



**Future Melbourne**  
A bold, inspirational and sustainable city  
Executive Summary - July 2008

[futuremelbourne.com.au](http://futuremelbourne.com.au)



# A bold, inspirational and sustainable city.

## Our vision for the future of Melbourne.

Future Melbourne is a plan to grow Melbourne as a global city and as one of the top ten most livable and sustainable cities in the world.



### Which Melbourne?

In this document, when we say Melbourne we are talking about the municipality of Melbourne. However, this municipality is at the hub of the metropolis and some of the plan's goals aim to influence or cause changes in metropolitan Melbourne and beyond.

Our measure of success will be achieving six goals for making Melbourne:

- A city for people
- A prosperous city
- An eco-city
- A knowledge city
- A creative city
- A connected city

Melbourne is dynamic; it thrives on its diversity and innovation. But we must also have a solid plan for the future because it's what we do now that determines how well future generations here will live. And although the plan may not be fully realised until after 2020, we will be laying solid foundations.

## What is Future Melbourne

Future Melbourne is the community of Melbourne's long-term plan for the future direction of all aspects of city life. Developed by the community, it sets out the goals for the future, key trends and challenges, and outlines strategic growth areas.

Future Melbourne has six goals to achieve the vision to be a bold, inspirational and sustainable city in 2020. These goals are: to build a city for people, a prosperous city, an eco-city, a knowledge city, a creative city and a connected city.

Future Melbourne sets out what the community wants for the city. The next step is to determine how this plan will be achieved and who will lead the actions to achieve the goals.

Future Melbourne will provide a framework for the institutions and individuals with an interest in the future of the city to coordinate their collective actions toward common goals. For its part, in 2009 the City of Melbourne will be using Future Melbourne to develop its four year Council Plan.

## Targets

Ten headline targets have been selected as highlights from the many Future Melbourne targets set to help us measure progress towards these goals for the municipality by 2020:

- All visitors and residents feel welcome and safe in the city
- All residents, businesses and visitors have easy to access electronic information
- The municipality is home to at least 140,000 people
- At least 20 per cent of new housing is affordable or social housing
- City employment exceeds 400,000
- Per capita greenhouse gas emissions by 2020 have reduced by 35 per cent per resident and 59 per cent per worker from 2006 levels
- Per capita drinking water use by 2020 has reduced by 40 per cent per resident and 50 per cent per worker compared to 2000 levels
- Melbourne will be one of the world's top five university cities
- Melbourne will be in the top 10 most innovative global cities
- At least 90 per cent of people walk, cycle or take public transport to work in the municipality.

The municipality of Melbourne is a 37.6km<sup>2</sup> area including Melbourne's central business district, 15 inner-city suburbs and the waterfront at Docklands. It currently has 86,000 residents and over 700,000 daily visitors.

## How Future Melbourne was developed

Future Melbourne began in early 2007. It is a community plan sponsored by the City of Melbourne and developed collaboratively through ongoing open public conversations. It replaces City Plan 2010.

A community Reference Group was invited by the City of Melbourne to champion and guide the development of Future Melbourne and various project partners were invited to participate.

Melbourne's many communities have participated in developing Future Melbourne via public forums, face-to-face meetings, round table discussions, an online discussion forum, an interactive wiki, community surveys, public road shows, community art-making, an exhibition and information hubs around the city - this engagement has produced the Future Melbourne plan which is available at [futuremelbourne.com.au](http://futuremelbourne.com.au).



# People

a city for people

A city for people welcomes all. It is accessible, inclusive, safe and engaging and promotes health and wellbeing, participation and social justice. A city for people has political and intellectual freedom and a rich and diverse culture. It respects, celebrates and embraces our diverse humanity. People of all ages and abilities feel secure and empowered in a city for people, and streets, buildings and open spaces are alive with people.

A city for people is a healthy place physically and socially. A city for people provides opportunities for all to participate in the community and healthy activities. It promotes personal and community wellbeing, enabling and inviting engagement and participation in its governance. It is a city for all ages, abilities and social status.

## Goals to be a city for people:

- A great place to live
- Inclusive community
- A healthy community
- Designed for people
- An affordable place to live
- Quality public space
- Community facilities and services meet growth.



# Prosperous

a prosperous city

In a prosperous city, entrepreneurs and businesses thrive and people share their wealth. A prosperous city has a global focus with state-of-the-art infrastructure and services, a highly skilled workforce and affordable business accommodation. A prosperous city shares its knowledge and mentors emerging businesses. It promotes connections and collaborations and attracts global investment and visitors. A prosperous city is stimulating and safe with a vibrant calendar of national and international sporting and cultural events.

#### Goals to be a prosperous city:

- A global city
- A stimulating and safe 24-hour city
- Attractive for new businesses
- Supportive of business
- An events city
- A great place to visit
- A philanthropic culture.



# Eco-city

an eco-city

An eco-city reduces its ecological footprint to fit within the boundaries of one planet. In an eco-city, people and organisations adapt to a changing climate and gladly act to build a sustainable future.

An eco-city has a healthy environment, with a high quality of life and a growing economy. The development and use of technology to preserve resources ensures the city is sustainable now and in the future. An eco-city achieves zero net emissions, manages climate change risks and leads the way in sustainable water management.

#### Goals to be an eco-city:

- Zero net emissions city
- The city as a catchment
- Resource efficient
- Adapted for climate change
- Living and working in dense urban centres.



# Knowledge

a knowledge city

In a knowledge city the collective power of mind and experience drives the city's prosperity, its ability to compete globally and the quality of life its people enjoy. It supports a well-resourced education and scientific research system producing a highly skilled and talented workforce and a culture of innovation. It has a vibrant, collaborative and city-based lifelong learning culture. This is supported and amplified by a universal and dynamic online culture connecting its people to each other and to the world.

A knowledge city has a culture that supports its educational institutions and services, generating opportunities to bring experts, entrepreneurs and innovators together. In a knowledge city, ideas and research are transformed into innovative goods and services, supported by a vibrant culture of enterprise and venture capital investment.

#### Goals to be a knowledge city:

- Generating innovation from knowledge
- Synergies between the city and universities
- Learning city
- Online city.



# Creative

a creative city

A creative city allows for and encourages risk taking and initiative. It embraces Indigenous history and culture, builds on its heritage and its freedom, and allows people to experiment and innovate. It is bold and inspirational, fostering uniqueness and invention, and demonstrating leadership.

The city has a vibrant and thriving creative base. Emerging artists, communities and businesses are nurtured in a creative city. There is freedom to innovate and the arts and cultural sectors thrive, with new artists and new mediums constantly emerging.

Boldness is rewarded.

New art forms and performers enhance the city's high-profile international arts reputation. Strong and growing links and synergies between the city's artistic and creative communities and the commercial world contribute to a vibrant community and city growth.

#### Goals to be a creative city:

- Creative risk taking
- Vibrant, creative community
- Celebrating diversity
- Prosperity through creativity.



# Connected

a connected city

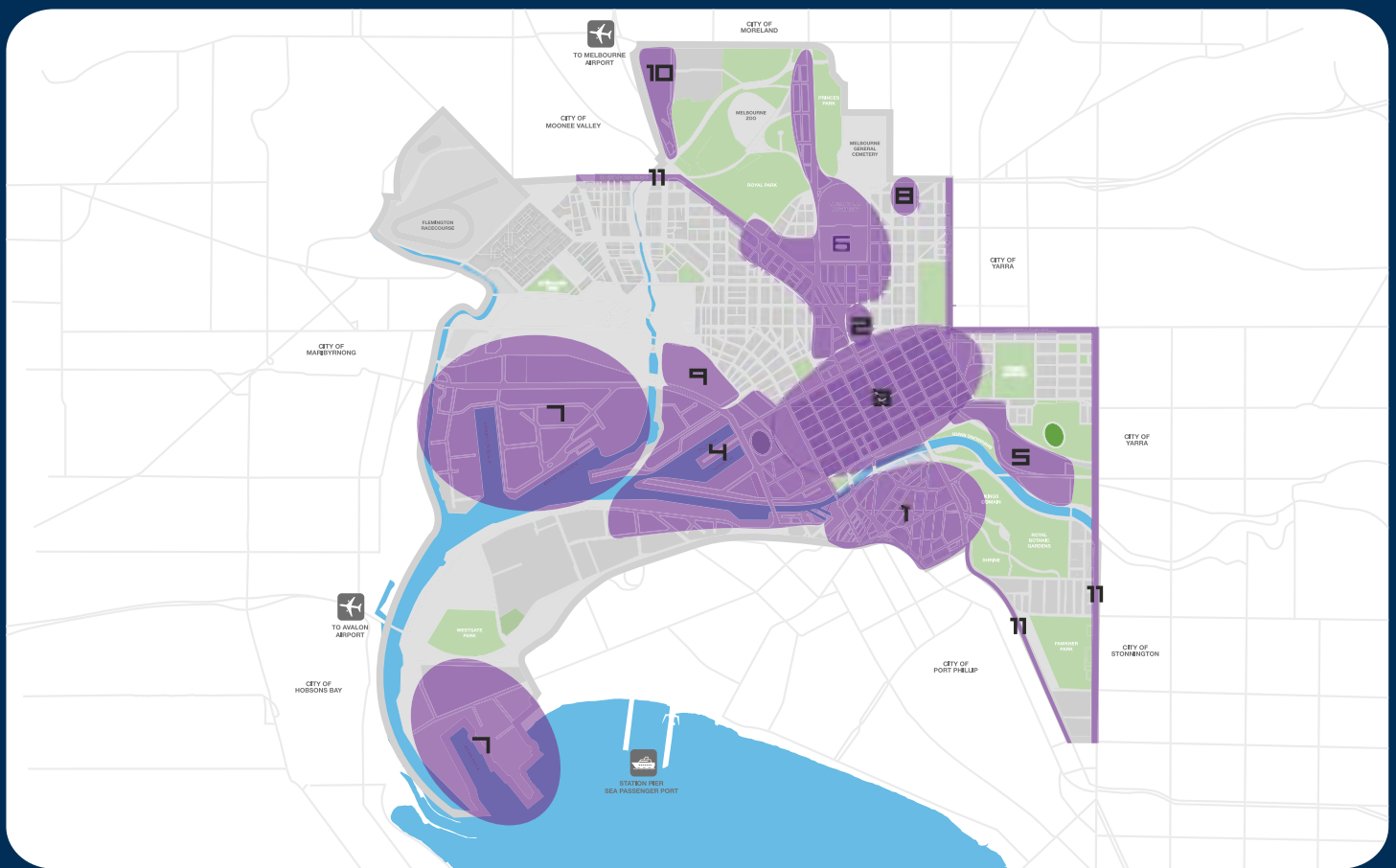
In a connected city, all people can move about freely to communicate and trade – locally, regionally and globally – without sacrificing essential social or ecological values.

A connected city has mobility infrastructure that supports its prosperity, liveability and sustainability. An integrated and affordable network of public transport, roads and paths for pedestrians, bicycles and motor vehicles enables its people to access commerce and services. This mobility is essential to the life of the city.

#### Goals to be a connected city:

- Effective and integrated public transport system
- Cycling city
- Walking city
- Innovative urban freight logistics
- Smart city driving
- Regional and global transport connections.





## Key areas of the city require a special focus to achieve the vision of Future Melbourne.

**1. Southbank:** Southbank is a major residential growth area within the City of Melbourne, and is home to many of Melbourne's key cultural destinations. Recent efforts to improve Southbank focused on the river's edge. In the future, the opportunity exists to improve Southbank's public environment and open spaces.

**2. Carlton and United Brewery site:** The master plan for this site reinforces Swanston Street as the central city walkway and proposes six new high-rise buildings, including the RMIT Design Hub.

**3. CBD:** The CBD precinct will continue to support growth through a range of mixed uses and development activity.

**4. Docklands:** By 2020, more than 20,000 people will live at Docklands, 40,000 people will work there and its nine precincts will host 20 million visitors a year.

**5. Central city south-east-precinct:** Formerly the Jolimont Rail Yards, this precinct offers opportunity to build further public and private investments and to improve the physical connection between the central city and the river corridor.

**6. Parkville:** Parkville will continue to experience growth and change. Future development in this precinct should support opportunities for growth of the hospital, educational and research sectors whilst respecting and supporting the residential communities and the highly-valued built form and streetscape assets of Parkville.

**7. The Port of Melbourne:** Occupying more than 500ha, the Port of Melbourne is Australia's international trading gateway. Substantial future growth is anticipated which requires integrated transport networks and interchanges.

**8. Carlton public housing redevelopment:** The Victorian Government's Office of Housing is redeveloping three public housing sites in Carlton, replacing low-rise towers with a mix of public and private apartments. A living environment reflecting Melbourne's diverse community will be the result.

**9. E-Gate:** Planning is underway to transform this 20ha development site on the western fringe of the central city near North Melbourne Railway Station into a major strategic redevelopment site.

**10. Parkville Gardens (the former Commonwealth Games Village):** is being transformed into an integrated community which includes private and social housing. The project is designed to be part of a legacy of social benefits left by the Games.

**11. Growth corridors:** St Kilda Road, Punt Road, Victoria Parade, Royal Parade and Flemington Road are major spines of activity in the municipality with good public and private transport infrastructure and with a mix of residential, cultural and business uses. These roads have the potential to become intensive urban activity corridors.

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publication.