

Report to the Future Melbourne Committee**Agenda item 6.1****Neighbourhood key issues and City of Melbourne Projects for Fishermans Bend****20 September 2022****Presenter:** Rushda Halith, Director Community Development**Purpose and background**

1. The purpose of this report is to provide an overview of the Fishermans Bend neighbourhood community and upcoming key initiatives. (Refer Attachment 2).
2. On 14 December 2021, Council endorsed Future Melbourne Committee meetings to occur in neighbourhood locations to encourage and support more local residents, businesses, workers and students to participate, experience and engage in Future Melbourne Committee meetings through attending, observing, making a submission and/or asking a public question in a neighbourhood setting.
3. This initiative is part of a neighbourhood approach commenced last year to strengthen how the Council understands and works with different communities across the municipality as we continue to navigate the impacts of COVID-19.
4. The municipality is made up of a broad set of neighbourhoods, each with its own unique characteristics and needs – from densely populated urban environments, such as the central business district, to more residential areas, such as Kensington, Carlton and South Yarra. Using community development practice and a place-based approach, Council seeks to better understand the strengths, needs and priorities of communities to guide its work. Ensuring opportunity of access and participation of diverse voices and views will be a key priority as this approach is embedded this year through neighbourhood plans and projects, developed in partnership with communities.

Key issues

5. Fishermans Bend is Australia's largest urban renewal project. The precinct is synonymous with innovation and ingenuity, and steeped in manufacturing and industrial history.
6. The country on which Fishermans Bend sits is rich with Aboriginal heritage and continuing cultural significance. Oral traditions, for example, record a time when the sea level rose and flooded the rich plain, creating what is now called Port Phillip Bay.
7. Fishermans Bend takes its name from the scattering of fishing folk that set up shacks near the water from the late 19th century. Over the years, the area has been home to a handful of residents.
8. General Motors Holden made its home in this industrial heartland from the 1930s. The Kraft Vegemite Factory followed in the 1940s. In 2021 Council moved to preserve the intangible history of this site – the distinctive smell of Vegemite that once wafted across the city from this factory – through a statement of significance.
9. By 2050, Fishermans Bend will be home to about 80,000 residents and provide employment for up to 80,000 people, as well as study opportunities for 20,000 students.
10. The area for earmarked urban renewal sprawls over 480 hectares. Melbourne's portion of Fishermans Bend is largely industrial, and wedged between the West Gate Bridge and the Yarra River – Birrarung. It already hosts 12,900 jobs (Clue Data 2020) across 512 businesses, and is only set to grow.
11. The coming transformation is guided by the Victorian Government's Fishermans Bend Framework, a plan for parks, schools, roads, transport, community facilities and services that will ensure liveability over the next 30 years.
12. There will be five precincts across the City of Melbourne and the City of Port Phillip: Two are within the City of Melbourne: Lormier and the National Employment and Innovation Cluster.

13. Lorimer Precinct will be a vibrant, mixed-use precinct close to the river, and connected to the CBD, Docklands and emerging renewal areas.
14. The Fishermans Bend National Employment and Innovation Cluster is devoted to advanced manufacturing, engineering and design. At 230 hectares, it is the largest precinct within the urban renewal area. This precinct celebrates risk-taking as an essential ingredient to innovation.
15. Global industry giants are already well-established within the National Employment and Innovation Cluster, including Boeing and a research facility for the Department of Defence. More will follow, including a new University of Melbourne campus for engineering and design.
16. In 2021 the Victorian Government announced a three-year \$179.4 million funding package for the Fishermans Bend Innovation Precinct at the former General Motors Holden site, which sits within the cluster. This early investment will attract key organisations with a shared vision.
17. We have learnt from the early years of Docklands, before it was absorbed into the City of Melbourne. We are establishing infrastructure early, planning ahead and using sophisticated 'digital twin' tech that has recreated Fishermans Bend digitally to track and inform growth in the area over time.
18. To create a place that attracts both innovation and people, we are partnering with the Victorian Government to plan, design and deliver the trial Gateway to GMH project, also in the old General Motors Holden site.
19. The Gateway to GMH project will plant more trees and build safer cycling paths on Turner Street. It will also improve off-road cycling conditions along Lorimer Street and connect north to River Esplanade. We'll install new underground electrical services to connect innovative technologies like sensors and smart poles and support future innovation and public art.
20. What we learn during this pilot will feed into the longer-term transformation of the area.
21. To foster local relationships, we recently opened the Gateway Hub in Shed 21 on Lorimer Street. The hub hosts events such as Open House Melbourne, Melbourne Fringe and Melbourne Fashion Week, and tours. On Wednesdays at lunchtime, Padel and Bites offers a \$5 game of padel tennis alongside food truck eats.
22. To foster inventive thinking in Melbourne's oldest innovation precinct, we recently invited thinkers and makers to take on the Fishermans Bend Innovation Challenge.
23. The challenge explored how emerging technology and data could help build resilience. The winning pilot, Recycled Material Raingardens, closes the loop on local waste by using hard waste to filter stormwater and reduce the risk of run-off.
24. This year we are investing in renewal works in Fishermans Bend, including flood mitigation, roadways and greening. We will also invest in maintenance works at municipal facilities.
25. We're joining forces with the Victorian Government and City of Port Phillip to propose new governance and funding arrangements across Fishermans Bend, including Development Contributions Plans.
26. We're also advocating to the Victorian Government for more public transport investment.
27. And we continue to work with the community and stakeholders to enhance and future-proof the stunning Westgate Park. When the conditions here are just right in summer, algae turns the lake a striking pink.

Recommendation from management

28. That the Future Melbourne Committee notes the overview of the Fishermans Bend neighbourhood community and upcoming key initiatives.

Attachments:

1. Supporting Attachment (Page 3 of 9)
2. Fishermans Bend: Neighbourhood Highlights and Initiatives (Page 4 of 9)

Supporting Attachment

Legal

1. Council adopted the schedule of Future Melbourne Committee and Council meetings on 14 December 2021, in accordance with its Governance Rules. This included the locations for the community Future Melbourne Committee meetings, which commence from February until November 2022.

Finance

2. The financial impact associated with the key initiatives outlined in the overview of the Fishermans Bend Neighbourhood community and upcoming key initiatives in Attachment 2 are in 2022-23 budget.

Conflict of interest

3. 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

4. Council projects and activities in Fishermans Bend seek to improve the health, safety and wellbeing of the community.

Stakeholder consultation

5. The holding of meetings in community locations, will increase the community's capacity to experience and participate in the democratic process, in addition to engaging with Councillors informally on a range of matters.

Relation to Council policy

6. This report aligns with the community aspirations identified in the Council Plan 2021-2025 and the Governance Rules.

Environmental sustainability

7. Council projects and activities in Fishermans Bend focus on enhancing both environmental and social sustainability.

Fishermans Bend Neighbourhood Highlights & Initiatives



About Fishermans Bend

Fishermans Bend is Australia's largest urban renewal project covering approximately 480 hectares in the heart of Melbourne. Fishermans Bend will consist of five precincts, across two municipalities – the City of Melbourne and the City of Port Phillip.

Fishermans Bend is home to 12,900 jobs (Clue Data 2020) and 20 residents. It is expected that by 2050, it will be home to approximately 80,000 residents and provide employment for up to 80,000 people and study opportunities for 20,000 students.

The transformation of Fishermans Bend is guided by the [Fishermans Bend Framework](#), a plan for parks, schools, roads, transport and community facilities and services to ensure liveability as the precinct grows over the next 30 years.

Fishermans Bend Timeline

2012	In July 2012, the Victorian Government rezoned Fishermans Bend (then made up of Lorimer, Montague, Wirraway and Sandridge) to Capital City Zone. The Lorimer Precinct is within the City of Melbourne.
2013	In September 2013, the Victorian Government released the Fishermans Bend Urban Renewal Area Draft Vision and Interim Design Guidelines for public consultation. These documents provided a vision for how Fishermans Bend could look in 2050 and outlined the overarching strategic directions and key moves needed to realise the vision.
2014	In July 2014, the Metropolitan Planning Authority released the Fishermans Bend Strategic Framework Plan. This plan provided high-level guidance on the development of Fishermans Bend.
2015	<p>In April 2015, the new Minister for Planning announced changes to Fishermans Bend, including a review of the Fishermans Bend Strategic Framework Plan, establishing a Ministerial Advisory Committee and including the 230 hectare Employment Precinct in the Fishermans Bend Urban Renewal Area.</p> <p>In July 2015, the Fishermans Bend Ministerial Advisory Committee was announced, issuing a report of 40 recommendations to the Minister in October 2015.</p>
2016	In February 2016, the Minister for Planning adopted 34 of the recommendations in full and six recommendations in part. One of the first recommendations to be acted on was to establish the Fishermans Bend Taskforce, to lead the planning of the Fishermans Bend Urban Renewal Area.
2017	In October 2017, the draft Fishermans Bend Framework was released by the Victorian Government outlining the future direction of development across the area. The City of Melbourne's response to the draft framework (PDF) was endorsed at the Council Meeting on Tuesday 12 December 2017.
2018	<p>Submissions on the draft Framework and proposed planning scheme amendment GC81 were considered by a specially appointed Planning Review Panel (Terms of Reference (DOC)). The Panel provided a report of recommendations to the Minister for Planning in July 2018 to inform the final Framework and Planning Controls.</p> <p>In August 2018, the Victorian Government announced the formation of a dedicated Fishermans Bend Development Board to guide the transformation of the urban renewal area, as well as a Mayors Forum including representation from City of Melbourne Councillors.</p> <p>In October 2018, the Victorian Government released the final Fishermans Bend Framework, providing a plan for parks, schools, roads, transport and community facilities and services to ensure the liveability of the precinct as it grows over the next 30 years.</p>
2019	In May/June 2019 the Fishermans Bend Taskforce led a period of community engagement providing an opportunity for the community to contribute to the development of the Precinct Implementation Plans proposed for each of the Fishermans Bend precincts.
2020	<p>In July 2020 the Future Melbourne Committee endorsed key principles to inform a revised governance structure for Fishermans Bend including the recommendation for the creation of a future governance body with the necessary resources, autonomy and range of powers to effectively implement the vision of the Fishermans Bend Framework.</p> <p>In July 2020 the Future Melbourne Committee endorsed a submission on the proposed Planning Scheme Amendment (C371) to facilitate the development of The University of Melbourne's new Fishermans Bend Campus. This amendment was gazetted into the Melbourne Planning Scheme in September 2021.</p>
2021	In September 2021 Advancing Manufacturing – the Fishermans Bend Opportunity was released by the Victorian Government establishing the vision for the National Employment and Innovation Cluster to become 'internationally renowned as a centre of innovation in advanced manufacturing and design'
2022	In May 2022 the Fishermans Bend Water Sensitive City Strategy was released. The Strategy applies world's best practice in managing water as a resource and the impacts of climate change in urban environments to facilitate development, improve climate resilience, boost biodiversity and urban ecology, and reduce pollution from storm water runoff.

National Employment & Innovation Cluster (NEIC)

The Fishermans Bend National Employment and Innovation Cluster (Fishermans Bend NEIC) is identified in Plan Melbourne as state significant and one of seven NEICs across Melbourne. At 230 hectares, the NEIC is also the largest precinct within the Fishermans Bend urban renewal area.

The precinct has been synonymous with innovation and ingenuity in Australia's manufacturing and industrial history, and that proud tradition is set to continue.

In May 2021, the Victorian Government announced a \$179.4 million funding package to kick-start the delivery of [Fishermans Bend Innovation Precinct](#), over the next three years. This early investment will be a catalyst to drive the confidence of key industry education and research organisations to grow the advanced manufacturing vision in the broader NEIC. The University of Melbourne is committed to the site and plans to open a new engineering and architecture campus by 2026 in the Fishermans Bend Innovation Precinct.

Gateway to GMH

The City of Melbourne is working in partnership with the Victorian Government on the planning, design and delivery of the 'Gateway to GMH' project.

Focusing on the 230-hectare NEIC, home to the former GMH (General Motors Holden) site, the project will deliver a range of works on Turner Street and is the first step in transforming this space into a key multi-modal movement corridor from the former GMH site through to the central city and other innovation precincts.

Gateway to GMH has four areas of focus:

Accessibility – a bike and pedestrian path connecting Lorimer Street to Salmon Street along Turner Street to improve access and safety for pedestrians and cyclists

Creative Place making – creative and engaging experiences including the creation of a temporary place making hub to host events and activities

Greening – planting to enable a more mature tree canopy cover

Digital – digital infrastructure to support future innovation within the renewal precinct, such as sensors, smart poles and technology that integrates with art

This trial project for the future NEIC, will act as a catalyst for the longer term transformation of the precinct into a centre for innovation in advanced manufacturing, engineering and design.

Recent and Current Activations

Fishermans Bend Innovation Challenge

By 2050, Fishermans Bend NEIC will be a centre of innovation in advance manufacturing, engineering and design, a place that celebrates risk taking as an essential ingredient to innovation.

The Fishermans Bend Innovation Challenge invites entrepreneurs, universities, researchers, start-ups, scale-ups and established organisations to take part in this challenge by exploring big ideas in Melbourne's oldest innovation precinct. It presents a unique opportunity to explore ways the creative use of emerging technology and data could help build resilience for businesses, communities, environment and individuals.

The challenge statement being explored: *As Fishermans Bend NEIC continues to evolve its legacy as a site for innovation, how might we use data and technology to enable a shared and equal understanding of the impact of our daily choices, so we can drive change towards a more resilient future?*

A Pitch Night was held on Thursday 28 July and six big ideas on how to use data and technology in Fishermans Bend were presented in the open.

Community members together with judges will select a winning idea to be brought to life at Fishermans Bend. From rain gardens made from recycled materials to dating apps for buildings, these concepts aim to solve challenges in our future city spaces.

Fisherman's Bend Gateway Hub

The Gateway Hub is a program of creative place making and community engagement in the Fishermans Bend National Employment and Innovation Cluster precinct.

Through a program of storytelling and events, the objective is to increase awareness about the future vision of Fishermans Bend NEIC as an innovation precinct, and to build relationships and strengthen networks between the local community, industry, businesses and residents.

Recently The Gateway Hub has relaunched at its new home at Shed 21, 206 Lorimer Street, Docklands (next to the Bolte Bridge).

The Gateway Hub has created the Gateway Hub website, e-Newsletter and social media channels while also delivering the following activations;

- **Open House Melbourne** in July 2022: Starting and concluding at the Gateway Hub, the tour covered key moments in the history of Fishermans Bend and Holden's legacy, and how these come together to shape Fishermans Bend's exciting future.
- **Fishermans Bend Innovation Bike Tour** in May 2022: As part of Melbourne Knowledge Week, the City of Melbourne ran two guided bike tours to uncover the fascinating stories of innovation and manufacturing at Fishermans Bend.
- **Gateway Hub Warming and Fishermans Bend Innovation Mixer** in April 2022: Official Relaunch of Gateway Hub including welcome to country by Uncle Shane

Clarke from the Bunurong Land Council Aboriginal Corporation. A mixer for the Fishermans Bend Innovation Challenge also took place on the night.

- **Padel and Bites** program runs every Wednesday from 12pm-2pm and provides opportunity to purchase food from a different food trucks each week and play free social Padel Tennis at OnePadel, Melbourne First Padel Courts.

City of Melbourne investments in Fishermans Bend 2022 - 2023

Capital works

- We will invest around \$550,000 on renewal works in Fishermans Bend, including on roadways and flood mitigation.
- We will invest around \$150,000 on maintenance works at municipality facilities in Fishermans Bend.

Key activities and strategic work

This year we will:

- Progress planning and delivery of Fishermans Bend, including development of structure plans for Fishermans Bend NEIC and Lorimer Precinct
- Assist and facilitate marquee projects and stimulate economic development to support business growth
- Deliver a shared active transport path on Turner Street, Fishermans Bend, in partnership with Development Victoria (Gateway to GMH project)
- Work with Development Victoria for master planning and implementation of a new Fishermans Bend Innovation Precinct at the former GMH site
- Work with the Victorian Government and City of Port Phillip on developing proposals for new governance and funding arrangements across Fishermans Bend, including Development Contributions Plans
- Facilitate early activation and creative placemaking activities in collaboration with the Victorian Government and other stakeholders
- Continue advocacy to the Victorian Government for commitment to public transport investment in Fishermans Bend, including the tram and new train stations
- Facilitate Integrated Water Management solutions to support increased greening, reduced flooding and reduced pollution to the bay and Yarra River – Birrarung
- Continue to work with the community and stakeholders to support the future management and enhancement of Westgate Park.
- Key activations include:
 - Continued delivery of the weekly One Padel & food truck program at Shed 21
 - Deliver tours and talks through the precinct, in collaboration with industry and local business partners
 - Develop a public artwork for the precinct
 - Facilitate and support community partners to deliver creative activations and events at Shed 21
 - Melbourne Fringe and Melbourne Fashion Week Events at Shed 21 Gateway Hub in October

We will progress delivery of:

- Fishermans Bend Urban Forest Precinct Plan
- Disaster preparedness and resilience planning
- Municipal Planning Strategy