

31 January 2006

TOURIST SHUTTLE BUS

Division Assets & Services

Presenter Geoff Robinson, Group Manager Engineering Services

Purpose

1. To advise Council of the outcomes of the Public Interest Test conducted in relation to the proposed tourist shuttle bus service and to seek authority to negotiate and award a contract to the preferred tenderer.

Recommendation

2. That Council:
 - 2.1. endorse the outcomes of the Public Interest Test which concluded that the proposed fully subsidised tourist shuttle bus service is in the public interest and should proceed on the basis that:
 - 2.1.1. public submissions received in relation to the proposal were generally supportive;
 - 2.1.2. the proposed service will benefit Melbourne; and
 - 2.1.3. there are currently no viable alternatives to the proposal.
 - 2.2. by instrument of delegation sealed by the Council under section 98(1) of *the Local Government Act 1989* (“the Act”) delegate to the Chief Executive Officer, or the person from time to time acting in that position, the authority to negotiate and enter into a contract for the provision of a tourist shuttle bus service with the preferred tenderer identified through the tender evaluation process, and to do all things incidental and ancillary to the same;
 - 2.3. under section 98(3) of the Act, authorise the instrument of delegation to the Chief Executive Officer, or the person from time to time acting in that position, to empower him or her to delegate any power, duty or function delegated to him or her under the paragraph above, to a member of Council staff; and
 - 2.4. resolve that the instrument of delegation referred to in paragraph 2.2 above will cease and be of no further effect upon the completion of all necessary steps and the execution of all necessary documents to enter into the contract with the preferred tenderer.

Key Issues

Public Interest Test

3. A report entitled Proposed Tourist Shuttle Bus Service was considered at the Council meeting on Tuesday 22 November 2005, where Council resolved to:

“approve the introduction of a Council funded free shuttle bus service connecting Carlton and Southbank via the CBD on a trial basis and provided funding is made available through the normal budget processes in order to enhance access to tourist attractions within the Central City; and

note that a public interest process will be implemented as soon as practicable in relation to the proposed tourist shuttle bus.”
4. As part of the Public Interest Test process, the City of Melbourne produced a Discussion Paper about the proposed tourist shuttle bus service (see Attachment One). The Paper sets out Council's policy objectives and details on the proposed service and explores the possible alternatives.
5. The Discussion Paper outlined the proposal to trial (for 12 months) a free shuttle bus service connecting Carlton to Southbank via the CBD for major tourist attractions with the following features:
 - 5.1. a proposed route which passes a number of important tourist attractions, including the Immigration Museum, National Gallery, Arts Centre, Queen Victoria Gardens, Melbourne Museum, Royal Exhibition Building, and Lygon Street, so as to provide a direct link between tourist attractions in and around the CBD;
 - 5.2. a proposed frequency of 15 minutes, with an estimated total travel time of 45 minutes (including stops), involving a number of 40-passenger accredited buses, operated between 10:00am and 4:00pm seven days a week; and
 - 5.3. an estimated cost of \$750,000 (which includes loss of revenue from removed parking meters and initial set up costs).
6. The Discussion Paper outlines the following possible alternatives to the free shuttle bus service:
 - 6.1. the charging of a small fee for the shuttle bus service (eg \$5 per head per day) as opposed to a free service;
 - 6.2. a physical extension of the City Circle Tram service network;
 - 6.3. use of a subsidised ticketing system for tourists on existing public transport bus and tram networks;
 - 6.4. simplify the current CBD public transport bus routes;
 - 6.5. rely on existing public transport but review promotion strategies aimed at tourists (so that they know how to get to key tourist attractions); or
 - 6.6. fund other transport projects, such as improving the frequency of the current City Circle tram service, or increasing the City Saver fare zone to cover bus services along Lygon, Grattan, and Rathdowne Streets near the Melbourne Museum.

7. The Discussion Paper was circulated to key stakeholders and they were invited to make submissions relating to the proposed service.
8. At the close of consultation (close of business on Tuesday 13 December 2005), 40 submissions had been received (including 28 written submissions as part of the Public Interest Test process, submissions tabled at the November Planning and Environment Committee meeting and spoken comments made at a public information session). Of these:
 - 8.1. 24 stakeholders (or 60% of the 40 submissions) were generally supportive of the proposed service (including 7 who support the proposal in principle but do not support the proposed route);
 - 8.2. 11 stakeholders (or 27.5%) do not support the proposed service; and
 - 8.3. 5 stakeholders (or 12.5%) did not express clear support or opposition to the proposal.
9. In summary, the Public Interest Test concluded that the proposed fully subsidised service is in the public interest and should proceed on the following basis:
 - 9.1. the shuttle bus service is the optimum way to meet Council's objectives as compared with the other possible alternatives outlines above. In particular, most of the alternatives would require substantial negotiation with other authorities and companies (including bus and tram providers), which would require a much more complex and lengthy process to implement, thereby impacting feasibility and timing, for example:
 - 9.1.1. the physical extension of the City Circle Tram is a possibility that requires considerable more research and resourcing from both the State Government and Yarra Trams before any progress can be made with respect to this alternative;
 - 9.1.2. application of a subsidised ticketing system will not overcome the demand for a comprehensive tourist service that embraces many iconic buildings in or near the CBD as public transport options are not available on much of the proposed route; and
 - 9.1.3. the possibility of changing the existing CBD public transport bus routes presents a range of difficulties that are not likely to be resolved in a manner that aligns with Council's principle objective of providing a tourist service.
 - 9.2. the majority of public submissions received were generally supportive of the service as it will benefit Melbourne;
 - 9.3. provision of additional tram and bus services will continue to be sought, and
 - 9.4. there are currently no viable alternatives to the proposal.

Tender Process

10. The advertisement calling for tenders was published on Saturday 17 December 2005. Fifteen parties were registered as receiving the Invitation to Tender documents.
11. Tenders closed on Tuesday 17 January 2006. An intensive tender evaluation process is now underway with the objective of selecting a preferred tenderer, completing negotiations, and submitting a report on a recommended service provider to the Chief Executive on 3 February 2006.

Time Frame

12. The Public Tender Test is complete and the Council's endorsement of the outcome to occur before the tender is approved. The service is planned to commence as early as practicable before the Commonwealth Games.

Relation to Council Policy

13. Council's actions to date are consistent with the following.

City Plan 2010

Strategic direction 1.1

14. Ensure that the City's transport infrastructure is world-competitive and supports the Victorian economy, whilst minimising its impact on local neighbourhoods.
15. Objective:
 - 15.1. ensure continual development, improvement and integration of major transport infrastructure so that the City of Melbourne is recognised as having world-class competitive transport that supports business and tourism needs in rural, regional, national and international markets.

Strategic direction 3.8

16. Increase metropolitan, rural, national and international tourism:
 - 16.1. tourism is a key component of Melbourne's economy and is one of the City's fastest growing industries. The development and enhancement of tourist infrastructure, products and services and optimising the operational environment for all are vital to the City's future.
17. Objective:
 - 17.1. increase the City's share of the tourism market;
 - 17.2. foster and support tourism activity in greater Melbourne as well as within the City's municipal boundaries; and
 - 17.3. support the development of tourism infrastructure, including visitor information.

Local Areas: Central City

18. Objective 11:
 - 18.1. encourage the provision of varied facilities and services which support the diversity of tourists visiting the Central City.

Council Plan 2005-2009

19. Strategic Objective 1: Connected and Accessible City:
 - 19.1. improve public transport services so they become the preferred mode of transport for residents, workers and visitors.

Transport Program 2003-2006

20. Section 47:
 - 20.1. continue to provide the best possible access to and from the Central City and other key locations.

Carlton 2010

21. Objective 6:
 - 21.1. enhance the retail, restaurant, entertainment and regional tourism role of Lygon Street (south of Grattan Street); and
 - 21.2. action 4.5.11 - Investigate the viability of a local shuttle bus service for Carlton.

Council Resolution (22 November 2005)

22. Enhancing access to tourist attractions within the Central City.
23. The above policy objectives demonstrate a commitment to a connected and accessible City, including tourist attractions with the Central City, and from areas such as Carlton. The tourist shuttle bus service would meet those objectives by improving access to, and general connectivity between, key tourist attractions and the Carlton area. It also has a positive impact on Melbourne's tourism industry and Carlton businesses given the economic benefits from increased visitation.

Consultation

24. To aid the consultation conducted as part of the Public Interest test, the City of Melbourne produced a Discussion Paper about the proposed tourist shuttle bus service (at Attachment 1). The Paper was circulated to key stakeholders and they were invited to make submissions relating to the proposed service.
25. A summary of the consultation process and stakeholders contacted is included at Attachment 2.
26. At the close of consultation (close of business on Tuesday 13 December 2005), twenty eight written submissions had been received from individuals and organisations as part of the Public Interest Test process. A list of submitters (including verbatim comments) is presented at Attachment 3.
27. In addition, fifteen submissions had previously been tabled when the proposed tourist shuttle bus was considered at the Planning and Environment Committee meeting on 8 November 2005. These submissions have also been considered as part of the Public Interest Test process. A copy of all submissions tabled at the Planning and Environment Committee (including verbatim comments) is presented at Attachment 4.
28. At the public information session held on Wednesday 14 December 2005, six stakeholders were present, representing the Coalition of Residents Associations, Grayline (tourist bus operator), Melbourne on the Move (tourist bus operator) and the Bus Association of Victoria. Three of these stakeholders spoke at the meeting and their comments are summarised at Attachment 5.

Finance

29. Funding of \$500,000 has been provided for in the 2005/06 FAF and \$750,000 will be sought from the 2006/07 budget to fund this initiative.

Legal

30. Legal advice has and will continue to be provided as required to implement the new initiative.

Sustainability

31. The tourist shuttle bus service would lead to environmental benefits by providing an additional form of public (mass) transport for city visitors. In addition, the service would provide social benefits by offering a convenient and affordable way for visitors to see the city. In economic terms, the service would contribute to promoting tourism in Melbourne.

Background

32. In July 1998, Council considered proposed improvements to the City Circle Tram, which involved modifying the current route to operate along Bourke Street, and adding a north-south loop incorporating a new connection to the Southbank precinct. This followed a report that had been commissioned by Council to objectively examine how tourists use the City and how best the tourist tram could service their preferred destinations.
 33. Council advised the then Minister for Transport of its proposal but, with the change of State Government the following year, it was never implemented. Despite this, Council has held on to the intention to increase mobility for tourists, particularly connecting the north and south of the City.
 34. As part of the development of a new Transport Strategy, Council produced a series of issues papers earlier this year. Responding to a wide range of questions, the public transport paper posed the questions "What can the City of Melbourne do that would make your experience of Melbourne's public transport system more enjoyable? Could the City of Melbourne begin funding its own small scale transport services (such as a shuttle bus) to plug any gaps in the current system?"
 35. Following this, a specific proposal for a tourist shuttle bus was released by Council and distributed to various stakeholders for consultation.
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Attachments:

1. Proposed Tourist Shuttle Bus – Discussion Paper
2. Summary of Consultation process and Stakeholders Contacted
3. Public Interest Test – List of Submitters
4. Submissions Tabled at the Planning and Environment Committee 8 November 2005
5. Verbal Submission made at the Public Information Session 14 December 2005

MELBOURNE CITY COUNCIL
DISCUSSION PAPER
PROPOSED TOURIST SHUTTLE BUS SERVICE

INTRODUCTION

Melbourne City Council (**Council**) has proposed the trial of a free shuttle bus service connecting Carlton to Southbank via the CBD for major tourist attractions.

To ensure compliance with National Competition Policy, and Competitive Neutrality Policy in particular, Council is undertaking a public interest test on the proposed service. This is to assess whether the proposed service is in the public interest by meeting Council's policy objectives in circumstances where those objectives would otherwise be jeopardised and are best met through the proposed service. This builds on earlier transport policy development and consultation processes undertaken.

This Discussion Paper sets out Council's policy objectives and details on the proposed service and explores possible alternatives. Written submissions in response to this Discussion Paper are invited. Submissions should be marked "Public Interest Test – Proposed Tourist Shuttle Bus Service" and posted to:

Engineering Services Group
City of Melbourne
PO Box 1603
Melbourne VIC 3001

or emailed to: enquiries@melbourne.vic.gov.au

or delivered to:

Engineering Services Group
4th Floor
Council House
200 Little Collins Street, Melbourne

by close of business on **Tuesday 13 December 2005**.

An information evening will be held on Wednesday 14 December 2005 at 5pm for a 5:30pm start in The Yarra Room, 2nd Floor, Melbourne Town Hall, Cnr Swanston and Collins Streets, City. If you would like to attend, please advise City of Melbourne's Engineering Services Group Ph: 9658 8711.

Any enquiries concerning this matter should be directed to Michael McQueen Ph: 9658 8711 or email: micmcq@melbourne.vic.gov.au.

BACKGROUND

In July 1998, Council considered proposed improvements to the City Circle Tram, which involved modifying the current route to operate along Bourke Street, and adding a north-south loop incorporating a new connection to the Southbank precinct. This followed a report that had been commissioned by Council to objectively examine how tourists use the City and how best the tourist tram could service their preferred destinations.

Council advised the then Minister for Transport of its proposal but, with the change of State Government the following year, it was never implemented. Despite this, Council has held on to the intention to increase mobility for tourists, particularly connecting the north and south of the City.

As part of the development of a new Transport Strategy, Council produced a series of issues papers earlier this year. Responding to a wide range of questions, the public transport paper posed the questions "What can the City of Melbourne do that would make your experience of Melbourne's public transport system more enjoyable? Could the City of Melbourne begin funding its own small scale transport services (such as a shuttle bus) to plug any gaps in the current system?"

Following this, a specific proposal for a tourist shuttle bus was released by Council and distributed to various stakeholders for consultation. It is this proposal that is now the subject of a public interest test and on which submissions are invited.

OBJECTIVES

Council's policy objectives can be seen in its general, transport specific and issue specific policies, including:

City Plan 2010

Strategic direction 1.1

- Ensure that the City's transport infrastructure is world-competitive and supports the Victorian economy, whilst minimising its impact on local neighbourhoods.

Objective:

- Ensure continual development, improvement and integration of major transport infrastructure so that the City of Melbourne is recognised as having world-class competitive transport that supports business and tourism needs in rural, regional, national and international markets

Strategic direction 3.8

- Increase metropolitan, rural, national and international tourism
- Tourism is a key component of Melbourne's economy and is one of the City's fastest growing industries. The development and enhancement of tourist infrastructure, products and services and optimising the operational environment for all are vital to the City's future.

Objective:

- Increase the City's share of the tourism market
- Foster and support tourism activity in greater Melbourne as well as within the City's municipal boundaries
- Support the development of tourism infrastructure, including visitor information

Local Areas: Central City

Objective 11

- Encourage the provision of varied facilities and services which support the diversity of tourists visiting the Central City.

Council Plan 2005-2009

Strategic Objective 1: Connected and Accessible City

- Improve public transport services so they become the preferred mode of transport for residents, workers and visitors.

Transport Program 2003-2006

Section 47

- Continue to provide the best possible access to and from the Central City and other key locations.

Carlton 2010

Objective 6

Enhance the retail, restaurant, entertainment and regional tourism role of Lygon Street (south of Grattan Street)

Action 4.5.11

Investigate the viability of a local shuttle bus service for Carlton

Council Resolution (22 November 2005)

Enhancing access to tourist attractions within the Central City.

OPTIONS

Proposed Service

Based on the above policy objectives, the proposal is to trial (for 12 months) a free shuttle bus service connecting Carlton to Southbank via the CBD for major tourist attractions with the following features:

- a proposed route which passes a number of important tourist attractions, including the Immigration Museum, National Gallery, Arts Centre, Queen Victoria Gardens, Melbourne Museum, Royal Exhibition Building, and Lygon Street, so as to provide a direct link between tourist attractions in and around the CBD.
- a proposed frequency of 15 minutes, with an estimated total travel time of 45 minutes (including stops), involving three 40-passenger accredited buses, operated between 10:00am and 4:00pm seven days a week.
- an estimated cost of \$750,000 (which includes loss of revenue from removed parking meters and initial set up costs).

If the trial is to proceed, tender documentation to operate the service will be issued.

Council's policy objectives demonstrate a commitment to a connected and accessible City, including tourist attractions with the Central City, and from areas such as Carlton. This option meets those objectives by improving access to, and general connectivity between, key tourist attractions and the Carlton area. It also has a positive impact on Melbourne's tourism industry and Carlton businesses given the economic benefits from increased visitation.

Possible disadvantages could be increased traffic congestion (although outside of peak hours) and environmental impacts should the service not be well patronised.

Some aspects of this option could also be revised, for example, in terms of its proposed route, hours of operation, or use of environmentally friendly vehicles.

Alternatives

The following are possible alternatives to the option described above:

- the charging of a small fee for the shuttle bus service (eg \$5 per head per day) as opposed to a free service;
- a physical extension of the City Circle Tram service network;
- use of a subsidised ticketing system for tourists on existing public transport bus and tram networks;
- simplify the current CBD public transport bus routes;
- rely on existing public transport but review promotion strategies aimed at tourists (so that they know how to get to key tourist attractions); or
- fund other transport projects, such as improving the frequency of the current City Circle tram service, or increasing the City Saver fare zone to cover bus services along Lygon, Grattan, and Rathdowne Streets near the Melbourne Museum.

Perceived benefits of using existing forms of public transport could include minimising traffic congestion and environmental impacts. However, some of these alternatives require the co-operation of others (eg bus and tram providers), which could have implications both in terms of feasibility and timing. Another perceived disadvantage could be the lack of a direct link to key tourist attractions.

Comment on these options, and other alternatives, is invited from the community.

NEXT STEPS

Following the information evening on Wednesday 14 December Council will consider all submissions made and determine whether the trial of a free shuttle bus service connecting Carlton to Southbank via the CBD for major tourist attractions should proceed as being in the public interest.

Any enquiries concerning this matter should be directed to Michael McQueen Ph: 9658 8711 or email: micmcq@melbourne.vic.gov.au.

TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION

Discussion Paper – Mailout to Key Stakeholders

- Council produced a Discussion Paper on the proposed service (Attachment One - DM# 3570974).
- On Monday 5 and Tuesday 6 December, the Discussion paper was sent/mailed to approximately 80 stakeholders, including bus operators, transport stakeholders, resident groups and precinct groups.
- On Thursday 8 December, at the request of staff of the Lord Mayor's office, the Discussion Paper was also sent/mailed to an additional 105 tourism stakeholders.
- The cover letter/email which was sent to all stakeholders with the Discussion Paper.

Submissions

- Stakeholders were invited to make a written submission about the proposal either by mail or by email or to deliver it in person to Council's Engineering Services Group.
- Submissions were to be marked "Public Interest Test – Proposed Tourist Shuttle Bus Service" and were to be **received no later than close of business on Tuesday 13 December 2005.**

Public Information Session

- An information session was held on Wednesday 14 December 2005 at 5:30pm in the Melbourne Town Hall. Six interested people attended this meeting and three of them made comments.

Newspaper Advertisement

- An advertisement publicising the availability of the Discussion Paper, how to make comments and details of the Public Information Session was published in the Herald Sun on Friday 9 December 2005.

Council's website

- The Discussion Paper and information about the Public Interest Test consultation process was also made available on Council's website.

PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

Information about the source of the feedback			Content of the feedback				CoM Reference
Number	Source & Date Received	Form of feedback	Generally Supportive (✓)				
			Yes	No	Yes, with route changes	Not Stated	

SUBMISSIONS RECEIVED AS PART OF THE PUBLIC INTEREST TEST

Late submissions (i.e. not included in the Briefing Paper sent out by the Deputy Lord Mayor 15 December 2005)

	Jeremy Johnson, CEO Sovereign Hill – received 15 December 2005	Email		✓		<p>I am sorry that this submission is a day later than the advertised deadline, however, I only became aware of the proposal as described in the email attachment below late on 13 December, 2005.</p> <p>I am the CEO of Sovereign Hill, Ballarat which is widely recognised as being one of Australia's foremost cultural tourism attractions and certainly one of Victoria's most important drivers of regional destinational tourism. We were recently successful in winning the Major Tourist Attraction Award in the Victorian Tourism Awards for the third consecutive year, thereby admitting us to the Tourism Hall of Fame, and also the Herald-Sun Readers' Choice Award for the second consecutive year as Victoria's Best Tourist Attraction.</p> <p>We do not receive Government or municipal recurrent funding, but pay our own way in the world through hard work and high quality product presentation. As a not-for-profit, community-based organisation, structured as a private company, we rely on our entrance admission charge and commercial operations income to sustain the 350 jobs and the \$50M contribution we make to the regional economy here in Ballarat. We also need a lot of voluntary effort to help with this task.</p> <p>It gets increasingly harder in true competitive terms when State or municipal governments introduce non-means tested, across the board subsidies to sustain the operations of government-funded agencies in the dubious belief that they are necessary to attract custom. The State Government has chosen to reduce the entrance charges for the Melbourne Museum of Victoria annexes, to make children's entry there free, to make all entry to the Gallery and Federation Square cultural attractions free and to even further subsidise public transport in the metropolitan area under the Sunday Saver fare regime. There is already a free tram that runs on the City Circle and I know from personal experience that it is used more for normal public transport, free of charge, than for tourism journeys to various attractions in the CBD.</p> <p>This promotes an unfair playing field using taxpayers' funds to directly compete against attractions that operate in the private sector. It is not a sustainable argument to say that international tourists expect to receive free public transport or free entry to all museums, art galleries or other cultural attractions. In fact, the</p>	DM# 3584268
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PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

Information about the source of the feedback			Content of the feedback				CoM Reference	
Number	Source & Date Received	Form of feedback	Generally Supportive (✓)					
			Yes	No	Yes, with route changes	Not Stated		
						Verbatim Comments		
							<p>opposite is true . One only look at the tourism structure of Paris in this regard . Likewise, the segments of the domestic market that support these institutions have both the capacity and willingness to pay for such access, be it entrance charge or transport fares/costs. You are perpetuating the myth that the cultural tourism sector cannot afford to pay at least part of its own way . Moreover, you are creating a very unfair expectation in the market place that tourists and the travelling public could expect similar free treatment when visiting regional Victorian attractions and destinations.</p> <p>The City of Melbourne proposes to expend \$750,000 in subsidising this latest transport project. That will make it even harder for places like Sovereign Hill to compete fairly in the market place when we have to contend with high fuel prices and the necessity to attract visitors to travel for over 100km for a visit to a fee for entry attraction, albeit one of the highest quality and value for money.</p> <p>I would be happy to address your Council sub-Committee further on this issue if that was possible, as I don't think any of you realise just how distorting actions like these are in the market place . You would be far better to re-allocate the funds towards promoting Melbourne (and Victoria) as the centre of excellence in cultural tourism .</p>	

Submissions received on time and included in the Briefing Note sent out by the Deputy Lord Mayor 15 December 2005

1.	<p>Ian Bird</p> <p>CORA Rep. MTC 9 Lt Elgin St Carlton 3053</p> <p>7 December 2005</p>	Email / Fax		✓		<p>The processes whereby MCC approved the controversial free shuttle bus service for tourists must be questioned. The Discussion Paper now being circulated for comment was an obvious precursor to Council consideration of the costly bus proposal, rather than after the event. Melbourne Transport Committee members were generally scathing of the proposal at the 12 October meeting where it was floated, and in subsequent written submissions. Council approved the bus service anyway.</p> <p>Lord Mayor So appears wedded to the free tourist bus service; no input from the community is likely to sway this enthusiasm. The fact that the MCC free bus</p>	DM# 3579441
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Verbatim Comments								
							<p>service will totally undermine the existing commercial tourist bus operation is apparently of no concern to the business interests which now drive Council. The MCC service will be a "gift" to the contractor selected to operate it. There appears to be no incentives or sanctions on the operator to ensure it is well patronised. Presumably MCC will market it? The whole issue is bizarre.</p> <p>The alternatives listed on page 4 of the Discussion Paper were all raised at the MTC meeting and apparently rejected by Council. It seems a bit rich to now seek new support for this unsustainable bus service. The \$700,000 estimated cost could be much better spent on alternative and more effective public transport initiatives. The views of the Coalition of Residents Associations (CORA) were conveyed in our email of 20 October (copy below).</p>	
2.	S.F. (Joe) Bagnara President Southbank Residents Group Inc 7 December 2005	Email				✓ We read the proposal with interest. The following suggestions are presented as an addition/alternative to improving tourist services. 1. Physical extension of the City Circle Tram including longer operating hours. 2. Free transport on all city services for visitors holding a foreign passport. The proposed "free" bus service may have merit but the "political" issues could be a deterrent.		
3.	Ray Latrobe Valley 9 December 2005	Telephone	✓				Ray thinks the shuttle bus will be a wonderful addition to the CoM. He says he runs an elderly club & the bus will tie up key locations nicely for the elderly and especially country people. He just wanted this passed on and left no contact number	
4.	Gareth Sambrook CVP Australia 8 December	Email		✓			I feel that investing in a bus service is NOT the way to go. I would rather see the existing City Circle tram route extended, or else have a second North-South service operating under the same provisions (the "City Spear" as it goes straight through the heart of the city?) as the City Circle tram.	

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Verbatim Comments							
	2005						<p>I am not sure it existing track work passes all the relevant nodes that such a service would require, but possibly with the addition of a few spurs of track, a viable route could be determined.</p> <p>After all, the tram network is a point of difference that Melbourne can build on - any city can have a free tourist bus service, but few could have a second tourist tram!</p>
5.	<p>Rosalin Sadler</p> <p>President, Flinders Quarter Precinct</p> <p>8 December 2005</p>	Email		✓			<p>The Proposed Tourist Shuttle Bus Service is not the way I would seek to improve tourist access to sites at opposite ends of the city. The issue of extra pollution and congestion and costs of set-up seem unnecessary. And buses are Not 'Melbourne', in any case.</p> <p>Decreasing contact with 'locals' is my major objection to the shuttle bus service. Being a tourist locked into a tourist bus is likely to increase the sense of isolation that tourists feel. Thus Melbourne will decrease its tourist product.</p> <p>Melbourne is a tram city and still, to this day, social contact on trams holds especial charm for visitors and locals alike (even though we lost our ticket sellers).</p> <p>The way to experience the add-on specifics and unique tourist charm and character of Melbourne, is to use the trams. A trip on a tram immediately connects visitors to 'us' - as is obvious to all who actually use the trams.</p> <p>The need is to increase physical connection with other people, not to decrease physical connection with other people. And tourists do not necessarily enjoy being forced into each other's company. The last thing they characteristically want to do is to meet more of themselves.</p> <p>So my resolution to the concept would be to investigate all of the points raised under Alternatives page 4. With the exception of the first alternative - to charge a small fee for the bus service etc.</p> <p>No buses. More trams. Better Melbourne.</p>
6.	Ray Cowling	Email	✓				<p>I wish to make the following comments on the proposal. I make these comments as a person who operates tours in Italy, and so has a particular perspective of</p>

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	tour operator and North and West Melbourne Association 10 December 2005						<p>tourist reactions.</p> <p>I most strongly support the general Council policy to continually seek "more thorough" free tourist transport services which make it easier and more tempting for overseas tourists to locate our attractions.</p> <p>I prefer to see the extension of tram services, but realise there are difficulties.</p> <p>Detailed Comment</p> <p>Many tourists are distrusting of commercial tours. We all have had bad experiences - mine include a tour bus for city sights which stopped for 10 minutes while the driver tried to sell his post cards to the passengers, a helicopter ride where poor visibility (a norm for the area) made the ride of low value, a trip to the Great Barrier Reef spoilt by an excessive selling program throughout the trip, tour guides who spoke at busy intersections where no one could hear. By contrast I only have good experiences of government tourist services eg. the half day tour of the City run by Milan city tourist office or the old blue bus tour in Rome are excellent. I am not attracted to either the "bus designed like a tram" or the gaudy red bus as I perceive both to be too showy and suspect that the style of their commentary might be similar.</p> <p>Most tourists take a surprisingly long time to adapt to the layout of a new city, even interstate people have trouble finding Melbourne Zoo, yet it is a simple tram ride out of the city - but which tram? Fatigue and disorientation are big factors in travel - any factor which eases this stress, will encourage people to visit more attractions, to stay longer in the city and to recommend the city more keenly to other travellers. So often tourists only find an attraction by chance or miss an attraction through frustration with directions and then run out of time.</p> <p>A free service which covers all the main attractions reduces complexity and frustration especially for people who not confident in the English language - all a person need do is hop on or off the one bus service and not even worry about what happened to a ticket.</p> <p>The detailed nature of the service is critical: clarity of the PA must be above that of</p>

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Verbatim Comments								
							<p>the normal trams- recorded messages seem to give the best results, inclusion of announcements indicating public transport routes to attractions further afield (eg the zoo), printed itinerary of stops and attractions either end of the bus (consider how much it would help non-English speakers to have print as well as voice). Idle time in an area without interest should be absolutely avoided. The last time I went on the "City Circle" tram it stopped for 5 minutes in a very empty part of docklands. Does this still occur?</p> <p>Could we also increase signage on some of our regular trams, perhaps "slide-in" signs near the front passenger entry - such as a kangaroo on trams passing the Zoo?</p> <p>As the Queen Victoria Market has been the premier tourist destination for tourists to Melbourne, why has it been left off the list? It is not served well by the City Circle tram. I thought the July 1998 proposal had a lot to commend it.</p> <p>Thank you for the opportunity to comment.</p>	
7.	Col England Senior Emergency Management Officer Victoria State Emergency Service Central Region Headquarters (Area 1) 7 December 2005	Email				✓	No comment in relation to Emergency Service context.	
8.	Nicole Donegan	Email				✓	I am writing in response to the proposed Tourist Shuttle Bus Service discussion paper to formally request that the route of the bus be changed to include a stop in	

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	<p>Coordinator – Lonsdale Street Greek Precinct Association</p> <p>12 December 2005</p>					<p>the Lonsdale Street – Greek Precinct.</p> <p>We believe that the shuttle bus is a fantastic initiative that will benefit the City of Melbourne and provide a much needed service for visitors and shoppers to see the wonderful sights that our city has to offer. We commend you for this initiative.</p> <p>We do however believe that Lonsdale Street must be included as a stop and part of the route in order to lift the profile of our precinct and encourage visitors to visit our shops and restaurants.</p> <p>As Council is aware, the Lonsdale Street – Greek Precinct is an active precinct which has recently suffered a decline in the number of people visiting our streets due to a range of problems including parking (it was recently reported that Lonsdale Street has more parking fines than any other street in the city – attachment 1) and the impact of the QV development.</p> <p>We strongly believe that the shuttle bus should stop out the front or directly opposite (depending on the route) of one of the Greek eateries between Stalactites and Medallion Café (ie between 177 and 209 Lonsdale Street) in order to:</p> <ul style="list-style-type: none"> ▪ generally promote the fact that Melbourne has a Greek Precinct ▪ promote the City of Melbourne’s cultural diversity (this is complementary to the fact that the shuttle ▪ will commute from the Carlton –Italian- Precinct) ▪ encourage visitors to come to our restaurants and shops ▪ encourage more traders to take residence in Lonsdale Street <p>It is our firm view that our precinct should be promoted to attract visitors to enjoy the cultural and shopping experiences offered by both the Greek Precinct and QV.</p> <p>We believe that if we are not included it will significantly disadvantage our traders and Lonsdale Street in general.</p> <p>Your consideration on this matter is requested. I can be contacted on the above</p>	

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							<p>telephone numbers should you wish to discuss this further.</p> <p>(SEE DM# 3579850 FOR HERALD SUN ARTICLE WHICH ACCOMPANIES THIS SUBMISSION)</p>	
9.	<p>Peter Matthews</p> <p>President Residents 3000 Inc</p> <p>12 December 2005</p>	Email	✓				<p>We support the proposal.</p> <ol style="list-style-type: none"> 1. The current public transport facilities are difficult to use for locals - and impossible for visitors. Information is hard to come by (don't try the MetShop in the Town Hall!!); many visitors even have trouble with the "grid". Transport guides to "places to see" are poor; tram and bus drivers are monosyllabic; the ticketing system is a nightmare for everyone. 2. The proposed route looks useful; experience should guide it in the future. 3. There should NOT be a recorded "guide" on the bus - the City Circle Tram voice is dreadful and not well integrated with the route. 4. Bus drivers could give a description of the next stage at each stop, or better would be to use red coat ambassadors on the buses. This enables visitors to ask questions and get much better information. 5. The service needs to be well advertised (eg in hotels and hostels). 6. The current "shopping bus" is not useful for visitors. The primary functions of the Council's bus and the "shopping bus" are quite different (and hopefully the City's buses will be less scary to look at). 7. commercial enterprises, shops, restaurants, cafes etc should welcome the bus - it will give them greater exposure and give visitors more confidence to move about the City. <p>This is an excellent initiative.</p>	
10.	Paul Byrne		✓				<p>As discussed on the telephone, Fed Square Pty Ltd made a written submission to the Lord Mayor on the 4th November 2005 supporting in principle the concept, and</p>	

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	Strategic Planning Manager Fed Square Pty Ltd 12 December 2005						<p>we have attached the submission again as part of this Public Interest Test.</p> <p>We note in the submission that we support the concept, and we believe that the Service can be improved significantly by a slight refinement to the initially proposed route and stopping points to incorporate a stopping point in Russell Street (extension) that directly serves the Melbourne Visitor Centre and Federation Square, and provides a simple "single" connectivity point for the City's three tourist shuttle services - tram, bus and ferry.</p>	
11.	Wendy Jones Chief Executive Officer Restaurant & Catering Victoria 12 December 2005	Email		✓			<p>I need to register the strong concern of Restaurant & Catering Victoria in regard to the Council's request for comment.</p> <p>To receive a letter on Monday 12 December (dated 8 December) and to indicate that comments must be received no later than close of business on Tuesday 13 December puts Restaurant & Catering Victoria in an almost impossible situation.</p> <p>I hardly feel that this 'consultation' and shows a lack of respect of stakeholders to provide such impossible timeframes.</p> <p>As a participant on Councillor Sneddon's Melbourne Hospitality Advisory Group I have also taken the opportunity to highlight my concerns to the Councillor on this matter.</p>	
12.	Bernie Carolan Chief Executive Officer Metlink 12 December 2005	Email		✓			<p>In response to your letter dated 6 December, calling for submissions, we hereby forward our earlier comments made to Councillor Ng in this regard.</p>	
13.	Chris Loader Policy Adviser Bus			✓			<p>We thank the council for the opportunity to comment on the proposed tourist bus service. We have already provided some feedback to Council through the Melbourne Transport Strategy consultation processes. We expand on that</p>	

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	Association Victoria 13 December 2005						<p>feedback in this submission.</p> <p>We do not believe the tourist shuttle bus as proposed should be a high priority for the City of Melbourne. Our concerns about the proposal include:</p> <ul style="list-style-type: none"> ▪ It would largely duplicate existing tram and bus services. For example there are currently 92 buses a day operating between the Melbourne Museum (Rathdowne Street) and Southbank (Queensbridge). There are also around 700 tram services a day from Swanston Street Carlton to the Arts Centre Southbank. ▪ By diverting passengers from paid public transport services to a council funded free service, commercial damage will be caused to existing bus, tram and train operators through reduced farebox revenue. ▪ The proposed service would directly compete and cause commercial damage to existing tourist bus operations around the City of Melbourne. This threatens the viability of these operations, and may impact on tourist services to other areas (eg locations not on the proposed route may miss out on being serviced by commercial tourist operations). ▪ The service could encourage parking just outside the parking levy zone to save on parking costs. This would be contrary to the objective of discouraging driving of private cars to the city area and may not address the issue of congestion. ▪ Consideration needs to be given to the reasons why previous CBD tourist bus operations have failed. ▪ The new route will further complicate the CBD bus network, reducing public understanding of public transport bus options. ▪ The proposed service will only operate 10am to 4pm – i.e. the service will cease operations prior to closing time of most tourist attractions it is serving, and will not service the Lygon Street restaurant precinct in the busy evening period.

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							<ul style="list-style-type: none"> ▪ The service will not work to reduce car dependence in the CBD as it does not provide a useful service to those who currently travel by car. ▪ The service will discourage visitors from experiencing Melbourne regular public transport services – which offer a relatively high quality of service in the City of Melbourne. ▪ The service will discourage tourists from experiencing Melbourne by walking through and around our streets and laneways. ▪ Most tourist attractions on the route are already served by public transport running at a higher frequency than the proposed 15 minute frequency of the shuttle bus. ▪ Being a one-way operation, the proposed service only caters for a limited number of tourist trips – i.e. trips between attractions in the order of the route. This will not suit many independent tourists who wish to customize their Melbourne visitation of attractions. <p>We suggest the following alternative approaches to achieving the council’s tourism objectives:</p> <ul style="list-style-type: none"> ▪ Invest in better city access for public transport and tourist bus services, through better coach parking and exclusive bus lanes and bus priority at intersections. ▪ Council should work with existing tourist and route operators to enhance existing services rather than introducing a new player. ▪ Explore opportunities to provide subsidised public transport tickets to overseas and/or interstate visitors. ▪ Work towards better public transport information – particularly at stops near major tourist attractions or areas. For example, there are bus services from Lygon Street Carlton to the city approximately every 10 minutes during the day (and services seven days and nights a week), however these services are not publicised to tourists.

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							<ul style="list-style-type: none"> ▪ Work with Metlink and tourism bodies to produce guides for tourists on how to get to major attractions by public transport. These guides could be provided in multiple languages. ▪ Expand the City Save zone to better serve Melbourne Museum. <p>BusVic would be pleased to work with the council in order to progress any of the above alternatives.</p> <p>Related to the Shuttle bus is the issue of the parking levy:</p> <ul style="list-style-type: none"> ▪ BusVic believes the proceeds from the City Parking Levy must be directed towards providing alternative sustainable forms of transport for people who currently drive to the city. Public transport service provision, particularly to outer Melbourne suburbs must be a priority in this allocation, as it is these people who have the least alternatives to driving to the city. ▪ If the levy merely imposes additional costs without providing better options for people to avoid these costs, it will be poorly received by the community. The London Congestion Charge directly funds increased public transport services and as such has been widely welcomed by the community. The City of Melbourne and the state government must follow this example. ▪ BusVic believes the funds raised by the levy must be in addition to normal budget allocations for public transport improvement initiatives. 	
14.	Joan from Pittsburgh, Pennsylvania, U.S.A. 13 December 2005		✓				<p>I think your idea about a tourist shuttle is fantastic. It make Melbourne sound very tourist oriented. Good idea Melbourne.</p>	•
15.	Michael Scott	Email	✓				<p>Thank you for the opportunity to comment on the free tourism shuttle bus loop. The 12th FINA World Championships – Melbourne 2007 (M2007) will be held between</p>	•

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	Chief Executive Officer 2007 World Swimming Championships Corporation 12 December 2005						<p>18th March and 1 April 2007. Over 2000 athletes from 175 countries will participate with in excess of 12,000 visitors from interstate and overseas attending the event. Planning has commenced for three competition venues to be used – Rod Laver Arena, Melbourne Sports and Aquatic Centre (MSAC) and St.Kilda Beach.</p> <p>We have provided feedback below on the proposal provided in the power point presentation and are happy to provide more detail if you require it.</p> <ul style="list-style-type: none"> ▪ M2007 agrees with the Council Objective of a “Connected and Accessible” City and supports the pilot project; ▪ Stop 12 – close to Rod Laver Arena be confirmed as a stopping point for the service; ▪ That the trial period be extended if needed to include the dates of the 12th FINA World Championships from the 18th March to the 1 April 2007; and ▪ This project will enhance the Melbourne experience for visitors to the Championships ▪ We look forward to this important project being successful. 	
16.	Glyn Davis Vice Chancellor, University of Melbourne	Letter	✓				<p>Ms Fiona de Preu, General Manager (Planning & Infrastructure), attended your briefing on this matter on 3 November 2005 and provided a report to the University’s Buildings Estates Committee on 17 November 2005.</p> <p>&</p> <p>As the planning gesture campus and governance Committee of the opportunities for wider enhance the existing links University Council, community access the University the Buildings & a significant to the University’s important Melbourne icons.</p> <p>I commend you and your Council in this initiative arid look forward to the shuttle bus service commencing operation for the Commonwealth Games in 2006.</p> <p>to open new Estates Committee agreed to support the pilot tourist shuttle bus</p>	

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							service as between and other
17.	Philip Purdy Manager, Asset Development, Yarra Trams 13 December 2005	Email		✓			<p>Yarra Trams would like to lodge our concerns with the proposed Melbourne City Council funded free shuttle bus which aims to connect Carlton to Southbank via the CBD for major tourist attractions.</p> <p>Yarra submits the following issues with the proposal for consideration by Council:</p> <ol style="list-style-type: none"> 1. Duplication of Existing City Circle Tourist Service 2. The existing City Circle Tram Service is supported by Melbourne City Council, the State Government and various other stakeholders in the tourism industry with the specific function of providing tourist access to the main tourist attractions in the city centre. The City Circle currently provides access from Nicholson St/Victoria Pde in the north and Spencer/Flinders Sts in the south, both within short walking distance respectively of Carlton and Southbank (and also with connections to other tram routes servicing those locales). Please note that consideration of further extending the City Circle Tram is discussed below. 3. Ineffective Approach to Addressing CBD Congestion and Environmental Impacts 4. It is estimated that both population and traffic in the inner city will grow by in excess of 20% over the next five years. The City of Melbourne's congestion levy is an attempt to reduce traffic in the city and thereby reduce the associated drawbacks of air and noise pollution and traffic accidents as well as the financial impacts of congestion. Yarra Trams wholeheartedly supports this levy. 5. With this in mind, to then add additional vehicles to the city roads in the form of shuttle buses simply does not make sense. Funds should be directed to improving existing public transport service delivery including communications, access and infrastructure across the CBD and, in particular, enhancing the City Circle Service. 6. Confusing both the Tourist and Stakeholders

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							<p>7. The existing free City Circle Tram service is a high profile and highly valued, iconic tourism service in Melbourne. It is well utilized by residents and tourists alike and has been running in the CBD for more than 10 years. Current estimates of patronage run at approximately 200,000 per month – an average of approximately 65 per service (based on 100 services per day).</p> <p>8. The introduction of a CBD bus shuttle for tourists in addition to the City Circle Tram will confuse tourists by complicating both communications collateral and the tourist decision making process.</p> <p>9. Lack of Financial Rationale</p> <p>10. Apart from the confusion engendered by adding another free tourist service to the mix, the proposed shuttle may in fact shift patronage away from the City Circle Tram and make it less cost effective to run. This is not in the best interests of Melbourne tourism nor does it make financial sense for the City of Melbourne to spend money to duplicate a service that is already being provided by the State Government.</p> <p>11. Consideration of City Circle Tram Extension Proposal</p> <p>12. Yarra Trams is currently developing a proposal to extend the City Circle Tram Service to become a definitive Melbourne Tourist Tram Service.</p> <p>13. The proposed service could continue to provide access to the city centre's main attractions and incorporate the Bourke Street Mall . It could also link CBD tourists to several key tourist attractions across Melbourne including the Royal Melbourne Zoo, Queen Victoria Market, the Botanic Gardens, Melbourne Sports and Aquatic Centre and the Shrine of Remembrance as well as significant shopping precincts of Clarendon Street, Chapel Street and Swan Street. The proposal could be adopted to suit other precincts ,however, this would need to be further discussed .</p> <p>In conclusion, Yarra Trams has concerns on the proposed Tourist Shuttle Bus Service. Instead Yarra proposes that the City of Melbourne consider enhancing</p>

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							the current City Circle Tram Service through extension, improved frequency, communications, staffing, access, infrastructure or other relevant initiatives.
18.	<p>Kyle Johnston</p> <p>Executive General Manager Marketing & Entertainment Crown Limited</p> <p>13 December 2005</p> <p>N.B. an amended version of this submission was received 14 December 2005 (see DM# 3583384) – the amendment is shown in bold</p>				✓		<p>Crown is mystified and extremely disappointed as to why the author of the Shuttle Bus proposal has left Melbourne’s major entertainment and tourism complex off the list of tourist attraction stops.</p> <p>Crown has over 1000 hotel rooms, a memorandum of understanding with Tourism Victoria to develop and support tourism activities for Victoria and is an active and contributing board member to both Destination Melbourne and MCVB.</p> <p>Crown is also a major rate payer within the City of Melbourne contributing \$30 million to the city over the past five years.</p> <p>We assume that the author possibly with a limited understanding of the Melbourne tourism market has made a mistake in their allocation of stops as Crown is neither a stop or listed in Stop 9 as a nearby attraction. We accept on this basis that it is purely an oversight in their judgement.</p> <p>As Crown is the major tourist attraction in Melbourne we would welcome the shuttle to stop at our Atrium entrance to view our ongoing “Seasons of Fortune” attraction and periodically throughout the year our additional Christmas, Spring, Chinese New Year and Winter attractions. It is important that Melbourne’s major attractions are directly covered by the Shuttle to fully leverage this tourism opportunity.</p> <p>One of the considerations for the shuttle should be to link to the new Visitors Centre and provide visitor information including brochures, video and audio tours on the shuttle, this will suitably enhance the visitor experience.</p> <p>The shuttle could feasibly attract a \$5 fee however a coupon booklet could be provided to tourists consisting of various entry, food and beverage offers from Melbourne’s major attractions.</p> <p>The various alternatives outlined have regulatory and cost issues associated with</p>

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							each proposal however the introduction of the Shuttle service linked to the new Visitor Centre is recommended as it is a dedicated tourist service which achieves the ultimate objective of enhancing the interstate and overseas visitor experience when in Melbourne.
19.	<p>Matthew Rechner</p> <p>Manager - Policy & Membership Services Tourism Alliance Victoria</p> <p>13 December 2005</p>	Email		✓			<p>Thank you for the opportunity to provide comments in response to the discussion paper regarding the proposed tourist shuttle service in the CBD. Unfortunately, due to the tight timeframes given to consult our members (we only received the discussion paper on 12/12/05) and to prepare a detailed response, the following information is provided as an indicative view of Tourism Alliance Victoria members and not a final opinion on the proposal.</p> <p>Tourism Alliance Victoria is a peak industry body advocating for and supporting the development of a professional and sustainable tourism industry across Victoria.</p> <p>Founded in 2004, Tourism Alliance Victoria was created out of the merger of Country Victoria Tourism Council and the Victorian Tourism Operators Association. Tourism Alliance Victoria's 500 strong membership base is made up of tourism businesses from all sectors of the industry including individual tour operators, major attractions and accommodation providers, each of whom are contributing to a vibrant and dynamic tourism industry.</p> <p>In regards to the proposed tourist shuttle bus service, we are concerned that Council will be recommend the shuttle service proceed without the other alternatives such as those listed on page 4 of the discussion paper being fully examined. Many (or most) of Melbourne's major attractions are in easy walking distance of each other, or on an existing public transport route emphasised on the Official Visitors Guide to Melbourne (map) where detailed maps of the train and tram networks highlight key attractions and visitor precincts.</p> <p>The establishment of a Council funded shuttle service (free or not) should not be in direct competition with existing commercial operators and should recognise that a commercial operator may be able to offer the service being proposed.</p> <p>Introducing additional heavy vehicles into the CBD and inadvertently discouraging</p>

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							<p>the use of the reliable existing public transport network by visitors should be reconsidered.</p> <p>Tourism Alliance will be consulting its Melbourne based members and will provide a more detailed response to the directions paper in due course. In the meantime, if you wish to discuss any of the issues raised in this email, please contact me on 9650 8399,</p>	
20.	<p>Linda Allison</p> <p>Senior Policy Analyst Property Council of Australia</p> <p>13 December 2005</p>			✓			<p>The Property Council has previously written to Council on the 17th October 2005 regarding this issue. The Property Council's position remains the same.</p> <p>The letter is attached for inclusion in this consultation process.</p>	
21.	<p>Eleanor Bridger</p> <p>Manager, Marketing and Communications Royal Botanic Gardens Melbourne</p> <p>13 December 2005</p>		✓				<p>In general, the Royal Botanic Gardens Melbourne supports the concept of a tourist shuttle bus, which could improve tourist access to Melbourne attractions. We do, however, have some comments about this proposal.</p> <ul style="list-style-type: none"> - The proposed route does not identify the Royal Botanic Gardens Melbourne as a destination, and we would encourage the City of Melbourne to expand the route to include the Gardens. - As an organisation committed to conservation, we would encourage the City of Melbourne to work with the operators of the existing public transport network. It would seem wise to use an existing network; to promote its use to tourists; and to improve communication to tourists and Melburnians about how to navigate the network. This option has the benefits of reducing the number of vehicles on Melbourne's roads, as well as using existing infrastructure. - If the City of Melbourne adopts the concept of the shuttle bus, we would encourage the City to consider the use of environmentally friendly vehicles, as 	

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						mentioned in the City's proposal. - If this option were adopted, we would also encourage the City to ensure that adequate funds are allocated to promoting the service to tourists. Without sufficient awareness, as well as information about use of the shuttle bus, the trial will be compromised from the beginning.	
22.	Alexandra Brown Tourism Policy Officer TTF Australia Ltd Tourism and Transport Forum 13 December 2005		✓			<p>The Tourism and Transport Forum (TTF) Australia is a national, member-funded CEO forum, advocating the public policy interests of the 200 most prestigious corporations and institutions in the Australian transport, property, tourism & infrastructure sectors. TTF's Membership includes the major operators and investors in Australia's tourism and transport industries.</p> <p>TTF supports Melbourne City Council's policy objectives to develop and enhance the City's transport infrastructure, in particular its commitment to tourist infrastructure. The proposed free shuttle bus service would improve access to and connectivity between key tourist attractions and the Carlton area, positively impacting on Melbourne's tourism industry and Carlton businesses given the economic benefits from increased visitation. However, TTF urges that Council examines the potential impact that such a service might have on commercial operators.</p> <p>Tourism is one of Melbourne's fastest growing industries contributing \$8.5 billion to the State's economy and generating 144,000 jobs. Forecasts predict a vast expansion in future tourism, with a 16% annual increase in Chinese tourists alone expected to visit the State. It is therefore essential that Melbourne has adequate tourist and transport infrastructure to effectively service the needs of residents and tourists.</p> <p>The shuttle bus service although aimed at tourists will also help occasional users. The proposed route for the free shuttle bus service complements the current transport network by including a number of stops which provide excellent interchange points with public transport, in particular the free City Circle tram service. The off peak running of the service additionally ensures that the service</p>	

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							<p>does not compete with commuter services, nor contribute to further congestion in the City.</p> <p>The easy access that the proposed shuttle provides to the city's main attractions (many of which are located in areas not directly served by public transport) will encourage locals and visitors to the city to use the service. It will significantly expand the tourism opportunities available to visitors to explore the city, boost visitation to the attractions benefiting surrounding areas and businesses and enhance the economic contribution of tourism to the State.</p> <p>The proposal for the free shuttle bus is aligned with the objectives set out in the Victorian State Government's Melbourne 2030 Strategy which state the requirement for effective and inviting public transport services, and connectivity between different travel modes.</p> <p>While TTF fully supports the proposed free shuttle bus service we feel it is important to bring to the Council's attention the negative impacts that this service could have on commercial operators. Taxi and hire car services and private bus/ tour operators in and around Melbourne's CBD rely on the patronage of tourists for a large portion of their business. The free shuttle bus service has the potential to erode demand for these services, particularly given that the proposed routes for the bus are through areas not currently served by adequate public transport.</p> <p>Conclusion</p> <p>TTF supports the concept of the free shuttle bus on the grounds of the improvements it offers to servicing tourists, and the positive impacts on Melbourne's tourism industry. However I urge you to be aware of the potential impact that the operation of such a service might have on other commercial operators and ensure full consultation with these businesses.</p>
23.	Lisa Sassella Head of Marketing & Sponsorship		✓				<p>* Melbourne's overall tourism objectives would be well served if a tourist-friendly link were established between the CBD and Carlton.</p> <p>* Carlton is currently linked with the CBD through the existing bus network. This</p>

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	National Gallery of Victoria 13 December 2005						<p>may be clear to Melbourne residents, but is not likely to be evident or visible to tourists - whether they are from regional Victoria, interstate or overseas.</p> <p>* A major benefit in connecting Carlton to the CBD would be that Melbourne Museum could be directly linked to other important cultural destinations located in and near Flinders Street, Federation Square and St Kilda Road - a physical packaging of Melbourne's vibrant cultural life. This may increase awareness of the location of (and visitation to) Victoria's significant cultural offerings.</p> <p>* The intended future role and use of the existing City Circle tram service could be examined at the same time as considering a complimentary bus shuttle service. For example, if the desired transport links cannot be achieved physically via the tram network alone (cost-inhibitive or co-operation issues with tram providers), it is recommended that the City Circle Tram and the proposed shuttle bus be co-branded so as to deliver a simple, integrated tourism solution across these two forms of transport. In this way, the tourist could be efficiently transported through the CBD (via tram) and/or by bus (Carlton route) using just one ticket.</p> <p>* The City Circle Tram and proposed bus shuttle could offer free promotional opportunities to Melbourne's major publicly-owned cultural destinations such as Melbourne Museum, ACMI, the State Library of Victoria and the two National Gallery of Victoria venues: NGV Australia at Federation Square and NGV International on St Kilda Road. This would reinforce the Melbourne brand's positioning as the cultural capital of Australia to Victorian residents as well as tourists.</p> <p>* A considered and integrated tourist transport system for inner Melbourne could be subsidised by tourists or a free service, depending on funding arrangements.</p>
24.	Ted Vincent General Manager -						<p>VicRoads acknowledges the need for high priority to be given to use of public transport in and to the CBD. However, investment in a new bus service designed only for tourists may not be preferable. Given that Melbourne's CBD is characterised by trams, and given that of themselves, trams are part of the tourist</p>

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			Yes	No	Yes, with route changes	Not Stated	
	Traffic & Transport Integration VicRoads 13 December 2005						<p>attraction, the appropriateness and marketability of a bus service may be questioned.</p> <p>It would appear that all the tourist attractions mentioned, with the possible exception of Lygon Street, are already well served by trams. Even Lygon Street patrons need only walk 250 metres from Swanston Street trams. In addition, there are four existing bus routes servicing Lygon Street, at better than 15 minute frequencies. It may well be that packaging up the existing services and promoting them to tourists is a better alternative. A brochure outlining the suggested tourist route could even include a free public transport ticket.</p> <p>VicRoads and Tourism Victoria have had considerable success with the Goldfields Tourist Triangle, which is tied in with a tourism strategy to link the Goldfields of Victoria with one another using booklets, websites, brochures and signage. The concept is transferable to a public transport-based exploration of tourist sites. Given the on-off nature of tourist travel, the need to change bus or tram routes becomes inconsequential.</p> <p>Branding of the suggested tourist route could be carried by buses, trams and infrastructure supporting the service. A single brand could be shown throughout the route. In off-peak periods, the use of transponder-based automated tourist information announcements could also be included.</p> <p>The City of Melbourne would also be aware that VicRoads, Council and Yarra Trams have been working cooperatively and tirelessly to develop ways to improve tram operations on most CBD streets through the Think Tram program, both in its first phase and planning for the next. This includes a wide range of initiatives on St Kilda Road and Swanston Street. The investment in this program is a major boost to tourists as well as commuter markets, and would further assist the City of Melbourne's tourism-related objectives.</p> <p>It would be most unfortunate to see new investment in market-segmented bus stop infrastructure when existing general bus stop infrastructure and bus route marketing and branding is so lacking. By improving the general infrastructure, conditions are also improved for tourists. Numerous market research studies have</p>

PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

Information about the source of the feedback			Content of the feedback				CoM Reference
Number	Source & Date Received	Form of feedback	Generally Supportive (✓)				
			Yes	No	Yes, with route changes	Not Stated	
							<p>shown that infrequent users of a service value information about the service more highly than service frequency, reliability or coordination.</p> <p>One of the ongoing issues for buses is that bus routes are not easily discernible - there are no tracks, only the occasional bus stop to indicate the route. The use of red pavement for bus lanes on CBD streets would go a long way to indicating the bus routes, and this could further assist tourists accessing the CBD.</p> <p>In terms of traffic congestion, VicRoads does not consider the introduction of 40 new buses as a major contributor to traffic congestion. However, it would be undesirable to introduce services that operate themselves in congested conditions, such as Swanston Street in the CBD, where the conflict with trams and tourist coaches is significant and already a real issue for tram operations. Introducing new public transport services is normally seen as a way to reduce traffic congestion, or at very least improve mobility for those using the service. The proposed tourist service would do neither - it is unlikely that a bus service would be any faster than a well-marketed use of existing services, and it would not attract people away from using private vehicles - rather, it would attract them away from walking or from using existing public transport services or chartered tourist services.</p> <p>In summary, our comments are:</p> <p>Would tourists select to use a bus where there is a more frequent tram option, in a city where trams are a tourist feature?</p> <p>Even in the Lygon Street section of the proposed route where there no tram (except on Swanston St) there is a reasonably frequent bus service</p> <p>Relying on existing services, a well branded, well marketed, fare subsidised tourist service may be implemented to promote visiting the relevant tourist sites</p> <p>By reviewing bus service routing and information in the CBD, and by implementing red pavement for bus lanes, the potential for tourists using existing bus services would be enhanced further - as research shows infrequent users</p>

PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

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			Yes	No	Yes, with route changes	Not Stated	
						Verbatim Comments	
						<p>value information about service routing & times over frequency, reliability and coordination</p> <p>There are Think Tram improvements being made along the routes in question and these will benefit tourists as well</p> <p>Congestion would be an issue if the buses used Swanston Street in the CBD, and otherwise, while in itself not contributing significantly to congestion, the service would be unlikely to reduce traffic congestion as tourists are unlikely to be existing car users</p>	
25.	<p>Chris Kafritsas</p> <p>Managing Director Melbourne On The Move</p> <p>12 December 2005</p>	Letter		✓		<p>Melbourne On The Move has operated a first class best practice city tourist attraction coach business in Melbourne since November 2001.</p> <p>Initially, three (3) coach operators were granted licenses. Since 2003 the city tourist attraction coach business has been conducted solely by Melbourne On The Move.</p> <p>We support the City of Melbourne free coach service linking Carlton to the East Melbourne sports precinct if and only if it is done in one of two ways:</p> <p>(i) either the proposed business is integrated into the existing service provided by Melbourne On The Move; or</p> <p>(ii) it is managed and operated as an independent business by Melbourne On The Move.</p> <p>The first option is the most cost effective and practically efficient option available to the Melbourne City Council. The proposed route only takes in 4 of the 16 tourist attractions currently visited by Melbourne On The Move. Integration of the existing service with the proposed new service at an agreed cost would be the simplest, most cost effective and best commercial proposal.</p> <p>The second option would only be viable to Melbourne On The Move if the business is managed and operated by Melbourne On The Move. A business offering a free service between tourist attractions (albeit only 4 of 16) would have an adverse financial impact on the existing business. The legal advice received by us</p>	

PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

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			Yes	No	Yes, with route changes	Not Stated	
						Verbatim Comments	
						<p>recommends taking a proceeding to, inter alia, injunct the commencement of such a business.</p> <p>In light of various discussions the writer has had with Geoff Robertson of Melbourne City Council, Melbourne On The Move remain ready and willing to work with Council.</p> <p>For the record, Melbourne On The Move has recommended to Geoff Robertson (the writer has unsuccessfully sought to have a meeting with Lord Mayor So) that a Melbourne City Council service be integrated into our service or managed by us for the Commonwealth Games (from say February 1, 2006 to May 1, 2006) and reviewed thereafter. Significant savings and efficiencies of scale could be determined during such "trial period". Moreover, during such peak period an efficient movement of people to all 16 tourist attractions could take place.</p> <p>We remain ready and willing to assist and await your reply.</p> <p>We enclose a letter from the Federal Member for Wills Kelvin Thomson supporting the proposal set out in this letter.</p>	
26.	<p>Kelvin Thomson</p> <p>MP Member for Wills</p> <p>Tuesday 13 December</p>	Letter		✓		<p>I write in relation to the Proposed Tourist Shuttle Bus Service in the Melbourne CBD and would like to take the opportunity to submit my view with regard to this proposal.</p> <p>I have read with interest the particular proposal submitted by the bus operators "Melbourne On The Move" and I believe that it has significant merit and practicality. The "Melbourne On The Move" operators outline 2 options for the coach service linking Carlton to the East Melbourne Sports precinct.</p> <p>"Melbourne On The Move" management have the experience and are ready and able to work together with the City of Melbourne to provide an excellent coach service.</p> <p>I have known both Chris Kafritsis, his son Jim and their management team as operators of the "Melbourne On The Move" coach tours for many years and I am confident that they would provide excellent service and great customer satisfaction</p>	

PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

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			Yes	No	Yes, with route changes	Not Stated	
						Verbatim Comments	
							and seek your sympathetic consideration of their proposal.
27.	Steve O'Callaghan Business Development Manager - Ventura & National Bus Lines 14 December 2005	Letter	✓				<p>I refer our meeting of Wednesday the 7th of December 2005 regarding the City of Melbourne's proposal to introduce a free tourist bus service through Melbourne's CBD. From our perspective the proposed route is an excellent way to introduce first time tourists to Melbourne and some of its key venues.</p> <p>We wish to advise that the proposed route will adversely affect revenue on routes 250, 251 and 253 services along Rathdowne St North Carlton and Queensbury St South Melbourne.</p> <p>Whilst the projected revenue loss is yet to be determined it is expected to be significant and should therefore be factored in to the overall cost of operating the service, similar to the loss of car parking revenue caused by the removal of curb side parking, as stated in the discussion paper.</p> <p>However should Ventura be the successful tenderer, a percentage of the expected revenue loss may be offset through efficient scheduling and possible redeployment of existing services.</p> <p>Regarding tender criteria, I recommend the following is addressed:</p> <p><u>Basic Criteria</u></p> <ul style="list-style-type: none"> ▪ Accredited road transport passenger: services operator (scheduled passenger services) pursuant to Public Transport Competition act 1995. ▪ Experienced Melbourne based bus operator ▪ Minimise revenue impact on current bus services operating in the City of Melbourne ▪ ISO accreditation, including crisis management / terrorism procedure <p><u>Service Provision</u></p> <ul style="list-style-type: none"> ▪ Vehicles-DDA compliant / PA system / air conditioning / environmentally friendly Le. Euro IV _ Safety-CCTV / on road supervision

PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

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Number	Source & Date Received	Form of feedback	Generally Supportive (✓)					
			Yes	No	Yes, with route changes	Not Stated		
							<ul style="list-style-type: none"> ▪ Qualified Drivers with training in customer service & first aid Le. certificate 3 Transport & Distribution Accreditation ▪ Maintain service delivery-on road supervision / breakdown response / communication (two way radio's in buses) ▪ Utilisation of existing off peak buses <p>I would like to take this opportunity to thankyou for your time on Wednesday and should you require any further information, please do not hesitate to contact myself me on XXXXXXXX.</p>	
28.	Peggy Tartalia Resident North Melbourne 12 December 2005	Letter		✓			<p>I am not in favour of the shuttle Bus service. I am all for a free tram service similar to the one in La Trobe St that goes to the “Docklands”, etc</p> <p>I would not see Carlton as an interesting run, it could be one however, along with other directions.</p> <p>Trams: Such as</p> <p>City to South Melbourne beach + casino (Summer time)</p> <p>City to St Kilda Junction + or beach (Summer time)</p> <p>City to Abbotsford St, North Melbourne + hostels near Flemington Rd (see also Vic Market)</p> <p>City to MCG ? direction ??</p> <p>I don't know if you could have 2 trams on one direction, one going + one coming. Maybe alternate the run for one month on, one off. Depending on the cost. (Post a notice or leaflets on trams)</p> <p>The free tram holds more people than a bus and metres would not need to be removed, they would help pay the tram costs. \$750,000.00 is too much for one suburb only. Perhaps you could do 2 (directions) in a day.</p> <p>(EG: Carlton to City + return (2 trams needed))</p> <p>(EG: St Kilda to City + return (2 trams needed) depending on cost)</p>	

PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

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			Yes	No	Yes, with route changes	Not Stated		
						Verbatim Comments		
							<p>For one week or one month?</p> <p>(EG: then City to Abbotsford St + turn back at Flemington Rd)</p> <p>(EG: then City to South Melbourne Beach – (good in Summer) casino?)</p> <p>Not every 15 minutes, a free tram could be hourly or half-hourly at time (otherwise 15 minutes would ruin the business of the tram company) 10am to 4pm.</p> <p>City ratepayers should not pay for costs. It's not the Council's business. "City Saver" tickets should be for two sections in any direction from the City.</p>	

Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005

Submission to the Melbourne City Council Planning and Environment Committee regarding the allocation of city Parking Levy funds.

28 October 2005

Public Transport Users Association

The Public Transport Users Association recommends to the committee that the proposal to operate tourist shuttle bus be abandoned. We believe the shuttle bus is inconsistent with the intentions of the parking levy and council policy, will fail to improve transport in the CBD, and is an inappropriate use of limited transport funds.

These arguments are outlined as follows:

-
- | | |
|--|---|
| 1. The shuttle bus duplicates existing public transport services | Unlike other cities where similar parking levy-funded bus services have been introduced, Melbourne already has an extensive array of public transport services traversing the CBD. The proposed north-south route from Melbourne Museum is already well supported by public transport. There are 744 weekday tram services from Swanston Street Carlton to St Kilda Road Southbank and 95 weekday bus services from Rathdowne Street, Carlton to Queensbridge, Southbank. Together these services link the Melbourne Museum, the Royal Exhibition Building, Lygon Street, the Crown entertainment complex, the Southgate complex, Federation Square, NGV Australia, NGV International, the Arts Centre, Flinders Street station, the Melbourne Aquarium, and many more major city tourist attractions. Where a direct service between two particular attractions may not exist, we see value in encouraging tourists to explore Melbourne's streets by foot or use the network of intersecting trams to complete the journey. Finally, if improved transport links are required, we believe these should complement rather than duplicate existing services, be fully integrated into the broader Metlink-branded system and operated full-time rather than during limited hours. |
| 2. The shuttle bus will not address commuter related congestion | The proposed service will not operate in peak hours, and as such will be of no use to regular CBD commuters, and will do little to discourage commuting to the CBD by private cars. This is contrary to the aims of the parking levy to discourage car use and encourage more sustainable forms of transport. |
-

3. The proposed shuttle bus will provide an inadequate service to tourists	As pointed out in the council report, the shuttle bus would need to finish at 4pm to avoid encouraging parking outside the parking levy zone. As a result, the bus service would terminate an hour before most major attractions close, providing a frustratingly incomplete service to tourists. We believe this will create negative visitor experiences of Melbourne.
4. The shuttle bus may INCREASE traffic congestion in the city	We would suggest very few tourists currently use cars to travel between tourist attractions in the CBD, rather foot and public transport being the dominant modes. Thus the shuttle bus will introduce additional redundant vehicles on already congested streets, whilst not removing any significant volume of private vehicle traffic or offering public transport vehicles priority over private vehicles. Alternatively, tourists may drive to the city rather than pay for a public transport journey to the CBD in the knowledge that the tourist bus will be free upon arrival.
5. The shuttle bus is inconsistent with the desire to encourage use of public transport	By providing a service that effectively competes with existing public transport services, the shuttle bus may discourage tourists from making use of the full public transport system. This is a net reduction in the efficiency of Melbourne's public transport system. Melbourne already suffers from inadequate public transport services, and we believe the parking levy funds must be spent on more valuable and pressing projects.
6. The shuttle bus will increase an already complex bus network in the CBD	Melbourne has a myriad of bus services running through the CBD, with countless different route patterns. The result is that only those forced to use buses ever understand the route patterns, and buses fail to provide a cross CBD transport role, placing more pressure on the tram network. An additional shuttle bus that winds around city streets will only add to the confusion. Instead of introducing an additional route, we believe the council should work with bus operators and the Department of Infrastructure to simplify the current CBD bus route structure and increase usability. This may be achieved by having simpler route structures that travel the full length of city streets (wherever possible) to provide a cross town service, much like that provided successfully by the tram network.
7. The shuttle bus fails to address pressing transport issues in the CBD and City of Melbourne.	We believe the MCC should prioritise efforts to increase the speed and efficiency of public transport through the city, and providing support for other sustainable transport modes. We do not accept that movement of tourists through the CBD is a major transport issue, and nor should it be a transport spending priority.

The PTUA does support the recommendation that the funds be allocated to priority projects identified in the Melbourne Transport Strategy currently being formulated.

The following are examples of more pressing transport needs than a tourist shuttle bus:

- Alterations to traffic signal operation to minimise public transport vehicles waiting unnecessarily at red lights (tram and bus)
- Upgrading of more safety zone tram stops to wider raised platforms to speed boarding and alighting of trams
- Improving the frequency of the current city circle tram (it was reduced with the extension to the Docklands).
- Simplification of CBD bus routes to provide easier to understand and additional cross-CBD services as described above (this may require a small number of additional buses to complement existing services).
- Bus priority lanes along Lonsdale and Queen Streets to cut travel times by up to a quarter.
- Extending the operating hours and frequencies of popular bus routes in the City of Melbourne – such as the 402
- Off-bus ticket selling facilities at busy bus stops to speed bus boarding (eg Metcard vending machines or human ticket sellers in peak times)
- Increasing the City Saver fare zone to cover bus services along Lygon, Grattan, and Rathdowne Streets near the Melbourne Museum (and fill a gap in the city saver zone along route 402).
- Improving access to city loop train stations (eg more direct entrances to Melbourne Central Station, and ensure longer entrance opening times)
- Better facilities for bicycles travelling in the CBD through provision of bicycle lanes and end of trip facilities (eg secure parking).

Regards,

Daniel Bowen.

Daniel Bowen, President, Public Transport Users Association (Incorporated)
247 Flinders Lane, Melbourne, Vic 3000
<http://www.ptua.org.au/> Office: 9650 7898 Mobile: 0419 353 446
daniel.bowen@ptua.org.au

Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005

October 27, 2005

Mr John So
Lord Mayor
Lord Mayor's Office
PO Box 1603
MELBOURNE VIC 3000

Dear Lord Mayor,

Thank you for your kind invitation to the presentation regarding the Free Tourist Shuttle Bus.

Congratulations on this tremendous initiative.

Please accept this letter as confirmation of Collinwood Football Club's strong support for the concept and keen interest in working with the City of Melbourne to investigate ways in which we can best add value to the service. We have no doubt that the service will be of tremendous significance in servicing the needs and interests of visitors to Melbourne.

As discussed I believe that the combination of Collingwood, AFL Football and the Lexus Centre offer visitors to Melbourne a unique and valuable experience.

The Lexus Centre is a famous Melbourne landmark and are currently planning to further develop and enhance our tour program to cater for tourists and groups and offering the opportunity to experience AFL football and see Australia's biggest sporting club in action.

It would be appreciated if you could keep us informed of developments concerning the service.

Many thanks again.

Yours sincerely,

David Emerson
Director of Marketing



Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005



HER MAJESTY'S THEATRE

219 Exhibition Street, Melbourne Victoria 3000
Phone: 61 3 8643 3300 - Fax: 61 3 8643 3333
Email: admin@hermajestystheatre.com.au
Website: www.hermajestystheatre.com.au

The Hon John So
Lord Mayor
The City of Melbourne

Dear John

Re: Free Tourist Bus Plan.

I would like to thank you for the invitation to the briefing session about the proposed free bus service around the city.

As I said at the session, I believe with the right development, this project could be a major bonus for the city, by way of easily delivering tourists to important destinations like Her Majesty's Theatre (HMT).

I have some suggestions for the service that I believe could be of benefit.

- Consider having a service that runs past the proposed hours, that takes a route that can see people travel to attractions that begin in the evening. Such a route could be shorter than the daily route and specifically take in theatres, restaurants (areas such as Lygon Street and China Town). This service might need to run between 6pm-8pm.
- At the stop in front of Her Majesty's Theatre a secure touch screen could be installed that contains information on the attractions playing at the Heritage Theatres in the immediate area (Her Majesty's, The Athenaeum, The Comedy, The Princess, The Regent).
- It would be a great benefit to have some advertising potential in the bus so attractions could be promoted along with the fact that the evening bus service can deliver patrons to the areas they want to go.
- From time to time performers promoting shows could join the bus for a couple of stops and perform a song from a show and hand out flyer material.

- The service needs a catchy name like 'City Bus' with the sub headline 'A Free Ride through a Great City!' The promotional material should have a section that is written in Chinese, Japanese, Indonesian and German.
- Venues like HMT could be involved with special offers relating to the bus service. For example a special morning or afternoon tea could be offered at The Maj Café. HMT could also time theatre tours in line with the bus schedule.

These are just a few ideas for the service. I'd be happy to have further discussion if you want a 'brain storm session'.

I wish you all the best with the project.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Richard Fitzgerald', with a large, stylized flourish at the end.

Richard Fitzgerald
General Manager

Her Majesty's Theatre
219 Exhibition Street
Melbourne.3000

Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005



museum
VICTORIA

28 October 2005

The Right Honourable The Lord Mayor of Melbourne
Melbourne City Council
GPO Box 1603M
MELBOURNE VIC 3001

GPO Box 666E
Melbourne 3001
Victoria Australia
Telephone +61 3 8341 7777
Facsimile +61 3 8341 7778
www.museum.vic.gov.au
ABN 63 640 679 155

Dear Lord Mayor

Thank you for the opportunity to participate in the recent stakeholder consultation about the proposed free tourist shuttle bus service pilot. My colleague, Barbara Horn, was pleased to hear your presentation and be part of the useful discussion with other key stakeholders.

Museum Victoria supports the shuttle bus initiative. We endorse the proposed route, with adjustments to the location of some of the stops as discussed at last week's meeting. We are pleased that the route includes our city museums and endorse the naming of the relevant stops as 'Museum' and 'Immigration Museum'. This will assist visitors to Melbourne to access these key tourist venues.

Museum Victoria is keen to partner with the City and other attractions in providing promotional material on the shuttle bus. Screen-based technology would deliver current and accurate venue information effectively and efficiently, and we suggest that you consider this. We would also be very pleased to promote the shuttle bus at our venues, including through our websites.

I note that both our organisations have a strong commitment to environmental sustainability. In light of this, and the rising cost of petrol, we suggest that the City investigate the use of electric or hybrid vehicles for the shuttle bus service. This would send a clear message in support of this commitment to visitors and to local users of the service alike.

I wish you well with this initiative, and look forward to working with you further on its implementation as a further welcome dimension to our rewarding partnership.

With best wishes,

Yours sincerely

Dr J Patrick Greene
Chief Executive Officer

Melbourne Museum

Royal Exhibition Building

Scienceworks Museum

Immigration Museum





Message

Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005

Taylor Sheriden

From: Fry Michael
Sent: Friday, 4 November 2005 2:12 PM
To: Taylor Sheriden
Subject: FW: Free Tourist Bus - Melb Aquarium

FYA

Regards

Michael
x 9707

-----Original Message-----

From: Noonan Paul
Sent: Friday, 4 November 2005 2:08 PM
To: Robinson Geoff; Fry Michael
Cc: Lyon Allison; Pitchford David
Subject: Free Tourist Bus - Melb Aquarium

Dear Lord Mayor

Thank you for the invitation to attend the briefing on the proposed free Tourist Bus for the City of Melbourne. There has obviously already been a great deal of work undertaken on the project to date.

The Melbourne Aquarium would be very supportive of the service should it become operational. We would see that this service could be utilised by International, Interstate and Intrastate tourists as well as being a fantastic service for the residents of Inner and Suburban Melbourne. It would provide increased access to our venue and the 'North Bank' which we believe is critical to the future development and promotion of this new precinct of the City of Melbourne.

We look forward to working with you to assist wherever possible with the further development and implementation of this project.

Kind regards

Erin Lightfoot

Erin Lightfoot, General Manager Marketing - Australia
Ph: +61 3 9923 5914 Mobile: 0439 034 120

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8/11/2005



Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005



7 November 2005

Lord Mayor Mr John So & Councillors
City Of Melbourne
GPO Box 1603M
MELBOURNE VIC 3001

Dear Lord Mayor Mr John So

RE: FREE TOURIST SHUTTLE BUS SERVICE PILOT

Thank you for inviting and including the Carlton Business Association Inc to your presentation of the Free Tourist Shuttle Bus Service held in your office on Friday 21 October 2005.

Even though we don't agree with the parking levy that the State Government is introducing to vehicles, we applaud you and Councillor Ng for having the initiative of utilizing the funds from this horrific tax in benefiting the areas that will be most affected by this tax.

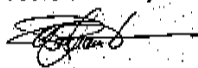
Since your presentation I have spoken to a number of businesses in Carlton and they totally agree with you. This service is definitely welcomed in our area. In actual fact the Carlton Residents Association and the Carlton Business Association have been talking about something like this for years. All we need to do is expand on this idea at a later stage.

As you know Carlton (Lygon Street in particular) is very poorly serviced when it comes to public transport and this shuttle bus will enhance it by bringing tourists to the area. The increased visitation will benefit all the traders and businesses of the area.

I would like to further reiterate my suggestion at the meeting that the shuttle bus change its route from Elgin Street to Faraday Street. This area is much more interesting and vibrant and will encourage the visitors sitting on the bus to hop off and explore Carlton. I have taken the liberty of talking to the owners of Brunetti and L'Emporio to gain their feedback and they are absolutely ecstatic. Their words were "anything that will bring people into the area is always a good thing."

Once again I would like to congratulate you and Councillor Ng in introducing this program which will enhance the profile of this wonderful city to the rest of the world by making it friendly, inviting and easily accessible to all and to all areas. This service will further enhance the City Circle Tram.

Yours sincerely



P.O. Box 94 CARLTON SOUTH VIC 3053
Phone: 0417 362 785 Fax: 03 9380 8578
Email: connie@centrestagemanagement.com.au

Connie Paglianiti
President

c.c. Deputy Lord Mayor Gary Singer, Cr Fraser Brindley, Cr Peter Clarke, Cr Carl Jetter, Cr Catherine Ng, Cr Brian Shannahan, Cr Fiona Snedden, Cr David Wilson

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Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005

FEDERATION SQUARE

4 November 2005

Lord Mayor John So
City of Melbourne
PO Box 1603
MELBOURNE VIC 3000

Dear Lord Mayor,

RE: FREE TOURIST SHUTTLE BUS SERVICE PILOT – Submission by Fed Square Pty Ltd

Thank you for the recent presentation regarding the proposed Free Tourist Shuttle Bus Service Pilot, which was attended by Stan Liacos, Manager – Marketing and Events, from our office. We also appreciate receiving the copy of the presentation sent through by Paul Noonan, Adviser to the Lord Mayor and Deputy Lord Mayor.

We wish to express our general support in principle for the concept, and believe it will provide a valuable addition to the City's tourism appeal and infrastructure, and improve the general connectivity to and between many of Melbourne's major tourism attractions and precincts.

There are, however, some issues and suggestions that we believe will further strengthen and improve the Shuttle Bus Service for tourists. These comments generally relate to the view that the route and stopping point should directly service the Melbourne Visitor Centre and Federation Square, with the associated benefits as detailed below. We believe that the route should be slightly modified to bring a **stopping point at Federation Square in Russell Street**, and such a point would provide an excellent central hub that connects all three of the City's visitor shuttle services – the City Circle Tram, the Yarra River Ferry Shuttle and the proposed Tourist Shuttle Bus – all at Melbourne's tourist focal point.

These points are further detailed below.

1. Need to provide good access to the Melbourne Visitor Centre (MVC)

The highly successful MVC is located at Federation Square, and is clearly the central focal point and information hub for local, interstate and overseas visitors to Melbourne. Logically any shuttle service should be closely located to the MVC to maximise accessibility and convenience to this important "One Stop Shop" Visitor Centre, which is servicing in the order of 1 million people per year.

However, the presentation makes no specific reference to the MVC, which we consider to be an important oversight. At present, the closest stopping point to the MVC is Point 13, which is located over 2 and half blocks away on the corner of Flinders Lane and Exhibition Street. This distance of over 500 metres is considered excessive, and not conducive to visitors easily accessing the Tourist Shuttle Service from the MVC.

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> CNR SWANSTON + FLINDERS STREETS
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> INFO@FEDSQUARE.COM
> WWW.FEDSQUARE.COM
> ABN 99 085 731 479

We believe that having a stopping point in Russell Street provides far more direct and close access to the MVC, either by simply walking along Flinders Street, or through Federation Square's central plaza.

2. Servicing Federation Square as one of Melbourne and Victoria's "Top 3" Attractions

Along with the Queen Victoria Market and the Casino, Federation Square is one of the "Top 3" attractions most visited by local, interstate and international visitors. Federation Square's strategic importance serving tourists is reflected by the fact that approximately 50% of visitors to Federation Square are from outside metropolitan Melbourne. Therefore clearly any shuttle service route should reflect this strong demand to directly service Federation Square thereby significantly improving the service and convenience to these visitors, and greatly promoting increased use of the service itself.

3. Major Cultural Attractions at Federation Square

In addition to the MVC, Federation Square is also the home to many other of the City's and State's major cultural attractions, including the National Gallery of Victoria ~ Ian Potter Centre, the Australian Centre for the Moving Image (ACMI), the Champions Australian Racing Museum and the recently opened National Design Centre. Collectively these attractions have literally millions of visitors each year and again it is considered appropriate that a stopping point in Russell Street directly serve them.

4. Connecting all three Tourist Shuttle Services and Public Transport

A stopping point in Russell Street (south of Flinders Street) is ideally located as a central "hub" providing the closest single access point to all three of Melbourne's shuttle services, namely the City Circle Tram, the Yarra River Ferry Shuttle (at Princes Bridge / Federation Wharf) and the proposed Shuttle Bus Service. Having such a single location is extremely valuable to promote and find one point with easy access to and connectivity between the tourist services for new visitors to Melbourne.

Moreover, this central point is also strategically located in terms of close proximity to Melbourne's public transport system, including Flinders Street station, and the major tram routes of Melbourne running along Flinders and Swanston Streets – again improving the overall accessibility and connectivity.

5. Key Stopping Point with Weather Protection, Amenities and Bus Holding Area

A stopping point in Russell Street at Federation Square has several important ancillary services and benefits for users of the Shuttle Service including:

- Weather protection with seats in Russell Street for people waiting for the Service;
- General undercover amenities, services, cafes, activities and well maintained public toilets in the nearby Atrium; and
- A safe area for the public with general security coverage, including security patrols and surveillance cameras.

In addition, the east side of Russell Street provides the capacity for buses to temporarily park there for defined periods if required as part of the overall Shuttle Service timetable.

In conclusion, we believe the Tourist Shuttle Bus Service Pilot concept is a positive addition to the City's tourism infrastructure and we commend the initiative.

As outlined above, we believe that the Service can be improved significantly by a slight refinement to the initially proposed route and stopping points to incorporate a stopping point in Russell Street (extension) that directly serves the Melbourne Visitor Centre and Federation Square, and provides a simple "single" connectivity point for the City's three tourist shuttle services – tram, bus and ferry.

We would be more than happy to discuss this further with Council, and if you have queries regarding our comments please do not hesitate to contact myself or Paul Byrne, Strategic Planning Manager on 9655 1900.

Yours sincerely

KATE BRENNAN
CHIEF EXECUTIVE OFFICER

cc Mr David Pitchford, CEO, City of Melbourne
Mr Paul Noonan, Adviser to the Lord Mayor



Taylor Sheriden

Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005

From: Noonan Paul
Sent: Monday, 7 November 2005 5:35 PM
To: Lee Alison; Taylor Sheriden
Cc: Louey Kevin
Subject: FW: Free Shuttle Services

-----Original Message-----

From: englim [mailto:englim@bigpond.net.au]
Sent: Monday, 7 November 2005 4:33 PM
To: So John
Subject: Free Shuttle Services

Hi John

I refer to the meeting held at the Town Hall last week where the presentation on the Free Tourist Shuttle Bus Services were presented to all Stakeholders and other community leaders.

I have briefed my Committee of Management and also other Members of the Chinatown Precinct Association, we believe that this project would certainly be of great benefit to the City of Melbourne and also to Victoria.

We support this scheme and hope that it will eventuate. Should there be anything that we could assist in promoting or in ensuring that this goes ahead, please do not hesitate to contact me.

Kind regards.

DANNY DOON
PRESIDENT
CHINATOWN PRECINCT ASSOCIATION
0418 589 778

ENG LIM
PRESIDENT
MELBOURNE DAI LOONG ASSOCIATION
0418 589 778

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Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005

Lee Alison

From: Ng Catherine
Sent: Monday, 24 October 2005 12:01 PM
To: Lee Alison
Subject: FW: Bus Shuttle.

Hi Alison

Please include Ken Davis' feedback into your Melbourne Transport Strategy.

Thank you.

Best regards
Catherine

-----Original Message-----

From: Ng Catherine
Sent: Monday, 24 October 2005 12:01 PM
To: 'Ken Davis'
Subject: RE: Bus Shuttle.

Hi Ken

Thank you for your feedback. Will take your comments into consideration, when deciding the route. We aim to appoint an accredited interested operator to run the Shuttle Bus service if Council supports it.

Thank you.

Best regards
Catherine

-----Original Message-----

From: Ken Davis [mailto:ken.davis@cliftongroup.com.au]
Sent: Monday, 24 October 2005 10:26 AM
To: Ng Catherine
Subject: Bus Shuttle.

Morning

Another great day in Melbourne

1. I think your concept of a bus shuttle is a great idea. 15 stops and 15 minutes has a nice ring to it but I think the time schedule a bit tight
2. I notice Star Bus - the little 12 seaters who run people from the airport to their CBD hotel and return - have applied for another 9 buses to DOI. They are the only company with enough "luxury" mini buses to run this service at this stage.
3. I know the owner John Murphy (Millionaire who lives at the Westin!!!). If you want to chat to him about the concept pls give me a call.
4. If you allowed it to be sponsored by carrying advertising then I believe the Herald Sun would be mightily interested,
5. The route. The Shrine!!! Consideration should be given to extending route along St.Kilda Road or Linlithgow and Birdwood Ave to Shrine. It will add five minutes unfortunately but it is an icon. Another 100 metres and the main entrance of the Botanic Gardens!! You might be leaving yourself open to criticism (RSL?) if you do not include them.
6. Would charge \$5 (or \$2) per head per day. People do not appreciate things they don't pay for.

7/11/2005

Message

Page 2 of 2

7. Drivers to be tour guides as well???

8. Warning! Does it cut across any private companies doing same???

Cheers

Ken Davis
Executive Officer
St.Kilda Road Promotion Committee
1st Floor
434 St.Kilda Road.
Melbourne 3004

Tel: 0402 117 924
Fax: (03) 9654 3785

MELBOURNE'S WORLD FAMOUS BOULEVARD

Lee Alison

Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005

From: Ng Catherine
Sent: Monday, 31 October 2005 12:26 AM
To: Lee Alison
Cc: Makings Terry
Subject: FW: Mail - FW: Free Tourist Shuttle Bus Service

Hi Alison

Please include this in the Melbourne Transport Strategy submission. When I receive more feedback from other retailers, I'll let you know.

Thank you.

Best regards
Catherine

-----Original Message-----

From: Sharpe Aly
Sent: Friday, 28 October 2005 11:18 AM
To: Ng Catherine
Subject: Mail - FW: Free Tourist Shuttle Bus Service

please see below response from Joe....

Ms Aly Sharpe

*Personal Assistant to Councillor Catherine Ng
Councillor Support Office
City of Melbourne
90 Swanston Street
Melbourne VIC 3000*

Phone: 03 9658 9125

Fax: 03 9654 2594

Email: alysa@melbourne.vic.gov.au

-----Original Message-----

From: joe.briffa@adidem.com.au [mailto:joe.briffa@adidem.com.au]
Sent: Friday, 28 October 2005 9:59 AM
To: Sharpe Aly
Subject: RE: Free Tourist Shuttle Bus Service

Dear Catherine,

At a personal level, I think the proposal has merit. Anything that makes it easier for customers, tourists and visitors to the city is welcome. One observation is that the route may be a little distant in parts from the actual shopping precincts and may create some difficulty for elderly and disabled visitors to reach some specific shopping destinations. But on the whole, I think it is a good move.

I have circulated your information to a number of City retailers seeking their opinions/s and am yet to hear back from them. When / if I do, I will pass their response/s on to you.

Best regards,

Joe

7/11/2005

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Lee Alison

Correspondence

Agenda Item 5.8

Planning and Environment Committee

8 November 2005

Subject: Meeting with Steve O'Callaghan - Ventura & National Bus Lines - Shuttle Bus**Location:** C2 Cafe**Start:** Mon 26/09/2005 1:30 PM**End:** Mon 26/09/2005 2:30 PM**Recurrence:** (none)

Dear Ms Ng

I refer to the article in Saturday's Age newspaper dated the 13th of August 2005, regarding the City of Melbourne's proposal for a free circular bus route around Melbourne's CBD. National Bus Company (NBC) currently operates approximately 80% of Melbourne's CBD bus services and therefore is extremely well positioned to deliver the proposed circular route in an efficient and economical manner, with one of our bus depots situated only minutes away from the City at North Fitzroy.

When you have time, I would appreciate the opportunity to meet with you and discuss the above, along with concepts of how NBC's existing City bus services could be restructured to deliver the required bus route.

Regards

Steve O'Callaghan

Business Development Manager

Ventura & National Bus Lines

1037 Centre Road, South Oakleigh 3167

Phone: 9575-4840

Mobile: 0404-813-901

Fax: 9570-5107

Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005

Taylor Sheriden

From: Strain Susie
Sent: Tuesday, 8 November 2005 12:26 PM
To: Korr Andrew; Lee Alison
Subject: FW: Minutes from last MTC meeting and request for opinions on Shuttle Bus proposal

-----Original Message-----

From: Bernie Carolan [mailto:Bernie.Carolan@metlinkmelbourne.com.au]
Sent: Thursday, 20 October 2005 11:37 AM
To: Ng Catherine
Cc: Strain Susie
Subject: RE: Minutes from last MTC meeting and request for opinions on Shuttle Bus proposal

Dear Catherine

I guess in many ways you already know my thoughts on this.

Melbourne is truly world-famous for its trams - and I think the best possible thing we could do is build on that fame to provide a service that meets the needs of tourists and also fulfils the ideals of the council. Some means of extending the current city circle tram into a north/south orientation just might still be achievable. In any event the current circle service needs a bit of a rebirth and maybe the City could become more active in the promotion of that.

Secondly (and closely related as it is largely a function of the tram network) the key Melbourne attractions are, by international comparisons, very easy to access by public transport. All of the Museum, Zoo, Crown, Southbank, Botanic Gardens, MCG, Arts Centre, Docklands, Market, Lygon Street, Federation Square, Treasury, Fitzroy and Flagstaff Gardens, Shrine of Remembrance, Polly Woodside, Melbourne Park, Parliament House, Rialto are but a short walk and a single vehicle trip away from the central city. I cannot think of one major tourist attraction in Melbourne that is hard to get to.

In addition to the possibly expanded free trams I don't think it is all that hard to come up with a number of other initiatives relating to mainstream public transport that would also help tourists (and locals) and highlight the benefits of really active partnership between the CoM and the public transport industry. Things that readily come to mind are:

- open Flagstaff station of a weekend
- review brochures etc available re how to get to key Melbourne venues by public transport
- development of ticketing product that suits tourists (I think we already largely have this, but it may not be sufficiently well understood and packaged)
- better education of hotel concierges etc re showing tourists on how to use public transport
- permanent inserts into the familiar Melbourne Attractions" type of publications on how easy it is to get to the key venues by public transport

As always, we are happy to discuss further at any time.

As you know if you do choose to go ahead with a bus I believe we should still try to promote the then two free services (the tram and the bus) jointly and use them as a means of introducing people to the other regular means of getting around Melbourne.

Cheers

Bernie Carolan
Chief Executive Officer
Metlink

8/11/2005

Correspondence
Agenda Item 5.8
Planning and Environment Committee
8 November 2005

Taylor Sheriden

From: Strain Susie
Sent: Tuesday, 8 November 2005 12:23 PM
To: Korr Andrew; Lee Alison
Subject: FW: Tourist Shuttle Bus Proposal

-----Original Message-----

From: Radio Technology [mailto:radiotec@hotmail.com.au]
Sent: Thursday, 20 October 2005 12:34 PM
To: Strain Susie
Cc: Ng Catherine
Subject: Tourist Shuttle Bus Proposal

Thank you for the invitation to comment on the above bus service.

- the proposed service and its route appear largely irrelevant to the interests of residents.
- the concept of a shuttle bus service was raised in 2000 during Carlton 2010 community forums (Carlton 2010, p24). The current proposal does not address community needs identified at that time.
- TDM Encyclopedia Shuttle Bus reference "Description" covers many of the issues of interest to residents.
- residents are in no position to judge the merit and viability of the proposed tourist service. On the face of it, the bus will directly compete with existing well serviced public transport networks.
- bus service value to tourists might be considerable, however only market research will throw light on this and we have seen no such evidence to date.
- the high annual cost of the service (\$1m) needs to be balanced against alternative public transport services which could be funded from such a budget.
- the forthcoming Commonwealth Games provides an ideal opportunity to trial such a service if it is deemed a valuable service to tourists.

Ian Bird
Coalition of Residents Association Representative
Melbourne Transport Committee

8/11/2005





Level 12, IBM Centre | 60 City Road | Southbank Victoria 3006 Australia | ABN 62 072 324 933
t| +613 9693 3333 f| +613 9693 3344 e| mcvb@mcvb.com.au w| www.mcvb.com.au

Wednesday, November 09, 2005

Honorable Lord Mayor John So
City of Melbourne
PO Box 1603
Melbourne Vic 3001



Dear Lord Mayor,

Thank you for inviting me to attend the Transport Shuttle Bus Service pilot program discussion held last Thursday at Council Chambers.

Melbourne Convention + Visitors Bureau supports this great initiative which we believe will enormously benefit both international and national business events delegates visiting Melbourne.

Please let us know if you require assistance in promoting this initiative to business events clients and delegates.

Kind regards

A handwritten signature in cursive script, appearing to read 'Trish Finnemore'.

Trish Finnemore
General Manager, Marketing

Representative Offices

Sydney Office
PO Box 4214 | Castlecrag NSW 2068 Australia t| 1300 555 857 f| +61 3 9693 3344 e| vmes@vmes.com.au

European Office
Suite 2, 42a Packhorse Road | Gerrards Cross Bucks SL9 8EB UK t| +44 1753 481 540 f| +44 1753 481 600 e| 106465.556@compuserve.com

North American Office
Suite 405, 25 West 45th Street | New York NY 10036 USA t| +1 212 575 2262 f| +1 212 719 5763 e| melbourne@mondotels.com

28 October 2005

The Right Honourable The Lord Mayor of Melbourne
Melbourne City Council
GPO Box 1603M
MELBOURNE VIC 3001



GPO Box 666E
Melbourne 3001
Victoria Australia
Telephone +61 3 8341 7777
Facsimile +61 3 8341 7778
www.museum.vic.gov.au
ABN 63 640 679 155

Dear Lord Mayor

Thank you for the opportunity to participate in the recent stakeholder consultation about the proposed free tourist shuttle bus service pilot. My colleague, Barbara Horn, was pleased to hear your presentation and be part of the useful discussion with other key stakeholders.

Museum Victoria supports the shuttle bus initiative. We endorse the proposed route, with adjustments to the location of some of the stops as discussed at last week's meeting. We are pleased that the route includes our city museums and endorse the naming of the relevant stops as 'Museum' and 'Immigration Museum'. This will assist visitors to Melbourne to access these key tourist venues.

Melbourne Museum

Museum Victoria is keen to partner with the City and other attractions in providing promotional material on the shuttle bus. Screen-based technology would deliver current and accurate venue information effectively and efficiently, and we suggest that you consider this. We would also be very pleased to promote the shuttle bus at our venues, including through our websites.

Royal Exhibition Building

I note that both our organisations have a strong commitment to environmental sustainability. In light of this, and the rising cost of petrol, we suggest that the City investigate the use of electric or hybrid vehicles for the shuttle bus service. This would send a clear message in support of this commitment to visitors and to local users of the service alike.

Scienceworks Museum

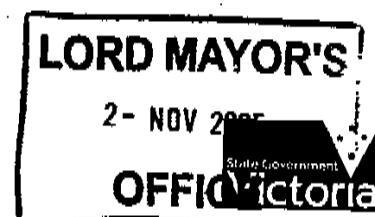
I wish you well with this initiative, and look forward to working with you further on its implementation as a further welcome dimension to our rewarding partnership.

With best wishes,

Immigration Museum

Yours sincerely

Dr J Patrick Greene
Chief Executive Officer



QUEEN VICTORIA MARKET
RETAIL TRADERS
ASSOCIATION INC.

Michael Presser
PO Box 5,
Hampton, Vic, 3188
408-371-611
m.presser@bigpond.com

7th November, 2005.

The Right Honourable The Lord Mayor
John So
City of Melbourne
Town Hall
Swanston Street
Melbourne

LORD MAYOR'S
11 NOV 2005
OFFICE

My Dear Lord Mayor,

Re: Free Tourist Shuttle Bus Service

I had the pleasure of attending your October presentation which introduced the proposed *North-South Free Tourist Shuttle Bus Service*. I am writing to thank you for the invitation to attend your informative presentation, and to officially lend my support to the development of such a service.

Following the presentation, I, as President of the Queen Victoria Market Retail Traders' Association briefed fellow committee members and traders on the proposed service. This briefing was met with enthusiasm from all, with unanimous support for your initiative re the proposed free shuttle service.

Therefore, I take this opportunity to officially lend my support and that of the Queen Victoria Market Retail Traders to such a shuttle bus initiative for the City of Melbourne. We believe the inclusion of proposed *Stop 5: Queen Victoria Market*, will enhance the accessibility of the Market to locals and tourists alike. Further, we believe that the proposed shuttle bus service will compliment and add to the already existing free City Circle Tourist Tram. Finally, we feel the shuttle bus service would certainly create a more 'Connected and Accessible City' for all, an aim which we entirely share..

We are looking forward to hearing more about the shuttle bus as the plans for this service move ahead.

Yours sincerely,


Michael Presser

President Queen Victoria Market Retail Traders' Association.



PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

Information about the source of the feedback			Content of the feedback				CoM Reference
Number	Source & Date Received	Form of feedback	Generally Supportive (✓)				
			Yes	No	Yes, with route changes	Not Stated	
						Verbatim Comments	

COMMENTS MADE AT THE PUBLIC INFORMATION SESSION WEDNESDAY 14 DECEMBER 2005

1.	Ian Bird, Coalition of Residents Associations representative on the Melbourne Transport Committee	Spoken presentation		✓			<ul style="list-style-type: none"> ▪ Shocked by the proposal ▪ Lack of consultation ▪ There has been no market analysis ▪ \$750,000 'gift' to the operator ▪ The proposal will affect Melbourne on the Move ▪ Not a good use of Council's money 	
2.	Finlay Davis, Melbourne on the Move	Spoken presentation		✓			<ul style="list-style-type: none"> ▪ Concerned about the impact of the proposal on the viability of Melbourne on the Move ▪ Outrageous expenditure of public funds ▪ Has no idea why Councillors have not spoken to him about the proposal ▪ Melbourne on the Move is a best practice tourist facility ▪ This process is shameful behaviour by Council ▪ Should not be a free service ▪ Council can incorporate the proposed service into the Melbourne on the Move service ▪ Council needs to discuss the proposal with Melbourne on the Move 	
3.	Dave Nickols, General Manager, Grayline	Spoken presentation	✓				<ul style="list-style-type: none"> ▪ Supports the proposal ▪ It won't be the only free bus service (e.g. CAT bus in Perth, also a service in Adelaide) ▪ Will provide additional coverage ▪ Good for Melbourne and tourism 	

PROPOSED TOURIST SHUTTLE BUS – SUMMARY OF CONSULTATION COMMENTS RECEIVED

Information about the source of the feedback			Content of the feedback					CoM Reference
Number	Source & Date Received	Form of feedback	Generally Supportive (✓)				Verbatim Comments	
			Yes	No	Yes, with route changes	Not Stated		
4.	Jim Kafritsis, Melbourne on the Move	-	-	-	-	-	Attended but did not speak	
5.	Chris Kafritsas, Melbourne on the Move	-	-	-	-	-	Attended but did not speak	
6.	Chris Loader Policy Adviser Bus Association Victoria - 13 December 2005	-	-	-	-	-	Attended but did not speak	

FINANCE ATTACHMENT

TOURIST SHUTTLE BUS

Funding of \$500,000 has been provided for in the 2005/06 FAF and \$750,000 will be sought from the 2006/07 budget to fund this initiative.

Joe Groher
Manager Financial Services

LEGAL ATTACHMENT

TOURIST SHUTTLE BUS

When Council intends to enter into a contract for the purchase of goods or services or the provision of works valued at \$100,000 or more, section 186 of the *Local Government Act 1989*, (“the Act”) imposes a duty on the Council by public notice either to invite tenders or to invite expressions of interest.

Where a Council seeks expressions of interest, the Council must, when ready to enter into the contract, invite tenders from some or all of those who registered their interest in undertaking the contract.

The Act does not require Council to accept the lowest tender.

Council is required to comply with certain National Competition Policy (“NCP”) requirements including:

apply competitive neutrality to significant business activities (save where the costs of application outweigh the benefits to the community)...

The Public Interest Test process described in the report addresses the NCP requirements to demonstrate the benefit of the activity to the community.

Alison Lyon
Manager Legal & Governance