



WoMEDA
WEST OF MELBOURNE ECONOMIC
DEVELOPMENT ALLIANCE INC

NETWORK NEWS

September 2026

Welcome to WoMEDA's first newsletter

Welcome to the first edition of WoMEDA Network News where we'll be sharing the latest news and insights on how we're shaping Melbourne's West in partnership with our businesses and community.

Professor Peter Dawkins AO, Chair

Giulia Baggio, Executive Director



Making headlines with our Priorities

After months of consultation, WoMEDA has publicly released its immediate priorities for Melbourne's West, as we head towards the Victorian election on November 28.

The priorities attracted strong media interest and prompted the Carroll Government to announce a new suburb, East Melton, and 12,000 homes.

A front page story in **The Age** was followed by an interview with Professor Peter Dawkins on **ABC Radio**, news items across the day and a TV interview on **Channel 7** with Giulia Baggio in Melton to discuss the need for more local jobs in the west and basic transport connections.

The focus on the West continues to grow, with the State Opposition announcing a \$1.7 billion plan to provide 25 new hybrid trains to increase services on the Wyndham Vale and Melton lines, if elected.

Read the *WoMEDA Priorities Paper* and media release on our [website](#).



Local jobs

Focus on local jobs

A major WoMEDA priority is local jobs.

A booming population needs a booming local economy. At the moment, too many people in Melbourne's West – almost 50% on average - must leave the region every day to get to work, adding to congestion and taking time away from family and community. In the outer west, the percentage sits at 63% in Wyndham and 73% in Melton.

In discussions with media over the past week, we highlighted the need for more jobs closer to home to:

- Situate and stimulate economic activity in the west.
- Build career pathways in local employment precincts for our young and growing workforce, many of whom have a tertiary qualification.
- Reduce unsustainable congestion on our roads with shorter commutes and more public transport options.

Please support WoMEDA's call as we seek strong commitments from all major parties for investment in local jobs and employment precincts in Footscray, Sunshine, East Werribee and Cobblebank as we head toward the election.

Looking Ahead

In coming editions, we'll examine other key issues for the West of Melbourne, including:

- Education
- Transport
- Childcare
- Housing
- Data centres

And we'll keep you updated as we draw further commitments from the major parties.

Leaders unite for WoMEDA Dialogue Launch

In May, we launched the **WoMEDA Dialogue** at the Western Oval in Footscray, gathering together business, education and community leaders to share insights and begin shaping a unified plan to attract ongoing investment in Melbourne's West.

We were pleased to hear from keynote speaker the **Honourable Ben Carroll MP**, then Deputy Premier of Victoria and now Premier, and panelists **Penny Dabner (Fraser's Property)**, **Leigh Petschel (Port of Melbourne)**, **Ari Suss (Avalon Airport Melbourne)** and entrepreneur **Julia Truong (JT Productions)**.

Led by board member **Kelvyn Lavelle**, WoMEDA Dialogue events enable our business network and community stakeholders the opportunity to engage with government, legislators, researchers, and senior business representatives and share ideas on important priorities. Keep an eye on the website for future Dialogue activities.



Join WoMEDA and help shape the future of the West

A booming economy for a booming population in Melbourne's West depends on strong partnerships and a shared commitment to action.

Join a growing network of leaders working together to build our research and evidence base and helping to advocate for investment in our communities.

[Join WoMEDA today](#)

We want to hear from you

Got an insight? **Send WoMEDA an email at info@womeda.com.au**. We are interested in hearing from you.



[Send us an email](#)

ACKNOWLEDGEMENT OF COUNTRY

WoMEDA acknowledges the Wurundjeri, Bunurong and Wadawurrung people of the Kulin Nation as the Traditional Owners of the lands on which we live and work. We offer honour and deep respect to their Ancestors, Elders, and families past, present and rising. We recognise the rich, ongoing cultural, social and spiritual connections that First Nations peoples have with the lands and waters West of Melbourne and beyond.

WoMEDA
WEST OF MELBOURNE ECONOMIC
DEVELOPMENT ALLIANCE INC

West of Melbourne Economic Development
Alliance Incorporated (WoMEDA)



No longer want to receive these emails? [Unsubscribe](#)