

15 June 2021

**Notice of Motion, Lord Mayor Sally Capp: City of Melbourne
Support for COVID-19 Vaccine**

Motion

1. That the Future Melbourne Committee:
 - 1.1. Notes that COVID-19 related restrictions including lockdowns have had a devastating effect on the economy and liveability of the City of Melbourne.
 - 1.2. Notes that a significantly vaccinated population is the key to avoiding future lockdowns associated with COVID-19, and that vaccinations are essential to beating COVID-19 and ending the public health crisis.
 - 1.3. Notes that the City of Melbourne can play a greater role in encouraging Victorians to get vaccinated.
 - 1.4. Requests management to urgently:
 - 1.4.1. Boost our communication campaign in multiple languages using both online and physical assets to urge Victorians to get a COVID-19 vaccination as soon as they are eligible, to ensure the City remains open.
 - 1.4.2. Deliver an incentive program exclusive to people who have been vaccinated including a premium offer such as a retail and hospitality package in the City of Melbourne
 - 1.5. Notes that these new activities can be funded with money that has already been budgeted for reactivation and recovery activities.

Background

2. Lockdowns resulting from COVID-19 have imposed a significant social and economic burden on Melbourne's economy. Having a vaccinated population significantly reduces the spread and danger of COVID-19, and would therefore reduce the likelihood of further lockdowns to Melbourne.
3. Victoria has seen a significant increase in COVID-19 vaccine uptake since the fourth lockdown began, however, according to the latest [Essential Poll](#) 32% of Victorians report vaccine hesitancy with a further 12% stating that they would choose against getting the vaccine. While this polling shows an improvement on previous polls, there remains a sizeable portion of Victorians who would delay or refuse to be vaccinated. Encouraging the 44% of Victorians who are hesitant or against getting a COVID-19 vaccine should be a priority of all levels of government.
4. The City of Melbourne could utilise its online and physical assets through an amplified communications campaign to further support and encourage those who are vaccine hesitant to obtain a COVID-19 vaccine when they are eligible.
5. This communications campaign aligns with our Council Plan 2021-2025, which prioritises our community's public health and wellbeing.
6. Australia's Therapeutic Goods Administration has recently permitted the provision of incentives and rewards for people who have been fully vaccinated. As shown by a number of cities across the world, further incentives such as lotteries have been successful in encouraging increased uptake of the COVID-19 vaccine, with some lotteries improving vaccine uptake by 45%. To further encourage people to receive the COVID-19 vaccine the City of Melbourne could deliver a lottery competition that would offer a unique and exciting city-based experience.

Moved: Lord Mayor Sally Capp

Seconded: Deputy Lord Mayor Nicholas Reece