

## Report to the Special Future Melbourne Committee

Agenda item 3.1

### Consideration of public feedback and matters arising on the draft Annual Plan 2022–2023

23 June 2022

**Presenter:** Justin Hanney, Chief Executive Officer

#### Purpose and background

1. The purpose of this report is to present the public feedback received in response to the draft Annual Plan 2022–2023.
2. The draft Annual Plan was approved by the Future Melbourne Committee on 17 May 2022, together with the draft Budget 2022–23, for public display and comment, consistent with the Council’s Community Engagement Policy.
3. The public feedback period ran from 17 May to midnight on Tuesday 14 June. The public had the opportunity to submit feedback through a survey on Participate Melbourne and via email.

#### Key issues

4. At the conclusion of the public feedback period, 15 submissions had been received with one request to address the Special Future Melbourne Committee.
5. The feedback covers a range of themes, from transport, city amenity and liveability, to major projects and engaging the community. Nine of the 15 items of feedback included suggestions for the Annual Plan, six contained general commentary or were supportive of the proposals.
6. A summarised version of the feedback and management recommendations in response are provided in Attachment 2. A copy of the original feedback is included in Attachment 3.
7. Additionally, a number of adjustments are recommended to the proposed Annual Plan since it was approved for public display by the Future Melbourne Committee on 17 May 2022. These are outlined in Attachment 4.

#### Recommendation from management

8. That the Future Melbourne Committee, after considering all written submissions in response to the draft Annual Plan 2022–2023 and hearing from anyone wishing to be heard in support of their feedback, recommends that the Council:
  - 8.1. Adopts the Annual Plan 2022–2023 (Annual Plan) incorporating recommended changes outlined in Attachments 2 and 4 of the report from management.
  - 8.2. Advises each of the members of the public who provided feedback of the Council’s decision in relation to these matters and the reasons for the decision.
  - 8.3. Notes that there will be public quarterly reporting on the Annual Plan.

#### Attachments:

1. Supporting Attachment (Page 2 of 53)
2. Summary of feedback and management recommendations on the draft Annual Plan 2022–2023 (Page 3 of 53)
3. Copy of full public feedback on the draft Annual Plan 2022–2023 (Page 12 of 53)
4. Management recommended adjustments to the draft Annual Plan 2022-2023 (Page 52 of 53)

## Supporting Attachment

---

### Legal

1. The process detailed in the report accords with the requirements of the *Local Government Act (the Act) 2020* and the *Local Government (Planning and Reporting) Regulations 2020*.

### Finance

2. There are no direct financial implications for the Council in the recommendations of this report. The costs associated with the community engagement process are captured within existing budgets.
3. Final adoption and delivery of the Annual Plan 2022–23 on 28 June 2022 does require budget considerations which are the subject of the Budget 2022–23, which is a separate report to this Special Future Melbourne Committee meeting.

### Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

### Health and Safety

5. In developing this proposal, no Occupational Health and Safety issues or opportunities have been identified.

### Stakeholder consultation

6. From 17 May 2022 to 14 June 2022, the public was invited to provide feedback on the draft Budget 2022–23.

### Relation to Council policy

7. The proposed Annual Plan describes the key activities the Council will undertake in 2022–23 to make progress towards its commitments in the four-year Council Plan 2021–2025.

### Environmental sustainability

8. Environmental sustainability issues and opportunities have been considered in the development of the Annual Plan 2022–2023. The Climate and Biodiversity Emergency is one of six proposed strategic objectives that will underpin Council's strategic direction over the next four years, and will commit the Council to urgent action to reduce greenhouse gas emissions and waste in order to strengthen public health, strengthen the economy and create a city that mitigates and adapts to climate change.

Summary of feedback and management recommendations on the draft Annual Plan 2022–2023

No.	Name	Connection to the city	Feedback or request to speak	Summarised version of feedback	Response to feedback and management recommendations
1	Simon Baldwin	Worker	Speak in person	More funding for active transport, including quicker responses to opportunities to improving cycling infrastructure.	<p><b>Draft comment:</b> Thank you for your feedback.</p> <p>Bike lanes save lives and improve safety for all road users, and this is particularly important as riding and scooting in the city continues to rise, beyond pre-pandemic levels.</p> <p>Major cities around the globe are rolling out safer bike infrastructure and we are on track to complete a protected bike lane program by 2030.</p> <p>This year, popular corridors into the city will be prioritised for bike lanes. While Melburnians find their new rhythm, and because the bike lane rollout in the CBD is ahead of schedule, new lane works within the Hoddle Grid will be temporarily paused – just for next financial year. Council has allocated \$4 million for protected bike lanes in the 2022–23 budget (plus any carry forward funds) and \$4 million in 2023–24.</p> <p>While the City of Melbourne progresses with its bike lane rollout, adjustments based on community feedback will continue to be made – more than 100 improvements to bike lanes the network have already been completed.</p> <p>Council is also completing a wide range of projects to create more pedestrian-friendly spaces. This includes further work on pedestrianising Little Streets, delivering streetscape improvements, undertaking local area pedestrian safety initiatives, and delivering new pedestrian crossings. We will also invest \$13.7 million to repair and maintain footpaths, roads, signage, lighting and street furniture.</p> <p>We will continue to work on our transport network to ensure there are safe options for everyone coming into and moving around the city.</p> <p>Our Transport Strategy 2030 is expected to deliver \$870 million in economic benefit, and is designed to create safe space for everyone – whether you're travelling by car, bike, public transport or foot.</p> <p><b>Draft recommendation subject to Councillor consideration of verbal presentation from speaker:</b> The issues raised in the</p>

## Summary of feedback and management recommendations on the draft Annual Plan 2022–2023

No.	Name	Connection to the city	Feedback or request to speak	Summarised version of feedback	Response to feedback and management recommendations
					feedback have already been addressed and included in the draft Annual Plan – no change recommended.
2	None	Resident	Feedback only	I have submitted my views in my reply to the budget which is linked to the plan [See feedback to draft Budget, item 19, relating to reduced accessibility to the CBD / CBD as a thoroughfare.]	<b>Comment:</b> [Addressed in Budget feedback, item 19.] <b>Recommendation:</b> The issues raised in the feedback have already been addressed and included in draft Annual Plan. No change recommended.
3	None	Worker	Feedback only	Create community ownership by engaging community directly in key initiatives.	<b>Comment:</b> Thank you for your feedback. Recognising the important contribution and unique perspectives our community members bring to our city, neighbourhood planning is occurring across the City of Melbourne. This process is revealing opportunities for Council to explore new projects, adjust upcoming work to respond to community needs, and better communicate our progress on existing work. Neighbourhood partners will continue to engage with the community year-round, recording feedback into a central knowledge bank that will inform council projects with rich insights into the future. For the first time ever, new online portals will enable everyone to keep in touch with local news and information, and share feedback with Council more easily than ever before. The CBD and Kensington portals are already live, and more will be coming online soon. To find out more, visit <a href="https://participate.melbourne.vic.gov.au/participate-neighbourhoods">participate.melbourne.vic.gov.au/participate-neighbourhoods</a> <b>Recommendation:</b> The issues raised in the feedback have already been addressed and included through neighbourhood planning - no change recommended to Annual Plan.
4	None	Resident	Feedback only	A people-led focus, making the city better for people, will help businesses thrive.	<b>Comment:</b> Thank you for your feedback. Making the city better for people, including residents and visitors, is an important theme behind many of the major initiatives we will continue to deliver in 2022-23.

## Summary of feedback and management recommendations on the draft Annual Plan 2022–2023

No.	Name	Connection to the city	Feedback or request to speak	Summarised version of feedback	Response to feedback and management recommendations
					<p>For example, major initiative 5 (Experience Melbourne) aims to position Melbourne as the global destination of choice, and major initiative 6 aims to promote Melbourne as a great place to live, ensuring key workers have access to affordable housing.</p> <p>Creating a city with world-leading liveability underpins the major initiatives under our strategic objective 'Melbourne's unique identity and place' and a people-led focus is also what underpins our work under the strategic objectives 'Access and affordability' and 'Safety and wellbeing.'</p> <p><b>Recommendation:</b> The issues raised in the feedback have already been addressed and included in the draft Annual Plan - no change recommended.</p>
5	None	Student, Worker, Visitor	Feedback only	<p>The importance of bike lanes should also be mentioned under the objectives 'Climate and biodiversity emergency' and 'Access and affordability.'</p> <p>Faster progress needed on active transport. Bike lanes need to be interconnected and fully separated from cars. Efforts to separate bike lanes on Exhibition Street are welcome, but the stretch of bike lane is perpetually occupied by cars and trucks.</p>	<p><b>Comment:</b> Thank you for your feedback.</p> <p>The strategic objectives in the City of Melbourne Annual Plan are interconnected and we encourage them to be viewed together. We agree active transport has multiple benefits.</p> <p>Active transport, which sits under 'Safety and wellbeing' (under the major initiative 'Deliver the Transport Strategy') also supports the strategic objectives on 'Climate and biodiversity emergency' and 'Access and affordability.'</p> <p>We agree that a fully interconnected network truly separated from cars is important to encourage cycling take up and keep cyclists safe. We acknowledge that there are some bike infrastructure gaps in Exhibition Street and other locations and we are working to fill these gaps and or find a safe alternative. Maintaining access, parking, loading and safety needs for all road users is a challenge in a busy CBD with competing demands.</p> <p>Council's transport planning and budget decisions are based on delivering the Transport Strategy 2030. Council has allocated \$4 million for protected bike lanes in the 2022-23 Budget (plus any carry forward funds) and \$4 million in 2023-24.</p>

## Summary of feedback and management recommendations on the draft Annual Plan 2022–2023

No.	Name	Connection to the city	Feedback or request to speak	Summarised version of feedback	Response to feedback and management recommendations
					<p>At its 7 June 2022 meeting, Council again committed to the delivery of 50 km of protected bike lanes on local routes by 2030 as outlined in the strategy.</p> <p><b>Recommendation:</b> Add a statement that emphasises the interconnected nature of the strategic objectives in Strategic Objectives section. Otherwise, no change to the draft Annual Plan is recommended.</p>
6	None	Resident	Feedback only	<p>CBD should be smoke-free.</p> <p>Reduce intrusive advertising.</p>	<p><b>Comment:</b> Thank you for your feedback.</p> <p>In July 2021 the Future Melbourne Committee endorsed the Smoke-free Melbourne Policy which provides the City of Melbourne with a comprehensive framework to protect the community from the harms of smoking.</p> <p>This policy will guide the creation of more smoke-free areas, ways to reduce and de-normalise smoking as well as supporting people to quit.</p> <p>Feedback from the community has identified that future smoke-free areas in the central city should focus on locations where there is high pedestrian activity such as main entry points to transport hubs, shopping trips, footpaths on main streets and events in the city.</p> <p>Advertising signage is managed under the Melbourne Planning Scheme and in a number of instances a planning permit will be required.</p> <p>Decision making requires consideration of a number of factors which include things like amenity impacts, visual appearance and clutter, as well as responding to the character of an area.</p> <p>Signage is mostly focussed on private buildings, however in some cases can appear within the public realm (footpaths, tram stops or similar).</p> <p>Some signage is also exempt and/or can be erected without permission.</p>

## Summary of feedback and management recommendations on the draft Annual Plan 2022–2023

No.	Name	Connection to the city	Feedback or request to speak	Summarised version of feedback	Response to feedback and management recommendations
					<b>Recommendation:</b> No change to the draft Annual Plan recommended.
7	None	Resident	Feedback only	Stop building bike lanes on all roads, reinstate on-street parking. Why spend money on floating gardens on the Yarra? Council wants big business to return but kicked out Apple.	<p><b>Comment:</b> Thank you for your feedback.</p> <p>The City of Melbourne's Transport Strategy 2030 aims to encourage more active modes of transport such as cycling and walking.</p> <p>By making more space for cyclists and pedestrians, we are also helping the city transition towards our zero net emissions target by 2040, in response to the climate and biodiversity emergency which Council declared in 2019.</p> <p>Council is committed to Melbourne's economic revitalisation and future prosperity, including by ensuring Melbourne is the easiest place to start and grow a business through the work of Invest Melbourne, which will facilitate headquarter attraction, business support and fast-tracked permits.</p> <p>As a major city shaping project, Greenline will play a significant role in contributing to the city's post-COVID recovery. The project is forecast to deliver direct benefits valued at up to \$1.2 billion over the next 20 years.</p> <p>In terms of economic benefits, Greenline is positioned to attract additional investment within the corridor and increase commercial and visitor activation, improve amenity and create new connections.</p> <p><b>Recommendation:</b> No change to the draft Annual Plan recommended.</p>
8	None	Resident	Feedback only	Less information preferred, in point form [format].	<p><b>Comment:</b> Thank you for your feedback.</p> <p>Participate Melbourne contains a highlights page that outlines key attributes of the proposed Annual Plan 2022-23. Each strategic objective chapter of the Annual Plan also includes a list of high-level priorities the Council is focused on.</p> <p>We encourage you to refer to these sections to obtain a summary view of what the City of Melbourne is aiming to achieve.</p>

## Summary of feedback and management recommendations on the draft Annual Plan 2022–2023

No.	Name	Connection to the city	Feedback or request to speak	Summarised version of feedback	Response to feedback and management recommendations
					<b>Recommendation:</b> No change to the draft Annual Plan recommended.
9	None	I am a regular customer (every week) of QVM	Feedback only	Proposed QVM spend is unnecessary and will undermine the traditional market.	<p><b>Comment:</b> The City of Melbourne is committed to the long term future of the much loved and National Heritage Listed Queen Victoria Market. The city's \$50 million investment in the market renewal this financial year continues to deliver a number of key projects already underway.</p> <p>These projects, including restoration of the heritage sheds, a new food hall and progression of improved facilities and infrastructure for traders and visitors, are among a number of critical projects that will secure the market's future as a traditional fresh food open air market and continued integral part of Melbourne's culture.</p> <p>Community engagement has occurred throughout all aspects of project progression and will continue alongside delivery of the renewal program. From large scale community engagement on the 2015 Master Plan with input from 7500 people as well as the 2018 People's Panel deliberative engagement process through to workshops, pop ups and the Council decision making process.</p> <p>In December 2021, Councillors endorsed an updated Business Case which reaffirmed that renewal of the market remains essential to address the challenges, and realise the benefits to the market, local community and broader city community.</p> <p>At the end of the market renewal program, the sheds and historic buildings at the market will be restored to their former glory with modern facilities to make it safer, greener and more sustainable, for traders, customers and visitors.</p> <p>The market will sit at the heart of vibrant new neighbourhood, surrounded by new residents and office workers as part of this growing part of the city, bringing new customers to a flourishing market.</p> <p>Your voice is important and we welcome your feedback on all aspects of the renewal. We would also encourage you to sign up for our</p>



## Summary of feedback and management recommendations on the draft Annual Plan 2022–2023

No.	Name	Connection to the city	Feedback or request to speak	Summarised version of feedback	Response to feedback and management recommendations
					<p>project updates through <a href="#">Participate Melbourne</a> if you would like to keep up to date with the market renewal project.</p> <p><b>Recommendation:</b> No change to the draft Annual Plan recommended.</p>
10	None	Resident	Feedback only	<p>The CBD is not viable due to the proliferation of bike lanes. Businesses cannot receive deliveries, e.g. in Exhibition Street. Non-cyclists will not come to the city.</p>	<p><b>Comment:</b> Thank you for your feedback.</p> <p>The City of Melbourne’s Transport Strategy 2030 outlines the future transport network for the central city. This includes the roles of all modes in bringing people and goods into and around the city including motor vehicles, public transport, bicycles and e-scooters.</p> <p>Council has been careful not to reduce the number of available loading zones during the construction of bike lanes and continues to work with stakeholders to ensure there are adequate loading facilities available.</p> <p>There are nearly 700 loading zones in the city. There are 50 lanes for motor vehicles to enter the Hoddle Grid and there are more than 200,000 public and private car parking spaces in the city.</p> <p><b>Recommendation:</b> No change to the draft Annual Plan recommended.</p>
11		No response	Feedback only	<p>More bins and people to keep the city clean.</p>	<p><b>Comment:</b> Thank you for your feedback.</p> <p>City of Melbourne is ramping up its campaign to eradicate illegal graffiti, make the city attractive and clean, and improve safety with a record \$33.6 million investment in the draft Budget 2022–23.</p> <p>More than 96,000m<sup>2</sup> of graffiti has been removed in the past year – a 57 per cent increase on the previous 12 months. In March alone, more than 10,000m<sup>2</sup> of graffiti was scrubbed from the central city as part of the Clean Melbourne Graffiti Blitz. Since the start of the blitz, using information and footage supplied by the City of Melbourne, Victoria Police has arrested 20 people in relation to illegal tagging.</p> <p>Building on this momentum, the Rapid Response Clean Team will be expanded with a further \$1.4 million. We’re also doubling our investment in high pressure cleaning.</p>

## Summary of feedback and management recommendations on the draft Annual Plan 2022–2023

No.	Name	Connection to the city	Feedback or request to speak	Summarised version of feedback	Response to feedback and management recommendations
					<p>The Clean Team is an experienced crew with a fleet of six new vehicles, including electric graffiti management and an electric street sweeper unit.</p> <p>Residents and visitors are urged to contact the City of Melbourne when they see a job that needs attending, and our Clean Team will respond promptly, by simply logging a request via QR codes on the public litter bins throughout the municipality or directly via the City of Melbourne <a href="#">website</a>.</p> <p>Delivering and maintaining a clean city through the Clean Team is a major initiative of the proposed Annual Plan that will continue to be a focus next financial year and beyond.</p> <p><b>Recommendation:</b> The issues raised in the feedback have already been addressed and included in the draft Annual Plan - no change recommended.</p>
12	None	Resident	Feedback only	Communicate more through other social media such as Kensington Good Karma Network which has a 10,500 membership.	<p><b>Comment:</b> Thank you for your feedback.</p> <p>We are always looking for new ways to share important Council information and to gain feedback from the community. We appreciate your suggestion about the Kensington Good Karma network.</p> <p>Recognising the important contribution and unique perspectives our community members bring to our city, neighbourhood planning is occurring across the City of Melbourne. Our new neighbourhood partners will continue to engage with the community year-round, recording feedback into a central knowledge bank that will inform council projects with rich insights into the future.</p> <p>For the first time ever, new online portals will also enable everyone to keep in touch with local news and information, and share feedback with Council more easily than ever before. The CBD and Kensington portals are already live, and more will be coming online soon. To find out more, visit <a href="https://participate.melbourne.vic.gov.au/participate-neighbourhoods">participate.melbourne.vic.gov.au/participate- neighbourhoods</a>.</p> <p><b>Recommendation:</b> No change to the draft Annual Plan recommended.</p>

## Summary of feedback and management recommendations on the draft Annual Plan 2022–2023

No.	Name	Connection to the city	Feedback or request to speak	Summarised version of feedback	Response to feedback and management recommendations
13	Yarra River Business Association	Business association	Feedback only	The Yarra River Business Association applaud Council's investment of \$140 million for Greenline over four years, a huge legacy project that completes the integration of the CBD with Melbourne's great waterway. It is hoped together with the State and Federal governments we can work cohesively to achieve this.	<p><b>Comment:</b> Thank you for your feedback.</p> <p>The City of Melbourne values our relationship with The Yarra River Business Association and welcomes its encouragement on Greenline.</p> <p>As a major city shaping project, Greenline will play a significant role in contributing to the city's post-COVID recovery. The project is forecast to deliver direct benefits valued at up to \$1.2 billion over the next 20 years.</p> <p>In terms of economic benefits, Greenline is positioned to attract additional investment within the corridor and increase commercial and visitor activation, improve amenity and create new connections.</p> <p><b>Recommendation:</b> No change to the draft Annual Plan recommended.</p>
14	Property Council (Andrew Lowcock)	Business association	Feedback only	[See feedback on draft Budget item #49 from Property Council, covering issues relating to both the Annual Plan and Budget and which are supportive of the proposals in the Annual Plan.]	<p><b>Comment:</b> [Addressed in Budget feedback, #47.]</p> <p><b>Recommendation:</b> The issues raised in the feedback have been already been addressed and is included in the draft Annual Plan. No change recommended.</p>
15	Committee for Melbourne (Leanne Edwards)	Business association	Feedback only	[See feedback on draft Budget item #52 from Committee for Melbourne, covering issues relating to both the Annual Plan and Budget and which are supportive of the proposals in the Annual Plan.]	<p><b>Comment:</b> [Addressed in Budget feedback, #52.]</p> <p><b>Recommendation:</b> The issues raised in the feedback have been already been addressed and is included in the draft Annual Plan. No change recommended.</p>

**Annual Plan feedback**

<b>Feedback number</b>	<b>Name of person providing feedback</b>	<b>Company (if relevant)</b>	<b>Feedback and/or request to speak</b>	<b>Page Number</b>
1	Simon Baldwin		Speak and feedback	2
2	(None Provided)		Feedback only	3
3	Jason		Feedback only	4
4	(None Provided)		Feedback only	5
5	Linus		Feedback only	6
6	(None Provided)		Feedback only	8
7	Richard		Feedback only	9
8	(None Provided)		Feedback only	10
9	Miniam		Feedback only	11
10	Lyndon		Feedback only	12
11	(None Provided)		Feedback only	13
12	Maggie		Feedback only	14
13	Jeremy		Feedback only	15
14	Andrew Lowcock	Property Council of Australia	Feedback only	16
15	Leanne Edwards	Committee for Melbourne	Feedback only	36

## **Tell us what you think of our draft Annual Plan 2022–23 Form Submission**

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### **How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?**

More funding for active transport, including quicker responses to opportunities to improving cycling infrastructure.

### **Which of the following best describes your connection to this City of Melbourne project?**

I am a worker

### **Based on your connection to this project, where do you live/work/own a business/study/visit?**

Southbank (3006)

### **What is your age?**

30-34 years

### **How do you describe your gender?**

Male

### **Do you identify with any of the following?**

None of these

### **Have you participated in a consultation with City of Melbourne before?**

Yes, I have participated in a City of Melbourne consultation once or twice before today

### **Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?**

Yes

### **Please indicate if you would like to address the Future Melbourne Committee in person or via a virtual link (Zoom).**

In person

#### **Phone number**

[REDACTED]

#### **Email address**

[REDACTED]

### **I have read and acknowledged how Council will use and disclose my personal information.**

Yes

## **Tell us what you think of our draft Annual Plan 2022–23 Form Submission**

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

**How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?**

I have submitted my views in my reply to the budget which is linked to the plan

**Which of the following best describes your connection to this City of Melbourne project?**

I am a resident

**Based on your connection to this project, where do you live/work/own a business/study/visit?**

Carlton (3053)

**What is your age?**

75+ years

**How do you describe your gender?**

Male

**Do you identify with any of the following?**

Person with a disability

Born overseas

**Have you participated in a consultation with City of Melbourne before?**

Yes, I have participated in a City of Melbourne consultation once or twice before today

**Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?**

Yes

**Please indicate if you would like to address the Future Melbourne Committee in person or via a virtual link (Zoom).**

Virtual link (Zoom)

**Phone number**

[REDACTED]

**Email address**

[REDACTED]

**I have read and acknowledged how Council will use and disclose my personal information.**

Yes

## Tell us what you think of our draft Annual Plan 2022–23 Form Submission

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?

Engaging direct community involvement in key initiatives will create community ownership and lead to novel approaches, responses, and delivery of those initiatives that are relevant to neighbourhoods

### Which of the following best describes your connection to this City of Melbourne project?

I am a worker

### Based on your connection to this project, where do you live/work/own a business/study/visit?

Docklands (3008)

### What is your age?

50-54 years

### How do you describe your gender?

Male

### Do you identify with any of the following?

None of these

### Have you participated in a consultation with City of Melbourne before?

Yes, I have participated in a City of Melbourne consultation once or twice before today

### Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?

No

### Email address

[REDACTED]

### I have read and acknowledged how Council will use and disclose my personal information.

Yes

To view all of this form's submissions, visit

[https://participate.melbourne.vic.gov.au/index.php/dashboard/reports/forms\\_new/data/826](https://participate.melbourne.vic.gov.au/index.php/dashboard/reports/forms_new/data/826)

## Tell us what you think of our draft Annual Plan 2022–23 Form Submission

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?

I think a people-led focus (residents/visitors) is most important. As they are they ones frequenting business. So making the city better for people will, even if businesses and lobby groups can't see it at first, help businesses thrive too.

### Which of the following best describes your connection to this City of Melbourne project?

I am a resident

### Based on your connection to this project, where do you live/work/own a business/study/visit?

West Melbourne (3003)

### What is your age?

30-34 years

### How do you describe your gender?

Male

### Do you identify with any of the following?

LGBTIQ+

### Have you participated in a consultation with City of Melbourne before?

Yes, I have participated in a City of Melbourne consultation once or twice before today

### Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?

No

### Email address

[REDACTED]

### I have read and acknowledged how Council will use and disclose my personal information.

Yes

To view all of this form's submissions, visit

[https://participate.melbourne.vic.gov.au/index.php/dashboard/reports/forms\\_new/data/826](https://participate.melbourne.vic.gov.au/index.php/dashboard/reports/forms_new/data/826)



## **Tell us what you think of our draft Annual Plan 2022–23 Form Submission**

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### **How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?**

I was glad that a protected bike lane network mentioned under the Transport Strategy 2030 in Safety and wellbeing. However, this initiative's importance has been understated in the major initiatives section. No mention was made under the "Climate and biodiversity emergency" section, or "Access and affordability section" where active transport and protected bike lanes have enormous importance.

Active transport, and more specifically bikes have tremendous potential to remove cars from the city, but is currently only accessible to a small group of very confident cyclists. This is because proper protected bike lanes are fragmented or pervious to cars. A greater emphasis on active transport and the importance of safety should be made in all three of the mentioned major initiatives sections. Also, faster, progress needs to be made.

Safety: Bike lanes are ineffective unless they are part of an interconnected network truly separated from cars. I welcome the intent to create separated bike lanes on Exhibition, but lament the quality of what has been delivered. Unfortunately, even this small stretch of “separated” bike lane is perpetually occupied by cars and trucks. Over the past week I have needed to veer out of this “separated” bike lane because glaziers, taxis and uber drop offs have all been parked in what is clearly marked as a bike lane. This is not good enough, and less confident cyclists, who are often elderly, or women will not be encouraged to use lanes whilst they are in this state.

The transformation seen in Paris, France over the past 7 years under the “plan velo” initiative is a case study of the opportunity that is within reach for the City of Melbourne if active transport is made a top priority and acted on. I look forward to seeing a truly bold plan for protected and interconnected bike lanes to make active transport an inclusive and accessible mode of transport.

### **Which of the following best describes your connection to this City of Melbourne project?**

I am a student, worker and visitor, many times a week

### **Based on your connection to this project, where do you live/work/own a business/study/visit?**

Carlton and the Hoddle Grid

### **What is your age?**

20-24 years

### **How do you describe your gender?**

Prefer not to say

**Do you identify with any of the following?**

LGBTIQ+

Person with a disability

**Have you participated in a consultation with City of Melbourne before?**

No, this is my first City of Melbourne consultation

**Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?**

No

**Email address**

[REDACTED]

**I have read and acknowledged how Council will use and disclose my personal information.**

Yes

To view all of this form's submissions, visit

**[https://participate.melbourne.vic.gov.au/index.php/dashboard/reports/forms\\_new/data/826](https://participate.melbourne.vic.gov.au/index.php/dashboard/reports/forms_new/data/826)**

## **Tell us what you think of our draft Annual Plan 2022–23 Form Submission**

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### **How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?**

Make the CBD smoke free - walking in the city now is like dodging cancer from one step to another. I cant walk from one street to the next trying to avoid second-hand smoke

Reduce intrusive advertising - I have a disability the increase in visual and auditory advertising is disturbing and makes me actively want to avoid the city. Massive screens with light flickering to loud sounds. Also advertising is taking up so much footpath This includes the intrusive noise made by alarms on electronic delivery bikes

### **Which of the following best describes your connection to this City of Melbourne project?**

I am a resident

### **Based on your connection to this project, where do you live/work/own a business/study/visit?**

CBD (3000)

### **What is your age?**

Prefer not to say

### **How do you describe your gender?**

Female

### **Do you identify with any of the following?**

Person with a disability

### **Have you participated in a consultation with City of Melbourne before?**

No, this is my first City of Melbourne consultation

### **Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?**

No

### **Email address**

[REDACTED]

### **I have read and acknowledged how Council will use and disclose my personal information.**

Yes

## Tell us what you think of our draft Annual Plan 2022–23 Form Submission

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?

Stop building pop up bike lanes on all roads. Replace on street parking that has been removed as a result. Why build floating gardens on yarra what a waste of money. Council wants big business to return to CBD but you kicked out Apple. Stop ruining the city with bike lanes on every road. We are not a European city Melbourne is a drive through city. Tired of Council wasting money on Pet projects.

### Which of the following best describes your connection to this City of Melbourne project?

I am a resident

### Based on your connection to this project, where do you live/work/own a business/study/visit?

CBD (3000)

### What is your age?

55-59 years

### How do you describe your gender?

abcdefghijklmnopqrstuvwxy&z

### Do you identify with any of the following?

Person with a disability

LGBTIQ+

None of these

### Have you participated in a consultation with City of Melbourne before?

No, this is my first City of Melbourne consultation

### Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?

No

### Email address

[REDACTED]

### I have read and acknowledged how Council will use and disclose my personal information.

Yes

## **Tell us what you think of our draft Annual Plan 2022–23 Form Submission**

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

**How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?**

less info with a point form projection

**Which of the following best describes your connection to this City of Melbourne project?**

I am a resident

**Based on your connection to this project, where do you live/work/own a business/study/visit?**

Southbank (3006)

**What is your age?**

65-69 years

**How do you describe your gender?**

Male

**Do you identify with any of the following?**

Born overseas

**Have you participated in a consultation with City of Melbourne before?**

Yes, I have participated in a City of Melbourne consultation once or twice before today

**Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?**

No

**Email address**

[REDACTED]

**I have read and acknowledged how Council will use and disclose my personal information.**

Yes

## Tell us what you think of our draft Annual Plan 2022–23 Form Submission

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?

you can start listening to the community.

In particular, to recognise that the QVMN is going from bad to worse under your 'renewal'. You are spending 50 million on unnecessary infrastructure that continues to undermine the traditional market and turn it into yet another predictable outdoor drinking venue and expensive events space. In the end you'll kill the golden goose because it won't be lettable without the attraction and colour of the traditional market activities, which are decreasing weekly

### Which of the following best describes your connection to this City of Melbourne project?

I am a regular customer (every week) of QVM

### Based on your connection to this project, where do you live/work/own a business/study/visit?

CBD (3000)

### What is your age?

70-74 years

### How do you describe your gender?

Female

### Have you participated in a consultation with City of Melbourne before?

Yes, and I participate in City of Melbourne regularly

### Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?

No

### Email address

[REDACTED]

### I have read and acknowledged how Council will use and disclose my personal information.

Yes

## **Tell us what you think of our draft Annual Plan 2022–23 Form Submission**

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### **How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?**

Your existing and future plans will continue to destroy the viability of the CBD. The imbalance of the proliferation of bike lanes will render the CBD a slum. It’s impossible for businesses to receive deliveries eg Exhibition Street and many short term visitors who do not bicycle will not come into the city centre. Even Amsterdam caters for commercial deliveries and private cars!

### **Which of the following best describes your connection to this City of Melbourne project?**

I am a resident

### **Based on your connection to this project, where do you live/work/own a business/study/visit?**

CBD (3000)

### **What is your age?**

65-69 years

### **How do you describe your gender?**

Male

### **Do you identify with any of the following?**

None of these

### **Have you participated in a consultation with City of Melbourne before?**

Yes, I have participated in a City of Melbourne consultation once or twice before today

### **Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?**

No

### **Email address**

[REDACTED]

### **I have read and acknowledged how Council will use and disclose my personal information.**

Yes

## **Tell us what you think of our draft Budget 2022–23 Form Submission**

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council's vision and strategic objectives?

More bins and people to clean up rubbish - the city is so dirty. Feral.

I have read and acknowledged how Council will use and disclose my personal information.  
Yes

To view all of this form's submissions, visit

[https://participate.melbourne.vic.gov.au/index.php/dashboard/reports/forms\\_new/data/826](https://participate.melbourne.vic.gov.au/index.php/dashboard/reports/forms_new/data/826)



## **Tell us what you think of our draft Annual Plan 2022–23 Form Submission**

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### **How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?**

Communicate more through other social media such as Kensington Good Karma Network. This has a 10.5k membership and so good exposure for City of Melbourne initiatives.

### **Which of the following best describes your connection to this City of Melbourne project?**

I am a resident

### **Based on your connection to this project, where do you live/work/own a business/study/visit?**

Kensington (3031)

### **What is your age?**

60-64 years

### **How do you describe your gender?**

Female

### **Do you identify with any of the following?**

Born overseas

### **Have you participated in a consultation with City of Melbourne before?**

Yes, and I participate in City of Melbourne regularly

### **Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?**

No

### **Email address**

[REDACTED]

### **I have read and acknowledged how Council will use and disclose my personal information.**

Yes

## Tell us what you think of our draft Annual Plan 2022–23 Form Submission

There has been a submission of the form Tell us what you think of our draft Annual Plan 2022–23 through your Participate Melbourne website.

### How can we better deliver the Major Initiatives in the Council Plan 2021–2025 to achieve the Council’s vision and strategic objectives?

We the Yarra River Business Association applaud Council's investment of \$140 million for Greenline over four years. This will be a huge legacy project for Melbourne and once that completes the integration of the CBD with Melbourne's great waterway. It is sincerely hoped that State and federal governments share the vision, and that we can all work cohesively to overcome the inevitable hurdles, to create a better city environment with world-class amenity.

### Which of the following best describes your connection to this City of Melbourne project?

Business association

### Based on your connection to this project, where do you live/work/own a business/study/visit?

Southbank (3006)

### What is your age?

65-69 years

### How do you describe your gender?

Male

### Do you identify with any of the following?

Born overseas

### Have you participated in a consultation with City of Melbourne before?

Yes, and I participate in City of Melbourne regularly

### Would you like to address the Future Melbourne Committee in support of your feedback at the special meeting scheduled in June 2022?

No

### Email address

[REDACTED]

### I have read and acknowledged how Council will use and disclose my personal information.

Yes

14 June 2022

The Right Honourable Sally Capp  
Lord Mayor of Melbourne

Mr Justin Hanney  
Chief Executive Officer  
City of Melbourne

By email: [CorporatePlanning.Performance@melbourne.vic.gov.au](mailto:CorporatePlanning.Performance@melbourne.vic.gov.au)

Dear Lord Mayor and Mr Hanney,

## **Property Council response to City of Melbourne 2022-23 Draft Budget and Annual Plan**

The Property Council of Australia (Victorian Division) welcomes the opportunity to provide feedback on the City of Melbourne's 2022-23 Draft Budget and Annual Plan during this consultation phase.

As a partner in our shared goal for ongoing Melbourne CBD and central city renewal, we commend the City of Melbourne on its ongoing efforts to promote economic development, lead business and headquarters attraction, support the return of international students and encourage visitation by workers and visitors.

### **About the Property Council**

The Property Council is the leading advocate for Australia's property industry. An industry that accounts for 13 per cent (\$202.9 billion) of Australia's GDP, and the largest Australian employer, contributing to over 1.4 million employees.

In Victoria, property contributes \$58.8 billion to Gross State Product, making up to 13.8 per cent of the Victorian economy. It employs one in four working Victorians, employing more than 390,000 people directly and supporting more than 471,000 workers in related fields. It pays 59 per cent, or \$17.9 billion, in tax revenue, and pays more than \$21 billion in total wages and salaries per year, being approximately 27.9 per cent of wages and salaries paid to Victorian workers.<sup>1</sup>

The Property Council's more than 500 Victorian member organisations drive the economy. They develop, invest in, design, build and manage the places that matter most to Australians – our homes, shopping centres, office buildings, industrial areas, retirement villages, education,

<sup>1</sup> AEC Group, 'Economic Significance of the Property Industry in the Victorian Economy' (2020).

research and health precincts, tourism, and hospitality venues and more. Our members contribute to the very fabrics of society through investing, designing, building, and managing places that we rely on most.

### **‘Reviving Melbourne’**

The Property Council released ‘Reviving Melbourne’ in November 2021 outlining the property industry’s plan to boost jobs, economic growth and deliver sustained CBD revitalisation through nine strategies designed to bring the city back to life. The Property Council’s ‘Reviving Melbourne’ plan is attached to this submission.

Key strategies which are currently being delivered include:

- The ongoing return to the office, with the Property Council measuring office occupancy at 48 per cent of pre-pandemic levels in the most recent May survey – the highest monthly tally since the survey began in mid-2020;
- The ‘FOMO Melbourne’ campaign, bringing together the significant series of major events and activations contributing to significant CBD foot traffic;
- The higher education return, with 135,000 international students in Victoria in the first quarter of 2022<sup>2</sup> being a meaningful increase in international student numbers; and
- Streamlined planning permit applications through the City’s revised Code of Practice for Building, Construction and Works which commenced earlier this year.

However, much of the above remains work in progress. For instance, while office occupancy has rebounded to 48 per cent, it remains the lowest of all major Australian capital cities. A sustained effort, innovative ideas, and active and positive messaging from Government is required to ensure the momentum of office workers returning continues to trend positively.

Additional priorities that need to be addressed include the need to boost population growth in the city through boosted skilled migration, and the treatment of the CBD as a ‘priority precinct’ with revised planning rules and governance to stimulate growth and investment. Recognising that the City of Melbourne is not always the lead agency that can drive policy change, the Property Council both encourages and offers to partner with the City of Melbourne to advocate to drive positive change in these areas.

We are pleased to support the City’s increased investment in the 2022-23 Draft Budget and Annual Plan, which strikes a positive balance of continued short-term spending with long-term infrastructure investment and responds to the solutions put forward by the property industry.

<sup>2</sup> Department of Education, Skills, and Employment, <https://www.dese.gov.au/international-data/data-visualisation-international-student-numbers>, accessed 2 June 2022

## Detailed Response

The Property Council's 'Reviving Melbourne' plan is attached to this response, and we provide the following detailed response on key areas of relevance to the property industry:

- **Rates Increase:** the Draft Budget outlines a proposed 1.75 per cent rates increase, in line with the State Government's rate capping policy, to help fund some of the increased investments made, after two years of rates being frozen at their 2019-20 levels. While any cost increase for property owners does increase pressures, we also recognise the City of Melbourne's need to increase investment at this critical point of CBD renewal. Given we believe most of the measures will translate to greater economic benefit, we have no objection to the rate increase.
- **Infrastructure Investment:** we welcome the investment in this Draft Budget into progressing planning for the Greenline project and the ongoing Queen Victoria Market renewal. We note the recent funding commitment by the new Federal Government during the election campaign to progressing with works on Greenline and support advocacy for a State Government funding commitment, pending progression of the business case and initial analysis during the coming year.
- **Shopfront Activation Program:** the restoration and engagement of vacant shopfronts is an ongoing priority to both promote commerce and support vibrancy and street activation. There are ongoing economic conditions that will continue to challenge small to medium businesses, and the Property Council supports ongoing investment in this initiative, including the continued utilisation of vacant shopfronts by creative industries and pop-ups.
- **Invest Melbourne:** we strongly welcome the establishment and expansion of Invest Melbourne to promote the Melbourne central city to new business and provide vital support to existing businesses. While Melbourne's recovery has been steady, it is crucial that Melbourne is as active as possible in interstate and overseas markets to promote the city as being 'open for business'.

The Property Council welcomes the regular opportunity we have to engage with Invest Melbourne and are committed to promoting Invest Melbourne's activities to build deep and constructive partnerships between the City and the property industry.

- **International Student Return:** increasing the return of international students to Melbourne and the city's university campuses as well as our world-class student accommodation offerings, is a vital plank of continued renewal.

As of 9 May 2022, there has been a 23 per cent increase in the number of student visa holders studying in Victoria from December 2021, but overall numbers are still slightly behind 2021 levels, largely attributed to a significant drop in Chinese students making Australia their home for further education.

We believe there is a more prominent role for the City of Melbourne to play in connecting returning students to suitable employment opportunities, especially given the current

jobs crunch many employers are experiencing, which will help to increase Melbourne's attractiveness as a study destination.

Continued engagement with the initiatives being pursued by Study Melbourne and Invest Victoria is recommended and increased engagement with the Property Council through our Victorian Education Committee and newly established national Student Accommodation Council can also be facilitated.

- **CBD Population Growth and Affordable Housing:** we support the City of Melbourne's objective to attract more people to live in the central city, especially given vacancy rates in existing housing within the municipality remains at 1.9 per cent<sup>3</sup>, as well as the aspiration for more key workers to be able to access housing.

The establishment of Homes Melbourne is warmly welcomed to support the creation of key worker housing and we encourage the City of Melbourne to consider how to unlock its own landholdings in creating some of this affordable housing supply.

- **Progress to Net Zero Buildings and New Energy Infrastructure:** we note the City of Melbourne's plan to progress a planning scheme amendment to improve the environmental performance of buildings, which look forward to engaging with in more detail.

We recommend the City of Melbourne expands the funding available through the Sustainable Melbourne Fund, and advocate for increased State Government involvement to support a significant increase in environmental upgrade agreements that support retrofitting of lower performing buildings.

We also welcome the establishment of Power Melbourne and note the property industry's desire to support the rollout of the battery network including the provision of suitable locations.

## Contact

We are thankful for the opportunity to respond to the Draft Budget and Annual Plan. If you require any further information, please contact Andrew Lowcock, Deputy Executive Director, on [REDACTED].

Kind regards,

[REDACTED]

**Danni Hunter**  
**Victorian Executive Director**  
**Property Council of Australia**

<sup>3</sup> SQM Research Melbourne Residential Vacancy Rates, accessed 8 June 2022



# Reviving Melbourne

A plan to boost jobs, economic growth  
and revitalise the CBD

*"Melbourne's CBD is the  
epicentre of Victoria's  
economy"*





# Introduction

The Property Council of Australia is the leading advocate for Australia's property industry and Victoria's biggest industry and employer, contributing \$58.8 billion to Gross State Product (13.8 per cent), employing more than 390,000 people and accounting for 59 per cent or \$17.9 billion of Victoria's tax revenue.

On behalf of the property industry, we welcome the Victorian Government's accelerated delivery of the Roadmap that saw Melbourne's final lockdown end on 11.59pm on Thursday 21 October, as we reached the next vaccination milestone of 70 per cent double dose coverage with further restrictions eased at 80 per cent on Friday October 29.

With the end of lockdown, and as Victorians get back to doing the things they love, it's the right time to focus on the implementation of plans and strategies that will bring our central city and Melbourne CBD, our most crucial economic and creative hub, back to life again.

The Property Council acknowledges the Government's ongoing commitment to financially support businesses who have been affected by lockdowns as a result of COVID-19 since March 2020. The Property Council specifically acknowledges the significant funding commitment of \$200 million through both the Melbourne City Revitalisation Fund and the Melbourne City Recovery Fund. As Victoria reopens, it continues to be vitally important that businesses can partner with the Government and City of Melbourne on a range of initiatives to revitalise the CBD.

Melbourne's CBD is the epicentre of Victoria's economy, accounting for some 500,000 jobs and producing about 7 per cent of Australia's GDP and 25 per cent of Victoria's GSP at peak. Deloitte Access Economics' analysis for the City of Melbourne in its Medium-Term Economic Outlook released in July – prior to the three most recent lockdowns – found that the city's Gross Regional Product declined by 53 per cent in 2020, with a full recovery not expected until 2024. This is a most direct result of the number of workers in the city, which has declined by 53 per cent.<sup>1</sup>

The CBD has been disproportionately hurt by lockdowns and the loss of city workers, domestic and international tourists, and students. Melbourne's construction and hospitality sectors have been forced to temporarily close their doors and many small businesses have permanently closed. It is estimated that Melbourne's economy activity will not reach pre-pandemic levels until 2025.<sup>2</sup>

To support the State Government's incredibly important work to revive Melbourne and bring our CBD back to life, the Property Council of Australia has identified nine key areas that will supercharge the city and fast-track Victoria's economic recovery.



**Danni Hunter**  
Executive Director, Victoria Property Council of Australia



**Sam Tarascio**  
Divisional President, Victoria Property Council of Australia  
Managing Director  
Sustainable Properties



1. Deloitte Access Economics, City of Melbourne Medium Term Economic Outlook: July 2021, (2021).

2. Ibid.



## CBD Revitalisation Initiatives

Since the pandemic started the State Government and the City of Melbourne have announced a number of initiatives to help revitalise the CBD. These include:

- The Melbourne City Revitalisation Fund and the Melbourne City Recovery Fund - \$200 million
- City of Melbourne Economic Recovery Strategy
- FOMO Melbourne
- Melbourne Money
- Live in Melbourne campaign



## 1. COVID-proof the CBD

As Victoria continues to deal with ongoing COVID cases, it is essential that vaccination hubs and rapid antigen testing sites be established across Melbourne's CBD as people return to the city. Vaccination infrastructure will be critical to achieving desired notification rates, especially as we move into the phase of booster requirements to ensure ongoing full vaccination.

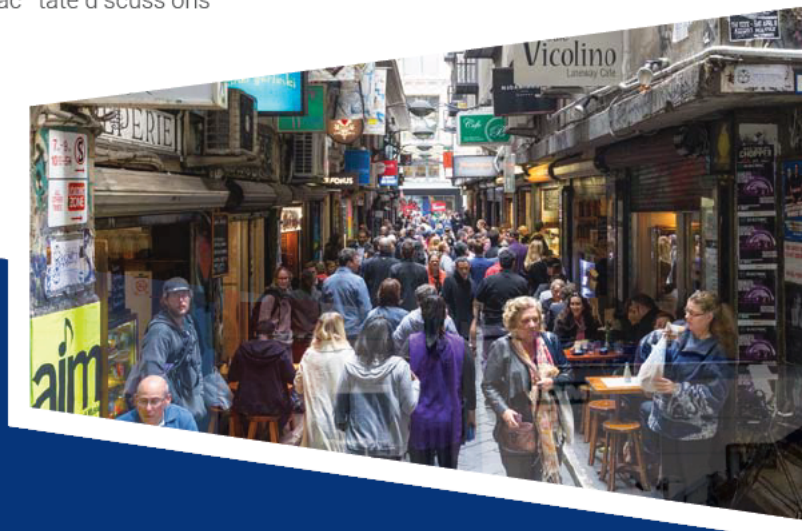
Medical logistics experts have noted that sites capable of facilitating the large-scale administration of vaccines must be maximally utilised. Office buildings – many of which are occupied by large businesses with established retail shops – are highly suitable locations.<sup>3</sup>

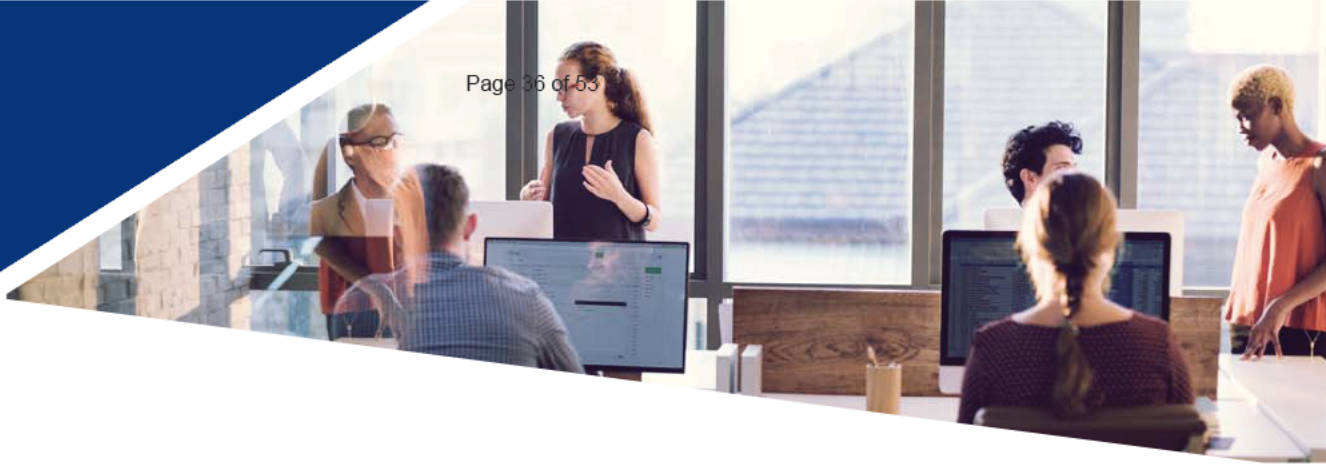
The Property Council supports the State Government's recent pre-emptive acquisition of 22 million rapid antigen tests. We note that the Therapeutic Goods Administration has now approved these testing kits for general use.<sup>4</sup>

The Property Council strongly encourages the State Government to add CBD office buildings to the list of hospitals, schools, and childcare centres at which these tests will be made available and we would be keen to facilitate discussions between Government and Property Council members.

3. Tom McIlroy, CBD, Supermarkets to be Enlisted for Vaccination Push, Australian Financial Review, published July 7 2021 via: <https://www.afr.com/politics/federal/cbd-offices-and-supermarkets-to-be-enlisted-for-covid-jabs-20210707-p587ih>

4. Therapeutic Goods Administration, COVID-19 Test Kits Included in the ARTG for Legal Supply in Australia, published October 19 2021 via: <https://www.tga.gov.au/covid-19-test-kits-included-artg-legal-supply-australia>





## 2. Return to the Office

According to the Property Council's most recent office occupancy survey in October 2021, Melbourne's CBD office buildings are at just four per cent of the pre-pandemic levels, the lowest since the survey started in July 2020. Melbourne's post-COVID office occupancy peaked at just 45 per cent in April and May this year, demonstrating the long road back to the office after numerous extended lockdowns.

The Economist estimates that a single city-based office job supports up to five jobs in ancillary service sectors such as retail, hospitality, and personal care<sup>5</sup>. A slow return to office will severely constrain the city's recovery – and that of Victoria.

The Property Council supports the greater adoption of flexible working arrangements and acknowledges that the hybrid working mode is here to stay. We also note the wide-ranging benefits of working in the office, including increased collaboration and fostering and sharing knowledge and ideas.

The Property Council welcomes the Government's announcement to allow workers to return to office at 80 per cent double dose vaccination and the lifting of the requirement to wear masks indoors with the exception of high-risk settings at 90 per cent.

We strongly advocate a proactive return to office of employees across the private and public sector. We see an important leadership role for the Victorian Government to pay and advocate a minimum three-day a week return to office for Victorian public sector workers once we reach 90 per cent double dose vaccination.

Our members are deeply invested in making office workplaces COVID-safe and are ready for workers to return. Commercial property owners and investors have been the economy's heaviest losers during the pandemic, with national support to tenants resulting in a potential \$14.9 billion to March this year through rent relief schemes, and they are deeply committed to the revitalisation of Melbourne's CBD.

<sup>5</sup> *The Economist, The New Economics of Global Cities*, published September 11 2021  
via: <https://www.economist.com/finance-and-economics/the-new-economics-of-global-cities/21004271>



### 3. "Back to Melbourne" Campaign

Revitalising Melbourne's central precincts will require more than the gradual easing of restrictions and density quotients. It will require decisive action to get people out of their homes and back into our CBD's once-thriving cultural, dining, and entertainment hubs.

This strategy should include both incentive and proactive marketing campaigns, as described below.

#### Campaigns

- 3.1 Launch a reinvigorated attraction campaign similar to the Property Council and City of Melbourne's FOMO Fridays campaign, to encourage office workers to return to the city and re-engage with CBD-based businesses covering hospitality, retail and services. This would involve coordinating activations and activities by a major office owners and CBD tenants who would stage subsidised and free events and social activities targeted at attracting workers back into CBD offices;
- 3.2 Develop a multi-platformed marketing and communication campaign celebrating and promoting Melbourne as the Events Capital, including the City of Melbourne's Christmas campaign, the Boxing Day sales, the Boxing Day Ashes Test, New Year's Eve, the Australian Open, Melbourne Comedy Festival and Australian Grand Prix.
- 3.3 Amplify the What's on in Melbourne platform, providing organisers and patrons with enhanced scope for event marketing and engagement, including return to office activations and events.





### Initiatives

- 3 4 Establish an additional separate \$50 million on CBD Revenue Allocation Program similar to that recently announced in NSW with funding open to councils, industry associations and cultural institutions to help encourage people back to the CBD. Funding would support a range of hospitality, retail, cultural, workplace and other activities to be activated in early 2022;
- 3 5 Provide free public transport for a period of three months after Victoria reaches its targeted 90 per cent double-dose vaccination rate. This should be accompanied by a state-wide campaign highlighting COVID-Safety on public transport to further assist in rebuilding confidence in the state's public transport system and encourage people back into the CBD. Following this three-month period, off-peak fares should be reintroduced for travel across Melbourne and free public transport included in the pre-purchase of tickets for major events for example, the Australian Open
- 3 6 Support and promote the City of Melbourne's initiative to engage with car park operators to provide discounted parking offers at times and locations which optimise the accessibility of city precincts during periods of peak demand and introduce a 12 month freeze on the car park levy for those operators who reduce the pricing;
- 3 7 Expand the City of Melbourne's Melbourne Money voucher scheme with additional funding, to reactivate engagement with Melbourne's world-class dining and entertainment precincts. The first scheme demonstrated considerable return on investment and strong take up by visitors and patrons;
- 3 8 Support engaging and activity-based events to incent visitor engagement with the city's open spaces, such as Yoga in the Park, the return of the Night Noodle Markets or similar initiatives; and
- 3 9 Develop a dedicated grant funding program for building owners to activate office buildings and corporate precincts with funding to go toward free breakfasts and other initiatives to reconnect office workers with the city spaces, and increase business activity for Melbourne's hospitality venues



## 4. Boost Population Growth

According to the ABS, Victoria is now home to 43,000 fewer people than at the start of the pandemic, making it the only state in the nation to record a drop in population. Prior to COVID, interstate and international travellers contributed more than \$2.5 billion to the Victorian economy through the attendance at major events<sup>6</sup>

International visitors and migrants contribute the skills and expertise that we need today to build the homes, precincts, and workplaces of tomorrow. Before the pandemic, more than a quarter of all skilled migrants coming to Australia chose to settle in Victoria.

The Property Council strongly recommends that the State Government take actions to secure and boost Victorian's once-stable population growth and visitor rates by:

- 4.1 Launching targeted campaigns to attract domestic and interstate visitors to Melbourne-based events;
- 4.2 Remaining firm in the Government's commitment to waiving quarantine-on-arrival requirements for foreign visitors who can produce proof of vaccination with an Australian-approved or recognised vaccination (as announced on Friday 22 October and publicly welcomed by the Property Council of Australia); and
- 4.3 Actively increasing Victorian's Skilled Migration Program targeted at sectors with the potential to help reverse economic activity within the Melbourne CBD.

<sup>6</sup> Ernst & Young, *The Eventful Year: 2018*, (2019).





## 5. Higher Education Return

The City of Melbourne has 64,000 fewer international students in Victoria than a year ago. Research conducted by the Property Council shows that a further year of border closures will see the number of international students in Australia remain 50 per cent below pre-COVID levels until at least 2024.<sup>8</sup>

Almost a third of Australia's international students live, work and study in Melbourne and contribute around \$11.25 billion to Victoria's broader economy.<sup>9</sup> Victorian rental vacancies created by absent international students are most concentrated in the Melbourne CBD; up 338 per cent on pre-COVID levels. International education itself was Victoria's largest pre-pandemic export, generating \$13.7 billion in export revenue for the state in 2019;<sup>10</sup> the same year the University of Melbourne was awarded Victorian Exporter of the Year at the 2019 Governor of Victoria Export Awards.

A significant proportion of the CBD workforce was comprised of international students pre-pandemic, with employers not negotiating difficulties in filling key roles in the retail and hospitality sectors with the near evaporation of international education as a result of closed borders.

The benefits of our international student community extend beyond economic considerations. The presence of a diverse community of international students from all corners of the world helped to power the cultural development of the CBD and suburbs surrounding higher education institutions such as in Parkville and Carlton. The charm and vibrancy of Melbourne is enhanced by this community, helping the city maintain its position as Australia's cultural capital.

The Property Council applauds the State Government's recent announcement of the International Students Arrivals Plan as a positive step toward Victoria's re-engagement with an economically critical cohort.

The Property Council strongly encourages the State Government to expand the nominated quota of 120 international student arrivals per week, uncapping international student arrivals once 90 per cent of Victoria's population is double-vaccinated so we can welcome international and domestic students back to campus in 2022. The recent announcement by New South Wales that fully vaccinated international arrivals will not have to quarantine sends a clear message to international students around the world that NSW will be open for the start of the 2022 academic year.

With seven Melbourne-based universities, and with 51 campuses across the whole state, the Victorian education sector needs to be able to present itself as immediately open by early next year to international students. Victoria needs to do what is required quickly and proactively to reclaim our title as the Education State.



7. City of Melbourne

8. AEC, *Economic Impact of Delaying the Opening of Australia's Border*, (2021).

9. Mitchell Institute, *Coronavirus and International Students*, (2020).

10. Department of Jobs, Precincts, and Regions, *International Education*, published 9 June 2020 via: [International education | Priority industries and sectors | Jobs, Precincts and Regions \(djpr.vic.gov.au\)](https://www.djpr.vic.gov.au/priority-industries-and-sectors/jobs-precincts-and-regions)



## 6. Increase Development Activity in the CBD and Promote Melbourne to Residents

Greater Melbourne and Regional Victorian housing prices have continued to increase throughout the pandemic and the state's facing acute pressures on housing supply. The CBD has a role to play in providing affordable and diverse housing options in areas that are very well served by infrastructure and services, in one of the world's most liveable cities.

The combination of Government income supplements, low interest rates, and an increase in the proportion of income saved (due to successful lockdowns), has led to demand for housing outstripping supply, resulting in property price growth between December 2019 and December 2023 that exceeds pre-COVID projections by 25 per cent.<sup>11</sup>

Despite a strong increase in demand, 25,000 fewer dwellings are expected to come to market between now and December 2023 compared with pre-COVID projections.<sup>12</sup> The housing supply crisis is state-wide and presents significant short-term opportunities and long-term challenges for CBD housing.

Melbourne's CBD apartment market is facing exacerbated medium-term pressures both in terms of demands for fundamentals and a limited supply pipeline.

The Property Council welcomed the Government's decision to remove stamp duty charges on off-the-plan purchases of up to \$1 million within the City of Melbourne Local Government Area. This is an effective measure to address short-term oversupply of apartment stock, making way for new projects to commence. Public awareness and understanding of this important initiative will be substantially enhanced by the Melbourne City Council's 'Live in Melbourne' campaign.

To ensure strong and sustained take-up of these incentives, the Property Council strongly encourages the State Government to further engage in collaborative promotion activities with the City of Melbourne, and to expand or create additional platforms through which prospective apartment purchasers and developer-vendors can be connected to one another, including but not limited to a dedicated page or forum within the 'Live in Melbourne' website.

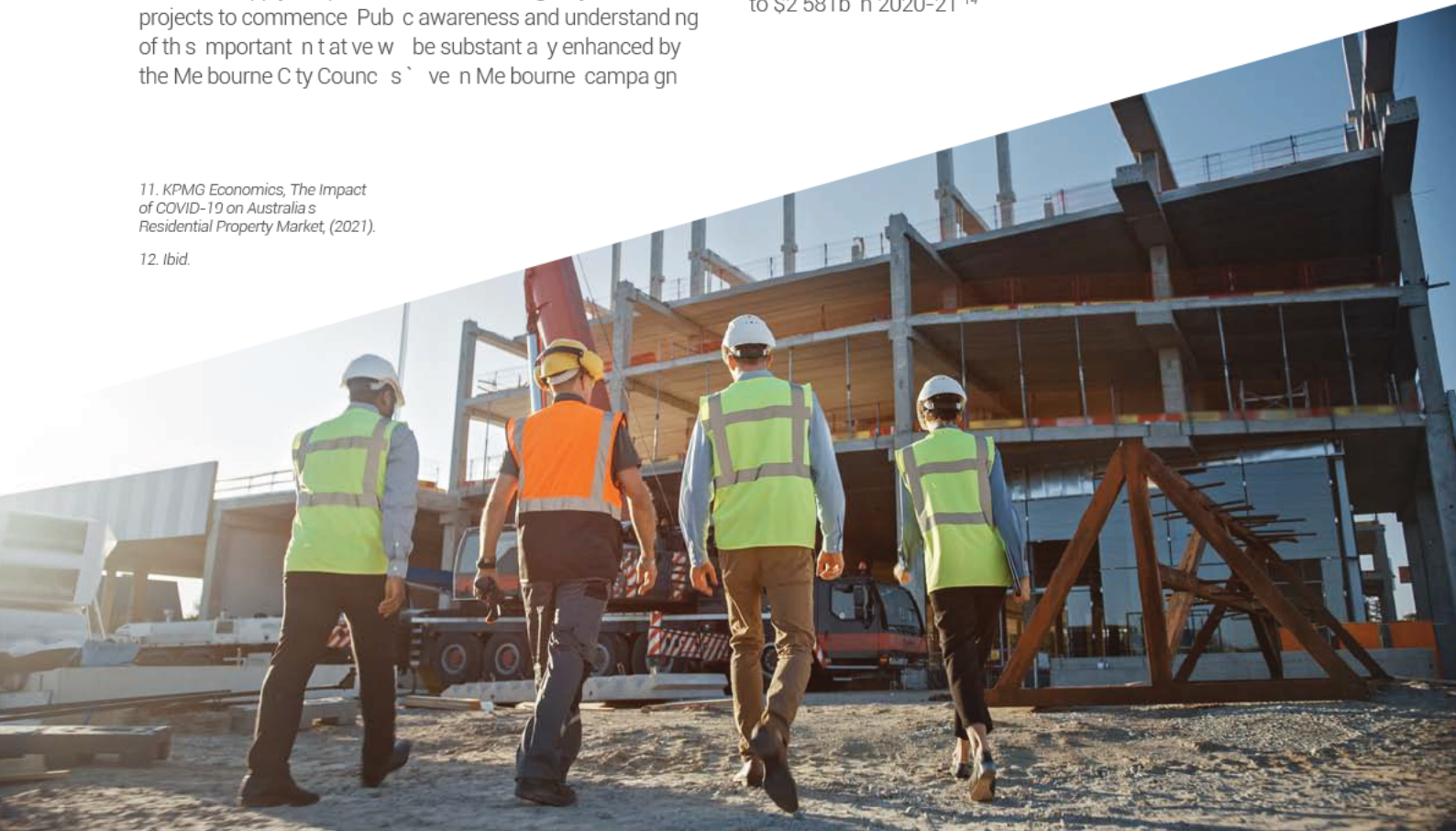
While short-term incentives will assist in stimulating demand for existing apartment stock, the medium-term supply shortage will be exacerbated by Victorian status as the Australian state with the largest number of property taxes.<sup>13</sup> This will also be further compounded by the impending introduction of the Western Australian Tax on rezoned parcels of land.

The Property Council strongly encourages the State Government to reduce the rate and total number of taxes levied against property in Melbourne and scrap its proposed Western Australian Tax as a stimulus measure.

Looking to the medium-term, the building approval pipeline in the City of Melbourne remains subdued, with a 54 per cent decline in the month between July and August 2021. This follows a 59% decline in the total value of building approvals in the City of Melbourne from \$6.359 billion in 2019-20 to \$2.581 billion in 2020-21.<sup>14</sup>

11. KPMG Economics, *The Impact of COVID-19 on Australia's Residential Property Market*, (2021).

12. *Ibid.*





Research conducted by the Property Council further indicates that without changes in Government policy, the apartment building industry will shed 30,000 direct jobs and produce \$5.9 billion less in dwelling assets over the next four years<sup>14</sup>. This has a disproportionate impact on Melbourne's CBD and surrounding areas – where the stability of the property market heavily depends on the apartment construction sector.

On a more positive note, there is significant development activity underway or soon to be underway in the emerging Build-to-Rent (BTR) residential sector. According to EY, Victoria currently accounts for more than 60 per cent of the total number of current and planned BTR projects in the country<sup>15</sup>. With the State Government providing the funds of its tax concessions for the sector (currently in Parliament at the time of finalising this submission), further BTR development is now primed to be unlocked – the central city is perfectly placed to be the base for this further investment and boost to quality housing supply, with long-term renters poised to live, work and pay in the city for years to come.

To help kickstart the revitalisation of the property sector, increase development activity in the CBD and increase the supply of affordable and accessible housing options, the Property Council specifically recommends that the State Government:

- 6.1 Reduce the overall tax burden on new housing;
- 6.2 Extend existing approved planning permits to account for lost months during the pandemic to 30 June 2023;
- 6.3 Fast-track planning approvals for significant projects in the City of Melbourne;
- 6.4 Implement density bonus schemes and refer from restrictive size standards – especially in the apartment construction sector;
- 6.5 Extend off-the-plan apartment stamp duty concessions as a key measure in the 2022 State Budget;
- 6.6 Fast track the approval of investment in Build to Rent projects in Melbourne's CBD.

13. Grant Thornton Australia, *Australia now has generally the highest State property taxes in Australia*, published 21 May 2021 via: <https://www.grantthornton.com.au/client-alerts/2021/victoria-now-has-generally-the-highest-state-property-taxes-in-australia/>

14. Australian Bureau of Statistics, *Building Approvals Australia*, via: <https://www.abs.gov.au/statistics/industry/building-and-construction/building-approvals-australia>

15. Ernst & Young, *Institutional Build to Rent: Unpacking the Business Model and Unravelling the Opportunities*, (2021).

## 7. Create High Quality Jobs and Investment

There are 75,000 fewer jobs based in Melbourne than there were prior to the onset of COVID<sup>16</sup>. Without concerted action, employment within Melbourne-based organisations will remain below 2019 levels for until 2025<sup>17</sup>. Immediate actions to stimulate demand for and interest in CBD-based office working spaces can be undertaken.

The Property Council proposes that the State Government, in the short term

- 7.1 Develop an overarching CBD Tenant Attraction Strategy where through firms with no existing physical presence within the State of Victoria are incentivised to establish CBD-based operations through measures including but not limited to Land and Pay Roll Tax relief. The granting of these incentives should be subject to a given firm meeting investment value thresholds – which should be jointly determined by the state Government, the City of Melbourne, and core industry stakeholders. Incentivise and reward the relocation of corporate headquarters to Melbourne's premium office locations<sup>18</sup>; and

- 7.2 Provide interest-free loans to small businesses which establish themselves in the CBD.

Strong consideration must also be given to incentivising the established corporate leaders and emerging start-ups in Australia's burgeoning AI and fintech sectors to relocate to Melbourne's CBD, allowing our city to realise its potential as the Silicon Valley of the Asia-Pacific.

17. Deloitte Access Economics, City of Melbourne Medium Term Economic Outlook: July 2021, (2021).

18. Property Council of Australia (Victoria Division), The Property Council of Australia (Victoria Division) 2021-2022 Victorian Pre-budget Submission, (2021).



## 8. Precincts and Planning

The development of precincts in and around the CBD is a unique competitive advantage for Victoria and has enormous potential to deliver social and economic dividends to Melbourne's present and future.

The Property Council welcomes the State Government's development of the Sherman's Bend Framework and the Arden Structure Plan. As well as encouraging the expedited development of these precincts, the Property Council encourages the Government to

- 8.1 Expand and fast-track planning permit approvals for key urban renewal precincts in and around the City of Melbourne;
- 8.2 Develop a scheme of planning incentives for Build-to-Rent projects – in addition to favourable tax settings we come by the Property Council;
- 8.3 Rapidly bring surplus and opportunities to market and identify a pipeline of government land that could be activated for development;
- 8.4 Classify the CBD as a Priority Precinct; and
- 8.5 Create a centralised Precincts Authority to oversee precinct planning and development.



## 9. Industry Partnership

Deliberate and urgent action to revitalise Melbourne's CBD is critical to the long-term success of the Victorian economy and property sector. We see a vital need to bring State Government, the City of Melbourne and the property industry together to work in partnership on revitalising the CBD and accelerating the return of workers, students, residents and visitors to our great city.

We propose that a **CBD Recovery and Revitalisation Industry Partnership Group** be established in collaboration with the City of Melbourne and the Property Council and other peak bodies. Members would be appointed to advise Government on the practical steps to revitalise the CBD. This working group should be supported by proactive government policy that provides further stimulus, removes red tape and is geared at increasing Melbourne's attractiveness to new jobs and future investment.





---

**From:** Corporate Planning and Performance  
**Subject:** FW: Committee for Melbourne Submission  
**Attachments:** Submission to City of Melb Draft Budget and Annual Plan 140622.pdf

**Subject:** Committee for Melbourne Submission

Dear Justin

Committee for Melbourne welcomes the opportunity to contribute a submission to the City of Melbourne's consultation on its Draft Budget 2022-23 and Annual Plan 2022-23 (attached).

The Committee is very supportive of many of the programs of work of the City of Melbourne in its Draft Budget 2022-23 and Annual Plan 2022-23 (some examples of which are outlined in our submission).

The Committee looks forward to working with the City of Melbourne to further the development of those initiatives as well as other ongoing opportunities to work together to shape Melbourne's future.

Please let us know if you have any comments or questions.

Kind regards

Leanne

Supporting documents to the submission can be found at:

- *Benchmarking Melbourne* report 2022 [https://melbourne.org.au/wp-content/uploads/2022/02/Benchmarking-MelbReport\\_Final.pdf](https://melbourne.org.au/wp-content/uploads/2022/02/Benchmarking-MelbReport_Final.pdf)
- *Delivering Affordable Housing* report, April 2021 <https://melbourne.org.au/wp-content/uploads/2021/04/Delivering-Affordable-Housing-Apr-2021-Final.pdf>

**Leanne Edwards (She/Her)** | Director, Policy & Research

**Committee for Melbourne**

ANZAC House, Level 4, 4 Collins Street, Melbourne, VIC 3000

T +61 3 9650 8800

[melbourne.org.au](http://melbourne.org.au) | [LinkedIn](#) | [Twitter](#) | [Facebook](#) | [Sign-up to our eNewsletter](#)





ANZAC House  
Level 4,4 Collins Street  
Melbourne VIC 3000  
melbourne.org.au  
T +61 (3) 9650 8800  
E cfm@melbourne.org.au  
ABN 39 603 559 744

14 June 2022

Justin Hanney  
Chief Executive Officer  
City of Melbourne  
90-120 Swanston Street  
Melbourne 3000

By email: Justin.Hanney@melbourne.vic.gov.au  
CC: Sid.Wynen@melbourne.vic.gov.au

Dear Justin

### **Consultation on the City of Melbourne's Draft Budget 2022-23 and Annual Plan 2022-23**

Committee for Melbourne (the Committee) welcomes the opportunity to contribute a submission to the City of Melbourne's consultation on its Draft Budget 2022-23 and Annual Plan 2022-23.

The Committee has an agenda that aligns strongly with the direction of the City of Melbourne's plans.

Whilst the Committee is not in a position to provide a detailed comment on the spending allocation in the draft budget, the Committee would like to endorse some of the particular programs of work in the city of Melbourne's Draft Budget 2022-23 and Annual Plan 2022-23 and provide support and ongoing advocacy for those initiatives where possible (some examples of projects that the Committee supports are highlighted below).

#### **About the Committee**

The Committee is an apolitical, not-for-profit, member-based organisation that brings together over 140 organisations from Greater Melbourne's business, academic and civic sectors whose common purpose is to shape a better future for Melbourne.

As an independent organisation, the Committee represents no single interest group or political position but seeks to challenge conventional thinking and to develop innovative ideas to continue to enhance Melbourne's position as an economically prosperous and highly liveable global city.

The primary purpose of the Committee is to Shape Melbourne's Future. This can be through collaboration, networking of leading Melburnians and through some city-shaping projects. Since its foundations, the Committee with its members, has been a major driving force behind significant specific projects such as:

- the Docklands redevelopment,
- privatisation of Melbourne Airport,
- progressing medical technology through the BioMelbourne Network, and
- the best practice principles for an independent infrastructure prioritisation entity, which were adopted by Infrastructure Victoria.

The Committee is therefore well placed to bring its advocacy and networking skills, to support some of the City of Melbourne's projects such as Greenline and Invest Melbourne (see below).



## The Committee's agenda

The COVID-19 pandemic has created an extremely challenging environment for Greater Melbourne across all sectors including the visitor economy, health, skills and investment attraction. With continuing lockdowns to deal with the health pandemic, pressure has been imposed across our economy and upon Greater Melbourne's reputation.

That is why, on 15 February 2022, the Committee launched the *Benchmarking Melbourne* report, which examines Melbourne's performance against 19 global peer cities, providing a framework to discuss our city's strengths, as well as opportunities for improvement.

The *Benchmarking Melbourne* report (the report) was independently produced report by the Business of Cities, and commissioned by JLL and the Committee.

Melbourne performs strongly for its image, influence, and world class cultural and sporting events. Melbourne also excels in education, attracting talent and skills, access to healthcare and being a safe and friendly place to visit, do business, study, and raise a family.

The report also unpacks areas that can be improved, providing an additional set of lenses we can view Melbourne and gain a clearer picture of what is needed for our city as we emerge and plan beyond the pandemic.

The report measures the city's performance against three key pillars that make a great city:

1. Future Economy;
2. Infrastructure & Sustainability; and
3. Liveability & Urban Optimisation.

The Committee comments on the City of Melbourne's Draft Budget 2022-23 and Annual Plan 2022-23, in the context of the findings from the *Benchmarking Melbourne* Report.

### 1. Future Economy

The *Benchmarking Melbourne* report ranks Melbourne 14<sup>th</sup> out of 20 global peer cities for leading edge innovation, reflecting that there are opportunities for Melbourne to learn from its peers about commercialisation and investment in innovation. The report highlights that Melbourne's strengths include its fast-growing ecosystem, its start-ups' potential to scale up (as illustrated by our biotech ecosystem), and the quality and reputation of its knowledge and research assets.

Opportunities for Melbourne to improve include:

- attracting venture capital to spur scaling of start-ups and to grow the technology and innovation sectors including biotech industry;
- growing more globally recognised specialisms and gaining visibility for its strengths;
- the productivity of its knowledge assets and translation of ideas into patents and products, and;
- digital and tech uptake of businesses.

That is why the Committee is supportive of City of Melbourne's initiatives to attract investment and commercialisation opportunities for Melbourne, such as the **establishment of Invest Melbourne**. The Committee is encouraged that there is an MOU and referral arrangement with DJPR (Investment Division) and Invest Victoria – as collaboration is an important component of the ability to ensure commercialisation and innovation is successful.

The Committee also supports the **development of globally competitive innovation ecosystems** (Draft Annual Plan 2022-23, Major initiative 9, p 23) which includes co-ordinated support with start-up ecosystem agencies (including StartupVic and LaunchVic). It is important that efforts in technology, innovation and commercialisation are aligned and co-ordinated and the Committee would be pleased to continue working on how to further enhance and align those activities across Greater Melbourne.

The Committee is further supportive of the initiatives under the City of Melbourne's **Economic Development Strategy**, which includes areas such as international students and public transport to Fisherman's Bend. The development of skills in various sectors such as science and technology, health, logistics and manufacturing will be important to build on the existing strengths in education and research that Melbourne has to offer.

## 2. Infrastructure & Sustainability

### *Infrastructure*

The *Benchmarking Melbourne* report ranks Melbourne 12<sup>th</sup> out of 20 peer cities for whole city connectivity. This means that we need to ensure there is an integrated plan for city connectivity – across a variety of modes of transport – and also ensuring that the city gets the most out of transport plans by considering economic and land-use planning. Additional opportunities exist to improve the quality of Melbourne’s logistics infrastructure to maintain our global gateway capability. Opportunities also includes aligning end-to-end transport solutions with infrastructure investments to ensure greater connectivity across the whole of Greater Melbourne.

That is why the Committee is supportive of the City of Melbourne’s advocacy in its draft Annual Plan 2022-23, for high-quality public and active transport in urban renewal areas including **Melbourne Metro 2, tram to Fisherman’s Bend and tram to connect the Arden Precinct**, and other development initiatives such as a focus on **Docklands (particularly Central Pier)**.

The Committee looks forward to working with the City of Melbourne on city-shaping infrastructure initiatives that will benefit the economy and community of Greater Melbourne into the future.

### *Climate Action*

The Committee has a strong agenda on sustainability initiatives. The Committee is therefore very supportive of the City of Melbourne’s efforts on climate action across a range of fronts highlighted in the Draft Budget 2022-23 and Annual Report 2022-23. The Committee looks forward to supporting and working with the city to ensure that climate action can be achieved.

## 3. Liveability & Urban Optimisation

### *Experience economy*

The *Benchmarking Melbourne* report rates Melbourne 3<sup>rd</sup> out of 20 peer cities for its experience economy offerings – which reflects Melbourne’s incredibly strong fundamentals in sporting, arts & culture, events and experiences across Melbourne. These fundamentals need to be continually supported, and that is why the Committee supports the City of Melbourne’s investment in experiences that will continue to attract and retain people to live and work in Melbourne – such as the **investment of \$25 million in events, festivals and activations**.

The *Benchmarking Melbourne* report however, does highlight that people across Greater Melbourne may be experiencing a ‘Tale of Two Cities’. There is some concern about whether all Melburnians are participating in the wonderful offerings that Melbourne provides and whether there is an integrated plan for supporting the experience economy across Greater Melbourne.

Therefore, the Committee supports efforts by the City of Melbourne to democratise the participation of people in the offerings of the CBD, and the **investment in the Greenline of \$140 million over four years** (Draft Annual Budget 2022-23) **as well as delivery of public arts projects and green spaces** (Draft Annual Plan 2022-23, Major Initiative 15, p 30 and Major initiative 16, p 31), are examples of important projects delivering services and experiences for the broader community.

### *Social and affordable housing*

The *Benchmarking Melbourne* report highlights that Melbourne is the world’s 6<sup>th</sup> most unaffordable English-speaking metropolis for buying a home. The Committee has developed recommendations towards a social and affordable housing strategy (including in relation to key worker housing) in April 2021. The Committee also made a submission to the City of Melbourne’s affordable housing strategy in 2020.

The Committee is therefore very **supportive of the City of Melbourne’s efforts on affordable housing including the establishment of ‘Homes Melbourne’**. The Committee looks forward to working further with the City of Melbourne on social and affordable housing strategies.

## *Brand Melbourne*

Melbourne is well known on the World stage and domestically and should continue to support its marketing and image. Melbourne's has a good reputation as a place to study and become employable, perceived friendliness and openness as a place to work or start up a business.

The Committee supports the initiatives in the draft Annual Plan 2022-23, such as the **marketing and promotion of the city as a great place to live** (Major initiative 6, p 20). The Committee would like to work with the City of Melbourne on branding opportunities including on areas like investment opportunities, business opportunities and liveability opportunities.

\*\*\*

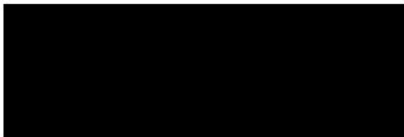
Melbourne is, and will continue to be, the most attractive city in Australia to live, work, visit and do business.

The Committee is very supportive of many of the programs of work of the City of Melbourne in its Draft Budget 2022-23 and Annual Plan 2022-23 (some examples of which are outlined above).

The Committee looks forward to working with the City of Melbourne to further the development of those initiatives as well as other ongoing opportunities to work together to shape Melbourne's future.

Please contact me on [ledwards@melbourne.org.au](mailto:ledwards@melbourne.org.au) or 0412 280 203 if you have any questions or require further information.

Yours sincerely



**Leanne Edwards**  
Director, Policy & Research

Attached:

- *Benchmarking Melbourne* report 2022
- *Delivering Affordable Housing* report, April 2021

**Management recommended adjustments to the draft Annual Plan 2022-2023**

Item	Reference	Existing text	Proposed change	Reason
1	Page 29 Major initiative 14 Munro Community Hub – Activities for 2022-23 – dot points 3 and 4	<ul style="list-style-type: none"> <li>Completing the not-for-profit organisation fit-out.</li> <li>Completing the Library and Community Hub fit-out.</li> </ul>	Replace with <ul style="list-style-type: none"> <li>Progressing the not-for-profit organisation fit-out.</li> <li>Progressing the Library and Community Hub fit-out.</li> </ul>	Change in project timelines; Community Hub will not be completed during 2022-23 financial year.
1a	Page 29 Major initiative 14 Munro Community Hub – Governance and milestones	<ul style="list-style-type: none"> <li>Quarter 1: Council decision on design and construct tender award.</li> <li>Quarter 1: Council consideration of expression of interest for not-for-profit office accommodation.</li> <li>Quarter 1: Council decision on appointment of contractor for design and construct phase.</li> <li>Quarter 4: Construction completed.</li> </ul>	Replace with <ul style="list-style-type: none"> <li>Quarter 1: Not-for-profit office accommodation awarded.</li> <li>Quarter 2: Appointment of design and construct tender.</li> <li>Quarter 2: Construction commenced.</li> <li>Quarter 3: Operational model for library services developed.</li> </ul>	
2	Page 46 Major initiative 30 Environmental performance of buildings - Activities for 2022-23 - dot point 3	<ul style="list-style-type: none"> <li>Investigate options to promote or regulate disclosure of embodied carbon in new buildings.</li> </ul>	Replace with <ul style="list-style-type: none"> <li>Investigate options to promote and realise measurement and disclosure of embodied carbon in the development and performance of buildings.</li> </ul>	For clarification.
3	Major initiative 21 – Protect and celebrate heritage in our municipality – Governance and milestones – dot point 1	<ul style="list-style-type: none"> <li>Quarter 1: Authorisation of South Yarra planning scheme amendment.</li> </ul>	Replace with <ul style="list-style-type: none"> <li>Quarter 2: Authorisation of South Yarra heritage planning scheme amendment.</li> </ul>	Change in project timelines; minor additional wording clarification.
4	Major initiative 25 — Govern with Sovereign First Nations - title	Govern with Sovereign First Nations to enable true self-determination, where deliberative engagement is proactive, responsive and consistent.	Replace with: Govern with First Nations to enable true self-determination, where deliberative engagement is proactive, responsive and consistent.	The City of Melbourne acknowledges and the supports the right of the Victorian Aboriginal Community to self-determine its future. This initiative seeks to implement the United Nations Declaration on the Rights of Indigenous peoples. Specifically
4a	Major initiative 25 — Govern with Sovereign First	<ul style="list-style-type: none"> <li>Consulting with Aboriginal people to define what is meant by governing with Sovereign First</li> </ul>	Replace with <ul style="list-style-type: none"> <li>Formalising the relationship with traditional owner groups</li> </ul>	

**Management recommended adjustments to the draft Annual Plan 2022-2023**

	Nations – Activities for 2022-23	<ul style="list-style-type: none"> <li>Nations to inform the design of a governance framework.</li> <li>Separately, developing an agreed protocol or memorandum of understanding between the City of Melbourne and Registered Aboriginal Parties to improve decision-making processes impacting on</li> <li>land and heritage, and Aboriginal participation in public parks and place management.</li> </ul>	<ul style="list-style-type: none"> <li>Increasing Aboriginal engagement and involvement in governance mechanisms across the City of Melbourne</li> <li>Establishing mechanisms to engage and involve the Aboriginal community.</li> </ul>	participation in decisions about their future and how First Nations Peoples want to develop whilst having equal access to the services the broader community has access to.
4b	Major initiative 25 — Govern with Sovereign First Nations – governance and milestones	<ul style="list-style-type: none"> <li>Quarter 2: Council consideration of issues around governing with Sovereign First Nations people and groups.</li> </ul>	Replace with <ul style="list-style-type: none"> <li>Quarter 2: Council consideration of issues around governing with First Nations people and groups.</li> </ul>	
4c	Major initiative 25 — Govern with Sovereign First Nations – outcomes	<ul style="list-style-type: none"> <li>Traditional Owners have a genuine voice as members of the municipality.</li> <li>A framework to enable and strengthen self-determination and build strong and respectful relationships with Traditional Owner groups.</li> </ul>	Replace with <ul style="list-style-type: none"> <li>Traditional Owners have a genuine voice as members of the municipality.</li> <li>A framework to enable and strengthen self-determination and build strong and respectful relationships with First Nations peoples.</li> <li>Establishment of a formalised structure to engage with Traditional Owners and establishment of a formalised structure for engagement with First Nations peoples.</li> </ul>	