

## PLAIN LANGUAGE STATEMENT

### The Dilemma of Urban Employment Land: Assessing the Value of Small Urban Manufacturing in Inner Melbourne



THE UNIVERSITY OF  
MELBOURNE

You are invited to participate in a research project exploring the constraints faced by small manufacturing firms in the Melbourne region. This research will study the contributions of small urban manufacturers to the economies of the Melbourne region. The project is a joint effort of The University of Melbourne, the Inner Melbourne Action Plan Committee (IMAP), and personnel from the cities of Melbourne, Yarra, and Port Phillip. The core goal of the study is to deliver policy-relevant findings that can guide the IMR councils in making strategic decisions about rezoning of urban commercial and industrial-zoned land in Melbourne and surrounds. The core inquiry of the study is to test the hypotheses that small, high-value added, highly-innovative urban manufacturers in Melbourne can benefit significantly from being located in inner-urban locations, and that there is great value to the urban economy in preserving a place for manufacturing innovators in the central city and inner suburban areas.

#### What will I be asked to do?

At the bottom of this letter, you will find a link to a survey form. We are interested in your responses about your firm's experience as a producer, including what your firm produces, your space and tenure needs, and factors that might compel or have compelled you to move outside the central city. Should you agree to participate, this survey should take about an hour of your time. Please fill out all questions and submit the form at the end. Should you wish to complete a paper form, please mail it to Dr Jennifer Day, Faculty of Architecture, Building & Planning, Room 322, The University of Melbourne, Parkville, Vic 3010.

#### Who in my firm should participate?

We are interested in talking to a long-serving and knowledgeable employee of the firm. If a founding owner is available for the interview, this would be the best participant from our perspective. If not, a senior management staff or other knowledgeable employee would be the next-best alternative.

#### How will my confidentiality be protected?

We intend to protect your anonymity and the confidentiality of your responses to the fullest possible extent, within the limits of the law. Your name and contact details will be kept in a separate, password-protected computer file from any data that you supply. This will only be able to be linked to your responses by the researchers. A coding system will allow us to store your responses in two separate, locked computer folders, and only link them if necessary, e.g. to clarify an answer you have provided. Your responses will only be reported in aggregate, in summary statistics and analyses where they are combined with many other firms' responses. We are sampling over 8,000 firms, so the likelihood of your firm being individually is very small. Your data will be kept securely in the Faculty of Architecture, Building and Planning for five years from the date of publication, and may be destroyed after this time.

#### How will I receive feedback?

Once the project has been completed, the final report will be provided to you in full. It is also possible that the results will be presented at academic conferences and in published paper that we cannot supply due to copyright restrictions, but we will provide you with references to those publications.

#### Do I have to take part?

Participation in this study is voluntary. Should you wish to withdraw at any stage, you are free to do so without prejudice. Your decision to participate or not, or to withdraw, will not affect any relationship you may have with this department or University and will not affect any services you may receive now or in the future.

#### How do I consent to take part?

By completing the survey, you are providing consent to participate. There is a question on the survey that verifies that you have been supplied with this document, and that you consent for your responses to be used in the study.

#### Where can I get further information?

If you have any questions or would like more information about the project please do not hesitate to contact the researchers at the contact details below. If you have any concerns about the conduct of the project which you do not wish to discuss with the research team please contact the Manager, Human Research Ethics, Office for Research Ethics and Integrity, The University of Melbourne, on ph: 8344 2073, or fax: 9347 6739.

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#### Ms Virginia Miller

City of Port Phillip  
Industry, Investment & Research  
Private Bag No.3, PO Box St Kilda,  
Victoria 3182  
☎ 03 9209 6361 or 0478 319 835  
✉ [vmiller@portphillip.vic.gov.au](mailto:vmiller@portphillip.vic.gov.au)

#### Dr Jennifer Day

Faculty of Architecture, Building &  
Planning  
The University of Melbourne  
ph: (03) 8344 8743; 0451 054 878  
e: [jday@unimelb.edu.au](mailto:jday@unimelb.edu.au)

#### Other project researchers:

**Professor Richard Tomlinson**, Faculty of  
Architecture, Building, and Planning, The  
University of Melbourne  
**Professor Paul Jensen**, Faculty of Business and  
Economics, The University of Melbourne  
**Marcus Spiller, Bryn Davies**, SGS Economics  
and Planning  
**Cameron Brenton, Virginia Miller**, City of Port  
Phillip  
**Liz Mackevicius**, City of Yarra  
**Austin Ley**, City of Melbourne