



DISCOVER the Advantage



TO DEAKIN UNIVERSITY

AQUALINK

BOX HILL CENTRAL SHOPPING CENTRE, Market & Food Precinct

MELBOURNE CBD

(16 MINUTES VIA TRAIN)

BOX HILL TRANSPORT INTERCHANGE

LILYDALE/BELGRAVE Rail Line

WHITEHORSE ROAD

BOX HILL TOWN HALL,

Ter.

ARTSPACE & LIBRARY PRECINCT

TRAM SERVICE



DISCOVER THE WHITEHORSE ADVANTAGE



WHEN LOOKING TO INVEST OR POSITION YOUR BUSINESS IN MELBOURNE'S EASTERN REGION, CONSIDER THE LOCATION AND LIFESTYLE OF MELBOURNE'S EAST MOST LIVEABLE SUBURBS THAT OFFERS A STRONG INVESTMENT FOUNDATION, THRIVING FUTURE, STRATEGIC LOCATION, CONNECTION TO INNOVATIVE HEALTH, EDUCATION OPTIONS AND JOB OPPORTUNITIES.

The City of Whitehorse encompasses the suburbs of Box Hill, Blackburn, Burwood, Forest Hill, Mitcham, Mont Albert, Nunawading, Surrey Hills and Vermont.

Every year an increasing number of businesses are choosing to invest and do business in the municipality of Whitehorse. Our diverse business and industry base contributes a wealth of opportunity. Our strong economy has an output of \$17 Billion per year and is supported by an industry and commercial base supporting 85,000 jobs across a range of sectors. Whitehorse has a highly-qualified workforce of over 95,000.

Whitehorse is a vibrant municipality and home to Melbourne's future-ready city, Box Hill. Box Hill has firmly established itself as the pre-eminent growth centre for Melbourne's East and is the largest commercial business hub outside the Central Business District (CBD). Box Hill is rapidly emerging as Melbourne's second CBD.

The City of Whitehorse is also host to a range of other major commercial centres, internationally renowned universities, schools, world leading hospitals and medical precincts, interspersed by attractive leafy green residential settings of some of Melbourne's most sought after suburban locations. Whitehorse provides that ideal balance of work and leisure offering excellent economic prospects together with a relaxed and enjoyable lifestyle.

Whitehorse City Council supports the future ambitions of Melbourne's East with a comprehensive Council Plan and Economic Development Strategy, that guides the municipality to maintain a strong and sustainable future.

When looking to position your business or investing in Whitehorse, you are encouraged to seek out Council's Investment and Development Facilitation services available at either www.whitehorse.vic.gov.au/investment and www.wbiz.com.au/investment.

Secure the advantage of Whitehorse and discover the range of opportunities on offer.

Noelene Duff *Chief Executive Officer* Whitehorse City Council





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SCOVER Whitehorse

WHITEHORSE COUNCIL IS DRIVING ITS VISION FOR THE CITY AS THE 'GATEWAY TO MELBOURNE'S EAST'.

Liveability and **Connectivity** are at the heart of the vision for Whitehorse. With some of Melbourne's most liveable suburbs, the City of Whitehorse makes the ideal place to live, learn, work and play, supported by excellent transport connectivity and access to jobs, schools, universities, and health services.

The City of Whitehorse is a strategically advantageous and well-connected location, with some of the highest levels of economic density outside of central Melbourne. These are key strengths which contribute to the long-term sustainability and global competitiveness of the region.

The diverse industry base in the City of Whitehorse enjoys a key competitive strength – access to high quality skills across a broad spectrum of sectors. A deep and large pool of highly skilled labour is available to the majority of business locations within a 30-minute drive. Box Hill for example has command of more than 271,000¹ workers within this drive time. The co-location of businesses in Whitehorse generates positive productivity benefits by facilitating access to ideas and innovation as well as skills, a strong customer base and partner firms.

The City of Whitehorse is home to large and growing knowledge sector industries such as Healthcare & Social Assistance (employing 18,000 in 2017 and growing to 28,000 in 2026²) and Education and Training (9000 in 2017 and 10,600 in 2026³). Expansion of service based businesses in Whitehorse is expected to outpace this sector's growth at the metropolitan level into the future.

Whitehorse clearly has a strategic role to play in Melbourne's growing knowledge economy.

Whitehorse is the destination choice for visitors locally, nationally and internationally. A diverse culinary offer with some of the best of Asian cuisine, a strong café culture and shopping options is supported by a culturally rich community that celebrates the liveability and sustainability of a safe and welcoming city.

Photo Source: Australia Day Fireworks at Civic Centre Lawns.

Source:

SGS Economics & Planning
SGS Economics & Planning, (figures represent all jobs)
SGS Economics & Planning, (figures represent all jobs)



A WELL-ESTABLISHED BUSINESS, EDUCATION AND HEALTH NETWORK IS ENHANCED BY THE SUCCESS OF WHITEHORSE'S LARGEST CENTRE, BOX HILL.

The centre is a key

economic asset of the eastern sub-region and as a State Government designated Metropolitan Activity Centre, is anticipated to experience significant growth and public investment in the future.

Box Hill Activity Centre has a strong and diverse economic offer including retail, education, civic, medical, entertainment and commercial office functions. This unique CBD type offer also enjoys strong public and private transport network, making it highly accessible to the surrounding region.

The invitation to discover the advantage in Whitehorse is backed by a robust economic foundation and a positive future outlook. Forecasts indicate strong levels of employment and industry growth across the municipality. For example, total employment in the city is expected to grow from 85,000 to 103,000⁴ over the next ten years.

In addition to a number of strategic advantages, investment in the City of Whitehorse is supported by an Investment and Economic Development Unit that provides important regional advocacy and is well attuned to the needs of small and large businesses alike.

Marcus Spiller Principal SGS Economics & Planning



Source: 4. SGS Economics & Planning









A Photo Source: 1. Cha.T, Box Hill; 2. Britania Mall, Mitcham; 3. Box Hill Centro Fresh Food Market, Box Hill; 4. Movenpick Ice Cream, Box Hill.

DISCOVER Strategic Positioning

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Whitehorse is a strategically advantageous and well-connected location, with some of the highest levels of economic density outside of central Melbourne."

- Marcus Spiller, SGS Economics & Planning

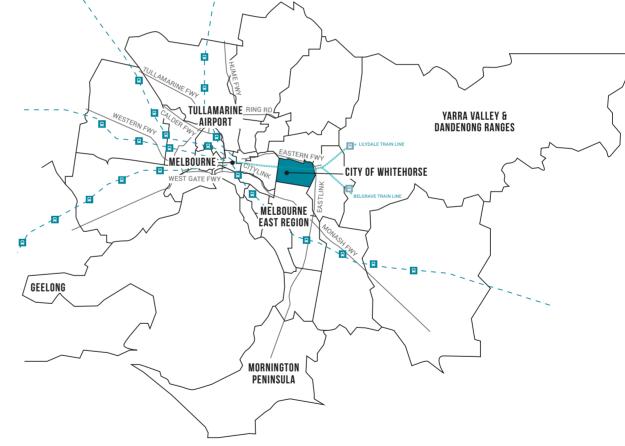
THE CITY OF WHITEHORSE IS LOCATED JUST 15 Kilometers east of melbourne's CBD and Covers An Area of 64 square kilometers.

The municipality encompasses the suburbs of Box Hill, Blackburn, Burwood, Forest Hill, Mitcham, Mont Albert, Nunawading, Surrey Hills and Vermont.

Situated as a part of Melbourne's East, Whitehorse is positioned as a key destination for investment with access to major roadways and public transport, growing economy and population, highly qualified workforce and a range of lifestyle choices.

Whitehorse is strategically positioned to take the connective advantage of the Eastern Freeway and Eastlink, providing access to the Melbourne CBD, Melbourne Airport, the Yarra Valley wine and tourism region and Dandenong Ranges in the east and the Mornington Peninsula in the south.

Travelling from Whitehorse to the northern and western suburbs of Melbourne and regional Victoria is very accessible through the road network.



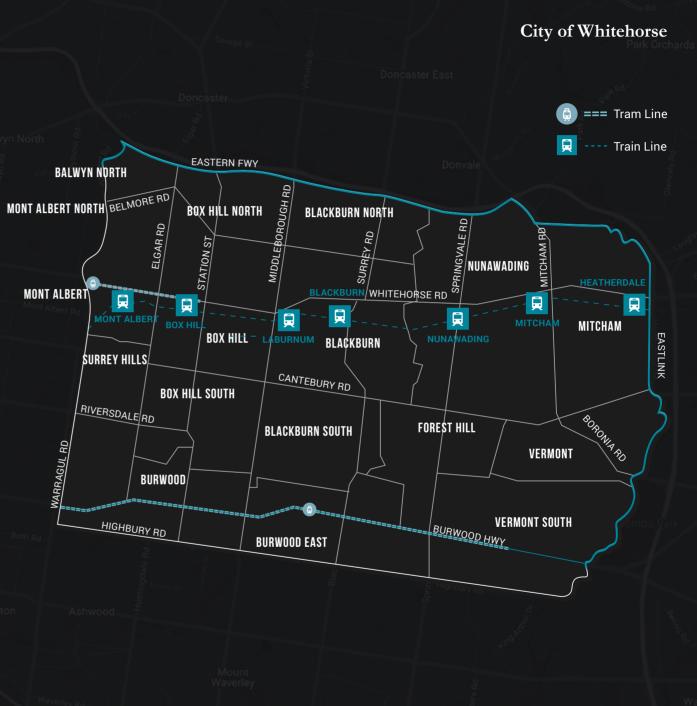
Melbourne Urban Area

WHITEHORSE IS WELL SERVICED BY PUBLIC TRANSPORT, WHICH PLAYS AN IMPORTANT ROLE FOR Commuter travel as well as for local and CROSS-TOWN TRIPS.

The focus of the public transport network through the centre of Whitehorse is the Belgrave/Lilydale railway line, which is augmented by tram and bus routes along key arterial routes.

The Belgrave/Lilydale railway line is a critical element of Whitehorse's economy, passing through key destinations within the municipality with a range of retail and commercial activity centres located along its vicinity. Passenger movements through the seven train stations totals to 7.8 million⁵ per annum.

Station	Estimated Station Passenger Entries (millions)	
Mont Albert	.323	
Box Hill	3.254	
Laburnum	.35	
Blackburn	1.406	
Nunawading	.996	
Mitcham	.935	
Heatherdale	.558	



Source:

5. Public Transport Victoria, Estimated Station Entries at Metropolitan Stations, 2013 -2014

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DISCONTERENT



▲ Photo Source: HP Building, Tally Ho Business Park, Burwood.

THE CITY OF WHITEHORSE HOSTS ONE OF THE MOST Dynamic local economies that is adaptive and receptive to change.

It has a strong and enduring manufacturing sector, established retail sector and is an emerging leader in health and education services. This diversification allows for an agile and resilient local economy that can adapt to the extremes of national and international influences.





DISCONFR Economic Strength

\$1.3 Billion

THE VALUE ADDED FROM INDUSTRIES IN WHITEHORSE FROM JUNE 2013 TO DECEMBER 2016

THERE ARE MORE THAN 9000 BUSINESSES BASED In the City of Whitehorse including major Institutional organisations.

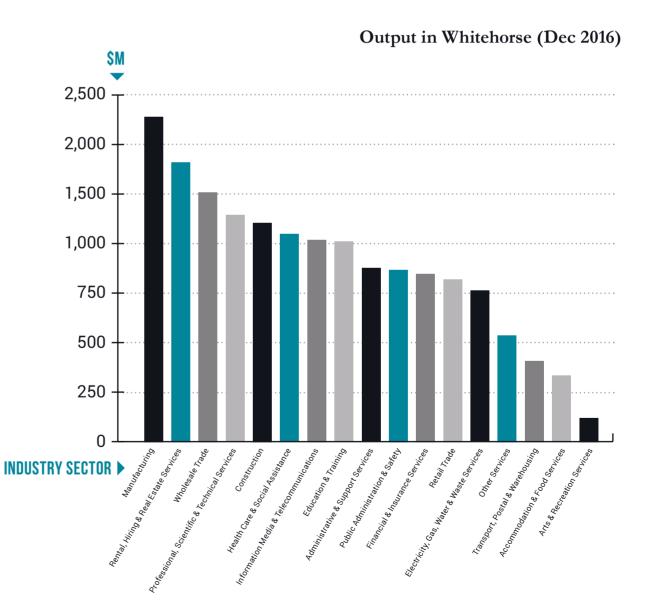
These include Deakin University, Australian Tax Office, Box Hill Hospital, Epworth Eastern Hospital, Box Hill Institute, Hewlett Packard, Carter Holt Harvey, Asaleo Care, Stanley Black & Decker and other industry leaders and government authorities, which reflects the diversity of the local economy.

Maintaining its commitment to further economic prosperity, Whitehorse has attracted investment from a range of companies based across the globe.

The Whitehorse economy has an estimated Gross Regional Product (GRP) of \$9.2 Billion and an estimated total output of \$17 Billion^{6.}

The value added from industries located in Whitehorse has risen 18% from June 2013 (\$7.2 Billion) to December 2016 (\$8.5 Billion)⁷.

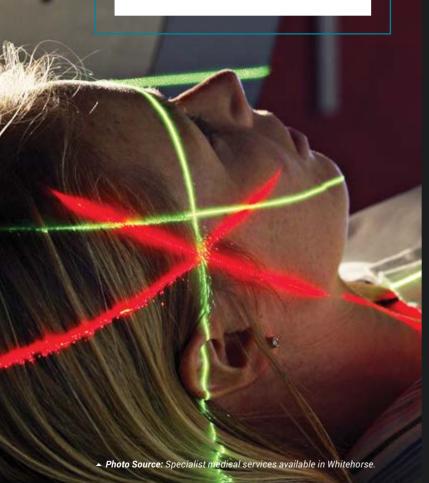




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The Whitehorse population is expected to reach an estimated **171,794** and is forecasted to grow to **205,899** by 2036.

– **Source:** 2017 forecast population, forecast.id.com.au/Whitehorse



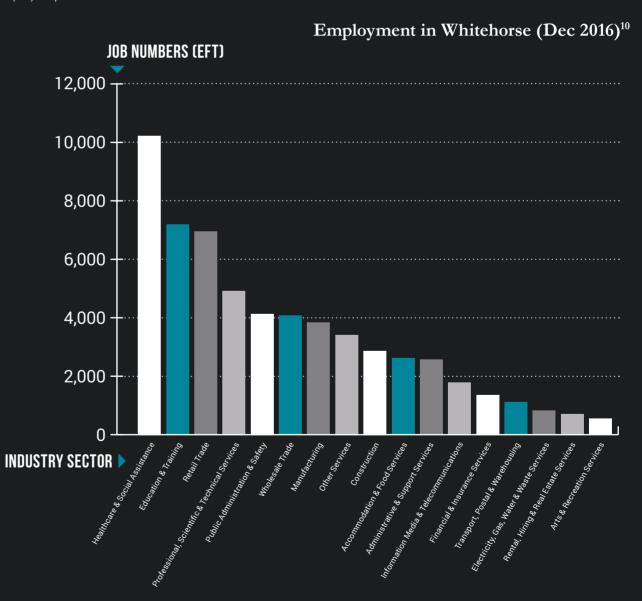
EMPLOYMENT IN WHITEHORSE

Whitehorse has 85,000⁸ jobs (all types) with the top employment sectors being healthcare and social assistance, education and training, retail trade, professional, scientific and technical services.

It is expected that by 2027, jobs in Whitehorse will increase to 103 0009.

Source:

8. SGS Economics & Planning 9. SGS Economics & Planning 10. (EFT) Remplan



HIGHLY QUALIFIED WORKFORCE

The resident workforce in the City of Whitehorse compared to Greater Melbourne has a higher proportion of people holding formal qualifications (Bachelor or Higher Degree; Advanced Diploma or Diploma; or Vocational qualifications), and a lower proportion of people with no formal qualifications.

Overall, 53.1% of the population aged 15 and over held educational qualifications, and 37.6% had no qualifications, compared with 47.3% and 42.4% respectively for Greater Melbourne¹¹.

Whitehorse has a highly qualified workforce of over 95,000 people.¹²



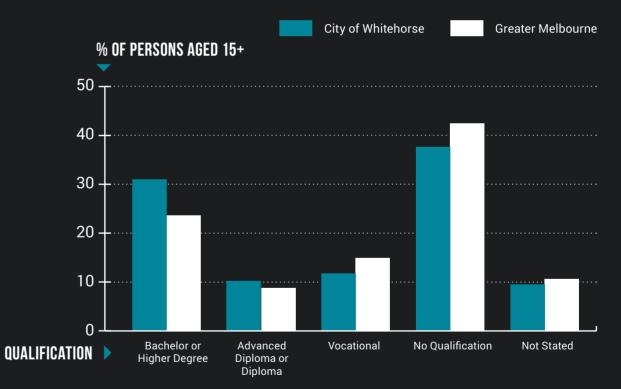
▲ Photo Source: Telstra Trading Room, Deakin University.



THE PERCENTAGE OF PEOPLE WITH A Bachelor degree in the city of whitehorse compared to greater melbourne

Highest Qualification Achieved, 2011

Source: Australian Bureau of Statistics, Census of Population & Housing, 2011 (Usual Residence Data) Compiled and presented in profile.id, by .id, the population experts.



Source:

11. forecast.id.com.au/Whitehorse 12. SGS Economics & Planning

Health & Education Capability

WHITEHORSE IS HOST TO A RANGE OF INTERNATIONALLY RENOWNED EDUCATION INSTITUTIONS AND STATE OF THE ART HEALTH CARE FACILITIES.

Education

Deakin University is located in Burwood and hosts 28,000 students, of which approximately 9000 are international students. Deakin is now in the top 2% of the world's universities in each of the three major international rankings.

Box Hill Institute is a leading Victorian vocational and higher education provider known for their collaborative and creative approach to education in Australia and overseas. It offers a wide variety of courses from apprenticeships to degrees, short courses to diplomas in a range of delivery modes including full time, part time and off-campus. The Institute services 64,770 students of which 6080 are international offshore students.

Whitehorse is home to many of the region's leading private and public primary and secondary schools, that support the liveability of the city and attraction to investors, staff and community.

Health

Box Hill Hospital provides state of the art public hospital services from the recently completed \$447 million redevelopment. Providing a range of emergency, medical and general healthcare services, statewide specialist services and community health services to Melbourne's diverse eastern community.

Epworth Eastern is a leading private hospital located in Box Hill and is one of the busiest private hospitals in Melbourne, providing a range of specialist services.

Mitcham Private Hospital is a fully accredited acute medical, surgical, maternity and mental health facility, providing for the healthcare needs of Melbourne's outer eastern communities.

> Photo Source: ► 1. Deakin University, Burwood; 2. Box Hill Hospital, Box Hill; 3. Epworth Eastern, Box Hill; 4. Box Hill Institute, Box Hill.









Box Hill "Think. Inside the Box"



FUTURE-READY CITY

BOX HILL IS ONE OF MELBOURNE'S LARGEST METROPOLITAN ACTIVITY CENTRES.

Box Hill is now firmly established as the pre-eminent growth centre for Melbourne's eastern region. It is home to one of the largest commercial business hubs and transport interchanges outside the Melbourne CBD.

Box Hill is currently experiencing unprecedented growth, driven by private investment and development (residential and commercial) and also supported by significant investment associated with the growth of health and education facilities.

• Photo Source: East Central Tower, Box Hill. Courtesy of Longriver Group.

← Photo Source: Box Hill Tram Terminus, Box Hill.



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MELBOURNE'S SECOND CBD

Box Hill Activity Centre – Proposed and Approved Development Commercial Space: January 2015 to December 2016.

Source: Whitehorse City Council

New Development / Address	Description	New Commercial Space - Sq. Mtr. (M2)	
836 – 850 Whitehorse Road	Mixed Use Twin Towers 36 & 26 Stories 511 Apartments / 100 Room Hotel / Office / Retail	3500	
7 Wellington Road	Mixed Use 6, 14 & 16 Stories 177 Apartments / Cafe	150	
545 – 563 Station Street	Mixed Use 37 Stories, 500 plus Apartments / Retail / Restaurants /Office / Gym and Club Facilities	9716	
997 – 1003 Whitehorse Road	Mixed Use 12 Stories, 108 Apartments / Retail	700	
5 Irving Avenue	Mixed Use 8 & 9 Stories, Retail / Café	250	
9 – 11 Prospect Street	Mixed Use 25 Stories, 187 Apartments / Office / Retail / Cafe	4476	
9 – 11 Ellingworth Parade	Mixed Use 12 Stories, Apartments / Office / Retail / Cafe	300	
12 – 14 Nelson Road	Mixed Use 19 & 20 Stories, Apartments / Office / Retail	1110	
701 Station Street	Mixed Use 12 Stories, Apartments / Office	350	
845 – 851 Whitehorse Road	Mixed Use 3 Towers, 18, 25 & 37 Stories 517 Apartments / 150 Room Hotel / Retail / Gym / Office / Restaurants / Café	6632	
37 Harrow Street	Mixed Use 29 Serviced Apartments / Amenities	1500	
1 Arnold Street	Health Services	422	
820 Whitehorse Road	Mixed Use 30 Stories, Apartments / Office / Retail Showroom / Gym / Café	2994	
Total New Development Commercial Space (Box Hill MAC) – 32,100 M2 Equates to 16,050 M2 additional per year			



• Photo Source: Whitehorse Towers, Box Hill. Courtesy of Deague Group.

DISCOVER Growth & Investment Opportunity

WHITEHORSE PROVIDES A RANGE OF OPPORTUNITIES THROUGH RAIL TRANSPORT LINKING KEY DESTINATIONS WITHIN THE MUNICIPALITY, MODERN HEALTH AND EDUCATION SERVICES, GROWING COMMERCIAL EMPLOYMENT PRECINCTS AND ACCESS TO A SKILLED LABOUR FORCE.



▲ Photo Source: Industria, Nunawading. Courtesy of Wilmac Properties.

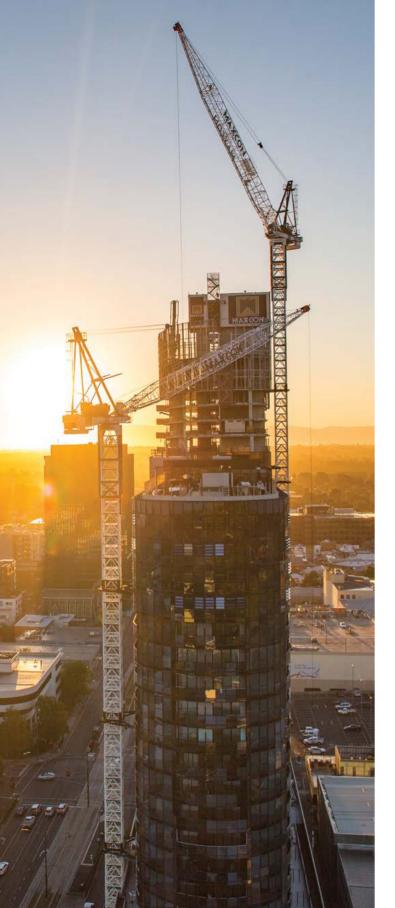
Whitehorse is and will continue to experience economic growth from the \$2 Billion¹³ of development approvals from January 2015 to December 2016.

In Box Hill, construction related jobs alone mean employment levels will be boosted by a further 3050 direct jobs and 3187 indirect jobs.¹⁴

Whitehorse City Council is committed to the ongoing prosperity of the municipality, investing \$183 Million in community facilities and infrastructure improvements in the past 5 years.¹⁵

Source: 13. Whitehorse City Council 14. Remplan 15. Whitehorse City Council





PUBLIC INVESTMENT PROJECTS



2016/17: Blackburn Rd, Blackburn Rail/Road Separation Value: \$142 Million



2015: Australian Tax Office, Box Hill **Value:** \$120 Million



2014: Deakin University, Burwood Value: \$126 Million



2014: Box Hill Hospital, Box Hill **Value**: \$447 Million



2014: Box Hill Institute, Box Hill **Value:** \$41 Million



2013/14:

\$1.295 Billion

Mitcham Rd/Rooks Rd, Mitcham Rail/Road Separation **Value:** \$192 Million

TOTAL SPENT



2012/13:

Aqualink, Box Hill **Value:** \$30 Million



2009/10: Springvale Rd, Nunawading Rail/Road Separation Value: \$140 Million



2006/07: Middleborough Rd, Box Hill Rail/Road Separation Value: \$57 Million

Photo Source: 1. Courtesy of the Level Crossing Removal Authority;
Australian Tax Office, Box Hill; 3. Courtesy of Deakin University;
Courtesy of Box Hill Hospital; 5. Courtesy of Box Hill Institute;
Courtesy of Chris Daile Photograpy; 7. Aqualink, Box Hill;
Courtesy of John Gollings. Prebulit: project builder;
Courtesy of Safeworking Solutions.

Nelbourne's Most Liveable Location

DISCOVER AND EXPLORE SOME OF MELBOURNE'S MOST LIVEABLE SUBURBS AND EXPERIENCE THE WEALTH OF BENEFITS.

Diversity, Arts and Culture

Whitehorse City Council has a strong focus on actively engaging the community with its arts and culture, which is largely driven and inspired by its multicultural and creative population.

The Whitehorse Centre is a popular venue for many of the city's performing arts groups as well as showcasing some of the best professional theatre and music from around the country.

The Box Hill Town Hall, Whitehorse Artspace, Box Hill Community Art Centre and the Chinese New Year Festival in Box Hill are the anchor attractions for a range of diverse community activities.

Council festivals and regular markets contribute to the active and inclusive atmosphere of Whitehorse.

Shopping and Dining

Livability in the City of Whitehorse is comparable with that of the CBD with excellent shopping and dining options. Whitehorse provides consumers with quality retail options. Other grocery, homewares and hardware shopping is spread throughout the municipality, making everyday shopping convenient and accessible for all. The MegaMile is one of the largest Home and Lifestyle precincts in Australia spanning 3 kms along Whitehorse Road through Blackburn, Nunawading and Mitcham.

Restaurant and café dining options in Whitehorse are vast and inspired by a variety of cultures all over the world. Box Hill is the Asian food capital of Melbourne's east specialising in traditional and modern Chinese, Vietnamese, Taiwanese, Malaysian, Korean and Japanese cuisine.

Photo Source: Spring Festival, Nunawading.

Photo Source: ▶ 1. Aqualink, Nunawading; 2. Postnatal Class, Aqualink, Nunawading; 3. Morack Golf Course, Vermont South; 4. Aqualink, Box Hill.

Community and Recreation Services

Whitehorse residents benefit from the tree lined streets and the variety of parks, gardens and bush land environments featuring walking and cycling tracks, lake and wetlands, barbeque facilities and play equipment.

Whitehorse has a vibrant and active community with well over 250 community groups providing a diverse range of activities for people to enjoy. Residents, workers and visitors to Whitehorse can participate in a variety of sports and recreational programs in quality accessible facilities including two aquatic centres, multipurpose indoor and outdoor sports facilities, two 18-hole golf courses and a large number of sports fields. These amenities are regarded as some of the best recreational facilities in the region, notably the Box Hill City Oval, Aqualink in Box Hill and Nunawading, SportLink Vermont, Box Hill Skate Park, leading sporting reserves and many recreational parks and gardens.



DISCOVERinty

WHITEHORSE CITY COUNCIL SUPPORTS AND GUIDES THE LOCAL AND REGIONAL ECONOMY, INCLUDING FACILITATION OF MAJOR PRIVATE, INSTITUTIONAL AND GOVERNMENT INVESTMENT THROUGH THE WHITEHORSE INVESTMENT AND DEVELOPMENT FACILITATION SERVICE.

This service is designed as a "one stop shop" for large-scale investment projects to prioritise and assist prospective investors to identify opportunities that are aligned with the regions vision, to navigate council processes and to optimise outcomes.



Whitehorse City Council supports new business and the growth and sustainability of existing businesses, ensuring the continuation and development of a thriving business community.

The Investment and Economic Development Unit offers a range of business services including:

- Whitehorse Investment and Development Facilitation Service
- Free mentoring services
- Business growth workshops and seminars
- Free online local business directory
- Local and regional economic data
- Networking events
- Newsletters and e-bulletins
- Councils business website, www.wbiz.com.au

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The Deague Group had a concept vision for Box Hill towards a landmark project for the future. Whitehorse Towers is positioned at the gateway to Box Hill's central shopping precinct and provides a lifestyle of unparalleled style and convenience. This outstanding location offers the best of Box Hill and just a train or tram ride from Melbourne's CBD. The support of the Whitehorse Investment and Development Facilitation Service was a contributing factor to the seamless Council approval process of the Whitehorse Towers development."

- Will Deague, CEO, Deague Group



Whitehorse Investment and Development Facilitation Service

Whitehorse Civic Centre (Main Service Centre) 379 – 397 Whitehorse Road Nunawading VIC 3131, Australia

> Phone: +61 3 9262 6333 Email: business@whitehorse.vic.gov.au Website: www.wbiz.com.au/investment

▲ Photo Source: Women's Business Expo, Whitehorse Business Week 2016.



A Photo Source: Box Hill Town Hall, Box Hill.

Acknowledgement of Country

In the spirit of reconciliation, Whitehorse City Council acknowledges the Wurundjeri people as the traditional custodians of the land. We pay our respects to their Elders past and present.

Contacting Council

Investment and Economic Development Unit

WHITEHORSE CIVIC CENTRE (MAIN SERVICE CENTRE) 379 – 397 Whitehorse Road Nunawading VIC 3131

Phone: +61 3 9262 6333 Email: business@whitehorse.vic.gov.au Website:www.wbiz.com.au

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CONTACTING COUNCIL WITH NATIONAL RELAY SERVICE Select an option below and quote 03 9262 6333 for Whitehorse City Council.

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INTERPRETING SERVICE TIS translating and interpreter service: 131 450

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