MAGIC, MOMENTS AND MAYHEM

MOOMBA

CELEBRATING 60 FESTIVALS

A CONNECTED CITY

KEEPING MELBOURNE MOVING

THE FIRST EVER FESTIVAL OF LIVE ART

CURIOUS ART IN EVERY SPACE

MELBOURNE.VIC.GOV.AU
As Melburnians return to work and school after the summer break, behind the scenes the City of Melbourne is working to ensure that people are safe on our roads, bike lanes and footpaths.

Melbourne is, not surprisingly, Victoria’s busiest municipality for pedestrian, cycling and public transport activity. It is important that all competing modes of transport acknowledge and respect each other.

This month we will launch a road safety program which is aimed at increasing awareness of all road users (cyclists, pedestrians, motorcyclists and drivers) to cultivate a safer and more enjoyable road environment in the City of Melbourne.

The program has six focus points: distractions, vulnerable users, new environments, city visitor awareness, protective gear and care and responsibility.

More people visit the city now than ever before and Council recognises that it needs to educate and accommodate competing road users about how to be safe and keep others safe.

Melbourne experiences an influx of visitors this time of year to attend our world-class events including the Melbourne Food and Wine Festival, the Grand Prix, the Virgin Australia Melbourne Fashion Festival, the Melbourne International Flower and Garden Show, the Melbourne International Comedy Festival, the Melbourne International Jazz Festival and our first Festival of Live Art.

Moomba is sure to be huge this year as we celebrate 60 wonderful festivals with thousands of floats and activities for everyone.

We need to do all we can to make sure the safety of these crowds is taken into consideration.

In addition to the road safety program, Melbourne City Council has adopted a range of initiatives to improve the safety of all road users including the closing of Swanston Street to traffic, the Road Safety Plan 2013-2017 and the Bicycle Plan 2012-2016. We’ve also extended the Queen Street Mega Taxi Rank to Thursday nights until April, to help summer revellers get home safely.

I hope you enjoy all the best that the city has to offer during Melbourne’s event season and please remember to keep your safety and the safety of other road users in mind while you’re getting about.

Robert Doyle, Lord Mayor

@LordMayorMelb
MELBOURNE LOVE

LOVE & ROSES FOR VALENTINES

With love in the air, we caught up with Kerry, Manager of Flowers Round the Hours, on her romantic tips for the season.

‘It’s a perennial favourite, everyone wants roses,’ said Kerry, Manager of Flowers Round the Hours, a small outdoors florist shop based on the corner of Swanston and little Collins Street.

‘There has been a florist at this spot since the 1920s so everyone knows us. I got into the business after finishing my floristry course and worked here first, then becoming manager. I have now been here for 15 years.’

Kerry is already gearing up for another busy Valentine’s Day.

‘We do a lot of preparation work, it’s long hours but I love the city vibe and I’ve had some memorable moments. I once had a woman order 99 long-stemmed red roses for her boyfriend and another time a man bought a bouquet of roses and asked me to chop the heads off saying it was tradition!’

Kerry’s top city spots for romance this Valentine’s Day are the Royal Botanical Gardens, Birrarung Marr and the variety of rooftop terrace bars around the city, with a bouquet of flowers for your loved one of course.

‘Hugh Jackman would buy flowers regularly and once asked if one of my staff would run after his wife Debra-Lee Furness and present her with the flowers pretending to be a fan.’

‘.. a man bought a bouquet of roses and asked me to chop the heads off saying it was tradition!’

FOR MORE INFORMATION, VISIT www.bit.ly/MELBvalentine

CITY BY BICYCLE

Being on her bike every day around the city gives Michelle Brown (owner and guide of tour provider Melbourne By Bike) a unique perspective on the city.

How did you start Melbourne By Bike?

I always loved Melbourne, exercise, travelling and meeting people, so in 2010 I decided to combine them all by starting Melbourne By Bike. My tours are customised to the group. I like each person to come away with an appreciation of why Melbourne is one of the most liveable cities in the world.

What do you think of cycling through the city?

It’s a wonderful city to cycle around. Every time I go out it’s a different experience and Melbourne is alive with such a diverse mix of people. On bike, my groups get to see hidden places and have experiences they wouldn’t get on any other style of tour.

How has Melbourne By Bike improved your connections to the city?

I have excellent support from City of Melbourne, Tourism Victoria and Destination Melbourne. I also know a lot of the traders around town and many of them are really catering to the growing tourist market.

How have changes to lanes and bike paths made your job easier?

The wide bike lanes around town are great and with each new group I give a 10 minute talk about the safety of riding in our city and respecting pedestrians. I also enjoy taking groups on the capital city bike trails but would like to see more signage to help people find their way around.

What would help make cycling in the city even better?

Educating drivers about sharing the roads with cyclists especially paying attention when opening doors onto the street and more bicycle parking in the city.

FOR MORE INFORMATION, VISIT www.bit.ly/MELBvalentine
LETTER OF THE MONTH

PARKS FOR EVERYONE

Me and my family were delighted today to finally see a sign at Princes Park highlighting the importance of keeping dogs on-leash in that particular area and information about surrounding off-leash areas. This sign will make dog owners and non-dog owners aware of both their responsibilities and greatly reduce the anxiety surrounding trying to take your children to the park without having to be hyper vigilant and having to justify your right to enjoying the park in peace. One suggestion would be to place the consideration of other park users somewhere on the sign. This would make it even clearer to everyone.

Thanks, well done and much appreciated,
Bill A.

We feature letters from our readers, so please share with us at melbournenews@melbourne.vic.gov.au

How do I apply for a residential parking permit?

Parking permits can be issued to people who live in residential areas within the municipality. The most convenient way to apply for a parking permit is online.

Our online form makes it easy to apply for those who are eligible.

Go to melbourne.vic.gov.au/parking and follow the prompts.

Or you can visit our Customer Service desk at the Melbourne Town Hall - Administration Building, 120 Swanston Street Melbourne. We are open from 7.30am to 5pm, Monday to Friday (public holidays excluded).
KEEP YOUR COOL THIS SUMMER

1. **H2O THERAPY**
   - Drink water, avoid alcohol and caffeine.

2. **SHOWER POWER**
   - Take a cold shower or shallow bath.

3. **NEVER LEAVE**
   - anyone, especially small children and pets, in a closed parked car.

4. **STAY INDOORS**
   - or in the shade.

5. **DON’T RELY**
   - on fans unless there is natural ventilation.

6. **WEAR SPF30+**
   - sunscreen and a hat when in the sun.

7. **RELAX**
   - Reduce physical activity especially between 11am and 4pm.

8. **COOL CLOTHES**
   - Wear lightweight, loose-fitting clothing.

COMMUNITY FORUMS

**INFORMATION AND INTERACTION**

You’re invited to our Community Forums in March and April. The community forums are your opportunity to have direct dialogue with Councillors and council officers and find out how to participate in City of Melbourne activities and decision making. For forum dates and locations visit [melbourne.vic.gov.au/participatemelbourne](http://melbourne.vic.gov.au/participatemelbourne)

EAST WEST LINK

Community feedback was an essential part of our submission response to the East West Link Comprehensive Impact Statement.

We will continue to engage with the planning process, share our views and the views of our residents.


QUEEN VICTORIA MARKET

**CONSULTATION**

The announcement of the Queen Victoria Market precinct renewal created a buzz in the city late last year. Close to 1,000 people including market traders, visitors and the community joined the conversation through vox-pops at the market, in the city, and online via social media and City of Melbourne’s Participate Melbourne website.

Thousands more were kept up to date during the important first phase of community consultation.

People shared what they love and value about the market and what could be improved and changed. Common themes were Queen Victoria Market’s sense of place, community and culture, produce and products, heritage, transport and access, tourism and marketing, sustainability, economy and future renewal. A report on this first phase of community engagement will come out soon, with further consultation in autumn 2014.

The market renewal will be the largest investment in the City of Melbourne’s history. Following the renewal, the City of Melbourne will seek UNESCO World Heritage listing for Queen Victoria Market.

HAVE YOUR SAY ONLINE NOW AT PARTICIPATE MELBOURNE

INTERESTED IN HAVING YOUR SAY?

Register your interest in participating in the discussions about the future of the market at [www.bit.ly/MELBqvm](http://www.bit.ly/MELBqvm) or join the conversation on Twitter #qvmforever

MAKING A GREAT MARKET EVEN BETTER

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HEARTFELT ART AT

INDIGENOUS FESTIVAL

Talented Indigenous artist Tiriki Onus recently received a City of Melbourne Indigenous arts grant to create his performance piece William & Mary for the festival.

‘I was really happy to receive the grant, it’s such a great opportunity as an artist to develop new work and I am excited to be part of this festival, there’s really nothing else like it. It’s very important, being able to stand up with other artists and experience the high quality of artistic output, it’s amazing and art is at the heart of what we do culturally.’

Tiriki Onus’s one man show is a journey, drawn from his own family experiences.

‘I find it’s important to make something that speaks to me personally. I think for most artists it is always a search for identity.

‘There are some amazing stories that will be told throughout the performance using spoken word and song cycles.’

William & Mary is inspired by my grandparents. My grandmother Mary was a Scottish woman who came over to Australia between the wars. She was progressive for her time, marrying a black activist and becoming a communist. There are some amazing stories that will be told throughout the performance using spoken word and song cycles.’

‘In the future for the Indigenous arts scene, I’d like to see greater integration between art practices so there is a more holistic approach. The Melbourne Indigenous Arts Festival is certainly leading the way.’

William & Mary will be on at Malthouse Theatre, The Beckett at 2pm on Sunday 16 February.

FOR MORE INFORMATION AND ALL MIAF PROGRAMMING, VISIT www.bit.ly/MELBmiaf
CELEBRATING 10 CREATIVE YEARS

ARTPLAY

ArtPlay, a unique, creative arts studio for children and their families, turns 10 this year. We caught up with ArtPlay’s Creative Producer Simon Spain as he reflects on 10 playful years.

‘I want ArtPlay to become an ideas lab to take artistic risks ...’

‘ArtPlay started in 2003 when on a visit to Ireland Rob Adams, Director City Design, saw a Children’s Art program called The Ark. He loved it and on his return to Melbourne, advocated for the Railway engineers building at Birrarung Marr to be transformed into a venue for children’s art and play activities. In February 2004, when it opened, we had a small team passionate about providing a safe space for parents and children to practice art with professional artists. It was such a new idea we made it up as we went along.’

ArtPlay has grown over the years and now caters for newborns up to 12 years.

‘Children get a real taste of the arts and over our ten year history we have had 1,000 artists working with over 100,000 children and families, that’s a lot of ArtPlay! The children become artists alongside the professionals and the resulting works are a true collaboration.

Simon and his team are now thinking about the future of ArtPlay. ‘I want ArtPlay to become an ideas lab, to take artistic risks. Recently we had a musician and set designer collaborating with children on a play called Rain, it was so successful it is being shown at other venues,’ said Simon. ArtPlay will continue to be a special place for children and their families now and into the future - happy 10th birthday ArtPlay!

FOR MORE INFORMATION, VISIT www.bit.ly/MELBartplay

COMING TO FRUITION

If you are visiting Royal Park, keep an eye out for Matthew Harding’s striking sculpture Fruition.

Fruition is a labour of love from innovative Australian artist and designer Matthew Harding. The pair of fluted, pod-like forms are designed and crafted by the artist from cor-ten steel, creating an aesthetic that unites the natural landscape of Royal Park with its busy backdrop of arterial roads and tram lines. With a career spanning almost three decades in visual arts, construction industries and various craft traditions Melbourne spoke with Matthew.

How did you come up with the idea of Fruition?

I first started working on seed forms back in 2003 when the Canberra bush fires occurred. I was fascinated by the potential held within seeds and the regenerative qualities of nature.

The Fruition sculpture is a large-scale expression of this carved seed form series. In response to the location I was interested in the juxtaposition of an organic form pitched against the cityscape.

Fruition is also a word play for the creative process and our ability to rise above hardships. From the seed of our ideas we germinate the fruits of our labour.

What processes did you use to create the sculpture?

It’s extremely labour intensive with over 1,500 hours of labour including the forming of the steel, grinding, spot welding and other practices. I enjoy the meditative aspect of this repetitive work.

What do you think of the City of Melbourne Public Art Program for artists such as yourself?

The Public Art Program has really been a champion in supporting artists and I have found City of Melbourne to be a good client, they have the right intent and want the best from their artists so that there is quality artwork for the public to enjoy.

Fruition is commissioned by the City of Melbourne Public Art Program. Fruition is located on the corner of Elliot Avenue and Flemington Road, Royal Park, Parkville.

FOR MORE INFORMATION, VISIT www.bit.ly/MELBpublicart
Celebrating a milestone 60th event this year, Melbourne’s popular Moomba Festival will return on the Labor Day long weekend, bursting into life on the banks of the Yarra River.

‘This year the festival is being marked by the very special Diamond Jubilee themed parade to celebrate Moomba’s 60 years of magic and memories, with a staggering 2,500 participants and seven spectacular floats,’ said Marketing Melbourne portfolio Chair, Councillor Beverley Pinder-Mortimer.

‘Since its inception in 1955, Moomba has become a feature on Melbourne’s annual calendar. The event has remained relevant and vibrant over the years, while celebrating and building on the rich heritage of being one of the world’s longest standing community festivals,’ said Cr Pinder-Mortimer.

‘The event has remained relevant and vibrant over the years, while celebrating and building on the rich heritage ...’

While Moomba has changed drastically over the years, both in size and structure, there are a number of traditional Moomba features that have stood the test of time.
Moomba’s 2014 program offers a varied schedule of events for the whole family, including a special 60th program in the main arena, activities and workshops for little ones at Kid’s Zone, skate park competitions and tutorials for young adults, and the world’s best athletes competing in the water program.

Nightly displays of fireworks, the well-loved Birdman Rally, and the carnival rides and games add to Moomba’s enduring old-world charm.

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Stay connected on Facebook www.facebook.com/moombafestival and Twitter @moombafestival #moomba

FOR MORE INFORMATION, VISIT www.bit.ly/MELBmoomba14

PEOPLE OF MOOMBA

Over the years, Moomba has amassed a rich history and established a strong connection to our city and its people. Moomba is a community festival with a big heart, loved by Melburnians young and old.

As part of the event’s 60th celebrations, Moomba is compiling the ultimate family album, capturing recollections from those who have been a part of the magic and memories.

From past Kings and Queens, performers, parade participants, local icons and legends, to generations of Melburnians who have attended the event each year.

IF YOU HAVE A MEMORY TO SHARE, MOOMBA WANTS TO HEAR IT!

To share your moment head to melbourne.vic.gov.au/peopleofmoomba, and visit the People of Moomba celebration display during the event.

WHAT’S ON MOOMBA 2014

MOOMBA PARAIDE
10 March, 11am
Watch the spectacle, northbound on St Kilda Road from Dorcas Street to Linlithgow Avenue.

BIRDMAN RALLY
9 March, Noon
Choose your favourite birdman, support their fundraising efforts, and cheer them on!

MAIN ARENA
8, 9, 10 March
Join in the nightly celebration with music legends Daryl Braithwaite, Joe Camilleri, James Reyne and Ross Wilson.

MOOMBA EXPERIENCE
8, 9, 10 March
Open 11am to 10pm
Taste the flavours and experience the atmosphere at Moomba’s carnival.

Enjoy a diverse selection of tasty food and at 9.30pm watch spectacular fireworks every night.

PEOPLE’S FLOAT
8, 9 March
Get inspired and help create one of Moomba Parade’s amazing floats.

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The Yarra River is at times both an asset and an obstacle for Melbourne. It’s an attractive feature which adds interest and energy to the landscape, but can also be a barrier which limits access to the central city.

Indeed there are just four road bridges and two pedestrian-specific bridges to connect the southern suburbs with the north bank’s central city grid, bound by Spring and Spencer streets.

Public passion was ignited last year when the City of Melbourne flagged its intention to remove a lane of northbound traffic on Princes Bridge, to install a bike lane.

METHOD IN THE MADNESS

Transport planning projects in the City of Melbourne are never made on a whim, or in isolation. Rigorous research, testing, modelling and engagement are routinely conducted to inform any major planning decision, and Princes Bridge was no exception.

Princes Bridge has always been a grand entrance to the city with tourists, residents and workers alike stopping to look at the view, or watch the rowers and boats gliding past, as they walk between the Melbourne Arts Precinct, Flinders Street Station and Federation Square.

City of Melbourne research showed that of all the pedestrians who cross the bridge, a sizeable 80 per cent do so on the western Flinders Street Station side.

The decision to move cyclists to a dedicated northbound lane on the road resulted in improved safety and flow for both pedestrians and cyclists, while ensuring minimal impact on vehicle travel times.

Councillor Cathy Oke, the Chair of the Future Melbourne (Connected City) Committee said, ‘we want to manage movement in and around our growing city to help people trade, meet, participate and move about safely and easily’.

‘Our strategy must take into account the needs of pedestrians, cyclists, motorcyclists, public transport users and drivers of both private cars and commercial vehicles ...’

‘Over the next four years we’d like to see more people walking, cycling or using public transport to travel to and from the municipality’, said Cr Oke.

Following the trial and review, Council voted unanimously to approve the permanent installation of the Princes Bridge bike lane in October 2013.

CONNECTING THE DOTS

When bold changes are proposed for a city, debate largely frames the city’s transport planning as an issue of car versus bike. However transport planning in a major metropolitan city is never that simple.

The blueprint for the City of Melbourne’s transport vision is contained in the Transport Strategy 2012 Planning for Future Growth. The four-year strategy outlines the steps which must be taken to meet the future demands of a growing population in a way which improves the prosperity, sustainability and liveability of the municipality.

The strategy acknowledges the number of people travelling into the city on weekdays continues to increase. On an average weekday in 2012, the City of Melbourne had a population of 844,000 people – 62,000 more than in 2010. Looking ahead, the number of people living, working and visiting Melbourne will continue to increase and is expected to reach one million people a day by 2030.

‘Our strategy must take into account the needs of pedestrians, cyclists, motorcyclists, public transport users and drivers of both private cars and commercial vehicles’, said Cr Oke.
‘We believe there is a place in the central city for all types of transport users, but there is also a need for these groups to learn to share the road space and be mindful of each other’s safety – which is why we’re rolling out a road safety program’, said Cr Oke.

In addition to the overarching Transport Strategy, a number of plans help to guide the strategy’s implementation. The Bicycle Plan, Road Safety Plan and the impending Walking Plan all help map out changes needed on the ground to develop and connect Melbourne’s future transport network.

Central to the objectives of the Transport Strategy is the need for a much more integrated approach to transport planning and infrastructure provision.

Many of the key elements of the bicycle network have been established, such as the La Trobe Street bike lanes, which provide an essential east-west route into and across the city, and the Swanston Street redevelopment, which provides a safe bicycle route down the city’s central axis.

The focus for the current financial year is to improve the links within the network, such as the connections between major bicycle routes and connections to and from key destinations within the municipality.

We all need to work together to improve our transport systems now and into the future. There will be challenges and compromises.

Melbourne is already a great city and we are well underway in connecting the dots.

The Transport Strategy, Walking Plan, Bicycle Plan, and Road Safety Plan are available on our website.

For more information, visit www.bit.ly/MELBtransport
**EVENTS CALENDAR**

**A FEW OF OUR FAVOURITE THINGS**

**FEB 13**

**PauseFest**

**FEB**

**05**

**MELBOURNE INDIGENOUS ARTS FESTIVAL**

Celebrate Aboriginal and Torres Strait Islander arts and culture with Melbourne Indigenous Arts Festival. Whether it’s live music from Jessica Mauboy or arts and craft with the Ghost Net Weavers, there’s something for everyone with plenty of free events.

**5 FEB TO 16 FEB**

**INTERNATIONAL WOMEN’S DAY FESTIVAL**

Join us at the Queen Victoria Women’s Centre Event Hub in partnership with the City of Melbourne for a thought-provoking International Women’s Day address on 6 March. From the third to 29 March visit the International Women’s Day Exhibition by female graduates from the Photography Studies College.

**9 FEB**

**HYP FESTIVAL**

A free youth based music, arts and food festival celebrating the rich cultural diversity evident in Melbourne. Bring your friends and family and watch as performers showcase their talents.

**13 FEB TO 16 FEB**

**PAUSE FEST - CONNECTED**

Pause is Australia’s most progressive digital festival for the thinkers, practitioners and entrepreneurs of digital culture. It’s a place to trade ideas, debate opinions, conceive projects, and celebrate work from beyond the cutting edge of creative.

**MELBOURNE FOOD AND WINE FESTIVAL**

Melbourne Food and Wine Festival will celebrate the bounty of water during 200 events over 17 days. The festival will spill down laneways, run alongside rivers and overlook the ocean as food and wine lovers enjoy once-in-a-lifetime events both on and off the water. Dive in and immerse yourself.

**MOOMBA**

**7 MAR TO 10 MAR**

Melbourne’s iconic free festival is back, returning for its milestone 60th celebration!

Bursting into life on the banks of the Yarra River across Labour Day long weekend. Expect to enjoy all your favourite Moomba features, the Birdman Rally and Moomba Parade, alongside the colourful carnival, nightly fireworks, activities for kids, and so much more. We also have a few extra-special things in store.

**28 FEB TO 16 MAR**

Enjoy outdoor movie nights on Thursdays at Point Park, Docklands. Guests are welcome to bring a picnic from 6.30pm or take advantage of great offers from local restaurants. Screenings will begin as the light fades at 8.30pm.

**20, 27 FEB AND 6, 13 MAR**

**MOVIES UNDER THE STARS ON YARRA’S EDGE**

Over four nights at NGV Australia and NGV International, enjoy live performances by Melbourne’s best artists and musicians and focus talks. Feast on great food and share a drink with friends.

**THE GREEK COMMUNITY OF MELBOURNE’S LONSDALE STREET FESTIVAL**

It’s one huge street party, bringing together local and international performers, children’s activities and great food for a weekend of fun and feasting, featuring two stages of dancing and music, a dedicated child friendly area and storytelling.

**3 MAR TO 8 MAR**

**INTERNATIONAL WOMEN’S DAY FESTIVAL**

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**28 FEB AND 7, 14, 21 MAR**

**FRIDAY NIGHTS AT MELBOURNE NOW**

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SPORT

16 FEB
WE CAN WALK IT OUT
Join us at our fun run/walk, turning The Tan teal to raise funds for ovarian cancer. Open to all, even your pooch. It’s a great day out with prizes, free barbecue and family entertainment.

2, 16, 23 MAR
ANZ CHAMPIONSHIP SEASON MELBOURNE VIXENS HOME GAMES
The Melbourne Vixens are ready to take the competition to the next level with a mixture of experience and exuberant youth, helping the Victorian side to remain in the top echelon of teams competing in the world’s best netball league.

13 MAR TO 16 MAR
2014 FORMULA 1® AUSTRALIAN GRAND PRIX
Where power meets glory as Melbourne kicks off the season, see Aussie Daniel Ricciardo on the grid for the first time at Red Bull Racing. Plus all the exciting entertainment around this massive event.

15 MAR
MELBOURNE STORM
Come and support Melbourne Storm kick off their season and play Penrith Panthers at AAMI Park stadium, which promises to be a historic night for the club with captain Cameron Smith set to break Matt Geyer’s club games record and full back Billy Slater in line to play his 250th first grade game.

Discover all that’s happening in melbourne at melbourne.vic.gov.au/whatson
IMMERSED IN FLAVOUR

Melburnians love their food and wine and the popular Melbourne Food and Wine Festival is a highlight for many.

Sponsored by the City of Melbourne and presented by the Bank of Melbourne, the festival is in its 22nd year and promises to be another standout. There will be more than 200 food and wine events, each celebrating the bounty of water.

The centrepiece of the program is the festival’s 2014 hub, The Immersery: Festival Kitchen, Bar and Raingarden. The Immersery will bring the water theme to life with a spectacular three-level space inspired by the three states of water – solid, liquid and gas. It will feature a floating barge bar, open-kitchen eatery, and skyline community space in Queensbridge Square, Southbank alongside the river.

‘... Melbourne has so many enthusiastic foodies, people eat out a lot in Melbourne and are willing to try new things.’

Melbourne spoke to well-known Melbourne chef Jesse Gerner from Añada Bar and Restaurant and Spanish tapas bar Bomba about his involvement.

‘I was contacted by the festival organisers and already knew a few of the chefs taking part through demonstrations. There has been a lot of collaboration on this project with everyone adding in their ideas about what water means to them.

The menu will be really interesting and we are looking at having a Melbourne style yum cha vibe to the cuisine and people can sit next to water, enjoy the views and savour the international flavours.’

Being a local chef Jesse loves being part of the festival.

‘It’s such a great festival, people really embrace it. I think that’s because Melbourne has so many enthusiastic foodies, people eat out a lot in Melbourne and are willing to try new things.’

Jesse also feels that the festival adds to the level of support he receives.

‘This industry is small, everyone knows everyone else and people help out, give advice and with the number of food themed festivals in Melbourne there some great opportunities out there.’

FOR MORE INFORMATION, VISIT melbournefoodandwine.com.au and bombabar.com.au

A NIGHT OF CREATIVE WORLDS

The power of the pen was obvious to all those who attended the Lord Mayor’s Creative Writing Awards held at City Library in Flinders Lane last November.

The Melbourne Library Service team runs this competition every two years to encourage emerging writers across Victoria to showcase their thoughts and ideas through the written word.

More than 600 entries were submitted including 40 from entrants aged under 18 years. The judging panel was selected from renowned publishers, authors and booksellers.

Lord Mayor Robert Doyle presented prizes in five categories, covering a range of writing styles including poetry and the novella.

‘As a UNESCO City of Literature, the Lord Mayor’s Creative Writing Awards are an important platform for Melbourne’s up and coming writers to showcase their work,’ the Lord Mayor said.

‘The quantity and quality of the submissions was impressive and I thank the judging panel for what was a laborious, but interesting task, with so many pieces to read.

‘Congratulations to the overall winner, James Cristina, for his novella, Antidote to a Curse. I enjoyed reading the submissions and commend the winners, all gifted writers who obviously put a lot of time and effort into their works.’

‘... an important platform for Melbourne’s up and coming writers’

To encourage and acknowledge young writers in our city, the next Lord Mayor’s Creative Writing Awards will also include an inaugural young writers category.

FOR MORE INFORMATION, VISIT www.bit.ly/MELBwriting
Shebeen is a unique cafe where enjoying a delicious meal or a drink also means you are helping charities throughout the world.

‘100 per cent of our profits go to charities. If a customer has an Ethiopian beer, it’s from a local brewer and will help subsidise a water pump for an Ethiopian farmer,’ said Simon Griffiths, one of the Shebeen directors.

Shebeen started in February 2013 and in October was a recipient of a City of Melbourne small business grant.

The small business grant will help build a dining area and live performance space leading to more staff this year.

‘We are over the moon, it’s such a help. It’s not feasible for us to get regular loans so this is great and will go towards our fundraising goal of $100,000,’ said Simon.

Shebeen has also started night trading to capitalise on the growing number of diners and shoppers after dark. City of Melbourne figures estimate in 2012 around 378,000 people were in the city on an average weeknight and 287,000 people on the weekends after 6pm.

The City of Melbourne is complementing this growth with our 24 Hour City policy promoting a diverse and safer night environment, and the new Melbourne Retail and Hospitality Strategy 2013-17.

‘Enjoying a meal and a drink at Shebeen helps charities throughout the world.’

‘We are now open until midnight Monday to Thursday. Already there is an increase with people looking for a bite to eat after work or just for fun,’ said Simon.

Visit shebeen.com.au for more information

FOR MORE ON THE RETAIL AND HOSPITALITY STRATEGY, VISIT www.bit.ly/MELBenter

FIND OUT MORE ABOUT GRANTS AND SPONSORSHIPS

Since 1997, the City of Melbourne has awarded over 300 small business grants, totalling more than $6.68 million.

The City of Melbourne offers a range of grants and sponsorship opportunities to community groups and businesses in the arts, recreation, events and business sectors.

Applications for the business event sponsorship program (conferences), event partnership program, small business grants, and social enterprise grants open at 9am on 19 February and close at 5pm on 19 March.

FOR MORE INFORMATION, VISIT www.bit.ly/MELBgrants

FOR MORE INFORMATION, VISIT www.bit.ly/MELBvisitor

CENTERED ON SERVICE

The City of Melbourne’s visitor services provide an important access point to find out more about what to see and do in our city.

Recently, the City of Melbourne partnered with The Melbourne Convention and Exhibition Centre (MCEC) and the Melbourne Convention Bureau (MCB) to provide better information to local, interstate and international business delegates.

The result was the Melbourne Visitor Desk – a pop-up visitor information centre with a portable desk and signage that can be transported to other conferences as needed.

‘Business events is the biggest sector of the tourism industry.’

Marketing portfolio Chair, Councillor Beverley Pinder-Mortimer said, the Melbourne Visitor Desk enhances Melbourne’s reputation as a friendly and welcoming city.

‘At the recent Diabetes Conference, one of the biggest conferences in Australia, the Melbourne Visitor Desk handled more than 2,000 enquiries providing a real boost to welcoming and connecting visitors with city businesses and attractions.

‘Business events is the biggest sector of the tourism industry. Between 2009 and 2013 delegates spent $620 million in Melbourne so this is an important service to encourage repeat visits, enhance and add value to our branding and further business opportunities,’ said Cr Pinder-Mortimer.

The pop-up visitor information desk is open most days during selected conferences from 10am to 5pm.
Arriving in a new or unfamiliar city can be daunting. Maps, brochures and visitor information services all help, but signage also plays a key role in helping people find their way around quickly and easily.

The City of Melbourne has combined the power of its mapping database with new wayfinding signs to help visitors find their way from Southern Cross Station to areas of interest in the city.

The first batch of signs will help visitors find their way to the city centre, South Wharf, WTC Wharf and the Melbourne Convention and Exhibition Centre.

The new mapping and signs have been developed in conjunction with stakeholder groups and tested with users. The new wayfinding system also draws on concepts from Transport for London’s Legible London wayfinding signage, which provides maps of the immediate surrounds to encourage people to walk around London.

Eventually the new wayfinding signs will be rolled out across the municipality, so keep an eye out when you are next in an unfamiliar part of town – they might just be the help you are looking for.

OFF-LEASH PARKS

Exercise is essential to keeping your dog happy and healthy and the City of Melbourne maintains eight off-leash parks (totalling 38 acres) across the municipality.

The City of Melbourne is proud of its many responsible dog owners who enjoy meeting and sharing the park space with others. So that it’s fun for everyone, in both off-leash and on-leash areas dog droppings must be cleaned up and disposed of safely.

Even in off-leash areas it’s important to remember that dogs must be securely on a leash around water such as ponds and lakes as well as children’s playgrounds.

After running or a ball game, most dogs need a drink and many of our off-leash parks have drinking fountains with doggy bowls at the base.

DON’T FORGET

To help keep pets safe, pet owners are required to microchip and register their cat or dog. A lost dog that’s registered can be quickly found and owners contacted. Your dog should also wear its registration tag in any public place including parks.

FOR MORE INFORMATION, VISIT www.bit.ly/MELBpets

OFF LEASH PARKS

- Clayton Reserve
- Fawkner Park
- Gosch’s Paddock
- JJ Holland Park
- North Melbourne Recreational Reserve
- Princes Park
- Royal Park
- Yarra Park

Did you know the animal management team handles over 1,000 requests for service each year?

Collecting stray animals and dealing with pet registration, barking dogs and dog attacks are all in a day’s work for the team.

Animal management staff will be visiting venues across the municipality during the warmer months to talk to residents about domestic animal services and what it means to be a responsible pet owner in the city. There are giveaways, as well as discounts on pet registration, registration renewal and other offers on pet services.

NEVER BE LOST AGAIN

New wayfinding signs to help visitors.

Arriving in a new or unfamiliar city can be daunting. Maps, brochures and visitor information services all help, but signage also plays a key role in helping people find their way around quickly and easily.

The City of Melbourne has combined the power of its mapping database with new wayfinding signs to help visitors find their way from Southern Cross Station to areas of interest in the city.

For visitors who travel by plane, train or bus to Melbourne, Southern Cross Station is one of the main gateways to the city, which makes it the perfect starting point for the new signage.
Melbourne Now is a ground breaking, ambitious event with over 400 artists and designers and 250 artworks and projects showing the latest in art, architecture, design, performance and cultural practice held across The Ian Potter Centre: NGV Australia and NGV International.

As part of Melbourne Now, the City of Melbourne has partnered with NGV Australia and NGV International to present a free series called Friday Nights at Melbourne Now featuring performances by some of Melbourne’s hottest musical acts including World’s End Press, Big Scary, Brighter Later and Hiatus Kaiyote.

Guests will enjoy discussions and viewings after dark with drinks in the Great Hall, and can discover the unique On Top of the World: Flags for Melbourne project above them which features 41 flags designed by 16 Melbourne artists, some of which are hung in the Great Hall and in various locations across the central city.

Local Melbourne creative duo Tin & Ed were invited to participate and contribute their flag artwork to this innovative project.

‘Stewart Russell who curated the flags project asked us if we wanted to be involved. It was a great idea with great people involved so we said yes immediately.’

For Tin & Ed Melbourne Now is also a wonderful opportunity to be part of a local event.

‘We both grew up in Melbourne, we studied here and we’ve been working together for 10 years here. Melbourne is our home and there is a really strong creative community that’s made it possible for us to do what we do. It’s really great to be acknowledged as being part of that community.’

‘... an important acknowledgement of the creativity that exists in our city’

The flag project involved Tin & Ed thinking about their community and what that meant to them.

‘Our flag is about the feeling of being an outsider as well as the feeling of being part of a community and how these two things can co-exist at the same time. Our flags were made by Evans Evans, Australia’s oldest flag making company.

It was important to us that our flags were made using the traditional flag making technique of applique. We like the idea of using a traditional technique to create a contemporary flag. One of our flags is flying on the Temperance & General (T&G) building on Collins Street. We also have three flags hanging in the Great Hall at NGV International, where you can see the flags by all the other artists as well, said Tin & Ed.

‘Melbourne Now is such a massive exhibition and it really opens up this creative community and makes it accessible to a lot of people. it’s also an important acknowledgement of the creativity that exists in our city,’ said Tin & Ed.

Friday Nights at Melbourne Now runs on February 28, March 7, March 14, March 21. Melbourne Now is on display at The Ian Potter Centre: NGV Australia and NGV International until 23 March and entry is free. City of Melbourne is a major partner of Melbourne Now.

FOR MORE INFORMATION, VISIT www.bit.ly/MELBnow
From Friday 14 March to Sunday 30 March, Melbourne’s newest contemporary arts event, the Festival of Live Art (FOLA) promises an exciting, simultaneous arts experience with 42 events across the city.

Managed by the City of Melbourne’s Arts House program including Theatre Works and Footscray Community Arts Centre, FOLA will run different shows across various locations culminating in the ambitious 24-Hour Experience in and around Fed Square with 24 projects over 24 hours.

‘... a high density, collaborative adventure that’s free or low-cost, exciting, welcoming, engaging, stimulating and buzzy.’

Arts House Creative Producer Angharad Wynne-Jones said the festival took a different approach from other festivals focusing on showcasing the risk takers, mavericks, socially engaged and the experimental so that that the event would be exciting for both artists and audiences.

‘It’s a high density, collaborative adventure that’s free or low-cost, exciting, welcoming, engaging, stimulating and buzzy. It offers different kinds of experiences created by local, interstate and international artists and activated by audiences that vary in scale from the intimate to the spectacle, right across our beautiful city.’

A DISTINCTIVE FEATURE OF THE FESTIVAL IS THE 24-HOUR EXPERIENCE.

‘It’s 24 live works that take place on the hour, every hour, over 24 hours. Inspired by the poetic in everyday life, each show unfolds in a different city location. A team of leading Victorian artists have created a one-off playful and provocative documentary event.

‘There is not always a place for artists who are innovating, reimagining and taking risks to find an audience,’ said Angharad.

‘The festival overcomes this by inviting audiences to be curious and adventurous, to spend a day having a host of different experiences across the city. FOLA also enables us to celebrate, showcase and develop critical thinking around the practices of live art with artists from across Australia and beyond.’

FOLA collaborators include the Footscray Community Arts Centre and Theatre Works, with associated partners Federation Square and The Wheeler Centre and others, with support from the Experimental Arts, Australia Council.

FOR MORE INFORMATION, VISIT www.bit.ly/MELBartshouse
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COUNCIL MEETINGS

All committee meetings are held in: Council Meeting Room, Level 2 Melbourne Town Hall, Swanston Street, Melbourne, except the Docklands Coordination Committee, which is held at: Goods Shed, 710 Collins Street, Docklands, Melbourne.

All council meetings are held in: Council Chamber, (Public Gallery, Level 3) Melbourne Town Hall, Swanston Street, Melbourne.

On occasion, council meetings are rescheduled or special meetings of the committees and council are called.

For upcoming council and committee meeting dates and times, visit melbourne.vic.gov.au

Changes to the meeting schedule are published at melbourne.vic.gov.au and on the notice board at the front of the Melbourne Town Hall administration building.
Since 1976 Bratwurst Shop & Co has been a familiar sight at the Queen Victoria Market. Owner Carl Greco is the third owner since 1990 and works hard to create delicious products for people to enjoy.

'We pride ourselves on producing a unique product and every bratwurst is made to order. I think having four generations of repeat customers shows we are meeting that need.'

Developing new products is also something Carl is passionate about.

'It's important to keep growing and expanding our products so that there is always something new for the customer to try. We now have seven varieties of sausage, 10 varieties of mustards and over 11 different relishes and sauces so customers can mix and match. We also have a Facebook page where people can comment on our new and favourite products.'

Over the years Carl has noticed an increase in trade and visitors.

'I enjoy seeing all the people come through the markets, all ages, all nationalities and we get lot of overseas and interstate tourists as well. I think it's part of Melbourne moving from being a charming old town to a vibrant modern city. I am also looking forward to seeing how the Queen Victoria Market evolves and being part of the market's future.'

Bratwurst Shop & Co is offering a $100 voucher for use in their store, on ready to eat or take home products.

For your chance to win, tell us:

'What is your favourite brat and how do you like it?'

Send your response to info@bratwurstshop.com by 28 February.

Only the winner will be notified.