



## Driving growth and prosperity in South East Melbourne

**Councils, business and community leaders in Melbourne's fast-growing south east have joined forces to ensure the region gets its fair share of investment, jobs, education, growth and prosperity opportunities.**

Six councils are among the foundation partners of South East Melbourne, which aims to ensure that the region that includes areas such as Dandenong, the Mornington Peninsula and Kingston, is properly represented at state and national levels.

South East Melbourne is due to be launched at 1.30pm on Friday by Premier Daniel Andrews at the City of Greater Dandenong offices.

South East Melbourne Vice President Carl Cowie, who is Chief Executive Officer at Mornington Peninsula Shire, said: "South East Melbourne's goal is to strengthen the region's economy, bringing prosperity not just to more than one million people living here today, but to 1.3 million people who will call the south east home by 2030."

Mr Cowie said South East Melbourne already generates about 44 per cent of metropolitan Melbourne's manufacturing output, and new industrial hubs mean manufacturing output will continue to grow.

The region is already a significant contributor to local and regional agricultural, wine and food production. South East Melbourne will use its vast opportunities to further develop and diversify our region's economy.

The region, particularly the Mornington Peninsula, is one of Victoria's most popular tourist destinations. More than five million visitors are attracted annually.

### **South East Melbourne's priorities include:**

- Delivering jobs and investment
- Expanding South East Melbourne's nationally significant manufacturing sector and thriving smart manufacturing industries
- Growing South East Melbourne's world-class food economy
- Connecting South East Melbourne's education and skills sector to industry
- Achieving a more connected community, through investment in transport infrastructure, including public transport
- Collaborate to attract infrastructure that increases liveability

### **South East Melbourne key facts:**

- \$43 billion in Gross Regional Product
- 25% of Melbourne's employment
- \$37 billion in manufacturing output and more than 71,000 manufacturing jobs
- Australia's biggest employment area outside of a capital city
- More than 72,000 local businesses
- More than 4000 jobs added last year
- One million residents now, 1.3 million residents by 2030

### **South East Melbourne is:**

South East Melbourne is comprised of the municipalities of Cardinia, Casey, Frankston, Greater Dandenong, Kingston and Mornington Peninsula, in partnership with key business and community leaders.