

Notice of Motion, Cr Jamal Hakim: Melbourne Fashion Week 30th Year Anniversary

Motion

1. That Council requests management to:
 - 1.1. Consider options to include a new technology-based initiative to enhance the runway to retail fashion experience as part of the 30th anniversary of Melbourne Fashion Week including:
 - 1.1.1. Exploring augmented reality and/or other new technology for use during the event;
 - 1.1.2. Considering cross industry collaboration opportunities to develop and support innovation and capability in the retail and games industry in Melbourne; and
 - 1.1.3. Seeking partnerships with Government agencies, industry bodies and retailers to support the initiative.
 - 1.2. Report to Council on the outcomes as part of the ordinary programming updates for Melbourne Fashion Week.

Background

2. Melbourne Fashion Week (M/FW) is entering its 30th year and has long provided strong support to the city's fashion and retail industry. Retail in particular is integral to the overall vibrancy and look and feel of Melbourne and an important contributor to and driver of the city economy. Maintaining a vibrant retail offering contributes to ensuring Melbourne's place as a top visitor destination. In 2021/22 Retail Trade contributed \$1.8 billion to City of Melbourne's economy (source: Economy .id value added by industry)
3. Over the years, M/FW has matured, and it is now positioned as Melbourne's premiere event celebrating fashion in all its forms with clear links and targets to increase retail spend, support equity in the fashion industry, and celebrate and support Melbourne talent.
4. As such M/FW continues to evolve and there is an opportunity to consider the use of new technology and its application into the fashion and retail space.
5. Retailers are moving toward technology products that help deliver personalised experiences including AR/AI/VR/MR (Augmented Reality, Artificial Intelligence, Virtual Reality, Mixed Reality). Research shows that most Australians (53%) will be more loyal to retailers that offer seamless cross channel experiences. Savvy retailers are leading the way, evolving omni-channel experiences to reduce consumer friction and implementing more flexible omni service. (source: Dentsu Retail Evolution 2023)
6. We have an opportunity in M/FW to showcase trends underpinning buying behaviour in the retail sector to drive greater opportunities for spend.
7. Creative Victoria has invested in developing technology and growing links between the games technology and fashion industries. During M/FW in 2023 this was demonstrated through networking and collaboration events such as the Fashion Conversations which were sponsored by Creative Victoria.
8. Invest Melbourne have also identified games technology industry as a focus area.

Mover: Cr Jamal Hakim

Seconder: Cr Philip Le Liu