

Dandy powering the Amazon launch

Amazon orders will soon be on their way from Dandenong South to customers across Australia.

The US retail giant officially launched its Australian arm on Tuesday 5 December after announcing on 3 August that a 24,000 square metre site in Pellicano's M2 Industry Park would be its first Australian warehouse and distribution centre.

It will handle millions of products across more than 20 categories, from books, to video games, electronics, sports and outdoors, to tools, toys, home improvement, beauty, clothing and accessories, shoes and more.

"Over time, we will create thousands of new jobs and invest hundreds of millions of dollars in Australia," Amazon Australia manager Rocco Braeuniger said.

"The result will be an ever-improving customer experience driven by the regular introduction of new products and services that we hope customers will love."

Australian business KoalaSafe has sold its products on Amazon Marketplace since 2015.



Founder and chief technology officer Adam Mills said small businesses and retailers across the country should be excited about Amazon launching in Australia.

"While it can be a challenge to ensure potential customers find your website, Amazon already has hundreds of millions of customers around the world searching for new products," he said.

"The visibility and access Amazon provides is an enormous opportunity for all businesses."

Amazon Web Services launched an Australian region in 2012 and the Australian Kindle Store opened in 2013.

In April Amazon announced its intention to bring retail sales to Australia.

It said its Dandenong South site would create hundreds of new jobs ranging from operations managers to pickers, packers, systems technicians and HR specialists.

Earlier this year, Committee for Dandenong spokesman Jamie Sturgess Amazon's arrival was a great advertisement for Dandenong South.

"It will draw other businesses into the area if Amazon is a roaring success," he said.

"For that to happen, the State Government's got to make moves on infrastructure.

"Urgent, practical and strategic action is needed to make sure the South-East of Melbourne is not left behind or loses its competitive advantage."

He said key projects included an overpass to connect Remington Drive to Pound Road West, the Abbotts Road level crossing removal, a Bangholme Road EastLink exit ramp, the Port of Hastings, the long-planned Dandenong South Inland Port project and more.

businesses has been recruiting new employees to support the broad range of skills required in local industries," he said.

"If we're successful it will go a long way towards meeting the chronic shortfall of suitable employees needed by local businesses while providing a long-term career many more young people in the community."

The action plan's first objective is to bring together young people and industry.

A jobs fair is planned for next year along with a meet and greet event targeting disengaged school finishers and potential employers.

Objective two is engaging parents in career planning and pathways.

In response, the council plans to run a pilot project with vulnerable families to promote a whole of family approach to improving employment outcomes.

Objective three is early intervention for young people at risk of disengagement.

South East Local Learning and Employment Network (SELLEN) will advocate for programs that support young people's re-engagement in education ahead of next year's State Election.