



# CHOOSE CASEY

# CHOOSE CRANBOURNE

YOUR GUIDE TO DEVELOPMENT AND  
INVESTMENT IN CENTRAL CRANBOURNE

# WELCOME TO CENTRAL CRANBOURNE

With a catchment of almost a million people and central location among some of the fastest growing communities in Australia, Central Cranbourne is a prime development location for your business.

Central Cranbourne offers affordable land parcels, a large potential employee pool, improved accessibility and an array of amenities.

The precinct's strong focus on economic investment and job creation, alongside residential growth ensures it will mature into a truly diverse centre to serve the rapidly growing South East Growth Corridor.

Central Cranbourne is ready for your business. If you are ready, talk to us today.



## Choose Growth

With a population in excess of 390,000 people, the City of Casey offers access to over 180,000 potential employees with specialised skills across various industries and professional services.



## Choose Location

Centrally positioned in one of Australia's most productive industrial and economic regions, the City of Casey offers access to strong supply chains through the manufacturing hub of Dandenong South and agricultural region of Gippsland.



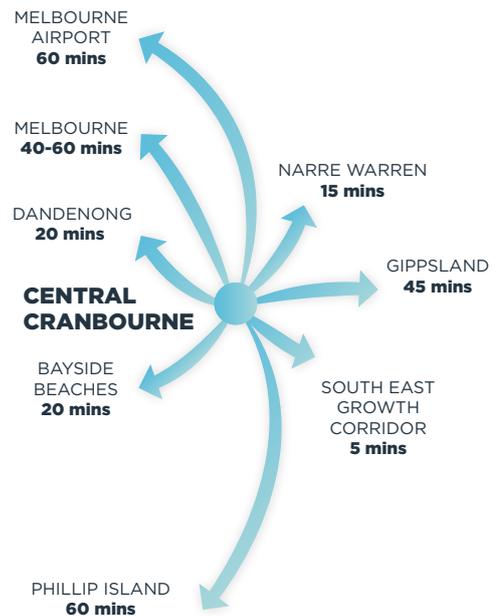
## Choose Partnership

Casey Council is a forward-thinking local government which prides itself on successful partnerships with some of the largest organisations in the nation, including the Melbourne Football Club and Melbourne City FC A-League club.

# WHY CHOOSE CENTRAL CRANBOURNE?

Central Cranbourne is only:

- › Minutes from the fast growing suburbs of Clyde, Botanic Ridge and Cranbourne East
- › Just steps from the sporting hubs of the Casey Complex with state-of-the-art stadium and pool complex and Casey Fields regional sports complex
- › 20 minutes from the jobs hub of Dandenong South and the Dandenong CBD employing over 100,000 workers
- › Minutes from the emerging employment precincts of Cranbourne West and Casey Fields South
- › On the doorstep of the Cranbourne Royal Botanic Gardens and Cranbourne Turf Club
- › 40-60 minutes by Car / Train to the CBD with ever improving train services and the South Gippsland Hwy



## ✓ PLANNING CERTAINTY

Central Cranbourne is identified by Council as an aspiring Metropolitan Activity Centre providing planning certainty around strong growth targets and attracting significant developments.

## ✓ OPTIMAL ZONING

Central Cranbourne has a recently updated Activity Centre Zone to support development, provide generous building heights and give clarity around significant developments.

## ✓ LOW COST DEVELOPMENT

Cranbourne has significant service capacity, large vacant or underutilised areas, low cost development with no Developer Contributions Plan all providing a competitive development edge.

## ✓ MAJOR INFRASTRUCTURE INVESTMENT

Significant investments including the duplication of the Narre Warren Cranbourne Road, Cranbourne train line upgrades, Cranbourne Community Hospital and major sports and recreation facility upgrades.

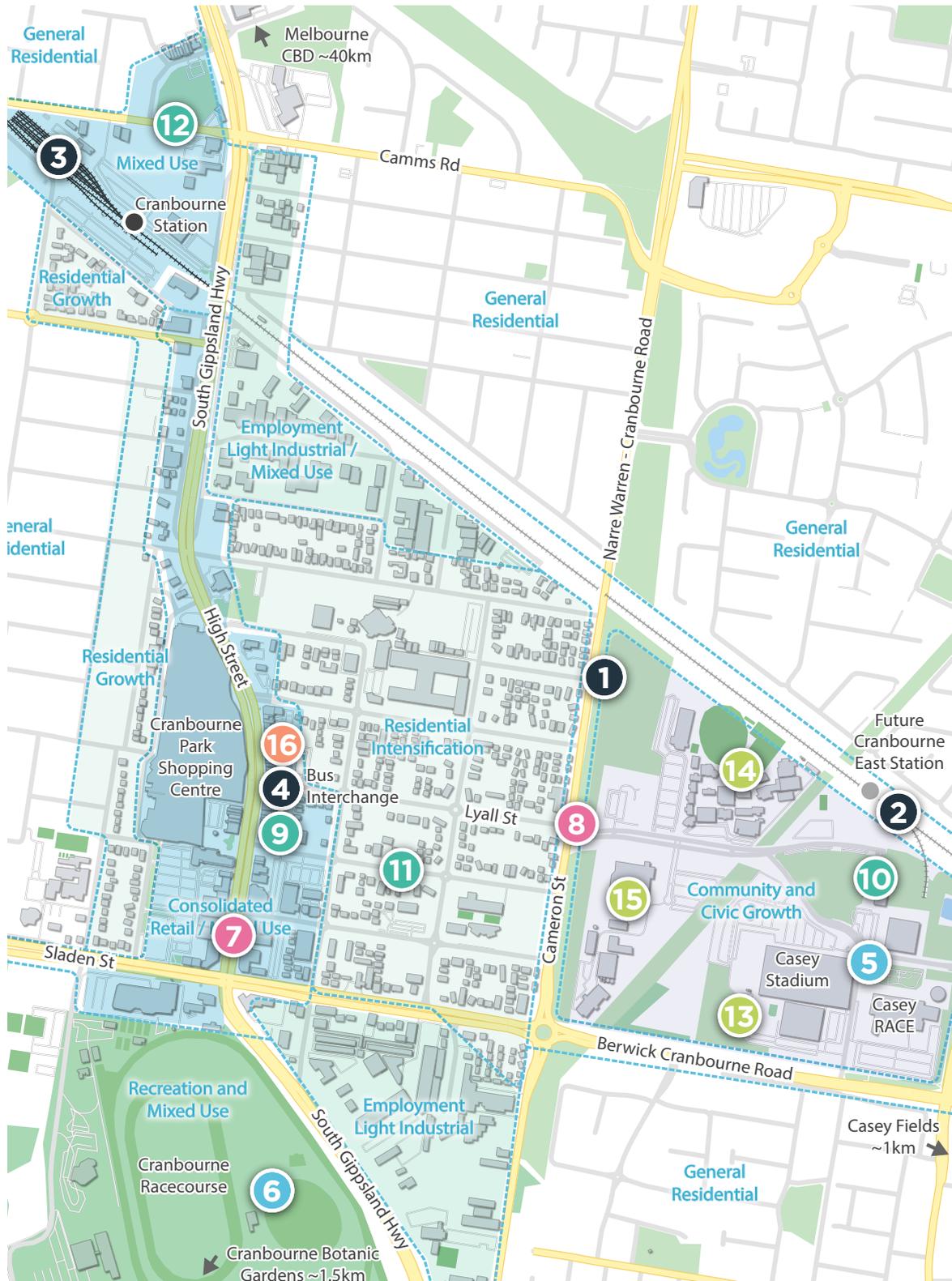
## ✓ FAST TRACK PLANNING

Dedicated Planning, Economic Development and Property Development Managers to assist, along with a Coordinator pre-application process. No public notification requirements in most areas.

## ✓ BUSINESS DEVELOPMENT

Council has a strong focus on Central Cranbourne with dedicated support for new businesses, local knowledge to match investors and businesses and an established State and Federal Government advocacy program.

# KEY SITES IN CENTRAL CRANBOURNE



## STATE INFRASTRUCTURE

1

### **Cranbourne Bypass - Narre Warren Cranbourne Road Upgrades**

Creating a much needed alternative route for heavy traffic, reducing noise and speeds along High Street and revitalising the shopping and dining precinct.

2

### **Future Clyde Rail Extension - Cranbourne East Station**

Proposed future extension of the Cranbourne Rail Line to Clyde including the Cranbourne East Station at the Casey Complex boosting accessibility.

3

### **Cranbourne Line Upgrades**

\$1 billion upgrades to the Cranbourne line including the duplication, the Camms Road level crossing removal and new stations to increase capacity and turn-up-and-go services.

4

### **Improved bus networks**

Ongoing improvements to local bus network, including the Lyall Street Bus Interchange and routes around Cranbourne.

## RECREATION

5

### **Casey Complex**

Recent \$18m expansion to the Casey Stadium transforming it into a state-of-the-art recreation facility used by over a million visitors each year.

6

### **Cranbourne Racecourse**

The ever-growing Cranbourne Turf Club is now the largest training facility in Australia with plans for future accommodation and a convention centre.

## WALKING AND RIDING

7

### **High Street Revitalisation**

Future plans to transform the current High Street into a shopping and dining destination with significant upgrades proposed around revitalisation, traffic calming, noise reduction and amenity improvements.

8

### **Cycle Improvements**

Improving cycle and pedestrian networks around the centre including Lyall Street, Berwick Cranbourne Road and connecting into the Royal Botanic Gardens Cranbourne.

## PRIORITY DEVELOPMENT PRECINCTS

9

### **High Street Revitalisation**

Future plans looking at consolidating and maximising the use of Council's landholdings and carparks within the Centre.

10

### **Casey Complex**

Multiple Council development sites coming online along with private redevelopment building off the proposed future Cranbourne East Station.

11

### **Infill Residential Precincts**

Significant opportunities for high density residential growth in close proximity to High Street.

12

### **Cranbourne Station Precinct**

Large private development parcels with development activity beginning to occur and future opportunities building off an upgraded Cranbourne Railway Station.

## INSTITUTION INVESTMENT

13

### **Cranbourne Community Hospital**

Cranbourne Community Hospital, one of ten new community hospitals being built by the State Government, providing a huge boost to healthcare and employment in the region.

14

### **Casey Grammar**

With over 1000 students Casey Grammar provides an ever-expanding range of facilities.

15

### **Chisholm Institute**

Providing tertiary education in a range of subjects from horticulture, plumbing and administration, Chisholm Institute Cranbourne has expansion plans that will boost education in the region.

## REVITALISATION

16

### **Cranbourne Park Shopping Centre & Greg Clydesdale Square**

Council is working with key stakeholders to revitalise High Street, Greg Clydesdale Square and areas around the Cranbourne Park Shopping Centre.

# WHY CHOOSE CENTRAL CRANBOURNE?

Casey's Economic Development Strategy has the ambitious target of generating 3,300 jobs annually emphasising the need for quality development and job growth in activity centres. The key objectives are based around revitalisation, innovation, partnerships, upskilling and investment readiness.

**We recognise the importance of Central Cranbourne as a vital employment and service hub for the growing south east region. Our teams are positioned to support and advocate for businesses both small and large to make the most of the access, services and to add vibrancy to the Centre.**

### Employee Rich Workforce

- › Cranbourne is an employee rich region providing massive opportunities for a quality workforce on the doorstep of new businesses
- › Currently more than half of the City's residents depart the city each day for work
- › Casey has over 86,000 jobs and over 180,000 employees

### A Diverse Economy

Cranbourne has a range of key employment sectors including:

- › Growth in the health and education sectors focused on the new Cranbourne Community Hospital and growing education sector primed for allied health businesses
- › Entertainment and tourism focusing on the Cranbourne Turf Club and the Royal Botanic Gardens Cranbourne
- › Sports and leisure activities at the Casey Complex and Casey Fields
- › Retail and professional services within the Cranbourne Central Shopping Centre
- › Construction and trades servicing the massive growth areas

### Educated Workforce

Cranbourne has the skills to get the job done with over 8,500 workers including:

- › over 35% holding a Diploma or above, and
- › over 72% holding a higher education qualification

### Value Adding

- › Casey has a thriving economy with a massive economic output focused on construction, service, health, education and retail
- › With connections to Dandenong South there are significant opportunities to emphasise local supply chains
- › Annual economic output of \$21.653 billion including:
  - Construction - \$4.1 billion
  - Retail - \$1.2 billion - employing over 14,000 people
  - Health and Education - \$2.2 billion
- › Melbourne's future South East Airport proposed within 20km

**16,500**

Jobs in central Cranbourne

**\$1.4b**

Central Cranbourne yearly output

**175k**

New residents in Casey by 2041

**72%**

Workforce tertiary educated

**20km**

From Melbourne's future south east airport

# CRANBOURNE PROVIDES A WORLD OF OPPORTUNITY



## CHOOSE RETAIL

### High Street and Cranbourne Park Shopping Centre

- › Cranbourne Park providing an anchor for local retail and services
- › Stores include Target, Kmart, Coles, TK Maxx, Aldi, Harris Scarfe, JB-Hi-Fi, Best & Less, Cotton On
- › 55,000sqm retail floor space in the Centre
- › Major opportunities with the future revitalisation of High Street



## CHOOSE SPORTS

### Casey Complex and Casey Fields World Class Sports Facilities

- › Casey Stadium being one of the largest indoor sports complexes in Victoria with 10 indoor courts, gymnastics, indoor cricket and regional Aquatic Centre
- › Australia's biggest indoor skate facility at The Shed in the Casey Complex
- › Close to the Casey Fields national sporting centre with over 30 fields being the home of the Melbourne Demons AFL and Melbourne City Football Club



## CHOOSE LEISURE

### Royal Botanic Gardens Cranbourne and local parks

- › One of two Royal Botanic Gardens in Victoria
- › Over 230,000 yearly visitors, 170,000 plants and endangered bandicoots
- › Travellers Choice TripAdvisor winner 2021
- › One of Victoria's most precious areas of remnant native bushland with vast areas of publicly accessible parklands and trails
- › Over 26% of Cranbourne covered by over 39 parks



## CHOOSE EMPLOYMENT & EDUCATION

### A flourishing employment market

- › Approximately 1,500 businesses in Cranbourne and 16,500 jobs
- › Approximately 35,000sqm of office space
- › 1,200 jobs in Retail and Hospitality

### Elite education on offer

- › Elite private and public schools nearby including Casey Grammar, Marnebek School, Lighthouse Christian College, St Peters College, St Agatha's School and others
- › An expanding Chisholm Institute of TAFE at the Casey Complex and other tertiary institutions nearby



## CHOOSE TRANSPORT

### Convenience on your doorstep

- › Large sites primed for revitalisation opportunities
- › Cranbourne Train Station
- › 50 minutes to the CBD by train
- › Future proposed Cranbourne East Station and Clyde extension
- › Increasing turn-up-and-go services
- › Direct to Melbourne Metro Tunnel and future Melbourne Airport rail lines



## CHOOSE ENTERTAINMENT

### Cranbourne Turf Club is one of the premier racecourses in Victoria

- › Largest horse training facility in the Southern Hemisphere
- › Major economic, recreational, entertainment and tourist activity
- › Over 1400 horses in training
- › Greyhounds, Harness and Thoroughbred Racing

### Priority Development Program

Council gives priority to proposals which demonstrate significant alignment to the objectives of the City of Casey's Economic Development Strategy 2021-25.

The program supports Council and the private sector working together through a co-operative, solution focused and facilitated process to drive innovative commercial and industrial development outcomes in Casey's priority industry sectors for economic growth, job creation and sector diversity

## COME AND SPEAK TO US ABOUT YOUR NEXT DEVELOPMENT AND GET AHEAD OF THE MARKET

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**Post:** PO Box 1000, Narre Warren VIC 3805  
**NRS:** 133 677 (for the deaf, hearing or speech impaired)



**TIS:** 131450 (Translating and Interpreting Service)

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The information contained in this publication is of a general nature, subject to change and should not be construed as specific advice or relied upon in lieu of appropriate professional advice.