellings are still permitted as a Section 2 use in core areas which will enable decision-makers to assess the application against local policy referred to earlier and a series of Decision Guidelines in the zone, managing the provision of infrastructure, community services, employment creation and dwelling development.
77. Appropriately these Decision Guidelines provide some flexibility around the form of employment contribution that a development may provide. This includes:

- *'provides home-offices or communal facilities that support 'work from home' or 'mobile' employment.'* The form of work is rapidly evolving and alternative more flexible workplace forms (such as home offices) are increasingly important to the broader employment offer of the inner city and should be considered as part of an application.
  - *'The impact the proposal has on the realisation of employment targets, ensuring that employment uses are maximised and safeguarded in core areas, well serviced by public transport' and 'Whether the use provides for employment uses in line with targets set out in the Fishermans Bend Urban Renewal Area Local Policy'* provide some flexibility for developments to present alternative/innovative solutions which may not directly align with defined ratios but still ultimately achieve the policy intent around employment creation within core areas.
  - The Decision Guidelines also importantly seek to protect existing uses, particularly those linked to the viability of the Port of Melbourne.
78. From an economic perspective I believe the proposed planning controls and policies will help achieve the employment targets and broader Framework Vision. They seek to balance prioritisation of employment in core areas in line with employment targets and broader economic demand drivers, while still provide some flexibility to support market led responses and interim uses.

## 2.6 Concluding remarks

79. The broader economy is structurally changing, and unlike other smaller renewal projects, Fishermans Bend has the potential to strengthen the broader metropolitan economy. It has a range of significant opportunities but also some major challenges.
80. The employment target (80,000) jobs aligns with the Framework Vision and achieving it is critical to many of the Goals, Strategies and Objectives. This level of employment activity enables diversity of employment opportunities and services beyond purely local retail and related uses (i.e. small cafes and shops at the ground floor). It also facilitates a more vibrant economy which can provide a full range of services for the local community and support higher order economic growth which will benefit the entire metropolitan population.
81. The target of 40,000 jobs for the four CCZ precincts is appropriate and broadly consistent with other inner-city precincts. However, unlike many other inner-city precincts, Fishermans Bend currently does not have the supporting infrastructure needed to drive this new 'knowledge based' employment growth activity. This highlights the critical importance of delivering the supporting infrastructure/investment and introducing appropriate planning controls to manage the transition process. This includes transport and public realm investment, community services/infrastructure and planning controls to balance development competition from residential in key locations.
82. I believe from an economic perspective the proposed planning policy and zones align with the 40,000 jobs target and broader Framework Vision. They seek to balance residential development with employment development and leverage proposed infrastructure investment. Given Fishermans Bend will be rapidly evolving strong and directive policy is required to manage the transition process to ensure broader community benefits are realised, rather than a focus on individual site outcomes.

# 3. RESPONSE TO SUBMISSIONS

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83. In this section of my statement of evidence, I comment on selected issues raised in submissions to the draft Amendment. These are matters which I judge to be within the scope of my expertise.

## **Issue: Concern around existing industrial uses**

84. Submission 89/163 from the Barro Group along with Submission 147 from Hanson Construction Materials highlight concerns around the impact of new development on their existing uses (i.e. Concrete Batching Plants). Submission 89/163 highlights the various mechanisms in the proposed policy controls which will ensure the protection of existing uses within Fishermans Bend, however, suggests these do not go far enough and the controls need to be better articulated/detailed.
85. From an economic perspective, I believe it is important to balance the retention of these industrial service uses – and particularly uses which support the continued growth of the central city economy (i.e. construction related) – with the delivery of new high-density developments. The proposed controls trigger a permit for potentially sensitive uses within 300 metres of an existing industrial use and require the completion of an Amenity Impacts Plan to manage any conflicts. I believe this process seek to balance the competing uses objectives of both the existing and future development. However, I cannot assess if they do or do not provide enough detail regarding an Amenity Impact Plan specifically. I also note, like all parts of the economy, technology is rapidly evolving in the construction industry and future technological developments may alter the need for these uses through pre-fabrication, alternative materials/techniques, or other ways.

## **Issue: Concern around basis for job target**

86. Several submissions raised concern around the justification of the resident and job target (including submissions 91, 94, 95, 96, 130, 131, 173, 184 and 242). In addition, concern around the ‘ability for the other additional targeted commercial land use to be realistically delivered, marketed and tenanted’ were raised in these submissions. Submissions 104, 120, 157, 175, 182 also highlighted concern around targets, while focusing more on the population target.
87. Section 2.3 of my statement of evidence provides evidence to support the proposed employment target. Section 2.4 also highlights the low vacancy rate, despite strong development (based on the latest CLUE data) of office floorspace across City of Melbourne.

## **Issue: Transport commitment**

88. Submission 108 from Jacobs raised concern around the lack of commitment to proposed public transport infrastructure. This was also raised in several other submissions. Submission 108 highlights that minimum employment floor area is primarily a ‘stick’ rather than ‘carrot’ approach and that ‘early delivery of public transport would be the best way to incentivize the market to deliver employment uses’.
89. I would agree with this statement and the need for both increased certainty and early provision of public transport infrastructure to support employment demand. The link between employment and transport connectivity has been highlighted throughout my statement of evidence.

### Submission 149: Goodman

90. Submission 149 from Goodman highlights concerns around the estimation of minimum commercial FAR for the Sandridge and Wirraway precincts (Page 12). They also suggest an alternative employment focus across the four precincts.
91. As outlined in my statement of evidence (Sections 2.3 and 2.5) I believe the proposed minimum commercial FAR aligns with employment targets in the local policy. I believe Submission 149 has misinterpreted some key assumptions. In particular, the minimum commercial FAR relates to the 'core area' only which includes 30 hectares of developable land within Sandridge, not the entire Sandridge precinct. It also assumes that only 75 per cent of land across the precinct will be developed by 2050 and that the average floorspace per worker is 31 square metres.
92. Based on these assumptions the controls do align with job targets. This includes provision of 4,000 jobs in Wirraway which does not reflect CBD scale development and 26,000 in Sandridge which is of similar scale to Southbank or Docklands.
93. The proposed planning controls also provide some discretion for the provision of employment floorspace as detailed in the policy and decision guidelines.

### Submission 153: City of Port Phillip

94. Submission 153 from City of Port Phillip provide a detailed set of recommendations. The following key recommendations related to employment outcomes:

**Key asks**

- **A clearly defined economic role, investment attraction strategy and government effort across all precincts.**  
The proposed 'strategic and integrated plan for employment' needs to be delivered as a matter of urgency to further guide precinct planning, building design and investment decisions.
- **Mandated minimum commercial floor area requirement in 'core' areas.**  
The market is unlikely to deliver a 'mixed-use' outcome if not mandated, particularly in the absence of a tram network.
- **Commitment to leveraging Montague's potential as an innovation district, and to protect and grow its established creative cluster.**

- Investigate the need to increase the job density and targets, and the minimum commercial areas for the Sandridge 'core' area, to better align with the land use mix in the CBD and other inner Melbourne renewal areas, and to better capitalise on a future underground rail station.
  - An additional strategy which seeks to attract an anchor institution, such as a tertiary education or hospital, and nominate a key employment generating sites within Sandridge, to act as a catalyst for jobs.
  - Clarity in the draft Framework that 'non-core' areas are also intended to be mixed-use (not residential only).
  - Translation to proposed planning scheme controls, of the strategy in the draft Framework for 'built from controls that support commercial development floor plates in core areas'.  
Protection of opportunities for large floor plate uses (full-line supermarkets and other retail anchors, and floor areas needed for premium office tenancies) is critical within core areas. Further precinct planning can assist in defining appropriate site opportunities within the right locations. Further discussion on the importance of well-defined activity centres in place creation and activation, is detailed under Theme 3.
  - Inclusion of initiatives similar to those proposed for the Employment Precinct (Strategy 2.3.1) for the mixed use precincts, to support the other 50 per cent of employment in Fishermans Bend.  
For Sandridge to evolve into CBD-like, mixed use environment, significant government intervention and investment will be required to provide confidence to the market and development industry.
  - Bringing forward investment in public transport is discussed in detail under Theme 5.
95. I provide the following commentary regarding these recommendations:
    - Pt 1: I agree further articulation of employment outcomes and investment attraction are required and believe this could be achieved in the next stage when individual precinct plans are developed.
    - Pt 2: I believe some discretion around minimum commercial FAR requirements is required to manage site constraints, demand timing, and innovative/flexible/adaptable solutions which still deliver of the broader objective of providing employment.

- Pt3: I believe this is supported through the current proposed controls and can be further refined through the individual precinct plans in the next stage.
  - Pt 4: I believe (as demonstrated in Section 2.3) the proposed employment target for Sandridge aligns with other similar inner-city renewal precincts.
  - Pt 5: The concept of a key anchor institution could support Sandridge employment target and catalyst other development.
96. Submission 153 also highlights the importance of governance and transport investment certainty and early provision.

#### **Submission 188: City of Melbourne**

97. Submission 188 from the City of Melbourne provides a range of recommendations. The primary concern related to employment is that the minimum commercial FAR is not mandatory. As discussed in the above para 95 point 2 I believe this is appropriate.



# APPENDIX A: PLANNING PANELS VICTORIA EXPERT WITNESS DECLARATION

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**a) The name and address of the expert**

Julian Wincenty Szafraniec  
88 Summerhill Rd, West Footscray, 3012

**b) The expert's qualifications and experience**

Bachelor of Economics (Econometrics) (Honours) (Monash University)

**c) The expert's area of expertise to make the report**

Urban economics and data analysis

**d) Other significant contributors to the report and where necessary outlining their expertise**

No other contributors to this statement of evidence

Several SGS staff members acting under my express instructions assisted with the development of the Fishermans Bend Economic and Employment Study (2016)

**e) Instructions that define the scope of the report**

See Appendix C

**f) The identity of the person who carried out any tests or experiments upon which the expert relied in making this report and the qualifications of that person**

Not applicable

**g) The facts, matters and all assumptions upon which the report proceeds**

Refer to section 1.4 of my evidence statement

**h) Reference to those documents and other materials the expert has been instructed to consider or take into account in preparing the report, and the literature or other material used in making the report**

Refer to section 1.4 of my evidence statement

**i) Provisional opinions that have not been fully researched for any reason (identifying the reason why such opinions have not been or cannot be fully researched)**

none

**j) Questions falling outside the expert's expertise and also a statement indicating whether the report is incomplete or inaccurate in any respect**

The drafting and implementation of specific planning policy and controls is outside my area of expertise.

# APPENDIX B: CV

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## Attachment A: Staff CV



### **JULIAN SZAFRANIEC**

Principal, Partner and Director  
National Leader: Data and Spatial Analytics

Bachelor of Economics (Econometrics) (Honours) (Monash University)

Julian is an urban economist who has experience in applying economic theories and models to urban and regional issues across Australia and internationally. Julian has provided advice to all tiers of government and the private sector, related to the dynamics of housing, transport, community infrastructure, retail, and the economy generally.

Julian is an excellent communicator and able to translate often complex ideas into *plain English*. He regularly presents to councilors, the community, at conferences, seminars, panels hearings and has been reported in the media around key economic and housing issues.

I have presented expert evidence at Planning Panels Victoria and other hearings, including:

- (VCAT) Commercial Hotel EGM application – City of Whittlesea (2017)
- (Am C76) Moorabool Industrial Land Supply Expert Evidence – City of Moorabool (2017)
- (VCGLR hearing) Commercial Hotel EGM application – City of Whittlesea (2016)
- (Am C182) Dandenong Housing Strategy - City of Greater Dandenong (2016)
- Ministerial Advisory Committee Submission - Housing Capacity - City of Boroondara (2016)
- (Am C198) Craigieburn North PSP - Metropolitan Planning Authority, City of Hume (2015)
- (Am C108) VicTrack Rezoning to Retail Uses – VicTrack, Shire of Yarra Ranges (2012)
- (Am C21) Council Gambling Policy - Benalla Rural City Council (2012)

A selection of other relevant experience includes:

- Cranbourne Town Centre Economic and Housing Assessments – City of Casey (2017)
- Strathalbyn Retail Assessment, Alexandrina Shire Council (2017)
- West Melbourne Structure Plan – City of Melbourne (2017)
- Small Area Land Use Projections – Transport for Victoria (2008-2017)
- Fishermans Bend Economic and Employment Study - Fishermans Bend Taskforce (2016)
- Retail Hospitality and Expenditure Study (2016 Update) - City of Melbourne (2016)
- Clyde Town Centre Urban Design Framework Review - City of Casey (2016)
- Dandenong South Industrial Precinct Economic Study – City of Greater Dandenong (2016)
- Dandenong Industrial Change and Demand Study – City of Greater Dandenong (2016)
- Employment and Visitation Forecasts - City of Port Phillip (2016)
- Spatial Economic and Employment Strategy - City of Yarra (2015)
- Economic Model Update Project - City of Gold Coast (2015)
- Retail, Commercial and Industrial Strategy - Bayside City Council (2015)
- Peer Review of Amcor Site Redevelopment Plan - City of Yarra (2015)
- Review of Green Square and Southern Areas Retail Study - City of Sydney (2015)
- Melbourne Metro Land Use Scenarios – DEDJTR Victoria (2015)
- Melbourne Rail Link Land Use Scenarios – DTPLI Victoria (2014)
- Restricted Retail Study for Hume-Whittlesea Corridor - Metropolitan Planning Authority (2014)
- Greater Geelong Retail Strategy - City of Greater Geelong (2014)

- Darebin Retail Strategy - City of Darebin (2014)
- Retail and Hospitality Expenditure Study - City of Melbourne (2013)
- Melbourne Employment Projections - City of Melbourne (2013)
- Value of Hospitality Sector - City of Melbourne (2013)
- Chapel Re-vision development projects and employment capacity update - City of Stonnington (2014)
- Pedestrian analysis inputs to WalkPlan - City of Melbourne (2012)

#### Conference presentations and publications

- Szafraniec, J (2016) Rising to the Challenge: Delivering social infrastructure in established areas of Sydney/Melbourne, Presented at SGS Quarterly Seminar, 2016
- Szafraniec, J and Spiller, M (2015) Does Transport investment boost potential housing supply in metropolitan areas?, 2015 Housing Researchers Conference, Hobart
- Szafraniec, J and Spencer, A (2014) Housing Supply in 'middle' Melbourne, SGS Insights
- McDougall, A, Finney, B and Szafraniec, J (2013) Urban town centres: how have they performed?, Presented at PIA National Congress, Canberra, March 2013
- Szafraniec, J and Holloway, A (2012) The Unplanned source of Housing Supply, Presented to the 2012 Housing Researchers Conference, Adelaide
- Rawnsley, T, Finney, B and Szafraniec, J. (2011) Riding the Smart Bus: Knowledge Workers, Agglomeration Economies and Public Transport Us, Presented to the AITPM National Conference, Melbourne.
- Szafraniec, J (2011) House prices creating a 'divided city', SGS Occasional Paper
- Szafraniec, J (2010), Housing Capacity Assessments, Presented to the 2010 Australasian Housing Researchers Conference, Auckland
- Rawnsley, T. and Szafraniec, J. (2010) Agglomeration and Labour Productivity in Australian Cities, Presented to the Knowledge Cities World Summit, Melbourne.
- Szafraniec, J and Spiller, M (2009) Valuing Access to Opportunities in Housing Markets, Presented to the Housing Researcher Conference, Sydney

# APPENDIX C: INSTRUCTIONS

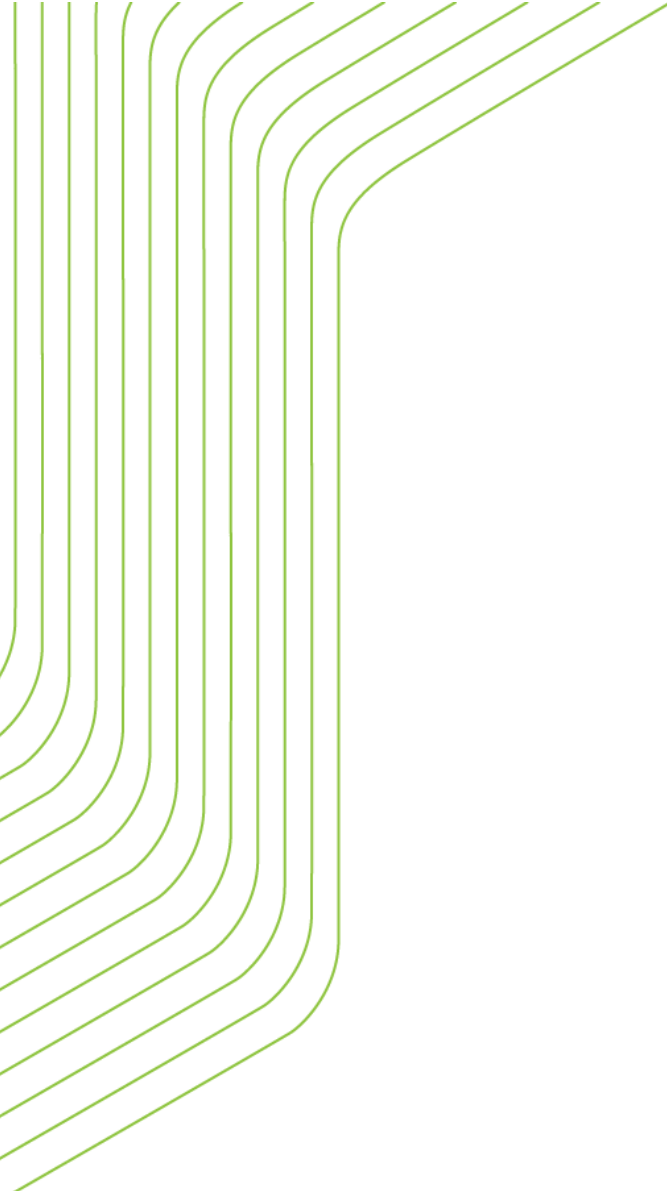
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## My instructions were as follows:

We are instructed to brief you to:

1. Review this email letter and the documents to which it refers;
2. Advise whether you are willing and available to:
  - a. Prepare an expert witness report for circulation on **12 February 2018**. Your statement would need to:
    - i. identify your role in preparing the *Fishermans Bend Economic and Employment Study 2016* by SGS;
    - ii. state whether you adopt the *Fishermans Bend Economic and Employment Study 2016* by SGS, as your written expert evidence for the purposes of the:
      - explaining the broad economic context of Fishermans Bend; and
      - recommending economic and employment related policies which should be adopted to achieve the Vision for the area;
    - iii. consider the appropriateness of the proposed Amendment having regard to your statement regarding (ii) above;
    - iv. address the relevant submissions referred to you to the extent they address:
      - explaining the broad economic context of Fishermans Bend;
      - the economic and employment related policies which should be adopted to achieve the Vision for the area;
    - v. identify all facts, matters and assumptions upon which your evidence report proceeds;
    - vi. identify any documents and other materials you have been instructed to consider or take into account in preparing your evidence report, and the literature or other material used in preparing your evidence report;
    - vii. contain a summary of your opinion or opinions;
    - viii. include a statement identifying any opinions which are provisional and why they are provisional (i.e. why such opinions have not been or cannot be fully researched); and
    - ix. include a statement setting out:
      - any matters falling outside your expertise, and
      - why your report is incomplete or inaccurate in any respect.
    - x. identify any changes you recommend to the draft Framework or Amendment in response to the submissions referred to you;
    - xi. be prepared in accordance with the *Guide to Expert Evidence* by Planning Panels Victoria which may be found here: [Guide to Expert Evidence \(DOCX, 99.0 KB\)](#); and
  - b. Present a summary of your evidence and response to submissions at the upcoming Planning Panel Review Hearing,...
  - a. Present your evidence at the Planning Panel Review hearing.

Your fee proposal should allow for up to three meetings at our offices (approximately 3 hours in total) and set out the details of any persons nominated to assist you in relation to the Project.



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