

## P L A N N I N G   C O M M I T T E E   R E P O R T

Agenda Item 5.8

2 October 2007

## FUTURE MELBOURNE UPDATE

**Division**      Sustainability & Regulatory Services

**Presenter**     David Mayes, Manager Strategic Planning & Sustainability

**Purpose**

1. To provide a progress report on the *Future Melbourne* project.

**Recommendation from Management**

2. That the Planning Committee notes the progress report on the *Future Melbourne* project.

**Key Issues**

3. The *Future Melbourne* project (“*Future Melbourne*”) is being carried out in five phases:

Phase One	Identifying the issues, revealing the values	June to September 2007
Phase Two	Considering the options	October 2007 to January 2008
Phase Three	Evaluating the choices	January to March 2008
Phase Four	Negotiating the results	March to June 2008
Phase Five	Achieving agreement	June to September 2008

4. Phase One of *Future Melbourne* has been a public debate and discussion since June around issues and values for the future of Melbourne across the 11 talking points. An outline of the activity over the four months is at attachment 1, but in summary includes:
  - 4.1. over 1,000 people have attended 13 public forums, seminars and events;
  - 4.2. the *Future Melbourne* website has had 11,704 visits to the site and 42,383 visits to individual pages. Visitors to the site come from 89 countries with 10,190 visits from Australia;
  - 4.3. the *Future Melbourne* eVillage on line discussion has had 281 postings and has 719 members, 36 per cent based in City of Melbourne, and 51 per cent from elsewhere in metro Melbourne. 3 per cent of members are based overseas. The 27-36 year old age group is the largest being 38 per cent of members; and
  - 4.4. on 2 September 2007 the Sunday Age commenced a 6 week series on *Future Melbourne* and the Chair of the Reference Group Carol Schwartz, invited readers to submit their “Big Idea” for the future of Melbourne. Big Ideas from Professor Nick Low and Peter Yates have been published and well over 100 Big Ideas have been received from readers.

5. The transition to Phase Two will occur over September/October 2007. This phase will run through until December 2007 and continue the engagement with stakeholders and the public with a more concrete focus on the options and talking points for the future of Melbourne.
6. The *Future Melbourne* Reference Group have now met on two occasions and provided valuable advice, insight and impetus to the project. In addition to these sessions, all Reference Group members have participated variously in *Future Melbourne* events as forum panellists and participants and as initiators and contributors to the Sunday Age *Future Melbourne* series.
7. Since March 2007, the overall planning of *Future Melbourne* and implementation of Phase One involved equal partnership between the City of Melbourne and the University of Melbourne. *Future Melbourne* was publicly launched by the Chancellor and Lord Mayor in May 2007 and through five public fora in June and July 2007 held at the University of Melbourne. The project, communications and media messages, website, public events, and establishment of the Reference Group, were jointly developed through this period.
8. The current transition from Phase One to Phase Two is an opportune time for the University of Melbourne to refocus its contribution to add the greatest value during this next phase and until the project's completion in September 2008. As *Future Melbourne* moves into Phase Two and beyond, the University of Melbourne will be a partner in the City's *Future Melbourne* project with a focus on three themes - Medicine/Science City, Cultural City, and Living City. These themes were identified in Phase One as issues of particular relevance and public interest, and the University of Melbourne's expertise in these areas will inform the City of Melbourne in the development of its strategic plan by providing independent academic input into these focus areas.
9. The University of Melbourne's contribution will be based on independence and integrity as an academic institution contributing to *Future Melbourne* and may extend beyond the timeframe of *Future Melbourne* in order to reflect academic interest in playing scenarios through and testing them in a longitudinal fashion.
10. The City of Melbourne will complete *Future Melbourne* in the form of a Plan to be presented to Melbourne City Council by September 2008.

## Finance

11. The financial impacts associated with the preparation of *Future Melbourne* will be incurred over three financial years, namely 2006/07, 2007/08 and finally 2008/09. Costs to date, i.e. 24 September 2007 (excluding employees' costs) are \$145,568. Of this total, \$115,042 was in fact incurred in 2006/07.
12. An operating budget (excluding employees' costs) of \$429,000 has been provided in the 2007/08 Council Budget, with a further \$350,420 budgeted for staff resources and overheads costs. As a result, the total budgeted costs of *Future Melbourne* in the 2007/08 financial year is scheduled to be \$779,420.
13. The scope of work and the resultant budgetary requirements for the next financial year, 2008/09 are yet to be determined.

**Legal**

14. The recommendation and subject matter of the report are within the objectives and functions of the Council.

**Sustainability**

15. *Future Melbourne* is embracing sustainability principles throughout and advances Council's sustainability objectives in line with Council commitments.
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**Attachment:**

1. *Future Melbourne* Newsletter

## PUBLIC ENGAGEMENT TO DATE PUBLIC FORUMS AND EVENTS

So far over 1000 people have attended 13 public forums, seminars and events

### Forum 1 Melbourne's Cultural Identity - Wed 13 June

In excess of 90 people heard the following panellists:

Prof Rob Adams	Director City Design City of Melbourne
Sid Myer	Co-Vice President Myer Foundation, Chairman AsiaLink
Morry Schwartz	Melbourne Developer, publisher
Dr Kate Shaw	Research Fellow in Architecture, University of Melbourne
Dr Clare Wright	Post Doctoral Research Fellow, History Dept, Latrobe Uni

### Forum 2 Sustaining Melbourne's Prosperity - Wed 20 June

About 60 people heard the following panellists:

John Freebairn	Professor of Economics, University of Melbourne
Chris Ryan	Professor and Co-Director, Australian Centre for Science, Innovation and Society, University of Melbourne
George Lekakis	Chair, Victorian Multicultural Commission
Jo Cavanagh	CEO, Family Life

### Forum 3 Meeting the Environmental Shocks - Wed 27 June

In excess of 150 people heard the following panellists:

Peter Newman	Professor, Director ISTEP, Murdoch University, WA
Jago Dodson	Research Fellow, Urban Research Program, Griffith University
George Pappas	Chair Committee for Melbourne, Vice Chairman Bio-Melbourne Network
Graham Tupper	National Liaison Officer, Australian Conservation Foundation

### Forum 4 Change and Social Inclusion - Wed 4 July

More than 80 people heard the following panellists:

Adrian Burrage	Manager, Student Housing Services, University of Melbourne
Daniel Grollo	Chief Executive Officer of Grocon Pty Ltd.

Anne Turley  
Prof John Wiseman

CEO Melbourne City Mission  
Director, McCaughey Centre, University of Melbourne

### Forum 5 Building a City for the future - Wed 11 July

About 180 people heard the following panellists:

Tom Kvan	Dean, Faculty of Architecture, Building and Planning, University of Melbourne
Prof Rob Moodie	Chair of Global Health, Nossal Institute for Global Health
Carolyn Parker	Managing Director, Kador Group Holdings
Elizabeth Proust	Civic and Business Leader

### Future Melbourne Leaders Forum – Mon 16 July

A facilitated workshop that brought together the Future Melbourne sponsors and partners. The event outlined the results so far and facilitated further discussion of the values and issues facing Melbourne

### My Grandma Owned a Car Workshop - Tues 7 August

A 'backcasting' workshop with Melbourne's leading urban development and transport thinkers on the preferred future of Melbourne's urban form and transport and how it can be achieved. The Workshop was filmed and is being shown on the big screen at Federation Square during September.

### Global Melbourne Forum - Tue 21 August

In excess of 250 people heard the following panellists:

Paul James	Director, Global Cities Institute, RMIT
Robyn Archer AO	Singer, Writer and Artistic Director
Ben Foskett	CEO Invest Victoria
Ian Jarman	CEO Spring Worldwide

### Housing the Arts - Wed 22 August

Approximately 50 people heard the following panellists:

Morris Bellamy	Manager, Arts and Culture, City of Melbourne
Simon Maidment	Artist and Director, West Space
Ms Tai Snaith	Artist
Dr Kate Shaw	Research Fellow, University of Melbourne

Rossalyn Piggott Artist  
Rick Berry Director, Fitzroys

### Public Transport Growth in Melbourne – Thurs 23 August

Approximately 70 people attended this all-day event, and heard from:

Dr Ian McPhail Victorian Commissioner for Environmental Sustainability  
Dr Gustav Nielsen Chief Research Planner, Oslo Institute of Transport Economics  
John Stone GAMUT Project Officer, University of Melbourne  
Paul Mees Senior Lecturer, University of Melbourne  
Richard Allsop Research Fellow, Institute of Public Affairs  
John Stanley Executive Director, Bus Association of Victoria

### Making and Talking About Art - Wed 29 August

Approximately 50 people heard the following panellists:

Dr Kate MacNeill University of Melbourne School of Communication and Culture  
Robert Mangion Artist  
Julie Edwards CEO, Jesuit Social Services  
Kim Kruger Arts and event manager, curator, film distributor  
Danielle Freakley Artist, Quote Generator project

### City as Catchment – Wed 12 September

Approximately 70 people attended this invite-only roundtable event, aimed at key water stakeholders. The following speakers spoke for 3 mins each:

Dr Rebekah Brown Monash University  
Chris Chesterfield Melbourne Water  
Sheridan Blunt City of Melbourne  
Dr Grace Mitchell Monash University  
Mary Crooks Watermark Australia  
Carolyn Lewen Photography Studies College  
Mike Hill Westwyck Eco-Housing Sustainable

### Public Melbourne Stakeholder Forums – 13/20 September

Approximately 16 and 11 people respectively attended these invite-only roundtable events

### SUNDAY AGE SERIES – The Hunt for Big Ideas for the Future of Melbourne

On Sunday 2 September The Sunday Age commenced a 6 week series on Future Melbourne and invited readers to submit their “Big Idea” for the future of Melbourne. Big Ideas from Prof. Nick Low and Peter Yates have been published and well over 100 Big Ideas from readers have been received so far.

### Future Melbourne Surveys

Two surveys, Talk Living in Future Melbourne and the Talk Service Survey, have been widely distributed during September seeking public input. Feedback is currently being gathered.

### FUTURE MELBOURNE WEBSITE

The Future Melbourne website was launched in late May. Since then there have been 11 704 visits to the site and 42 383 visits to individual pages on the site. The peak traffic on the site was on Monday 3 September, after the first Future Melbourne feature in the Sunday Age, when 416 visits were recorded.

The average user visits 3.62 pages and spends 2min 52sec on the site.

46% of visitors are referred from other websites, including 18% from the City of Melbourne website and 7% from The Age website. 40% of visitors come directly to the site and 14% come from search engines.

Visitors to the site come from 89 countries. 10 190 site visits have come from Australia, followed by 333 from the US and 230 from the UK. There have been less than 100 visits from each of New Zealand, India, Malaysia, Singapore, Canada, China and Germany.

### Future Melbourne eVillage

The key public forum on the Future Melbourne website is the eVillage, where opinions, suggestions are discussed and debated. There have been 281 postings on the eVillage.

The eVillage has 719 members, 36% based in City of Melbourne, and 51% from elsewhere in metro Melbourne. 3% of members are based overseas. The 27-36 year old age group is the largest group on the eVillage, comprising 38% of members. 60% of eVillage members are male.

## RESULTS SO FAR

### The key values for Melbourne that have emerged:

- A green city
- A convivial city
- A prosperous city
- A creative city
- An intelligent city
- A democratic city
- An inclusive city
- A safe city
- A global city
- A diverse city

### The key issues facing Melbourne that have emerged:

- A 21st century public transport system to facilitate sustainable access
- Taking better advantage of our multi-cultural society, particularly the large contingent of overseas students, to enrich Melbourne
- Strengthening the City's international connectivity to maintain prosperity
- A proactive and opportunistic response to climate change to maintain our environment
- Improving governance to deal both with competing needs at local versus metropolitan level and support innovative funding models
- Affordable housing to protect Melbourne's diversity, prosperity and social equity

## THE FUTURE MELBOURNE TEAM

### Reference Group

- Carol Schwartz (Chair)
- Cheryl Batagol
- Reverend Tim Costello
- Nick Green
- George Lekakis
- Harold Mitchell
- Sid Myer
- Lyndsay Neilson
- George Pappas

- Elizabeth Proust
- Arron Wood
- Peter Yates

### City of Melbourne Project Team

- Geoff Lawler
- David Mayes
- Jodie Harris
- Sandra Wade
- Nadine Robinson
- Sue Wilcox
- Alister Campbell
- Jill Cairnes
- Cletus Kweifio-Okai
- Katherine Olszewski
- Geua Montana
- Jeff Taylor

### University of Melbourne Project Team

- Violetta Braach-Maksvytis
- Bill Russell
- Sophie Sturrupe
- Peter Russ
- Mariann Fee
- Louise Dunn

### Joint Communications Group

- Caroline Thurling
- Michelle Coffey
- Ebony Beaton
- Holly Shorland
- Pat Freeland-Small
- Shane Cahill
- Andrew Ramsey
- Elise Schultz
- Kelvin Param
- Luke Hodge

**Victorian Council of Social Services**

Cath Smith  
Kate Colvin  
Jess Fritze

**Public Event Facilitators**

Dr Gael Jennings  
Peter Mares

**Public Event Panellists**

Prof Rob Adams  
Robyn Archer AO  
Morris Bellamy  
Rick Berry  
Sheridan Blunt  
Dr Rebekah Brown  
Adrian Burrage  
Jo Cavanagh  
Chris Chesterfield  
Mary Crooks  
Jago Dodson  
Julie Edwards  
Ben Foskett  
Danielle Freakley  
John Freebairn  
Daniel Grollo  
Mike Hill  
Paul James  
Ian Jarman  
Kim Kruger  
Tom Kvan  
George Lekakis  
Carolyn Lewen  
Dr Kate MacNeill  
Robert Mangion  
Simon Maidment  
Dr Grace Mitchell  
Prof Rob Moodie

**Talking Point Drivers**

Austin Ley// Peter Chaffey (Knowledge)  
Michael Anderson (Business)  
Andrew Korr/Prof Nicholas Low (Moving)  
Jack Holden/Gabrielle Stannus/Prof. Chris Ryan (Env. Sustainable)  
Rob Moore/Michelle Adams (Public)  
Mary Hennessy-Jenny Ford (Destination)  
Michael O'Hanlon (Service)  
Morris Bellamy (Cultural)  
Peter Stewart (Sporting)  
Richard Ponsford/Tom Parker/Paul James/Barbara Norman (Global)  
Russell Hopkins/Colleen Lazenby (Living)

**University of Melbourne Knowledge Transfer Committee**

**Future Melbourne Steering Group**

Vice-Chancellor Vijoletta Braach-Makszytis (Chair)  
Prof Tom Kvan  
Prof Warren Bebbington  
Prof Loane Skene  
Prof Richard Roush  
Louise Adler  
Prof John Freebairn  
Prof Rob Moodie

**Working Partners**

**Australian Conservation Foundation**

Don Henry  
Kate Noble

**Committee For Melbourne**

Sally Capp  
David Teller

**Property Council of Australia (Vic)**

Jennifer Cunich  
Petros Kosmopoulos  
Anita Struck

**RMIT Global Cities Institute**

Paul James  
Barbara Norman

Sid Myer  
Peter Newman  
George Pappas  
Carolyn Parker  
Rossalyn Piggott  
Elizabeth Proust  
Prof Chris Ryan  
Morry Schwartz  
Dr Kate Shaw  
Tai Snaith  
Graham Tupper  
Anne Turley  
Prof John Wiseman  
Dr Clare Wright

**PUBLICATIONS**

**The Future Melbourne project has featured in the following publications**

**Sunday Age** – a weekly metropolitan newspaper  
Features published on 2 September, 9 September and 16 September 2007

**Melbourne News** – a monthly magazine distributed to Council ratepayers and residents  
August 2007, September 2007

**Melbourne Update** – a fortnightly email update sent to Council stakeholders  
17 September 2007

**FINANCE ATTACHMENT**

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**FUTURE MELBOURNE UPDATE**

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This report is for noting only and there are no direct financial implications arising from the recommendation contained in this report.

**Phu Nguyen**  
Acting Manager Financial Services

## LEGAL ATTACHMENT

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### FUTURE MELBOURNE UPDATE

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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 term 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;”*

**Toby Hayes**  
Acting Manager Legal Services