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MEDIA RELEASE

Future proofing the East's major employment cluster

With 80,000 jobs across 40 square kilometres, the Monash Employment Cluster is a significant contributor to Melbourne's position as a global city and has been identified by the State Government as one of six clusters of national significance.

Melbourne East Regional Development Australia (RDA) will invest \$47,000 this year to future proof the employment cluster through the *Monash Employment Cluster 2050 Project*, a joint initiative of the Melbourne Planning Authority (MPA), DSDBI and the City of Monash.

Melbourne East RDA Acting Chair, Professor Rod Hill believes "the *Monash Employment Cluster 2050* project is a necessary precursor in the preparation of the MPA's Framework Plan that will include targeted strategies to improve the growth of business activity, and the ability of businesses to leverage their export and innovation potential to grow jobs in the region."

"The Project will draw upon and link the region's strengths in globally competitive education and research, business innovation, and its attractiveness in liveability and connectedness" Professor Hill said.

Among other objectives of the project, this first step will draw out robust marketing evidence to guide future business growth in the Cluster and to identify opportunities for innovation. Furthermore, it will aid in the facilitation of stakeholder relations necessary in the ongoing management of the Cluster to protect and strengthen its position as one of Australia's most important areas for employment and community growth.

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