

# **Hobsons Bay Where Business Works**

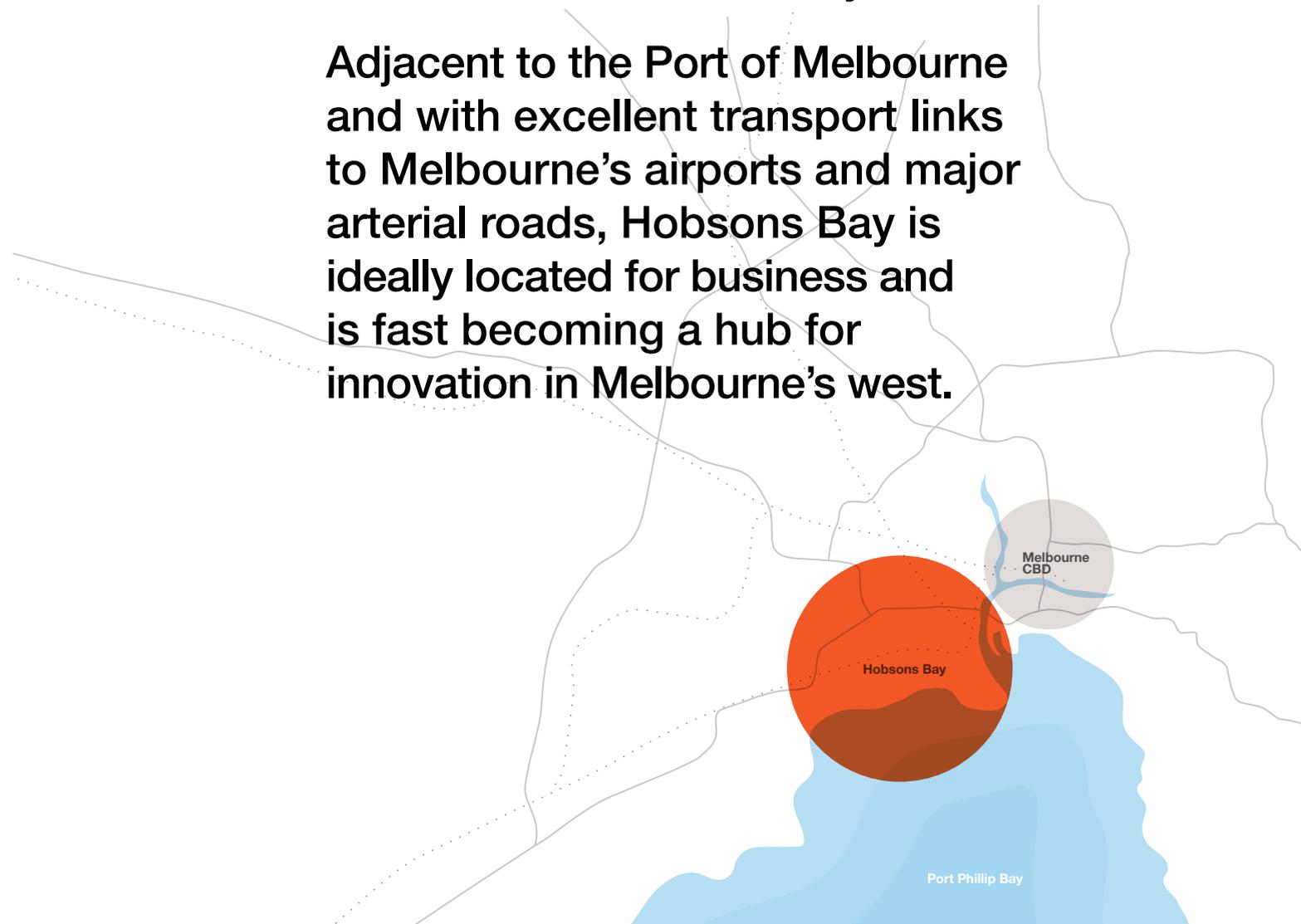
**There has never  
been a better  
time to invest in  
Hobsons Bay**

# Welcome to Hobsons Bay

Located just ten  
kilometres from  
Melbourne's CBD  
on the edge of  
Port Phillip Bay

Located just ten kilometres from Melbourne's CBD on the edge of Port Phillip Bay, Hobsons Bay boasts a thriving economy, an enviable bayside lifestyle and a diverse local community.

Adjacent to the Port of Melbourne and with excellent transport links to Melbourne's airports and major arterial roads, Hobsons Bay is ideally located for business and is fast becoming a hub for innovation in Melbourne's west.





# Economic Context

**Hobsons Bay is ideally located for business and is fast becoming a hub for innovation in Melbourne's west.**

The economic landscape in Hobsons Bay is diverse, with a mix of high profile national and international companies through to well established family-owned and home-based businesses. Sectors of growth include advanced manufacturing, construction, professional, scientific and technical services and transport and logistics.

Businesses in Hobsons Bay benefit from an excellent network of local suppliers and support services, with business networks, industry bodies and local and state government agencies located nearby. With a population of over 90,000 that is expected to increase by more than 10,000 by 2025, local businesses will also benefit from a growing resident workforce and greater local demand for goods and services.

Whether you are looking for a development site or established premises in the industrial heart of Melbourne's west, or affordable commercial space accessible from Melbourne's CBD, Hobsons Bay works for your business.

# Why Hobsons Bay

Hobsons Bay offers  
new and relocating  
businesses the  
opportunity to establish  
a presence in the inner  
Melbourne region

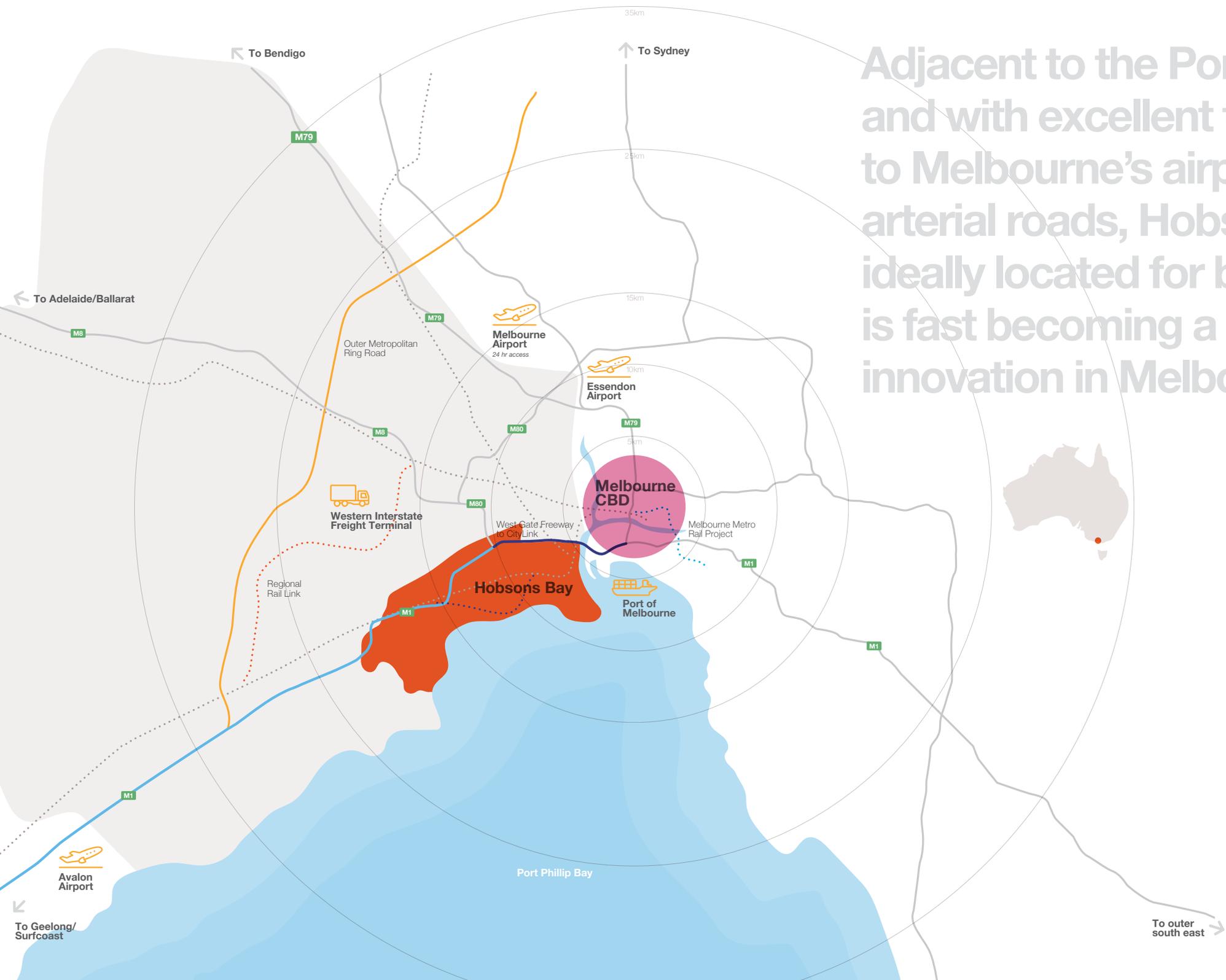
## A skilled and highly productive workforce

Hobsons Bay is home to a skilled, productive and diverse workforce with over thirty per cent holding a Diploma or higher and local employers benefiting from a pool of accessible and work ready candidates.

With over 38,000 employed residents, there are particular skills strengths in the advanced manufacturing, logistics, healthcare and professional, scientific and technical sectors.

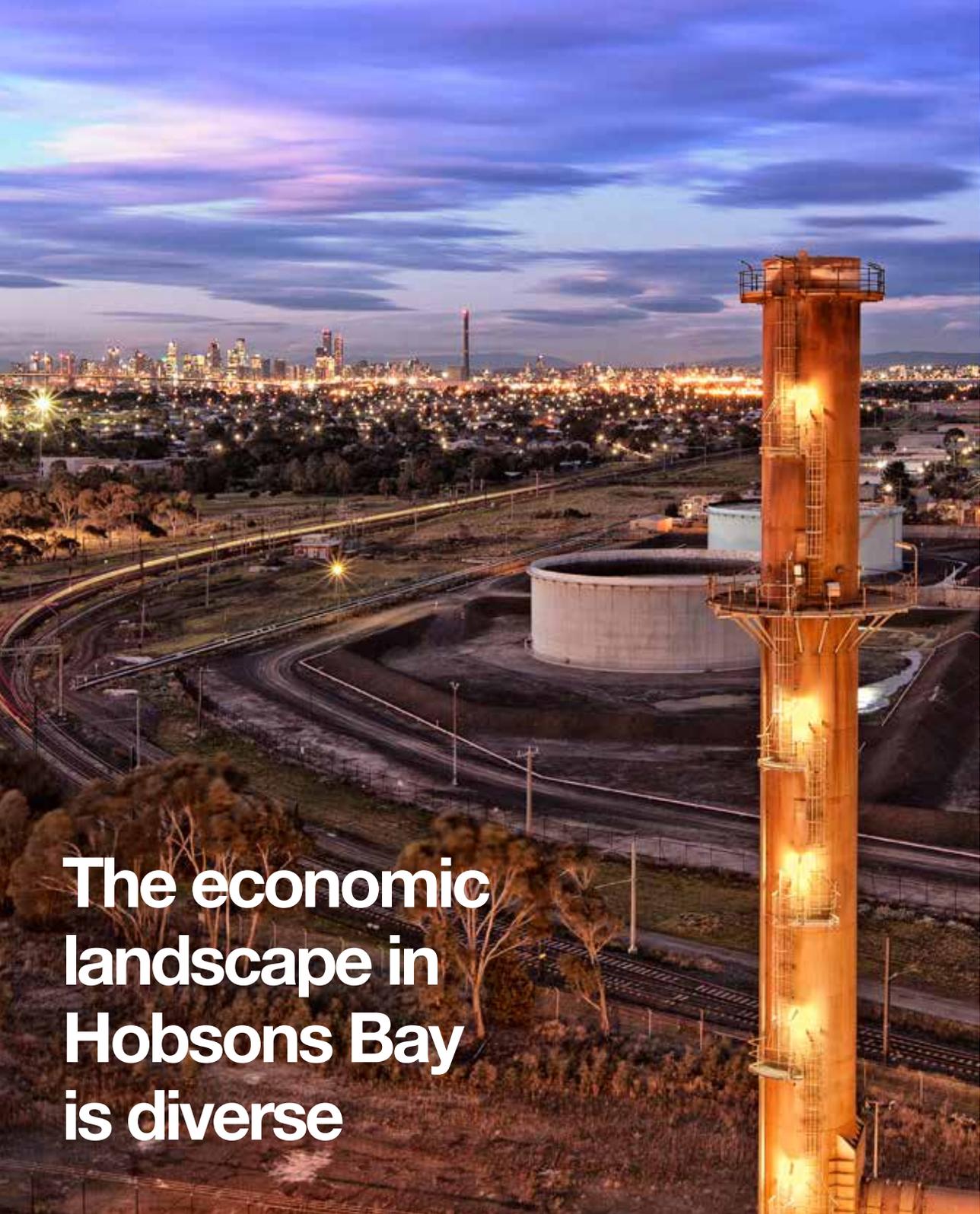


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### Legend

- Melbourne's west
- Hobsons Bay
- Melbourne CBD
- Freeway
- Outer Metropolitan Ring Road
- West Gate Freeway to CityLink
- Princes Freeway
- Major rail
- Regional rail link
- Melbourne metro rail project
- Altona loop rail
- Airport
- Interstate Freight Terminal
- Port of Melbourne



**The economic landscape in Hobsons Bay is diverse**



## Industrial spaces and commercial places

Identified by the state government as one of Victoria's four key industrial areas, the Western Industrial Precinct in the west of Hobsons Bay is recognised as a hub for freight, logistics and manufacturing investment.

The precinct, which extends across Altona, Brooklyn and Laverton, is characterised by strategically located, accessible and competitively priced industrial land.

Hobsons Bay is also home to a number of busy commercial activity centres, from local shopping precincts to premier tourist destinations and major shopping centres, local residents benefit from a thriving retail sector. Opportunities exist around the increasing demand for commercial office space within our centres in proximity to existing and improving transport infrastructure.



## Quality of life

With more than 20 kilometres of bay frontage, a rich maritime history and diverse, affordable neighbourhoods, the quality of life on offer to Hobsons Bay residents is second to none.

High quality local schools, a hospital, several sporting clubs and an abundance of open space and recreation facilities make Hobsons Bay a great place to live and work. Residents can enjoy the many cycling and walking tracks, local and international events, tourist attractions, boutique shops and cafes on offer in Hobsons Bay, while excellent transport links provide easy access to tertiary institutions, health precincts and Melbourne CBD.



# There has never been a better time to invest in Hobsons Bay

Hobsons Bay offers new and relocating businesses the opportunity to establish a presence in the inner Melbourne region, while benefitting from excellent transport links, competitively priced land and a highly skilled local workforce. Join industry leaders and influencers and discover Hobsons Bay, where business works!



# Thinking about investing, developing or relocating your business to Hobsons Bay?

Contact the Economic Development Unit  
Hobsons Bay City Council

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[business@hobsonsbay.vic.gov.au](mailto:business@hobsonsbay.vic.gov.au)

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