

## FUTURE MELBOURNE

**Division** Sustainability

**Presenter** David Mayes, Manager City Strategy

### Purpose

1. To seek Council's endorsement to proceed with the development of a new strategic plan for Melbourne to be known as *Future Melbourne* and to be carried out in partnership with the University of Melbourne and other key organisations.

### Recommendation from Management

2. That the Planning Committee recommends that Council endorse:
  - 2.1. the proposal to partner with the University of Melbourne as 'Principal Partner' in the development and implementation of *Future Melbourne*;
  - 2.2. the appointment of a reference group of eminent thinkers and civic leaders to champion and help guide the development of *Future Melbourne*;
  - 2.3. the draft governance structure at attachment 1 for further development in consultation with the University of Melbourne and other prospective partners;
  - 2.4. the proposed timeframe at attachment 2 for the completion of *Future Melbourne*; and
  - 2.5. receiving a further report to the Planning Committee on the detailed project plan for *Future Melbourne* at its 1 May 2007 meeting.

### Key Issues

3. *Future Melbourne* will result in a holistic vision and plan for the City of Melbourne in 2020 to be developed during 2007/8 and finalised in August/September 2008. The Plan will supersede the current City Plan 2010.
4. *Future Melbourne* is to be developed and implemented by the City of Melbourne in partnership with other key Melbourne institutions and organisations. This partnership model goes well beyond the consultative model often adopted for strategic urban plans and will increase the validity of the plan and commitment beyond Council to its implementation. The University of Melbourne has committed to be the principal partner of the City of Melbourne. Other umbrella organisations representing economic, social, cultural and environmental interests will also be approached to join as working partners.
5. It is also proposed that Council and the University of Melbourne appoint a reference group of leading thinkers and civic leaders with a commitment to Melbourne to champion *Future Melbourne* throughout its preparation and provide a sounding board for the resulting plan's overall strategic direction.

6. *Future Melbourne* will be executed in two main phases. The first will be the Inquiry phase where Council and its partners will sponsor a wide ranging and public discussion, debate and information about the future of the city amongst the community of Melbourne. The second phase will be the Plan Development phase where the information and perspectives developed in the inquiry phase are brought together as a coherent strategic plan which will be finalised after a comprehensive public consultation and put to Council for adoption.
7. In both phases, *Future Melbourne* will address the following topics:
  - 7.1. Global Melbourne;
  - 7.2. Environmentally Sustainable Melbourne;
  - 7.3. Living Melbourne;
  - 7.4. Public Melbourne;
  - 7.5. Sporting Melbourne;
  - 7.6. Moving Melbourne;
  - 7.7. Business Melbourne;
  - 7.8. Knowledge Melbourne;
  - 7.9. Destination Melbourne;
  - 7.10. Cultural Melbourne; and
  - 7.11. Service Melbourne.
8. Engagement with the public in the development of *Future Melbourne* will commence in May 2007. The partners will have completed a more detailed joint project plan by then as the basis for proceeding. A report on this detailed project plan will be provided to the Planning Committee at its 1 May 2007 meeting.
9. *Future Melbourne* will provide strategic direction for the sustainable growth and development of the City and strengthen the stability and reliability of our governance, business and financial institutions, the efficiency of our infrastructure, our environmental quality and our liveability, the skills of our workforce, our innovation and our entrepreneurship to make us one of the leading cities of the Asia Pacific Region. The plan will articulate how we will build on this reputation so that Melbourne is unsurpassed (in the region) for living, working, visiting and investing.

### **Partnerships**

10. As a significant innovation, the City of Melbourne is seeking to develop and implement *Future Melbourne* in partnership with other Melbourne institutions that are likely to have a significant influence on the future of the city. These partnerships will enhance the validity and practicality of the plan and strengthen the commitment, beyond Council to the implementation of the final plan.
11. The University of Melbourne has enthusiastically agreed to be a principal partner with the City of Melbourne in the development and implementation of *Future Melbourne*. The University has always been a significant influence on the life and development of the city and for it, this is a significant opportunity to realise their corporate mission to achieve 'Knowledge Transfer' between the University and the community of Melbourne.

12. The partnership with The University of Melbourne will enable the intensive engagement of Melbourne's knowledge sector (universities, institutes, independent researchers, public intellectuals) with the development of the plan, drawing on international researchers and experts, undertaking targeted and topical research and participating directly through forums, lectures, media, publications and on-line. This will contribute to a truly visionary public debate and an achievable plan and help to ensure Melbourne remains one of the most liveable, sustainable and innovative of cities.
13. Other key organisations with a stake in the future of Melbourne will be invited to join in the *Future Melbourne* process as both partners and associates. Partners will contribute resources to all stages of the process; associates will provide information, particularly in the inquiry stage. Public input will be invited to the inquiry stage and to the subsequent consultation once a plan has been drafted. Preliminary discussions have been held with several interested participants to date and these will be further developed over the coming months.
14. In addition to these partnerships extensive community inquiry, discussion and debate will be encouraged and input sought through a planned program of forums, meetings, lectures, media events/articles (electronic and print) and use of on-line facilities.
15. The proposed Governance Structure for Future Melbourne is at Attachment 1. This structure is based on the partnership with the University of Melbourne and envisages:
  - 15.1. the establishment of a Working Partner Steering Group to coordinate the partners and oversee the development of the Plan;
  - 15.2. the establishment of a Reference Group of leading thinkers and civic leaders with a commitment to Melbourne who will champion Future Melbourne and provide a sounding board for overall strategic direction; and
  - 15.3. a Joint Working Group of the City of Melbourne and the University of Melbourne that will manage and coordinate the implementation of the plan.

### **Time Frame**

16. The draft *Future Melbourne* Project Timeframe is at Attachment 2 and comprises two main phases:
  - 16.1. inquiry phase from June to November 2007; and
  - 16.2. development phase from November 2007 to May 2008.
17. The Plan will be submitted to Council for consideration in mid 2008.

### **Relation to Council Policy**

18. *Future Melbourne*, when approved, will supersede *City Plan 2010* as the driving force and strategic vision for the City. Through the Council's Integrated Planning Framework it will inform upcoming and future Council Plans, business planning and resource allocation. Following approval of *Future Melbourne* Council's Municipal Strategic Statement will also be revised to accord with the Plan to ensure consistency in the delivery of planning outcomes 'on the ground'.

### **Consultation**

19. A broad, public 'inquiry phase' will occur from June to November 2007 with a range of interactive and informative forums to foster debate, discussion and a shared understanding of the issues, challenges and opportunities for the future of Melbourne.

20. A draft plan will be completed in 2008 and will be subjected to a comprehensive consultative process for public comment in March/May 2008.
21. A more detailed external communications program will be presented to Council in May 2007.

#### **Government Relations**

22. State Government input will be sought.

#### **Finance**

23. Council funding requirements for the coming financial year will form part of the 2007/8 budget bid. It is anticipated that the primary project funding will be by Council and the University of Melbourne.
24. Opportunities for additional sponsorship will be explored with the partners. Further details regarding these will be provided as they become relevant and available.

#### **Legal**

25. There are no direct legal issues arising from the recommendation from management.

#### **Sustainability**

26. *Future Melbourne* will embrace sustainability principles throughout and advance Council's sustainability objectives, in line with Council commitments.

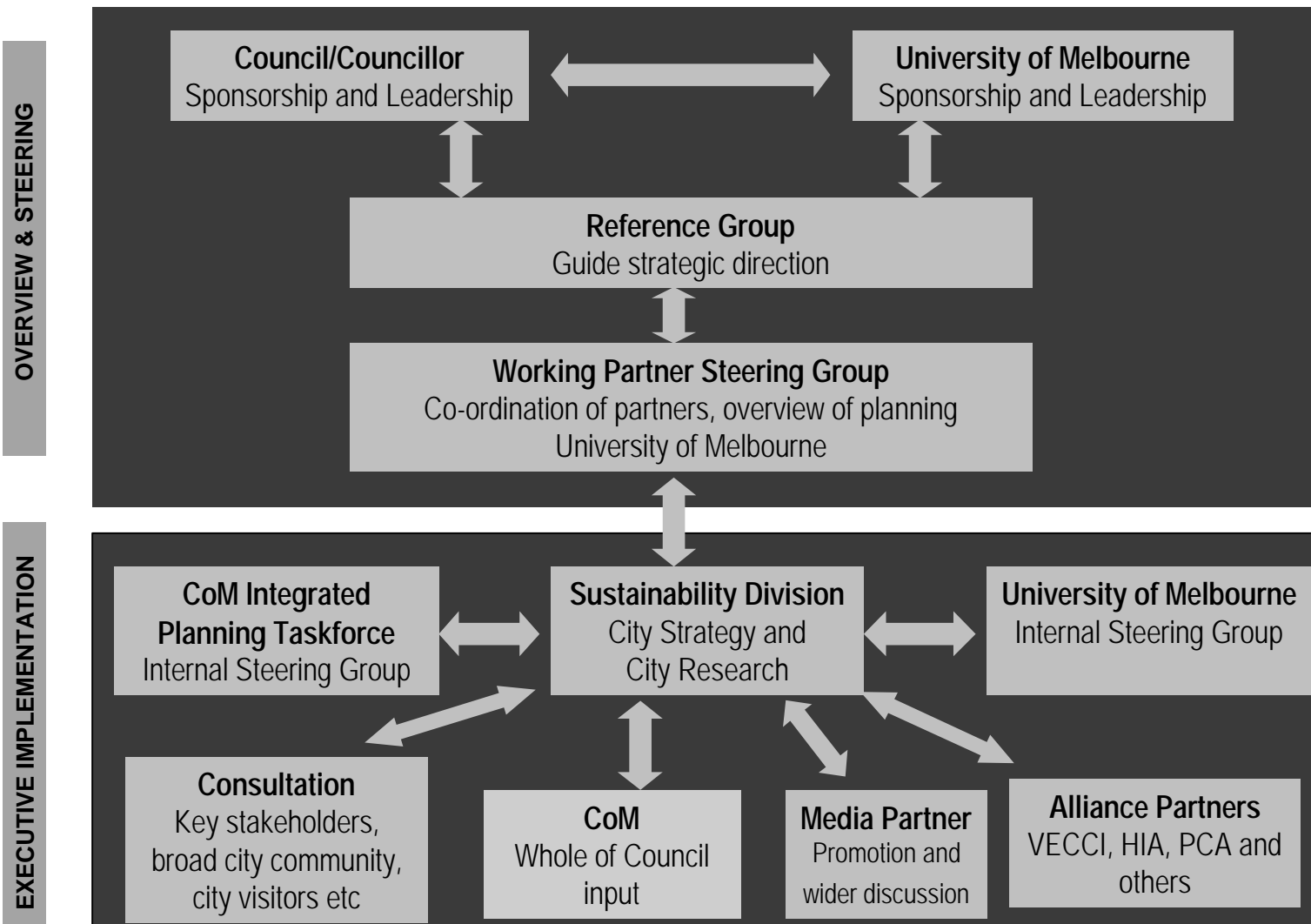
#### **Background**

27. The City of Melbourne has a long tradition of comprehensive strategic planning to guide the social, economic and environmental development of the City. These plans have been prepared roughly every ten years with substantial public input. Previous plans were released in 1974, 1985, 1994 and 2001 (*City Plan 2010*). The inquiry that informed the current plan, *City Plan 2010*, was undertaken in two stages. The primary consultation was undertaken in 1997 (and from that a short-lived document was published in 1999 called *City Plan*) and later a further consultation was undertaken in 2000.
  28. The concepts in this report have been discussed at Councillor Information Exchange Sessions in December 2006 and February 2007.
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#### **Attachments:**

1. Draft *Future Melbourne* Governance Structure
2. Draft *Future Melbourne* Project Timeframe

# Future Melbourne Draft Governance Structure



# Future Melbourne Timeframe

2007												2008									
F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N
Project Planning																					
			Promotion																		
			Issues Inquiry and public debate																		
								Develop Plan													
												Consultation									
														Finalize of Plan							
																	Endorsement of Plan				
			Inquiry Phase					Plan Development Phase													

**FINANCE ATTACHMENT**

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**FUTURE MELBOURNE**

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Funding will be subject to the 2007/08 budget process. The quantum of funding required, is not yet available.

**Kerrie Jordan**  
Acting Manager Financial Services

## LEGAL ATTACHMENT

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### FUTURE MELBOURNE

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There are no direct legal issues arising from the recommendation from management.

Section 3C of the *Local Government Act 1989* (“the Act”) provides that:

*“The primary objective of a Council is to endeavour to achieve the best outcomes for the local community having regard to the long terms and cumulative effects of decisions.”*

Section 3C of the Act goes on to state that in seeking to achieve its primary objective, a Council must have regard to facilitating objectives, including —

*“(a) to promote the social, economic and environmental viability and sustainability of the municipal district;”*

Section 3D of the Act provides that the role of a Council includes –

*“(b) providing leadership by establishing strategic objectives and monitoring their achievements;”*

Section 3E(1) of the Act provides that the functions of a Council include:

*“(a) advocating and promoting proposals which are in the best interests of the local community;*

*(b) planning for and providing services and facilities for the local community;*

...

*(d) Undertaking strategic and land use planning for the municipality;”*

**Kim Wood**  
Manager Legal Services