



# Frank McGuire MP

## Member for Broadmeadows

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Committee Secretary  
Parliament Standing Committee on Public Works  
PO Box 6021  
Parliament House  
Canberra ACT 2600

Friday 10 February 2017

Dear Committee Secretary,

### **RE: Proposed Melbourne Immigration Transit Accommodation Project**

*Submission from the Victorian Government's Parliamentary Secretary for Medical Research and Parliamentary Secretary for Small Business and Innovation, MLA for Broadmeadows, Frank McGuire to the Australian Parliamentary Standing Committee on Public Works concerning the proposed Melbourne Immigration Transit Accommodation Project in Broadmeadows.*

#### **1. Introduction**

- 1.1 The Australian Government's plan to build a detention centre housing convicted paedophiles, drug traffickers and members of outlaw bkie gangs in Broadmeadows is so flawed it highlights why Australia's system of government is broken and must urgently be fixed.
- 1.2 The Department of Immigration and Border Protection's plan cannot be justified on economic, social or heritage grounds and represents the triumph of politics over rational decision making.
- 1.3 The Turnbull Government's plan to build a jail for high and extreme risk detainees fails the Commonwealth's paramount obligation – to attain the highest and best use of valuable land.
- 1.4 Instead, this plan represents the lowest and worst use of a strategic asset, especially for the Turnbull Government's election winning priority "jobs and growth."
- 1.5 The opportunity cost of using such a valuable site for a non-productive purpose has not even been evaluated. How almost \$30 million can be better used as a catalyst for economic development, must be assessed as a matter of urgency by the Parliamentary Standing Committee on Public Works and presented as an alternative use of this valuable asset. This evaluation should take into account the strategy outlined in *Creating Opportunity: Postcodes of Hope*. (See Attachment) This provides the economic, social and heritage perspectives lacking in the submission from the Department of Immigration and Border Protection.
- 1.6 The Department of Immigration and Border Protection's plan symbolises the failure of the silo mentality, of a Government Department pursuing its agenda to the exclusion of higher value opportunities and community views and expectations.

- 1.7 The Department of Immigration and Border Protection’s statement of evidence defines its motivation as a money making exercise “allowing the closure and sale of Maribyrnong IDC, which will generate significant savings.” (Submission 1, clause 3.6., Long Term Use)
- 1.8 Instead of the Australian Government budgeting almost \$30 million to house 140 detainees, the funds should be invested in a catalyst for economic development so the Turnbull Government can honour its election priority where jobs are needed most.
- 1.9 Deindustrialisation in a time of terror is a national concern. Coalition Governments have relegated Melbourne’s North to the status of managed decline. Such a fate proved disastrous for England’s North under the Thatcher Government. Unemployment in Broadmeadows rose to 26.4 per cent, higher than Spain and equal to Greece – countries suffering the worst jobless rates among developed nations in 2014, during the convergence of state and federal Coalition Governments. Youth unemployment was more than 40 per cent. Australia’s Department of Employment could not tell me the rate of disengagement of 16-24 year-olds neither working nor learning. Such an unemployment rate was worse than Detroit’s peak of 24.9 per cent during the demise of America’s auto industry in 2009.
- 2.0 A detention centre housing convicted paedophiles, drug traffickers and members of outlaw bikie gangs is the last stigma one of Australia’s most disadvantaged districts needs at its most vulnerable time.**
- 2.1 Broadmeadows is hardest hit by the end of the Ford Motor Company’s manufacturing with the loss of 650 direct jobs marking the end of an era and way of life.
- 2.2 Seeking to avoid a social catastrophe, in early December 2016, I wrote to Prime Minister, Malcolm Turnbull, whom I worked collaboratively with for years on the campaign for Australia to become a republic, seeking a unity ticket addressing the threat of terrorism, crime and welfare dependency while delivering jobs and growth where they are needed most.
- 2.3 The strategy is to create opportunity to turn so-called postcodes of disadvantage into Postcodes of Hope. It identified more than \$1 billion in unspent funding that could be harnessed.
- 2.4 *Creating Opportunity: Postcodes of Hope* addresses turning abandoned land into key assets including the future use of the Maygar Barracks (p11). This strategy highlights how aggregating land and creating employment clusters deliver a much higher value and better land use.
- 2.5 Social implications of ignoring such a strategy are perilous. Australia is one of the richest nations, Melbourne is acclaimed as the world's most liveable city but postcodes of disadvantage are bearing a greater burden and complexity. The critical insight into poverty, unemployment and crime is that a quarter of prisoners come from just two per cent of postcodes. This disclosure from *Dropping off the Edge*, the Jesuit Social Services report in 2015, was reinforced by Victoria's Ombudsman, Deborah Glass, highlighting the well-evidenced link between disadvantage and offending.
- 2.6 Such issues are too important for partisanship. The political system must change to avert a social catastrophe. Opportunities are significant, challenges are daunting and threats are dangerous if wilful blindness and lack of a coordinated plan prevail. This is vital for Melbourne’s North, where one in 20 Australians is predicted to live within two decades.

- 2.7 In *Creating Opportunity: Postcodes of Hope* I've delivered a plan harnessing assets including the most affordable land within 20 kilometres of Melbourne's central business district, blue-chip infrastructure and innovation for jobs.
- 2.8 Closure of Ford's iconic assembly lines marked the end of an era and way of life for blue-collar workers whose muscle, sweat and manufacturing nous underwrote prosperity for generations but the company has since announced a strategic investment turning its Broadmeadows innovation hub into the centre of product development for Asia. Ford's spending on research and development in Australia this year is predicted to increase by 50 per cent to \$450 million, with white collar engineering and design jobs in Melbourne's North forecast to increase by 400 to 1,500.
- 2.9 An Australian Government initiative concerns the Automotive Transformation Scheme designed to help supply chain businesses survive by finding new markets, which largely failed where it was needed most, given the closure of large auto suppliers in Melbourne's North.
- 3.0 My request to the Prime Minister was how much of the unspent \$1.324 billion from this scheme will he reinvest in collaboration with the Victorian Government or the private sector as a catalyst for jobs and growth in Melbourne's North, particularly its capital, Broadmeadows because deindustrialisation in a time of terror is a national concern.**
- 3.1 The letter to the Prime Minister also highlighted the insight the Australian Government had into pending danger from the nation's leading security agency. When former Prime Minister, Tony Abbott visited ASIO, his photo opportunity identified Campbellfield, home to Ford's Australian headquarters, as a potential hotspot for terrorist recruitment.
- 3.2 Unemployment in Broadmeadows rose to 26.4 per cent during the convergence of state and federal Coalition Governments. This rate was higher than Spain and equal to Greece – countries suffering the worst jobless rates among developed nations in 2014 and higher than Detroit's peak of 24.9 per cent in 2009 during the decline of the American automotive industry. Australia's Department of Employment could not tell me the rate of disengagement of 16-24 year-olds neither working nor learning in Broadmeadows which is now the most vulnerable and hardest hit community following the closure of Ford's local manufacturing.
- 3.3 My letter to the Prime Minister added social context missing from the Department of Immigration and Border Protection's submission. Broadmeadows has evolved into virtually a united nations in one neighbourhood with families from more than 160 countries calling Australia home but is in danger of entrenched enclaves of disadvantage. Twice as many Muslim families as any other State district live side-by-side with Christian refugees escaping the war in Iraq and slaughter in Syria.
- 3.4 The *Australian Financial Review* summed up the threat in 2015 with the headline: "Malcolm Turnbull's terror response needs less Thucydides and more Broadmeadows." Political editor Laura Tingle highlighted the gap in Australia's anti-terrorism response – disadvantage as a cause of alienation. "In the wake of the Paris attacks, a very poor area of Brussels – Molenbeek – became the focus of considerable counter-terrorism operations. Its unemployment rate is around 30 per cent."
- 3.5 One of the best anti-radicalisation strategies is a job connecting the disconnected. One of the most effective national security responses is community engagement, I proposed to the Prime Minister and have repeatedly advocated in Parliament and the media.

- 3.6 Likewise, *The Australian* editorialised that the best form of welfare is gainful employment in its September report on intergenerational joblessness in Broadmeadows, self-described as “a thought provoking segue from Australia’s celebration of 25 years’ uninterrupted economic growth.”
- 3.7 ALP leader, Bill Shorten and director of the Australian Industry Group, Tim Piper were keynote speakers at my Economic and Cultural Development conference in October. The crucial partner to complete a unity ticket is the Australian Government, providing opportunity and hope where industries have collapsed.
- 3.8 My worst fears were realised when most of the suspects arrested for the alleged Christmas Day terrorist plot were identified as living in postcodes of disadvantage in the electorate of Broadmeadows. Their alleged motives are expected to be disclosed in court.
- 3.9 Meanwhile, I await a response from the Prime Minister given that economic and national security are priorities in his new year’s message.
- 4.0 Priority one for the assessment of this project is the highest and best use of this land. It must therefore be defined in terms of the opportunity cost if it is merely a detention centre, instead of a catalyst for economic development.**
- 4.1 Here is a summary of the significance of the site and the higher value that can be harnessed. Former Victorian Premier, John Brumby, designated Broadmeadows capital of Melbourne’s North where one in 20 Australians is predicted to live within two decades. The increase of half a million people means the population, already more than four times the size of Victoria’s second largest city Geelong, will match the current size of Adelaide.
- 4.2 Boasting Australia’s largest concentration of advanced manufacturing, Melbourne’s North also features the highest proportion of undeveloped industrial land in Melbourne - about 60 per cent - defining it as the most sustainable and affordable region to cope with population growth.
- 4.3 The most affordable land within 20kms of the heart of the world’s most liveable city, blue-chip infrastructure and booming population provide the opportunity capital seeks to help create a 21st century vision.
- 4.4 Broadmeadows is also an iconic flashpoint for defining national concerns: globalisation and the demise of local manufacturing, population growth and multiculturalism, new industries and jobs. It offers key assets for revitalisation boasting two rail lines and a spur into the Ford site; the expanding Tullamarine freeway nearby, a ring road, Sydney Road and Melbourne’s curfew-free international airport at its backdoor. The Camp Road site is only 15 kilometres from the central business district.
- 4.5 It would be economically and socially irresponsible to squander this site for political expediency.
- 4.6 Therefore, I am proposing that Broadmeadows to be a centre to deliver the Land 400 project. Victoria has a proven record with military land vehicles with expertise in engineering, design and technology. Leading research and development sectors are bolstered by a world-class tertiary education system. Broadmeadows provides Victoria’s most appropriate site, internationally acclaimed innovation, leading technology and the skilled workforce to deliver this project of national significance.

- 4.7 Fittingly, Broadmeadows became a household name when it answered the challenge of war. Diggers, Light Horsemen and Victoria Cross winners were trained and dispatched from its army camp, the Maygar Barracks, to fight at Gallipoli in a defining battle for Australia and Turkey. The significance of its heritage is missing from the Department of Immigration and Border Protection's submission.
- 4.8 For generations Broadmeadows has been an engine-room of Australian manufacturing. Projects such as developing 225 Combat Reconnaissance Vehicles to replace the current Australian Light Armoured Vehicle fleet are critical to the future of Broadmeadows and align with its history and heritage far better than an unwanted detention centre.
- 4.9 The Victorian Government has a proposal with the two shortlisted bidders for the Land 400 Project – BAE Systems Australia and Rheinmetall Defence – to base their activities in Victoria. The Land 400 project would provide an important catalyst for the Australian Government to honour its election priority.
- 5.0 Broadmeadows remains a world leader in innovation, exporting life-saving blood products globally from Australia's leading manufacturer, CSL and the innovation hub delivering the evolution behind Ford's highest selling models. Ford recently underscored this importance with a strategic investment turning its Broadmeadows innovation hub into the centre of product development for Asia. Ford's spending on research and development in Australia this year is predicted to increase by 50 per cent to \$450 million, with white-collar engineering and design jobs in Melbourne's North forecast to increase by 400 to 1500.**
- 5.1 The Australian Government announced a \$50 billion investment in submarine manufacturing to help make up for the demise of the automotive manufacturing industry in South Australia. An Australian Government initiative, the Automotive Transformation Scheme designed to help supply chain businesses survive by finding new markets, while well-intended, largely failed Melbourne's North, given the closure of large auto suppliers.
- 5.2 I wrote to the Prime Minister and Minister for Industry, Innovation and Science, Greg Hunt, in early December, seeking how much of the unspent \$1.324 billion from this scheme will be reinvested in collaboration with the Victorian Government or the private sector as a catalyst for economic development in Melbourne's North, particularly Broadmeadows because deindustrialisation in a time of terror is a national concern.
- 5.3 It's time for a unity ticket addressing the threat of terrorism, reducing crime and welfare dependency and delivering jobs and growth where they are needed most, I proposed. Put simply, it's time to turn postcodes of disadvantage into Postcodes of Hope.
- 5.4 Evidence and urgency are compelling. Australia is one of the richest nations, Melbourne is acclaimed as the world's most liveable city but postcodes of disadvantage are bearing a greater burden and complexity.
- 5.5 Such issues are too important for partisanship. The political system must change to avert a social catastrophe.

- 5.6 Unemployment in Broadmeadows rose to 26.4 per cent during the convergence of state and federal Coalition Governments. This rate was higher than Spain and equal to Greece – countries suffering the worst jobless rates among developed nations in 2014 and higher than Detroit’s peak of 24.9 per cent in 2009 during the decline of the American automotive industry. Australia’s Department of Employment could not tell me the rate of disengagement of 16-24 year-olds neither working nor learning in Broadmeadows which is now the most vulnerable and hardest hit community following the closure of Ford’s local manufacturing.
- 5.7 Broadmeadows has evolved into virtually a united nations in one neighbourhood with families from more than 160 countries calling Australia home but is in danger of entrenched enclaves of disadvantage. Twice as many Muslim families as any other State district live side-by-side with Christian refugees escaping the war in Iraq and slaughter in Syria.
- 5.8 The Australian Financial Review summed up the threat in 2015 with the headline: “Malcolm Turnbull’s terror response needs less Thucydides and more Broadmeadows.” Political editor Laura Tingle highlighted the gap in Australia’s anti-terrorism response – disadvantage as a cause of alienation. “In the wake of the Paris attacks, a very poor area of Brussels – Molenbeek – became the focus of considerable counter-terrorism operations. Its unemployment rate is around 30 per cent.”
- 6.0 One of the best anti-radicalisation strategies is a job connecting the disconnected. One of the most effective national security responses is community engagement, I proposed to the Prime Minister and have repeatedly advocated in Parliament and the media.**
- 6.1 Likewise, *The Australian* editorialised that the best form of welfare is gainful employment in its September 2016 report on intergenerational joblessness in Broadmeadows, self-described as “a thought provoking segue from Australia’s celebration of 25 years’ uninterrupted economic growth.”
- 6.2 ALP Leader, Bill Shorten and director of the Australian Industry Group, Tim Piper were keynote speakers at my Economic and Cultural Development conference in October. The crucial partner to complete a unity ticket is the Australian Government, providing opportunity and hope where industries have collapsed.
- 6.3 My worst fears were realised when most of the suspects arrested for the alleged Christmas Day terrorist plot were identified as living in postcodes of disadvantage in the electorate of Broadmeadows. Their alleged motives are expected to be disclosed in court. Meanwhile, I await a response from the Prime Minister given that economic and national security are priorities in his new year’s message.
- 6.4 The Australian Government is asking one community to bear an intolerable burden.
- 6.5 The Turnbull Government announced before last year’s federal election a \$50 billion investment in submarine manufacturing to make up for the demise of the automotive industry in South Australia where there was a cluster of marginal seats, while so far denying access to \$1.3 billion to communities in safe Labor seats in Melbourne’s North.
- 6.6 If this detention centre proceeds, I call on the Parliamentary Standing Committee on Public Works to recommend the Australian Government provides compensation to the Broadmeadows electorate.

- 6.7 This can be delivered through the coordinated strategy *Creating Opportunity: Postcodes of Hope* to deliver new industries and jobs. Compensation could include:
- Reinvestment from the unspent \$1.324billion identified remaining in the Automotive Transformation Scheme.
  - Guaranteed investment in Broadmeadows from the windfall gain from the sale of the Maribyrnong detention centre. This investment should be drawn down in anticipation of the sale. Collaboration with the Victorian Government and the private sector could be coordinated to trigger lifelong learning, jobs and growth.
  - The Australian Government negotiates with the Victorian Government to secure any future deals for the automotive industry, advanced manufacturing and the Land 400 project.
  - Broadmeadows to become a Redevelopment Zone or access one of the Commonwealth's City Deals.
  - One of the Federal Government's medical technology and pharmaceutical industry growth centres to be established in Broadmeadows.
  - Funding proposed by the Abbott and Turnbull Governments to address anti-radicalisation and build a cohesive community must be audited and its investment in the Broadmeadows electorate allocated on a needs basis, given the extra burden the City of Hume is bearing in taking the lion's share of humanitarian refugees coming to Victoria from the war in Iraq and the slaughter in Syria.
- 6.8 Such compensation measures are the least the Australian Government should deliver given the way it has dismissed the local community's previous rejection of a high security detention facility in Broadmeadows through its "Links not Locks" campaign and the extreme economic and social stress this community now confronts during deindustrialisation in a time of terror.
- 6.9 Wilful blindness is no longer an excuse.

Yours faithfully,

**Frank McGuire MP**

Member for Broadmeadows  
Parliamentary Secretary for Medical Research  
Parliamentary Secretary for Small Business & Innovation

# Creating Opportunity

## Postcodes of Hope

**Frank McGuire**

**Member for Broadmeadows**

**Parliamentary Secretary for Medical Research**

**Parliamentary Secretary for Small Business and Innovation**

**Strategy 2016**





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# Electoral Region NORTHERN METROPOLITAN

Area: 536.30 sq km



**Legend**

- District Boundary
- Municipality Boundary
- Locality Boundary

**Map Symbols**

- Freeway
- Main Road
- Collector Road
- Road
- Railway
- River/Creek
- Lake
- Park & Reserve

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KILOMETRES

Data sets for alignment  
 Locality as of March, 2013  
 Property grids of April, 2013

Map prepared by the Victorian Electoral Commission  
 Mapping spatial data provided by Department of Environment and Primary Industries  
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## Introduction

One in 20 Australians is predicted to live in Melbourne's North within two decades, where the increase of half a million people means the population, already more than four times the size of Victoria's second largest city Geelong, will match the current size of Adelaide. Boasting Australia's largest concentration of advanced manufacturing, Melbourne's North also features the highest proportion of undeveloped industrial land in Melbourne - about 60 per cent - defining it as the most sustainable and affordable region to cope with population growth.<sup>1</sup> Proximity to the heart of the world's most liveable city, affordable land, blue-chip infrastructure and booming population provide the opportunity capital craves to help create a 21st century vision.

Former Premier, John Brumby, designated Broadmeadows the capital of Melbourne's North. Its fate highlights critical challenges confronting Australia: globalisation and the demise of local manufacturing, the demands of population growth driving economic activity and multiculturalism. Broadmeadows is the flashpoint for such defining national concerns but offers key assets for revitalisation. Only 16 kilometres from the central business district, it boasts two rail lines, and a spur into the Ford site; has the expanding Tullamarine freeway nearby, a ring road, Sydney Road and Melbourne's curfew-free international airport at its backdoor.

Opportunities are significant, challenges are daunting and threats are dangerous if wilful blindness, political bias and the lack of a coordinated plan prevail. When Tony Abbott visited ASIO his prime ministerial photo opportunity identified Campbellfield as a potential hotspot for terrorist recruitment. Home of the Ford Motor Company's Australian headquarters, Campbellfield is where the iconic assembly lines have fallen silent. Holden and Toyota trigger the demise of Australia's once proud passenger car manufacturing and a domino effect closing supply chain companies. Closures mark the end of an era and way of life. Loss of identity is felt like a death in the family. Broadmeadows is hardest hit and most vulnerable.

Victoria's poorest community whose muscle, sweat and manufacturing nous have underwritten prosperity for generations reveals the tale of two lifestyles in the world's most liveable city.



Premier Dan Andrews' Back to Work strategy has been successful but the Australian Government must participate.



Broadmeadows matters because it symbolises hope. The history of one of the earliest settled parts of Victoria has largely been overlooked or forgotten. The year Australia became a nation, the country's only saint, Mary MacKillop, helped establish a Foundling Home delivering respite care for mothers and babies suffering illness or poverty. In 2011, Australia's only princess, Mary Crown Princess of Denmark, visited the Hume Global Learning Centre to support innovation protecting children from cyber bullying. Broadmeadows became a household name when it answered the challenge of war. Diggers, Light Horsemen and Victoria Cross winners were trained and dispatched from its army camp to fight at Gallipoli in a defining battle for Australia and Turkey. Post World War II, Australia's economic challenge was to populate or perish. A fresh start beyond the burden of history is one of Australia's greatest gifts and migrants gratefully answered the call. With the ebb and flow of history, part of the army camp was converted into a migrant hostel where large numbers of Turkish families first called Australia home. Today the compound includes a refugee centre.

The Housing Commission of Victoria acquired 5,000 acres of land in the 1950s to build a model city and Broadmeadows has been grappling with the problems ever since.<sup>2</sup> Melbourne's Olympic year proved seminal. Premier Henry Bolte sold a large parcel of green wedge land to the Ford Motor Company in 1956 in a secret deal costing hundreds of thousands of pounds instead of millions of pounds, the Member for Northern Province, the Hon. J. W. Galbally told the Victorian Parliament 60 years ago. An electrified railway line was an added benefit.<sup>3</sup> Australia's post-war settlement and multiculturalism were forged on factory floors in Broadmeadows as it evolved into an economic engine-room. Hopes of families, including my own, grew out of the desolate landscape, as recalled in my inaugural speech to Parliament.

When the last streamer snapped and the ship slipped the mother country's embrace, Bridie and Eddie McGuire Sr. began a journey for the generations. Like wave upon wave of post-war migrants, my parents had the imagination to dream of a better future for our family and the courage to cross the world to pursue it - beyond the rancour of the march and the nightmare of the dark, where all the dogs of Europe bark.

When we arrived in Broadmeadows in 1959 it was a raw fringe at the end of the line. The systemic failure of governments to deliver the necessary infrastructure to build a community meant there were so few pavements between our home and the railway station that mum left her muddy shoes on the platform, standing alongside those of other job seekers. Dad joked there were so many Scottish thistles he could never be homesick.

Dad never failed to remind our family that Broadmeadow was a 'dream come true' – the opportunity for regular work, a home of one's own, the sun on your back, even with snow white skin in a sunburnt country. Mum called our concrete housing commission home the answer to a prayer, even though it had to be hosed down in summer before you could sleep. My parents are intelligent people denied formal education and greater opportunities in life. Mum taught my sisters, Evelyn and Brigitte, my brother Eddie and me to read before we went to school; then worked on assembly lines to give us a better education, the key to opportunity. Dad dug ditches.<sup>4</sup>

Prime Minister, Robert Menzies and Premier Bolte attended the opening of the Ford plant in January 1960 accompanied by the RAAF band and fluttering flags representing 43 countries where Ford operated.<sup>5</sup> Dancing girls and an orchestra welcomed the first Falcon, the XK. <sup>6</sup> Row upon row of pastel coloured concrete homes, hot-boxes in summer and ice-boxes in winter, were built for families derided as factory fodder. Slum reclamation meant poor families who found temporary accommodation in Royal Park's Camp Pell were "decanted"<sup>7</sup> into Victorian Housing Commission estates, including Broadmeadows, in the countdown to the Olympic Games.

In 1964, the first parish priest at St. Dominic's wrote to Prime Minister Menzies pleading for funds to meet local education needs: "Most of the people are new arrivals, faced with the task of furnishing new homes on limited incomes and practically all of them have young families. It would seem that our people are unable to rise to any greater heights of sacrifice; they have reached the peak of giving and just cannot give any more." Despite Fr. Flanagan's appeal, the Prime Minister's Department declared the issue a state matter. The state minister offered sympathy but no money.

Thousands of residents signed a petition to establish civilisation's foundation for education - a public library. The local council rejected the proposal mounting the Orwellian argument that a library would be a luxury in this blue-collar community.

Victoria's leading mandarin, Maj.-Gen. Ken Green, confessed to me on his retirement as the head of the premier's department in the 1980s that Broadmeadows was the biggest failure in a generation of government. Lack of coordination, even in one tier of Government revealed systemic failure and wilful blindness. Labor's longest serving Victorian Premier, John Cain tried to address rising law and order and economic development concerns during the 80s but forty years passed between the petition and the opening of the public library. Launched as the keystone of the Hume Global Learning Centre in 2003, it addressed infrastructure and education deficits, harnessing the three tiers of government, business and civil society in a ground breaking model, the Global Learning Village.<sup>8</sup> The petition signed with elegant handwriting and the aspirations of a generation, was showcased under glass at the opening, at my insistence.

Talent is not defined by demographics but too often opportunity is. Establishment of an ideasLAB<sup>9</sup> brought Silicon Valley to Broadmeadows to help connect the disconnected using technology for teaching and learning. The partnership between Microsoft, Intel and Cisco Systems was critically needed in the community where Internet uptake was among Victoria's lowest. Such collaboration was second only to London.

The Bracks-Brumby Governments made the most significant education investment - \$110 million. The Broadmeadows Regeneration project merged 17 dilapidated schools into nine contemporary campuses, winning awards for architecture and innovation. Creative programs evolved to include partnerships with the Melbourne Symphony Orchestra instilling appreciation of the arts, Stephanie Alexander's Kitchen Garden teaching children to grow vegetables and cook healthy food and the Side-by-Side project promoting social cohesion.<sup>10</sup> A century after Australians and Turks exchanged water and chocolate amid the heat, snow and slaughter of Gallipoli, the Johnnies and the Mehments *live* side-by-side in Broadmeadows, home to Victoria's largest Turkish population. Accents changed but not aspirations. In 1997, the local Turkish community placed a \$20 deposit on a school, a month later adding \$50,000 and a year later \$350,000 to establish a campus that has evolved into Sirius College, now achieving some of Victoria's highest ATAR scores and university completion rates.

Greater innovation was essential. Broadmeadows endured one of Victoria's lowest tertiary participation rates. The creative response was Australia's first Multiversity established using technology and a network of tertiary institutions. Through the Multiversity, Kangan Institute offers TAFE certificates and Deakin, La Trobe and Victoria University offer degrees.

Lifelong learning through the Global Learning Village now ranges from digital pre-school reading to post graduate degrees in one building in Broadmeadows. The model has been replicated in numerous communities. (See Global Learning Village.)<sup>11</sup>

Creating the vision, plan and partnerships for the Global Learning Village in conjunction with the Hume City Council which championed the cause, led to a nomination for an international Metropolis Award in 2011. The model for establishing smarter, healthier, better connected and sustainable communities was showcased to 130 cities. In retirement, John Cain remained long-time chair of the Global Learning Village advisory board.

Premier John Brumby extended the Broadmeadows train line to Coolaroo and Craigieburn addressing population growth and economic development but health remains an entrenched problem and question of equity. Families in one of Victoria's poorest communities donated millions of dollars decades ago for a Broadmeadows hospital. It was never built. Instead, a former Liberal Government invested in a hospital only a short drive from Melbourne's cluster of major teaching hospitals, in the marginal seat of Essendon. Dubbed the "Yes Minister" hospital when it opened because equipment was still wrapped in plastic and there were no patients, it did little to alleviate mounting demand where it was critically needed. Dianella Health received the donations from Broadmeadows families offering local services in conjunction with the Northern Hospital. Federal Labor funded a GP super clinic and the Andrews Government has committed almost \$20 million for a surgery in Broadmeadows but the burden of disease and systemic problems remain harmful, according to the Grattan Institute's 2016 report, 'Perils of Place.'

*"When people end up in hospital for diabetes, tooth decay, or other conditions that should be treatable or manageable out of hospital, it's a warning sign of system failure. Australia's health system is consistently failing some communities.*

*Places such as Mount Isa and Palm Island in Queensland, and Broadmeadows and Frankston in Victoria, have had appalling rates of potentially preventable hospital admissions for at least a decade. 'Place' helps to shape people's health experiences through many different physical, social, economic and psychological exposures.*

*Health services are also organised geographically. The conditions in which people are born, grow, live, work and age ('social determinants of health') are intimately linked to place.*

*The World Health Organisation recognises them as the major causes of unjust and avoidable health differences.*"<sup>12</sup>



## Tipping Point

Coalition Governments have relegated Melbourne's North to the status of managed decline. Such a fate proved disastrous for England's North under the Thatcher Government. Unemployment in Broadmeadows rose to 26.4 per cent, higher than Spain and equal to Greece – countries suffering the worst jobless rates among developed nations in 2014, during the convergence of state and federal Coalition Governments. Youth unemployment was more than 40 per cent. Australia's Department of Employment could not tell me the rate of disengagement of 16-24 year-olds neither working nor learning. Such an unemployment rate was worse than Detroit's peak of 24.9 per cent during the demise of America's auto industry in 2009.<sup>13</sup>

The political system must change to address a pending social catastrophe and make the most of the opportunities Melbourne's North provides. Australia's leading manufacturing company, CSL celebrates its centenary next year and evolution into a \$46 billion international enterprise exporting life-saving blood products from its manufacturing base in Broadmeadows. Disturbingly, CSL built a \$500 million plant in Switzerland for three new products and warned a Senate Inquiry in 2014: "Australia is a relatively unattractive location...to commercialise locally developed intellectual property into global markets."<sup>14</sup> Rewards from Australia's ideas mining boom should be manufactured in Broadmeadows not abroad. Such a result is a folly. Postcodes of disadvantage are bearing a greater burden and complexity, Jesuit Social Services declared in their 2015 report *Dropping off the Edge*,<sup>15</sup> noting that a quarter of prisoners come from just two per cent of the state's postcodes. Victorian Ombudsman, Deborah Glass restated the well-evidenced link between disadvantage and offending<sup>16</sup>. Growing up in a disadvantaged neighbourhood where crime is rife, exposure to violence is high and being a hyperactive male with low intelligence are key factors associated with youth offending. "The best way to protect the community is to invest in measures that prevent or interrupt the criminal pathways of children who would otherwise go on to commit a disproportionately high volume of youth crime. Measures such as enhanced early intervention and resources to rehabilitate young offenders are the best way to steer at-risk children away from a life of crime."<sup>17</sup> Sixty-two per cent of surveyed young people in custody had been the subject of a child protection order; 62 per cent were victims of abuse, trauma or neglect, according to a Department of Health and Human Services report.<sup>18</sup> In the suburb of Broadmeadows, about half the residents receive some form of welfare including 1,760 people on the dole, 1,578 on the Disability Support Pension and 2,340 aged pensioners, according to *The Australian*.



End of the line for Ford's supply chain companies like Futuris in Broadmeadows



Broadmeadows has evolved into virtually a united nations in one neighbourhood with families from more than 160 countries but is in danger of entrenched enclaves of disadvantage in a time of terror. Twice as many Muslim families as any other State district live side-by-side with Christian refugees escaping the war in Iraq and the slaughter in Syria. The *Australian Financial Review* summed up the threat last year with the headline: “Malcolm Turnbull’s terror response needs less Thucydides and more Broadmeadows.” Political editor Laura Tingle highlighted the gap in Australia’s anti-terrorism response – disadvantage as a cause of alienation. “In the wake of the Paris attacks, a very poor area of Brussels – Molenbeek – became the focus of considerable counter-terrorism operations. Its unemployment rate is around 30 per cent.” Police define Broadmeadows as a red zone for firearm related incidents, car break-ins and family violence.

Islamic State issued a call-to-arms in its propaganda magazine for “lone wolves” to kill unbelievers on the streets of “Brunswick, Broadmeadows, Bankstown and Bondi.” On the eve of the 2016 AFL finals they also targeted the MCG and SCG, along with the Opera House. Speaking from the ASEAN Summit, Prime Minister Malcolm Turnbull warned of the danger of lone wolf actors and radicalisation. Within days, a man was charged with attempted murder and terrorism after a stabbing in suburban Sydney.

One of the best anti-radicalisation strategies is a job to help connect the disconnected. One of the most effective national security responses is community engagement. One thousand jobs need to be created each year just to keep the postcodes of disadvantage in Broadmeadows at the unacceptable rate of unemployment approximating Greece, according to Hume City Council. Ignoring predicaments like Broadmeadows is perilous. Political survival instincts too often dictate resources are gifted to marginal seats at the expense of communities in greater need. Relentlessly gaming the political system has to change. This is why we must establish a strategy coordinating the three tiers of Government, business and civil society to turn Postcodes of Disadvantage again into Postcodes of Hope.

My proposal is for a practical approach to revision and regenerate Melbourne’s North during deindustrialisation. The plan is to develop new industries, create new jobs, address housing affordability and replace anxiety and fear with hope. This aim can be achieved by:

- Harnessing market mechanisms to deliver transformative results.
- Maximising assets, given that the cost of green-field infrastructure is two-to-four times the cost of established areas, according to Infrastructure Victoria.
- Establishing collaborations beyond partisanship between the three tiers of Government, business and civil society.
- Using creative destruction to reinvent old factories and deliver innovative start-ups.
- Transforming *Postcodes of Disadvantage* into *Postcodes of Hope*.



Ford's assembly line in Broadmeadows will be dismantled

## Executive Summary

Defined priorities are required to trigger revitalisation. Broadmeadows benefitted significantly from investment under the Bracks-Brumby Governments collaborating with the Hume City Council but deep-rooted issues require immediate action to achieve cultural, generational and systemic change. With unemployment so high and multiculturalism at a flashpoint, the need has never been greater for a new strategy to reimagine Broadmeadows. An approach that reforms public housing, accommodates population growth and changes its mix, provides infrastructure to unlock the opportunities of industrial land for new businesses and delivers local jobs for local people is vital and urgent. This strategy dovetails into Infrastructure Victoria's top priorities: increasing density in established areas and around employment centres to make better use of existing infrastructure and investing in social housing and other forms of affordable housing for vulnerable Victorians to significantly increase supply.<sup>19</sup> As the MP for Broadmeadows, I am prepared to advocate such changes through a Postcodes of Hope Bill codifying the strategy.

### Key proposals:

1. The Australian Government invests from the unspent \$1.324 billion from the Automotive Transformation Scheme in Melbourne's North, in collaboration with the Victorian Government and the private sector as a catalyst for jobs and growth.
2. The Victorian Government purchases the Ford site or secures an option so it remains a catalyst for economic development rather than being land banked. The Victorian Government can take control through planning or ownership. Meanwhile, Victorian Government agencies undertake a master plan of former industrial sites throughout Broadmeadows and Campbellfield.
3. The Victorian Government negotiates with the Australian Government to secure any future deals for the automotive industry, advanced manufacturing and other industries in Melbourne's North.
4. The Victorian Government advocates for Broadmeadows to become a Redevelopment Zone or to access one of the Commonwealth's City Deals.
5. The Victorian Government advocates for one of the Federal Government's medical technology and pharmaceutical industry growth centres to be established in Broadmeadows.
6. New transport projects to be financed from the Victorian Transport Fund, with proceeds from the lease of the Port of Melbourne unlocking development potential.
7. Large scale housing redevelopment.
8. Create a Melbourne's North Authority.
9. Restore original funding for the Broadmeadows central activities district cancelled by the previous Victorian Government.
10. Improve community safety and reduce family violence by coordinating the Andrews Government's new law and order model designed to deliver the appropriate number of police in critical areas to prevent, disrupt and detect crime.

### Medium Term:

- Victorian Government to resolve the Yakka site proposal.
- Establish Broadmeadows as a centre for pharmaceuticals and advanced manufacturing.
- Strengthen Broadmeadows as a health precinct for Melbourne's North.
- Secure Broadmeadows as an Innovation Hub – supporting a new Tech school.
- Develop the creative industries opportunity for "Broadywood."
- Expand the Side-by-Side project, developing footy, sports of all sorts and a Clontarf Academy in Broadmeadows.
- Pursue mutual obligation in a practical way with the Australian Government.

## Managed Decline

Responsible government must replace the politics of ultimate ends. The Australian Government announced a \$50 billion investment in submarine manufacturing to help make up for the demise of the automotive manufacturing industry in South Australia where there was a cluster of marginal electorates in Adelaide.

The Automotive Transformation Scheme was designed to help supply chain businesses survive the end of Australia's auto manufacturing by finding new markets but has \$1.324 billion unspent, according to testimony to the Senate in October 2016.<sup>20</sup> This scheme has failed Melbourne's North, therefore part of the unspent allocation should be reinvested in collaboration with the Victorian Government to trigger private sector investment so the Australian Government can honour its "jobs and growth" election promise.

The Australian Government remains a bystander where its collaboration is needed most. Vulnerable families in the Broadmeadows electorate were hardest-hit by the Abbott Government's 2014 budget, according to the University of Canberra's analysis, while Sydney seats held by then Prime Minister, Tony Abbott and Treasurer, Joe Hockey featured among the Liberal electorates suffering least.<sup>21</sup> Treasurer Hockey rejected my offer to move beyond his "lifters and learners" rhetoric, meet the heavy lifters in Broadmeadows and participate in a conference designed to develop industries for the future, create jobs for the next generation and address housing affordability.<sup>22</sup> After wooing blue-collar voters to seize power, I also called on Tony Abbott to invest in jobs and reskilling but the difference between his rhetoric and reality proved ruthless.<sup>23</sup> Unfairness triggered his Prime Ministerial downfall.

## City Deals and Smart Suburbs



City Deals between the Australian, state and local governments are designed to make our cities better places to live and conduct business. They provide a mechanism to renew co-operation beyond partisanship. Through City Deals, governments, industry and communities will develop collective plans for growth and commit to the actions, investments, reforms and governance needed to implement them. The Australian Government has already committed to early deals for Townsville, Launceston and Western Sydney. My proposal is that Melbourne's North should be the first City Deal in Victoria. This report provides a blueprint for a City Deal and should also be used to leverage the Australian Government's \$50 million Smart Cities and Suburbs Program supporting projects that apply innovative and smart technology solutions to urban problems.

## Reverse Robin Hood

The Victorian Coalition Government adopted a “Reverse Robin Hood” strategy redistributing funds of about \$80 million from shovel-ready infrastructure projects in Broadmeadows to sandbag marginal seats when Liberal leader, Matthew Guy was Minister for Planning and claiming to represent the families of Broadmeadows in Victoria’s Upper House.

The former Victorian Coalition Government cut \$25 million from Kangan Institute at the worst possible time given the need to retrain workers losing manufacturing jobs, then merged its Broadmeadows campus with Bendigo TAFE, to pork-barrel another marginal seat.

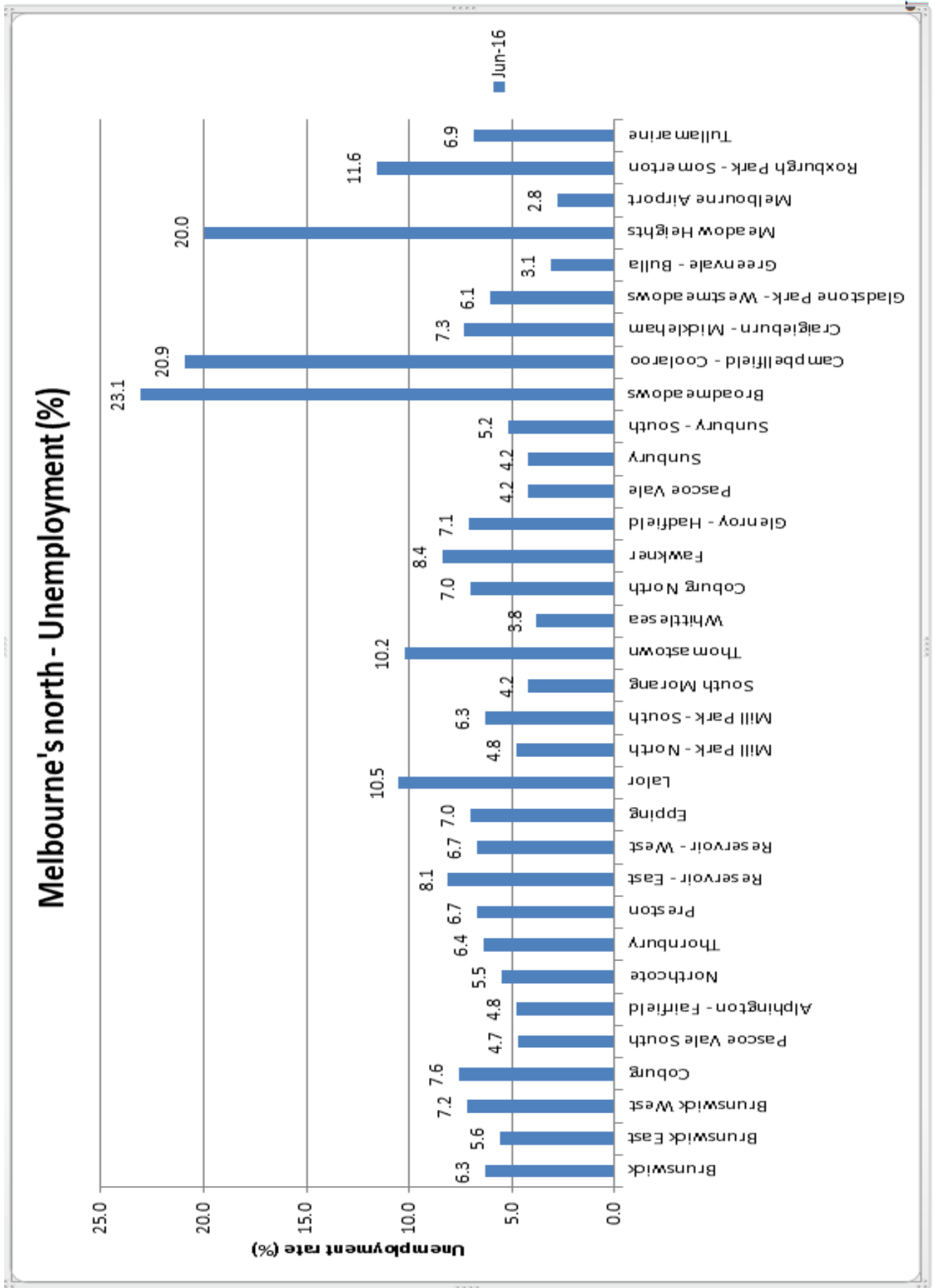
Craving the new seat of Sunbury at the 2014 state election, the Victorian Coalition Government committed to subsidising a breakaway council by redistributing \$25 million from the City of Hume, further punishing families in Broadmeadows in another triumph of politics over rational decision making. This gobsmacking example of the abuse of executive power was one of the last acts of a one-term regime, a ploy that was unprecedented, unfair and unsustainable. It was probably unlawful, according to the finding of a former Supreme Court judge, and was overturned by the Andrews Government.

The Victorian Coalition Government also cut \$100,000 funding to the IdeasLAB, the ground breaking collaboration bringing Silicon Valley to Broadmeadows through partnerships with information and communication technology giants Microsoft, Intel and Cisco Systems. The cut ended the partnership, an example of a government knowing the cost of everything but the value of nothing, or not caring when it cruels education and innovation.



Broadmeadows primary students compare results of building a robot with Singapore students via Cisco Systems technology as part of ideasLAB.





## Proposal One: Turning abandoned land into key assets

Melbourne's North has the highest proportion of undeveloped industrial land in Melbourne, 60.3 per cent or 2,232 hectares. Broadmeadows and Campbellfield have swathes of abandoned land that could be re-purposed for other uses especially creating new industries.

These include the 60 hectares of mainly disused industrial land east of Pascoe Vale Road as Northmeadows and Eastmeadows (including the former Yakka and Ericsson sites), the former Broadmeadows Primary School site and in the future the Maygar Barracks which are likely to be surplus to Defence Force requirements. Broadmeadows Metropolitan Activities Centre is classified as a place of state significance, under Plan Melbourne.<sup>24</sup> It should be designated a key employment cluster for Melbourne's North.

The Victorian Planning Authority is currently investigating a Framework Plan and recommending areas for rezoning and change in this urban renewal precinct. Hume Council is involved in this process. The Ford site offers the most strategic opportunity.



### ***BROADMEADOWS ASSEMBLY SITE***

#### Details

Land Size: 479,000 Square Meters  
Building Size: 134,123 Square Meters  
Location: 37° 39' 46" S, 144° 57' 5" E  
Address: Corner of Barry & Sydney Road, Campbellfield 3061, Australia  
Date Purchased: July 1957



When Ford's manufacturing ended, the area left behind was the size of a suburb – 87 hectares. It is ideally located as a catalyst for economic development. Ford's scale, location and established infrastructure provide a unique offer. It features Sydney Road at its front, the Upfield rail line at its back and a spur running into the site. The Camp Road level crossing adjoining the site has been fast-tracked for removal in 2017 and must be future proofed as part of the economic development strategy. There is also easy access to the ring road, the expanding Tullamarine freeway to Melbourne's central business district and nearby airports including Essendon and the jewel in Victoria's infrastructure crown, the curfew-free Melbourne Airport.

My call is for the Victorian Government to investigate the highest and best use of the land as a catalyst for economic and cultural development for the local community and state of Victoria. Considerations include whether the Victorian Government buys the available land or takes a last right of refusal option over it with the Ford Motor Company in a similar strategic decision to buy the Holden site at Fishermans Bend.

Before any decision to purchase, due diligence on the site is required and the Victorian Planning Authority should undertake a preliminary assessment of the planning changes that could be made to realise the future of this site, maintaining its employment and industrial focus. I understand the Department of Economic Development, Jobs, Transport and Resources (Economic Development) are working on the future for this area, so intelligence and insight are available.

If the Government decided to purchase the land, a market mechanism could be used, like the lease of the Port of Melbourne, to earn a profit. That profit could be reinvested in a public-private-social housing redevelopment of Broadmeadows and to attract major investments.

One such proposal is for the Government to designate the Ford plant and its environs as the terminal for the proposed Fast Rail project.<sup>25</sup> The Government could then auction part or all of the available property to logistics companies to cover the purchase price. The remaining capital gain would become a resource for Melbourne's North.

Residential and education options would be difficult for Ford's Broadmeadows site due to the Melbourne Airport environs overlays (see Hume Planning Scheme attachment.) These require Melbourne Airport to be party to any development proposals. As a gateway to Victoria, the airport contributes to the local, state and national economies connecting Victorians with the rest of Australia and the world. It facilitates regional and tourism developments, supports significant economic activity and enjoys the only curfew free status in Australia, allowing it to maintain the highest volume of air freight nationally. Curfew free status has underwritten the airport's expansion plans of hundreds and millions of dollars including a third runway, commercial and medical precincts and accommodation contributing to Victoria's prosperity. Melbourne Airport's site is one of Victoria's largest employment clusters boasting 14,000 jobs.

**Key immediate requests:**

- The Victorian Planning Authority to undertake a planning assessment of the Ford site and commence master planning ahead of any potential sale.
- The Victorian Government through the Department of Treasury and Finance and the Department of Economic Development, Jobs, Transport and Resources considers purchasing (or taking out an option) on this land as a strategic redevelopment opportunity.
- The Victorian Government supports the transition of other former industrial sites in Broadmeadows and Campbellfield.
- Develop a regional online jobs portal building on the Hume Jobs Link and Melbourne Airport Jobs Link to accelerate the "local jobs for local people" strategy outlined in proposal six.

## Proposal Two: Melbourne's North Housing Fund

Profit from any sale of the Ford site would allow the Victorian Government to establish a 21st century vision for affordable housing.

My proposal is to establish a Melbourne's North Housing Fund to unlock the value of the outdated Housing Commission estates and provide a mix of new public-private-social housing. Public housing generates a return via rent and capital gain. It also enables a shift in the population mix and helps dissipate the enclave effect that the clustering of public housing has caused. The rent provided within the pension system delivers a rental stream of \$6,000 - \$8,000 per annum. This means that a return of between 4- 5 per cent would warrant a construction cost of \$130,000 - \$210,000. The fund would be established by:

- granting land;
- diversion of the rent subsidy;
- support from a quality building company;
- community amenity; and
- support from social organisations.

The fund would go to the market and could be financed by superannuation investors and other funds. The government can encourage the proposal by seeking expressions of interest. For example, the consortium could include entities such as:

- Frasers Property Australia which delivered proof of the public-private-social housing mix in Broadmeadows or Burbank;
- Australian Super, Host Plus, Cbus; and
- The Salvation Army and Anglicare.



*“Poor housing conditions result directly in physical illness and indirectly in tensions and dissatisfactions which cause broken homes, drunkenness and juvenile delinquency, leading to vice and crime. In this connexion, poor housing conditions do not necessarily mean small frontages, leaking roofs and lack of facilities. It may involve a solid structure, put up in the wrong place, without thought to the requirements of life other than mere shelter”.*

**- 1956 Report of the Royal Commission to Inquire into the Operation of the Housing Acts of Victoria and the Administration of the Housing Commission.**



Despite this finding from the 1956 Royal Commission, pastel coloured concrete homes continued to be built in Broadmeadows. Sixty years later, 1,956 of these houses are on blocks of almost a quarter of an acre in suburbs now rated the most affordable within 20 kilometres of the city. Rather than repairing them on a costly, ad hoc basis, the opportunity exists to change the face and the social dynamic of Broadmeadows. One of the reasons people remain poor is they only know other poor people. Implementing a public-private-social housing regeneration would change the social dynamic of Broadmeadows and remove the stigma of the old Housing Commission estates. Conversion of the Mews Estate into the Valley Park development is proof of the success of this concept. This initiative is a creative response to Melbourne's housing affordability predicament.



Affordable housing with mix of private-public-social homes 16 kilometres from the heart of the world's most liveable city.

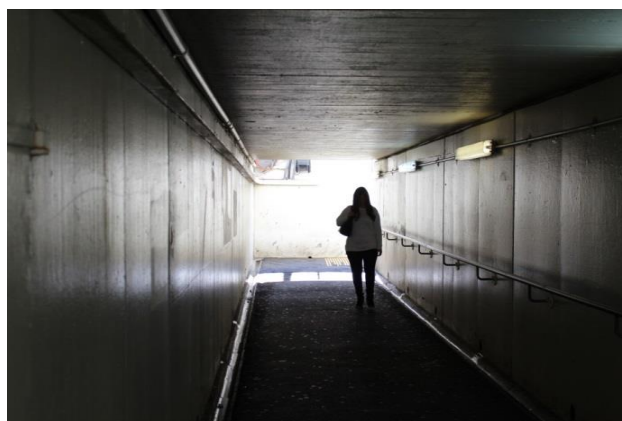
**Key immediate request:**

- The Victorian Government creates a mix of public-private-social housing opportunities and redevelopment projects as a key result for the Victorian Government's new Housing Strategy.

## Proposal Three: New transport projects to unlock potential

Key infrastructure is required to unlock development potential between Broadmeadows and Campbellfield, one of the biggest areas for industrial and manufacturing employment in Melbourne's North. However, connections from the Broadmeadows Town Centre to the Northcorp industrial area and the rest of Campbellfield are poor. The presence of Pascoe Vale Road and the two railway lines act as a barrier between the east and west of Broadmeadows. These connections deliver infrastructure that will enable employment. The degraded state of the Broadmeadows Railway Station acts as a negative, discouraging investment and the sense of safety and community pride. Proposed solutions include:

1. A new Broadmeadows Railway Station or a major upgrade.
2. Funds to future proof a new Campbellfield Railway Station as part of the current Camp Road grade separation.
3. Additions to local connector road network to complete the connection from Merlynston Creek crossing to a new Campbellfield Railway station.
4. Merlynston Creek road crossing linking the old industrial areas with the new through Belfast Street.
5. A pedestrian/cyclist bridge at Broadmeadows Railway Station.



Revitalise Broadmeadows railway station as infrastructure to secure safety and enable employment.

### Key immediate request:

- Consideration of these five transport projects from the Victorian Transport Fund because they are all capital transport projects that have a job creation benefit to reshape the fortunes of Melbourne's North.

## Proposal Four: Redevelopment Zone



The Andrews Government is partnering Hume Council in redevelopment of the Broadmeadows town hall.

Melbourne's North needs to be defined as a Redevelopment Zone that would provide tax incentives, fast track infrastructure, high speed broadband, innovation and other initiatives complementing the Victorian Government's economic development strategy and triggering private sector investment. It is a folly that Australia's largest infrastructure project, the rollout of the National Broadband Network is not being harnessed where it is needed most to maximise economic development. New York's redevelopment of Brooklyn and Harlem and the United Kingdom's Enterprise Zones strategies can inform best practice for local adaptation. (See References)<sup>26</sup>

There is also an opportunity to look at Broadmeadows undertaking a City Deal under the current Commonwealth policy that is about improving productivity and liveability in key areas. Internationally, it has often been linked to social outcomes such as Year 12 completion rates and there are opportunities to partner with the private and not-for-profit sector to achieve results. (The Manchester City Deal is an example.) The Commonwealth Government has committed to early deals for Townsville, Launceston and Western Sydney. The priority for Victoria should be Broadmeadows and Melbourne's North. Broadmeadows is ideally placed as the hub for a 30 minute city where people work instead of increasing traffic congestion by heading into central Melbourne.

### Key immediate requests:

- Investigation of a Redevelopment/Enterprise Zone for Broadmeadows as an area of acute disadvantage in order to attract investment.
- The Victorian Government proposes Melbourne's North and specifically Broadmeadows participating in the next round of City Deals.



## **Proposal Five: Melbourne's North Authority**

To make the cultural, generational and systemic changes required, my call is for the Andrews Government to establish a Melbourne's North Authority centred in its capital, Broadmeadows and designed to aggregate assets and opportunities for major projects, attract investment, create jobs and drive growth. Food and beverage manufacturing in Melbourne's North is already bigger than all of South Australia and the opportunity also exists to attract medical research or pharmaceutical manufacturing into this region alongside Australia's leader, CSL.

The Melbourne's North Authority would advise on specific state actions and major development proposals for food production, a blueprint for health, medical research and pharmaceuticals; education and training; how to avoid enclaves while improving housing and increasing population and a coordinated transport strategy. The Melbourne's North Authority would advise the Premier, Treasurer, the Minister for Planning and the MPs representing these communities.

This would involve a strategic investment in a mechanism such as the Geelong Authority and the Committee for Dandenong or the recently announced LaTrobe Valley Authority chaired by the Premier. This is an important mechanism to address the problems confronting the LaTrobe Valley. Melbourne's North needs a similar champion of change.

### **Key immediate request:**

- A grant to establish the Melbourne's North Authority.





Real education. Real skills. Real jobs.



## Proposal Six: Local Jobs for Local People

While the Melbourne's North Authority would take a strategic regional overview, an important role would also be to concentrate on entrenched problems in the Postcodes of Disadvantage. These communities confront increasingly difficult challenges. They have a high number of migrants and refugees escaping trauma including wars in Iraq and Syria and the earthquake in Nepal. A large percentage of the Bhutanese families who lived in refugee camps in Nepal for up to 20 years now live in Broadmeadows.

Put simply, the severity of the jobs crisis in Hume is that the municipality requires 1,000 new jobs to be created each year just to maintain the current unacceptable levels of unemployment.

### Key immediate requests:

- The “Local Jobs for Local People” strategy should be coordinated with the City of Hume and dovetail with its focus on delivering pathways for the disadvantage unemployed, women returning to work and youth.
- It should also be coordinated with the pipeline of new businesses including Ikea, to be located in Campbellfield, Dulux in Merrifield, and other investments in Hume including tourism, hospitality, retail and the commercial sectors.



Ford's innovation centre in Broadmeadows is its world leader and provides an opportunity to expand into a high tech precinct.

## BROADMEADOWS, CAMPBELLFIELD AND MEADOW HEIGHTS ARE PARTICULARLY VULNERABLE TO LABOUR MARKET “SHOCKS”...

Selected Labour Force Statistics – March 2016				
	Labour Force	Unemployment	Unemployment rate	Participation rate
	No.	No.	(%)	(%)
Broadmeadows	4,603	1,040	22.6	46.2
Campbellfield - Coolaroo	5,440	1,101	20.2	43.1
Meadow Heights	5,843	1,136	19.4	53.8
Glenroy - Hadfield	14,047	1,006	7.2	57.6
Craigieburn	23,943	1,692	7.1	67.9
Gladstone Park	9,771	572	5.9	66.9
Greenvale	7,827	238	3.0	71.4
Melbourne Total	2,444,990	150,300	6.3	65.4

## ...AND HAVE HIGHER LEVELS OF RELIANCE ON INCOME SUPPORT

Commonwealth Benefits – Share by Benefit type								Share of population on benefits
	Age Pension	Austudy	Carer Allowance	Disability Support Pension	Newstart Allowance	Parenting Payment	Youth Allowance	
	%	%	%	%	%	%	%	%
<b>Broadmeadows</b>	23.1	0.7	22.5	16.4	17.9	17.4	2.1	47.1
<b>Campbellfield - Coolaroo</b>	27.3	0.5	27.5	15.5	14.5	12.8	1.8	47.9
<b>Meadow Heights</b>	17.0	0.6	28.6	17.4	16.8	17.3	2.3	43.3
<b>Melb Metro</b>	45.1	1.2	17.6	14.4	14.1	6.0	1.6	20.1



## >21,000 PEOPLE ARE BENEFIT RECIPIENTS IN THESE 3 POSTCODES

Commonwealth Benefit Recipient's August 2015 – Raw Numbers								
	Age Pension	Austudy	Carer Allowance	Disability Support Pension	Newstart Allowance	Parenting Payment	Youth Allowance (other)	Total
Broadmeadows	1,443	44	1,410	1,027	1,117	1,086	129	6,256
Campbellfield - Coolaroo	2,231	44	2,246	1,266	1,182	1,044	150	8,163
Meadow Heights	1,159	39	1,951	1,183	1,143	1,176	159	6,810
<b>Broadmeadows and Surrounds</b>	<b>4,833</b>	<b>127</b>	<b>5,607</b>	<b>3,476</b>	<b>3,442</b>	<b>3,306</b>	<b>438</b>	<b>21,229</b>

## ...AND ITS GETTING HARDER FOR YOUNGER WORKERS

Youth Unemployment rate 15-24 August 2014 to August 2016			
	Aug-16	Aug-15	Aug-14
	%	%	%
Melbourne - Inner	14.0	13.9	9.2
Melbourne - Inner East	11.6	11.6	16.1
Melbourne - Inner South	12.1	14.2	16.8
Melbourne - North East	13.6	12.3	13.2
<b>Melbourne - North West</b>	<b>18.4</b>	<b>12.6</b>	<b>13.5</b>
Melbourne - Outer East	8.1	12.4	7.4
Melbourne - South East	18.7	14.4	17.5
Melbourne - West	15.8	13.6	15.8
<b>Greater Melbourne</b>	<b>13.9</b>	<b>13.5</b>	<b>14.2</b>

Source: ABS — Labour Force, Australia, Detailed - Electronic Delivery Cat No. 6291.0.55.001, Aug 2016



## Restoring Labor’s commitment: Central Activities District



A new central activities district would revitalise Broadmeadows.

Under the previous Victorian Labor Government, Hume City Council was allocated funds for a Central Activities District (CAD) revitalisation including a Government Services Building (GSB) and the refurbishment of the Broadmeadows Train Station. Under the last Victorian Coalition Government this funding was redistributed to try to win marginal seats.

To create a more liveable and sustainable city, the CAD aims to act as a “mini-CBD.” This will resolve key issues around the growth areas of Melbourne and the proposition of more people living further away from the CBD wanting to access it for work and the challenges this causes for infrastructure, congestion and quality of life. Some of the CAD functions include:

- significant jobs and commercial services
- a strong and diverse retail sector
- specialised goods and services
- significant opportunities for housing
- high levels of regional and local accessibility
- transport and open space networks
- vibrant centres of community activity and public services

As a designated Central Activities Area, Broadmeadows will play a major role in providing these services and functions to the local community, the Hume growth corridor and Melbourne’s North. Significant work has already been undertaken through the Council’s “Hume Central” project.



Redeveloping the Broadmeadows railway station is an investment in infrastructure creating jobs and value capture.

A Government Services Building would be part of the development. This was designed to house a mix of anchor tenants such as Centrelink, the Department of Justice and the Department of Education and Early Childhood Development. Providing the precinct with a critical mass of people who come for work to use the facilities and contribute to local businesses. The previous commitment was \$80.3 million for the development of the Central Activities District including \$17.4 million for the Government Services Building.

The Broadmeadows Train Station redevelopment is crucial to activate the area. The current station facilities have been described as the worst in the state.<sup>27</sup> There is no access from east to west across the station. Part of the redevelopment would include a concourse to allow access unlocking the area on the east side of the station. The redevelopment would give access and amenity to the Central Activities District and for the employees of the Government Services Building. This increased amenity is the kind of investment Broadmeadows needs to encourage start-up businesses.

Building the Central Activities District would also help remove the Broadmeadows railway station as a crime hot spot. A potential second benefit is faster access to Melbourne Airport. Express trains from Melbourne's CBD to Broadmeadows could be coordinated with smart buses linking passengers to Melbourne Airport terminals delivering a cost effective rail-bus link.

**Key immediate request:**

- Restore Labor's commitment to the Broadmeadows Central Activities District and Government Services Building.



## Hard Yakka



Abandoned Yakka site recently set alight.

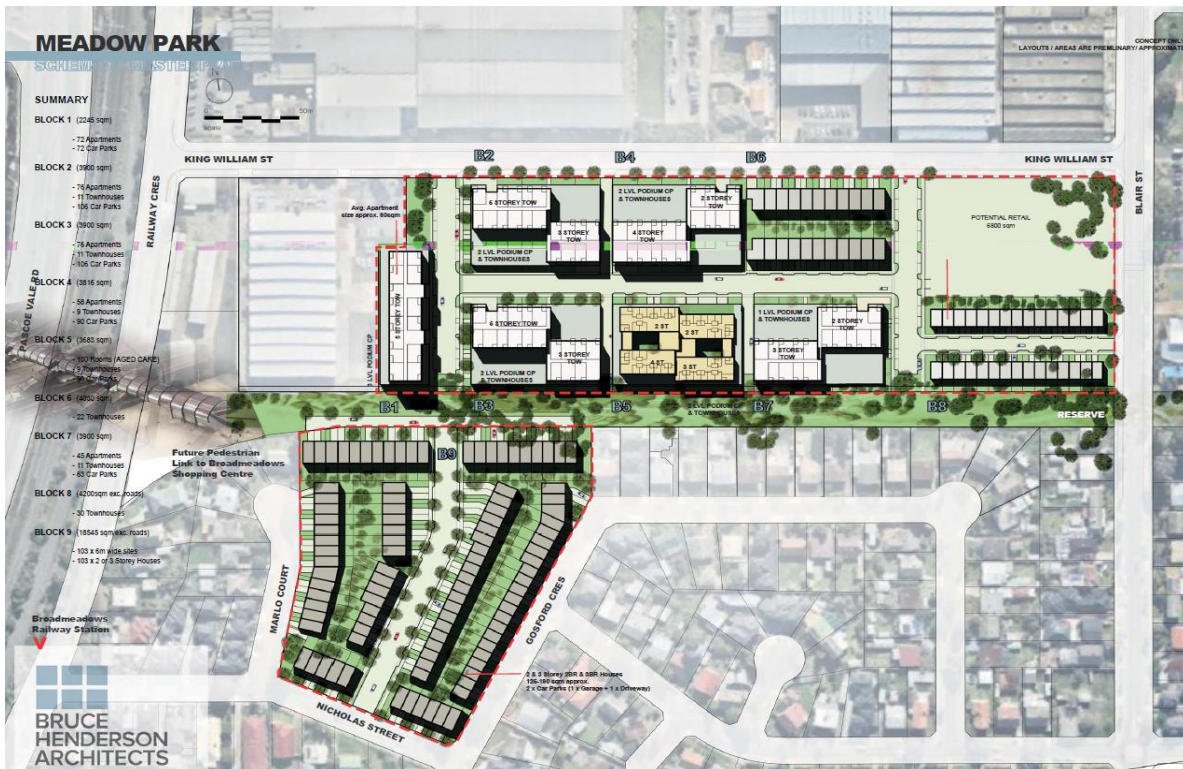


Plans for future development.

A \$200 million plus redevelopment project on the disused Yakka site has been approved according to the developers and could be included in the urban regeneration in the heart of Broadmeadows. The Meadow Park project plans infill housing of up to 550 dwellings and retail-commercial space of 10,000 square metres. The development borders Meadowlink, funded by the Andrews Government as part of a \$14.3 million Broadmeadows Metropolitan Activities Centre redevelopment. The Hub Broadmeadows developers say they are keen to work collaboratively as a partner on how this opportunity can provide affordable housing. My call is to obtain best use of this land for public benefit given that the Yakka site has been vandalised and was recently set ablaze.

### Key immediate request:

- Fast-track collaboration between the Metropolitan Planning Authority which is preparing a framework plan for Greater Broadmeadows in partnership with Hume City Council and the Department of Health and Human Services, which is reviewing its asset strategy for public housing in Broadmeadows.



## Health Precinct



More than 50 babies are born weekly in the City of Hume.

Australia must have a paradigm change placing the public interest ahead of the triumph of politics over rational decision-making. Such a shift is critical in health where the cumulative effect of historic neglect and political bias is compounded by the demands of population growth. Recently, federal government cuts of \$73 million have hit Victorian hospitals and patients. These cuts are in addition to the Abbott-Turnbull governments' cuts of \$17.7 billion to Victorian health services and hospitals during the next 10 years.

Australia must have a needs-based strategy. More than 50 babies are born weekly in the City of Hume with the consequential demand for increased childcare, healthcare and hospitals. Expectations for the next decade are daunting:

- Patients from the northern growth corridor admitted to any hospital are forecast to increase by 74 per cent.
- Patients admitted to the Northern Hospital are forecast to increase by 83 per cent.

The burden of disease is also much higher in low socio-economic communities, as research has long established. This predicament extends to oral health where economically and socially disadvantaged Victorians, who are eligible for public dental services, are most likely to experience poor oral health. Only one in four eligible people accesses public dental services under a funding model that is inequitable, according to the Victorian Auditor-General's report in December 2016.<sup>28</sup> To address the burden of disease, prevention and treatment in the communities most affected, I propose the following changes:

### **Key immediate request:**

- Broadmeadows expands as a health hub, building on the assets of Dianella Health, the GP super clinic and the surgery the Andrews Government has funded for almost \$20 million, expected to open in 2017.
- Renegotiate the Commonwealth's funding for dental treatment.
- Change the focus for dental funding from episodic treatment to prevention, improving health and reducing costs.



## Key Future Opportunities

### Education State

The first 1,000 days are critical for everyone's development, so the earlier the investment, the greater the return for individuals and society. Keeping children in the education system and out of the criminal justice system is vital because the younger children are when they enter the justice system the more likely they are to stay. A staggering 82 per cent of children who come before a Children's Court judge aged 10-12 reoffend within six years.<sup>29</sup> Australian Early Development Census measures the developmental vulnerability of children in their first year of school across five domains. The 2015 data shows Broadmeadows and Jacana have levels of vulnerability more than double the state average. The University of Melbourne's E4Kids study shows poorer communities tend to have lower quality early childhood services. It confirms families attend services near home so it is important that quality improvement is prioritised where families live and have most to gain.

Trauma is an added complexity for children escaping war in the Middle East. Many have already arrived in Broadmeadows with more expected following Tony Abbott's Prime Ministerial declaration to take 12,000 refugees from the war in Syria. Trauma is an overwhelming experience that can undermine an individual's belief that the world is good and safe, (Berry Street Victoria, 2013.) Directly experiencing trauma, witnessing another's trauma, learning about traumatic events, or exposure to aversive details through stories can lead to trauma and stress-related disorders such as reactive attachment disorder, post-traumatic stress disorder (PTSD), or acute stress.<sup>30</sup> For neuro develop, trauma is not the event – it is the individual's response to the event and continuing effects on stress-related physiological systems.<sup>31</sup>

Gowrie Victoria and Broadmeadows Valley Primary School (BVPS) are committed to demonstrating high quality education in a complex community with the added benefit of providing adult qualifications along with co-location of early learning and a school. During the economic transition in Broadmeadows, the community needs to ensure children are accessing high quality education and that no child is disadvantaged by parents losing their jobs. The opportunity is to subsidise places for such families. The workforce needs retraining opportunities and families need to be able to dedicate the time to retraining and finding employment. Subsidising retraining in Early Childhood and Care (ECEC) not only provides job opportunities but a workforce for Broadmeadows knowing and representing the community.



First 1,000 days are critical in each child's development.

Gowrie Victoria and BVPS are seeking a land swap with the Department of Education and Training (DET) to extend their carpark and funding to upgrade their kitchen to service this centre, which was part of the Broadmeadows Schools Regeneration Project. (See Regeneration through Education.). This initiative expands the Global Learning Village model, which grew from four insights:

1. Recognising what we need to learn is different from the past.
2. The way we learn is different.
3. Recognising we live in an international environment of costs and opportunities.
4. Understanding that the multicultural society provides a source of initiative in a world market.

Skills include traditional building requirements such as plumbing, bricklaying, carpentry and electrical trades. Skills should be connected to the significant building works proposed in the redevelopment of the region through apprenticeships. In addition, they should include communication (NBN), electro technology, electronics and requirements related to the health industry. If the Ford site is to become the terminal facility for Fast Rail, logistics must be a key skill. Automated warehouses will be the way of the future but modern technical schools will help frame education and opportunity.

To maximise the Gonski funding improving equity, schools in disadvantaged areas need to attract and retain leading teachers and principals. RMIT and La Trobe University also need to play a bigger role in the leadership of Melbourne's North. Redevelopment of La Trobe University provides a major education opportunity for courses in Broadmeadows and its evolution as the significant university in Melbourne's North. (See Master Plan.)<sup>32</sup> Features include:

- Student accommodation (4,000 beds)
- Residential development (2,000 buildings)
- Commercial offices (187,500 square metres)
- Retail floor space
- University related services
- Hospital
- Sporting precinct
- Community entertainment



Nature of work is changing rapidly requiring skills to make change a friend not an enemy.

Kangan Institute supports the establishment of a technical school in Broadmeadows. It would provide a valuable partner with expertise in a wide range of technical courses, VCE & VCAL. Kangan regards this as a great opportunity to provide relevant, practical training to the community providing motivation and confidence to pursue education and career paths. Kangan Institute's future campus, facility and resource requirements are currently being determined as part of the development of an asset master plan. This plan considers the future needs of students, industry and the local community.



Study areas offered include:

- Animal studies and horticulture
- Automotive
- Business, accounting and management
- Children's and community services
- Electrical, building and carpentry
- Engineering and plumbing
- English, numeracy and work education
- Fashion & visual merchandising
- Hair and beauty
- Health and nursing
- Hospitality, retail baking and tourism
- Indigenous
- Information technology
- Justice and legal
- Music
- Teacher training
- VCE and VCAL
- Warehousing and security



### Key immediate requests:

- Make Broadmeadows a flagship for the Education State by building on its internationally acclaimed innovation delivering lifelong learning.
- Establish a modern technical school which services the needs of the region with the Department of Education and Training consulting Kangan Institute about hosting a technical school on its Broadmeadows campus.
- Deliver a greater share of leading teachers and attract and retain more leading principals.
- Develop resilience and address trauma for students whose families are escaping war and natural disaster and settling in Melbourne's North.

## Medical Research & Pharmaceuticals



CSL's world leading science is being manufactured in Switzerland instead of Broadmeadows.

Broadmeadows can become a centre for medical research or pharmaceuticals. CSL recently announced a \$210 million expansion of its Broadmeadows facility to build albumin manufacturing capacity. This will create 200 jobs in the construction phase and a further 190 skilled jobs once the plant is operational. TPI Industries is one of only eight companies in the world manufacturing pharmaceutical opiates. It also grows poppies in Victoria to support its manufacturing. Victoria has the chance to capture a large share of this lucrative market.

As Parliamentary Secretary for Medical Research, I have encouraged the sector to see the benefit of CSL's strategy in maintaining its brains trust in Parkville but establishing its manufacturing arm in Broadmeadows. RMIT University's Bundoora campus features the Chinese Medicine Confucius Institute which has played a longstanding role in examining the efficacy of Chinese medicine.

China has become the world's second largest economy and one of its two millennial goals is to complete the transition to a "middle income" country by 2020-21. By this stage, the predicted value of the Chinese pharmaceutical market alone is US\$250 billion. Hospital treatments and education of medical staff also provide outstanding opportunities.

China is developing a model where productivity and innovation drive growth and is investing significantly in health and medical research. China spent 2.04% GDP on research and development in 2014, according to the OECD. This investment is rapidly increasing with the aim of reaching 2.5% GDP by 2020. Australia's Free Trade Agreement and Premier, Dan Andrews' commitment to increasing business and trade with China provide major opportunities for Melbourne's North to play a significant role through Victoria's priority industries.

### **Key immediate request:**

- Designate Broadmeadows as a hub for Victoria's priority manufacturing sectors including pharmaceuticals.



## Creative Industries: “Broadywood”

Broadmeadows has so much land and established transport infrastructure it could house a range of business parks and innovation hubs. But it needs concentrated, whole-of-government focus. An example of how empty factories can be repurposed is Ericssons which has been used as a set and production office for the US television series *Hunters*, the Emmy Award winning children’s program *Nowhere Boys* and Australian commercial television series *Molly*. The ABC produced Shaun Micallef’s *Mad As Hell* comedy program and the drama *Seven Types of Ambiguity*. Upcoming ABC legal drama, *Newton’s Law*, starring Claudia Karvan features the Hume Global Learning Centre in Broadmeadows. Its managing company is negotiating with a film producer to relocate to Melbourne.



Claudia Karvan filming forthcoming ABC legal drama in Broadmeadows.

The Ericsson site features key requirements for a creative industries hub and logistics centre for the film and television industry. It can provide jobs training, set design and building, art department storage, truck security and a cinematic location for film, television and commercials. Infrastructure includes three phase power, production offices, parking, privacy, site control and security. It has also evolved into a community hub featuring 15 not-for-profit organisations with three more in the pipeline. It offers meeting rooms, competitive rents and a cafe run by a social enterprise.



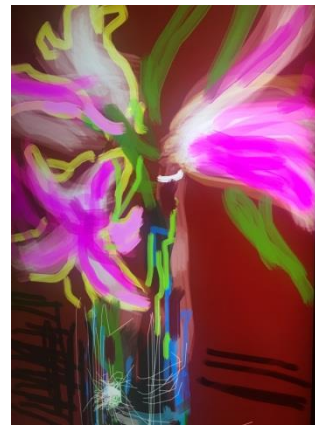
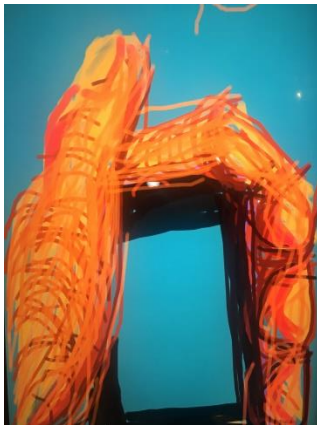
Prime location for creative industries hub.

### Key immediate request:

- Creative Industries to scope the opportunity to establish “Broadywood” to compliment Docklands as a hub for film and television production and logistics.

## Innovation Hub

Another Global Learning Centre has been established in Craigieburn. In 2014 it was acclaimed International Public Library of the Year. The next iteration co-funded by the Victorian Government will be in Sunbury. Derivatives of the model have been rolled out in Victoria and other states. More than 800 organisations are connected to the Hume Global Learning Village which invests in attitude, education and opportunity - attributes that largely determine where everyone ends up in life. It can deliver preschool reading, bilingual story time, reading classes, homework mentoring, training and lifelong learning for jobs. Broadmeadows needs a new strategy to re-attract Silicon Valley leaders to collaborate with the Multiversity. A new state platform needs to be established to equip students for science, technology, engineering, arts and maths (STEAM) in technologies for industries and jobs.



David Hockney's *Current* exhibition at the National Gallery of Victoria featured iPhone drawings from the 80 year old master.

Such a relationship can be pursued with the Ford Motor Company whose innovation centre in Broadmeadows is its international leader. Strategies tailored for women and culturally and linguistically diverse communities are required to increase equality of opportunity and pay, quality of life and respect. Enlightened Labor administrations established such life-changing infrastructure and opportunities in the past. To become a flagship for the Education State, Broadmeadows needs a contemporary Tech School.

St Joseph the Worker Trades Skill Centre at Penola Catholic College is a state of the art development including facilities for electro technology, wood work, electronics, metal work, hairdressing and beauty courses. Trade skills centres were an initiative of the Rudd-Gillard Governments. Penola Catholic College also has an auditorium with multiple instrumental music rooms, a recording studio and a commercial kitchen. The school has informally agreed to make these resources available to other local schools and residents offering a cost effective solution to delivering access to vocational education and training, providing pathways to employment.

### Key immediate requests:

- My call is to establish an innovation hub that returns Silicon Valley to Broadmeadows, delivers on the Andrew's Government new TAFE strategy, provides the skills of a contemporary tech school and a platform for STEAM programs.
- In the short term this can be intergraded through established assets such as the St. Joseph the Worker Trades Skill Centre, the Hume City Council's redevelopment of the Broadmeadows Town Hall and Ford's recently announced STEM funding for a local primary school.
- Alternatively, the Tech School can be established as part of the Kangan Institute.

## Side-by-Side



Norm Smith medal winner and indigenous rights campaigner Michael Long promotes sport, education and leadership.

The AFL has spent hundreds of millions of dollars on its expansion clubs in the northern states but not one dollar on clubs in Melbourne's northern suburbs in the past 20 years according to local officials. Eight clubs in its former heartland have folded. The Side-by-Side community hub aims to be established as the foundation for developing AFL in the North.

A community hub would increase football participation and develop AFL ready skills to increase the quality and quantity of players. The hub will provide opportunities for young men and women to play AFL as well as promote education and employment through the Global Learning Village. This project will require the AFL to commit investment for developments at Jacana FC to establish a long-term relationship.

The Side-by-Side project will help address barriers to health, learning and opportunity associated with economic disadvantage and community disengagement. An AFL community hub will allow people from a myriad of backgrounds to develop skills, improve health and promote education and employment prospects. Put simply, it's better to join a team than a gang.

Jacana FC has seen many stars rise through its ranks to the VFL-AFL including Carlton legend Bruce Doull; Brownlow medallist, Scott Wynd and Brisbane's triple premierships player Chris Johnson. Essendon legend, Michael Long, was involved in promoting the Side-by-Side project in 2014. A plan needs to be developed to combat obesity, develop multicultural involvement and indigenous participation in footy's backyard. I have engaged the Clontarf Foundation and Michael Long and his Learning and Leadership Academy seeking a potential partnership. Based in the Northern Territory, Long's academy provides pathways for youth to learn through sport, incorporating a learning area, residential accommodation, training and coaching facilities.

A further connection to local indigenous youth is through Michael's wife Leslie, principal of the Ballerit Mooroop School when the Koorie Open Door Education School was catering for the needs of aboriginal youth in Melbourne's North. After Leslie left, enrolments declined to the extent that the school closed. The Side-by-Side community hub in partnership with these organisations would provide an employment and education pathway for displaced aboriginal youth, highlighting the role the development of AFL and other sports in the northern suburbs could deliver through partnerships for community benefit.

## Clontarf Foundation

The Clontarf Foundation is a not-for-profit organisation established in 2000 to improve the education, discipline, self-esteem, life skills and employment prospects of young Aboriginal men and by doing so, equip them to participate more meaningfully in society. The Foundation uses football as a method of attracting Aboriginal boys to school and then employs various other strategies to retain them. The Foundation operates “Football Academies” - these are not specialised sporting programs but operate in partnership with selected schools and colleges across Australia while the partner school caters for the specific educational needs of each student.

Research shows that if an indigenous boy completes year 12 his chances of employment rise significantly and his chances of incarceration fall. The Victorian ombudsman’s report: “Investigation into the rehabilitation and reintegration of prisoners in Victoria” states that the incarceration rate of indigenous peoples is growing faster in this state than any other. Only six per cent of current prisoners attain year 12 completion. Incarceration for the average three-year term costs more than \$290,000. It costs \$7,500 per annum to put a boy through a Clontarf program. Clontarf assists more than 80 per cent of participants to year 12, then into further study or work.

A 2013 study by Curtin University found offending prevalence among the general Aboriginal male population was three times that of the Clontarf participant group, that for those who did become involved in crime the age of onset of offending was substantially later and the rate of reoffending amongst Clontarf offenders was substantially lower. Added to the social benefits of graduating through a Clontarf program are economic benefits. According to strategists, Acil Allen, Clontarf boys will:

- Pay \$51,000 more in income tax
- Receive \$74,000 less in welfare payments
- Require \$55,000 less treatment by the health system
- Avoid \$114,000 in costs of offending and imprisonment

The Clontarf Foundation’s funding model comprises one-third investment from the Federal Government, one-third from private partners and one-third from State or Territory Governments. They come with \$300,000 in funding to invest in a Clontarf Academy in Broadmeadows seeking an investment of \$150,000 from the Victorian Government. This would allow the Clontarf Foundation to scope an appropriate educational institution site to partner with, fit out the site with their custom designed facility and to run the program to engage up to 50 young Aboriginal men. Following the closure of the Ballerit Mooroop School, there has been no information available on whether students from this school went into education or employment, or whether they entered the criminal justice system.

### **Key immediate request:**

- Due diligence for a Victorian Government commitment of \$150,000 to trigger a further investment of \$300,000 for an academy for Melbourne’s North in Broadmeadows.



## Legislative Remedy

Historic failures to deliver infrastructure and education have dogged Broadmeadows. To address the “reverse Robin Hood” tactic where an incoming Government can simply redistribute funding and axe projects in Postcodes of Disadvantage, I’m proposing a “Postcodes of Hope” Bill. This legislation would establish the needs, priorities and mechanisms for long term change. Such reform is critical to make cultural, generational and systemic change. The safest held Labor and Nationals seats will be the communities of long term disadvantage. Victoria should take the lead nationally in turning this policy into law. Complimentary legislation in the Australian Parliament is required. State and Federal legislation would quarantine Postcodes of Disadvantage from further neglect or managed decline. The Postcodes of Hope legislation aims to break cycles of poverty and dependency, prevent enclaves and deliver access to lifelong learning, jobs and growth. It would invest in the attributes that largely determine where everyone ends up in life: attitude, education and opportunity rather than simply building bigger police stations, grander court house and more prisons because insanity, as Albert Einstein noted, is doing the same thing over and over again and expecting different results.”

### Key immediate requests:

- Appoint a Co-ordinator-General to aggregate assets and opportunities between the three tiers of government, business and civil society.
- Implement a Social Capital Index to measure annually and report publicly on progress between partners in moving “Postcodes of Disadvantage” to “Postcodes of Hope.”
- Legislate for “Postcodes of Hope.”



Students from Dallas Brooks Community Primary School take their hopes to Parliament.

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PARLIAMENT OF VICTORIA

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Introduced in the Assembly

## Postcodes of Hope

To establish the **Postcodes of Hope Act 2016**.

**The Parliament of Victoria enacts:**

### Part 1—Preliminary

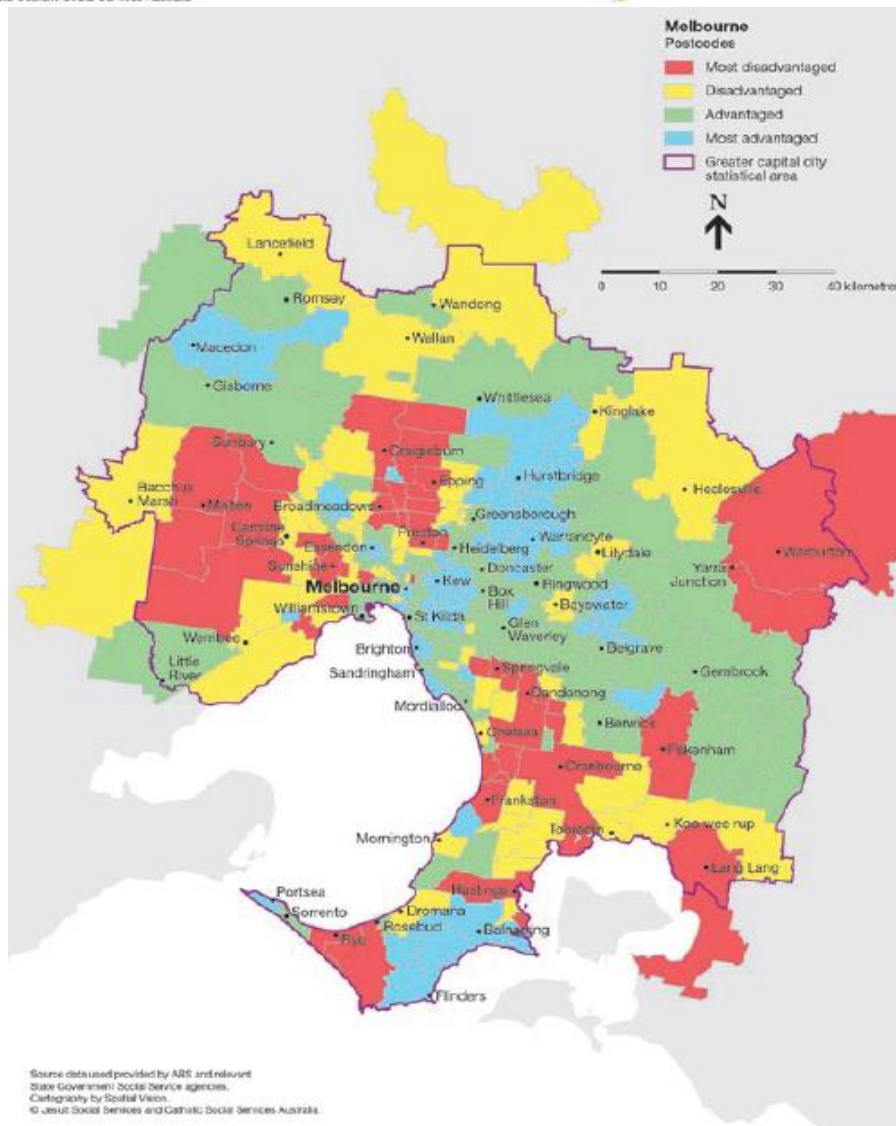
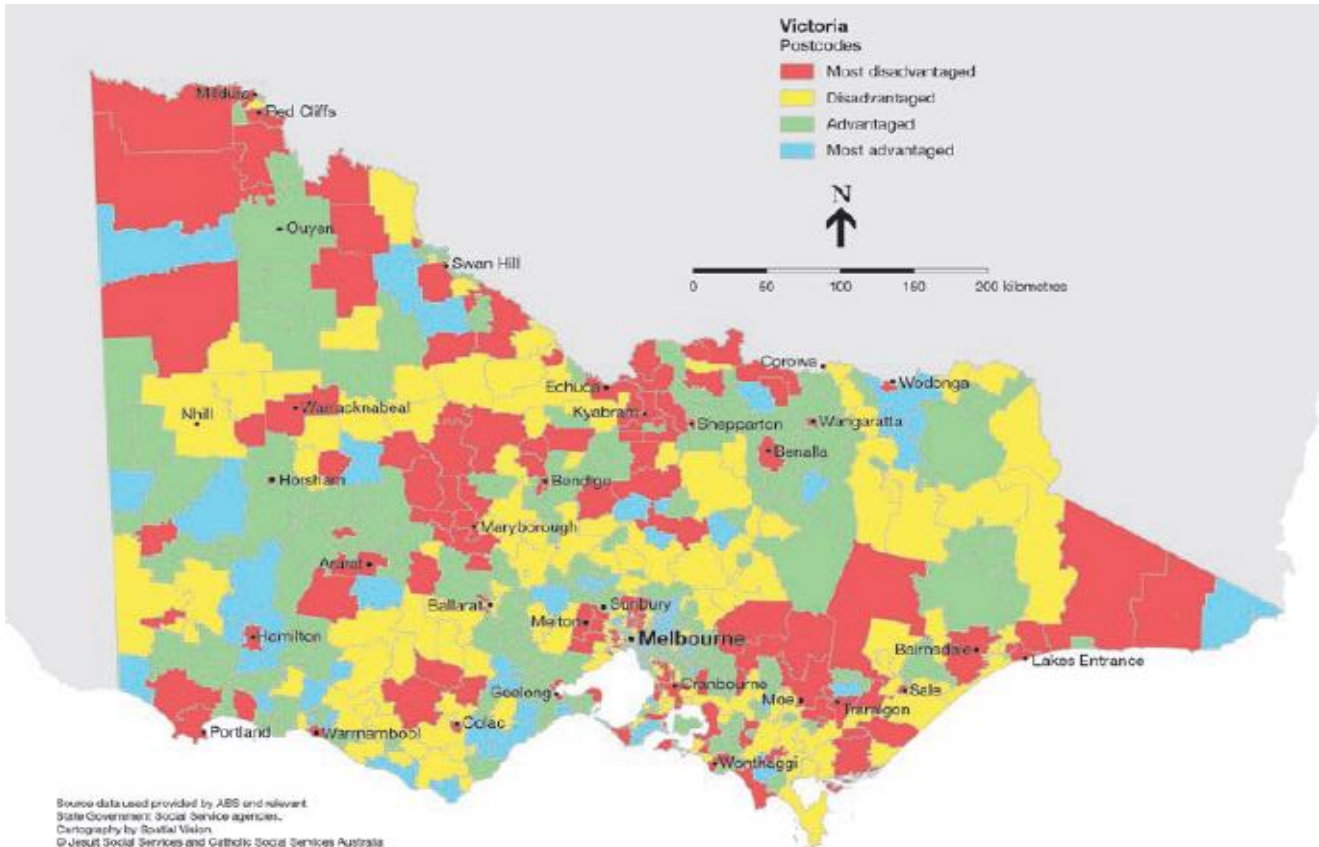
#### 1 Purposes

The purposes of this Act are—

- (a) To establish the new **Postcodes of Hope Act 2016**, to deliver smarter, healthier and better connected and sustainable communities, because talent is not defined by demographics, but too often opportunity is.

The aim is to invest in attitude, education and opportunity, the attributes that largely determine where everyone ends up in life.

## Postcodes of Disadvantage





## Mutual Obligation



*“The social impacts of inequality are now increasingly understood – higher crime, health problems and mental illness, lower educational achievements and life expectancy.”<sup>33</sup> - Joseph Stiglitz - *The Price of Inequality* (Stiglitz, 2013)*

The World Bank and International Monetary Fund have highlighted the adverse impact of inequality. Disparity between globalisation’s winners and losers fuelled the rise of Brexit and Donald Trump because the gap between rich and poor, capital and labour is increasing. Everyday people struggle to see where they fit in the big picture when the convergence of powerful forces beyond their control, globalisation and technology, make their jobs redundant.

Whipping up resentment, anxiety and fear is the easiest politics but solves nothing. Dividing cultures through the chain reaction of race, taxes and welfare is perilous.<sup>34</sup> Mutual obligation demands a coordinated strategy and creative response to turn adversity into opportunity. For change to be regarded as a friend not an enemy, it must deliver a fair go for all. Australia’s Government cannot remain a bystander; it must be a participant beyond partisanship and the election cycle to help forgotten people. It’s time for a unity ticket to increase jobs, growth and productivity while reducing welfare payments by investing in infrastructure, lifelong learning and social cohesion.

### **Key immediate requests:**

- Council of Australian Governments to support a strategy to help Postcodes of Disadvantage become Postcodes of Hope.
- Appoint a Coordinator-General to aggregate assets and opportunities between the three tiers of government, business and civil society.
- Legislative remedy for Postcodes of Hope.



## Revitalisation Requirements

Broadmeadows has leading indicators for revitalisation such as blue-chip transport and proximity to the central business district of the world’s most liveable city. Other criteria include:

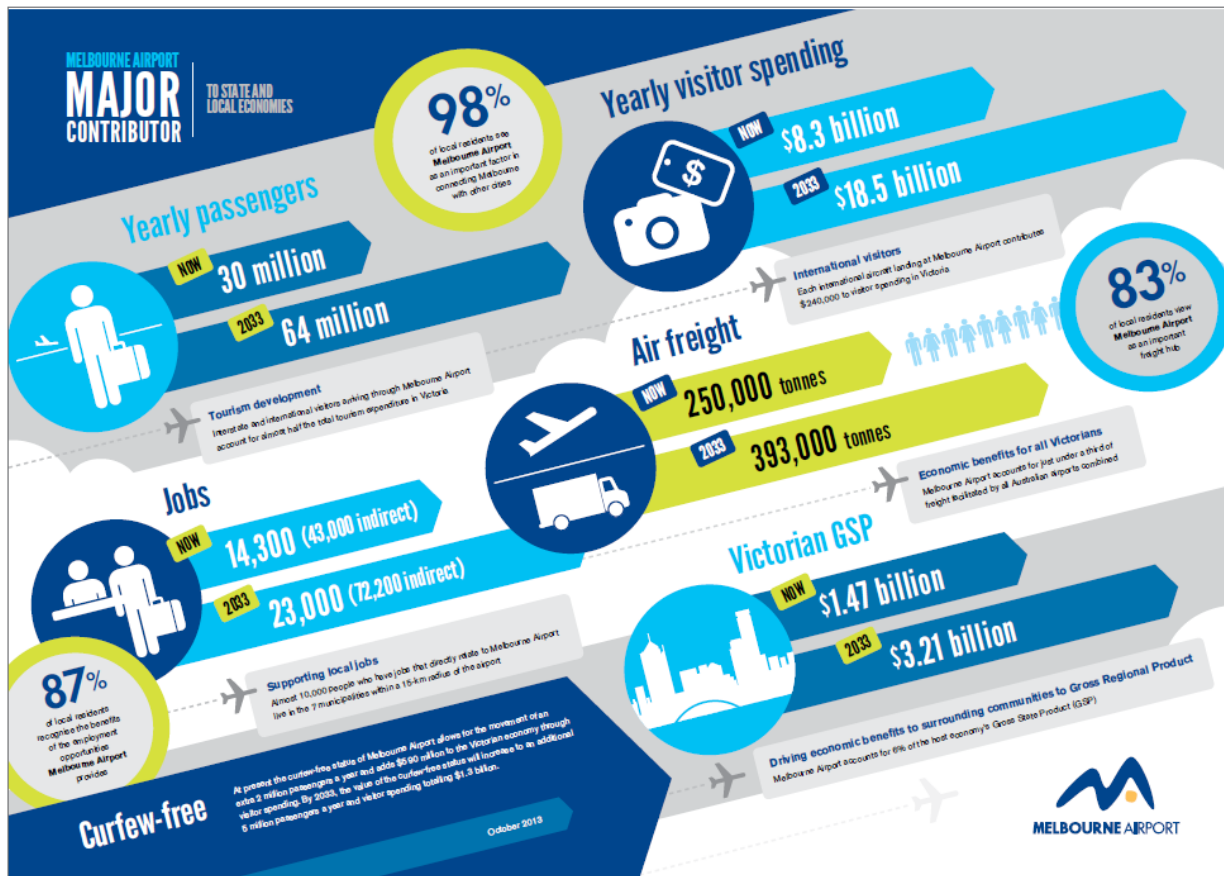
Relevant revitalisation models like Brooklyn and Harlem in New York have common characteristics:	The economics of reformation build on the following comparative advantages:	The strategy must involve:
<ul style="list-style-type: none"> <li>• Civil leadership</li> <li>• Land and building revaluations</li> <li>• Community facilities</li> <li>• Improvement in school status</li> <li>• Security</li> <li>• Public transport access</li> </ul>	<ul style="list-style-type: none"> <li>• Skill of the workforce</li> <li>• Transport links for exports and domestic markets</li> <li>• Closeness to the city</li> </ul>	<ul style="list-style-type: none"> <li>• Community commitment</li> <li>• Political support</li> <li>• Investment capacity</li> <li>• Non-bureaucratic processes for implementation</li> </ul>



## Economic Growth: Melbourne Airport

Cities in the past developed around ports but in the 21st century they are expanding around airports. Melbourne Airport is the largest hub for economic growth in Melbourne’s North. Harnessing its potential is critical for economic development. Expansion during the next 20 years is projected to deliver movement of 64.37 million passengers and 348,000 aircraft annually in 2033. By then, about 14.5 million overseas and interstate visitors will visit Victoria via the airport, contributing an estimated \$18.5 billion to the state economy through tourism expenditure.

Melbourne Airport’s Current and Future Contribution to the State and Local Economies



	Annual impacts of current operations	Forecast annual impacts of airport operations in 2018	Forecast annual impacts of airport operations in 2033
Passenger movements	29.1 mn	38.26 mn	64.37 mn
Aircraft movements	210,000	258,660	348,000
Direct employment (nos.)	14,300	16,000	23,000
Indirect employment (nos.)	43,000	54,000	72,200
Direct Victorian GSP (constant \$2012)	\$1.47 bn	\$1.9 bn	\$3.21 bn
Indirect Victorian GSP (constant \$2012)	\$5.20 bn	\$9.9 bn	\$20.90 bn
International air freight (tonnes)	250,000	303,000	393,000
Visitor spending (constant \$2012)	\$8.3 bn	\$11 bn	\$18.5 bn
Productivity impacts due to planned expansion (\$2012)	-	-	\$390 mn



## Regeneration through Education

### Broadmeadows Regeneration

\$110 M over 5 years

17 schools to 9



### BROADMEADOWS AREA REGENERATION

\$110M OVER 5 YEARS  
17 SCHOOLS INTO 9



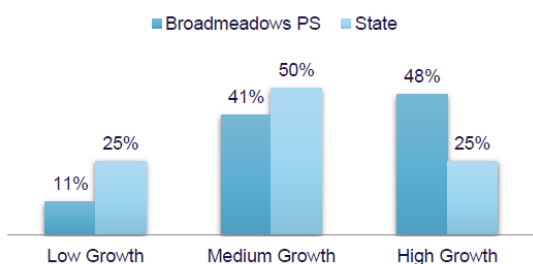
- Resulted in 17 run down facilities being replaced with high quality new buildings.
- A number of these involved co-locating early childhood facilities with primary schools.
- These schools have moved from previously reflecting low aspiration and poor quality (relative to other areas of Melbourne), to now being tangible symbols of high community value and aspiration.
- Principals in these schools are working hard to capitalise on the significance investment they are custodians of.



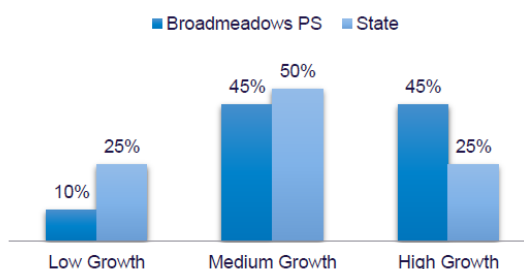
## SCHOOLS MAKING A BIG DIFFERENCE

- Community characteristics in Broadmeadows are some of the most disadvantaged in the state and educational outcomes like NAPLAN still reflect this, however....
- There are significant exceptions, such as Broadmeadows Primary School, who have achieved outstanding improvement in their results, with the teaching program adding significant value to student learning.

**NAPLAN Relative Growth Yr3-Yr5:  
Reading 2016**



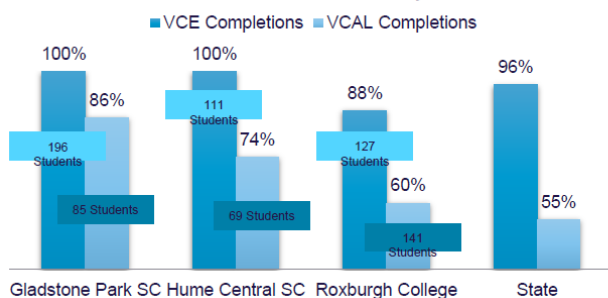
**NAPLAN Relative Growth Yr3-Yr5:  
Numeracy 2016**



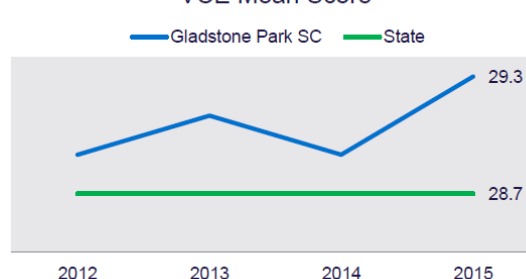
## SUCCESS IN SECONDARY SCHOOLS

- VCE completion in Broadmeadows area secondary schools has improved since 2013, with Gladstone Park SC and Hume Central SC experiencing significant improvement in completion percentage over this time.
- Gladstone Park SC has improved its VCE mean score since 2012 and is tracking above State Mean.

**VCE & VCAL Completion & Enrolment  
Broadmeadows Area Secondary Schools**



**Gladstone Park vs State  
VCE Mean Score**





## Essendon legend Michael Long still making his Long Walk against racism

August 8, 2015

Frank McGulre

Michael Long will address an economic and cultural development summit in Broadmeadows next week



Michael Long celebrated 10 years of the Long Walk in 2014. *Photo: Joe Armao*

It is 1995 and Michael Long stands alone in the gym at Windy Hill, the home of the Essendon Football Club, repeating mindless biceps curls and staring into a mirror. Essendon coach Kevin Sheedy ushers me into the grimy sanctuary, suggesting his star break his silence concerning the racial slur uttered against him in the dying minutes of a pulsating drawn match, abuse drowned out by the roar of almost 95,000 fans at the AFL's inaugural Anzac Day contest meant to commemorate mateship.

Long played footy as if he was dancing along his own song line on the MCG surface, finding time, space and eloquence amid the chaos of a grand final to win a Norm Smith medal as the best afield in a premiership victory. But in the immediate aftermath of the match against Collingwood, he maintained the players' code of silence. Days later in the gym he still refuses to avert his gaze.

*They don't care what colour their dog is, or their car, but when it comes to people it's a different issue. Why should it be? Why can't we live together as one?*

*Michael Long*

Confiding to my television crew from the ABC's 7.30 Report that we will either secure an exclusive interview or Michael Long will end up with biceps the size of Arnold Schwarzenegger's, I asked them to set up in Essendon's trophy room and wait.

Long reluctantly concedes to discuss the controversy. His initial on-camera responses prove as evasive as his on-field sidesteps. After 20 minutes he has revealed little. Frustrated, I ask him to set aside everyone else's commentary and bluntly put the critical question: "What does it mean to you to be called 'a black bastard?'"

"It's degrading a person for not only who they are but for their colour as well," Long responds. Then he gives an answer carrying the burden of history and the power of a universal truth: "We're just the same, we bleed the same. But people have an opinion on people they don't know. They don't care what colour their dog is, or their car, but when it comes to people it's a different issue. Why should it be? Why can't we live together as one?"

Long uttered these words 20 years ago. Speaking up changed AFL culture against on-field abuse. Dual Brownlow medallist Adam Goodes called out crowd abuse. Hopefully this will end abuse from beyond the boundary.

It may also lead to greater understanding of the history of Australia's black-white relations. The past is never dead, as William Faulkner noted, it's not even past. The mothers of Michael Long and Adam Goodes belong to the stolen generations, taken from their families as children.

Grief-stricken, Long phoned me the day he began what became known as the Long Walk, his journey on foot from Melbourne to Canberra, seeking a meeting with then-prime minister John Howard to try to include Indigenous voices in solutions to systemic disadvantage.

"There are too many deaths," Long said, voice quiet with rage. "I've been to too many funerals for my family and my friends." His offer from the heart was made more than a decade ago.

Last year's Australian of the Year Adam Goodes has been criticised for being dismayed at the lack of response to John Pilger's film *Utopia*, highlighting that the world's worst rate of the eye disease trachoma is among Indigenous Australians; that suicide rates in Aboriginal communities are increasing; and Indigenous Australians are likely to be imprisoned at 10 times the rate of black people under South African apartheid. Australia's Royal Commission into Aboriginal Deaths in Custody was almost 25 years ago.

The British Parliament passed the Australian constitution as part of the Commonwealth of Australia Constitution Act in 1900 and it took effect on January 1, 1901. Recognition for Indigenous Australians in our constitution remains a struggle.

Sport connects the disconnected and education is the pathway to a better life, especially for those who come from the end of the line. Michael Long has accepted my invitation to address an economic and cultural development summit in Broadmeadows next week aimed at establishing brighter futures for generations to come by investing in the attributes that largely determine where we all end up in life: attitude, education and opportunity, rather than simply building bigger police stations, grander court houses and more prisons.

A learning and leadership centre named in Long's honour recently opened in Darwin to help uncover the successors to football stars such as Long and Cyril Rioli. The AFL, Essendon and Collingwood football clubs will add their clout to the summit because footy has played an important role in social progress. It should not be diminished by flashpoint controversies.

The last time Long visited the learning centre in Broadmeadows, encouraging children to further their educations, he could barely stand because of his football injuries. He thanked me for the loan of a couch. I thanked him for an Essendon premiership and his knee. The Long Walk continues. Slowly. Courageously.

Frank McGuire is Victoria's parliamentary secretary for medical research and Labor MP for Broadmeadows. His 1995 report on racial abuse in the AFL was nominated for a United Nations Media Peace Prize.

Read more: <http://www.theage.com.au/comment/essendon-legend-michael-long-still-making-his-long-walk-against-racism-20150807-gty49.html#ixzz3kMYLO087>

## **Planning restrictions on Ford's Broadmeadows site**

### **Definitions:**

#### **Industrial 1 Zone (IN1Z)**

To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner that does not affect the safety and amenity of local communities.

#### **Heritage Overlay Schedule 221 (HO221)**

Ford Complex (Three storey Administration Building and Sign only, single storey additions are excluded)

1727-1787 Sydney Road, Campbellfield

The purpose of this overlay is to conserve and enhance the heritage place of cultural significance. The requirements of the overlay apply to the administration building and include tree controls.

#### **Special Build Overlay**

To identify land in urban areas liable to inundation by overland flows from the urban drainage system as determined by, or in consultation with, the floodplain management authority.

To ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.

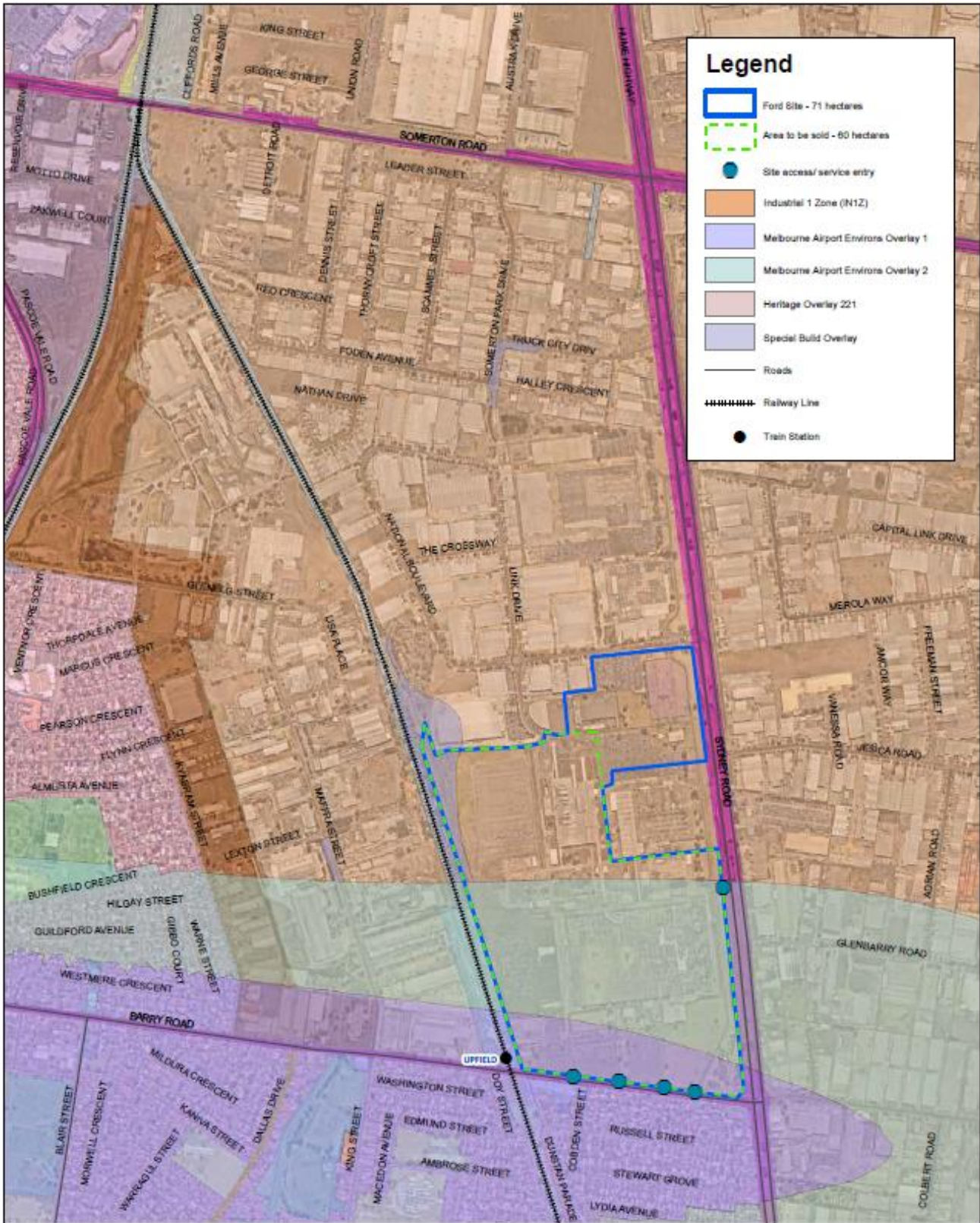
#### **Melbourne Airport Environs Overlay Schedule 1**

To identify areas that are or will be subject to high levels of aircraft noise based on the 25 Australian Noise Exposure Forecast (ANEF) contour and to restrict use and development to that which is appropriate to that level of exposure.

#### **Melbourne Airport Environs Overlay Schedule 2**

To identify areas that are or will be subject to moderate levels of aircraft noise based on the 20-25 Australian Noise Exposure Forecast (ANEF) contours and to limit use and development to that which is appropriate to that level of exposure.







**HUME**  
CITY COUNCIL


Division: City Sustainability

**Ford**  
**358 Barry Road Campbellfield**

Scale: 1:10,000  
Page Size: A3  
Map Projection: VicGrid (GDA 94)  
Date: 13/10/2016



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0 150 300 450 600 750 Meters

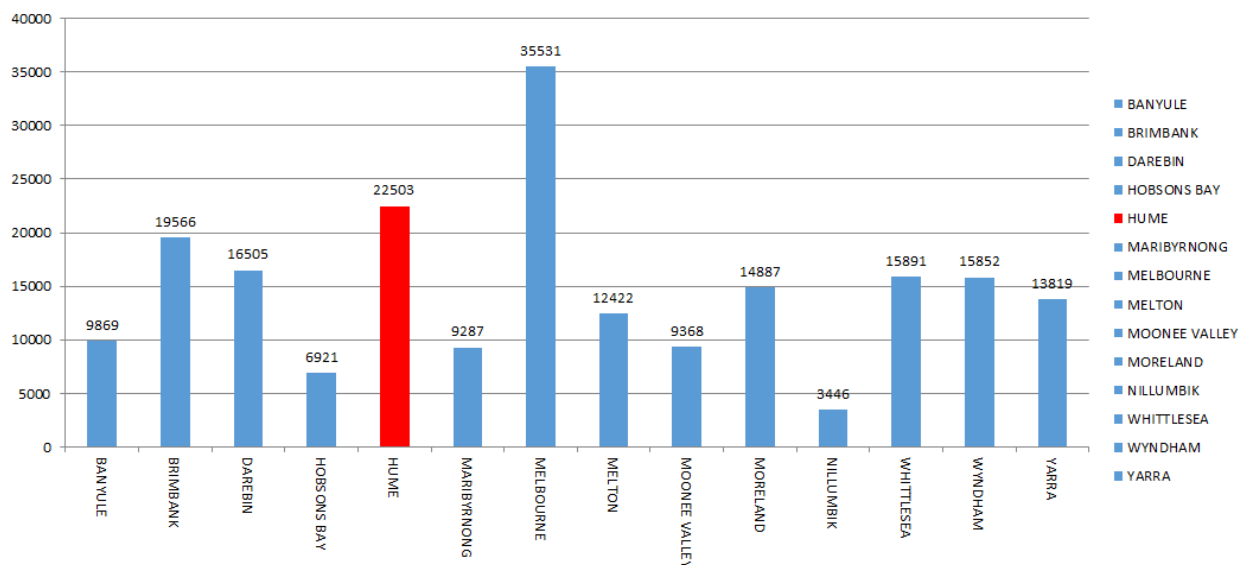
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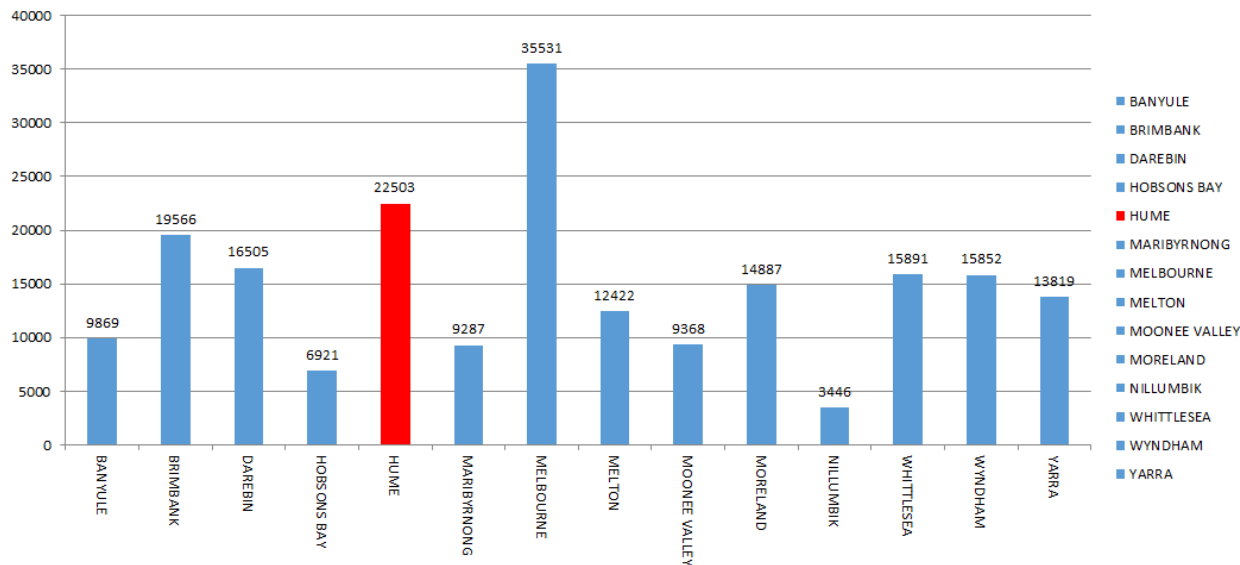


## Family Violence

Recorded Family Violence statistics are based on data extracted by Victoria police  
Number of offences by North West Metro Region  
July 2015 to June 2016

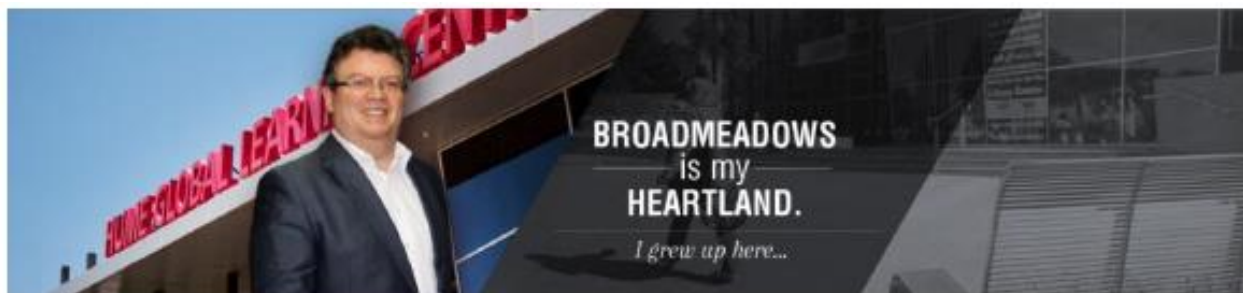


Recorded crime statistics are based on data extracted by Victoria police  
Number of offences by North West Metro Region  
July 2015 to June 2016



## Economic and Cultural Development Conference 2016

Federal ALP leader, Bill Shorten and national business leader, Tim Piper were keynote speakers featuring in the attached video- <https://vimeo.com/191732696><sup>35</sup>



### You are invited to attend the Economic & Cultural Development Summit

On the eve of the end of an era with the closure of Ford's local manufacturing, the summit provides the chance to turn adversity into opportunity, to develop industries for the future, to create new jobs for the next generation, to address housing affordability and to replace anxiety and fear with hope. It aims to provide a co-ordinated response to urgent and critical issues confronting Australia: globalisation, the demise of local manufacturing, population growth, multiculturalism and a fair go in the 21<sup>st</sup> Century.

**Hosted by Frank McGuire MP**

Member for Broadmeadows  
Victoria's Parliamentary Secretary for Medical Research

**Date:** Thursday 6 October 2016

**Registration:** 9:45am

**Summit From:** 10:00am

**Where:** Hume Global Learning Centre Broadmeadows  
1093 Pascoe Vale Road, Broadmeadows 3047

**RSVP:** [Frank.McGuire@parliament.vic.gov.au](mailto:Frank.McGuire@parliament.vic.gov.au)  
by Monday, 3 October

### Keynote Speakers



**Hon Bill Shorten MP**  
Leader of the Opposition



**Tim Piper**  
Director - Australian Industry Group.

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