

**BUSINESS AND INTERNATIONAL  
RELATIONS COMMITTEE REPORT**

Agenda Item 5.1

13 February 2007

**20-28 SABRE DRIVE DEVELOPMENT PORT MELBOURNE-  
BUSINESS DEVELOPMENT ASSISTANCE**

**Division** Commerce & Marketing

**Presenter** Peter Chaffey, Manager Business Melbourne

**Purpose**

1. To provide a response to a resolution from the Planning Committee at its meeting on 3 October 2006 requesting a report to be brought before the Business and International Relations Committee suggesting ways in which Council could assist in attracting tenants to the development at 20-28 Sabre Drive Port Melbourne.

**Recommendation from Management**

2. That the Business and International Relations Committee note the report and that the Business Melbourne Branch will:
  - 2.1. meet again with representatives of Austexx to better understand their needs and requirements;
  - 2.2. develop a plan with Austexx targeting specific likely tenants;
  - 2.3. investigate the content, likely benefits, cost, and prospective participants in a promotional brochure outlining tenancy and other business opportunities in the Port Melbourne/Fishermen's Bend industrial area;
  - 2.4. invite Austexx to become members of the Port Melbourne Business and Industry Group; and
  - 2.5. provide details of the Sabre Drive development across the Victorian Government Business Office network in Europe, Asia and the US.

**Key Issues**

3. Austexx and its representatives through discussions with Council during the processing of the application expressed the view that Council could be doing more to assist in the development and attraction of businesses to the development.
4. Business Melbourne has directed some inquiries to Austexx and its representatives in the past but this has not led to tangible outcomes.
5. The City has assisted some businesses to locate to Port Melbourne, equally there are numerous businesses that locate to the area that were unaware of Council's services or chose to act independently for their own business purposes.

### **Finance**

6. The final details and costing arrangements in relation to this particular initiative are yet to be determined. Any contribution to the cost of producing the promotional brochure would be met from existing Business Development Funds and no additional funding or budget would be sought in this regard.

### **Legal**

7. No direct legal issues are raised by the recommendations of the report.

### **Sustainability**

8. There are no sustainability issues associated with this report.

### **Comments**

9. It is proposed that further discussions be held with Austexx to better understand how Business Melbourne might be able to assist with its business attraction initiatives and if there are areas of collaboration between the two organisations.
10. It is also suggested that Austexx be invited to join the Port Melbourne Business and Industry Group so it can obtain a better understanding of the relationships in the business community in Port Melbourne which might in turn lead to some tenancy attraction opportunities.
11. Austexx be made aware of Council services such as the Census of Land Use and Employment and opportunities under the Small Business Grants program which may assist in its marketing and promotional efforts.
12. Council could also support the marketing of the site, as well as providing a general level of promotion for the Port Melbourne/Fishermen's Bend industrial area, by facilitating the involvement of number of suitable developers in a Council-led project to develop an informative and attractive promotional brochure on the area and its benefits as a business location. This brochure could contain information on the Sabre Drive project, and other opportunities in the area.
13. Finally, through its partnership arrangement with Invest Victoria, Council could obtain promotional information from Austexx on its Sabre Drive project and make this available across the network of Victorian Government Business Offices in Europe, Asia and the US.

### **Background**

14. The City of Melbourne Planning Committee at its meeting of the 3 October 2006 resolved in relation to item 5.10 of the agenda:

*“That the Planning Committee request that the Business Melbourne branch present a report to the Business and International Relations Committee on the actions Council may take in looking at tenants to fulfil Council objectives in relation to this site.”*

15. The “site” referred to is at 20-28 Sabre Drive Port Melbourne part of the former Hawker de Havilland site that has been bought and developed by Austexx P/L. The Planning Committee was considering an application for buildings and works to construct two, two-storey buildings to comprise 14 warehouses, two offices and display of illuminated business identification signs.

16. The Planning Committee resolved to issue a Notice of Determination to Grant a Permit for the proposal subject to standard conditions and a further condition requiring the applicant to enter into a Section 173 agreement pursuant to the *Planning Act 1987* to create 3 large allotments that would not be further subdivided.
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**FINANCE ATTACHMENT**

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**Joe Groher**  
Manager Financial Services

**LEGAL ATTACHMENT**

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No direct legal issues arise from the recommendation to the report.

Section 3C(1) of the *Local Government Act* 1989 (“the Act”) provides that:

*“The primary objective of a Council is to endeavour to achieve the best outcomes for the local community having regard to the long term and cumulative effects of decisions.”*

Section 3C(2) of the Act provides that in seeking to achieve its primary objective the Council must have regard to facilitating objectives including:

*“(a) to promote the social, economic, and environmental viability and sustainability of the municipal district”; and*

*(d) to promote appropriate business and employment opportunities;”*

The subject-matter of the report is within the objectives of Council.

**Kim Wood**  
Manager Legal Services