

Activity Centres Framework - Murdoch

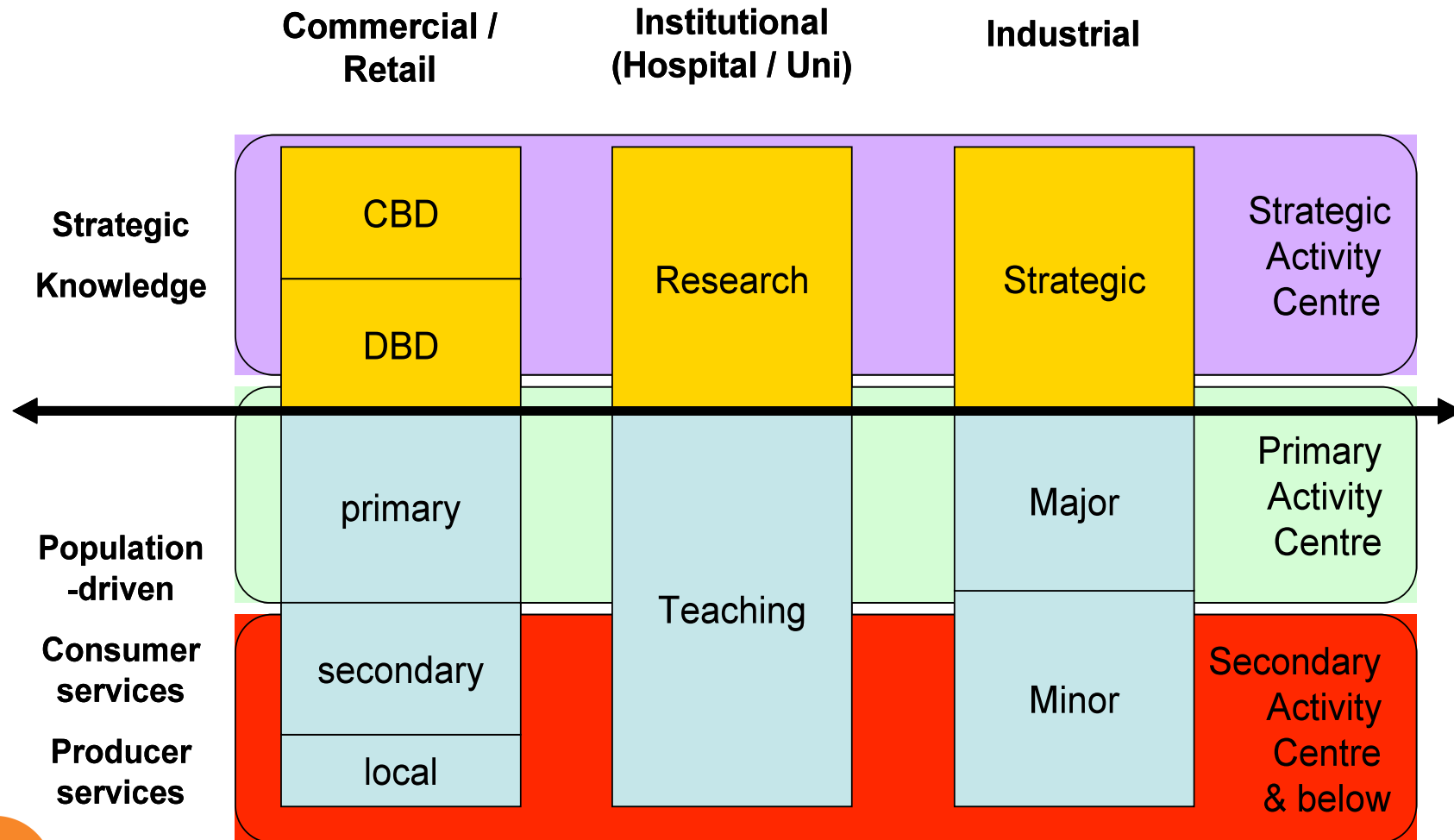
Department for Planning & Infrastructure



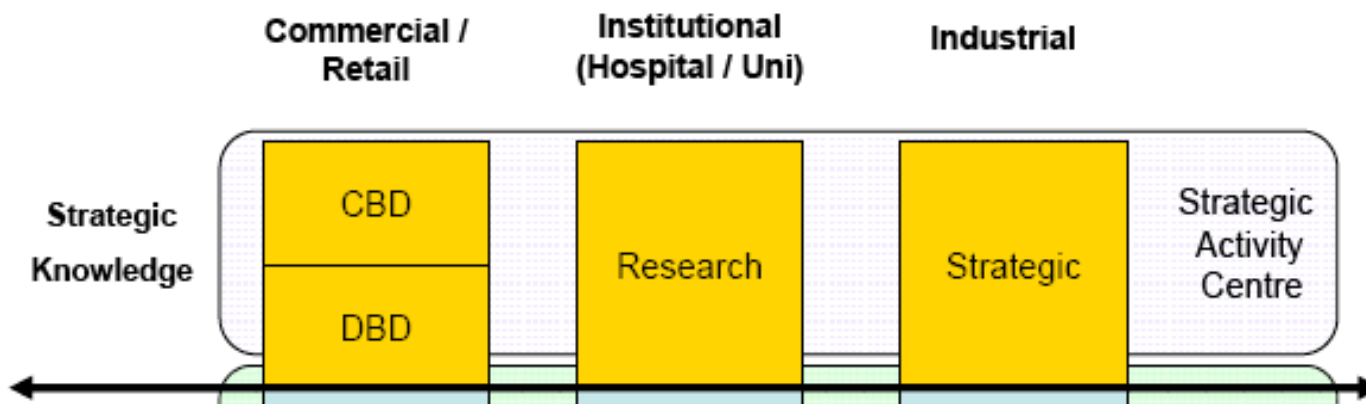
History

- MCP floor space caps introduced >30 years ago
- Activity centres therefore retail dominated
- Retail centres can't provide number or range of jobs needed to make sub-regions self-sufficient
- Diversity of jobs needed as remedy
- Local governments ill-equipped to drive diversification
- Infrastructure – physical & knowledge

Economic model of Activity Centres

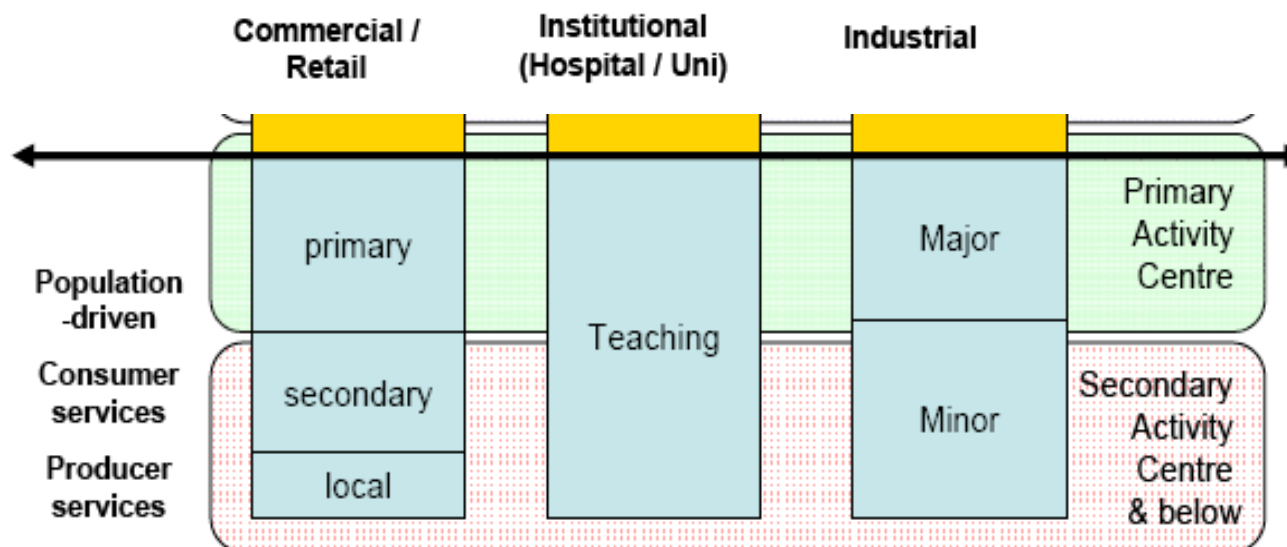


Strategic



- Commercial/retail (full range of retail and high order knowledge industries)
- Institutional (technology research and transfer)
- Industrial (driver industries)

Population-driven



- Commercial / Retail (eg. Retail goods and services)
- Institutional (eg. Teaching institutions, acute care hospitals)
- Industrial (eg. Regional manufacturing, producer services)

Metropolitan Policy Challenge = Decentralise knowledge & export jobs

'Exemplar' DBD

Employment type	'Average' Employment	%	Murdoch Employment	%
Consumer services	13,297	34	995	23
Producer services	8,372	22	378	9
KICS	10,025	26	2,072	47
KIPS	6,632	17	891	20
Driver	502	1	42	1
Total	38,827	100%	4,378	100%

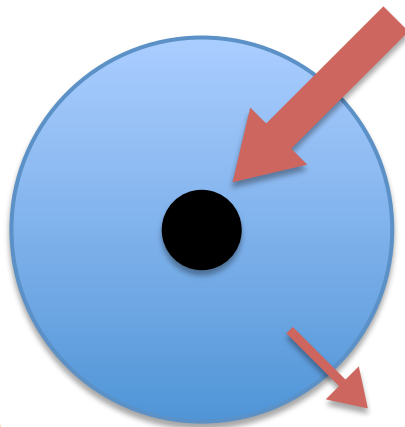
Murdoch - economic development role

- Focus on high quality, export and knowledge-intensive employment
- Technology transfer from university/hospital to business (new venture creation) based on worlds best inter-institutional arrangements
- Connection to other parts of network (CBD, Curtin, UWA/QEII, Booragoon?)
- Diversity of uses to attract quality workforce



Diversity

- 'Strategic' employment
- Retail & services employment
- Transport (workers in-out; visitors)
- Residential (private, student, short stay)



Murdoch = strong, multifunctional centre

7,000 dwellings (35 dwellings/ha – 800m)

35,000 workers (currently 4,400)

Next Steps

- Confirm role of centre through consultation
- Calculate user mix
- Translate to built form requirement
- Advise design to optimise economic development

