

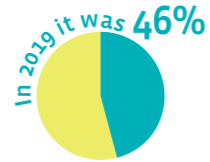
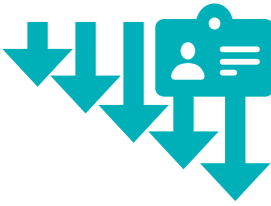
A Job in Moreland

The employment floor space we need now and in the future

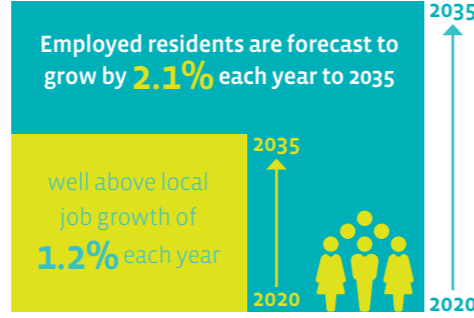
We are not attracting enough jobs to meet community needs

More people are choosing to live in Moreland, but job growth is not keeping up. Unless we attract more jobs, the vibrancy of our main Activity Centres will decline and even more of us will need to travel outside Moreland for work.

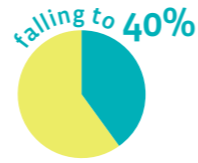
Moreland's employment self sufficiency has been declining for many years.



one of the lowest in Melbourne



The job shortfall is forecast to reach around **88,000** by 2035 with employment self sufficiency



Employment self sufficiency is the total local jobs as a percentage of employed residents and is a measure of local economic prosperity

Working locally provides benefits for us and our community

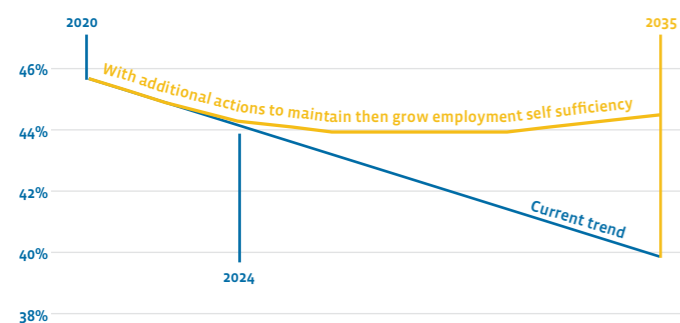


We can change the course of our economy

To remain prosperous Moreland must be attractive to investment. Council can take action to contribute to local job growth. This has the potential to create more local jobs to maintain then grow employment self sufficiency.



Employment self sufficiency forecast



With additional actions, there is an opportunity to grow employment by **+16,400 jobs** between 2020 and 2035



Economic transition

We need more commercial floor space for these additional jobs

Service sector jobs are growing and will need more commercial floor space across Moreland. Much of this growth will locate in the Brunswick, Coburg and Glenroy Activity Centres.

Moreland's economy is in transition...



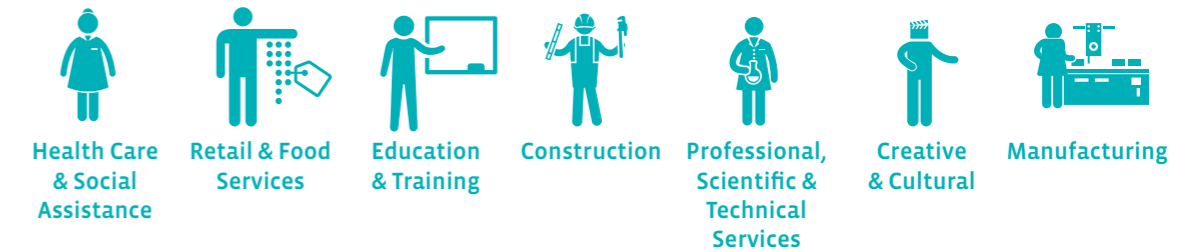
The health care and social assistance sector is the largest employer

followed by education and retail

There will be demand for a range of commercial developments including...

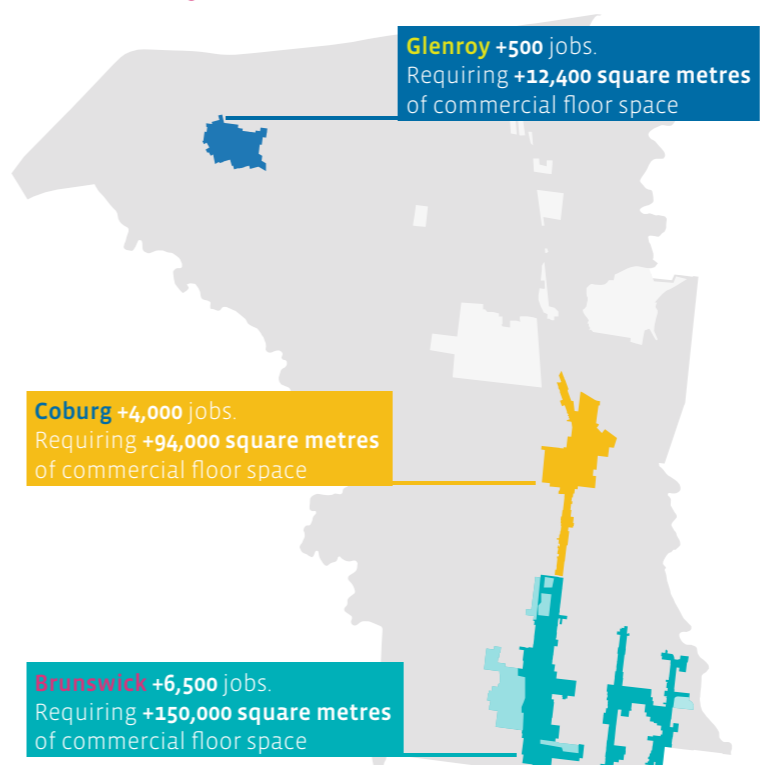


and from strategic sectors...



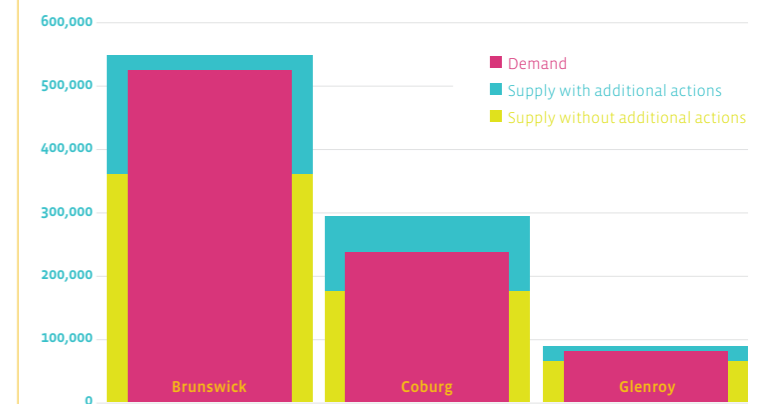
Growth focused in Activity Centres

Total: **+11,000 jobs**. Requiring **+255,000 square metres** of commercial floor space



We need to improve planning requirements to support investment and jobs. There is a need to reconsider the planning scheme requirements for the commercial parts of our Activity Centres to make sure investment and job growth is not constrained.

Employment floor space supply and demand, square metres, 2035



A commercial floor space requirement equivalent to **60%** to **70%** of the site area is needed within new buildings to ensure there is enough commercial floor space within our Activity Centres to meet future demand. The requirement would be different for each of our Activity Centres, based on forecast demand.