

**AGENDA
JOINT SITTING OF PORT PHILLIP AND
MELBOURNE CITY COUNCIL
THURSDAY, 11 MARCH 2004**

STATEMENT No. 3



Joint Sitting of Port Phillip and Melbourne City Councils

KEY STRATEGIC OPPORTUNITIES

1. Fisherman's Bend Precinct

The Interdepartmental Committee report on Boundary Changes was completed in late 2003. Government is currently considering its response to the report. It has not been released publicly.

The Cities of Melbourne and Port Phillip are responsible for management of the Port Melbourne Fisherman's Bend industrial precinct. As a commercial industrial area abutting the port in an inner city location – unique in the world – its future is of statewide importance.

The key issues in the precinct include economic development, business support, infrastructure services and transport planning.

2. Attraction and Visitation Strategies

Both Melbourne and Port Phillip are well placed to market and promote the region as a lifestyle choice for residents, business and visitors. The combination of popular parks and beaches, restaurants and cafes, vibrant retail precincts, entertainment precincts as well as the location and access to modern transport and freight networks ensure that the region is really attractive as a tourist destination.

Primarily Melbourne, and increasingly Port Phillip is host to a number of capital city functions including:

- National and international tourism and leisure precinct focused on St Kilda and St Kilda beach;
- Host to metropolitan visitors to Port Phillip beaches from Elwood to Sandridge;
- Port Melbourne is Melbourne's waterfront gateway for overseas and intrastate visitors. Station Pier continues to provide infrastructure which contributes to Victoria's tourism economy;

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- Host to an array of international events such as Commonwealth Games, St Kilda International Criterium, World Swimming Titles, Australian Corporate Games and the Grand Prix; and
- Site for ferry based tourism routes linking Port Phillip Bay to the Yarra.

Joint marketing and promoting the region as a tourism destination makes sense and ensures both cities gain maximum benefit from our local tourist attractions. Currently the City of Melbourne contributes to the Destination Melbourne Program which provides a co-operative marketing of greater Melbourne and information on arrival.

A shared approach to marketing and promoting the region would provide the visitor with access to information about the complete package of experiences available within the region including local arts and culture, sport, retail, entertainment, heritage, pub culture and restaurant and café dining. The complete 'offer' for the region may extend to a number of neighbouring municipalities.

Major visitor destinations and information centres within the region would need to be targeted to welcome and direct visitors throughout the region. This would include Federation Square, Station Pier, St Kilda foreshore, as well as local shopping centres and cultural facilities.

3. Transport Issues

Both cities need to promote shared and sustainable transport initiatives as a priority in order to address the increasing negative impact of excessive car use on the quality of the environment and social life. Actions to provide improved access and connectivity to the inner region need to focus on the effective movement of people and goods, rather than vehicles.

St Kilda Road Tram Speed is a project which can increase the economic benefits to both cities. St Kilda Road provides a major artery serving in excess of ten tram services with origins to the east and south. Greater use of the Kingsway tram reservation, construction of the Park Street tram connection, rationalisation of services and stops is anticipated to provide the most cost effective responses to significantly reducing tram travel times.

Another project is the Plummer Street/Dockside Road Truck Bypass. Located in the Port Melbourne industrial estate of Fisherman's Bend the construction of the estimated \$15M Plummer Street and \$5M Dockside Road Projects will significantly increase access to businesses in this locale while reducing the impact of truck traffic on the residential land uses abutting Williamstown Road. Stakeholder consultations and detailed design is progressing on both these projects, however, State funding approval is the major barrier to completion.

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4. Commonwealth Games

Melbourne is just over two years away from hosting the biggest event it has ever staged – the 2006 Commonwealth Games (Games).

The success of the Games will be heavily reliant on strong Government support and commitment. Whilst the State Government, through the Office of Commonwealth Games (OCGC), is primarily responsible for the delivery of the Games, there will be a strong need for Local Government assistance.

The imperative role of the City of Melbourne (CoM) and the City of Port Phillip (CoPP) in Games planning is exemplified by the fact that 14 of the 16 sports will be staged within the two municipalities. This will require both organisations to undertake significant planning, not only to ensure that the Games are delivered successfully, but to also maximise the broader benefits for the local community.

Where possible, it would be of mutual benefit for the CoM and CoPP to work collaboratively in planning for the Games. The CoM and CoPP are of the view that both Cities should be given the opportunity to participate in the 'Event Operations Group' and other key planning groups established by the Office of Commonwealth Games Committee and M2006.

Potential opportunities the Cities believe warrant further exploration include:

1. **Information sharing:** i.e. urban planning strategies, long lasting community benefits, development, internal working group structures, challenges faced, management of issues etc.
2. **Provision of resources:** potential for both municipalities to utilise the same service providers/contractors for the delivery of Games works and services.
3. **Stakeholder management:** communication and coordination of local businesses and residents in the lead up to and during the Games, i.e. potential to develop a 'Games Information Kit' for residents (how they will be effected by the Games) and/or businesses (mechanisms to leverage benefits from the Games).
4. **Destination marketing:** pooling of funds to produce marketing collateral promoting both municipalities to local, interstate and international visitors.
5. **Municipal recognition:** working together to ensure that the support and commitment of the CoM and CoPP to the Games are recognised.

The CoM and CoPP look forward to building on the existing relationship to ensure that the Games provide positive experiences and outcomes for all visitors, businesses and residents of both municipalities.