



FUTURE MELBOURNE



BUSINESS
CULTURAL
DESTINATION
ENVIRONMENTALLY SUSTAINABLE
GLOBAL
KNOWLEDGE
LIVING
MOVING
PUBLIC SPACE
SERVICE
SPORTING



Considering the options

Possible futures for Melbourne
in 2020 and beyond



www.melbourne.vic.gov.au

www.futuremelbourne.com.au

www.evillagemelbourne.com.au

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What will your Future Melbourne be?

The City of Melbourne's Future Melbourne project has been collecting the ideas and aspirations of all Melburnians to help create the future of our city and city life.

Many of you have shared ideas about culture, the environment, business, community and other aspects of the city through a variety of Future Melbourne forums and activities.

Your ideas have now been gathered here in Future Melbourne – considering the options, a series of possible futures for the city.

Talking points

A city is made up of any number of elements. The City of Melbourne has created 11 'talking points' that broadly describe important elements of city life. These include: business; culture; destination; environment; global; knowledge; living; moving; public space; service; and sport.

Having your say

With your help we will continue shaping Melbourne's future. To comment on this document you can:

- visit www.evillagemelbourne.com.au. The eVillage Melbourne is a forum for all members of the Melbourne community to join in conversations and debates about the future of the city. Sign up and see what other people are saying, and post your own comments in the many forums.
- turn to the back and complete the survey form. Post it to the City of Melbourne:

Future Melbourne – Options
City of Melbourne
PO Box 1603
Melbourne VIC 3001

Comments close on Friday, 29 February.

Future Melbourne, the City of Melbourne's plan for Melbourne to 2020 and beyond, will be completed in September 2008.

www.melbourne.vic.gov.au

www.futuremelbourne.com.au

www.evillagemelbourne.com.au

1. Talk Business

Talk Business focuses on the future economic life of the city. Through Talk Business, the **Future Melbourne** project is exploring options and possible futures for:

- the big economic challenges coming our way;
- the development and changing needs of Melbourne's business, retail and consumer sectors;
- manufacturing and wholesaling;
- emerging growth sectors; and
- Melbourne's capital city role in the state, national and global economies.

Introduction

Melbourne is a global business and investment destination. It is Victoria's primary centre for commerce, professional business and financial services and is one of the most competitive locations in the Asia Pacific region.

In the future, Melbourne's position as a business destination will be influenced by the relative cost and ease of doing business here. The availability and cost of land and office space; legislative and funding requirements; access to an efficient port, airport and distribution framework; the strength of emerging sectors such as biotechnology and health, higher education and advanced manufacturing; a skilled and relevant workforce; and Melbourne's liveability can all impact on Melbourne's attraction as a business destination.

The City of Melbourne has always sought to support the economic and business development of Melbourne. In 2006, the City of Melbourne introduced the *Melbourne Retail Strategy 2006–2012* that explores opportunities to build on Melbourne's growing retail sector.

Read on for a summary of the options the city is considering for the future of business in the city.

Option 1.a. Delivering business advantage

Melbourne will be in a position to deliver business advantage through appropriate and affordable accommodation.

Melbourne has a reputation as the start-up business capital of Australia. However, the supply of appropriate and affordable accommodation in the city has declined and Melbourne is becoming a more expensive option to locate and do business. The city will need to address this issue if Melbourne is to remain amenable to new businesses.

Action: the City of Melbourne invests in buildings to house small and emerging businesses; and collaborates with adjoining municipalities to grow businesses, including encouraging businesses to develop in cheaper locations and then move closer to the city as they develop and expand.

Option 1.b. Enhancing support for business efficiency and growth

Many businesses find the process of finding grants and assistance (such as through different levels of government and member-based organisations) difficult and complicated. Processes should be restructured to become more accessible to the business community.

Action: Consider establishing a Melbourne Chamber of Commerce – with representation from grant providers.

Option 1.c. Convention Centre exposure

Melbourne has a considerable opportunity to capitalise on the opening of the new Convention Centre in 2008–09. The centre will be a popular destination for local, interstate and international business conventions, seminars and trade shows.

The City of Melbourne and the business sector will explore the best way to leverage off the new Convention Centre to bring more business people to Melbourne and ensure visitors establish ongoing business links in Melbourne.

Action: Promoting Melbourne as a business destination. The City of Melbourne and the business sector works in cooperation with conference organisers to ensure people from conventions and conferences consider Melbourne as a destination.

Option 1.d. Port growth and freight distribution

The growth of the port area and associated infrastructure is critical to ensure continued distribution of freight and related business development.

Action: Assess the impact on business and land use activity in Melbourne and the port area in suburbs such as Fisherman's Bend, Kensington and North and West Melbourne.

Option 1.e. Planning for manufacturing

The city will need to plan for a decline in traditional manufacturing and growth in advanced manufacturing. This will have implications for land use and employment.

Action: The City of Melbourne will review and reassess planning controls to be flexible enough to accommodate this trend.

Option 1.f. Melbourne as a global leader

Melbourne is currently in a position to promote and build on its existing strengths in the areas of health services, life sciences and education.

Action: For future positioning as a global leader in this area, steps will need to be taken to ensure a competitive advantage.

Tell us what you think

How do these options fit with your vision for the future of business in Melbourne?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a *Talk Business forum*.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.

2. Talk Culture

Talk Culture focuses on the future cultural life of the city. Through Talk Culture, the **Future Melbourne** project is exploring options and possible futures for:

- what you love about the city and its people;
- what makes something or someone 'Melburnian';
- our rich cultural diversity;
- the role of arts as an expression of this culture for people all ages and abilities including public art, major events and festivals, indigenous arts, and arts grant programs;
- heritage and history; and
- arts investment and participation.

Introduction

The inner city is the cultural centre of Melbourne – it is the focus of great artistic, cultural, community and sporting feats. Melbourne's valued institutions make it the cultural focal point of the state.

Indeed, Melbourne assumes the mantle of cultural capital of Australia. We need to keep the city inspiring, vital, vibrant, and innovative. People make the city come alive and keep it dynamic.

Culture is how people tie together as a community, gives a sense of belonging and a voice, provides links to different societies, allows us to access different ways of thinking and learning, generates economic and social capital, attracts and pleases visitors, and generates new ideas.

These issues are central to the future of the arts in the city:

- the challenge of housing the arts within the city, including affordable studios, accommodation and presentation/display spaces, is critical to sustainable and thriving city-based arts sectors;

- the need for the City of Melbourne to actively work with the property sector, artists and arts organisations (both established and semi-informal) to facilitate and direct discussions about opportunities to better secure the active presence of the arts within the city;
- active and demonstrative acceptance and support from local and state governments for the arts sector to consistently take artistic risks and explore and research new creative territory; and
- acceptance of the need for artists to create work and be financially supported to research the production and presentation of new work that is not necessarily marketable but is essential to sustain a creative culture.

Read on for a summary of the options the city is considering for the future of culture in the city.

Option 2.a. Access and affordability

Melbourne will need to nurture its artistic future and ensure a focus is given to housing the arts.

Action: Provide affordable spaces for artists to create, present and display their work and inexpensive options for artists to live in the city. Assistance for city-based arts should also be available, to ensure they remain located in the city.

Option 2.b. Melbourne's diverse identity

Melbourne's identity cannot be achieved by a single icon or brand.

Action: Melbourne will communicate its identity through engagement and dialogue with its many diverse communities and the promotion of the depth and richness of Melbourne as a city.

Option 2.c. No culture without sub-cultures

As Melbourne grows more linguistically and culturally diverse, cultural exchange between communities or *interculturalism* will be essential for the emergence of a truly shared Melbourne culture.

Melbourne is a tolerant, multicultural city, however pockets of racism, intolerance and disadvantage remain.

Action: Engaging and thoughtful arts and cultural programming and targeted financial support will play an important part in Melbourne's reputation as a city that cares for and supports its many communities.

Option 2.d. A sustainable cultural ecosystem

The arts in Melbourne are a vital part of our cultural ecosystem and must be sustained and looked after in the same manner that we protect the natural ecosystem.

Action: A healthy and protected cultural ecosystem is vital to Melbourne's economy, growth and liveability.

Tell us what you think

How do these options fit with your vision for the future of culture in Melbourne?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a Talk Culture forum.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.

3. Talk Destination

Talk Destination focuses on the future of Melbourne as a destination for all kinds of visitors. Through **Talk Destination**, the **Future Melbourne** project is exploring options and possible futures for:

- visiting Melbourne from the suburbs, the country, interstate and internationally;
- visiting the city for business, shopping and leisure; and
- ideas for tourist infrastructure and marketing.

Introduction

Tourism is one of Melbourne and Victoria's fastest growing industries, with international visitors to Victoria expected to reach 2.2 million by 2015.

On an average weekday, the city's population is about 710,600, including metropolitan visitors (553,900) and regional, interstate and international visitors (approximately 100,000).

Tourism contributes more to the Victorian economy than traditional industries such as mining, agriculture, electricity, gas and water. In 2006, the direct and indirect value of tourism to the state was \$10.9 billion or 5.3 per cent of the Gross State Product, a 49 per cent increase on the 1997–98 figures. By 2016, tourism and events will be an \$18 billion industry and one of Victoria's leading exporters. International tourists are likely to account for 70 per cent of overall tourism growth and almost 40 per cent of tourism expenditure (currently 30 per cent) in 2016.

The City of Melbourne delivers many visitor services, helping to ensure visitors enjoy their time in our city.

Read on for a summary of the options the city is considering for the future of Melbourne as a destination.

Option 3.a. The essence of Melbourne is in its many layers

People, migration, heritage and culture, the built environment, lifestyle and street culture, laneways and alleys, precincts and sub-cultures and even the weather contribute to the many layers that make up the city. The preservation and development of these elements will ensure Melbourne remains a fascinating place to live and visit.

Action: Visitors will be encouraged to go on journeys of discovery in the city. Melbourne will be linked by features and attractions in a series of journeys, for example by theme (heritage), by places (cultural precincts) and by transport (popular tram routes).

People will be able to learn about Melbourne's rich indigenous and immigrant heritage and its fascinating history of development. The City of Melbourne will collaborate with Melbourne's communities to collate stories and link them to the rest of the world via a Melbourne portal.

The City of Melbourne will work with private companies and government agencies to build a network of services providing visitor assistance when and where required to ensure visitors feel welcome and safe.

Information and signage will be placed where visitors need it most. Information, maps, and suggested walks and trails will be readily available both before and on arrival in Melbourne.

Option 3.b. Melbourne – the city – is the icon

Melbourne does not need to build an iconic landmark to attract visitors. One of Melbourne's greatest attractions is the enormous range of experiences to be had in the city.

The city's two major strengths lie in the diversity of precincts and attractions across the city, and the integrated nature of the infrastructure such as transport, sporting and entertainment venues, parks and gardens, and waterways.

Action: Local involvement is essential in conserving the fabric of Melbourne and planning future development and management for Melbourne as a destination.

Further research will be required to:

- monitor and offset our carbon footprint;
- evaluate the community, economic and environmental benefits of attracting visitors; and
- survey Melburnians, visitors and investors on their experiences and aspirations for development of the destination.

Option 3.c. Experiencing Melbourne is vital

It is important to experience Melbourne firsthand. As a multifaceted destination, it is difficult to adequately capture the city's essence in images.

Promoting Melbourne as a destination will require identifying and establishing what is special about Melbourne. Finding a unique identifier or image that captures the essence of the city will be essential.

Melburnians will always be our greatest promotional asset. We need to enlist Melburnians as ambassadors for the city when travelling, and encourage them to share their love of Melbourne and their local knowledge with visitors.

Action: Word-of-mouth marketing. We need to know whether the Melbourne visitor experience is as good as we'd want it to be, and what they tell their friends at home.

New technology presents great opportunities for communicating the Melbourne experience. We could build a virtual Melbourne – an interactive model people could explore – linked to a social networking world such as Facebook. An example would be a 'walkable' (physical) model of inner Melbourne, an attraction for locals and visitors when in Melbourne. Melbourne's reputation in the arts, design, sport, and as a knowledge capital is strong. The city should build on these strengths for its future as a destination.

Tell us what you think

How do these options fit with your vision for the future of Melbourne as a destination?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a *Talk Destination* forum.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.

4. Talk Environmentally Sustainable

Talk Environmentally Sustainable focuses on the future of Melbourne as an environmentally sustainable city. Through *Talk Environmentally Sustainable*, the **Future Melbourne** project is exploring options and possible futures for:

- the environmental health of the city, including ideas for reducing greenhouse gas from transport and buildings;
- adapting to climate change;
- water and energy usage;
- improving air quality;
- waste management;
- noise management; and
- the development of a 'green' city.

Introduction

The City of Melbourne is a recognised leader in environmental sustainability, both domestically and internationally. We lead in our own operations and in the initiatives with our residents and businesses within the municipality.

In our own operations, the City of Melbourne has reduced greenhouse gas emissions by 41.2 per cent compared with levels from 1996 and reduced water use by 29.2 per cent since 2000.

We are now recycling 71 per cent of our waste compared with 36 per cent in 2003-04.

Our *Savings in the City* program, which works with 30 of Melbourne's hotels, has achieved annual savings of:

- 759 large skips of rubbish to landfill;
- 25.4 Olympic swimming pools of water; and
- 24,769 tonnes of greenhouse gas – the equivalent of the greenhouse gases generated by just over 2,000 average Victorian households.

However the municipality as a whole, like much of Australia, is living beyond its environmental limits – if everyone in the world had the same impact on the environment as people living in Melbourne, we would need four planet Earths to sustain our lifestyles.

Studies have shown it is possible to live within our environmental limits and to do this while maintaining a strong economy.

Read on for a summary of the options the city is considering for the future of the environment in the city.

Option 4.a. Response to climate change

The city will need to respond to climate change by reducing its emissions and increasing resilience to adapt to the changing environment.

It is broadly accepted that, like the whole of Australia, the City of Melbourne's municipal-wide carbon emissions have increased since 1990.

Scientists and politicians are in agreement that some level of human-induced climate change is inevitable, and that by 2050, our climate change emissions need to be reduced by between 60 and 80 per cent on 1990 levels.

Action: The City of Melbourne has ambitious municipal-wide climate mitigation¹ and water reduction targets. Continued support to deliver technical and behaviour change programs is needed. Households and businesses will have their own individual targets for climate change emissions and water use.

Predicted climate change impacts will allow for development and review of:

- planning approvals;
- infrastructure development and upgrades; and
- resilience of services provided in the municipality, for example telecommunication, sewerage, water and energy.

¹ Mitigation refers to activities that lead to reduced climate change emissions.

Option 4.b. Living within our global share

We need to live within our global share of resources by using energy and water more efficiently. We can maintain our quality of life by increasing our resource use efficiency.

This will be necessary due to a range of factors, including climate change and resource scarcity, leading to increases in energy and water costs during the next 10 to 15 years.

These changes will be felt by the Melbourne community in many ways, including:

- changes to buildings and infrastructure that reduce energy and water demand;
- changes to how we treat waste, particularly in relation to using it to generate energy; and
- increasing costs for food distribution.

Action: Infrastructure should be made more efficient, particularly in regard to energy and water use. Commercial and residential building owners will play a part by ensuring their properties are efficient.

Option 4.c. Building community spirit

We need to build community spirit and engage with residents, businesses and organisations in the municipality to achieve reductions in our energy and water use.

Action: the City of Melbourne publicly reports its own climate change emissions and water use and those of the whole municipality. Community 'sustainability leaders' should be fostered and preferential advertising rates in public spaces given to sustainable products and services.

Tell us what you think

How do these options fit with your vision for the future of Melbourne's environment?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a Talk Environment forum.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.

5. Talk Global

Talk Global focuses on Melbourne's place in the world. Through Talk Global, the **Future Melbourne** project is exploring options and possible futures for:

- Melbourne past and present;
- forces driving change;
- international positioning and relationships;
- inter-city cooperation and competition;
- precincts of significance; and
- the importance of partnerships.

Introduction

If Melbourne wants to be a truly successful global city, it will need to pay close attention to local issues. As the world becomes more urbanised, the role of capital cities is increasingly important in managing significant global issues such as climate change, international security and urban sustainability.

In addition, there is growing recognition of the role city governments play in forming and building on global relationships. The City of Melbourne recognises the importance of global connectivity in city governance.

The City of Melbourne's current international relations program is recognised as a leader in Australian local government². During the past 30 years, the City of Melbourne has built formal connections with cities around the world. It has also formed valuable working partnerships with state and federal governments, and a wide range of business, cultural, educational and community organisations to harness opportunities for Melbourne and its partner cities.

As a capital city council, the City of Melbourne plays a vital role in city leadership and building international relationships on behalf of residents,

businesses, educational and cultural institutions and other stakeholders. One of the most multicultural cities in the world, Melbourne has a truly global outlook.

Melbourne's economic future is closely tied to the development of its knowledge and creative economies in fields such as education, scientific and medical innovation, and technology development and design – economic activity that involves interconnection at a global level.

As a city government, the City of Melbourne is also attracting significant international interest for its overall achievements in terms of living standards, urban design and public space planning and major event management.

Read on for a summary of the options the city is considering for the future of global connections to the city.

Option 5.a. Impact of the global environment

The global environment drives the city's management and priorities.

The world's urban population now outnumbers the world's rural population. City planning should include a definite boundary to limit a city's growth.

Melbourne has a role to play within global networks, both contributing to design and innovation as well as learning from other city's experiences.

Action: The City of Melbourne must limit the growth of Melbourne by creating a boundary. Melbourne will be in a position to advance the global environmental agenda by demonstrating commitment at home and developing international partnerships that showcase our commitment.

² Australian Federal Senate Inquiry into Australia's Public Diplomacy, Foreign Affairs, Defence and Trade Committee, Final Report: *Australia's Public Diplomacy: Building our Image* August 2007, pp 110-114

Option 5.b. Benefits from the global cultural environment

It is essential our community benefits from the global cultural environment.

We will need to increase our own cultural understanding and celebrate who we are and where we have come from in the public domain and in an integrated way.

Balancing global and local priorities will enhance and enrich our unique city identity.

Action: Melbourne must build relationships with new communities and connections. New technology, particularly telecommunications, will help these connections and collaborations.

Option 5.c. Invest in our liveability

The city will invest in its liveability and the retention of its local attributes and build on these despite the increasing global role. Melbourne must maintain its key aspects of tolerance and diversity to ensure it remains an attractive proposition for investment and skilled migration.

Action: Build on the changing nature of the economy, growing connections with the global economy, and the economic power of China, India and economies within the region. Melbourne will sustain its position in the international education market – with a focus on building lasting connections with international students.

Melbourne's business sector should also be working towards reform and change within international trade such as free trade agreements.

Option 5.d. Melbourne – where in the world are we?

Australia is widely perceived as a tourist destination whose key features are the beach and the outback. However, Melbourne has many assets not currently perceived as attractions, such as its multicultural flavour, which could be promoted.

Action: Local and global priorities should be balanced with an emphasis on getting the local focus 'right' to ensure the product is right for visitors. Melbourne should be positioned within the global tourism market as 'the city, the icon'.

Tell us what you think

How do these options fit with your vision for Melbourne as a global city?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a *Talk Global* forum.

You can also send your comments to:

Future Melbourne,

PO Box 1603,

Melbourne, Victoria, 3001.

6. Talk Knowledge

Talk Knowledge focuses on the future of Melbourne as a knowledge city. Through Talk Knowledge, the **Future Melbourne** project is exploring options and possible futures for:

- the development and changing needs of Melbourne's business, retail and consumer sectors;
- learning and innovation;
- the diversity of institutions and learning opportunities;
- the education and research sector;
- emerging technologies and education precincts; and
- international students and relationships between business and institutions.

Introduction

Talk Knowledge is a discussion about how Melbourne best positions itself to thrive in an economic and social milieu which is increasingly dependent on learning and knowledge.

During the past four decades, throughout much of the world, growth and prosperity has been universally characterised by one critical influence – a change in the economic structure of cities – from one based on the production and distribution of manufactured goods, to one heavily focused on the application of information and knowledge to the creation of ideas, and their subsequent commercialisation as goods and services.

Cities are the stage on which the knowledge economy performs. They are vital to provide access to skilled people, markets for the consumption of goods and services, and mechanisms that encourage and facilitate the transfer of ideas and opportunities to innovate.

Melbourne has clearly achieved status as a

'knowledge economy'. Statistics show that the past decade has seen a 61 per cent increase in knowledge sector employment in the CBD.

The challenge for the decade ahead is to ensure Melbourne extends the application of its knowledge base to areas beyond the economic – creatively using skills and resources to ensure the design of places, goods and services, urban accessibility, sustainability, cultural diversity, equity and city governance are all advanced.

The city will need to be developed as a vibrant, engaging and inclusive learning community, fostering development of core creative skills and directing effort to building Melbourne as a global city that attracts and retains a strong creative workforce.

Read on for a summary of the options the city is considering for the future of knowledge in the city.

Option 6.a. A dynamic learning community

The aim for Melbourne is to create a globally oriented city recognised for enhancing its prosperity through development of an exciting and inclusive community engaged in lifelong learning. New learning channels should be created through cross-sectoral relationships and networks, and connections between existing learning institutions strengthened.

Additionally people will be encouraged and empowered to connect and learn across sectors, organisations, disciplines, hierarchies and generations. This will be a feature in mobilising widespread commitment to lifelong learning.

Action: Personal responsibility and civic leadership/entrepreneurship will be encouraged to engage citizens. This will begin from the early school years. The development of 'communities of practice' and 'study circles' such as citizen initiated learning groups will also be fostered within the community.

Different sectors will collaborate to coordinate Melbourne as an intelligent, globally focused, on-line community – devoted to community connection and learning.

Option 6.b. A creative skill base

Intellectual, social and cultural creativity should be placed at the forefront of Melbourne's efforts to position itself as a leading global city. This can be accomplished by building Melbourne as a city that attracts and retains a creative globally focused workforce.

The link between creative application of knowledge and economic and social prosperity will need to be widely understood.

Action: The City of Melbourne and the business sector will create economic, scientific and cultural collaborations to enhance creative endeavours. Creative skills and related outcomes need to be developed within schools, universities, workplaces and communities, particularly in the areas of innovation and enterprise/entrepreneurship.

Option 6.c. A competitive knowledge economy

Melbourne will develop a city economy that innovates through knowledge transfer to achieve economic outcomes in a global context – for local benefit. This will require understanding and enhancement of Melbourne's 'knowledge specialities'.

Action: More effective technology transfer mechanisms to be provided. This will improve broadband capacity and increase the computing capacity available to our research community.

World class academics and researchers will be attracted to work in Melbourne and collaboration between researchers and businesses will be increased.

Innovation systems in Melbourne to be mapped and developed further and availability of venture capital expanded.

Tell us what you think

How do these options fit with your vision for the future of knowledge in Melbourne?

Visit the **Future Melbourne** eVillage www.evillagemelbourne.com.au and join a Talk Knowledge forum.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.

7. Talk Living

Talk Living focuses on the future of Melbourne as a city for people. Through Talk Living, the **Future Melbourne** project is exploring options and possible futures for:

- living in Melbourne now and in the future;
- the needs of city's fast growing and diverse population;
- balancing the needs of residents and other users of the city;
- increasing density;
- the needs of people of all ages and abilities;
- community engagement;
- affordable housing;
- community infrastructure;
- safety; and
- social cohesion.

Introduction

Talk Living explores the shared set of meanings that defines Melbourne as a city. It's about why people love Melbourne and celebrate its values and spirit. The focus is on ensuring Melbourne is a city for everyone. The personal, social, cultural and business realms are all responsible for making Melbourne a safe and welcoming place.

Melbourne's reputation as a 24-hour world class city continues to grow – in the future we will be prepared to address a broad range of urban issues and remain flexible enough to adapt to changing times, while maintaining our shared sense of community.

The role of young people and their voices in the plan for a liveable Melbourne is integral to the future of the city they will inherit.

Read on for a summary of the options the city is considering for the future of living in the city.

Option 7.a. A liveable Melbourne is everyone's responsibility

Whether in the personal, social, cultural or business realms, everyone has a responsibility to make Melbourne a safe, welcoming, inclusive and engaging city. Every sector should reflect the spirit and values that make Melbourne great.

Action: Businesses to assist communities by participating in a space bank/space bureau, which provides access, for example, to corporate meeting spaces and warehouse storage for use by community groups and organisations.

Capital investment by major funds and incentive programs that offer small investors the opportunity for 'socially responsible' investing, harnessed to increase the supply of affordable housing in Melbourne and managed by non-profit housing associations. The media also plays a role, telling stories that create understanding and opportunities.

Option 7.b. Social sustainability a critical factor

Social sustainability is as important as economic and environmental sustainability. We need to identify, describe and measure social sustainability to ensure those values and qualities become identifiers of Melbourne as a city.

Action: Investment in community services and programs, such as community safety programs, translation services, parent education and access to information, will improve liveability, community connections and ensure a socially sustainable city.

New ways of communication will ensure people learn about Melbourne. This could include a Melbourne video game, iHubs in key locations, art as communication – such as an interactive walking trail about the local community, or a site on Facebook to provide ongoing discussion.

Option 7.c. Melbourne is a liveable city for everyone

A liveable Melbourne is one where people feel connected to the city and the community; health, wellbeing and lifestyle are the best they can be; there are safe open spaces in the city; recreation, leisure and cultural opportunities are available for every circumstance; services, housing and entertainment opportunities are affordable; and new arrivals, international students and others can find a place for themselves in the mix of communities that make Melbourne.

Action: To maintain the diversity of our neighbourhoods, the necessary services, infrastructure and facilities will be provided for people to grow old in their own homes.

Neighbourhood squares, parks and centres will become a focus for 'village' celebrations, while organised activities will energise the public domain for all ages and all members of community.

Residential towers will be integrated within each building and part of the larger community.

Option 7.d. Balancing the needs of all Melburnians

A liveable Melbourne is one that balances the diverse needs and aspirations of all people in the city – residents, visitors, workers, students, migrants, children, families, people without homes, people with a disability and others who are at risk and vulnerable.

Neighbourhood spaces and programs will ensure Melbourne retains its sense of community.

Action: Melbourne is a 24-hour world class city – all levels of government must cooperate to ensure that it is safe and welcoming at all hours of the day and night.

Option 7.e. Melbourne as a child-friendly city

Action: Melbourne being accredited as a UNICEF Child Friendly City is another step to becoming a more liveable city. The city should be affordable with free experiences across the city and education should be a national priority for all children, regardless of the economic means of their families. Children inherit the city – it is our responsibility to leave them with the best city possible. For this to occur, the autonomy of children needs to be recognised.

Tell us what you think

How do these options fit with your vision for living in Melbourne?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a *Talk Living forum*.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.

8. Talk Moving

Talk Moving focuses on the future of transport in Melbourne. Through Talk Moving, the **Future Melbourne** project is exploring options and possible futures for:

- meeting future challenges for the movement of people and freight into and around the city;
- the impact of increasing oil prices;
- reducing car dependency;
- improving public transport;
- managing truck traffic and freight movement;
- encouraging cycling and pedestrian access;
- reducing congestion; and
- how we use our streets.

Introduction

The vitality of the city relies on an efficient transport and freight network, including efficient service delivery, effective cross-town links and an effective public transport system. The City of Melbourne's *Transport Strategy: Moving People and Freight* addresses these issues.

The City of Melbourne has more than 65,000 car parking spaces but personal car travel is stretching the peak-time capacity of city and arterial roads. Costs are also rising. More options for personal travel and freight movement will be needed in the future for a sustainable and thriving Melbourne.

Freight transport makes up 20 per cent of all vehicles on the road, and 86 per cent of all freight movements in Victoria are by road. Freight transport includes delivery, service, trade, container and bulk transport vehicles.

Efficiency of freight transport underpins the liveability of the city (economic vitality, employment and investment), while externalities of freight

transport (road congestion, pollution, noise and amenity) also impact on the liveability of the city.

Public transport

Public transport capacity, service provision and reach are major issues for Melbourne. The City of Melbourne is a strong advocate for improved public transport, regularly making representations to the Victorian Government on public transport issues. Our influence is limited however, as public transport is primarily a state government issue. Therefore, these options do not directly cover public transport, instead focusing on three key areas of Council's responsibility: walking, cycling and land use.

Read on for a summary of the options the city is considering for the future of transport and 'moving' in the city.

Option 8.a. Expansion of cycling opportunities

Melbourne will have a larger number of bicycle commuters riding to and from work because of an improvement in bicycle infrastructure and greater respect for cyclists. Bike access will be increased by a greater number of paths and routes.

Action: Greater bicycle infrastructure such as bike lanes with priority signalling at traffic lights and bike 'stops' throughout the city for commuters to park their bikes, will make cycling to work a more appealing option. More road space will be devoted to cyclist use, including a fully integrated separate bicycle-path network for the city.

A public bike system will be put in place, similar to the Velib in Paris – a self-service 'bicycle transit system' where locals and visitors can pick up and drop off bicycles throughout the city at a number of locations.

The City of Melbourne has a target of 30 per cent of all trips to the city to be by bike in 2030.

Option 8.b. Pedestrian prioritisation – 'pockets' and corridors

People will be encouraged to walk to, from and around the city. Pedestrian numbers are already growing with many people choosing walking options over driving into the city. The number of people coming into the city by car has dropped from 23 per cent in 2004 to 19 per cent in 2006³. By introducing pedestrian-friendly initiatives in the city that number will steadily rise.

Action: The number of pedestrian-friendly initiatives will be increased by the City of Melbourne, including planting trees along streets to create cooler street temperatures and designing streets and laneways to become shared zones.

Option 8.c. Living more locally

A range of community services and facilities should be available locally to reduce the need to travel. This would also encourage communities to 'live' more locally, by being able to socialise, work and obtain food within their community.

Action: Community services and facilities will be made available in local communities. Businesses will cater to local needs. This could include having fresh local produce available at local stores and small community garden plots.

Option 8.d. Sustainable car use

The current patterns of car use in Melbourne are not sustainable. Incentives should consider road space and parking management – in doing so rewarding space and fuel efficiency.

Action: The City of Melbourne will introduce car parking concessions for cars that take less space and are less polluting, as well as an alternative structure of parking fees. 'Carshare', which involves booking a small fuel efficient hybrid car, should be promoted as a sustainable alternative to owning a car.

Tell us what you think

How do these options fit with your vision for the future of transport and 'moving' in Melbourne?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a Talk Moving forum.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.

³ City of Melbourne, City Users Survey 2006

9. Talk Public Space

Talk Public Space focuses on the future of the city's open environment. Through Talk Public Space, the **Future Melbourne** project is exploring options and possible futures for:

- how Melbourne's public streets, parks and places will change and look in the future. Topics to explore include public safety, security, and access for all ages and abilities (especially children and old people);
- retaining and adding to our urban heritage;
- the sustainable management of our parks; and
- major site development.

Introduction

Many issues and changes will impact on public space in Melbourne in the future, including:

- sustainability – environmental, social and economic;
- climate change and reducing ecological footprint;
- drought proofing and reducing water use;
- accessibility – physical, cultural, economic and social;
- changing demographics;
- changing demand on and for space;
- increasing density and intensity of use;
- health and wellbeing;
- safety – real and perceived;
- providing a range of spaces – responding to different users and uses;
- linking and connecting spaces and precincts;
- risk management;
- expectations of what public space should be; and
- local character of the space.

Read on for a summary of the options the city is considering for the future of public space in the city.

Option 9.a. Ongoing incremental change

If we continued along our current path with reference to public space, the city would respond to the key drivers of change, such as climate change and affordability, in a gradual way.

This would result in a city in 2020 that looks much like it does currently, but managed in a more sustainable way. Water use and biodiversity would be managed in more sophisticated ways.

Action: New trees and plantings in parks are chosen with consideration of their water needs. More space is reclaimed for walking, cycling and public transport as they prove to be the more sustainable and affordable modes of transport.

Opportunities for additional open space in those areas with increasing densities will be pursued. These new spaces will be pocket parks providing areas of respite, or be located indoors and used for organised sport. Better public use will be made of roof spaces, for example roof gardens.

Option 9.b. Substantial change

Melbourne in 2020 will be a sustainable and accessible city. With substantial change, public space will be valued and enhanced and will provide a significant opportunity to reflect the key values of the city. Public space will be allocated and managed in a significantly more sustainable and democratic way.

Melbourne will have a significantly reduced ecological footprint through reduced energy and water use. This can be achieved with an ecological footprint target of 1.8 global hectares per person per year in the city of Melbourne. This is what the planet can regenerate on an annual basis – and compares with an average of 8.1 global hectares per person per year in Victoria.

Action: There will be a reduction in the number of cars in the city centre with public space in our CBD gradually transferred from the private vehicle to more sustainable modes such as walking, cycling and public transport. One of the targets, for example, will be for 50 per cent of our CBD streets being private car free (while still accommodating delivery vehicles). There will also be an aim to create shared zones, where cars must slow down and mix equally with other modes, in 75 per cent of our city streets.

Melbourne will have a mandatory height limit of six storeys around activity centres and public transport networks. This will generate the density required for walkable centres that are comfortable for pedestrians and for a good public transport system.

Implementation of this height limit would need to acknowledge and respond to heritage values. It would also remove the debate, on a site-by-site basis, as buildings higher than six storeys would not be allowed.

The city will be accessible and welcoming with public spaces that respond to Melbourne's socio-economic and demographic make-up. They will foster a sense of community and wellbeing by providing opportunities to connect with nature and other people.

Melbourne will provide a quality experience with a range of spaces and places to be discovered that are unique, interesting, engaging and authentically Melbourne.

Tell us what you think

How do these options fit with your vision for the future of public space in Melbourne?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a *Talk Business forum*.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.

⁴ *The Ecological Footprint of Victoria: Assessing Victoria's Demand on Nature*, EPA Victoria, 2005

10. Talk Service

Talk Service focuses on community services in the city. Through Talk Service, the **Future Melbourne** project is exploring options and possible futures for:

- improving quality of life for all;
- developing community precincts;
- services and infrastructure needs for health and community support;
- the role of volunteers; and
- philanthropy.

Introduction

Melbourne today is a welcoming, outgoing and confident city, a reflection of the generous and inclusive spirit of its people. However with major growth and increasing wealth, there is the potential for the city to become divided.

Read on for a summary of the options the city is considering for the future of service in the city.

Option 10.a. Inclusive, cohesive Melbourne

Melbourne has always played a key role in welcoming new arrivals to Victoria and Australia. However recent decisions to be more courageous and inclusive in our migration intake means we must provide effective support to these new arrivals. These people include a socially and economically significant international student population, many of whom will become permanent residents and citizens.

Consultation in the first phase of Future Melbourne clearly demonstrated these newly arrived groups sincerely want more opportunities to meet with the host communities of Melbourne. Newly arrived residents are particularly vulnerable because they have little political power,

experience discrimination and exploitation, and have limited avenues of meeting members of the host community.

Action: The City of Melbourne acts as an advocate for newly arrived groups by providing leadership in making Council services accessible, and advocating strongly with state and federal governments to ensure a ‘whole of government’ approach. Council will work with community and business groups to provide better access to local community supports and ensure induction and training opportunities, so that newly arrived groups can access employment.

The City of Melbourne could work with international student groups, seeking the same student concession on transport provided to domestic students, and organise local opportunities for communities to host, support and appreciate new arrivals.

The City of Melbourne will continue to support the gay community in achieving legal recognition, highlighting that for Melbourne, diversity is mainstream!

Option 10.b. Balancing the needs of residents and visitors

Melbourne will be an extraordinary city that cleverly balances the needs of residents and visitors to become both an exciting capital city and a very liveable residential city.

First-class affordable public transport and welcoming city infrastructure will mean that young people can safely meet across cultural, geographic and class boundaries, forming links in their youth that will extend Melbourne’s reputation for harmony and tolerance into the next century.

Older people will visit the city safely, accessing ‘state of the art’ information on their health needs and choices, enjoying affordable cultural events, and being well supported by new forms of

technology, greatly extending their capacities into advanced old age.

Action: The City of Melbourne will facilitate public debate on key issues concerning residents to find creative solutions to the challenges of vertical living in a major commercial, retail and entertainment city.

Melbourne will negotiate an accord with the state and federal governments that recognise its capital city role must be balanced with its residential role. This new accord will jointly fund the key infrastructure projects for each age and target group that are needed for host activities to be balanced with local needs. The accord will create a respectful partnership with the state government that will mean effective planning decisions that take into account local and state-wide needs.

Option 10.c. **A city of opportunity in every neighbourhood**

One of the strengths of Melbourne is the diversity of its neighbourhoods, but is this diversity blinding us to entrenched inequality and lack of opportunity for some of our residents?

Neighbourhoods such as Carlton, Kensington and North Melbourne still contain some of the most disadvantaged residents of metropolitan Melbourne. A whole of Council, whole of government and whole of community and business effort is required to ensure wherever people live in the City of Melbourne, they

have access to lifelong learning opportunities and choice.

Action: Demonstrating the same whole of Council effort that made the Commonwealth Games such a success, all areas of Council will work to create opportunities in our most disadvantaged neighbourhoods, with joint economic and social development occurring hand-in-hand with increasing pride in these communities.

Council will actively seek business and federal government support and work hand-in-hand with local communities to encourage and support local leadership.

Tell us what you think

How do these options fit with your vision for the future of service in Melbourne?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a *Talk Service forum*.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.

11. Talk Sport

*Talk Sport focuses on the future of Melbourne as a sporting city. Through Talk Sport, the **Future Melbourne** project is exploring options and possible futures for:*

- *sport and recreation in the city;*
- *recreation and physical activity for all age groups;*
- *sporting facilities and infrastructure;*
- *events; and*
- *Melbourne's role as a national and international sporting capital.*

Introduction

Melbourne's growing population will need more recreational facilities, creating more opportunities for passive recreation and structured sport. With more people living in the city, greater demands are being made on our parks and sporting fields.

Entrepreneurial companies and individuals are meeting the demand for structured activities including sporting competitions, personal training groups and guided walking and cycling sessions. These companies meet a community need, however they are businesses that in some cases do not contribute financially to the maintenance of the facilities in which they operate.

The environmental effects of the prolonged drought have put severe strain on the ability of grassed facilities to recover from regular, heavy use.

For more than a century, Melbourne has been attracting major events, starting with the World Expo in 1888 through to the 1956 Olympics and on to the 2006 Commonwealth Games.

Melbourne prides itself on its major events calendar and uses the quality of these events to position itself as one of the great events cities of the world. The cost of securing and holding these major events is significant and while tourism strategies in Melbourne are built around this global

point of difference, some question the cost of these events versus the benefits they provide within the community. The City of Melbourne has some of the best sporting venues in the world. The MCG, Rod Laver Arena, Flemington Racetrack and Telstra Dome represent a collection of stadia unrivalled by any city in the world. To support the running of these venues, major events capable of attracting many thousands of spectators need to be drawn here and retained.

Read on for a summary of the options the city is considering for the future of sport in the city.

Option 11.a. Provision of sporting facilities

Providing facilities that can be used for longer periods of time during the day and more times during the week due to their synthetic nature provides less space for passive recreational use by local residents. A balance between use for organised sport and passive recreation will need to be determined.

Traditional sports like cricket and football would lose valuable facilities that may have been in use for many decades and have had significant club funds and effort invested in them. It will need to be assessed whether it is fair to displace such long-standing tenants who have made and continue to make such a significant contribution to the community.

Action: A percentage of the City of Melbourne's existing turf sports fields used traditionally by cricket, football and hockey be replaced with synthetic surfaces that can withstand more intensive use. Some of these facilities should cater for sports more traditionally played by Asian communities including handball, kabaddi and table tennis.

Clubs will be established for new sports with committed members of the local community to provide the drive needed to make a club successful. Community leaders will be required

to fill volunteer committee roles, be coaches, organise competitions and recruit players.

Option 11.b. Charge to use public open spaces

The Council will need to assess whether businesses should continue to be charged a fee for using public open spaces to provide sport and recreational services and whether these businesses should also contribute to the maintenance of these facilities.

Should these community sports facilities be available for exclusive use by organised sporting teams and competitions as opposed to use by local residents and city workers?

Action: The City of Melbourne will establish a range of commercial fees for corporate use of public open spaces that provides an appropriate commercial contribution to the maintenance and development of these spaces similar to that of fenced sporting venues.

Additionally, differentiation should be considered between community members using public spaces for recreational purposes under paid supervision/organisation as opposed to unstructured or voluntary organisation.

Option 11.c. Supporting major sporting events

The benefits derived from major sporting events are continually questioned. Even economists disagree on how to measure the economic impact. Social benefits of these major sporting events should be identified in order to measure the impact on the community and to assess whether non-sporting events could provide the same benefits to the community.

Melbourne prides itself on its sporting history. Spectators come to support sports events in Melbourne like no other city in Australia. If Melbourne lost the Grand Prix, Australian Open

Tennis or even the AFL Grand Final to other cities in Australia, it would have a great impact on Melbourne's community.

If Melbourne is to continue to be competitive in the global market to secure major sporting events in 2020 it will need to assess infrastructure requirements as well as the role of local, state and federal governments.

Action: The City of Melbourne will work in conjunction with the Victorian Government to secure new major sporting events capable of filling our stadiums and to retain existing major events such as the Formula 1 Grand Prix, Australian Open Tennis, Melbourne Cup Carnival and AFL Grand Final.

More venues will be built to play sport. Airports and other transport hubs will cater for spectators to arrive and depart the city. Accommodation, restaurants and other service industries as well as skilled and experienced event staff in both private and public organisations will cater to the range of needs for these visitors.

Tell us what you think

How do these options fit with your vision for the future of sport in Melbourne?

Visit the **Future Melbourne eVillage** www.evillagemelbourne.com.au and join a **Talk Sport** forum.

You can also send your comments to:

Future Melbourne,
PO Box 1603,
Melbourne, Victoria, 3001.



eVillage Melbourne

At the Future Melbourne 'eVillage', anyone with internet access can give feedback on the Future Melbourne options and on the future of the city.

Sign up and see what other people are saying, and post your own comments in the many forums.

Visit: www.evillagemelbourne.com.au for more information.

If you do not have internet access, you may complete the form on the following page and post it to the City of Melbourne.

All contributions are welcome.

Do you have a question for the City of Melbourne?
Call and speak to us.

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