



FISHERMANS BEND BUSINESS FORUM

REPRESENTING THE VIEWS OF BUSINESS

FBBF Newsletter, September 2019

Next Phase of Planning for GMH Site underway

The State Government through the Department of Jobs, Precincts and Regions (DJPR) has engaged global consulting firm Ernst & Young to prepare a Strategic Value Creation and Capture Plan for the former GMH site at Fishermans Bend.

The University of Melbourne has committed to seven hectares of the former GMH site for its Engineering School and research facilities. Fishermans Bend Business Forum is aware that the government wants it to be the centre of new innovative advanced manufacturing industries. We believe that the model should be an industry campus along the lines of Brainport Industry Campus in Eindhoven (pictured right) in the Netherlands.

The linkage came about when the FBBF founding chairman Stephane Fayd'herbe undertook a business trip to Europe last northern summer. He made time in his schedule to visit the Automotive Campus in Helmond Holland that forms part of Brainport. *(cont. over)*



Brainport Industry Campus Eindhoven in the Netherlands claims the title of the smartest square kilometre in Europe.



Leaders in MaaS from the Automobile Campus, Helmond Holland to share experiences in Melbourne this coming November.

FBBF to host Delegation from the Netherlands

Fishermans Bend Business Forum along with the Australian Road Research Board are planning to host a delegation from Holland who are planning to visit Australia for the Smart Cities Week in Sydney in late October. The delegation will include representatives of local government, developers and manufacturers of autonomous and connected vehicles and strategic planners and researchers in the area of mobility as a service (MaaS).



Artists Impression of the GMH site

(cont. from page 1) This is the next stage in the process that began in September 2016 when the Government purchased the site for \$130 million paving the way for plans to develop a leading design and engineering precinct. Subsequently the University of Melbourne contracted to buy part of the site as part of its almost \$1 billion commitment to create a world-class engineering school for the 21st century.

The study will look at ways the site may be used to capture value that has strategic benefit to the State of Victoria. It will also look at models for the future ownership and management of the important piece of developable land.

The entire site is 37.7 hectares or the equivalent of approximately nine CBD blocks and is just 5 kilometres from Melbourne's CBD.

FBBF looks forward with engaging with the Department of Jobs, Precincts and Regions and the Fishermans Bend Development Board as the process evolves.

FBBF President Richard Blackman stated, "Scale is important, and 33 hectares offers a wonderful opportunity. We have pointed the consultants to the Brainport Industry Campus in Eindhoven Holland that claims the title of the smartest square kilometre in Europe with 42% of all patents registered in Holland coming from businesses and institutions located there."

"On our radar is Shenzhen Open Innovation Lab in Southern China, a great example of nimble innovation taking ideas to design, to prototyping, to production in record time." Mr Blackman said.

Key to the fulfilment of the vision will only be resolved if the core issues are settled as a result of the EY study.

The questions that FBBF put to the consultants were:

- Will the government retain ownership of the site so that rents will be attractive enough for start-ups and early stage enterprises?
- Is a model of Public Private Partnership (PPP) the way to attract the investment needed to stimulate social benefit in a similar fashion to the funding of the Melbourne Convention and Exhibition Centre funded by the Plenary Group?
- What is the best management arrangement for a site that needs an in-depth understanding of innovation clusters and is entrepreneurial in a way that the public sector finds challenging?
- What can be learned from the "maker culture" and co-worker spaces that are thriving around the world?
- Who has the capacity and desire to fund the core buildings around which the site will develop? The University of Melbourne will start the works but government, private developers and PPP partners will need to think boldly and with a long term vision.

Members are encouraged to connect and send their thoughts via email at fbbf@optusnet.com.au

Does your business fit within an Innovation Cluster?

We are all aware of the power of the industries that have clustered around Silicon Valley, but clustering of industries goes right back to the craft guilds of the early industrial revolution. The original concept of Business Cluster which Michael Porter called “Geographically proximate group of interconnected companies and associated institutions in a particular field”

As we move rapidly into the fourth industrial revolution the concept of clusters of innovation (COI) has evolved. Silicon Valley is one example, but others include the bio-medical hub around Parkville in Melbourne.

In a paper in the California Management Review defined clustering as “global economic hot spots where new technologies germinate at an astounding rate and where pools of capital, expertise, and talent foster the development of new industries and new ways of doing business.”

Educational and research institutions, in particular universities can foster innovation as knowledge creation and diffusion centres, providing companies with valuable background expertise and skilled workers, and being a source of entrepreneurial activities and entrepreneurs that these activities generate. The decision of the University of Melbourne to locate the School of Engineering on the former General Motors Holden site will provide a catalyst for innovation.

Other factors that supports Fishermans Bend's future as a national employment and innovation cluster are; support from government and public institutions, the presence of multinational companies and collaboration of players with a common interest.

Fishermans Bend Business Forum has developed a deep understanding of the businesses that are located in Fishermans Bend by putting together a database of businesses in each of the five precincts and in the adjoining areas. Three industry sectors have emerged as existing dynamic clusters.



Fishermans Bend Development Board member Susan Oliver AM (left) and Board Chair Meredith Sussex AM meeting with Roger Savage, owner of Soundfirm, Australia's largest independent pictures and sound post production company.

The Mobility Cluster

Cars reliant on petroleum will progressively over time transition to electric or hydrogen fuel cell technologies. General Motors and Toyota are both increasing their design and engineering teams in Fishermans Bend. Also located in Fishermans Bend is the Nation Transport Research Centre operated by the Australian Road Research Board, iMove which is the Cooperative Research Centre for Transport and ITS. Intelligent Transport Systems delivering safer, more efficient and environmentally sustainable transport solutions. Australia.

Other commercial businesses include, Sensys Gatso Australia a Swedish based company that is the leading provider of traffic safety solutions delivering systems, software and services primarily for automatic traffic enforcement globally such as red-light camera and speed monitoring systems.

The Digital Creative Cluster

Fishermans Bend is the home to over 30 companies involved in film and digital postproduction, studio hire, camera equipment hire, outside broadcast equipment and set design. The advent of digital effects offers an opportunity to expand including the further expansion of the digital games industry. FBBF is assisting government to identify the opportunities through the creation of the Creative Tech Hub concept. International engineering and consulting firm AECOM, produced a publication Transforming Fishermans Bend: Unlocking innovation and jobs for Melbourne, that set out a vision for Fishermans Bend as a functioning Employment and Innovation Cluster (EIC). A recent workshop was hosted by AECOM and the Committee for Melbourne looked at the role of the creative industries in this evolution.

In September 2017 the UK Government announced funding of a Creative Industries Clusters Programme, designed to create a step-change in collaboration between the country's internationally-renowned creative industries and universities across the UK. FBBF believes that the film, TV and games to design would benefit from collaboration with R&D centres that will be attracted to Fishermans Bend.

The Heavy Construction Materials Cluster

The Heavy Construction Materials Industry is vital to the nation's building and construction industries and underpins the development of Australia's physical infrastructure. It generates approximately \$15 Billion in annual revenues and employs approximately 30,000 Australians directly and a further 80,000 indirectly. Fishermans Bend plays a vital role in this industry with the Melbourne Cement Facilities on Wharf 26 and 27 on Lorimer Street.

Open Innovation Lab – A call for Makerspaces in the Fishermans Bend GMH site.



The master plan for the General Motors Holden site that the government purchased for \$130m in 2016 should include makerspaces.

FBBF believes that re-purposing some of the buildings on the GMH site is only the first step. A Federal Government financial package for grants to fund start-ups aimed at advanced manufacturing and prototyping new inventions would provide much welcomed stimulus.

By way of example, a model developed by the Chinese government to create zhongchuang kongjian or “makerspaces for the people,” is worthy of consideration. Under the policy, funding is provided for makerspaces and incubators with the objectives of bridging the divide between researchers, students, and private companies.

As at 2016, the Ministry of Science and Technology reported that 4,298 makerspaces opened in China. Many were endowed with government financing, subsidized rent, and high-end tools and technology, like 3D printers and laser cutters.

The hubs bring together a critical mass of people to access expertise and facilities and make better use of talent and technology. While innovation will take place across the community, a designated hub provides focus, and acts as a beacon to attract startups and small and medium-sized enterprises.

**Become an FBBF member,
know what's going on and
have your say.**
**We're working on the issues
that directly effect your
businesses future.**

Go to www.fishermansbendbusinessforum.com.au
fill in the contact form and send.
One of our team will be in touch with you.



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BUSINESS FORUM**

REPRESENTING THE VIEWS OF BUSINESS

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