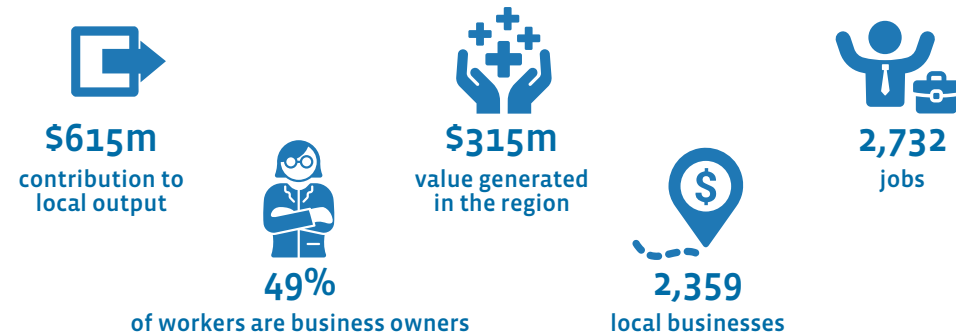


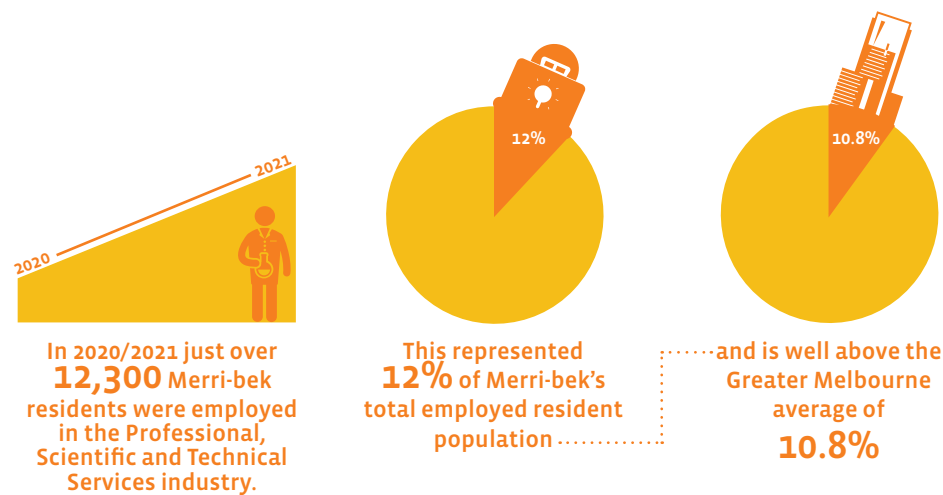
Merri-bek's Professional, Scientific and Technical Services Sector

An emerging industry

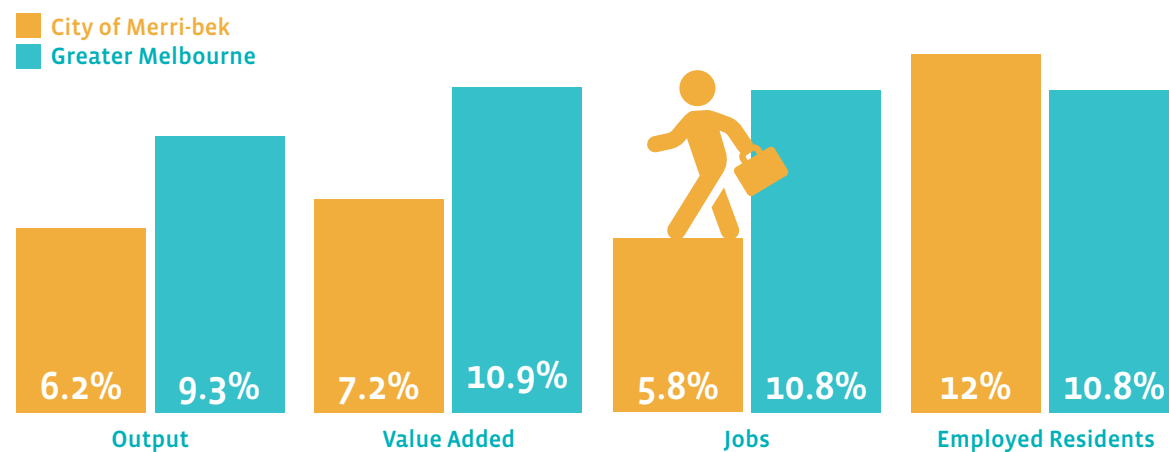
The Professional, Scientific and Technical Services industry covers a range of service providers including architects, engineers, tax professionals, accountants, lawyers, and computer programmers. Professional, Scientific and Technical Services is an emerging industry in Merri-bek.



Large pool of professional talent



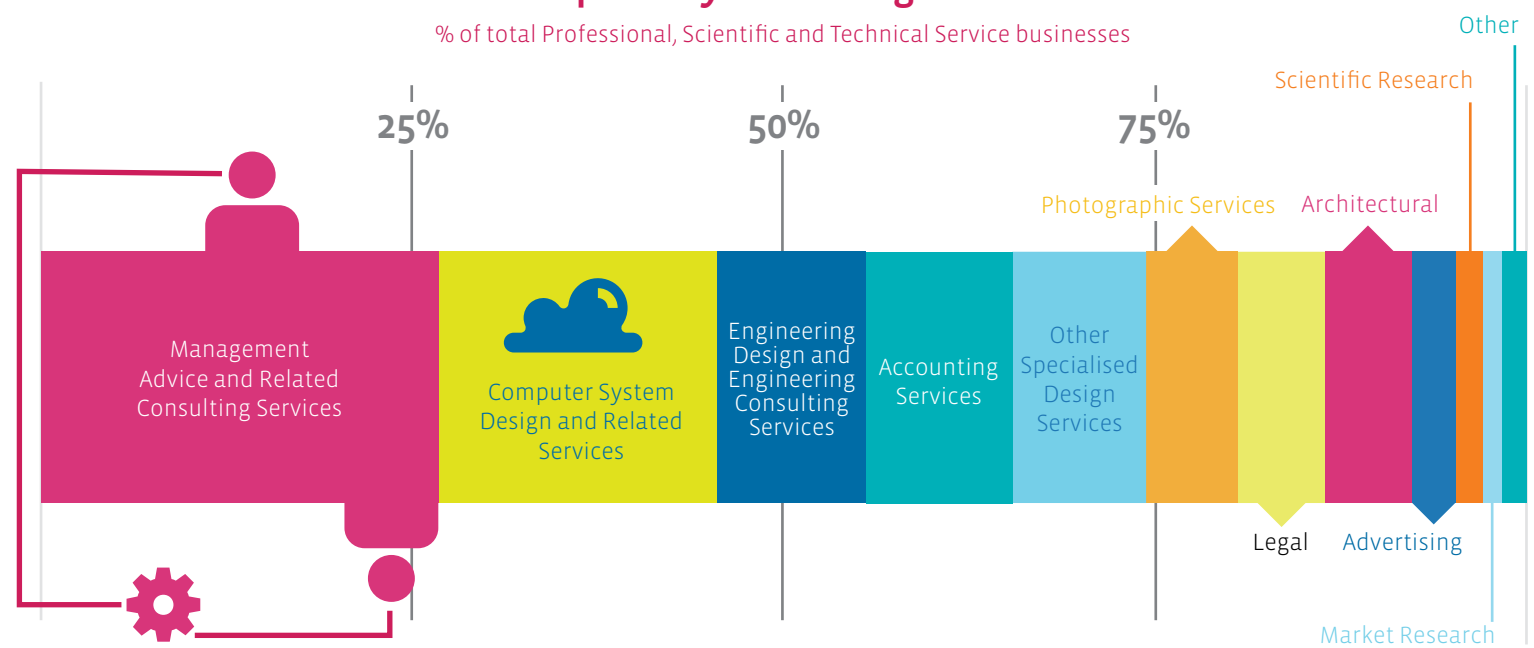
Professional, Scientific and Technical Services industry, 2020/21



Co-Labs Melbourne, Brunswick – Co-founders Andrew Gray and Samuel Wines

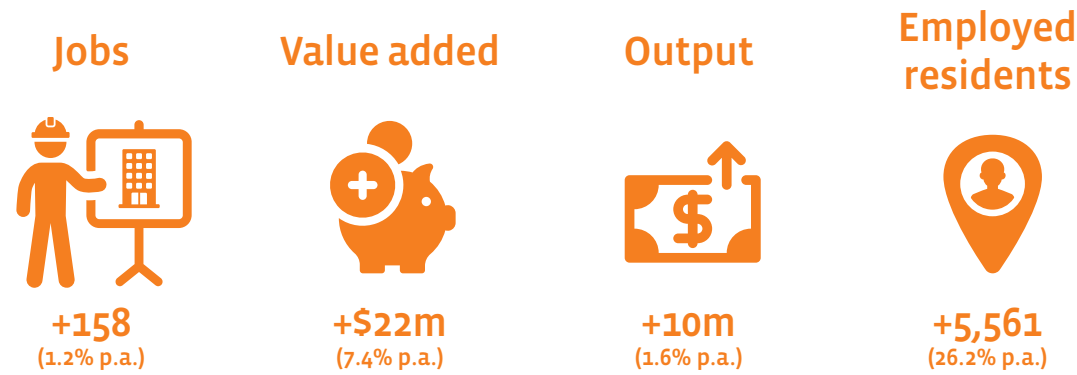
Merri-bek has a diverse mix of professional services and computer system design businesses

% of total Professional, Scientific and Technical Service businesses



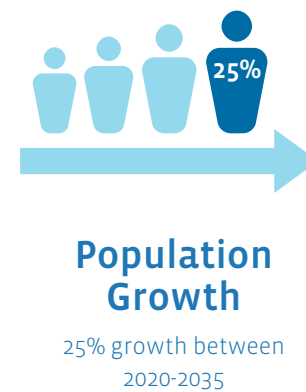
Merri-bek's 5th fastest growing industry

The value added to the local economy by Merri-bek's Professional, Scientific and Technical Service industry grew by 7.4% between 2015/16 and 2020/21.



Future Drivers of Growth

Future growth is expected to be driven by Merri-bek's large pool of skilled, younger workers, strong population growth, established infrastructure and the attraction of Merri-bek's creative and cultural brand. These drivers and the increase in business numbers is expected to support strong employment and output growth over the next 15 years.



Infrastructure

Major commercial areas with access to train stations and the tram network



Creative & cultural activities

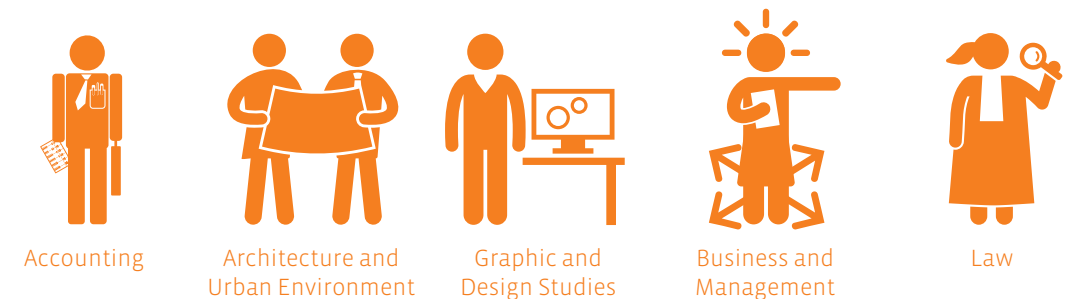
Merri-bek has a night time economy and urban vibrancy that is attracting a younger, educated group of professionals that are sought after by innovative, design and technology based businesses.

Top 5 occupations by employment numbers

Professional, Scientific and Technical Service workers in Merri-bek are more likely to be degree qualified and work full time when compared to the broader Merri-bek working population. These workers tend to earn more than \$1,750 per week.



Top 5 most common qualifications



Strengths

- Highly skilled workforce in Merri-bek
- Large resident base employed in Professional, Scientific and Technical Services
- Strong population growth in Merri-bek and its surrounding region
- Good road access and public transport network
- Established shopping and service precincts
- Economic anchors – Hospitals, Brunswick Design District



Opportunities

- Potential for council to stimulate the growth of office and other professional spaces
- Collaborate with commercial real estate agents and landlords to address vacant space issues
- Leverage Brunswick Design District projects and awareness to create growth opportunities for the sector
- Promote the investment opportunities associated with the Brunswick Activity Centre to the sector
- Promote the locational benefits to business of being close to a fast growing professional and young workforce
- Work with office developers and managers to deliver new office options that meet the needs of a more decentralised workforce
- Utilise the growing Brunswick Design District brand to attract enterprise and investment to Brunswick

Weaknesses

- Not perceived as an inner city office market
- Workers attracted to recognised and higher profile businesses in the Melbourne CBD
- Limited supply of quality small office spaces

Threats

- Rental competition with established inner and suburban office precincts
- COVID-19 impacts on business confidence
- Viability of stand-alone office developments
- Training and education not keeping pace with fast changing technology



Nutromics Pty Ltd, Brunswick
Co-founders and co-CEOs
Hitesh Mehta and Peter Vranes.



"Culture is really important to our business and growth plan. Merri-bek fits, with its funky bars and cafes and ever growing sense of community. Merri-bek is conveniently located between the city and the airport making it easy for our teams to travel. We've seen considerable investment across Merri-bek from organisations looking to keep their people feeling connected to their organisation's culture. Merri-bek should be a serious consideration!"

Adam Centorrino - Founder and Chief Executive Officer | Centorrino Technologies, Coburg