

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Council meeting submission form [#224]  
**Date:** Sunday, 28 April 2024 4:08 PM

Privacy acknowledgement:  I have read and acknowledge how Council will use and disclose my personal information.  
\*

Name: \* Leo McCartin

Phone number: \* [REDACTED]

Email address: \* [REDACTED]

Date of Council meeting: \* Tuesday 30 April 2024

Agenda item title: \* PROPOSED METERED PARKING EASTWOOD&BELLAIR STS&AROUND STATIONS  
\*

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.

I write representing number of residence in Eastwood & Bellair St who are dismayed at the proposal to install parking meters on the railway side of both streets. At the second consultive meeting on 18/4/2024, the facilitator lobbed a bomb shell proposal that metered parking would be introduced by the railway line on both streets and around the station although this was not defined. Residents of these streets are vehemently opposed to this. Refer attached more detailed outline.

Alternatively you may attach your written submission by uploading your file here:



[metered parking proposed along the railway line in eastwod belair streets near stations .docx](#)  
16.35 KB - DOCX

Do you also wish to attend the Council meeting in person, noting that there is no provision to make verbal submissions at Council meetings?  
\* No

## UNMETERED PARKING AROUND TRAIN USE KEEPS CARS OUT OF THE CITY SO WHY IS METERED PARKING PROPOSED ALONG THE RAILWAY LINE IN EASTWOOD, BELLAIR STREETS AND NEAR THE STATIONS.

At the second meeting held 18<sup>th</sup> April 2024 in the Kensington Town Hall to investigate parking in Kensington, the facilitator hired by the City of Melbourne proposed amongst other things to introduce \$1 per hour paid parking in Eastwood street and Bellair street along the railway line and other areas around the station. This would ensure that tradies and residents from other areas would not park free - this is no favour to we locals

This was the second meeting of a number of meetings proposed covering a number of areas.

The first area looked at West Melbourne and it resulted in the introduction of parking meters.

Central Melbourne now has night time meter parking extended to 10.30 pm in some places.

The Kensington metering proposal has come out of the blue . At the second meeting some residents near Racecourse road complained about difficulty in obtaining car stops due to the restaurant trade . Others made the point that the tradie parking construction traffic will be temporary and maybe the developers could be forced to provide parking on the construction sites or have them park off site and bus them in.

The proposal to meter the parking along the railway line completely ignores resident wishes to have unmetered parking as the present two hour parking on the other side of these streets is and will be insufficient for their parking needs . In addition, there are ample spots available during all weekends and nights under the current arrangements.

It flies in the face of getting people on trains and keeping cars out of the central city. No one will pay for a parking meter then a train fare. Some stations up the line even have free car parks to encourage train use. The press this weekend, ie the Age 27<sup>th</sup> April, has a major article about how important it is for our councils to reflect the wishes of their constituents. The elderly and disabled need to be able to access parking near a rail station in order to get to appointments in the city. If not they will drive into town or take taxis thereby adding to congestion.

We are relatively newcomers to Kensington. A lady in Bellair st 99 years old and having lived in Bellair St for over 90 years rang me most upset about the proposed parking changes . Where will her daughter and grand daughter park if metered parking is introduced . It would impose a new stress to be constantly running out to feed the meter.

It is a cash grab by the council which allows 5 storey apartments to be built without 100% car parks and then penalizes existing residents. Existing Eastwood st and Belair st permit holders should not be charged in a metered area of their street.

Most residences had not heard of the proposal . They and local businesses effected are in the process of bringing their opposition to it to Council ,local Councillors and Officers.

Leo Mccartin [REDACTED] [REDACTED]

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee public question form [#406]  
**Date:** Sunday, 5 May 2024 4:45 PM

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Privacy acknowledgement: \*

- I have read and acknowledge how Council will use and disclose my personal information.

Name: \*

Aaron Moon

Email address: \*

[REDACTED]

Phone number \*

[REDACTED]

Date of meeting: \*

Tuesday 7 May 2024

Your question

As we are all aware there currently a domestic and family violence crisis happening in Australia, this has been occurring for many years silently, until now. The media has highlighted this issue and focused the attention to federal and state governments for action. Since local government is closest to the community my question is; what is the City of Melbourne doing to support those affected by domestic and family violence.

Alternatively, tick the applicable box below if you wish to ask the Future Melbourne Committee your question in person or via a virtual link (Zoom) to the meeting.

I wish to ask my question in person

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3344]  
**Date:** Monday, 6 May 2024 1:08 PM

Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Anjaly Malani

Email address: \*

Phone number \*

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* Discussion on Marvel stadium development

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

I am writing to express my strong opposition to the proposed development project for Marvel stadium. As a resident living nearby, I am deeply concerned about the negative impacts this development would have on our community, skyline, environment, and quality of life.

Visual Impact: Marvel Stadium is not only a landmark but also a significant part of our city's identity. The proposed development would obstruct the view of the stadium and drastically alter the skyline, diminishing the aesthetic appeal of our neighborhood and Melbourne city overall.

Solar Panel Obstruction: Additionally, the construction of the new building would cast shadows over existing solar panels on Bendigo bank, reducing their efficiency and depriving tenants of the building of a sustainable energy source. This not only impacts individuals but also undermines our collective efforts to combat climate change.

Environmental and Social Impact: The area around the stadium is adorned with beautiful trees and provides ample space for walks, fostering a sense of tranquility and community. The proposed development would disrupt this, leading to the loss of trees and recreational areas. This not only diminishes the natural beauty of our neighborhood but also deprives residents of vital outdoor spaces for leisure and exercise.

Disruption of Community Character: As residents living by the dock, we cherish the unique atmosphere and ambiance of our waterfront area. The proposed development would disrupt this tranquility and alter the character of our community, affecting the overall feel of the neighborhood.

Thank you for considering my objections to this project. I trust that you will take into account the interests and well-being of the residents of this neighbourhood when making your decision.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No




**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3335]  
**Date:** Friday, 3 May 2024 7:54 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Faredin Nuredini

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* Afl proposal at marvel stadium

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

Hello.

I own 2 shops on the concourse in the Victoria Point building.

I and my tenants have been able to do shop fit outs and upgrades/maintance using the Latrobe st entrance and driving around the water side of marvel stadium to get to the shops (near gate 2).

Please don't stop us having access to my shops using this way.

I have owned both shops since 2010 and docklands is been hard enough to survive for me and the 2 fantic people (Mitesh and Ivy) renting my shops

Stopping access would make it so difficult for future tenants and upgrade/maintance.

Regards faredin

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3351]  
**Date:** Monday, 6 May 2024 3:45 PM

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Privacy acknowledgement: \*

- I have read and acknowledge how Council will use and disclose my personal information.

Name: \*

Janette Corcoran

Email address: \*

[REDACTED]

Phone number \*

[REDACTED]

Date of meeting: \*

Tuesday 7 May 2024

Agenda item title: \*

Item 6.1 Ministerial Planning Referral: ID-2024-2 140-160 Harbour Esplanade, Docklands

Alternatively you may attach your written submission by uploading your file here:



[5524 victoria point oc submission.pdf](#)

224.15 KB · PDF

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*

No

5 May 2024

**TO: FUTURE MELBOURNE COMMITTEE****Subject: Item 6.1 Ministerial Planning Referral: ID-2024-2 140-160 Harbour Esplanade, Docklands**

As the Owners Corporation Committee representing the residents and property owners of Victoria Point complex, we write to express our collective concerns regarding Item 6.1 Ministerial Planning Referral: ID-2024-2 140-160 Harbour Esplanade, Docklands.

Victoria Point is a complex located on the corner of Harbour Esplanade and Bourke Street in Docklands. It comprises a 42 level residential tower (home to over 1000 residents), a separate Quest serviced apartment block (comprising 115 serviced apartments), the Melbourne headquarters of Bendigo Bank, and several retail outlets (located on the elevated concourse and also along Bourke Street). Victoria Point complex shares a concourse boundary with the AFL, and owns the laneway (located off Bourke Street). Currently Victoria Point grants vehicular access to the AFL's stadium grounds via the Victoria Point laneway and the ALF grants emergency and maintenance vehicles access to Victoria Point via the elevated concourse.

In relation to the proposed redevelopment of 140-160 Harbour Esplanade, Docklands, Victoria Point was notified by the Department of Transport and Planning regarding proposed variations/removal of some easements. Victoria Point was identified as currently benefiting from one or more easements that are proposed to be varied or removed. Specifically, variations/removal to E7, E8 and A1 have been identified as negatively impacting Victoria Point operations as this will prohibit vehicular access for services provided by emergency vehicles, maintenance to buildings and gardens, deliveries etc. Our communication to the Department of Transport and Planning is attached for the City of Melbourne's information.

Having become aware of the Future Melbourne Committees consideration of Ministerial Planning Referral: ID-2024-2 140-160 Harbour Esplanade, Docklands (scheduled for 7 May 2024), Victoria Point Owners Corporation committee has identified several key issues that will significantly impact upon the residents and owners of Victoria Point complex and which require careful consideration by the City of Melbourne. These items include:

1. **Overshadowing:** The proposed redevelopment indicates that Tower 3 will overshadow neighbouring structures. In particular, the Bendigo Bank rooftop (which houses solar panels), and the surrounding podium with new native plantings (also noting plans for additional native plantings) has been identified as being in the shadow of Tower 3 between 11am and 3pm (refer Report to the Future Melbourne Committee p21). Preservation of rooftop solar facilities and ecological integrity of this urban site is crucial for the sustainability of our community.
2. **Wind Impacts:** Docklands is renowned for its wind patterns, and existing built forms have contributed to creating wind tunnels, adding to discomfort and safety concerns for residents and visitors. Effective wind control mitigation measures must be implemented to minimise adverse wind impacts in the vicinity of the stadium.



3. **Noise Attenuation:** Docklands is a densely populated neighbourhood and recent incidents have demonstrated resident sensitivity to poorly designed acoustic venues. Noting the stated aim of the stadium is to operate “365 days per year”, appropriate design mitigation and acoustic treatments are essential to mitigate noise pollution resulting from stadium activities. Failure to so “design-in” will lead to ongoing friction between nearby residents, event organisers and patrons.
4. **Wayfinding:** Currently the Stadium Precinct is considered difficult to negotiate and Victoria Point has had to install signage (at its own expense) to help direct the public. Design integration must prioritise user-friendly wayfinding solutions that go beyond mere signage. A comprehensive wayfinding strategy is essential to enhance visitor experience and ensure the seamless navigation of the stadium complex and improve the aesthetic integrity of the area.
5. **Concourse Vehicular Access:** It is imperative for the safety of the Victoria Point complex that emergency and maintenance vehicular access is not restricted by the redevelopment. Proposed changes will impede current vehicular access, thereby posing significant safety risks and logistical challenges for resident and retail amenity, and emergency services alike.
6. **Traffic Congestion Harbour Esplanade:** On most event days at Marvel Stadium, traffic in Harbour Esplanade becomes gridlocked, causing up to two-hour delays for vehicles exiting the stadium. During these traffic periods, emergency vehicles and urgent access are severely restricted, posing significant safety risks. This situation is poised to worsen with the proposed redevelopment unless effective traffic flow management strategies are implemented. Failure to address these issues will not only intensify traffic congestion but also compromise emergency response capabilities and the overall liveability of the area.
7. **Landscaping:** Victoria Point has undertaken considerable work to develop an Urban Forest (supported by CoM) located on the concourse. The viability of existing and proposed landscaping must be carefully assessed, including the redevelopment’s potential to limit the site’s access to direct sunshine. Maintaining the aesthetic appeal and ecological value of our new green spaces is essential for the well-being of our community.

The Victoria Point Owners Corporation now requests the Future Melbourne Committee:

1. Thoroughly reviews and responds to the concerns raised in this submission
2. Nominates a liaison officer to facilitate ongoing communication between City of Melbourne and Victoria Point Owners Corporation
3. Ensures Victoria Point Owners Corporation representative is Included in discussions regarding issues impacting the wellbeing of residents, owners and retail tenants.

We look forward to engaging with the City of Melbourne in a transparent and inclusive decision-making process that prioritises the interests of residents and local property owners.

**Dr Janette Corcoran**  
Chair Victoria Point Owners Corporation

**Paul Billett**  
Deputy Chair Victoria Point Owners Corporation





Victoria Point Owners Corporation

**RE: Planning Amendment C438**

**PPTY: [REDACTED] Harbour Esplanade, Docklands, 3008**

[REDACTED]

To whom it may concern,

The Owners Corporation of Victoria Point write to you regarding the communications issued for the redevelopment proposal amendment C438. The Owners Corporation [REDACTED] (OC) represents over 520 lot owners at Victoria Point including residential, retail, commercial and serviced apartments.

A request for variations/removal of some easements comes from Development Victoria and the AFL and concerns the proposed redevelopment of the Stadium.

The proposed variation/removal of easements, noted in the letter issued to lot owners by the Department of Transport and Planning may give rise to concerns by the owners and tenants in Victoria Point in respect to the passage of the Public and their access in and around the stadium. It is not clear yet, understandably and accepted, what actual variations or removals and or if any replacement easements are contemplated.

Victoria Point has been identified in the documentation as currently benefiting from one or more easements that are proposed to be varied or removed. Variations/removal to E7, E8 and A1 have been identified as potentially impacting VP operations.

Victoria Point continues to benefit from easements such as these to provide access, via La Trobe Street, for vehicles that undertake several functions (e.g. emergency vehicles, maintenance to buildings and gardens, deliveries etc.). Any proposed changes to the existing easements may affect the residential building, commercial occupants, retail occupants, Bendigo Bank and Quest and the O/C would like clarification as to what variations/removals, if any, to the easements Victoria Point gets the current benefit of pursuant to the many Plans of Subdivision.

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[REDACTED]





We also note that there are several stairs, on the stadium concourse, that are included in the documentation. Variation/removal of these stairs may have an impact on foot traffic that accesses Harbour Esplanade via Victoria Point Grand Stairs. Increased foot traffic may result in increased maintenance and damage repair costs. We seek confirmation that public access will still be available to the concourse level at these locations.

We request further information/clarification on all proposed changes to easements that could affect Victoria Point.

**Dr Janette Corcoran**  
Chair Victoria Point Owners Corporation

**Paul Billett**  
Deputy Chair Victoria Point Owners Corporation

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3338]  
**Date:** Saturday, 4 May 2024 12:30 PM

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Privacy acknowledgement: \*

- I have read and acknowledge how Council will use and disclose my personal information.

Name: \*

John Zillman

Email address: \*

[REDACTED]

Phone number \*

[REDACTED]

Date of meeting: \*

Tuesday 7 May 2024

Agenda item title: \*

Ministerial Planning Referral:ID-2024-2 140-160 Harbour Esplanade Docklands

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

I am opposed to the proposal on the grounds that the envisaged structures will create a severe wind-tunnel along and off Harbour Esplanade, that it will destroy the small remaining green area between the Stadium area and the water and that it will seriously degrade the sunlight reaching the green areas of the concourse.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*

No


**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3352]  
**Date:** Monday, 6 May 2024 4:32 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* LINDA DUGAN

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* OBJECTION TO MARVEL STADIUM TOWERS

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

You and I are very well aware of the already very poor opinion of Docklands as a suburb, a place to visit and a place to live. The addition of 3 more towers which will create further overshadowing, greatly increase wind tunnels and squealing noise, add additional inappropriate NiteLife (remember ATET) and will further alienate the western end of our city. It should be a welcoming and stunning entrance from the west but will instead be an embarrassing array of an increase in high rise and unpleasant liveability. Quick, off the cuff decisions are NOT THE WAY forward for Docklands. Indeed, until the eyesore of Harbour Esplanade is given the attention it has been promised for the past decade nothing will help. I have followed the many Master Plans and broken promises since moving into and working from Docklands. PLEASE DO NOT APPROVE THE Marvel Stadium Redevelopment as it has been presented.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No


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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3349]  
**Date:** Monday, 6 May 2024 2:54 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Malcolm Reid

Email address: \* 

Phone number \* 

Date of meeting: \* Friday 10 May 2024

Agenda item title: \* Protection for owners in 100 Harbour Esplanade

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

We received a 91 page document from our Owners Corporation Manager concerning the redevelopment of Harbour Esplanade and upgrade of Marvel Stadium after hours on Friday 1st May. The deadline for submissions and comment to City of Melbourne Committee meeting is 10.00 am tomorrow, 7 May.

Having read all 91 pages, I still have little or no idea of the likely effects on our property of the proposals being put forward, much less the timing, traffic congestion, noise disruption, loss of amenity, wind and shadowing etc etc.

Has anyone considered the effect on existing apartment values when hundreds of new units are released onto the market? I would appreciate having these concerns addressed.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3346]  
**Date:** Monday, 6 May 2024 1:43 PM

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Privacy acknowledgement: \*

- I have read and acknowledge how Council will use and disclose my personal information.

Name: \*

Michael Benjamin

Email address: \*

[REDACTED]

Phone number \*

[REDACTED]

Date of meeting: \*

Monday 6 May 2024

Agenda item title: \*

6.1 Ministerial Planning Referral: ID-2024-2 140-160 Harbour Esplanade, Docklands.

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

Alternatively you may attach your written submission by uploading your file here:



[submission.docx](#)

26.18 KB · DOCX

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*

No



Submission.

I reside at Victoria Point . My Wife and I picked this area as it is for us a good blend of residential and commercial mix and the stadium provides entertainment mostly on weekends so the quietness of Monday to Friday. The bustle is the right mix.

I am concerned about the new proposed development may change that mix and make it a less desirable place to reside.

My main concerns are as follows

1. Vehicle Access: Harbour Esplanade and to the Concourse. presently on event day harbour esplanade is a traffic jam for some time after an event ends. access for emergency and maintenance vehicular to this area will be further compromised
2. Overshadowing of the tower no 3 : Bendigo Bank rooftop and surrounding podium containing new native plantings especially if the building is increased above the 60 metres height limit proposed.
3. Wayfinding: imperative for design integration ie not solely reliant upon signage.
4. Wind impacts: imperative for wind control mitigation .
5. Noise Attenuation: imperative for appropriate design mitigation and acoustic treatments.
6. The impact of traffic using Harbour esplanade will require traffic light and lane marking upgrades.

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3350]  
**Date:** Monday, 6 May 2024 3:46 PM

Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* PAUL BILLETT

Email address: \*

Phone number \*

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* ITME 6.1 Ministerial Planning Referral: ID – 2024–2 140–160 Harbour Esplanade, Docklands

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

As a resident of Docklands, I have concerns related to the Planning Process as it relates to the above item.

Docklands is littered with examples of poor or ill thought out planning, examples include: a new school that was too small to meet the needs of the community from the day it opened; Central Pier that was approved for major development but barely lasted 15years; a piazza allocated for public use that now has an 18 story high-rise on it impacting the values of numerous adjoining dwellings purchased on the understanding it wasn't going to be there; road infrastructure and access which is severely limited due to lane removal, increased population the addition of extra traffic as a result of new tunnel works and increased use of Marvel Stadium for major events. The original vision for Docklands as published in "Waterfront Spectacular– creating Melbourne Docklands the people's waterfront" has been spectacularly trashed by variations to planning proposals all over Docklands.

The current plan for Docklands seems to consist of individual thought bubbles and not by any genuine engaged leadership with a view to the long term vision for the area. This situation is not helped by the rotating seats in what is now Development Victoria.

It is my view that the job of the City of Melbourne Council is to ensure those experts charged with implementing Council's plans are doing their job. The efficacy of current planning processes seem questionable either due to inexperience, poor advice or ill-informed interference.

The proposed project has the potential to limit access to my home even more than it is by virtue of increased population and use of Marvel Stadium, which could significantly increase both foot and road traffic. The wind tunnel effect that currently exists on the southern side of Marvel Stadium needs to be carefully considered.

Paul Billett

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3348]  
**Date:** Monday, 6 May 2024 4:29 PM

Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Peta Benjamin

Email address: \*

Phone number \*

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* 6.1 Ministerial Planning Referral: ID-2024-2 140-160 Harbour Esplanade, Docklands

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

I reside at Victoria Point . My Husband and I picked this area as it is for us a good blend of residential and commercial mix and the stadium provides entertainment mostly on weekends so the quietness of Monday to Friday and the hustle and bustle is the right mix.

I am concerned the new proposed development may change that mix and make it a less desirable place to reside.

My main concerns are as follows:

1. Vehicle Access: Harbour Esplanade and to the Concourse – presently on event day Harbour Esplanade is a traffic jam for some time after an event ends, access for emergency and maintenance vehicles to this road will be further compromised.
2. Overshadowing of the tower number 3 of Bendigo Bank rooftop and the surrounding podium containing new native plantings will be especially impacted if the building is increased above the 60 metres height limit proposed.
3. Wayfinding – imperative for design integration i.e. not solely reliant upon signage.
4. Wind impacts – imperative for wind control mitigation.
5. Noise Attenuation – imperative for appropriate design mitigation and acoustic treatments.
6. Traffic Congestion Harbour Esplanade: On most event days at Marvel Stadium, traffic in Harbour Esplanade becomes gridlocked, causing up to two-hour delays for vehicles exiting the stadium. During these traffic periods, emergency vehicles and urgent access are severely restricted, posing significant safety risks. This situation is poised to worsen with the proposed redevelopment unless effective traffic flow management strategies are implemented. Failure to address these issues will not only intensify traffic congestion but also compromise emergency response capabilities and the overall livability of the area.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No




**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3347]  
**Date:** Monday, 6 May 2024 2:18 PM

Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Sabine Knapp

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* Item 6.1 – Marvel Stadium Redevelopment

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

This is the second time I write about the proposed development of the Marvel Stadium. I live and own a property in 100 Harbour Esplanade – right next to the stadium. Since the AFL took over, the stadium has been transformed into a multi-functional venue and the noise has increased considerably. Depending on the event, drunken people can be found outside and after the events showing no respect for residents next living next door.

I do not agree to relocated the flow of people of the entrance to the side and front of the stadium as indicated in planning documents that were provided to us (page 8). It will increase the flow of traffic and noise considerably along our building.

The main entrance should be at the back close to the train station and not on the side next to our building or in the front that will only block the traffic. Why not relocated it to the other side of the stadium where newly built apartments are located? Why put the noise to our side rather than to the other side?

The towers right in front of the stadium look horrible and will make the whole complex very unattractive. In addition, light and sun will be taken away from our building and our native garden plants and the solar panels on top of the Bendigo building. We already have to share our outside space with thousands of stadium guests and still pay for the maintenance of the space – now the sun is also taken away but this planning.

Why are there no green spaces? Sustainability does not seem to be of any consideration here.

The new development will further destroy the area and will further decrease our property values – especially since the AFL has taken over the stadium.

This is no longer a stadium but a party ground and will drag down docklands by increasing drinking and drug trafficking.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3358]  
**Date:** Monday, 6 May 2024 11:44 PM

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Privacy acknowledgement: \*

- I have read and acknowledge how Council will use and disclose my personal information.

Name: \*

Sandra Severin

Email address: \*

[REDACTED]

Phone number \*

[REDACTED]

Date of meeting: \*

Tuesday 7 May 2024

Agenda item title: \*

Ministerial Planning Referral: ID-2024-2 140-160  
Harbour Esplanade, Docklands

Alternatively you may attach your written submission by uploading your file here:



[240507\\_ministerial\\_planning\\_referral\\_id20242.docx](#)

16.50 KB · DOCX

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*

Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*

I wish to make my submission in person



Questions regarding DV Marvel proposal

1. *I note, P35/65 Fig20 where Harbour Esplanade's pedestrian crossings are designated 're-Prioritised pedestrian Zones' and existing planning controls are turned off, and indicates future planning as the Harbour Esplanade is a 'shared zone'. How is the reducing the access into, and out of, the area benefit to the precinct? Also, considering Docklands various precincts are naturally separated from each other by water, how does restricting access even further, by potentially cutting the suburb in half, assist the community to grow?*
2. *With regard to traffic in the local area, and considering the current traffic jams when an event is held at Marvel, and inability for access by emergency services to the area, not only do we not need more traffic to the area, what are Development Victoria and their AFL partners doing to reduce traffic, rather than promote the token use of buses for a green traffic plan, along an already limited traffic route? I note also, DV promote Central Pier and the Harbour use and development as not been decided, but I also,note in confirmation: Fig.4.1.16-2 Connected Public Realm (Create a continuous and active ground realm from Stadium down to the Esplanade, Central Pier and Harbourside); Fig 4.1.19 – 5 Extend the Stadium to the Harbour, indicating already decided planning for the extensions of this proposed development by the AFL. (Pgs 54, 55)*
3. *I note P42/91, P4.5 Use of land ... It is noted that draft Incorporated Document seeks flexibility 'dependant on market conditions' and therefore the final land use mix is unknown. When will the mix be known? Do the AFL expect CoM to approve this proposal without detail? And does where does the AFL consider the effect of the community on this proposed development?*

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3339]  
**Date:** Saturday, 4 May 2024 7:50 PM

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Privacy acknowledgement: \*

- I have read and acknowledge how Council will use and disclose my personal information.

Name: \*

Vegard Nordahl

Email address: \*

[REDACTED]

Phone number \*

[REDACTED]

Date of meeting: \*

Tuesday 7 May 2024

Agenda item title: \*

6.1 Ministerial Planning Referral: ID-2024-2 140-160 Harbour Esplanade, Docklands.

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

Hi there, I am a resident and owner of apartment 3208 at 100 Harbour Esplanade in Victoria Point. I am writing to provide feedback on the proposal to build a further three towers in front of Marvel Stadium.

All in all I really like the proposal, however I do have some concerns with regards to the height of the tower 3 and its impact on blocking out sunlight for the newly installed native trees and gardens surrounding our building. If the middle building was a little shorter I believe this development would be much more attractive for all the residents of Victoria Point.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  Yes  No

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3340]  
**Date:** Sunday, 5 May 2024 5:46 PM

---

Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Aaron Moon

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* 6.2 Ministerial Planning Referral: TPM-2023-14 435-437  
St Kilda Road, Melbourne

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

As a renter in Melbourne it is a shame to me that the developers did not elect to make any affordable houses in this build.

This build is full of luxury 3 bedroom apartments which look fantastic, although at the cost of zero affordable houses it continues the trend of the housing crisis.

There is an additional 50 car parks than the statutory requirement which is not great to see if we want to have less congestion in the city. This will induce demand and be a driver to the high cost of these apartments.

If these problems were amended this build has a quality design and is in a great location.

I know councillors will ask why the original building has to be demolished for this project to proceed so I have omitted this from my criticism.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3328]  
**Date:** Thursday, 2 May 2024 5:02 PM

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Privacy acknowledgement: \*      • I have read and acknowledge how Council will use and disclose my personal information.

Name: \*      Mr Adrian Pozzo

Email address: \*      [REDACTED]

Phone number \*      [REDACTED]

Date of meeting: \*      Tuesday 7 May 2024

Agenda item title: \*      item 6.2 – 437 St Kilda Rd Melbourne

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*      Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*      I wish to make my submission in person

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3324]  
**Date:** Thursday, 2 May 2024 2:37 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Amanda Ring

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* Item 6.2 – 437 St Kilda Road Melbourne

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*  I wish to make my submission in person

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3361]  
**Date:** Tuesday, 7 May 2024 9:24 AM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* David Hamilton

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* Item 6.3 – Opportunities to deliver New public open space for Southbank

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

Southbank3006 commends for developing the option to expand the Normandy Road reserve into open public space.

This is exactly the imaginative and creative thinking.

Southbank3006 has been arguing is required in tackling the open space problem across the neighbourhood which previous Council Administrations and State Planning Ministers ignored in approving apartment developments in a brownfields area.

Whilst it will require multi agency involvement in its execution to realign Normandy Road it has the potential to deliver a significant open space without a \$20m land acquisition cost alone.

This proposal, like ACCA forecourt re-development, Council is bringing public space close to where people live.

Southbank is much more than the Boyd with its limitations of space, location, and access for many residents of Southbank.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

---

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3330]  
**Date:** Thursday, 2 May 2024 8:42 PM

---

Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Nicholas Dow

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* NORMANBY ROAD RESERVE EXPANSION

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

What potential exists to separate bikes and pedestrians on the shared path, which in its current location would run through the centre-line of the new open space?

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \* No

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## Jordan McKay

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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Tuesday, 7 May 2024 9:39 AM  
**To:** CoM Meetings  
**Subject:** Future Melbourne Committee submission form [#3362]

**Privacy acknowledgement:**

- I have read and acknowledge how Council will use and disclose my personal information.

\*

**Name: \*** Tony Penna

**Email address: \*** [REDACTED]

**Phone number \*** [REDACTED]

**Date of meeting: \*** Tuesday 7 May 2024

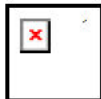
**Agenda item title: \*** Agenda Item 6.3 – Opportunities to deliver new public open space for Southbank

\*

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting.

Submissions will not be accepted after 10am.

Alternatively you may attach your written



submission by uploading your file here:

[20240507 fmc meeting no.76 agenda item 6.3 opportunities to deliver new public open space for s](#)

126.44 KB · PDF

**Please indicate whether you** Yes

would like to verbally address the Future Melbourne in support of your submission: \*

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*

I wish to make my submission in person



[REDACTED]

### **Submission to Future Melbourne Committee**

City of Melbourne, Melbourne Town Hall,  
07 May 2024, 5.30pm – Meeting No.76  
Agenda Item FMC 6.3: Opportunities to deliver new public open space for Southbank

Firstly, we are extremely pleased that once again open space deficiencies in Southbank are being addressed.

It is noted the current and future open space has been extensively detailed by the officers, however they have failed to mention the additional space for stage 6 of Transforming Southbank Boulevard. In fact, they talk of this project as having been completed and the open space delivered. When council announced the completion of this project, SRA vehemently protested to this announcement knowing stage 6 was still yet to be delivered. Is this more evidence that council has no intention to deliver stage 6, also bearing in mind we have been asking for a timeline and scope for this stage, but nothing has been forthcoming.

Likewise, we note the officers have stated the completion of stage 1 of Southbank Promenade is also complete. As you are aware, SRA have in this forum questioned this so-called completion on numerous occasions with the Lord Mayor in November 2023 declaring a misstatement in the announcement, and, we highlighted to this forum, via photographs, demonstrating this stage has not been completed based on the masterplan proposal. Our question for when this will indeed be completed was taken on notice in December 2023. Two months ago I separately met with the Deputy Lord Mayor and the CEO and advised we had still yet to receive a response to our question in those meetings, at which time I was advised by both they would look into it. However, to date nothing is still forthcoming. Is Southbank once again being misled by council to try to get us to believe projects have been completed when in fact they haven't?

The Southbank Structure Plan *Recommendation L3 CityLink tunnel entrance deck* is a project that SRA has been long engaged with, asking for updates in this forum almost yearly since its announcement in 2010. At our 2022 AGM Roger Teale, then General Manger of Infrastructure and Design announced this project would not be going ahead because of cost, however he was quickly rebutted by council that was not council's position. We subsequently received an email response from Roger on behalf of the CEO, Alison Leighton, that the project 'would be funded and delivered by the Victorian government' but at that stage he was not aware of any plans to deliver the deck by the state. SRA has not been officially informed of this change in position, but more concerning, nor of the feasibility study undertaken in 2021. After all our questions to this forum on this very topic, why were we not informed this study had taken place? Once again Southbank can't help but feel we were kept in the dark. Has the state government officially informed





council they will not fund the project or has council just decided there is likely nothing to gain from lobbying the state?

3 MINUTES

More concerning for Southbank is councils attempt to further undermine our open space by conveniently adding an attachment to the agenda item to discontinue Southbank Structure Plan *Recommendation L3 CityLink tunnel entrance deck*. This is a significant aspect of the 2010 Southbank Structure Plan with which the community has been anticipating and residents making investment decisions in our neighborhood. A high degree of confidence in the officers' planning should be expected by residents. Through the Southbank structure plan, Southbank residents were being led to believe council had the open space needs covered. To now remove it from the Southbank conversation with a single sentence in a motion is a travesty to the Southbank community. How can it have taken 14 years for the officers to conclude it was not feasible leaving the residents living with optimistic hope during that time. To propose such a significant change to such an important document should be, in our opinion, canvassed widely throughout the Southbank community and open for discussion, particularly to be provided a detailed strategy for its replacement. Not merely 4 days' notice prior to an FMC meeting.

How much confidence can the Southbank community have in the remaining items, still yet to be delivered, in the 2010 Southbank structure plan? We ask council for another serious review of these outstanding items and to be open with the Southbank community with what else is unlikely to be delivered and a timeline for the delivery of the remaining items.

While the process has been poorly handled, the SRA accepts that the proposal is not feasible for the City of Melbourne to deliver on cost grounds.

The proposal to expand the Normanby Rd Reserve is an imaginative project that will be of some value to residents who live south of the Yarra.

To establish one single site of 1.2 hectares opens up so many possibilities for diverse recreational purposes. This site has so many more options than the current 1.02 hectares which is spread across seven pocket spaces throughout Southbank.

The report acknowledges in section 13, that 'it is not centrally located to the neighbourhood'. Indeed, it is located on the boundary of the City of Melbourne and some distance from Southbanks' most densely populated block in Australia.

Given that the properties East of Clarendon St, North of City Rd and West of Queensbridge St are predominately commercial, for the large majority of Southbank residents the Normanby Rd Reserve will be too far away, notwithstanding council's own open space



strategy outlines spaces to be within 300 metres walk of them. Based on this, we estimate this space will serve a very small proportion of the Southbank community. However, these are the very people who are outside the 300 metre walking radius of Southbank's current central open space area of Boyd park. For this reason, the Reserve will be a great asset to residents in the block bound by Whiteman and Clarendon Streets and potential future residents of Fishermans Bend Montague precinct.

Indeed, given, as it says in section 15, that the City of Port Phillip has a Making Montague Precinct Implementation Plan which aims to reclaim the West Gate Freeway undercroft for public use enabling a future park in the interface area, the Normanby Rd Reserve will be very accessible to many new residents in the Montague area as development of that area proceeds. While the park would be a potential asset for Melbourne and given its shared patronage from two councils, it would therefore be fitting the City of Melbourne seek a significant financial contribution from the City of Port Philip for this development.

Regards



Tony Penna  
President  
Southbank Residents Association

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3341]  
**Date:** Sunday, 5 May 2024 6:08 PM

---

Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Aaron Moon

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* 6.4 City Road Masterplan Update

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

Great to see City of Melbourne planning to liven this area up. When I have traveled around this area of the city on bike it get very confusing when using the undercrofts and was uninviting.

When I saw the plans for an outdoor bouldering wall I was ecstatic. As a climber who frequents public access bouldering walls in Footscray, Burnley and Brunswick this is very welcomed.

Melbourne is known for elite sport climbing athletes which 2 of which have already qualified for the Olympics this year. By making bouldering accessible like this project it will attract more people to this great sport and community.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3359]  
**Date:** Tuesday, 7 May 2024 4:57 AM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Chris Thrum

Email address: \* [REDACTED]

Phone number \* [REDACTED]

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* 6.4 City Road Masterplan update

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.


Dear City of Melbourne,  
Further to previous correspondence in regards to the City Road Masterplan update, I would like to speak to the FMC regarding this Agenda Item at the 7 May, 2024 meeting.

Best regards,  
Chris Thrum

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \* Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*

I wish to make my submission in person

**From:**   
**To:** [CoM Meetings](#)  
**Subject:** FMC 7/05/2024 Agenda Item 6.4 City Road Masterplan Update  
**Date:** Tuesday, 7 May 2024 4:33 AM

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Dear City of Melbourne Management Team,

This is a written response in regards to the Future Melbourne Committee (FMC) meeting of Tuesday the 7th of May, 2024, and in particular the Agenda Item 6.4 City Road Masterplan Update.

This response is being written on Wurundjeri Country. The lands of the Wurundjeri people are Unceded.

Thank you to Jonathan Kambouris, Director City Projects, and City of Melbourne management team and Council officers involved in this update, and the upgrade projects for City Road. The team has put in an immense amount of work on this, and they must be looking forward to getting further feedback from the general public on the direction that they envision of this project.

There are multiple challenges with the Northern Undercroft. There may be some promising suggestions made during the Community consultation period, and Jonathan Kambouris, Director City Projects and the management team should be prepared to have an open mind in regards to what the citizens may bring to the table.

I support the recommendations from the management team.

In regards to Action 1 - Transform City Road west into a great capital street, it would be a tremendous achievement to complete the envisioned transformation.

There are great capital streets in Melbourne.

Melbourne roads are the best capital city roads in Australia. One person that we have to thank for this is William Lonsdale, who managed the original professional, competent surveying team that staked out the size and scale of the roads.

Lonsdale worked with and managed the first road crew that built and constructed the streets we know of as the Hoddle grid. Robert Hoddle the surveyor, in consultation with Governor Sir Richard Bourke worked out the proper scale of the streets. Lonsdale made sure that the road crew knew where they were going on the project.

This City Road upgrade project is an extension of the initial work Captain William Lonsdale, the surveyors and the first road crew did in the 1830's.

Lonsdale, the surveyors and the road crew overcame many obstacles in building and constructing the first proper roads of the official British settlement here. Before the arrival of Lonsdale there were really just mule tracks meandering around, following the contours of the country.

The surveyors ignored the childlike, amateur drawing that was handed to them by one of the unofficial, illegal, unauthorised settlers that showed these mile tracks. The drawing was not to scale, and was inaccurate. The plan that Lonsdale and the surveyors and the road



crew followed was what we know of as The Hoddle Grid!  
When you look at a Melways ( new edition available at Newsagents for \$70) you will see that The Hoddle Grid remains, because it was a brilliant plan.

That's the benchmark for all roadworks and plans for the City of Melbourne.

Action 2 is a big challenge, reimagining King's Way Northern Undercroft.

Under the Purpose and Background section, no. 3 , the approach should be - "When delivered", not the doubting Thomas approach of "If delivered".

The current day road crews and workers will follow the Master Plans provided.

For inspiration, consider that after discussions with the NSW Governor Sir Richard Bourke, and the Captain of HMS Rattlesnake, Captain William Hobson, before landing with the Marines landing party, Lonsdale had the plan of action worked out. Step One was to read the proclamation declaring that this place was now going to be an official British settlement upon landing ashore.

Step Two, with the Redcoats A-Team by his side, Lonsdale has conversations with the unofficial, unauthorised, illegal settlers and squatters, and explains to them that they are British citizens, subject to English Law. They were to be told that technically, they were trespassing on Crown land.

Step Three, the settlers would all acknowledge and recognise that Sir Richard Bourke was the Governor of NSW!

More important for today's management team, Lonsdale knew that there soon would be two large cargo ships arriving from Sydney, with 70 (seventy) tons of goods, stores, equipment, machines and material for building homes to help commence the construction and build of the official British settlement. One of the ships was the brig Stirlingshire.

Lonsdale knew about the scores of men who would soon be arriving on Wurundjeri Country that would soon be sailing to join HMS Rattlesnake. Lonsdale knew he was going to have a road crew, who were committed to building and constructing the roads.

See, after 48 years running the Colony at Sydney, the British Government had a very firm idea and plan about how to get things up and running here.

The management team today should be inspired by the fact that whilst Lonsdale was discussing things with the settlers, he already knew about the 70 tons of goods, equipment, machines and material that would be arriving next to the anchored HMS Rattlesnake in an imminent fashion.

The British had a plan, and they knew that Rome was not built in a day.

This important City Road project will take time to be realised, however, like Lonsdale in the 19th century, some patience may be required.

The vital thing is to get the plan right. City of Melbourne is taking the steps necessary to ensure that the plan is right.

Remember, once the plan has been made, City of Melbourne will assemble and galvanise the workers, and the work will be done.

Best regards,  
Chris Thrum



## Jordan McKay

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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Tuesday, 7 May 2024 9:02 AM  
**To:** CoM Meetings  
**Subject:** Future Melbourne Committee submission form [#3360]

**Privacy acknowledgement: \***

- I have read and acknowledge how Council will use and disclose my personal information.

**Name: \*** David Hamilton

**Email address: \***

[REDACTED]

**Phone number \***

[REDACTED]

**Date of meeting: \*** Tuesday 7 May 2024

**Agenda item title: \*** Item 6.4 City Road Masterplan Update

Alternatively you may attach your written submission by uploading your file here:



[sb3006 paper fom item 6.4 city road masterplan update.pdf](#) 165.04

KB · PDF

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*

Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*

I wish to make my submission in person



- Southbank3006 supports the strategic thrust of the Council's Proposals for the Repurposing of the Northern Undercroft, but we believe that this asset needs to be configured as a focal point for Active Recreation in Southbank. We have set out below how this might be achieved.
- In terms of City Road East and West proposals these should not proceed until the issues associated with Heavy Goods Vehicles (HGV) using City Road as a bypass to the Citylink Tunnel have been addressed. It must be reinstated as the Freight Link between East and West a major justification for its construction. Forcing classes of HGV onto City Road renders envisaging City Road as a "great central street" moot making those elements of the City Road Masterplan irrelevant.
- Southbank3006 has consistently argued that planning a City Road Upgrade should only be considered as part of a wider Traffic Management Strategy for all of Southbank. There is no evidence that this is being considered before embarking on the City Road project.

### A Vision for the Northern Undercroft – Filling the Active Recreation Gap in Southbank

The Council's Masterplan paper it fails to consider the true potential for the Undercroft. This is a missed opportunity that needs to be taken up in the planning.

In 2022 the removal of the only active recreation element in Southbank, a basketball court on Boyd Park, to accommodate a residential tower in late 2022, underscored the lack of foresight by a previous Council administrations' planning and their total disregard for resident social and community development needs.

Although a temporary basketball facility has been negotiated with OSK, the developer of Melbourne Square, it remains evident that there is a substantial gap in active recreation facilities. The immediate response from young adults and families to the OSK temporary facility highlights the unmet demand for such amenities in the community. Likewise, the Playground developed as part of the Southbank Boulevard project sees active daily use, indicating the community's desire for active recreational spaces.

Reflecting on these issues, Southbank3006 proposes a comprehensive solution to the Council:

1. **Redevelopment of the "Undercroft:"** The vast area under Kings Way, known as the "Undercroft", presents an opportunity for the development of various active recreation facilities such as half-courts for basketball, netball, padel board & pickleboard, soccer, outdoor gym spaces, and practice nets for cricket. This underutilized space, akin to Crown's use of another part of the "Undercroft", holds immense potential with proper planning and forethought.
2. **Conscious Investment Decision:** Instead of allocating resources to neighbourhoods already well-served with recreation facilities, such as Parkville and South Yarra, the Council should prioritize addressing the needs of Southbank. This strategic investment would tackle the deficiencies rather than relegating them to the "too hard" basket.
3. **Government Collaboration:** The project requires collaboration at all levels of government. The Commonwealth Government should provide financial support, the State Government should facilitate access to land, and the Council should lead delivery, management, and integration with the local community.

The redevelopment of the "Undercroft" not only addresses the Council's diversity, health wellbeing, and neighbourhood strategies; but most importantly enhances the liveability of Southbank residents, spanning from Montague Street to the heart of the neighbourhood. While acknowledging the complexity of the project, Southbank3006 emphasizes the necessity of government support, Commonwealth and State, to rectify past failures of governments and developers to deliver essential recreation facilities to the community.

At the ACCA, following representations to Council by Southbank3006, progress has been made in closing the passive recreation gap in Southbank. Now, the focus shifts to the "Undercroft", offering a similar opportunity to repurpose a wasteland to address the active recreation shortfall and pave the way for a healthier, more vibrant Southbank community.

David Hamilton  
President  
Southbank3006 Inc  
7 May 2024


**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3357]  
**Date:** Monday, 6 May 2024 9:04 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Nicholas Dow

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* City Road Masterplan Update

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

The report was updated after my previous submission.

1. Action 1.6 is said to be "complete" but the missing link between Kavanagh St and Moray St. is not addressed.

Propose that the Committee moves that officers present a plan to address this missing link at a future meeting.

2. Query: does the City Rd Masterplan still include protected bike lanes in City Rd west of Moray St? These lanes do not appear on the bike plan adopted at the Committee's last meeting. The City Rd Masterplan has been in existence for a long time, why have the protected lanes in City Rd not been progressed?

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*  I wish to make my submission in person



**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3331]  
**Date:** Thursday, 2 May 2024 8:54 PM

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Privacy acknowledgement: \*

• I have read and acknowledge how Council will use and disclose my personal information.

Name: \*

Nicholas Dow

Email address: \*

[REDACTED]

Phone number \*

[REDACTED]

Date of meeting: \*

Tuesday 7 May 2024

Agenda item title: \*

City Road Masterplan Update

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

Protected bike lanes in City Road appear to have been erased from the Masterplan. Bike Melbourne view is the protected lanes should exist along City Rd and Bay St all the way to Beaconsfield Pde, but whatever route is chosen, the part of City Rd within the City of Melbourne is the start of it.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*

No

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## Jordan McKay

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**From:** Wufoo <no-reply@wufoo.com>  
**Sent:** Tuesday, 7 May 2024 9:43 AM  
**To:** CoM Meetings  
**Subject:** Future Melbourne Committee submission form [#3363]

**Privacy acknowledgement: \***  I have read and acknowledge how Council will use and disclose my personal information.

**Name: \*** Tony Penna

**Email address: \*** [REDACTED]

**Phone number \*** [REDACTED]

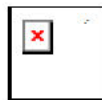
**Date of meeting: \*** Tuesday 7 May 2024

**Agenda item title: \*** 2024-05-07 FMC Meeting No.76 Agenda Item 6.4 – City Road Masterplan Update

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting.** I wish to speak to this item

Submissions will not be accepted after 10am.

Alternatively you may attach your written submission by uploading your file here:



[20240507 fmc meeting no.76 agenda item 6.4 city road masterplan update.pdf](#)

118.20 KB · PDF

**Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*** Yes

**If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical** I wish to make my submission in person

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attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*

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[REDACTED]

### **Submission to Future Melbourne Committee**

City of Melbourne, Melbourne Town Hall,  
07 May 2024, 5.30pm – Meeting No.76  
Agenda Item FMC 6.4: City Road Masterplan Update

SRA has had a keen interest, and active involvement, in this project since City of Melbourne community consultation started in February 2014. This project was supposed to be completed by 2023. It is one year late and very little of significance has been achieved in that time. In the most part, the piecemeal components which have been completed has come about through SRA expressing their dissatisfaction at annual budget presentations which prompted the support of Cr Leppert for additional supplements. The Southbank community is most grateful to Cr Leppert for his understanding of the importance of this project to the Southbank community and his ongoing support over that time.

However, we are perplexed with this agenda item, insofar that it is described as an update, yet it is only providing details on one specific part of the project, being Action 2 – Reimagine Kings Way undercroft as a community space. In the overall scheme of things, in comparison to the complexities of the undercroft reimagining, the other items should be significantly less complex to implement, yet they seem to be attracting no attention. Why have none of the other aspects of the plan been delivered?

Firstly, the officers claim Action 6 – Expand the bicycle network within Southbank as complete. While most of the proposed Southbank network is indeed complete the proposed section on City Road from Balston Street to Clarendon Street has not been completed. How do council officers not know this? Is there a reason why they have declared it complete without any further updates of design changes to the community?

Regarding the proposal for the Reimagining of Kings Way undercroft, which is a significant component of the plan, we appreciate the efforts of City of Melbourne officers in negotiating with all the parties that have an interest in this space. We are particularly impressed that the City of Melbourne has been able to negotiate a 40-year lease. Yet, we can't understand why it took so long into the project for the officers to realise the tenure on the land was inadequate. These negotiations should have started 10 years ago and then we might have been so much further into the development of this space.

We are pleased that Key Issue No 7 specifically mentions traffic noise. The noise from the cars on Kingsway overpass, as they go over the expansion/contraction joints is a significant, if not oppressive, distraction. The installation of acoustic panelling is a priority if the community is to feel the space is welcoming.





The same thought should also apply in regard to the impact of air pollution from cars above and at ground level. Similarly, the dust pollution from the overpass released by vibration of the structure caused by the traffic is a factor that should be researched.

The draft concept drawings suggest a diverse range of potential activities. SRA looks forward to the opportunity to participate in consultations. No doubt the City of Melbourne will evaluate the effectiveness of the various sub-parks along Southbank Boulevard, each with their own design features. In particular, the amazing success of the adventure playground, not only in usage, but also in its capacity as a meeting place for young families and a safe place for women due to the presence of families means that if such an element was included in the design of the Undercroft, it will greatly facilitate community engagement.

The SRA notes that the project is currently unfunded and that community engagement could support securing funding sources. We have already independently discussed this with our local member of state parliament, Nina Taylor. The SRA will fully support engaging with the community.

The SRA supports this recommendation to the FMC, but desire further updates and a timeline on the other aspects of the City Road masterplan.

Regards



Tony Penna  
President  
Southbank Residents Association

**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3353]  
**Date:** Monday, 6 May 2024 4:51 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Dougal Hollis

Email address: \* [REDACTED]

Phone number \* [REDACTED]

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* 6.5 Draft Experience Melbourne 2028: A Destination Management Plan for Melbourne's Visitor Economy

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am. Per letter attached.

Alternatively you may attach your written submission by uploading your file here:



[dmp\\_support\\_letter\\_aa\\_vic\\_06052024.pdf](#)  
89.37 KB · PDF

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \* No



6 May 2024

Future Melbourne Committee  
City of Melbourne  
GPO Box 1603  
Melbourne VIC 3001

Via email submission

Dear Future Melbourne Committee,

I am writing to express my wholehearted support for the City of Melbourne's proposed Destination Management Plan - *Experience Melbourne 2028: A Destination Management Plan for Melbourne's Visitor Economy*. This plan comes at a crucial time as we navigate the 'new normal' following the Covid-19 pandemic and seize the immense opportunities for growth, in the coming years.

Forecasts indicating the City of Melbourne is expected to welcome more than 18 million visitors in 2028, contributing over \$16.8 billion to the local economy, underscore the urgent necessity of this strategic initiative. Melbourne has cemented its position as Australia's largest hotel market, now boasting an inventory of lifestyle and luxury accommodation that is the envy of all other states and territories. Hotel stocks in the City of Melbourne have expanded from 21,597 rooms (2019) to 26,784 rooms (2023), with a further 1,858 rooms under construction.<sup>1</sup>

The substantial increase (+33%) in hotel rooms over the past five years necessitates a comprehensive strategy to ensure continued growth and optimal utilisation of this new supply.

The extensive stakeholder consultations that informed the development of this plan are commendable. Aligning the diverse range of stakeholders involved in the visitor economy is crucial for maximising the benefits of tourism while addressing challenges effectively. This collaborative approach ensures that the plan reflects the collective insights and aspirations of key industry stakeholders, making it a robust and inclusive roadmap for the future.

Furthermore, I believe that this plan is not just about sustaining current success but also about driving innovation and attracting much-needed investment in Melbourne's visitor economy. By proactively addressing emerging trends and fostering a conducive environment for investment, we can continue to elevate Melbourne's status as a premier global destination.

I was delighted to be part of the Advisory Committee for this project, and I am excited about the prospect of continued collaboration with the City of Melbourne in implementing this plan. Together, we can harness the city's potential, enhance visitor experiences, and ensure sustainable growth that benefits our communities, businesses, and visitors alike.

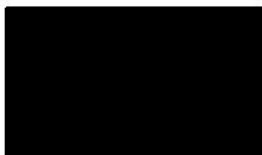
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<sup>1</sup> JLL Hotels: New supply breakdown by key market, December 2023

[REDACTED]

[REDACTED]

Thank you for your leadership and commitment to the advancement of Melbourne's visitor economy. I look forward to our ongoing partnership and the positive impact that this plan will undoubtedly have on our vibrant city.



Dougal Hojis  
General Manager  
Accommodation Australia (Vic)

**About Accommodation Australia (Victoria) – AA (Vic)**

AA (Vic) represents the rights and interests of a broad range of Victorian accommodation providers who operate hotels (predominantly), motels, serviced apartments, resorts and motor inns. AA (Vic) provides state specific advice and advocacy to our member network of 300 accommodation properties across our state. AA (Vic) represents the accommodation division of the Australian Hotels Association (Victoria) – AHA (Vic). AHA (Vic) protects and promotes the interests of almost 1,200 Victorian pubs, hotels and hosted accommodation providers.




**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3327]  
**Date:** Thursday, 2 May 2024 4:06 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Felicia Mariani

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* Agenda Item 6.5 – Experience Melbourne 2028

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*  I wish to make my submission in person

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3345]  
**Date:** Monday, 6 May 2024 1:17 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Natalie O'Brien AM

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* agenda item 6.5

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

Melbourne's competitive edge in the visitor economy is the power of working and contributing as a collective. There is incredible value in building equity in the key pillars that drive Melbourne's attraction as a place to live, study and visit. Having one central plan allows all players, large or small, to unite in their investment and together champion Melbourne as a premier destination. This central plan helps galvanise a broad range of stakeholders to invest in the future of Melbourne.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3354]  
**Date:** Monday, 6 May 2024 5:30 PM

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Privacy acknowledgement: \*

- I have read and acknowledge how Council will use and disclose my personal information.

Name: \*

Ross Brewer

Email address: \*

[REDACTED]

Phone number \*

[REDACTED]

Date of meeting: \*

Tuesday 7 May 2024

Agenda item title: \*

6.5 Draft Experience Melbourne 2028: A Destination Management Plan for Melbourne's Visitor Economy

Alternatively you may attach your written submission by uploading your file here:



[mmhn\\_submission\\_to\\_lord\\_mayor\\_and\\_councillors.pdf](#)

130.70 KB · PDF

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*

Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. \*

I wish to make by submission via Zoom

## Submission by Melbourne Maritime Heritage Network 6/5/2024

Lord Mayor and Councillors

Re FMC Meeting 7/5 Agenda item. 6.5 [Draft Experience Melbourne 2028: A Destination Management Plan for Melbourne's Visitor Economy](#)

MMHN notes with dismay that although it is intended as a “*destination management plan for Melbourne's visitor economy. It functions as a guiding compass for the sector, providing a framework that sets a vision for what the visitor economy can look like in five years' time, and outlines overarching ambitions for the sector,*” it is clearly very far from an adequate Plan designed to guide a critical sector of the economy.

Given the visitor economy, is not only critical in driving prosperity in Melbourne, but also important to potentially driving the tourism economy in the suburbs and regions This flow-on effect should rightly matter to the Council of the a state capital city.

MMHN notes “*The overall growth outlook for **tourism in Victoria in the next five years is positive. If the municipality maintains its current market share, forecasts estimate the municipality will welcome 18.4 million visitors by 2028 (vs 14.3 million in 2023).***”

**Regrettably the Draft Experience Melbourne 2028 now seeking Council endorsement is deficient.**

**MMHN urges Council to defer such endorsement and/or direct officer to improve the Plan.**

MMHN finds it disturbing that such a deficient Draft is said to be based on stakeholder consultations. We can only conclude that the list was compiled by those without sufficient knowledge of the strengths of this city and/or the imagination to see its unique attributes beyond the ‘usual’ - sport, fashion and food. This diminishes Melbourne as a destination. The current Draft omits reference to several elements of significance to the visitor experience in the city and the state. In order to need to optimise the visitors attraction and experience a better understanding or recognition of Melbourne and it’s unique attributes and assets , beyond fashion food and sport, is required.

MMHN has endeavoured to assist Please find below extracts from Agenda Item 6.5 together with MMHN commentary [Extracts in Blue](#) MMHN commentary in red below,



## Key issues.

4.1 Visitor growth is expected to be driven by international markets, with CoM's top international markets being China, New Zealand, the United States, India and the United Kingdom. High growth is also expected from Hong Kong, Singapore, Malaysia, Japan and Indonesia."

MMHN notes no reference to Cruise Tourism; no plan to specifically engage with cruise passengers arriving at Melbourne; no reference to Melbourne's international status as the largest Port in Australia no reference to its rich maritime heritage and significantly to Docklands Precinct, the site of the world-renowned hand-excavated Victoria Harbour; nothing about Melbourne's world-renowned heritage architecture

4.2. Moderate growth is forecast in the domestic sector as tourism trends return to normal after a surge in domestic travel post-pandemic. Top domestic markets are Regional Victoria, Sydney, Regional New South Wales, Brisbane and Adelaide.

We note an inexplicable omission in relation to activation of Docklands Precinct at all. Do officers accept this area as part of Melbourne or not? We note no reference to world-renowned Victoria Harbour; No reference to multiple opportunities on accessible waterways enabling maritime activities for **domestic** tourists; Ferries at Harbour Esplanade to Williamstown St Kilda, Port Melbourne, Sorrento Geelong, Queenscliff and Yarra commercial boat opportunities upstream. Again - Such engagement "should rightly matter to the Council of the state capital city". We all share the key tourism asset -ie. **the waterways**.

5. Experience Melbourne 2028 sets out a comprehensive vision and roadmap for the future of the city's visitor economy, providing clear direction for CoM and the broader tourism sector to enhance its visitor offering and experience.

See above. We note this '**vision**' and this '**road map**' completely fails to factor in opportunities, or optimise the economic value of, Melbourne as Port City/ and State capital. We note complete disregard in the Draft the tourism asset which is the Port of Melbourne - much of the operations are visible and fascinating and like Rotterdam and Hamburg, can be viewed from the wharf side and the water.

6. Experience Melbourne 2028 is underpinned by eight 'experience pillars' that have been developed through extensive consultation and mapped against global Tourism Australia research. The pillars either create or affirm a distinct identity for aspects of the city's visitor economy, providing industry with a clear direction to align their products and experiences under. Under each pillar is a set of key directions that serve as strategic roadmaps for CoM and industry to develop and enhance these experiences for visitors over the next five years.

We note none of the 8 Pillars recognise that Melbourne is largest a largest port city in the Southern Ocean; nothing about cruise tourism; nothing celebrating heritage architecture nor maritime heritage. Key directions listed below are equally deficient.

6.1. **Sports and events capital** - From the tent poles of the sporting calendar to the tapestry of community events throughout the year, sports and events play a major role in Melbourne's visitor economy.

Yet we note nothing about yachting or recreational boating - a key economic driver in Victoria nor any reference to key international events. eg. international yachting event between Melbourne and its Sister City of Osaka 2025.

6.2. **Ground-breaking creativity** - Melbourne's creative scene is distinctive and celebrated, renowned for its originality, independent spirit and commitment to pushing boundaries

No mention of technical Innovation ( which is creative) and in particular Melbourne's contribution has been outstanding in relation to maritime trade, logistics and shipping . Obviously this would also to medical innovation too. All sorts of Innovation an historic strengths in Melbourne - social and technical, See below on Knowledge Hub,

6.3. **Vibrant people and places** - Melbourne's multicultural landscape and vibrant public realm is a fundamental part of the city's identity, attracting visitors who want to experience the authentic and diverse character of the city.

We note reference to '**places**' yet no recognition of Melbourne's uniquely rich architectural heritage assets in these 'places'. There appears to be no indication of any understanding of what actually underpins such '**places**' or multiculturalism. ie. Melbourne's rich heritage heritage – maritime and other. And significantly **immigration by sea** to a famous **Port City!** !

6.4. **Gastronomy 24/7** – In Melbourne, food is not just consumed. It's celebrated, discussed, and savoured. The city's culinary offering extends beyond the plate to be about the experience, offering an adventure that spans from the first sip of morning coffee to the last call of the night.

6.5. **Eclectic shopping mecca** – The experience of shopping in Melbourne is much like the city's own unique style – diverse and eclectic, effortlessly stylish, and showcasing a range of high-end, local and specialty influences.

6.6. **Urban Aboriginal culture** – Melbourne presents a unique opportunity to experience Aboriginal heritage and culture in an urban environment, acting as a gateway to Victoria's rich Aboriginal culture.

We note no reference to the historic indigenous presence in Melbourne understanding that the waterways were the basis of indigenous gathering near in Melbourne –the fresh water of the Birrarung/Yarra running through the city and the swamps and intermittent billabongs teeming with food, Waterways were the basis for there being a city from the get-go.

6.7 **World-class knowledge hub** – Melbourne's reputation as a knowledge and innovation capital attracts national and international business events, as well as international students drawn to the city's global position as a world-class study destination that offers a great lifestyle.

This seems to be simply 'sell' item to attract international students - all well and good – BUT seriously 'undersells' the reality that Knowledge is a strength of Melbourne which is an **intellectual city**. Think Museum, Libraries and special collections; No mention in the Draft of Melbourne's educational heritage which underpinned the later technical Innovation ( which is creative) and in particular Melbourne's contribution in relation to maritime trade, logistics and shipping. This became significant because maritime trade was fundamental to Melbourne's prosperity. Innovation is an historic strength in Melbourne - social and technical. One outcome of the distance by sea from Europe.

6.8. **Green urban oasis** – Melbourne is a city where nature is not just a backdrop, but an integral part of the urban landscape. This blend of the built and natural environments not only enhances the quality of life for our residents but also offers a unique, immersive experience for visitors.

We note that that the Plan ignores the other environmentally sound asset of "**Blue**" opportunities in Melbourne. Multiple accessible Water-based sport opportunities abound in Melbourne and, importantly, in the Docklands Precinct. Officers seem to have overlooked the fact that CoM actually has an active Waterways Branch which manages marinas! Melbourne actually has more navigable waterways than Sydney. Think - two rivers, Victoria Harbour, Port Phillip Bay

7. The 'experience pillars' are also supported by three experience essentials, foundational blocks that must be in place to enable a positive visitor experience:

7.1. **Safety and cleanliness** – Melbourne's reputation as a safe city contributes to its attractiveness as a tourism destination.

MMHN notes this claim on cleanliness – and seriously question it. CoM appears to condone Parks Victoria practise of locating litter-traps on key tourist locations on the river for extended periods - Fed Square and MCEC. MMHN has repeatedly complained. Why does the CoM tolerate this?

7.2. **Transport and connectivity** – As Melbourne's visitor economy grows, how those visitors get around must be enhanced to support a vibrant, safe and inclusive visitor experience.

We note that inexplicably there is no reference at all to ferries. Several ferry and river boat companies operate in Melbourne – and once again – the unique attributes of Docklands Precinct is ignored .

7.3. **Accessibility** – Ensuring Melbourne is accessible to the one in four travellers with accessibility needs.

8. Experience Melbourne 2028 outlines six strategic priorities for CoM and the sector over the next five years. These priorities are the 'how we get there' - essential steps that bridge our present efforts with the future we envision. Each priority includes a range of actions for delivery.

MMHN argues that your FIRST step is to recognise what is unique about Melbourne. The Draft fails in this.

**8.1. Stimulate visitation to the city** – aligning under a unified brand narrative, market diversification, and a compelling program of marketing and events to drive repeat visitation.

Cruise tourism not understood adequately. Repeat visitation is occurring, Engagement of cruise passengers will not happen without attention from CoM. Comparable port cities actually work on this. Regrettably Victoria Ports are not proactive in this area. They are concerned with 'operational safety. CoM as the state capital city must take the lead. Station Pier is a substandard Third World Cruise terminal and this reflects poorly on the city as a whole. Forging collaboration Minister Horne, Ports Vic and City of Port Phillip is a matter of urgency,

**8.2. Enhance visitor servicing** – ensuring visitors discover more through the provision of timely and accurate information, the 'welcome', continued expansion of way finding and best practice visitor information services.

See above. There is nothing that could be described as a Welcome at Station Pier – except for Beacon Cove volunteers. Shabby, No colour, no music. Regrettably Victoria Ports are not proactive in this area. CoM needs to negotiate directly with Cruise companies. As above – maps, Apps ferries, myki tickets- and given the age and infirmity of passengers, assistance - it is long walk to the tram. (The Port of Halifax offers a free double decker bus from the terminal to the City) .

We note reference to 'Way finding' but no indication that a consistent approach is being adopted. Accurate heritage signage is seriously poor in Melbourne.

**8.3. Build industry capacity** – skills and capacity building, sharing data and insights, improving cultural competency across the sector.

Given that tourism expertise is managed by a disinterested State agency which outsources the Melbourne port 'visitor experience to cruise companies, who make more profit from bussing passengers off to Phillip Island and the Great Ocean Road. The CoM must lead in facilitating collaboration with relevant Councils as a matter of urgency to keep passengers in town. An estimated 10% of passengers do not leave the ship in the port of Melbourne

**8.4. Facilitate tourism development** – Encouraging the development of new products and experiences in the visitor economy to align with EM28's experience pillars.

There is no evidence in this Draft document which reflects any serious or rigorous comparative analysis – beyond the 'usual' predictable approaches to visitation, What of international comparisons?

Extensive stakeholder consultation has been undertaken and informed the development of plan. There has been engagement across government, peak bodies, industry and business through focus groups, interviews and Participate Melbourne. Additionally, an Advisory Group of senior executives from peak bodies, sector leadership and government guided the planning process and contributed strategic recommendations.

Given the deficits identified in this current Draft, MMHN finds this proposed public consultation process questionable.

## 10. Recommendation from management

That the Future Melbourne Committee:

10.1. Endorses the draft Experience Melbourne 2028:A Destination Management Plan for Melbourne's Visitor Economy for public consultation

MMHN recommends that this matter be deferred Public consultation should wait until a better quality Draft is prepared for wider public comment,

10.2. AuthorisestheGeneralManagerBusinessEconomyandActivationtomakeanyfurtherminor editorial changes to the Experience Melbourne 2028 prior to public consultation.

Requires a Re-Draft.,


**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3356]  
**Date:** Monday, 6 May 2024 7:31 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Tim Bracher

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* Experience Melbourne

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

The Yarra River Business Association welcomes this milestone document for the City of Melbourne and specifically its tourism stakeholders.

The Board of YRBA Inc draws councilors attention to page 43 Safety and Cleanliness.

Southbank and the Yarra River Precinct remains the key visitor node of the City of Melbourne and plays a key role in setting a positive image of our city. While major projects are exciting and city-shaping, it's the regular maintenance and cleanliness of the pedestrian areas that often leaves the indelible memory.

As such, after more than 30 years of being loved by visitors and Melburnians, much of Southbank Promenade is now well below expectations, and, in some cases, is shabby. Well worn paving, patchy grass, street furniture and, of course, Queensbridge Square's Red Stairs are all in dire need of attention.

It is surprising that under Transportation in this report, there is no mention of the potential of a public transport service on the Lower Yarra to relieve future congestion and opening-up a new experience for visitors of the future.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

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**From:** [Wufoo](#)  
**To:** [CoM Meetings](#)  
**Subject:** Future Melbourne Committee submission form [#3342]  
**Date:** Sunday, 5 May 2024 6:40 PM

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Privacy acknowledgement: \*  I have read and acknowledge how Council will use and disclose my personal information.

Name: \* Aaron Moon

Email address: \* 

Phone number \* 

Date of meeting: \* Tuesday 7 May 2024

Agenda item title: \* 6.6 Proposed Ticket Price Increase for Melbourne International Flower and Garden Show (MIFGS)

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.

While a price rise is justified given the reasons in the document, I am dissappointed that the state government does not contribute to fund this event.

The MIFGS is usually held on the same week as the Formula 1 Grand Prix in Albert Park. The Formula 1's four day event costs the state \$100m to run after ticket and advertising sales. This event has significant impacts to wildlife through noise and air pollution.

Meanwhile the MIFGS shows a wide range of creative talents from across the world, promotes biodiversity and sustainability and is a family friendly day out

I would hope that City of Melbourne is advocating the state government and other sponsors to contribute to this speculator international event so that dedicated goers do not get priced out in the future.

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: \*  No

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