


Moreland's Manufacturing Sector


\$430m
Value added


\$602m
Exports


4,296
Local jobs


610
Businesses


260 hectares
Industrial Land Supply


Key hubs
Brunswick, Coburg North, Newlands

Major contribution to the Moreland economy

The Manufacturing Sector generated **\$1.4 billion in turnover** and **\$430 million in value added** in 2018/19.


10% of the total
Moreland economy


Moreland's third largest industry
(in terms of value added)


Moreland's largest exporter -
\$309m domestic export, **\$292m**
international export



A shift to cultural, food, beverage and craft based production

Manufacturing has changed Australia wide over the last 30 years. At its peak it made up 30% of Moreland's jobs, many in the textile industry. It now makes up 10%. Strengths in Food and Beverage Product Manufacturing and diversification to include a range of cultural, craft and bespoke makers, the Manufacturing Sector in Moreland offers a range of opportunities for growth.

% of value added to Manufacturing sector 2018/19

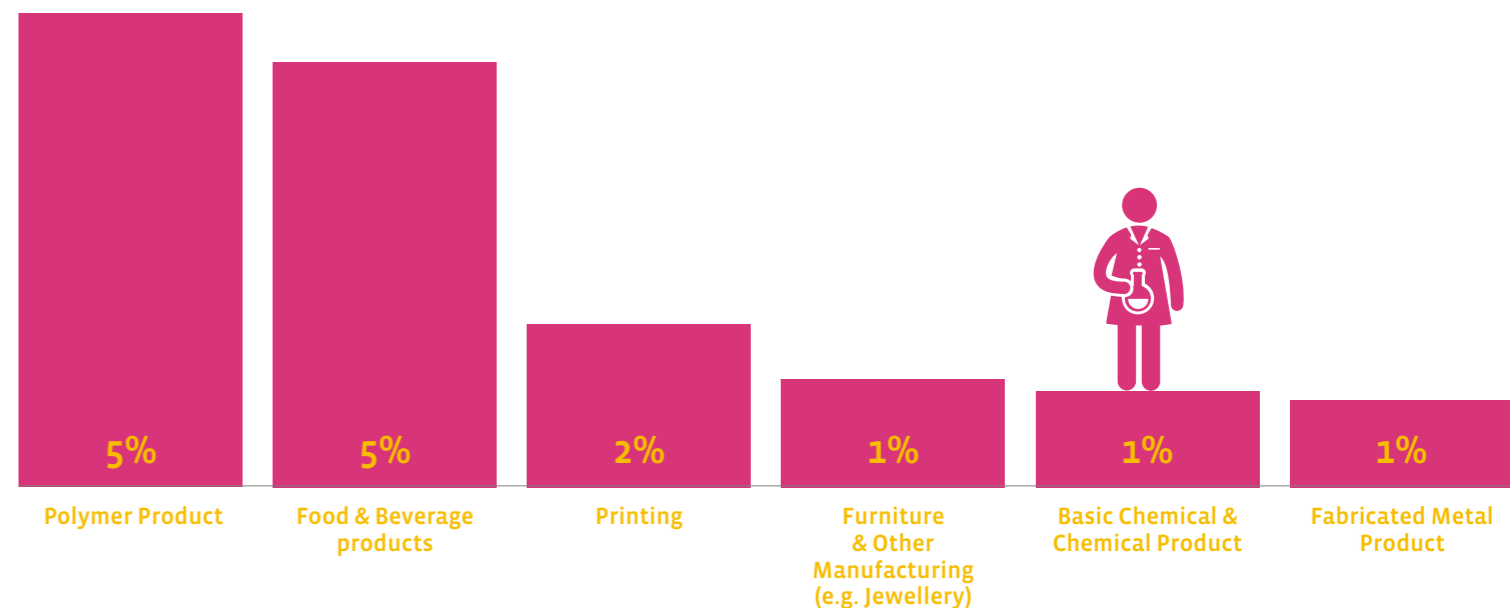
Moreland's Food and Beverage Product Manufacturing Sector generated \$121m in value added in 2018/19. This represented 12% of Melbourne North's Food and Beverage Product value added.



¹ Wood Product, Primary Metal Product, Pulp and Paper Product, Transport Equipment

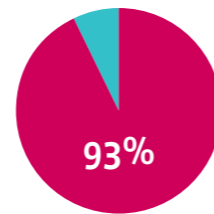
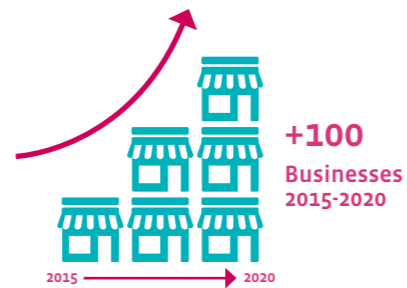


Change in Manufacturing sector mix %, 2009 vs 2019



Growth in small scale manufacturers

Registered business numbers have increased by around **100** since 2015. Much of this growth has been driven by small scale manufacturers who enjoy access to a growing population.



Micro and Small businesses make up 93% of all manufacturing businesses¹

¹ Micro businesses – businesses employing less than 5 people, including non-employing businesses (e.g. sole proprietorships and partnerships without employees).
Small businesses - businesses employing 5 or more people, but less than 20 people.

Local specialisations

■ Manufacturing Sectors ■ Jobs in 2018/19 (% of total jobs) ■ Times larger than Melbourne average share of jobs



Clothing & Footwear
469 (1%)
10th largest number of jobs in Melbourne
2.5X



Polymer Product
727 (1.6%)
7th largest number of jobs in Melbourne
2.5X



Furniture & other Manufacturing (e.g. Jewellery)
385 (0.8%)
1.4X

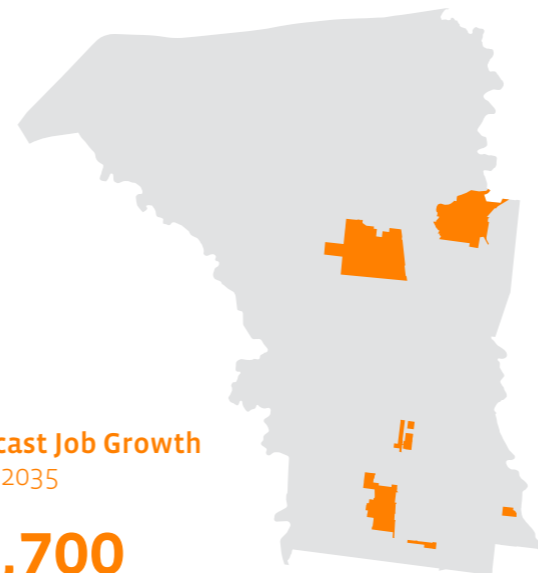
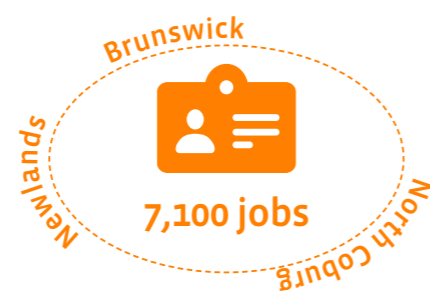


Food & Beverage Product
1,164 (2.5%)
1.4X

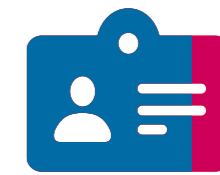
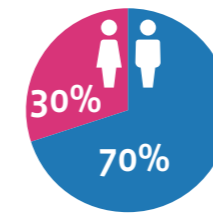


Printing
297 (0.6%)
1.2X

Manufacturing Hub



Workforce profile



Top 3 Occupations



Top 3 Fields of Qualification

Opportunity analysis

Strengths

- Growth in small, high-value manufacturers
- Proximity to metropolitan market and supply bases
- Transport connections
- Large supply of industrial land
- Tertiary education and hospital presence in the region
- High population growth, high income catchment
- Ethnic diversity and cultural richness

Opportunities

- Increased demand for premium and niche products
- Increased demand for medical and healthcare equipment
- Network and partnership opportunities
- Creative brand and assets (creative spaces, RMIT, highly skilled labour force)
- Increased contribution from university and training providers
- Export market opportunities
- Removal of covid-19 restrictions and recovery in the economy
- Vertical integration (retail, equipment sales, training)

Weaknesses

- Decline of traditional manufacturing activity
- Shortage of affordable warehouse space with ability to scale up
- Traffic congestion

Threats

- Redevelopment pressure
- Access to affordable spaces and secure tenancy
- Access to capital for investment in new product development and innovation
- Finding alternative markets
- Import competition



Manufacturing capabilities are moving towards advanced manufacturing and internet of things technology. The Melbourne's North and West are graced with leading hospital clusters, significant education precincts and home to Australia's largest population per capita of creative and design smarts. Driving early to mid-level business and employment growth in priority sectors such as Medical and Healthcare Devices for Aged, Disability Care, Automation, Agriculture and Food Tech, Transport and Construction will help to unite these legacy strengths and promote investment in a design based economy"

Holger Dielenberg Founder and Director SpaceTank Studio