

IMAP Implementation Committee

Briefing Paper

Action 7.2 Supporting Creative Businesses - Urban Manufacturing research

BACKGROUND

1. At the IMAP Implementation Committee meeting of 27 November 2015 Dr Jennifer Day, Senior Lecturer University of Melbourne and Austin Ley, Practice Leader Research, City of Melbourne presented the draft Phase 1 Urban Manufacturing project report. Key points included:
 - 1.1. The findings indicated there is value in the project and the approach taken;
 - 1.1.1. it is a first approach to aid the makers
 - 1.1.2. it provides a better understanding of the information Councils have and the gaps that exist in the data to deliver policy results
 - 1.1.3. this is a key sector for growth of our economy – both jobs and innovation
 - 1.1.4. the makers.melbourne web platform engages the maker community and their support in collection of survey data for the project
 - 1.2. Commitment by the Metropolitan Planning Authority (MPA) and Moreland Council as a supporting partnership with a contribution of \$10,000 per organisation
 - 1.3. As a result of a review of Carlton Connect funding availability, an application for Australian Research Council (ARC) Linkage grant funding was lodged in November 2015
2. The IMAP Implementation Committee resolved in an Out of Committee decision to:
 - 2.1. Approve the agreement between the IMAP Councils and University of Melbourne; and
 - 2.2. Authorise the CEOs to sign on behalf of the IMAP Committee
 - 2.3. Accept the draft Phase 1 report and agree to a revised integration of Phase 2 and 3
 - 2.4. Endorse the continuation of the Urban Manufacturing Project and instructs the Steering Committee to apply for ARC Linkage grant funding in September 2015 in line with the original IMAP resolution of matched funding
 - 2.5. Accept the Steering Committees recommendation to request Moreland Council as a partner in the project, subject to a MoU being signed between IMAP and the City of Moreland.
3. Letters were received in support of the ARC Linkage grant funding from the MPA, Moreland Council, City of Melbourne and City of Port Phillip as the lead Council for IMAP for the Urban Manufacturing Project.

PHASE 1 FINAL REPORT

4. The core purpose of the Phase 1 report 'The Dilemma of Urban Employment Land – An inquiry into the viability of small urban manufacturing in inner Melbourne' is to demonstrate the importance of the project and relay the findings to date and demonstrate that the objectives of Phase 1 were met. The following objectives were agreed on by the IMAP Implementation Committee in February 2015;
 - 4.1. Objective 1: To clearly define the urban manufacturing sector, to enable analysis of existing industry and employment data-sets;
 - 4.2. Objective 2: Identify the location and quantum of urban manufacturing firms in the IMAP region, using the agreed definition and available data-sets;
 - 4.3. Objective 3: To assess the significance of urban manufacturing to the economic geography of the IMAP region, including through stakeholder consultation;

- 4.4. Objective 4: To deepen IMAPs understanding of the scope, limitations and quality of current data regarding urban manufacturing firms, including gaps in currently-available data and required research;
 - 4.5. Objective 5: To enable data sharing and joint analysis between departments and units within state and local government in Victoria; and
 - 4.6. Objective 6: To use the findings of Phase 1 to articulate the need for further work and public policy rationale for further investment in the Urban Manufacturing Project in 2016/17
5. A snapshot summary of the Phase 1 report has been prepared (*see attachment 10a*) to outline the key findings of the report and demonstrate how the project objectives are being met. The following key points were determined from the study;
- 5.1. Definition maker = urban manufacturer = small urban maker (SUM)
 - 5.1.1. A SUM is defined in this study as a company or entity that makes or designs a physical or digital product; employs fewer than 20 people; & is located on highly-accessible urban lands in metropolitan Melbourne
 - 5.2. More than 30% of firms identify under the generic Australian Bureau of Statistics (ABS) 'Other' category. Firms don't see themselves as fitting into traditional ANZSIC manufacturing categories and so the nature of their small urban manufacturing (making) activity has remained limited
 - 5.3. An extensive review of all existing datasets in Australia took place and found that the information required to measure the contribution SUMs make to the Melbourne economy, doesn't exist
 - 5.4. The survey aligned to the makers.melbourne website is helping to bridge the knowledge gap by collecting information on; employment and job creation; firm location choice and location requirements; support service requirements and location; space requirements; how well firms are networking together; relocation plans; markets and sales and threats and outputs
 - 5.5. The study, together with Phase 2 research will identify how one centralised dataset and source might be enhanced – potentially through a refinement of one of the two datasets which showed the most potential (Census and Land Use Data (CLUE) or Australian Business Register (ABR))
 - 5.6. Collaboration and data sharing across the IMAP Councils, the State Government and The University of Melbourne has underscored the findings and outcomes of the research to date and enriched by the interest shown by makers
6. Next steps pending the outcome of the ARC Linkage grant funding are;
- 6.1. Commence Phase 2 work consisting Streams 1 and 2 and build on this knowledge to produce policy guidance for state and local government partners
 - 6.1.1. Stream 1: Impacts of Making Configuration on Economic Development (land and Economic perspectives)
 - 6.1.2. Stream 2: Composition of and Influences on the Making Sectors (Land and Sector perspectives)

ISSUES

- Notification of the ARC Linkage grant funding will not be known until June 2016
- Carlton Connect Initiative Fund (CCIF) has provided a further 'top up' \$20,000 to bridge the gap in progressing the project while awaiting an outcome of the ARC Linkage grant funding
- Subject to ARC Linkage grant funding success, the IMAP Implementation Committee has allocated \$90,000 to the Urban Manufacturing Project subject to matched funding. Irrespective of the ARC outcomes the following budget is explained;
 - a. \$70,000 remains budgeted to the project by IMAP
 - b. \$10,000 committed by MPA
 - c. \$10,000 committed by Moreland Council
 - d. \$20,000 provided by CCIF (not yet matched by IMAP)

PROJECT OUTCOMES

7. A comprehensive final Phase 1 report (*refer <http://imap.vic.gov.au/index.php?page=urban-manufacturing>*) 'The Dilemma of Urban Employment Land – An Inquiry into the viability of small urban manufacturing in Inner Melbourne' has been submitted outlining findings from the analysis of existing data, inception workshop, and framing of the qualitative and quantitative studies that comprise the research.

The report summarises the original project proposal and several strategic decisions modifying the scope and path of the research.

RECOMMENDATION

8. That the IMAP Implementation Committee resolves to;
 - 8.1. Accept the final Phase 1 report
 - 8.2. **To be advised** [*Note the Project Steering Committee's advice, to be tabled at the IMAP Implementation Committee meeting, will advise on how best to continue the project, given that the outcome of the ARC linkage grant application will not be known until June 2016*]



The Significance of Small Urban Makers (SUMs) to Inner Melbourne's Urban Employment Land

A pilot research project focused on small urban makers has been undertaken by The University of Melbourne in partnership with the Inner Melbourne Action Plan (IMAP) councils. The study aims to help local council and government make informed decisions about industrial and commercial land use versus residential land use. **This is a summary of the key findings.**



urban
manufacturing
project

The Dilemma of Urban Employment Land: An inquiry into the Viability of Small Urban Manufacturing in Inner Melbourne

Phase I (pilot) Report 07 January 2016

maker = urban manufacturer (UM) = small urban maker (SUM)

The term 'small urban maker' or SUM is adopted for this study (in place of 'urban manufacturer'). This is in step with dialogue in the SUM sector.



A small urban maker (SUM) is defined in this study as

- a company or entity that makes or designs a physical or digital product
- employs fewer than 20 people
- And is located in a highly urbanised area

Extinction or prosperity

Against a backdrop of rising house prices particularly in Melbourne and Sydney, councils are under pressure to make decisions about land reallocation from urban employment land uses (industrial and commercial) to residential. Threat of displacement and survival is an omnipresent concern for small urban makers.

Once land has been allocated for housing, there is no turning back. Jobs, skills loss, history, innovation, agglomeration economies, community, diversity, vibrancy, culture and liveability – are just a few of the things impacted.

This thought leadership research on small urban makers (SUMs), a sector not yet well understood in Australia, is therefore of critical importance.

Manufacturing state of play

Despite the overall decline in the manufacturing industry generally throughout much of the developed world, there is evidence that some small and specialised manufacturing sectors in the USA are growing. This might be echoed in Melbourne, however more data is needed to make this call.

Manufacturing still exists in Melbourne, however larger noisier manufacturing is being replaced by smaller scale manufacturing in a different environment.

This pilot study established that:

While many of the sub-sectors within the manufacturing industry in inner Melbourne (ANZSIC 3 digit) decreased employment (2006-2011), a number of sub-sectors actually increased, the largest being pharmaceutical and medicinal products followed by professional and scientific equipment.

The IMAP study area showed **increases** in manufacturing employment in:

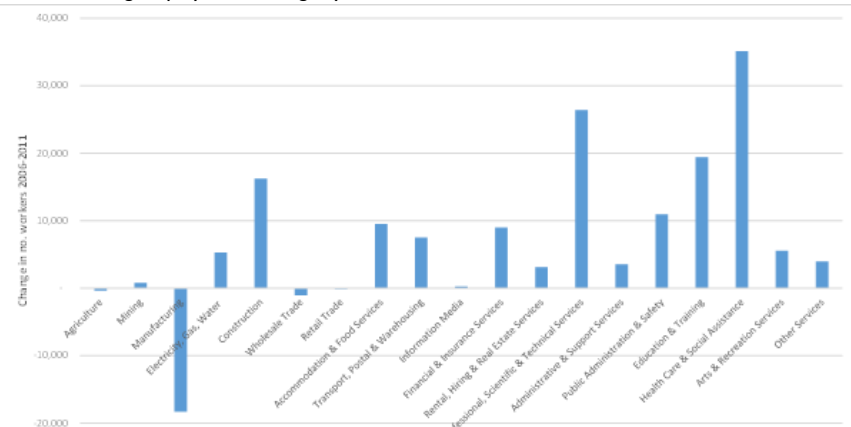
- Glass and Glass Product Manufacturing
- Fruit and Vegetable Processing
- Professional and Scientific
- Equipment Manufacturing, Other Food Product Manufacturing
- Pharmaceutical and Medicinal Product Manufacturing
- Beverage and Bakery Product Manufacturing

Declines in manufacturing employment in the IMAP study area included:

- Textile Product Manufacturing
- Other Fabricated Metal Product Manufacturing
- Sugar and Confectionary Manufacturing
- Motor Vehicle and Motor Vehicle Part Manufacturing
- Manufacturing
- Printing and Printing Support Services
- Clothing and Footwear Manufacturing

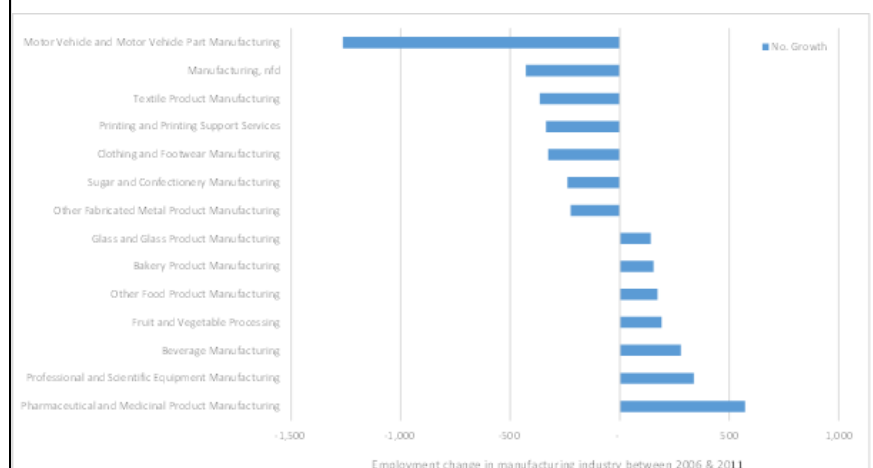
A movement towards specialisation in a number of industries was also reported, suggesting these firms may be attracted to a local economy. Collingwood for example, appears to have a high concentration of furniture, clothing and fabric manufacturers.

Manufacturing Employment Change by Sector, 2006-2011



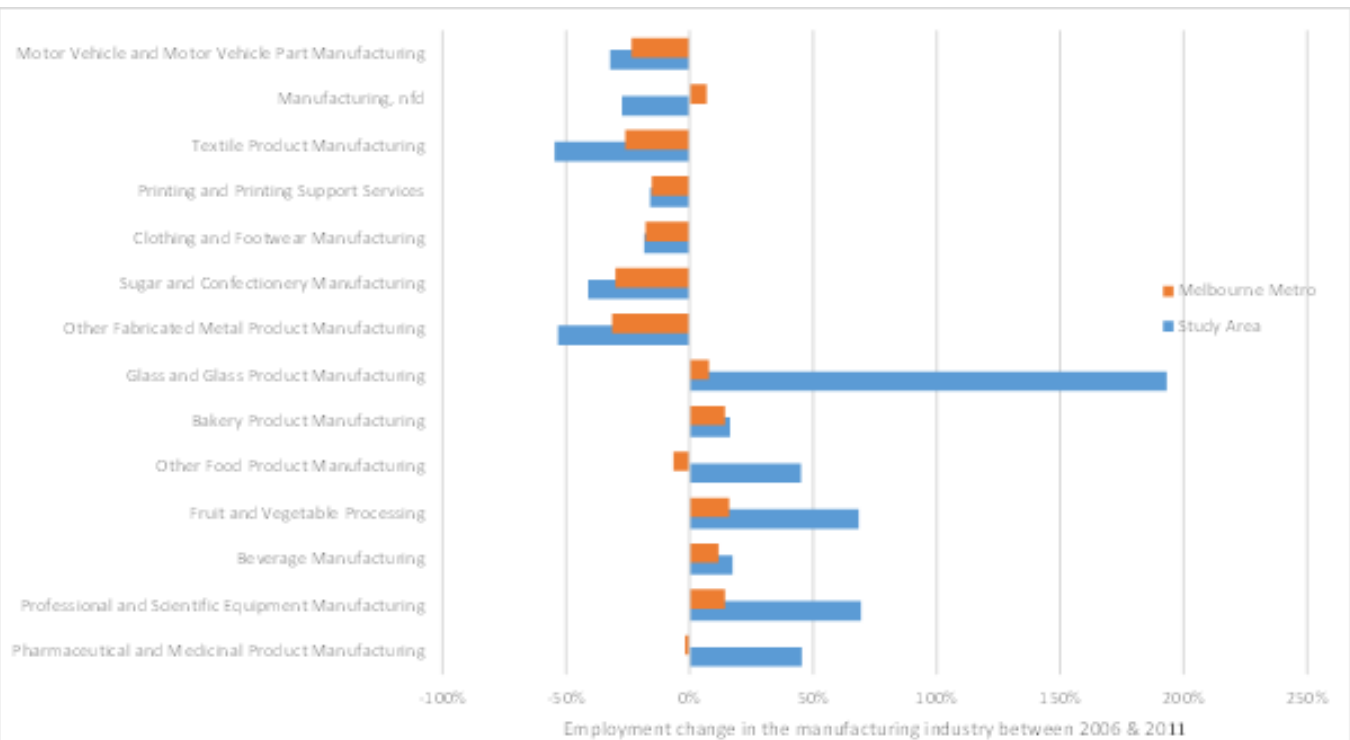
(Source: Australian Bureau of Statistics Journey to Work Data, 2006 and 2011)

Manufacturing Employment Change by Sector, 2006-2011: Shows the highest and lowest absolute changes in employment for the sub categories (ANZSIC 3 digit) across the manufacturing industry within inner Melbourne between 2006 and 2011



(Source: Australian Bureau of Statistics Journey to Work Data, 2006 and 2011)

Manufacturing Employment Change by Sector, Melbourne Metro and IMAP Area, 2006-2011



(Source: Australian Bureau of Statistics Journey to Work Data, 2006 and 2011)

About ANZSIC codes

ANZSIC is the Australian and New Zealand Standard Industrial Classification system determined by the Australian Bureau of Statistics (ABS) which organises information into categories suitable for economic analysis. Periodic reviews of major classifications such as the ANZSIC ensure they remain current and relevant and reflect new and emerging industries, and the new business methods and technologies applied in the production of goods and services.

Source: www.abs.gov.au

Melbourne's emerging SUM sector

Findings from this pilot study strongly suggest "a new, serviced (an added service component to the product), high value-added, knowledge-intensive production sector is emerging in Melbourne – the small urban maker (SUM)."

Small urban makers were found to be a vibrant and distinct sector with unique features.

Rather than being a relic of the city's industrial period there has been a reversal of the historic relationship between manufacturing and services.

The quantity and economic contribution of SUMs has largely remained incognito, due to a lack of datasets capturing this information. Contributing to the low profile of SUMs is the current Australian and New Zealand Standard Industrial Classification (ANZSIC) codes, which appears to be housing many SUMs in the generic 'other' manufacturing category for want of options that fit what they do.

A subsequent Phase 2 study is set to generate the evidence needed to assist local and state governments to plan for and support the growth and prosperity of SUMs. The findings will have national application for urban SUMs (small urban makers) and regional SMs (small makers).

Decisions surrounding core industrial sites should therefore be preserved for now.

Understanding SUMs better will ...

Assist local & state governments to	Assist makers to	Enhance and ensure city
<p>Capitalise on the window of opportunity. (<i>Plan Melbourne</i> – urban policy currently being formed and implemented in the IMR, will directly impact the capacity of urban manufacturers to remain in central locations.)</p> <p>Foster the potential of SUMs to improve economic and material sustainability in Australian cities.</p> <p>Fill knowledge gaps to make informed and strategic decisions about urban employment land allocation versus residential land and get the balance right.</p> <p>Disrupt displacement pressure faced by SUMs and foil the potential ripple effect of their loss.</p> <p>Establish what SUMs need and implement support services to help them thrive.</p> <p>Reap value from the innovative culture of SUMs.</p> <p>Preserve the history of craft and making.</p>	<p>Develop economically sustainable businesses.</p> <p>Have their value celebrated.</p> <p>Be seen, heard and understood.</p> <p>Access support and services needed to prosper.</p> <p>Share knowledge and pass on skills to help sustain their craft.</p> <p>Create community.</p> <p>Strengthen Melbourne's arts and cultural fabric.</p> <p>Promote and grow their businesses.</p> <p>Benefit from agglomeration with other makers and customers.</p> <p>Focus on their craft, innovation and service instead of destabilising concerns about relocation or closure.</p>	<p>Liveability, experience, character and vibrancy.</p> <p>Cultural, creative and arts fabric.</p> <p>Activation by community orientated makers and their customers.</p> <p>Economic sustainability.</p> <p>Distinctive identity.</p> <p>Sense of place.</p> <p>Reputation for innovation.</p> <p>Artisan skills base.</p> <p>Tourism appeal.</p> <p>Diversity and social inclusion.</p> <p>Charm and source of inspiration.</p>

"Anybody who is making or doing creative things adds value to the city. If all the creative people move out - the city will lose its charm - it will become a very boring city if creative people can't afford to stay"

(Source A small urban maker 2015)

Research ambitions

Six research objectives were set in February 2015. All have been met.

1. To clearly define the urban manufacturing sector, to enable analysis of existing industry and employment data-sets;
2. To identify the location and quantum of urban manufacturing firms in the IMAP region, using the agreed definition and available data-sets;
3. To assess the significance of urban manufacturing to the economic geography of the IMAP region, including through stakeholder consultation;
4. To deepen IMAPs understanding of the scope, limitations and quality of current data regarding urban manufacturing firms, including gaps in currently-available data and required research;
5. To enable data sharing and joint analysis between departments and units within state and local government in Victoria; and
6. To use the findings of Phase 1 to articulate the need for further work and public policy rationale for further investment in the Urban Manufacturing Project in 2016/17.

(Source: IMAP Implementation Committee Briefing Paper—Urban Manufacturing research 13 February 2015 Attachment 7 imap.vic.gov.au)

PROGRESS SCORE: findings, issues and recommendations

OBJECTIVE 1. Defining a maker

‘A small urban maker (SUM) is defined in this study as

**A company or entity that makes or designs a physical or digital product
Employs fewer than 20 people
and
Is located in a highly urbanised area**

Until now, Australia has had no clear definition of a ‘small urban maker/manufacturer.’

This definition is deliberately an open-ended ‘working definition’ so that it can continue to be shaped by input from small urban makers on makers.melbourne during Phase 2 research.

Evidence to date, reveals that SUMs range from ‘makers’ who may not have traditionally been thought to be makers to more time-honoured maker crafts, with the addition of a high value-added service component. Having a ‘working’ definition is allowing a larger than anticipated variety of businesses to emerge and self-identify.

This working definition was derived from a review of scholarly and professional work on urban manufacturers, including the Trident Method for Determining Employment within the Urban Manufacturing Workforce (see table 4.1). It was validated during this study’s fieldwork interviewing firm owners in the IMAP area.

Trident Method for Determining Employment within the Urban Manufacturing Workforce			
	Urban Manufacturing Industries	Employed in Other Industries	
Urban Manufacturing Occupations	Specialists urban manufactures “Specialist”	Embedded urban manufacturers “Embedded”	Total Employed in Urban Manufacturing Occupations
Other Occupations of Employment	Management and Support Staff “Support workers”		
	Total Employment within Businesses within Urban Manufacturing Industries		Total Employment in the Urban Manufacturing Sector

Source: Adapted from Creative Industries Trident (Higgs et al 2007)

SUMs: a sector with vibrant character

- Makers are not focused on economies of scale or mass production - for this reason they prefer to be known as ‘makers’ not ‘manufacturers.’
- Craft skill and passing on those skills to new generations of artisans is important.
- Location in urban centres and inner suburbs is core to firm identity and linked to customer and supplier relationships.
- Some firm agglomeration economies and knowledge sharing is evident.
- Displacement pressures and future viability in inner Melbourne are major concerns. Some makers expressed firm closure as a preferred option to outward relocation.

Other characteristics evident but needing further exploration ...

- Strong face-to-face interactions between SUMs.
- Some SUMs may rely on an urban core, others may thrive outside the core.

Servicisation was one of the most common themes

Making was more than simply making things - it was linked to the maker’s creativity, customer relationship, thinking about a solution, design, delivery and sometimes installation and all the extra things that they have added to their product to respond to customer’s needs.

- Makers find difficulty identifying with a particular sector or ANZSIC code due to the variety of business tasks they do and their strong service component.
- Makers add value to made products through high levels of added service and educational programming

Examples of varying services in varying levels added by makers	
pre-manufacturing	post-manufacturing
Consulting with customer Sourcing specific material Design solutions Engineering solutions Making prototypes Making models	Delivery Installation Providing special custom made box for objects Repair Consultation

A SUM COULD BE.....



3D printing; Apps; Animation; Architecture; Beauty product making; Bicycle making; Boutique beer & beverage making; Building design; Cabinet design/making; Candle making; Ceramics; Coffee roasting; Denture & dental products; Digital games design; Digital design solutions; Exhibition & display design/installation; Fashion design/making; Food production; Framing; Furniture design/making; Filmmaking; Glass making; Homeware design/making; Industrial & product design; Interior design/interior architecture; Jewellery design/making; Kitchen design & making; Lighting design/making; Map makers; Medical & scientific equipment; Millinery; Model making; Mold & cast making; Musical instrument making; Net making & stringing; Optometry products; Packaging design/making; Pedal powered fruit juice making; Photo imaging; Perfume/fragrance making; Printing; Quilt making; Rope making; Sculpture; Set design (TV, Film, Theatre); Shoe making; Software development; Sound design/production studio; Stationery making; Stamp making; Tailor; Textiles design & making; Toy makers; Tile making; Upholstery; Video making; Visual communication & design; Watchmaking; Weaving; Wig making; Web & digital design & development; X-ray equipment design; Yarn making/processing; Zoological Architecture design



A SUM IS NOT.....



OBJECTIVE 2. SUMs Location and Quantity

This study represents the early beginnings of capturing the location and quantity of small urban makers in the inner Melbourne IMAP region.

Examination of all available current data found the City of Melbourne Census of Land Use and Employment (CLUE) survey 2012 (see Figure # 7.12), to be the most illuminating in terms of data depicting the location and numbers of SUMs in inner Melbourne. Of the Top 10 most prevalent urban manufacturing firm sectors in the City of Melbourne by size, the front-runner was very small firms in the ANZSIC manufacturing code 'Other.' Very small being 5 or fewer employees and small being 20 or fewer employees.

Table 7.7 & Table 7.8 show that 19.5 percent of firms (144 very small firms of 737 firms in total), identify under the generic 'Other' category. This means the firm doesn't see themselves as fitting into traditional ANZSIC manufacturing categories and so the nature of their small urban manufacturing (making) activity is a mystery.

Table 7.8 indicates that small and very small manufacturers are strongly over-represented in some categories; notably, "other" manufacturing, clothing and footwear, baking, and furniture. The table also indicates that small makers are under-represented in some ANZSIC codes such as computers and electronics, and food production.

"We are trying to associate with inner city clients so being close to the city is very important."
A small urban maker
2015

Table 7.12 Firms by ANZSIC and Size' (Source: CLUE Data 2012)

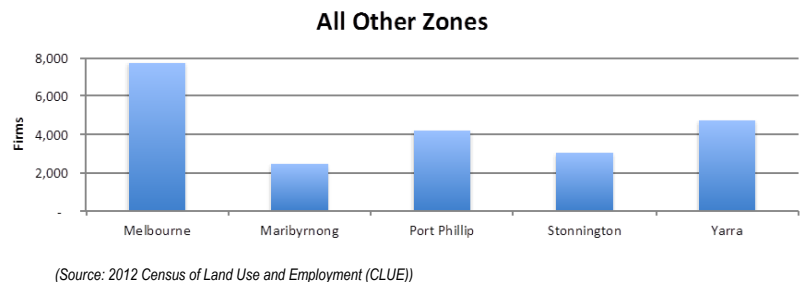


Table 7.7 Number of Small and Very Small Firms in the City of Melbourne, by Sector, 2012

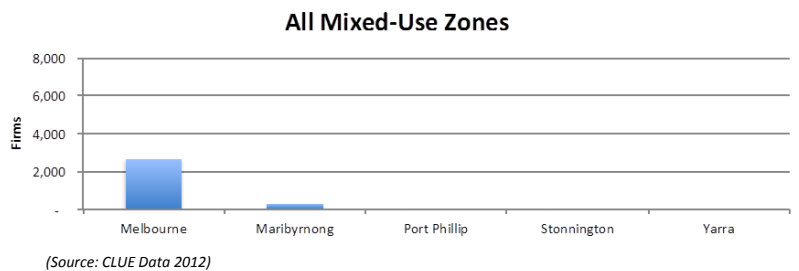
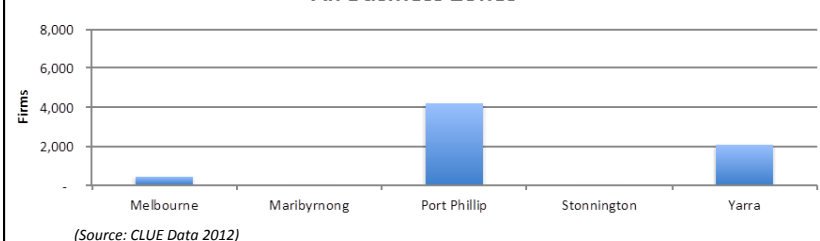


Table 7.8. Employment in Small and Very Small Firms in the City of Melbourne, by Sector, 2012



The fact that most small making firms are classified as "other" highlights the current ANZSIC code classification problem, which prohibits understanding the new urban economic sector of making.

Notwithstanding an absence of current data on the number, concentration and activity of SUMs in the Melbourne IMAP region to inform policy, this City of Melbourne example together with the study's working definition of a SUM (a firm that makes or designs product, employs under 20 staff and is located in a highly urbanised area) - indicates the types of inner urban making taking place.

The 2012 CLUE data reveals the existence of 737 SUMs in the City of Melbourne and in addition - qualitative data from this study confirms that SUMs do exist in other IMAP regions. Phase 2 research will produce the evidence needed to more accurately substantiate the number of SUMs and their economic contribution, however based on these findings to date it's recommended that core industrial sites should be preserved for now.

The makers.melbourne website (which hosts a maker survey), includes a map view that will pinpoint clusters across Melbourne. Makers believe that location in the urban core is critical to their work with strong service components being part of their value chain.

OBJECTIVE 3. Economic significance

Whether or not SUMs benefit from agglomeration economies - being in close proximity to each other as opposed to being far away - has been the subject of considerable study in the USA. Benefits of agglomeration for SUMs were found to include: innovation, jobs sharing, supplier proximity, collaboration and knowledge sharing.

An extensive review of all existing datasets in Australia found that the information required to measure the contribution SUMs make to the Melbourne economy, doesn't exist. Continuing discussions with the Australian Business Register, is therefore essential, to create the necessary proprietary datasets.

The makers.melbourne survey is helping to bridge the knowledge gap by collecting information on: employment and job creation; firm location choice and location requirements; support service requirements and location; space requirements; how well firms are networked together; relocation plans; markets and sales; threats and output.

Preliminary feedback from a small sample of makers does point to the potential for loss of skills and innovation in the economy from the closure or displacement of SUMs from the IMAP region.

OBJECTIVE 4 . SUM Datasets: findings and issues

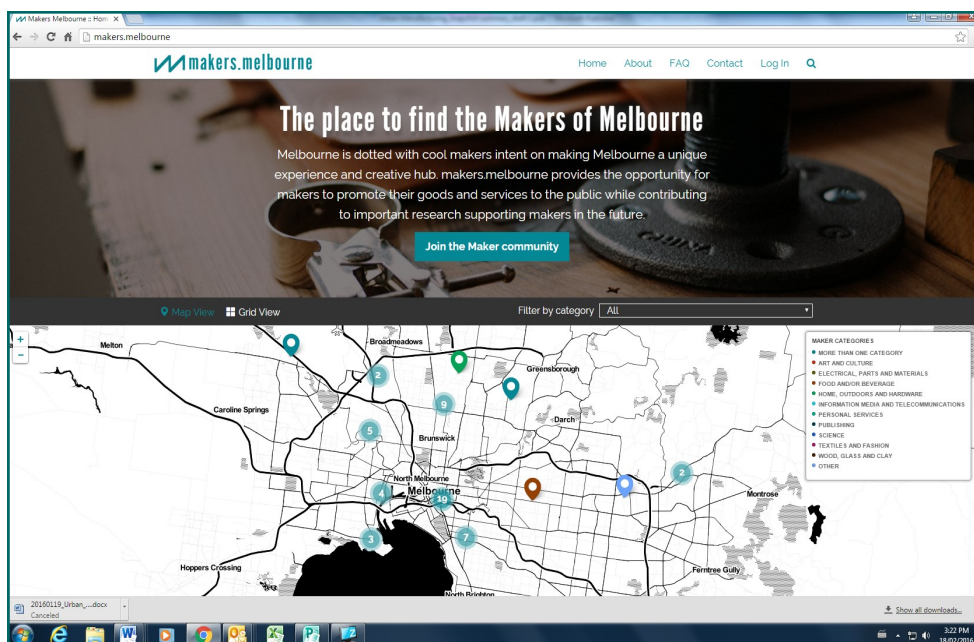
In order to inform policy that will enable urban employment land rezoning decisions to be made, one centralised dataset and source is recommended to:

- Provide a complete picture encompassing land, sector, and economic approaches and analysed for small manufacturing firms
- Enable analysis of makers' location, contributions and productivity
- Allow number, firm size, concentration, economic output and activity of SUMs to be determined
- Provide information about why firms leave the IMAP region.

Of the plethora of datasets reviewed for this study - nationally, state-based and locally - some were found to be useful, but insufficient. None of the databases talk to each other, and while getting them to do so was considered, it was deemed impracticable.

Phase 1 together with Phase 2 research will edify how one centralised dataset and source might be enhanced – potentially through a refinement of one of the two datasets which showed the most potential: the CLUE data or ABR data. CLUE for example, might inform some of the things that need to be taken into consideration in ABR.

One output of the Phase 2 research will be a revised set of ANZSIC codes, particularly relevant to makers. Current findings suggest there is a strong over-representation of makers in the vague "other" classification, indicating these codes are in need of updating.



Datasets examined included:

- ANZSIC: Australia Bureau of Statistics Industry Classifications
- Australia Bureau of Statistics Census (2001, 2006, 2011), including the Journey to Work (JTW) data
- City of Melbourne Census of Land Use and Employment (CLUE) survey
- Australian Business Register (ABR) data.

OBJECTIVE 5. Data sharing & joint analysis

The Urban Manufacturing Project is a partnership between the five inner Melbourne Councils (IMAP) of cities of Melbourne, Port Phillip, Stonnington, Yarra and Maribyrnong in collaboration with the Metropolitan Planning Authority (MPA), Moreland Council, makers and other contributors.

Through the process of data sharing, all project partners recognize that there is a multitude of datasets with limitations and have indicated a desire to collaborate to achieve an inclusive dataset that will accommodate SUMs.

Collaboration and data sharing across the IMAP Councils, the State Government and The University of Melbourne has underscored the findings and outcomes of the research to date. The research has been enhanced by the interest shown by makers and through the adoption of their ideas. These include:

1. The makers.melbourne geospatial website which hosts a survey data collection tool, is a by-product of this study that was created and developed in response to maker feedback that an online data collection tool was preferred to a clipboard survey. The website would help to demonstrate commitment by the IMAP research partners as well as providing an incentive for maker input. For makers who register and complete the survey, makers.melbourne collates their industry insights and data to inform the research findings and doubles as marketing tool for makers inclusive of a searchable profile and map. Participation has grown organically since the website's soft launch in October 2015. A marketing campaign as part of Phase 2 research is expected to drive substantial maker traffic to the study. makers.melbourne is an on-going data collection tool for the life of this research that will generate essential knowledge about SUMs.
2. Moreland City Council accepted the invitation to become an IMAP study partner at the suggestion of makers.

Where to next?

OBJECTIVE 6. Recommendations

This Phase 1 pilot research has produced strong and extensive new insights about SUMs. The recommendation is that Phase 2 work: research Streams 1 and 2, should proceed and build on this knowledge to produce policy guidance for state and local government partners.

STREAM 1: Impacts of Making Configuration on Economic Development

(Land and Economic perspectives) – What are the broader benefits to the city of a successful urban manufacturing sector and what future commercial space is required for survival of these firms?

This project will measure: economic impacts on jobs innovation and displacement of firms out of Melbourne, Victoria, and Australia

STREAM 2: Composition of and Influences on the Making Sectors (Land and Sector perspectives) – what is currently happening in industrial/commercial-zoned land and what does the sector require to prosper? This research will examine:

- the links between the configuration of the work settings of makers, their productivity and the success of the sector
- what kinds of firms are classified as “other” in the ANZSIC codes and how they might be better incorporated into the industry classification system
- relationships between clustering, location, industry classification and making
- Whether makers benefit from location in clusters of like firms or a variety of firms and agglomeration economies

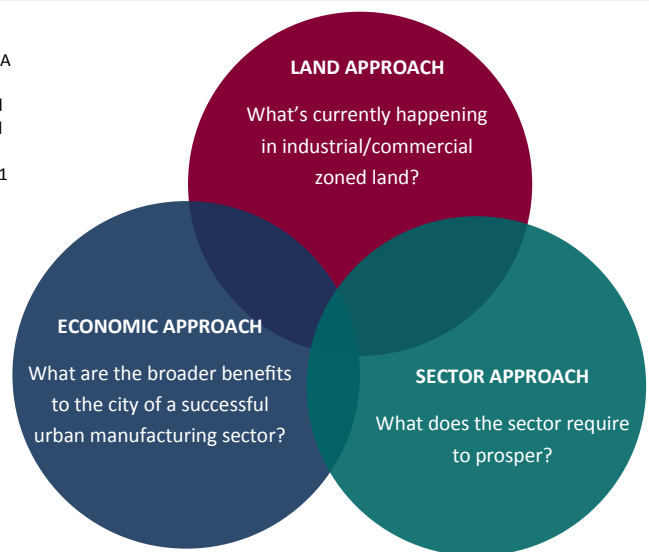
Phase 2 Funding

A resolution was made by IMAF in November 2015 to proceed with an application for an ARC Grant for funding towards this future work to assist in expanding the research scope nationally. Irrespective of that outcome, funds have been set aside within IMAF and from other support partners to allow Phase 2 to proceed.

Phase 1 Research Activities have included:

three pilot research projects (two qualitative and one quantitative). A multi-faceted approach comprising land, sector and economic approaches was designed to investigate the urban employment land dilemma to extract the implications for policy, planning controls and design in inner city industrial zones. There are elements of all of these approaches in each research project undertaken in the Phase 1 pilot study.

- Analysis of all existing and available data that could inform knowledge of SUMs in the IMA area
- A workshop to bring together makers and policy makers and seek feedback on the approach
- Extensive literature review resulting in a working sector definition
- Case study on the presence of creative clusters in Yarra
- Case study on the importance of service in the sectors
- Makers.melbourne website and survey
- Preliminary spatial study of makers resulting from the makers.melbourne site



Glossary

Agglomeration economies the productivity benefits that firms receive from being located in close proximity to concentrations of firms and people

***IMAF councils IMAF region:** City of Port Phillip, City of Melbourne, City of Yarra, City of Stonnington, Maribyrnong City Council plus Moreland City Council

IMAF area includes the Cities of Melbourne, Port Phillip, Stonnington, Yarra and Maribyrnong that have prepared the Inner Melbourne Action Plan (IMAF)

IMAF+Moreland project area includes the five IMAF area councils plus the City of Moreland

IMR Inner Melbourne region (Cities of Melbourne, Port Phillip, Stonnington, Yarra and Maribyrnong)

SUM Small urban makers or small urban manufacturers. A working definition created for this survey, of firms that: make or design a physical or digital product; employ fewer than 20 people; are located in metropolitan Melbourne

Urban employment land land designated for industrial or commercial use

Urban manufacturing/manufacturers is interchanged with ‘makers’ in this research

Servicisation the service composition of making firms

References

‘URBAN MANUFACTURING PROJECT

THE DILEMMA OF URBAN EMPLOYMENT LAND: An inquiry into the Viability of Small Urban Manufacturing in Inner Melbourne

Phase 1 (pilot) Report: 07 January 2016

This report has been prepared by a team of professionals from the five Inner Melbourne Action Plan (IMAF) councils and the University of Melbourne. The lead authors are Dr. Jennifer Day from the University of Melbourne and Ms. Virginia Miller from the City of Port Phillip.

The Inner Melbourne Action Plan (IMAF) imap.vic.gov.au

Further Information

<http://makers.melbourne>

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