

Fishermans Bend Seed Toolkit



A toolkit to seed the
Fishermans Bend vision

November 2023

Acknowledgment of Country

We acknowledge the Traditional Owners of lands and waterways encompassing Fishermans Bend, the Bunurong and Wurundjeri peoples, and pay our respects to their Elders past and present.

We recognise the intrinsic connection of the Bunurong and Wurundjeri Traditional Owners to Country and acknowledge their contribution in the management of land, water and resources.

As we work towards achieving our vision of thriving places and connected communities we recognise the contribution of First People Communities to Victorian life, and how this continues to enrich our society. We are committed to genuinely partner, and meaningfully engage, with Traditional Owners and First Peoples Communities to support their aspirations for Country.

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1.0 / Seed Toolkit Overview

Fishermans Bend presents an unprecedented opportunity to reinforce and strengthen Melbourne's global reputation as a liveable, sustainable, prosperous, and progressive city.

The Fishermans Bend Seed Toolkit presents an incremental 'bottom-up' approach to place-based economic development to support the transition of Australia's largest urban renewal area towards its 2050 vision.

The Fishermans Bend Framework 2018

The Fishermans Bend Framework (the Framework) provides the long-term vision for Fishermans Bend's transition, centred around eight sustainability goals to become 'a thriving place that is a leading example for environmental sustainability, liveability, connectivity, diversity and innovation.'

By 2050, Fishermans Bend is proposed to be home to over 80,000 residents and 80,000 jobs, in addition to 20,000 tertiary students.

The Framework sets out the future urban structure of Fishermans Bend at 2050 including transport links, open spaces, investigation areas for community services, building heights and development densities, and outlines a series of catalyst interventions to help realise these outcomes.

The need for economic evolution

Fishermans Bend's existing economic base will need to evolve and grow over the coming decades to realise its ambitious targets and vision. This evolution will require a coordinated effort from government, industry, institutions, and investors to shape a Fishermans Bend economy that is specialised, collaborative, innovative, inclusive, and place-based.

The need to empower collaboration

As a vast, multi-generational and predominantly privately owned urban renewal area, collaboration is front and centre in achieving the bold ambitions for Fishermans Bend. While inevitably some levers are most appropriately pulled by government, empowering precinct stakeholders to play direct roles in the evolution of the area over time will be paramount to long term success. Ultimately, participation will ensure that the community values Fishermans Bend as a place in its own right, rather than just a place to work.

The Fishermans Bend Seed Toolkit

The purpose of the Fishermans Bend Seed Toolkit is to foster a culture of innovation in Fishermans Bend that is connected to business. This is achieved by supporting the development of the skills and expertise that will help to turn good ideas into adopted and commercialised products and services.

The Toolkit presents a diverse set of place-based tools to be deployed by a range of precinct partners to help define 'place', generate activity, and seed economic opportunities.

The Toolkit will help guide partnerships and investment in Fishermans Bend to realise a thriving place and innovative economy that provides quality job opportunities and supports a stronger Victoria.

The Seed Toolkit includes:

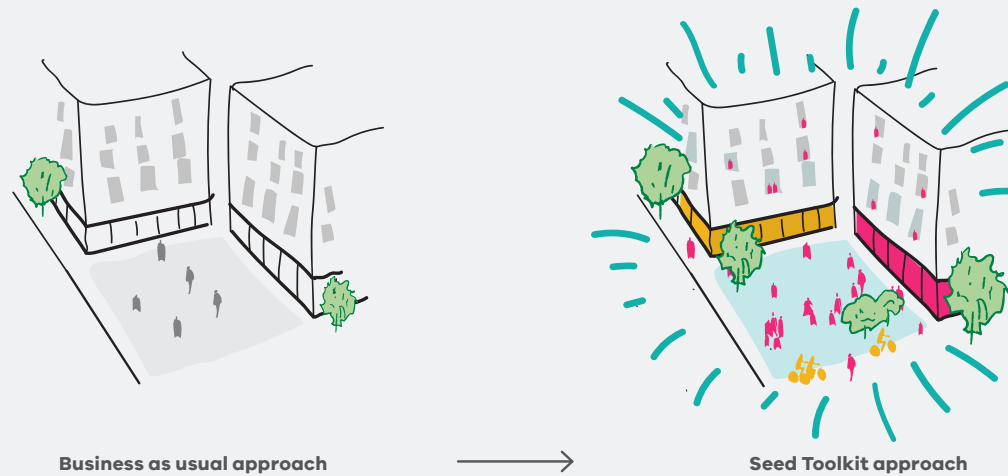
- target industry sectors where Fishermans Bend has, or is projected to have a competitive advantage
- specific precincts and locations where target sectors are best supported
- place qualities and success factors that will drive outcomes at the local level
- practical economic development tools that can be used collectively to seed activity.

Policy Context ↓



CONTEXT

Fishermans Bend Seed Toolkit ↓



TOOLKIT APPROACH



SPECIALISED

Attract and retain businesses and capabilities that support specialisation in professional services, advanced manufacturing, engineering, design, and creative industries.



COLLABORATIVE

Promote a connected and supportive economic ecosystem in which businesses of various types and scales converge and are presented with opportunities to collaborate.



INNOVATIVE

Provide an enabling environment for innovation that encourages sustainability experimentation, prototyping, and testing to generate new ideas, products, and services.



INCLUSIVE

Reduce barriers to entry for startups, entrepreneurs, creatives, and social-enterprises, and provide opportunities for smaller enterprises to reach proof of concept and scale.



PLACE-BASED

Deliver an inspiring and vibrant place that attracts talent, and showcases and celebrates the achievements of its businesses, institutions, and people.

OBJECTIVES

2.0 / Reinforcing Competitive Advantage

Melbourne is routinely ranked as one of the world's most liveable and prosperous cities and Fishermans Bend will play an important role in its economic future.

Melbourne is a major global city of over 5 million people that is forecast to grow to between 8 and 9 million people by 2050 despite the impact of the COVID-19 pandemic on migration and growth.

Population growth has both driven, and been a response to, strong economic growth, and Melbourne boasts a diverse economy with competitive advantage across a range of sectors.

Fishermans Bend's location, history, place characteristics, proximity to labour catchments, and major industry and institutional anchors, make it well suited to support Melbourne's growth in the following interrelated sectors.

Melbourne CBD's expansion into Southbank and Docklands has made it Australia's largest commercial centre from a floorspace perspective.

Coupled with Parkville's global significance in biomedical industries, Fishermans Bend's deep history in manufacturing innovation and the creative arc that has long spanned Melbourne's inner suburbs from Fitzroy to Port Melbourne - inner Melbourne's economy is diverse and well entrenched.

But what sets inner Melbourne apart from global competitors like Sydney, Singapore and San Francisco is its abundance of urban renewal assets on its doorsteps. In the immediate term, this includes Arden and Fishermans Bend and in the longer term further expansion options exist at E-Gate and Dynon.

Professional Services

The proposed Fishermans Bend CBD encompassing the Sandridge and Lorimer precincts can support an expansion of Central Melbourne's commercial core. As a brownfield renewal area, it can provide a multi-decade development pipeline of sites capable of accommodating new A-grade and large-floorplate commercial buildings, and in doing so, keep rates affordable relative to competitor cities¹.

Advanced Manufacturing

Melbourne has a proud legacy in manufacturing, and nowhere more so than Fishermans Bend, which is home to global companies Boeing and Siemens, as well as local successes Blackmagic Design, Swoop Aero, and SYPAQ. The precinct boasts a major Commonwealth Defence research facility, and in 2026, the new University of Melbourne engineering and design campus.

These partners are clustered in the Fishermans Bend National Employment and Innovation Cluster (NEIC), where the Victorian Government is redeveloping the former General Motors Holden site to create an internationally renowned centre for innovation in advanced manufacturing, engineering and design².

Creative Industries

The creative industries sector contributed \$31.9 billion to the Victorian economy in 2019-20³, and prior to the global pandemic, had experienced strong year on year growth. Beyond its economic impact, the creative sector is a globally recognised symbol of Melbourne's identity.

The Fishermans Bend Montague precinct sits at the centre of a creative arc that stretches from the Arts Precinct and Cremorne in the east, through South Melbourne to the Docklands Media Precinct in the west. This ecosystem supports the full cycle of creative production, from drawing boards to trade shows, sound labs to stage floors, and pre-production to global premieres.

1. JLL (2022), *Strategic Positioning of Sandridge Precinct in a Resurgent Melbourne*

2. Victorian Government (2018), *Advancing Manufacturing - the Fishermans Bend opportunity*

3. Creative Victoria (2022), *Creative State 2025*

3.0 / Thriving Innovation Ecosystems

Driving innovation and productivity enhancements across all sectors of the economy is key to creating thriving places with complex ecosystems that support resilient and sustainable economic growth.

Innovation is about creating new products and better processes which helps to overcome complex and pressing challenges, from cures for cancer through to alternate energy sources.

Fishermans Bend has a proud history in innovation, including the invention of the black box flight recorder and the design and development of Australia's first production line automobile.

However, despite notable successes, Australia has often struggled to translate leading academic research and ideas into commercialised products and services.

Victorian Innovation Statement

The Victorian Innovation Statement (2021) seeks to support innovation across Victoria through targeted investment in six priority action areas:

1. Capitalising on our research and innovation potential
2. Developing our talent
3. Cultivating our startup ecosystem
4. Growing our innovation precincts
5. Taking Victorian innovation to the world
6. Delivering innovative services for Victorians.

The Seed Toolkit adapts these to develop an approach that supports innovation in place.

Innovation ecosystems in place

The qualities of the physical environment matter in promoting an innovative, enterprising, and creative culture more now than ever. Employees want to work in amenity rich, connected, and character-filled areas, and businesses increasingly need to leverage the competitive advantage that the identity of a place can provide. This was true before the COVID-19 pandemic, but with the ability now to easily work from home in many professions, providing a high quality and engaging workplace environment is even more important today.

A strong place-based innovation ecosystem requires a mix of business types at various scales, including start-ups, scale-ups, entrepreneurs and small to medium enterprises that complement large industrial and institutional anchors.

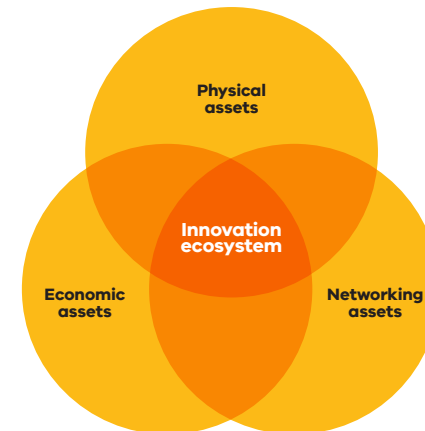
Innovation Precincts

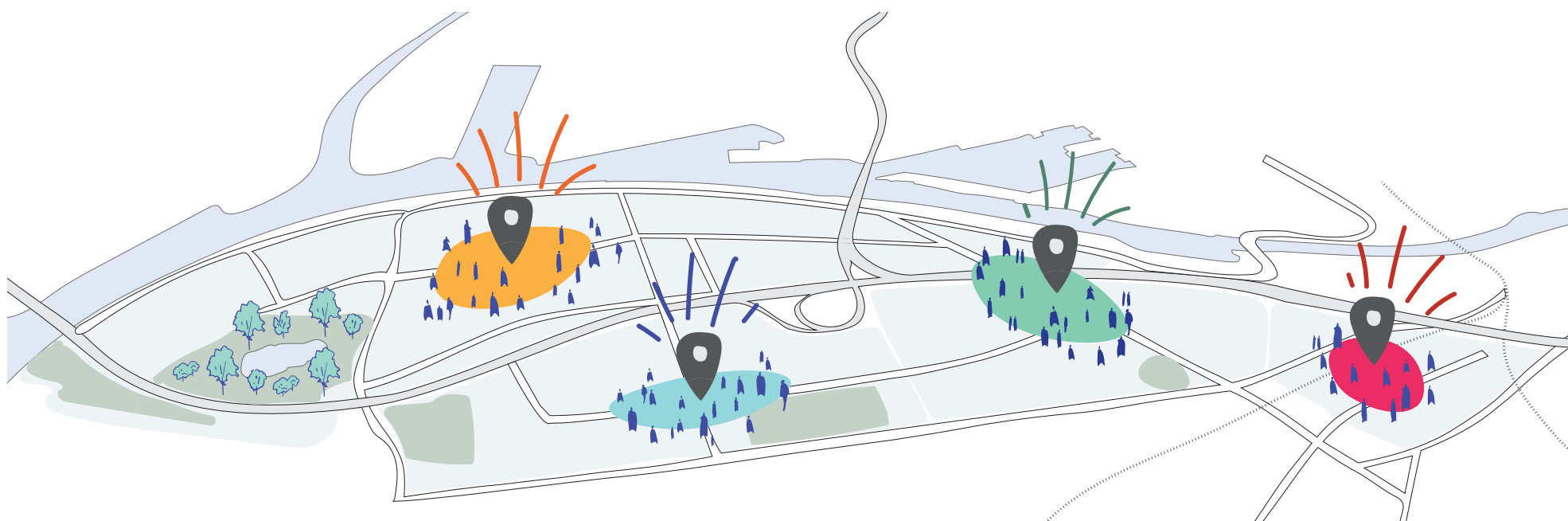
Reflecting the heightened importance of place in driving economic and innovation outcomes, global best practice focuses on the development of 'innovation precincts', defined by the Brookings Institution as places that:

"facilitate the creation and commercialization of new ideas and support metropolitan economies by growing jobs in ways that leverage their distinct economic attributes."

To support a holistic approach to realising thriving precincts, the Brookings Institution has developed a framework in which three assets are concurrently invested in to create an innovation ecosystem:

- *Economic assets*: the businesses, institutions and organisations that drive, cultivate or support an innovation rich environment.
- *Physical assets*: the publicly, or privately-owned spaces including streets and other infrastructure, designed and organised to stimulate new and higher levels of connectivity, collaboration and innovation.
- *Networking assets*: the relationships between people, businesses and places that facilitate ideas generation and advances in commercialisation.





Fishermans Bend NEIC



The Fishermans Bend NEIC will be internationally renowned as a centre of innovation in advanced manufacturing, engineering and design.

Key place attributes:

- Rich industrial legacy with large sites
- Home to major anchor businesses and institutions
- Redevelopment of the former GMH Site as an Innovation Precinct.

Wirraway Precinct



Wirraway North will become a vibrant enterprise area, attracting artisans, designers and makers in the area between the Innovation Precinct and Fishermans Bend's most liveable neighbourhood.

Key place attributes:

- Existing established creative and tech cluster
- Large sites with character buildings
- Proximity to key Fishermans Bend activity areas and Port Phillip Bay.

Fishermans Bend Central



Close to the River and the Bay and comprising the Sandridge and Lorimer precincts, the Fishermans Bend CBD will enable the expansion of Central Melbourne into Australia's premium commercial centre, balanced with diverse housing and retail.

Key place attributes:

- Large sites suitable for A-grade office development
- Opportunity for connection to high capacity public transport network
- Heritage and character buildings to help leverage place brand.

Montague Precinct



A diverse and well-connected mixed-use precinct celebrating its significant cultural and built heritage, and network of gritty streets and laneways.

Key place attributes:

- Existing range of diverse small scale industries
- Bluestone laneways and smaller heritage and character buildings
- Proximity to Southbank and South Melbourne arts and creative cluster.

4.0 / The Toolkit

The purpose of the Seed Toolkit is to foster a culture of innovation in Fishermans Bend that is connected to business, supporting the development of the skills and expertise required to take good ideas and turn them into adopted and commercialised products or services.

The Seed Toolkit supports the growth of an innovation ecosystem in Fishermans Bend by reducing barriers to experimentation, providing incentives to be creative, and physically bringing together the businesses, researchers, entrepreneurs, and investors needed to innovate.

Realising the long-term vision for Fishermans Bend will require a coordinated effort from government, industry, institutions, and investors that combines small, medium and large investments over short, medium and long time horizons.

The tools put forward in this chapter range from high frequency, lower impact initiatives (such as grant programs) to low frequency, high impact catalyst interventions (such as major government investments).

A holistic approach to place-based economic development considers how the tools can be used in combination to maximise outcomes that help shape a Fishermans Bend economy that is specialised, collaborative, innovative, inclusive, and place-based.

High impact interventions will most noticeably shape Fishermans Bend into the future, but it is the sustained delivery of lower impact, high frequency initiatives that can help create buzz in the precinct, provide complementary services and amenities, and improve engagement and awareness of the project more broadly.

Their cumulative impact can help realise the full benefits of much larger projects by seeding opportunities and incrementally building momentum.

A major benefit of acknowledging the role of higher frequency but less formal levers in delivering on holistic economic development is that it can open the door to participation from a vast range of precinct actors. Harnessing the sum-of-the-parts power of community, artists, innovators, entrepreneurs, businesses, property developers, peak bodies, and all three tiers of Government under a common banner will ensure that the development of Fishermans Bend is optimised in terms of pace, alignment, outcome and impact.

Impact + Frequency of the Seed Toolkit Elements



Promotion + Events

Occurring often to maintain momentum.



Placemaking + Activation

Building impact through intermittent activity.



Industry Engagement

Broader scale activities occurring periodically.

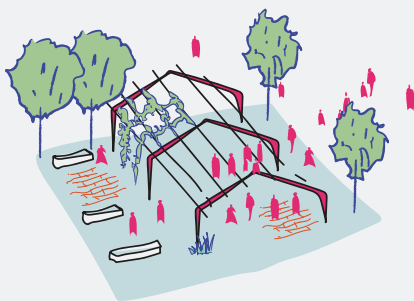


Major Interventions

Projects with significant impact, introduced infrequently.

Elements of the Seed Toolkit

Promotion + Events



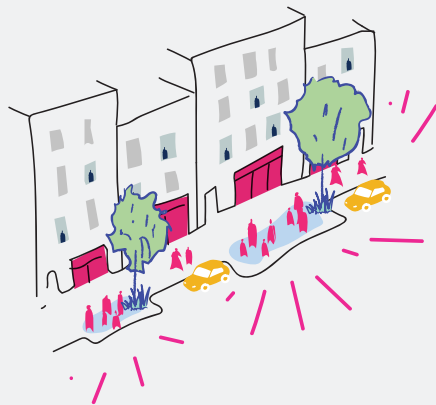
Branding + Communications

Projects a positive image of Fishermans Bend to a local and global audience to build its identity and attract investment.

Grants Programs + Innovation Challenges

Delivers tangible 'on-the-ground' results to help generate momentum towards the long term vision.

Placemaking + Activation



Network + Community Building

Brings people together around a shared purpose to create opportunities to collaborate, innovate, and connect to place.

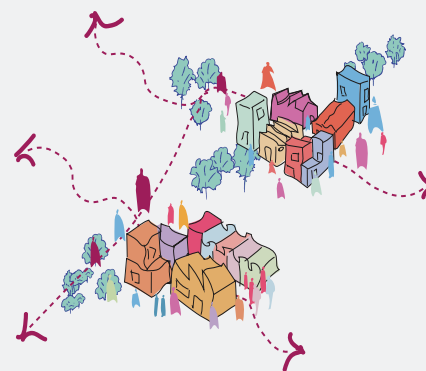
Vacant + Underutilised Land Activation

Creates opportunities for the community to trial ideas on a temporary basis to help bring spaces to life

'Smart City' Trials + Pilots

Supports innovation and commercial opportunities while providing data insights to improve future decision making.

Industry Engagement



Development Facilitation + Brokerage

Provides design, planning and delivery services to support better place outcomes for the community and reduce costs.

Sector Attraction Strategies

Identifies competitive advantages to build a critical mass of activity and give a clear identity to the local economy.

Major Interventions



Planning Policies, Incentives + Regulation

Plays an important role in ensuring activities and development in Fishermans Bend supports the economic vision.

Catalyst Interventions

Major investments in infrastructure or development projects that form significant step changes towards the precinct vision.

4.1 / Branding and Communications

Branding and Communications projects a positive image of Fishermans Bend to a local and global audience to build its identity and attract investment.

What:

Branding and Communications provides the window to the world for Fishermans Bend as both a place and as an urban renewal project.

The identity of Fishermans Bend will be curated through a number of attributes including:

- recognisability within the broader community as a key part of Central Melbourne
- the people and businesses located there
- the history and stories of the place
- the activity on the street and in public places.

The alignment of day-to-day key messaging with the objectives of longer-term strategic plans is important to ensure communications are building the brand of Fishermans Bend.

Where:

Branding and Communications will occur both in place and through an accessible online digital presence that:

- highlights and promotes events and announcements in the precinct
- is coordinated with placemaking and activation programmes to maximise exposure and attendance
- delivers targeted campaigns that bring together a range of content to tell the story of more complex policy or planning documents.

Visual branding, place and project naming, logos, and other collateral can help build Fishermans Bend's unique and identifiable identity as both a place and project.

When:

High frequency of activity across multiple channels to reach as large an audience as possible.

Producing a regular and frequent 'drumbeat' of social media and online content can amplify key messages and build momentum towards major announcements or investments.



Promotion + Events



Occurring often to maintain activity.



4.2 / Grant Programs and Innovation Challenges

Grant Programs and Innovation Challenges deliver tangible 'on-the-ground' results to help generate momentum towards achieving the long term vision.

What:

Providing a range of grants targeted towards smaller scale activities and programs that help achieve various strategic objectives can help energise networks, promote creativity and experimentation, and strengthen a sense of place.

Innovation Challenges – in which entrepreneurs, innovators, students, and startups submit proposals to defined opportunities/ challenges – are one way that many new ideas can be generated and implemented with a focus on innovation.

Where:

Grants should be aligned with longer-term strategic objectives and policy, supporting the transition of place and demonstrating the type of change that is to come.

Focusing grants and innovation challenges on the areas of Fishermans Bend under the most immediate development pressure will help to add granularity and interest to the area.

When:

Multiple smaller grants provide lower risk for both the grant provider and grant recipient, encouraging place-responsive proposals and giving more potential recipients opportunities.

Larger grants and programs could be considered as proof-of-concept and ability to deliver is established.



Promotion + Events



Occurring often to maintain activity.



4.3 / Network and Community Building

Network and Community Building brings people together around a shared purpose to create opportunities to collaborate, innovate, and connect to place.

What:

The physical collocation or clustering of likeminded businesses, research institutions, entrepreneurs, and community members does not, in and of itself, result in a vibrant and connected ecosystem. Often someone is required to connect the dots, make the introductions, and curate a program that brings people together around a shared sense of purpose.

Building and maintaining a strong network can unlock collaboration opportunities that would not have otherwise existed, potentially spurring innovations or improving connection to place.

Coordinating networking activities with those of complementary organisations and associations can further grow the ecosystem and its reach and impact.

Where:

A network or community can be built around any element relevant to the purpose and objectives the network seeks to achieve, such as location, sector, or shared challenges/opportunities.

Given the advanced manufacturing, engineering and design focus of the Fishermans Bend NEIC for example, building a network around sectors such as defence, aerospace, and transport is crucial.

In the Montague Precinct, where a large pipeline of development is changing the area's physical environment, a network built around local businesses, residents, landowners, and developers might be the best way to develop shared place transformation aspirations.

When:

Building strong relationships between organisations can take years to establish and mature to a point where they can lead to genuine collaborations. Investing early into network building can help understand a place and its economy better, identify shared values and any issues or 'low hanging fruit' that a network can be galvanised around.

Building networks early can also provide opportunities to test larger, longer-term ideas and investments as they are developing, reducing the risk of poor project design or miscommunication.



Placemaking + Activation



Building impact through intermittent activity.



4.4 / Vacant and Underutilised Land Activation

Vacant and Underutilised Land Activation creates opportunities for the community to trial ideas on a temporary basis to help bring spaces to life.

What:

Vacant or underutilised buildings and sites present an opportunity to trial, test, and pilot a range of ideas and activities on a pop-up, short-term basis.

As sites are vacated, repurposed, or change hands, they create fertile ground for seeding a culture of collaboration and experimentation not easily achievable in established places and precincts.

Activations can give start-ups, creatives, community groups, and small businesses a relatively low-risk and affordable opportunity to operate, try something different and innovate, while also bringing life to spaces and creating 'buzz' in a way that improves the attractiveness of an area for future investment.

Where:

A changing precinct creates a pipeline of underutilised or vacant spaces, such as large industrial buildings waiting for a new long-term life, small scale offices and facilities, or hardstand areas perfect for pop-ups and activations.

Many of these spaces will be in, or pass through, the control of key stakeholders such as government and universities that are committed to supporting innovation in the precinct. Examples include sites identified for future open space and existing buildings not required until later stages of redevelopment.

A diversity of site and building types should be considered in a holistic activation approach, as different sites lend themselves to different uses over differing timeframes and terms.

When:

Capturing these fleeting opportunities requires both a long-term strategy and immediate action to develop the tools, relationships, resources, and delivery mechanisms required to embrace possibilities that would otherwise be lost forever.

Having the right processes in place to nimbly respond to opportunities, match tenants to sites, and manage risk will be critical to activating vacant or underutilised spaces.

With the right process in place, the barriers to utilising space can be quickly and affordably overcome, which in turn makes accessing more spaces easier.



Placemaking + Activation



Building impact through intermittent activity.



4.5 / 'Smart Cities' Trials and Pilots

'Smart Cities' Trials and Pilots can support innovation and commercial opportunities while providing data insights to improve future decision making.

What:

The public realm and the infrastructure within it – the streets, parks, pipes and pits – present opportunities to trial, pilot and test new technologies and demonstrate the adoption of innovation approaches.

Pilots, trials and data collection could be applied to topics as diverse as autonomous vehicle testing through to floodwater management, public art, waste management, or activation programs.

What starts as a trial may promote a better way of doing something and illustrate the best long-term solution, presenting opportunities to scale and widely adopt new technologies or approaches.

Where:

The transition of many public and private spaces through Fishermans Bend's renewal present opportunities to undertake trials and pilots, including street transformation projects, innovative approaches to water management in open space, and emerging areas of local activity.

Key corridors or prominent locations have the added benefit of making the trial or pilot easily communicated to the broader public.

When:

Deploying sensors and 'Smart City' technology early can provide a baseline of data from which the impact of future pilots, trials and more substantive investments can be measured against.

A proactive approach to supporting pilots and trials that provide opportunities to local business and key target sectors should be encouraged.

For example autonomous vehicle trials that reinforce transport as a key sector in Fishermans Bend and promote a culture of innovation and experimentation.

The Gateway to GMH project (due to be completed in early 2024) includes the deployment of sensors along the Turner Street corridor to monitor a range of activities, including transport movements and environmental conditions.



Placemaking + Activation



Building impact through intermittent activity.



4.6 / Development Facilitation and Brokerage

Development Facilitation and Brokerage provides design, planning and delivery services to support better place outcomes for the community and reduce costs.

What:

While government works with community to determine the vision for a place and the various controls required to realise that vision, ultimately it is private investment that delivers the new buildings that will define an area and its economy.

This is particularly true in Fishermans Bend, where unlike many other major urban renewal projects around the world, a vast majority of the land is in private ownership.

Development facilitation and brokerage services seek to proactively assist developers, and where possible, match developments to potential uses, such as anchor tenants, affordable housing providers, creative uses, or community organisations.

Where:

Applicable across Fishermans Bend.

Focus on coordinating multiple development proposals that share a boundary or are in close proximity to seek synergies and efficiencies as well as minimise disruption and regret works.

When:

The best outcomes are realised when developers and landowners are engaged as early in the process as possible.

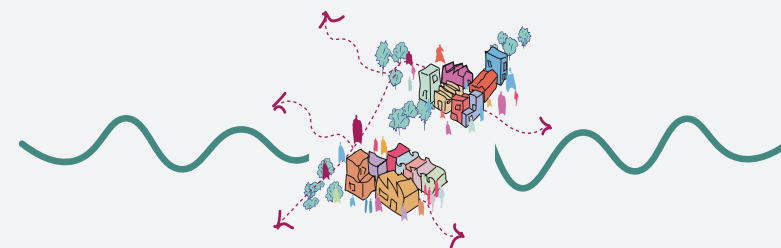
Earlier engagement allows for strategic direction to be provided before costly detailed design has occurred and reduces the likelihood of proposals being developed that do not align with the vision and planning regime.

Active and proactive case management can also reduce the time required to resolve residual differences of opinions and broker a quality outcome.



Industry Engagement

Broader scale activities occurring periodically.



4.7 / Sector Attraction Strategies

Sector Attraction Strategies identify competitive advantages to build a critical mass of activity and give a clear identity to the local economy.

What:

Clustering complementary businesses together in precincts can build a critical mass of activity that drives competitive advantage and gives a clear identity to the local economy.

Attracting the right businesses to a cluster requires a deep understanding of the sector ecosystem, innovation process, and supply chains.

Sector-based investment attraction strategies for Fishermans Bend will be required to address gaps requiring investment, target sectors and potential target businesses that would add capability and capacity to the ecosystem.

Where:

The Seed Toolkit illustrates at a high-level how sectors come together in place to support economic opportunities.

It provides a starting point for place-based sector specific investment attraction strategies.

There are various sector investment strategies that can support a place-based approach, including the Victorian Manufacturing Statement, Creative State 2025, and the Victorian Innovation Statement.

When:

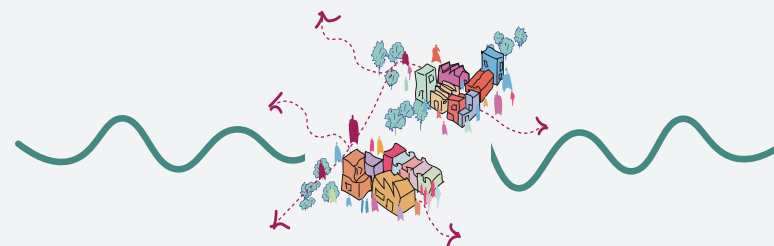
More detailed and specific investment attraction strategies would be developed in consultation with key existing and potential industry and institutional partners as the need arises.

Any strategy would need to be regularly reviewed, monitored, and updated to ensure they remain relevant.



Industry Engagement

Broader scale activities occurring periodically.



4.8 / Planning Policy, Incentives and Regulation

Planning Policy, Incentives and Regulation play an important role in ensuring activities and development in Fishermans Bend supports the economic vision.

What:

Planning policy and regulation governs how spaces can be used and what types of buildings can be developed. The planning system plays an important role in incentivising vision-aligned activities and disincentivising or prohibiting outcomes misaligned with the economic vision for each local precinct in Fishermans Bend.

The planning system provides guidance including:

- vision statements and policy objectives
- zoning relating to industrial, commercial, mixed-use, residential, or other land uses
- overlays relating to building design, urban design, density, heritage, the management of environmental hazards and other specific matters
- infrastructure charging and development incentive regimes.

Where:

Nuanced planning approaches are required across Fishermans Bend to support place-based and sector specific outcomes.

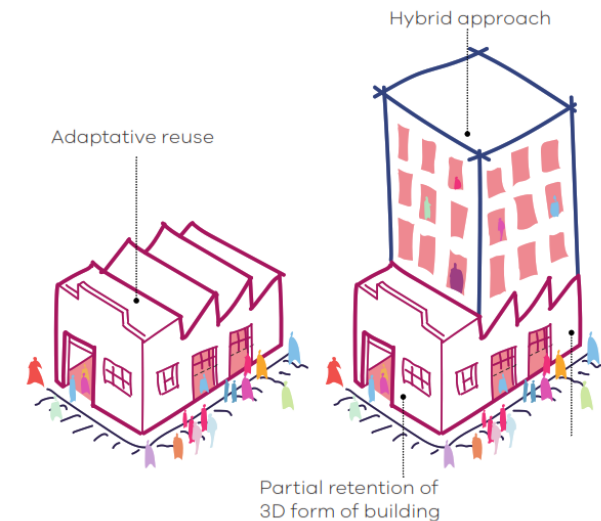
The planning framework proposed for Montague enables the adaptive reuse of the precinct's network of laneways, heritage, and character structures to attract smaller creative businesses aligned with the neighbouring Arts Precinct and South Melbourne creative cluster.

In Sandridge, planning controls that support the integration of industrial heritage assets would help build the brand of the area and leverage the impact of the large clustering of premium A-grade development sites that will attract professional service workers to the precinct. Mixed-use precincts are required to provide a minimum amount of employment floorspace in each development.

In the NEIC there is a need for a planning framework that retains opportunities for large manufacturing floorplates while supporting density that delivers advanced manufacturing outcomes. Planning provisions to support affordable workspace will need to be explored to ensure access for start-ups as land values rise.

When:

The Fishermans Bend Framework guides development outcomes in Fishermans Bend to 2050 and will be supported by precinct specific plans. Given the wide-ranging impacts of planning there is a long process in developing and engaging on a planning approach before it can be approved and implemented through a Planning Scheme Amendment.



Major Interventions

Projects with significant impact, introduced infrequently.



4.9 / Catalyst Interventions

Catalyst Interventions are major investments in infrastructure or development projects that form significant step changes towards the precinct vision.

What:

Urban renewal is essentially the process of changing the current state of a place to an intended future state to unlock benefits for the broader community.

While smaller, more regular initiatives help build a groundswell of momentum towards the intended state – it is larger, less regular interventions that have a catalytic impact on the process of change and therefore result in quantum leaps forward.

Examples of potential catalyst interventions in Fishermans Bend include major investments in classes of infrastructure such as transport, energy, water, education, the arts, and recreation. It can also include land development investments that provide an anchor, and an example of what success looks like to precinct stakeholders.

Where:

Catalyst interventions are ideally delivered in places where they can unlock or exponentially accelerate change. Catalyst interventions can act as an informal staging tool by sending signals to precinct partners about where investments are intended to be directed and focused.

For example, investments from the Victorian Government and the City of Port Phillip in 2018 to deliver the South Melbourne Primary School, Kirrip Park, and public transport and streetscape upgrades has helped unlock a major pipeline of development activity which is having a catalytic impact on the Montague Precinct.

This was followed by the Victorian Government's delivery of the Port Melbourne Secondary College in Wirraway in 2022, with its impact to be leveraged in the coming years.

The next planned major catalyst interventions in Fishermans Bend will be:

- The Victorian Government's \$179.4 million investment in the delivery of Stage 1 of the Innovation Precinct at the former General Motors Holden site, which will be home to the University of Melbourne's new Engineering and Design Campus by 2026
- The delivery of a new Primary School in Fishermans Bend by 2026
- The delivery of a Water Recycling Plant, with funding allocated to secure land and delivery of Stage 1 by around 2030.

Other investments in major infrastructure will follow as part of future phases of investment and are subject to future Government decision making.

When:

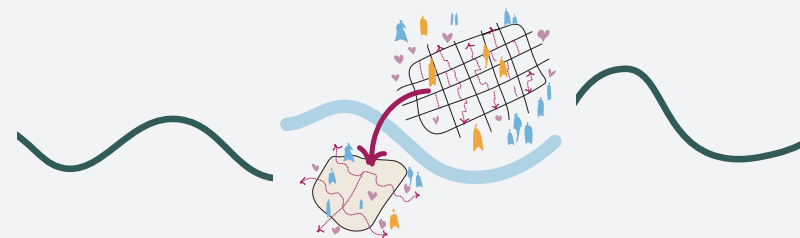
Over the course of the urban renewal process it will be important for catalyst interventions to be planned at key intervals to help consolidate and leverage the impact of smaller, more regular interventions that happen in between.

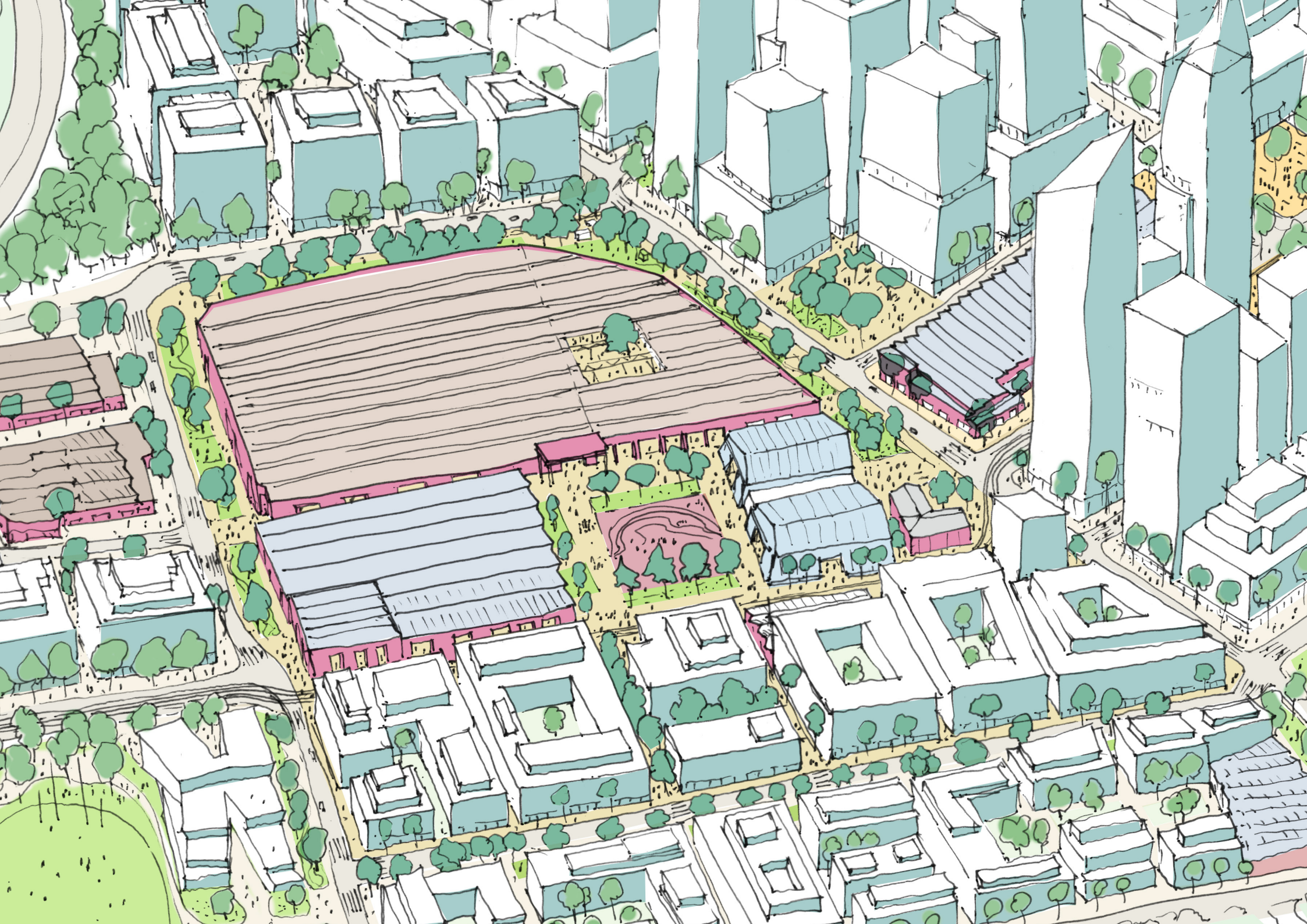
The current trajectory of catalytic interventions is running at intervals of 4 years (2018, 2022, 2026 and 2030).



Major Interventions

Projects with significant impact, introduced infrequently.





For more information:

-  fishermansbend.vic.gov.au
-  fishermansbend@transport.vic.gov.au
-  [@fishermans_bend](https://www.instagram.com/fishermans_bend)
-  [Fishermans Bend](https://www.linkedin.com/company/fishermans-bend)
-  [FishermansBendMelbourne](https://www.facebook.com/FishermansBendMelbourne)
-  [@fishermans_bend](https://www.twitter.com/fishermans_bend)
-  Victorian Government Contact Centre – 1300 366 356
-  Translation Service – 03 9280 0787