

Bayswater jobs hub

Bayswater Business Precinct is one of Melbourne's key jobs hubs. Support is needed to ensure workers can get to their jobs using public transport.

The Bayswater Business Precinct serves as an employment hub and powerhouse economic generator for Melbourne's east, spreading across parts of Knox, Maroondah and Yarra Ranges local government areas.

Comprising 2315 hectares of employment land and home to 30,000 employees, the precinct contributes \$13.2 billion in output revenue, 31 per cent of the total Regional Export market across Melbourne's east.

Sixty per cent of the jobs in the BBP are in manufacturing, wholesale trade, construction and construction services.

Commute issues have been identified by business as a major impact on hiring success and retention with 90 per cent of employees commuting to the Precinct by car because of inadequate transport.

The Bayswater Business Precinct is one of five Australia precincts that are part of the City Partnerships Program, an initiative of the UN Global Compact, the world's largest voluntary corporate social responsibility initiative.

The City Partnerships Program is focussed on all levels of government, business and civil society to achieve inclusive, safe and resilient cities.

Poor transport access is seen as one of the key challenges facing the Bayswater Business Precinct today.

Key road network upgrades are necessary to support the growing freight demand, primarily along the Canterbury Road corridor, which is seen as the key artery servicing the precinct.

The Canterbury Road corridor requires upgrade of existing two-lane sections and safety improvements along its length.

Business leaders from the Bayswater Business Precinct have expressed considerable concerns about the poor public transport offering which directly services the precinct, leading to a loss of skilled workers to inner-urban employment precincts.

Due to the wide distribution of employees, bus servicing is generally considered to be poor across the precinct, with low utilisation.

The nearest rail station is Bayswater Station, which is several kilometres from many of the jobs in the precinct and there is a strong demand for a shuttle service to link workers to the station and to the wider precinct.

These bus links would require the potential use of smaller buses that would connect with train services and operate across extended periods in the morning peak (5:30am – 9:30am) and the afternoon peak (3pm – 6pm).

Business leaders are interested in partnering with Government to support a bespoke transport service that would meet the needs of businesses and employees.

Transport service

Business leaders are interested in partnering with Government to support a transport service, which meets the needs of businesses and employees.

There exists strong opportunity to design the functional requirements of a bus transport service from the ground up, in partnership with the key businesses in the precinct. The bus transport service would be responsive, agile, timely and designed to meet the specific needs of the Bayswater Business Precinct community.

This requires a true partnership between government, the private sector and the community.

What is needed

Improved public transport and transport options to and from the precinct including:

- On-demand shuttle bus to Bayswater Station;
- Peak bus services;
- Bike facilities;
- Canterbury Road Corridor Stage 2 Upgrade;
- Increased number of safer road crossings.

Seed funding from the Federal Government to begin a trial of the Bayswater On-Demand Bus Service for at least the first two years. Purchase of buses and ongoing service delivery over this period is costed at between \$4 million and \$5 million.

