

Future Melbourne targets

The City of Melbourne has developed 10 targets to aspire to over the next decade. Progress toward these targets can be regularly reported on and will show our progress toward achieving our vision of not only a liveable but also a sustainable city.

This document outlines the definition of terms within each of the targets, current relevant ranking systems and additional indicators which will need to be collected to ensure the ongoing monitoring and reporting on the targets.

As with the rest of the *Future Melbourne* draft consultation plan, these targets are open for discussion, refinement and editing by the public.

1. By 2020, all visitors to and residents of the city feel welcome, safe and engaged

This figure is not currently measured.

This target contains three separate components Welcome, Safe and Engaged. To effectively monitor this target it is proposed that each of the three components are monitored separately.

Welcome

To measure the degree to which people feel welcome it is proposed that a question is inserted into the City Users Survey, which is held biennially and will capture the perception of workers, residents and visitors.

Safety

The City of Melbourne has a strategy for a Safer City 2007-2010. This strategy aims to ensure that the City of Melbourne continues to be a safe and welcoming place for people to live, work and visit the city. To effectively monitor the strategy a detail survey titled "Perceptions of Safety within the City of Melbourne" has been conducted every two-three years. The results of this survey are outlined in Table 1.

	2003	2006
City Users	86%	86%
CBD Residents	90%	93%
CoM Residents (non CBD)	87%	93%
Non CoM Residents	86%	86%
Traders	89%	93%
Mean (Total)	88%	89%

Table 1: Perceptions of Safety in the City of Melbourne

A second source of data on safety is the Community Indicators Victoria survey (further information is available from http://www.communityindicators.net.au/wellbeing_reports/melbourne). The community indicators are collected for residents only. In this survey respondents were asked to rate how safe they felt when walking alone in their local area during the day and at night. The 2007 results from this survey are as follows:

- When walking alone in their local area during the day 95.2% of city of Melbourne residents felt safe or very safe.
- When walking alone at night 66.8% of City of Melbourne residents felt safe or very safe.

(Source: http://www.communityindicators.net.au/wellbeing_reports/melbourne, Frequency: Biennial)

Engaged

Engaged can be defined as “*busy or occupied; involved*” or “*to occupy the attention or efforts of*” (The Macquarie dictionary).

To monitor this indicator, it is recommended that the City Users Survey includes a question to ask people if they are engaged in the city. Recognising that there are three levels of engagement:

1. People feel that they have an attraction to the city.
2. People feel that they have a sense of belonging to the city, if even for a short time.
3. People feel that they have the opportunity to participate in the city (regardless of if they choose to or not).

Participation in Citizen Engagement

Data on the participation of Victorians in selected forms of Citizen Engagement was collected in the 2007 Community Indicators Victoria Survey. Respondents were asked if they had attended a town meeting or public hearing; met, called or written to a local politician, joined a protest or signed a petition in the previous 12 months.

- 46.7% of persons in the City of Melbourne had engaged in at least one of the selected activities in the previous year, compared to 47.9% in the Northern and Western Metro Region and the Victorian State average of 53.8%.

2. By 2020, all residents, businesses and visitors can easily and affordably access electronic information.

Residents

In 2007 in the City of Melbourne, 91.6% of persons lived in households that had Internet access at home (2007 Community Indicators Victoria Survey). (Source: http://www.communityindicators.net.au/wellbeing_reports/melbourne) Library facilities and wireless access is one way the City of Melbourne can directly influence access to electronic information in the city.

Residents/visitors/businesses - City of Melbourne website access

Libraries provide free access: City Library has 28 computers, North Melbourne has five computers and East Melbourne eight computers. Melbourne Library Service now has wireless access at all three of its libraries. Wireless access is now available in a number of city locations (include a map of the extent of the free networks across the CoM).

3. By 2020, at least 110,000 people will live in the City.

Current Estimate (2008): 81,000 (Source: ABS Estimated Residential Population, Frequency: Annual Updates).

4. By 2020, at least 20% of our housing will be affordable or social housing.

Affordable Housing Where the cost (whether mortgage repayment or rent) is no more than 30% of the gross household income for households in the lowest income quartile.

The measure of Housing Affordability has been calculated through customised 2006 Census tables obtained from the Australian Bureau of Statistics. The data show the percentage of households in the lowest income quartile spending 30% or more of their gross household income on rent or mortgage payments.

Based on the 2006 ABS Census there is 1% of affordable housing stock in the City of Melbourne.

Social Housing Not-for-profit housing including Public (Government) housing and housing owned or managed by the community housing organisations.

Currently 4% of City of Melbourne housing stock is public (Government). We are developing a method for counting the housing managed or owned by community housing organisations in the City.

5. By 2020, total employment in the city has exceeded 500,000.

The measure of employment in the City of Melbourne is based on the Census of Land Use and Employment (CLUE) undertaken biennially by the City of Melbourne.

This is the total employment for the City of Melbourne and includes full time, part time, casual, contractor (volunteers are not included). In **2006, 365,904** people were employed in the City of Melbourne.

This data source has been chosen because of the frequency of updates.

Please note that the ABS also reports employment figures. In 2006 the ABS recorded 297,251 jobs in the City of Melbourne. This is less than the CLUE figure because the census records only those people who went to work on the census day (excluding those sick, on leave, working elsewhere etc.)

6. By 2020, we have zero net emissions.

The City of Melbourne currently has its *Zero Net Emissions by 2020 Update 2008* out for public consultation. This strategy shows that in 2005/06 the total climate change emissions for the municipality was 6.3 million tonnes of carbon dioxide equivalent, or 5.3 percent of Victoria's total greenhouse emissions for the same period. The strategy identifies a range of strategies to achieve the goal of zero net climate emissions by 2020. Specific targets to be achieved by 2020 are:

- From the Commercial sector - a reduction of 24% of current emissions or 1,004 tonnes of carbon dioxide equivalent.
- From the Residential sector - a reduction of 26% of current emissions or 195 tonnes of carbon dioxide equivalent.
- From the Stationary Energy sector - a reduction of 20% of current emissions or 1,455 tonnes of carbon dioxide equivalent.
- From the Transport sector - figure pending.

The strategy also outlines the role of carbon offsets, or sequestration, in achieving the goal of Zero Net emissions. This figure is pending the transport figure.

7. By 2020, we have a 40% reduction in potable water use per resident and per employee (from 2000 levels) in the city.

These targets are currently under review as more data on the city as a catchment has become available allowing us greater understanding of the city as a system.

Water Use from Council Operations

	Water Use p.a.	% Reduction from 2000
1999/2000	1,686 megalitres	
2006/07	1,197 megalitres	29%
2020 Target	1,012 megalitres	40%

Water Use by Community

	Water Use / Employee litres/day	% Reduction per Employee from 2000	Water Use / Resident litres/day	% Reduction per Resident from 2000
1999/2000	181		296	
2006 /07	85.1	53%	179	39%
2020 Target	108.1**	40%	178	40%

While these targets have been well exceeded already, our ongoing challenge is to accommodate the expected 141% increase in population whilst still achieving an absolute reduction of 12% less potable water use than 2000.

** Water use is expected to increase. It is currently at an artificial low from water restrictions and an increase is needed to maintain biodiversity in the longer term and reduce heat island effects.

Waste Water Recycling

Household Water Conservation was measured in the 2007 Community Indicators Victoria Survey. Respondents were asked if their household had engaged in a list of water conservation methods, including the collection of waste water from washing machines, showers or sinks.

45.9% of persons living in Melbourne were in households that collect waste water, compared to 75.3% in the Northern & Western Metro Region and the Victorian State average of 74.8%. (Community Indicators Victoria).

8. By 2020, Melbourne we are ranked in the world's top 10 research centres.

Council is working to determine most appropriate measurement of this target

Examples include:

The 2007 Global Innovation City Rankings rank the worlds most innovative cities, with detailed analysis of top world-class cities, and multiple indices.

Melbourne is currently ranked 8th on this index. (The top cities are 1. Vienna, 2. Boston, 3. Paris, 4. New York, 5. Rome, 5. Prague, 5. Leizig, 8. Melbourne).

(Source: <http://www.2thinknow.com/Resources/Innovative-Cities/Innovation-City-Rankings.htm>)

Starting in 2007, the **Most Admired Knowledge City Awards** (MAKCi) is an international consulting process conducted by the World Capital Institute and Teleos. In 2007 Melbourne was well referenced amongst the 24 candidates, but did not make the five finalists. Singapore came 1st; Boston, 2nd; and Barcelona, 3rd. Ottawa and Bilbao were the other finalists. The City of Melbourne is currently reviewing the ranking procedure.

(Source: http://www.worldcapitalinstitute.org/capital_sist.html)

9. By 2020, Melbourne is ranked in the world's top 5 cities for international higher education.

Global University City Index

The Global University City Index has been developed by RMIT as a contribution to the work of the Committee for Melbourne Higher Education Taskforce.

The Global University City Index highlights those cities where there is confluence between their size, liveability and connectedness, the number of excellent universities within their bounds and sustained investment in education and research. These cities are home to knowledge workers and research clusters that make them a significant driving force of the knowledge economy.

Rank	City	Country
1	London	UK
2	Boston	US
3	Paris	France
4	Tokyo	Japan
5	Melbourne	Australia
6	Sydney	Australia
7	New York	US
8	Chicago	US
9	Baltimore	US
10	St Louis	US

Table 2: 2007 Top 10 City Rankings

Further information: <http://www.rmit.edu.au/browse;ID=lc8c7ugp2fby>
<http://www.theaustralian.news.com.au/story/0,25197,22246554-12332,00.html>

10. By 2020, 90% of people to get to work in the City of Melbourne by walking, bike riding and public transport.

In 2006, according to the ABS census data, 54% of people got to work in the City of Melbourne by walking, bike riding and public transport.

Mode of Transport	2006	
	No.	%
Public Transport	124239	46
Bicycle	7265	3
Walked	14325	5
Total	145,829	54

Table 3: Mode of travel to work in the City of Melbourne (walking, bicycle and public transport), 2006

Journey to Work data is made available by the ABS every 5 years.

Due to the infrequent availability of Census Data it is recommended that the City Users Data (CATI) Survey is used to provide biennial Journey To Work (JTW) data for the Central Area.