

Media Release

The Hon Jaala Pulford MLC

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

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PLAN TO CEMENT CREMORNE AS A TECH, JOBS POWERHOUSE

The Andrews Labor Government has released a new blueprint to drive the growth of Cremorne as a centre for innovation, technology and high-skilled jobs.

Minister for Innovation, Medical Research and the Digital Economy Jaala Pulford joined Minister for Planning Richard Wynne to launch the *Cremorne Place Implementation Plan*, which will guide the development of Cremorne as a global innovation and technology precinct.

A key part of the plan is a purpose-built digital hub that will bring together people, projects and businesses to boost collaboration and innovation, and support digital skills and training.

The *Victorian Budget 2020/21* provided \$12 million towards the development of the hub, which will be a centre for research and development in advanced technology sectors like cyber security and artificial intelligence.

It will allow business to share ideas and equipment – reducing costs for start-ups and new tech companies – and could also host training courses through the \$64 million Digital Skills and Jobs Program, also funded in the recent Budget.

Work is progressing to identify a site for the hub, which is expected to attract support from educational institutions and the private sector.

Cremorne contributes \$4 billion to the Victorian economy each year and is home to 700 businesses that employ more than 10,000 workers.

Four of Victoria's tech 'unicorns' – startups that have attained billion-dollar valuations – are headquartered in Cremorne: MYOB, REAGroup, Carsales and SEEK.

From the early 1900s to the 1980s, Cremorne was a bustling manufacturing centre – today this inner-Melbourne pocket nestled between Richmond and the Yarra River is a driving force behind Victoria's tech sector.

The Plan sets a long-term vision for Cremorne as a global innovation precinct with a vibrant community feel. It guides how the precinct should develop to support high-tech, innovative enterprises and drive investment while building on its unique attributes and central location.

Many of the actions in the plan are already underway, and the Victorian Planning Authority has funded early works to update parking, planning and built-form controls in the precinct. To read the plan, go to the [VPA website](#).

Quotes attributable to Minister for Innovation, Medical Research and Digital Economy Jaala Pulford

"We want to accelerate Cremorne's development – to see it recognised as a global innovation precinct."

"The Cremorne Digital Hub will be a world-class facility where tomorrow's tech workforce can come to upskill, where entrepreneurs can start up, and industry and institutions can partner to drive new R&D."

Quotes attributable to Minister for Planning Richard Wynne

"Great precincts don't just happen – they need to be planned and nurtured at crucial steps in their development."

"Digital and creative industries will play a vital role as we rebuild Victoria's economy and this plan provides a roadmap to ensure these industries have a place to thrive into the future."

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