GROWLAND



2027 SECURING MELBOURNE'S INDUSTRIAL LAND FUTURE

WHY NEW STRATEGICALLY LOCATED INDUSTRIAL LAND IS CRITICAL TO VICTORIA'S ECONOMIC COMPETITIVENESS

INDUSTRIAL LAND IS ECONOMIC INFRASTRUCTURE

Melbourne's State Significant Industrial Precincts (SSIPs) underpin the everyday functioning of Victoria's economy. It supports freight and logistics, manufacturing, warehousing, trade supply, business investment and employment growth.

But the supply of strategically located industrial land is tightening. Development-ready land is being depleted faster than it is being replaced, particularly in the western corridor, which performs a critical role in freight, logistics and metropolitan distribution.



EXECUTIVE SUMMARY

> **MELBOURNE'S INDUSTRIAL LAND PIPELINE IS SHRINKING**

AN EMERGING CHALLENGE

The challenge is not simply whether land has been identified on a map. It is whether the local market has an adequate pipeline of industrial land that is available, serviceable, freight-connected and capable of supporting investment in the locations where businesses can operate efficiently. This paper highlights the emerging risks to Melbourne's industrial capacity and competitiveness. It also sets out the case for a formal Government investigation into the city's effective industrial land pipeline.

Industrial land takes 10 years to identify, plan, service and bring to market. Action is needed now to ensure Melbourne and Victoria can continue to support freight efficiency, business investment, employment growth and emerging industries through the 2030s and beyond.

That's why Governments need to act now to ensure an adequate supply pipeline in the areas where demand will continue to be strongest.

THE CENTRAL CHALLENGE

Melbourne's land supply is finite and structurally constrained. Government headline land supply figures do not tell the full story. Land may be unzoned, unserviced, fragmented, withheld from the market or located where it cannot efficiently meet industrial demand.

Melbourne needs a formal investigation of its effective industrial land supply pipeline, focused on land that is genuinely available, market-ready, freight connected and located where industry can operate productively.

30 YEARS

The Victorian Government policy objective for industrial and commercial land supply.

10.9 YEARS

Melbourne's total effective industrial land supply, including zoned vacant and unzoned land.

5.3 YEARS

Melbourne's remaining zoned vacant industrial land supply.

4.8 YEARS

Total industrial land supply remaining in the Western SSIP.

Source: Securing Melbourne's Industrial Land Future: Background Issues Paper, Quantify Strategic Insights.

WHY INDUSTRIAL LAND MATTERS

INDUSTRIAL LAND KEEPS MELBOURNE MOVING

Industrial land is a critical component of Victoria's economic infrastructure. It provides the physical foundation for the businesses and supply chains that move goods, make products, service communities, and support employment across the metropolitan economy. It accommodates freight and logistics operations, manufacturing, warehousing, trade supply, construction-related activity, industrial services, and metropolitan distribution. It also enables businesses to invest, expand, and respond to changing consumer and supply-chain needs.

When strategically located industrial land becomes scarce, the consequences flow through the wider economy. Business establishment and occupancy costs rise, freight movements become less efficient, investment becomes harder to attract and productive activity can be pushed into less suitable locations or interstate. Job creation is deferred.

The value of industrial land therefore extends well beyond a development site. It supports:.

1. BUSINESS INVESTMENT
2. JOB CREATION
3. METROPOLITAN PRODUCTIVITY
4. MANUFACTURING
5. FREIGHT AND LOGISTICS ACTIVITY
6. WAREHOUSING AND DISTRIBUTION
7. SUPPLY-CHAIN EFFICIENCY

Source: Securing Melbourne's Industrial Land Future: Background Issues Paper, Quantify Strategic Insights.

A STATE-SIGNIFICANT ECONOMIC ASSET

Industrial land is not simply a local planning issue

Victoria's policy framework recognises industrial land as a state-significant economic resource. *The Victorian Economic Growth Statement* identifies industrial land as an important enabler of investment, advanced manufacturing, freight, logistics and employment.

The Melbourne Industrial and Commercial Land Use Plan calls for at least 30 years of industrial and commercial land supply to support future industry and business growth.

The *Victorian Planning Policy Framework* also directs government to provide industrial land in appropriate locations, protect strategically significant industrial areas and preserve land required for future employment-generating uses. Yet Melbourne's current land supply position falls well short of the long-term policy objective. Addressing that gap is an economic priority.

Together, these policies establish a clear principle:

INDUSTRIAL LAND MUST BE PROACTIVELY PLANNED, PROTECTED AND PROVIDED IN THE RIGHT LOCATIONS TO SUPPORT VICTORIA'S ECONOMIC FUTURE.



VICTORIA'S INDUSTRIAL GEOGRAPHY

THREE CORRIDORS POWER MELBOURNE'S INDUSTRIAL ECONOMY

Melbourne's industrial geography is built around three principal corridors: the west, north and south-east. These corridors have developed around major freight routes, ports, airports, intermodal opportunities, labour markets and metropolitan business and consumer catchments. Together, they accommodate most of Melbourne's large-scale industrial and employment growth. But they do not perform the same role.

1. WESTERN CORRIDOR

Melbourne's key interstate, airport and port-linked and inland freight corridor, supporting national distribution, logistics, airport-related activity and road-rail freight movements.

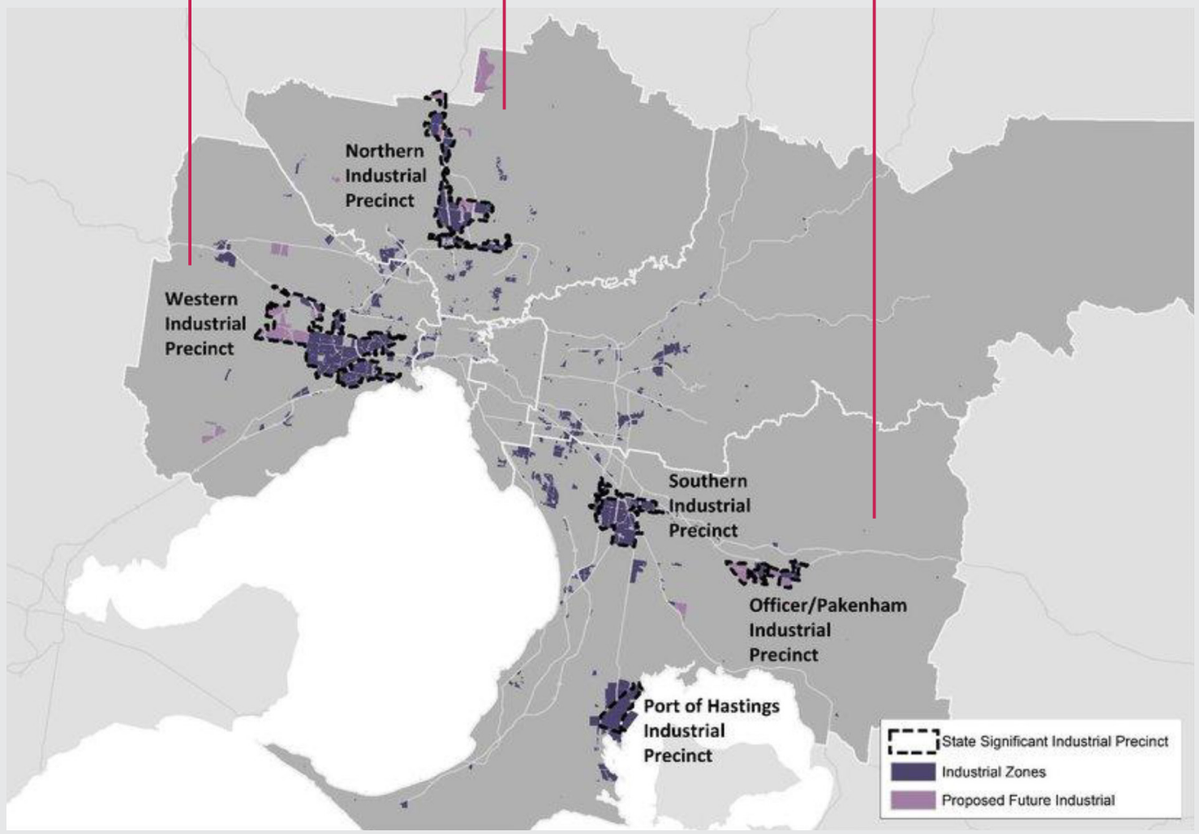
2. NORTHERN CORRIDOR

Melbourne's principal freight, logistics and large-format industrial gateway, with strong connections to the Port of Melbourne, the western freeway network and interstate freight routes.

3. SOUTHERN CORRIDOR

Melbourne's established south-east industrial and servicing base, supporting manufacturing, logistics, trade supply, urban services and the large south-eastern metropolitan market.

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Source: Securing Melbourne's Industrial Land Future: Background Issues Paper, Quantify Strategic Insights.

THE CORRIDORS AREN'T INTERCHANGEABLE

DIFFERENT CORRIDORS SERVE DIFFERENT ECONOMIC FUNCTIONS

Industrial demand cannot simply be moved from one side of Melbourne to another without cost.

THE WESTERN SSIP

Supports port-related logistics, interstate and international freight, major warehousing and metropolitan distribution. Its location and transport connections are central to its economic role.

THE NORTHERN PRECINCT

Has strong relationships with Melbourne Airport, the Hume corridor, interstate freight routes and future intermodal freight infrastructure. It is particularly important for national distribution and airport-linked activity.

THE SOUTHERN PRECINCT

Serves a large and economically significant population and business market. It supports established manufacturing, logistics, trade supply and urban services, but is more constrained and fragmented than the western and northern precincts.

As one corridor becomes supply-constrained, displaced demand may be redirected to a location that is less efficient for the business, its workers and the freight task it needs to perform.

WEST

NORTH

SOUTH

> **"THAT'S WHY THE GOVERNMENT NEEDS TO PROTECT THE FUNCTION OF EACH INDUSTRIAL CORRIDOR WHILE MAINTAINING AN ADEQUATE SUPPLY PIPELINE IN THE LOCATIONS WHERE DEMAND IS STRONGEST."**

	WESTERN SSIP Port & Logistics Gateway	NORTHERN SSIP Airport & Freight Corridor	SOUTHERN SSIP Established Industrial & Servicing Base
ECONOMIC ROLE	**Melbourne's principal freight, logistics and large-format industrial gateway.** Supports port-related logistics, major warehousing, distribution and transport-intensive industry.	**Melbourne's key interstate, airport-linked and inland freight corridor.** Supports national distribution, road–rail freight movement and regional supply chains.	**Melbourne's established south-east industrial and servicing base.** Supports manufacturing, logistics, trade supply, urban services and business-serving industry.
LAND FEATURES	Contains some of the city's largest and most **unfragmented industrial landholdings**, with capacity for large-format lots and major logistics facilities.	Substantial industrial land with strong links to freight routes, intermodal opportunities and airport-related activity. Scope for large-scale logistics.	**More established, fragmented and infill-oriented** than western and northern precincts. Land is constrained but valuable near population and jobs.
KEY INDUSTRIES / ACTIVITIES	Freight and logistics, warehousing and distribution, transport depots, manufacturing, industrial services and supply-chain functions.	National distribution, warehousing, logistics, freight terminals, industrial services, airport-related industry and manufacturing.	Manufacturing, logistics, storage, trade supply, service industry, construction-related activity, urban services and business support.
STRATEGIC ADVANTAGES	Strong connections to the **Port of Melbourne**, western freeway network and interstate freight routes. Suited to large occupiers needing efficient freight access.	Strong access to **Melbourne Airport**, northern freight corridors, interstate transport routes and future intermodal infrastructure.	Excellent access to the large **south-east metropolitan market**, with established industrial clusters and regional road connections.
POLICY ISSUES & PLANNING IMPLICATIONS	**Protect freight-oriented and large-scale industrial uses.** Avoid incompatible uses that compromise freight efficiency, industrial operations or long-term land availability.	**Protect land for long-term interstate freight and logistics functions.** Ensure sufficient strategic freight land remains available as northern growth intensifies.	**Manage scarcity and protect strategic industrial land.** *Prevent ad hoc conversion to non-industrial uses, support renewal and intensification, and retain employment land.*

Source: Securing Melbourne's Industrial Land Future: Background Issues Paper, Quantify Strategic Insights.

THE INDUSTRIAL LAND SUPPLY CHALLENGE

WHAT WE KNOW FOR CERTAIN

Melbourne's SSIPs have approximately 10.9 years of total effective industrial land supply remaining. Only 5.3 years of that supply is zoned vacant land. The remaining 5.6 years is unzoned and cannot be treated as immediately available. Bringing unzoned industrial land to market is a long-lead process. Precinct structure planning, rezoning, planning approvals, infrastructure provision, servicing, civil works, building construction and occupation can take six years or more. Governments cannot wait until its zoned land is exhausted before bringing forward the next generation of industrial supply.

THE GAP BETWEEN POLICY AMBITION AND EFFECTIVE SUPPLY REQUIRES ATTENTION AND INVESTIGATION.

30Y GOVERNMENT POLICY OBJECTIVE

10.9Y TOTAL EFFECTIVE SUPPLY

5.3Y DEVELOPMENT READY ZONED SUPPLY

THE WEST IS HEADING FOR EXHAUSTION

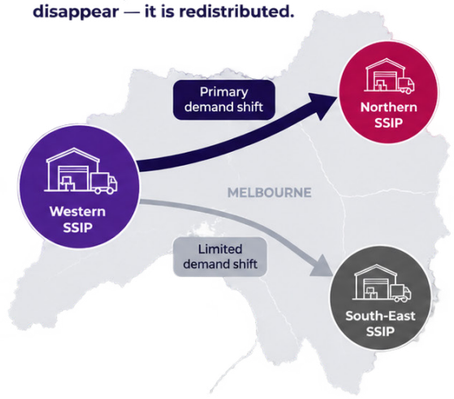
1 CURRENT POSITION

Western SSIP
Current growth leader

- Highest recent industrial land consumption
- Major freight, logistics and warehouse activity
- Approaching tighter supply over time

2 TRANSITION

As Western SSIP land becomes exhausted, demand does not disappear — it is redistributed.



3 FUTURE DESTINATIONS

Northern SSIP
Main future growth frontier

- Largest long-term capacity
- Strong future expansion role
- Well placed for freight, logistics and large-format industry
- Likely to absorb most displaced western demand

11.2 years zoned supply; up to 24.4 years including unzoned land

South-East SSIP
Supplementary role

- More established and constrained corridor
- Different functional and market role
- Likely to capture only a modest share of redirected demand

Source: Securing Melbourne's Industrial Land Future: Background Issues Paper, Quantify Strategic Insights.

ZONED VACANT INDUSTRIAL SUPPLY METROPOLITAN MELBOURNE

Urban Development Program (UDP) Industrial Land – zoned and vacant (Gross Developable Area January 2025)	4,629 HECTARES	UDP discounts land affected by planning overlays, easements, etc. Varies depending on scope of encumbrances.
GDA of State Significant Industrial Precincts (SSIPs) – zoned and vacant	2,779 HECTARES	Majority of new industrial demand is occurring in the SSIPs.
Less Hastings SSIP	553 HECTARES	Hastings removed due to specialised uses and lack of demand from typical industrial users.
GDA of Metro SSIPs – zoned and vacant	2,226 HECTARES	Majority of new industrial demand is occurring in the SSIPs.
Net Developable Area of Metro SSIPs (84% of GDA)	1,874 HECTARES	Further discount to take into account roads and open space resulting from subdivision. Calculated from sample of subdivided SSIPs.
Less 2025 Absorption	216 HECTARES	Estimated increase in land occupancy based on decade average.
Effective Supply (January 2026)	1,658 HECTARES	Based on new lots registered in the SSIPs in 2025.

SHIFT IN MELBOURNE'S INDUSTRIAL GROWTH FRONTIER

The Western SSIP is Melbourne's principal freight, logistics and large-format industrial gateway. It supports port-related logistics, interstate freight movements, major warehousing, distribution, manufacturing and transport-intensive industry. It has also consistently recorded Melbourne's highest industrial land consumption, averaging approximately 163 hectares per year over the past decade.

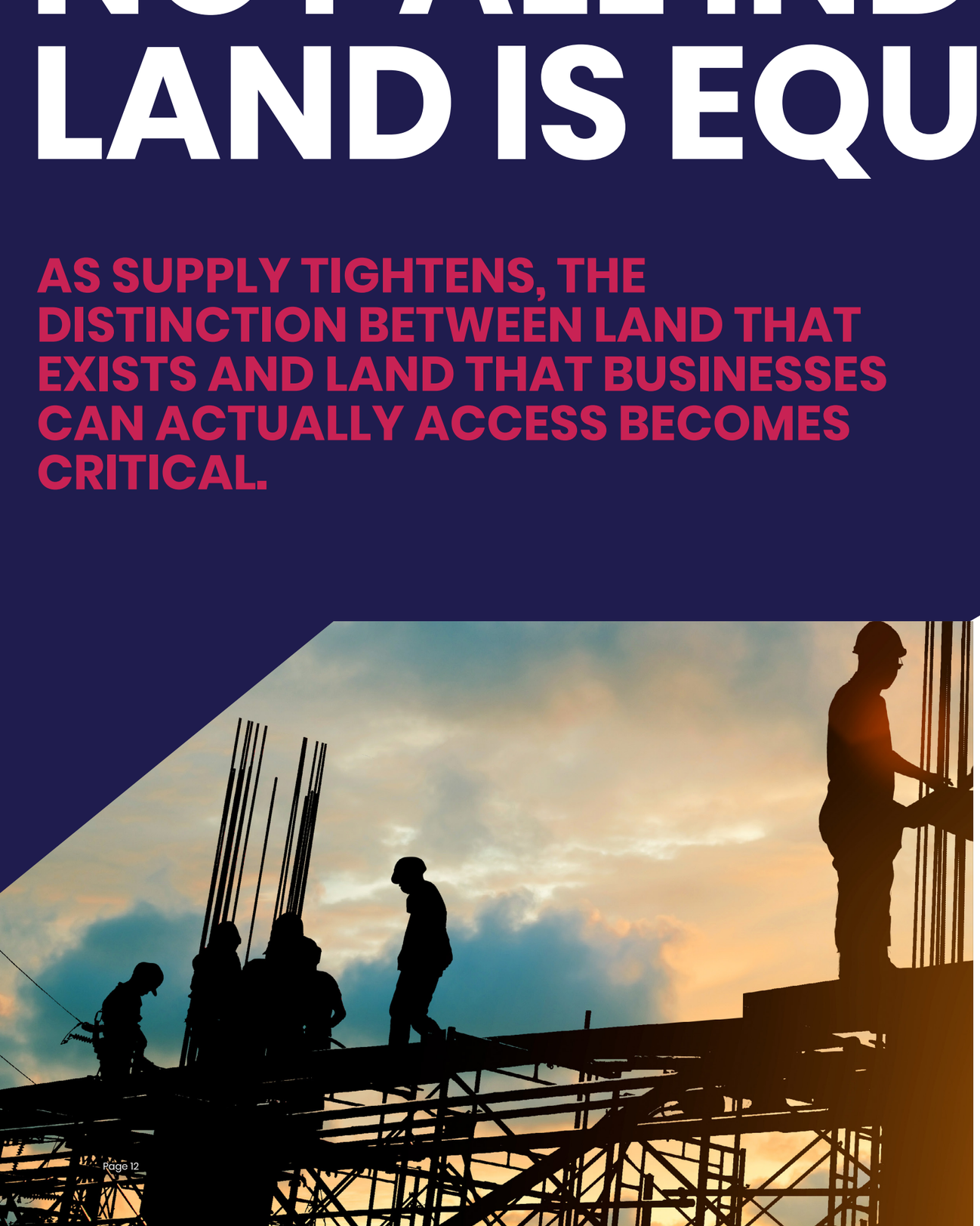
The west's remaining unzoned supply provides only limited additional relief. Hobsons Bay and Brimbank have no unzoned supply, while most future capacity is concentrated in Melton. This is not simply a local shortage. The western corridor plays a state and nationally significant role in freight, logistics and supply-chain activity. Its approaching exhaustion presents a direct risk to Melbourne's freight efficiency, business costs and economic competitiveness.

4.8
YEARS OF TOTAL SUPPLY INCLUDING UNZONED LAND

3.4
YEARS OF ZONED VACANT INDUSTRIAL LAND SUPPLY

NOT ALL INDUSTRIAL LAND IS EQUAL

AS SUPPLY TIGHTENS, THE DISTINCTION BETWEEN LAND THAT EXISTS AND LAND THAT BUSINESSES CAN ACTUALLY ACCESS BECOMES CRITICAL.



EFFECTIVE SUPPLY MATTERS MORE THAN HEADLINE SUPPLY

A hectare of industrial land in a remote or poorly connected location is not equivalent to a hectare in an established freight corridor. Industrial land is only meaningful supply when it can realistically accommodate market demand. This requires more than a planning designation.

Government headline datasets include land that is technically vacant but already sold, committed to an end user, held for future expansion, fragmented, under option or withheld from the market. Government should assess effective industrial land supply, not rely solely on broad headline figures.

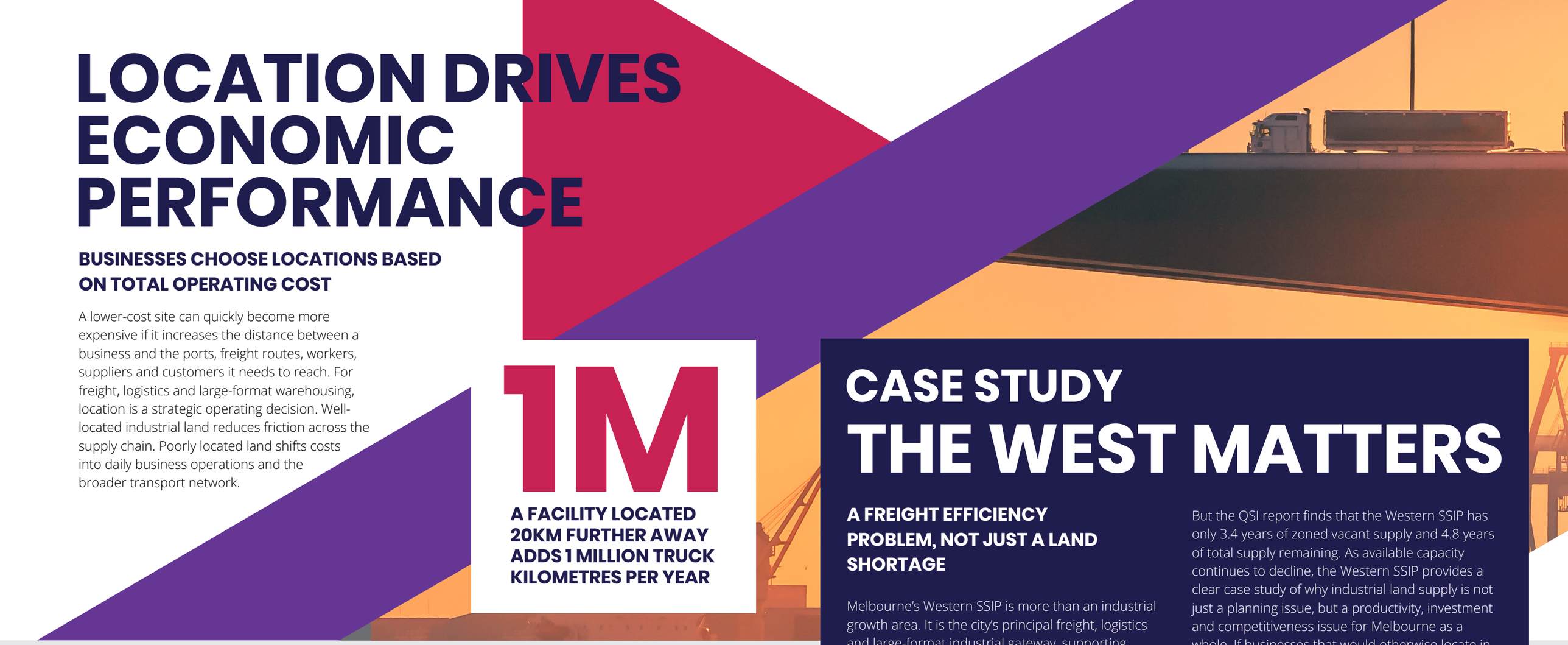
EFFECTIVE INDUSTRIAL LAND MUST BE:

- **Zoned, or capable of timely rezoning**
- **Serviced or serviceable**
- **Connected to freight infrastructure**
- **Accessible to labour and customer markets**
- **Capable of supporting contemporary industrial uses**
- **Available for development within a reasonable timeframe**

LOCATION DRIVES ECONOMIC PERFORMANCE

BUSINESSES CHOOSE LOCATIONS BASED ON TOTAL OPERATING COST

A lower-cost site can quickly become more expensive if it increases the distance between a business and the ports, freight routes, workers, suppliers and customers it needs to reach. For freight, logistics and large-format warehousing, location is a strategic operating decision. Well-located industrial land reduces friction across the supply chain. Poorly located land shifts costs into daily business operations and the broader transport network.



1M

A FACILITY LOCATED 20KM FURTHER AWAY ADDS 1 MILLION TRUCK KILOMETRES PER YEAR

20KMS FURTHER

A facility located 20 kilometres further from the customers, suppliers, ports or distribution networks it needs to serve would add 40 kilometres to each return truck movement.

For a facility generating 100 return truck movements a day over 250 operating days, this equates to approximately 1 million additional truck kilometres every year. Poorly located industrial land does not remove the cost of scarcity. It transfers that cost into freight movements, business operations, household prices and government infrastructure obligations.

CASE STUDY
THE WEST MATTERS

A FREIGHT EFFICIENCY PROBLEM, NOT JUST A LAND SHORTAGE

Melbourne's Western SSIP is more than an industrial growth area. It is the city's principal freight, logistics and large-format industrial gateway, supporting metropolitan, regional and interstate supply chains. The precinct performs a critical economic role by accommodating major warehousing, distribution, transport and manufacturing activities that rely on direct access to Melbourne's freight network.

The western logistics corridor has grown because it allows industrial users to connect efficiently with the Port of Melbourne, the Western Ring Road, Western Freeway, Princes Freeway, interstate freight routes and metropolitan distribution markets. Its locational advantage is the reason it has become one of Australia's fastest-growing logistics hubs. At the same time, the precinct has experienced the highest levels of industrial land consumption in metropolitan Melbourne, reflecting the strength of market demand and its importance to Victoria's economy.

But the QSI report finds that the Western SSIP has only 3.4 years of zoned vacant supply and 4.8 years of total supply remaining. As available capacity continues to decline, the Western SSIP provides a clear case study of why industrial land supply is not just a planning issue, but a productivity, investment and competitiveness issue for Melbourne as a whole. If businesses that would otherwise locate in the west are pushed into less efficient locations, the result is likely to be longer truck trips, higher freight costs, greater congestion and weaker supply-chain performance. The challenge is not simply preserving industrial land in Melbourne's west. It is protecting one of the city's most important economic and freight assets.

3.4

YEARS OF ZONED VACANT INDUSTRIAL LAND SUPPLY REMAINING

EMERGING INDUSTRIES ARE INCREASING

THE NEXT INDUSTRIAL ECONOMY NEEDS THE RIGHT LAND

Victoria's industrial land needs are changing. Future demand will be shaped not only by freight, logistics, warehousing and manufacturing, but by a new generation of industries requiring large, serviced and infrastructure-rich sites.

These sectors strengthen the case for an industrial land strategy based on accessibility, servicing and infrastructure capacity, rather than land quantity alone.

E-COMMERCE AND LAST-MILE LOGISTICS

Requires proximity to consumer catchments and arterial roads to reduce delivery time and fleet costs.

ADVANCED MANUFACTURING

Requires skilled labour, suppliers, utilities, freight connections and access to customers or export gateways.

LIFE SCIENCES AND BIOTECHNOLOGY

Requires high-quality servicing, skilled labour, cold-chain logistics and, in some cases, airport access.

EV AND CLEAN INDUSTRY

Requires large serviced sites, energy capacity, freight access and supply-chain connectivity.

CIRCULAR ECONOMY AND RESOURCE RECOVERY

Requires arterial access, suitable buffers and efficient movement of materials.

THE DATA CENTRE CHALLENGE

Data centres add pressure

Data centres are emerging as a material source of demand for large, serviced and strategically located industrial sites.

Their requirements typically include:
- large landholdings
- substantial electricity capacity
- strong fibre connectivity
- infrastructure resilience
- security
- access to skilled labour and maintenance services.

These requirements concentrate data centre demand on a narrow subset of industrial land that is already difficult to replace, particularly in the western corridor. Using the average parcel size cited in the report, two to three major data centre projects in a year could require approximately 31 to 47 hectares of industrial land. Five projects could require almost 80 hectares.

The effect extends beyond direct land consumption. Expectations of future data centre development can encourage optioning, land banking and the withholding of strategic industrial sites in anticipation of higher-value digital infrastructure outcomes. Future industrial land investigations should account for this impact on effective supply.

LAND MAY THEREFORE CONTINUE TO APPEAR IN HEADLINE SUPPLY FIGURES EVEN THOUGH IT IS NO LONGER GENUINELY AVAILABLE TO TRADITIONAL INDUSTRIAL USERS.





THE ECONOMIC RISK



Melbourne has historically benefited from a relatively flexible industrial land pipeline and the availability of large, contiguous sites. That advantage is narrowing as development-ready land becomes scarcer and more expensive.

Without timely action, Melbourne risks weakening the conditions that have supported its growth as a major location for logistics, warehousing, manufacturing and industrial investment.

A TIGHTENING PIPELINE RAISES COSTS ACROSS THE ECONOMY

Industrial land scarcity has consequences well beyond the property market. As well-located supply tightens, Melbourne faces:

HIGHER BUSINESS COSTS

Rising land values, rents, establishment costs and occupancy costs.

REDUCED INVESTMENT ATTRACTION

Businesses may defer investment, reduce the scale of a project or locate interstate.

LOWER FREIGHT EFFICIENCY

Longer truck movements, increased congestion and higher delivery costs.

WEAKER LOCAL EMPLOYMENT OUTCOMES

Fewer industrial jobs may be available close to residents in Melbourne's growth areas.

GREATER INFRASTRUCTURE PRESSURE

Poorly located growth can increase demand for road upgrades, servicing extensions and additional freight capacity.

MELBOURNE VS SYDNEY

MELBOURNE VS. SYDNEY

National competitors are strengthening their position

Western Sydney provides an important national competitiveness benchmark. The Western Sydney Airport and Aerotropolis demonstrate how airport infrastructure, employment land, freight access and economic development can be planned together to strengthen a city's long-term industrial and logistics position.

At the same time, Melbourne's effective industrial land pipeline is tightening, particularly in its western freight and logistics corridor. Melbourne's historical competitiveness has been supported by access to large, well-connected and comparatively affordable industrial land.

As Sydney strengthens its airport-linked employment land pipeline, Melbourne needs to assess whether its own supply is sufficient to compete for future investment in:

- logistics and distribution
- advanced manufacturing
- data centres
- life sciences
- time-sensitive freight
- other high-value industrial activities

Western Sydney is a threat given how much additional land has been unlocked. It should be used as a benchmark for how major infrastructure, employment land and economic development can be planned as part of a coordinated long-term strategy.

MELBOURNE MUST ENSURE ITS OWN INDUSTRIAL LAND PIPELINE IS CAPABLE OF SUPPORTING NATIONAL AND INTERNATIONAL INVESTMENT THROUGH THE 2030S.

WHAT'S AT STAKE?

The cost of failing to accommodate industrial growth

If additional market-ready land is not brought forward, the Western SSIP could face a material capacity constraint from the early 2030s. The potential impact is not confined to forgone property development. It includes lost employment, reduced economic output and weaker supply-chain performance.

The estimates below illustrate the potential economic risk if demand that would otherwise locate in Melbourne's west cannot be accommodated. Actual outcomes will depend on future demand, market adjustment, land availability and the extent to which displaced activity can be accommodated elsewhere.

INDICATIVE ANNUAL RISK

$267 MILLION
In forgone construction activity

2,810 JOBS
That could no longer be accommodated locally

$369 MILLION
In annual gross value added

INDICATIVE CUMULATIVE IMPACT TO 2040

147
Hectares of forgone industrial development

2.4B
Billion dollars in construction activity

3.3B
Billion dollars in gross value added

25K
Jobs not created locally

Source: Securing Melbourne's Industrial Land Future: Background Issues Paper, Quantify Strategic Insights.

KEY FINDINGS

Melbourne must secure its industrial land future

1. INDUSTRIAL LAND IS ESSENTIAL ECONOMIC INFRASTRUCTURE.

It supports freight, manufacturing, warehousing, investment, employment and metropolitan productivity.

2. VICTORIA'S INDUSTRIAL LAND PIPELINE IS SHRINKING.

Total effective supply is approximately 10.9 years, compared with a policy objective of at least 30 years.

3. DEVELOPMENT-READY SUPPLY IS PARTICULARLY CONSTRAINED.

Melbourne has only 5.3 years of zoned vacant industrial land remaining.

4. THE WESTERN CORRIDOR IS THE CLEAREST RISK POINT.

It has just 3.4 years of zoned supply and 4.8 years of total supply.

5. HEADLINE SUPPLY FIGURES CAN OVERSTATE WHAT IS AVAILABLE.

Effective supply must account for zoning, servicing, market availability, fragmentation and location. The figures need to be reassessed.

6. INDUSTRIAL CORRIDORS ARE NOT INTERCHANGEABLE.

Each corridor serves different freight tasks, markets, infrastructure networks and labour catchments.

7. POORLY LOCATED LAND INCREASES ECONOMIC COSTS.

It can result in longer freight movements, higher operating costs and greater infrastructure pressure.

8. EMERGING INDUSTRIES ARE ADDING DEMAND.

Data centres, e-commerce, advanced manufacturing, clean industry and life sciences require large, serviced and strategically located

9. STRATEGIC FREIGHT PRECINCTS ARE NOT GENERAL INDUSTRIAL

WIFT and BIFT should not be treated as current or near-term market-facing industrial land.

10. GOVERNMENT ACTION IS NEEDED NOW.

Long planning and delivery lead times mean Victoria cannot wait for shortages to become acute before acting. Farm to factory door takes eight to ten years of planning. We need to plan tomorrow's supply now.

STRATEGIC RECOMMENDATIONS



THERE ARE 4 URGENT ACTIONS

We need to be transparent in determining whether the city has a sufficient pipeline of land that is genuinely available, serviceable, market-ready, freight-connected and capable of meeting industrial demand in the locations where it can operate most productively.

1. REASSESS SUPPLY

Government and the market's understanding of supply needs to better align Define effective supply rather than nominal supply. Test whether land recorded as vacant is genuinely available, serviced or serviceable, capable of timely development and suitable for contemporary industrial demand.

Remove Port of Hastings from metro Melbourne supply because of its regional location and ongoing inability to attract meaningful investment or operations. Clearly separate WIFT/BIFT freight infrastructure from general supply. Recognise these precincts as strategic long-term freight infrastructure, rather than current or near-term general industrial supply.

Understand the impact and requirements of emerging industries i.e. data centres. Examine the effect of data centres and other emerging uses on land consumption, infrastructure requirements, optioning and market availability.

Benchmark Melbourne against competing investment markets such as Western Sydney.

2. EXPEDITE PSP PROCESS

Pilot and refine a 'PSP lite' framework for upcoming industrial PSPs. This would reduce burdens on industry, provide clarity to landholders, and drive private sector investment. This aligns with the recommendations of the Property Council of Australia.

3. OPTIMISE EXISTING SSIPS

Commence annual 'health check' reporting on the Big 3 SSIPs including:

- Zoned and unzoned and timing of new supply and take up rates.

- A schedule of actions to remove infrastructure roadblocks to existing supply.

We support Property Council of Australia's recommendation to publish how roads, drainage, power, and servicing will be funded and accelerated to provide greater market confidence.

4. UPDATE THE PLANNING FRAMEWORK TO IDENTIFY NEW SUPPLY

- Update and expand Plan for Victoria Industrial Land Action beyond unlocking existing land to identify new freight-connected SSIP supply.

- Review and update *Melbourne Industrial and Commercial Land Use Plan*

- Identify the next generation of SSIP sites.

Industrial land should be planned as economic infrastructure, not simply as a land-use issue. Melbourne's future competitiveness depends on ensuring a sufficient pipeline of strategically located industrial land. We need to start planning now for the next generation of SSIPs sites.

SECURING MELBOURNE'S INDUSTRIAL LAND FUTURE



Quantify Strategic Insights

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This document summarises research and analysis prepared by Quantify Strategic Insights (QSi). We acknowledge QSi's contribution and expertise.

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