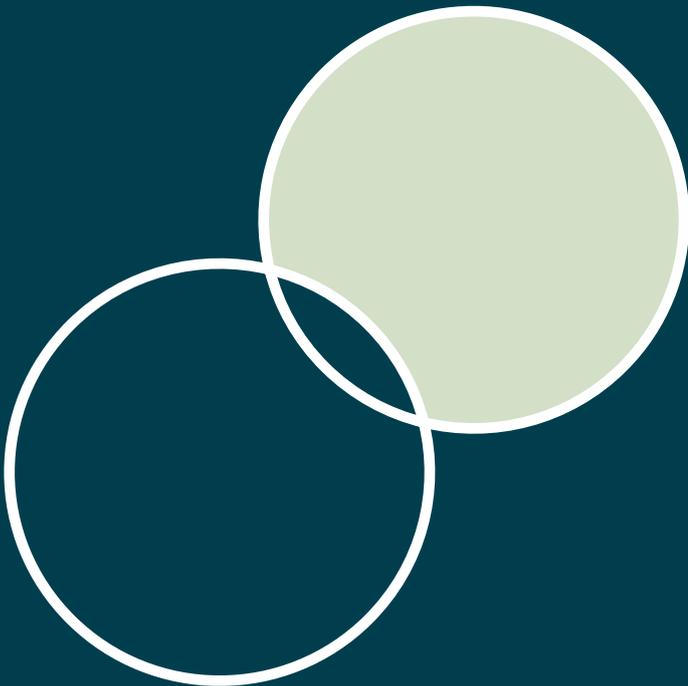




# AGM 2019: Year in Review

*“The Committee for Melbourne has a vision for our city, the vision of a strong and globally competitive economy with world-class infrastructure and livability. It is a vision underpinned by its members’ diverse skills and disciplines, coupled with an obviously deep affection for our city.”*

The Honourable Linda Dessau AC, Governor of Victoria,  
Committee for Melbourne Patron



# Who we are



Committee for Melbourne is an apolitical, not-for-profit, member-based organisation that brings together over 150 organisations from Greater Melbourne's business, academic and community sectors which have a passion for shaping Melbourne as a leading global city in the world's fastest-growing region, the Asia-Pacific.

The Committee's membership represents Melbourne's premier business and community leaders. Together, we work with key stakeholders to focus on four pillars to support Melbourne's future growth and prosperity: Future Economy, Infrastructure, Urban Optimisation and Liveability.

## How members get involved

**Helping plan the future:** Make a difference to Melbourne's future with your knowledge, expertise and resources.

**Shaping policy:** Influence the Committee's advocacy with government and inform the broader public debate.

**Connecting and building your profile:** Expand your network and enhance your profile with other Committee members, government and senior business leaders and influential Melburnians at our regular events and policy forums. Increase your exposure and promote your work through our structured communications and advocacy program which includes stakeholder engagement and media services.

**Learning and sharing:** Deepen your knowledge and share your expertise through our regular, exclusive briefings with political, industry and community leaders.

**Nurture tomorrow's leaders:** Prepare your organisation's talented emerging leaders to make contributions through our respected business and civic leadership program, Future Focus Group.

**Our purpose:** Shaping a better future for Melbourne.

**Our ambition:** Establish Committee for Melbourne as the pre-eminent trusted organisation engaging with leaders and leading organisations dedicated to creating a better Melbourne in an age of unprecedented disruption.

**Our vision for Melbourne:** A global city of choice for people and organisations, due to its distinct blend of prosperity, opportunity and liveability.

**Our Passion:** Ideas to outcomes

 @Committee4Melb

 committee-for-melbourne

 committeeformelbourne

 @committeeformelbourne

#committee4melb

# Members

## Foundation

---

AECOM	Grollo Group	National Australia Bank
Allens	Haileybury	NewsCorp
Arcadis	Huawei Technologies (Aust)	Plenary Group
Arup	IFM Investors	Port of Melbourne Corporation
AusNet Services	Jacobs	PwC Australia
Australian Unity	Keolis Downer (Yarra Trams)	RMIT University
Assemble	King & Wood Mallesons	Skybus
Bates Smart	LaunchVic	Swinburne University of Technology
Cbus Property	La Trobe University	Telstra
City of Melbourne	Lendlease	Toyota Motor Corporation Australia
City of Port Phillip	Melbourne Airport	The Age
Clemenger BBDO Melbourne	Melbourne & Olympic Parks	The University of Melbourne
Commonwealth Bank of Australia	Melbourne Convention & Exhibition Centre	Transurban
Corrs Chambers Westgarth	McKinsey & Company	Urbis
CSIRO	Melbourne Water	Victoria University
Deakin University	Metro Trains Melbourne	Wesley College
EY	Mirvac Victoria	
Escor	Monash University	
GHD	Major Transport Authority	
Greater Metropolitan Cemeteries Trust		

## Corporate

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Ashurst	Hall & Wilcox	Royal Automobile Club of Victoria
Aurecon	HASSELL	RPS
Australian Energy Market Operator	Herbert Smith Freehills	Russell Reynolds Associates
Avalon Airport	Hope & Glory	ShineWing Australia
BioMelbourne Network	Hume City Council	Sofitel Melbourne On Collins
Chadstone	InfraPlan	Struber
City of Greater Dandenong	Ipsos Australia	Sustainable Certification
Citywide Service Solutions	JLL	Department of Transport (Transport for Victoria)
Darebin City Council	K&L Gates	Uber
Deloitte	KJA	Victorian Health Promotion Foundation
Development Victoria	Lime	Victorian Planning Authority
East End Theatre District	Minter Ellison	VicSuper
e-Centric Innovations	Nous Group	Vitality
Fed Square	oOh!media	Yarra Valley Water
Fisher Leadership	Peter MacCallum Cancer Centre	Weston Williamson + Partners
Fitzroys	Public Transport Victoria (PTV)	Woods Bagot
Gilbert + Tobin	Queen Victoria Market	
GoGet	Recoveries & Reconstruction (Aust)	
Grimshaw	Racing Victoria	



## Not-for-profit

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Arts Centre Melbourne	Melbourne City Mission	Royal Flying Doctor Service
Ardoch	Melbourne Girls Grammar	Silver Chain
AsiaLink	Melbourne Health	St Michael's on Collins
Australian Centre for the Moving Image	Melbourne Recital Centre	State Trustees Australia Foundation
Australian Olympic Committee	Melbourne Theatre Company	The Australian Ballet
Australian Volunteers International	National Gallery of Victoria	The Big Issue
Community Housing Limited	NORTH Link	The Walter & Eliza Hall Institute
Destination Melbourne	Open House Melbourne	Victorian Opera
Good Cycles	Outdoor Media Association	Western Melbourne Tourism
Lord Mayor's Charitable Foundation	Public Libraries Association	Youth Activating Youth
	Royal Botanic Gardens Melbourne	Youth Projects

## Diplomatic

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British Consulate General, Melbourne	Department of Foreign Affairs & Trade, Melbourne	Consulate General of Italy
Consulate General of the Republic of Chile (VIC)	Consulate of the Federal Republic of Germany (VIC)	Consulate General of Japan
Consulate General of the People's Republic of China (VIC)	Consulate General of India (VIC)	Consulate of the Kingdom of the Netherlands
Royal Danish Consulate General	Consulate General of the Republic of Indonesia (VIC)	Consulate General of Spain
		U.S. Consulate General Melbourne

## Life Members

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Mr George Pappas AO	Former Chancellor	Victoria University
Dr Janine Kirk AM	Former Chief Executive	The Prince's Trust Australia
Mr Jack Smorgon AO	Director	Escor Pty Ltd
Mrs Pamela Warrender OAM	Director	Melbourne Prize Trust
Mr Roger Poole	Director	Roger Poole Architects
Mr Gary Morgan	Executive Chairman	The Roy Morgan Research Centre
Mr Bruce Teele	Life Member	Committee for Melbourne
Mr David Miles AM	Life Member	Committee for Melbourne
Mr Hugh Morgan	Principal	First Charnock Pty Ltd
Prof. David Beanland AO	Professor Emeritus	RMIT University
Tom Fricke	Executive Manager	GHD

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# Message From Chair And CEO



For over 30 years, Committee for Melbourne has had a vision for shaping a better future for our city. Our overarching goal is to advocate for the future of Greater Melbourne, so we can maintain Melbourne as a great place to live, work and conduct business.

Our city has continued to impress, having received a second ranking in the Economist Intelligence Unit's Global Liveability Index. There continue to be many admirable qualities that the residents of Greater Melbourne enjoy such as thriving sporting and arts and culture industries, green spaces, access to jobs, healthcare and educational facilities. However, as our city is experiencing unprecedented levels of population growth and technological advancement, looming pressures arise in areas like housing affordability, congestion and densification.

The Committee continues to focus on those challenges for Greater Melbourne through its Melbourne 4.0 strategy and has made significant contributions to this vision over the course of 2019. We set a very ambitious agenda for the Committee - to increase our research and advocacy capacity and to ensure our members are being heard in areas that are of concern to them such as transport, housing, skills, digital capability arts and culture and the not-for-profit sector. We delivered on that agenda in various ways, such as creating an AI Taskforce and holding an AI Summit, contributing to the Victorian Government reviews of tourism, red-tape, arts and culture and build-to-rent and driving further agendas on integrated transport plans, metropolitan collaboration and affordable housing.

In May we celebrated a unique evening at our Annual Dinner where we challenged ourselves to 'Think Big' with over 650 guests in the presence of the Governor of Victoria, The Lord Mayor of Melbourne and key dignitaries. We celebrated our unique city and a shared vision of fearless leadership.

This year was a period of intense government electoral activity in Victoria and nation-wide. The Committee delivered a powerful message to both State and Federal leaders about the importance of planning for the future. We received considered responses from both parties. We enjoyed building our relationships with policymakers at a State and Federal level.

The Committee's successes are also demonstrated through our increased membership - reaching 150 members from a broad variety of industries and community groups such as technology, government and emerging industries, thus increasing the cross-sectoral representation in our membership.

As our work continues in 2020, we thank our Board and Secretariat for their support and tireless efforts over the past year.

We would especially like to thank our members. Our success as an independent, broad-based member organisation and our joint vision for Melbourne's success as a global city can only be realised through your support and collaboration.

Scott Tanner  
Chair

Martine Letts  
CEO

# Our people

## Patron

Her Excellency the Honourable  
Linda Dessau AC, Governor of Victoria



## Directors

### Scott Tanner

Chair  
Committee for Melbourne



### Gerard Dalbosco

Melbourne Managing Partner  
EY



### Professor John Dewar

Vice-Chancellor, La Trobe University



### Danny Elia

Head of Global Asset Management  
for Infrastructure, IFM Investors



### Dale Fisher

Chief Executive  
Silver Chain Group



### Lorenz Grollo

CEO  
Grollo Group



### Jane Hodder

Partner  
Herbert Smith Freehills



### Martine Letts

CEO  
Committee for Melbourne  
Company Secretary



### Virginia Lovett

Executive Director  
Melbourne Theatre Company



### Tony Macvean

Managing Partner  
Hall & Wilcox



### Tim Orton

Founder and Managing Director  
Nous Group



### Pru Sanderson

Executive Consultant  
Arcadis



### Jacqueline Savage

Founder and Director  
MedCorp Technologies



### Michael Wandmaker

Managing Director  
Melbourne Water



### Kee Wong

Founder & Managing Director  
e-Centric Innovations



## Secretariat

### Tilley Byrne

Membership &  
Events Coordinator



### Joanna Cimino

Manager, Finance



### Clive Dwyer

Director, Engagement



### Leanne Edwards

Director, Policy & Research



### Matt Gaffney

General Manager,  
Future Focus Group



### Nick Hansen

Administration Assistant,  
Engagement Team



### Chrissie Heyn

Office Manager & EA  
to the CEO and Directors



### Laura Kerr Melvin

Manager, Communications  
& Stakeholder Engagement



### Claire McLaverty

Marketing & Digital  
Services Coordinator



### Vibeke Pedersen

Events Manager



### David Prior

Project & Research Office



### Brett Van Duppen

Policy & Research Officer



## Our Focus Areas

*Collaboratively we encourage debate and inform government policy to make Melbourne a better place and to meet tomorrow's challenges today.*

### Future Economy

Our economy continues to transition from its manufacturing base to a services hub that is internationally competitive. The rise in professional services, the domestic and international battle for talent, productivity challenges, digital disruption and technological innovation will continue to shape our economic competitiveness. A strong, globally competitive future economy is a priority focus for the Committee in years to come as it will underpin Melbourne's ongoing growth.

### Infrastructure

The Committee will continue to build on its integrated infrastructure agenda that is critical to Melbourne's liveability, productive capacity, and innovation. We will expand on our successful advocacy for better planning and delivery of infrastructure projects that effectively move people, freight, and utilities around our growing city. The right projects are as important as the right funding. We will continue to provide a strong voice for innovative mechanisms to finance development.

### Urban Optimisation

Our prized liveability depends on having an appropriate blend of housing options that are well connected to community services and the jobs that will power our economic growth. Using a multidisciplinary approach, the Committee will submit practical ideas for dealing effectively with the key challenges of urban infill versus urban sprawl, housing affordability, community connectivity, and support services.

### Liveability

While Melbourne is constantly ranked at the top of the world's Most Livable City rankings, Melbourne's rapid population growth and urban sprawl is creating considerable pressure on our mobility and quality of living.

The Committee will continue to advocate that we need to be bold, ambitious and clear in our vision for Melbourne's progress if we are to make the most of our advantages and potential.

# Advocacy at work

The expertise of our diverse membership informs our input into policy positions, greatly valued by political leaders, the business community and civic leaders. Below are a few examples of topics we have advocated for to help shape Melbourne's future.

We also conduct a survey of our members each year to help focus the Committee's priorities as we strive to shape Melbourne's future.

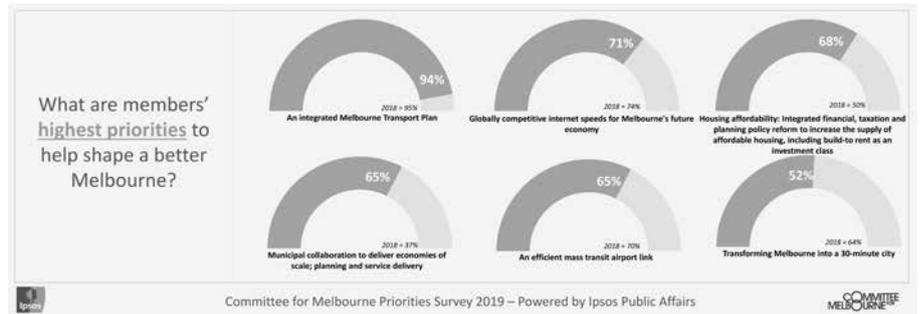
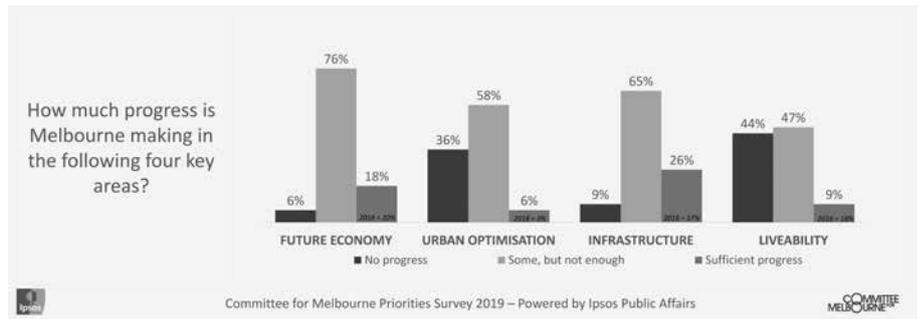
The 2019 top three priorities were:

- The provision of an integrated transport plan (highest priority at 95%)
- Concerns about housing affordability
- An increased focus on more efficient municipal planning and service delivery

Rising challenges, such as Melbourne's historically high population growth, and the advent of the Fourth Industrial Revolution, are placing pressure on Melbourne's liveability. The Committee's 4.0 program has highlighted the key strategic areas that must be addressed to accommodate those challenges, including integrated transport planning, ensuring digital capability, enhancing future skills of residents, delivering a premium arts and culture industry and greater collaboration across all levels of government.

The key strategy areas under the Melbourne 4.0 program of work are covered in more detail in the pages that follow. We have also undertaken a number of other initiatives that contribute to the future of Greater Melbourne.

The Committee's Arts and Culture Taskforce recognises that with the rise of the Fourth Industrial Revolution, many traditional jobs will be lost to automation and that Australia's competitive advantage will arise from innovation. Therefore, uniquely human skills, such as creativity,



will be fundamental drivers of the Australian innovation economy. In 2019, the Committee held a symposium with PwC headlined by Russel Howcroft regarding the creative deficit in Greater Melbourne, which concluded that the establishment of a Creativity Commission would greatly support the further development of creative industries. The Committee's submission to the Victorian Government's Creative Industries Strategy 2020-24 posted 18 recommendations which included the establishment of the Creativity Commission, greater support for resident artists and further

consideration of support for creative precincts and organisations.

The Committee's 2019 submission to the Victorian Government's Regional Tourism Review highlighted many of the Committee's strategic agenda items that underpin economic prosperity. Integrated transport planning, collaboration between governments and greater adoption of technologies are as necessary to foster the success of our visitor economy, as they are to foster economic viability of many other industries. Given that many tourists who visit the regions first

arrive in Melbourne, the success across the regions necessarily relies on policies and plans that include Greater Melbourne (such as the establishment of a Greater Melbourne Tourism Board or equivalent).

The Committee's AI Taskforce is led by a Steering Committee of 10 of our leading members from EY, Telstra, PwC, Deloitte, Jacobs, Commonwealth Bank, Allens, Monash University, CSIRO's Data61 and Nous Group. The work recognises that AI is already having a large impact on the economy, business activities, and everyday lives. Leadership is needed to ensure that the benefits of innovation can be captured whilst the privacy and rights of people are protected. All stakeholders including government, community groups, private industry and not-for-profits, need to work together to ensure that innovation is fostered in areas like skills, trade and infrastructure. At the same time, fitting governance arrangements must be developed that will ensure that the rights of the community are protected.

These issues were explored over the Committee's one day AI Summit held on 27 August, with



650 attendees. Important speakers included Dr Mariarosaria Taddeo, Research Fellow, Deputy Director of the Digital Ethics Lab at Oxford University's Internet Institute, and Fellow at the Alan Turing Institute of Technology, and Roger Taylor - Chair of the UK Centre for Data Ethics and Innovation. The recommendations of the Steering Committee were also discussed at the Summit and when completed, will be circulated and shared with the Victorian All Party Parliamentary Group on Artificial Intelligence (VAPPGAI). The Committee was

instrumental in setting up the VAPPGAI – understanding that bi-partisan political leadership is needed on AI if we are to reap the benefits of innovation, and make appropriate policy decisions which benefit the economy and the community.

The Committee's Melbourne 4.0 strategy and initiatives continue to provide deeply researched and thought-provoking advocacy on issues to benefit Greater Melbourne.



# Melbourne 4.0

Committee for Melbourne established the Melbourne 4.0 program in September 2016 to proactively prepare our city for the unpredictable global developments arising from major geopolitical shifts and rapid technological advancements.

The outcomes of the Melbourne 4.0 strategy workshop highlighted that if we keep progressing with 'business as usual', the future of our city may not be all that bright. In response, nine Strategic Needs were identified that we must address if we are serious about preparing a livable and flourishing Melbourne in the future. With a roll-out scheduled until 2020, each Strategic Need is being addressed in collaboration with our members through its own taskforce.

The nine Strategic Needs of Melbourne 4.0 guiding the Committee's future agenda are:



## Future Skills Taskforce

Chair of Steering Committee: Derek Scott | CEO & Principal | Haileybury



## Housing Mix Taskforce

Chair of Steering Committee: Jane Hodder | Partner | Herbert Smith Freehills



## Competitive Internet Taskforce

Chair of Steering Committee: Aaron Belbasis | Digital Specialist, Computational Design | Aurecon



## Metropolitan Collaboration Taskforce

Chair of Steering Committee: Cr Bernadene Vos | Councillor | City of Port Phillip



## Digital Capability Taskforce

Chair of Steering Committee: Scott Tanner | Chair | Committee for Melbourne



## Innovative Ecosystem Taskforce

Research and forums underway



## Airport Link Taskforce

Guiding principles developed and presented to Government



## Eastern Seaboard Collaboration Taskforce

Working group established with Committee for Sydney with research underway



## Eastern Seaboard Transit Link Taskforce

In collaboration with Eastern Seaboard Collaboration Taskforce

In addition to the Melbourne 4.0 Taskforces, Committee for Melbourne has three standing Taskforces which are tackling key issues in Greater Melbourne. They are:



## Arts & Culture Taskforce

Chair: Martine Letts | Chief Executive Officer | Committee for Melbourne



## Not-for-profit Taskforce

Chair of Steering Committee: Scott Chapman | Chief Executive Officer | Royal Flying Doctor Service (Victoria)



## Transport Taskforce

Chair of Steering Committee: Ishaan Nangia | Partner | McKinsey & Company

# Digital Capability and Competitive Internet Taskforces

The Committee's efforts on **Digital Capability** has seen the creation of an Artificial Intelligence Taskforce that will (1) create a set of recommendations for State and Federal Governments to adapt to, and benefit from, the challenges and opportunities presented by artificial intelligence and (2) look to raise the level of public awareness of artificial intelligence, including the topic's importance and its impact on the development of Melbourne, Victoria and Australia.

Initiatives taken so far to help Victoria prepare for the challenges and opportunities of the 21st century:

- AI Taskforce established
- Partnership with the Australian Academy of Technology and Engineering
- 1st All-Party Parliamentary Group on Artificial Intelligence in the Southern Hemisphere established
- Annual AI Melbourne Summit established
- Melbourne AI strategic direction report in development

Created in collaboration with key members of the Victorian Parliament, the Victorian All-Party Parliamentary Group on Artificial Intelligence (VAPPGAI) will assist our elected representatives achieve a better understanding of this rapidly developing foundational technology.



The **Competitive Internet Taskforce** is established in the recognition that internet speed, coverage, capacity and security profoundly affect Greater Melbourne's current and future ability to compete in international markets. The taskforce will investigate (future) internet needs of Melbourne and how the needs can be addressed. This is essential if Greater Melbourne is to remain a city of international significance.

## Events

AI Steering Committee |  
Wednesday 13 March

Competitive Internet Steering  
Committee | Tuesday 7 May

AI Steering Committee |  
Thursday 13 June

Competitive Internet Steering  
Committee | Thursday 27 June

AI Steering Committee |  
Thursday 8 August

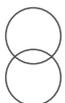
AI Workshop | Friday 26 July

AI Workshop | Tuesday 27 August

AI Summit | Tuesday 27 August

Connected Melbourne Series,  
Blockchain | Thursday 5 September

Parliamentary Drinks featuring AI |  
Thursday 17 October



# Airport Link Taskforce

The **Airport Link Taskforce** is advocating for the design and construction of a mass transit link that will help transport large volumes of people between Melbourne Airport and key metropolitan and regional centers in a timely and predictable manner.

Melbourne requires a world class, dedicated rail link connecting Melbourne Airport with the CBD, via Sunshine. An efficient link to and from Melbourne Airport will not only meet growing airport demand, it will help address wider network congestion, and enhance Melbourne's brand.

The Committee has been a strong advocate for the design and construction of an airport link, which appears to be edging closer with the joint commitment of \$5 billion each from the State Government and Federal Government. AirRail Melbourne – a consortium consisting of Melbourne Airport, Metro Trains Australia, Southern Cross Station, and IFM Investors – has lodged a market-led proposal for a route via Sunshine.

## Events

The Committee held a special member briefing on 14 March 2019 with AirRail Melbourne providing details of their market-led proposal.

Their solution promises a fast and frequent train services along dedicated tracks via Sunshine, opening up new public transport connections across Victoria.

## Guidance Principles

Following the establishment of principles for the rail link by the Committee in early 2018, these were further refined and developed at the Airport Link Forum, AirRail Melbourne Overview. The Committee agreed following that discussion that any proposal should offer a 20-minute or less service, connection to the regions and be constructed in a timely manner.



# Innovation Ecosystem Taskforce

The **Innovative Ecosystem Taskforce** will identify and advocate for initiatives that will further Greater Melbourne's innovative and entrepreneurial ecosystem. The Committee is forming a taskforce with its sister-organisation BioMelbourne Network to create tangible initiatives to improve the commercialisation capabilities of this important sector for Melbourne's economy.

Enhancing Melbourne's innovative capacity to remain globally competitive will also include working with member universities, National Employment and Innovation Clusters (NEICs) and key stakeholders to promote collaboration.

Committee for Melbourne is in the process of drawing on leaders in the start-up and biotechnology sector to join the Innovative Ecosystem Taskforce Steering Committee.

## Events

Connected Melbourne Dinner,  
Innovative Ecosystems |  
Wednesday 20 February

Fisherman's Bend with AECOM |  
Tuesday 16 July



# Future Skills Taskforce

The **Future Skills Taskforce** will advocate for initiatives that encourage and support a job-creating and enterprising workforce in Australia. There are three focus areas: skilled migration, the education system, and lifelong learning. The Committee has partnered with Foundation for Young Australians to address lifelong learning, while a Working Group has been established to address issues surrounding skilled migration.

Melbourne requires a workforce with a new, diverse range of skill sets and capabilities as it attempts to transform itself into a high-tech, value-adding knowledge economy. Linear careers will become less common as automation, globalisation and more flexible working arrangements rapidly change the nature of work.

## Australian Qualifications Framework Submission

The Committee, in conjunction with Foundation for Young Australians (FYA), made a submission to the review of the Australian Qualifications Framework (AQF), which is the national policy for regulated qualifications in Australian education and training. Based on a member survey, the Committee and FYA recommended the AQF should formally recognise micro-credentials, in consultation with employers, to ease transitions across the workforce, more rapidly fill skills gaps and promote lifelong learning. The Committee will respond to the review when released.

## Education System Forum

A forum was held in May 2019 exploring how the education system could be revamped to allow students greater freedom to identify and pursue passion projects, how they can succeed in a rapidly changing world, and how to better support their effective transition from school to post-school life. The discussion will form the basis for the Committee's recommendations.

## The Melbourne Declaration Submission

A workshop was held in May 2019 at Victoria University, bringing together key members, and stakeholders, to review key aspects of The Melbourne Declaration. As the basis of Australia's curriculum, the Declaration is an important document setting out the role of schooling to deliver high-quality education for all young Australians. The discussion formed the basis of our submission to the COAG Education Council, which is reviewing the document.

## Events

Steering Committee | Monday 4 March

Future Skills Taskforce, Education System Forum | Wednesday 8 May

World Skills Australia and Foundation for Young Australians (FYA) Launch | Thursday 9 May

Future Skills Taskforce, Workshop, Review of the Melbourne Declaration | Wednesday 29 May



# Housing Mix Taskforce

The Housing Mix Taskforce is focused on the multifaceted nature of the affordable housing issue in Greater Melbourne. The Taskforce is investigating topics ranging from finance to planning and from Build-to-Rent to transport with the goal of delivering practical recommendations related to these important issues.

## Affordable Housing

The Taskforce is aware that a great deal of work is being done on all questions related to housing. It therefore decided to focus on one key area, the lack of supply of affordable housing as a separate class to social housing. The Taskforce is developing a series of recommendations for industry and government to contribute to resolving the housing challenges faced in Greater Melbourne, to ensure that Melbourne remains an affordable city for key workers, creatives and budding entrepreneurs.

Committee for Melbourne's Housing Mix Taskforce first draft of an affordable housing report will be published in late 2019, and will focus on a range of levers to create affordable housing in Melbourne including taxation, planning, finance, excess government land, build-to-rent and the private rental sector. A submission to the Red Tape Commissioner to streamline planning and building approval processes was tabled in August 2019.

## Build-to-rent

The Committee for Melbourne launched its own BTR discussion with its members in March last year, with a presentation by Dr David Rees, Regional Director, Research Strategy, Asia Pacific at JLL, hosted by Charter Keck Cramer.

The Committee is also very supportive of work being done by government with a broad set of stakeholders, to develop BTR policies. The Committee provided a submission to the Victorian Government's BTR Working Group outlining the Committee's assessment of the BTR landscape and opportunities for success.

Committee for Melbourne board member and chair of our Housing Mix Taskforce, Jane Hodder, represented the Committee on the Victorian Government's Build-to-Rent working group.

The Committee will continue to work with the Victorian Government through the Working Group. In addition, the Committee's Housing Mix Taskforce will continue its advocacy on more effective BTR policies for Greater Melbourne.

## Events

Connected Melbourne Dinner, Affordable Housing | Wednesday 5 June

Housing Mix Steering Committee | Wednesday 26 June

Socialisation of Report Recommendations | Wednesday 11 September

Leading Thinker Build-to-Rent | Thursday 21 November



# Metropolitan Collaboration Taskforce

The **Metropolitan Collaboration Taskforce** will investigate and make recommendations for improved metropolitan governance arrangements to build a resilient and economically competitive city that can confront the challenges and capture the opportunities of the 21st century.

Engaging with metropolitan councils and organisations, we have formed a Steering Committee which is investigating a range of governance models with members and key stakeholders from government, industry and the public, to find mutually agreeable and practical models.

Other supporting activities:

- The Taskforce Chair, Cr Bernadene Voss, has spoken at forums on Metropolitan Governance and published in Planning News to strengthen the Committee's involvement in the public discourse
- Submissions to the Local Government Act review and Red Tape Commissioner's planning review
- Committee for Melbourne Metropolitan membership has significantly increased, including five local Council members.

## Events

Steering Committee |  
Monday 25 February

Steering Committee |  
Monday 13 May



# Eastern Seaboard Collaboration

The **Eastern Seaboard Collaboration Taskforce** will advocate for initiatives that foster greater collaboration along Australia's east coast, to ultimately foster the creation of an Australian East Coast Megaregion (AECM). Such a megaregion should help drive innovation and boost our international economic competitiveness, while helping provide solutions to the liveability and sustainability challenges we face.

To remain a truly global, internationally competitive city, Melbourne must integrate, and collaborate more effectively with the cities and regions along Australia's eastern seaboard. Not only will this boost our economic productivity and innovative capacity, it will help to strategically decentralise the population, activate the regions, and ensure we remain one of the most liveable countries in the world.

## **Cities and Regions 4.0 Summit**

The Committee presented at the Cities and Regions 4.0 Summit, focusing on ways in which the establishment of an east coast megaregion would build economic

resilience, boost competitiveness, and help alleviate some of the growth stresses that Melbourne and Sydney are grappling with.

## **Australian Institute of International Affairs**

On 18 June, Committee for Melbourne CEO, Martine Letts, presented to the Australian Institute of International Affairs (AIIA) Victoria on how effective collaboration and connectivity along Australia's eastern seaboard would enhance Australia's engagement with the Indo-Pacific region, allowing Australia to better compete in an increasingly interdependent, fast-changing world.

## **Events**

AIIA, Eastern Seaboard Collaboration: Securing our Future | Tuesday 18 June

Roundtable Discussion, Urban Settlements Strategy report with SGS Economics | Monday 16 September



# Not-for-Profit Taskforce

The **Not-for-profit (NfP) Taskforce** will advocate for initiatives which help strengthen Melbourne's NFP sector. The taskforce is looking at a range of opportunities and challenges facing the sector, including the disruption brought about by the forces of technological change and connectivity.

Melbourne's charitable and Not-for-Profit (NfP) sector provides critical social services for the community and makes a valuable contribution to the economy. The NfP Taskforce has been established to review the needs of the sector, and to pursue initiatives that not only strengthen it, but further strengthen Melbourne's social fabric.

The NfP Taskforce Steering Committee met in April 2019 at the Lord Mayor's Charitable Foundation.

They have laid the groundwork for some key initiatives which will begin to take shape in 2020.



## Events

Steering Committee |  
Tuesday 30 April

PwC, Forming effective  
partnerships | Thursday 13 June

Volunteering Victoria State  
Conference | 20-21 June

Steering Committee | Friday 5 July

# Arts and Culture Taskforce

The **Arts & Culture Taskforce** works to create an integrated vision for Melbourne as a vibrant, global destination for arts, culture and design. The Taskforce brings together leaders and individuals from Melbourne's diverse Arts and Culture scene to collaborate across issues facing the industry.

Activities this year include:

- Advocacy for extension of the Free Tram Zone to include 5 iconic stops, the Melbourne Museum, Arts Precinct, Melbourne Convention and Exhibition Centre, MCG and Melbourne and Olympic Parks.
- Exploring opportunities for an integrated 'Melbourne in Winter' campaign to attract more visitors to Melbourne in winter.
- Review with Fishermans Bend stakeholders to look at opportunities for creative activation of this major urban regeneration project.

The Committee's submission to the Victorian Government's Creative Industries Strategy 2020-2024 in September 2019 provided 18 recommendations and practical suggestions for how the sector might be better led and governed, including but not limited to:

- The development of a joint strategy or campaign between Visit Victoria and Creative Victoria.
- The establishment of a "Creativity Commission" to provide an overarching governance and strategy framework to embed arts and culture across the community, business and government. This recognises that creativity can have a measurable and economic benefit for business and community.

- Creation of a cultural tourism policy and associated brand campaign which presents Melbourne as a base from which to reach other areas of cultural activity in the regions.
- Better planning for residencies for visiting international artists and local artists.
- Build the capacity of precincts, in addition to the Arts Precinct, to provide vital and vibrant creative ecosystems for the community, economy and surrounding businesses.

## Events

Taskforce Meeting |  
Wednesday 27 February

Taskforce Meeting |  
Wednesday 29 May

Taskforce Meeting |  
Wednesday 28 August

Symposium on Hosting  
International Artist Residencies in  
Greater Melbourne |  
Wednesday 4 September

The Creative Economy Deficit, with  
Russel Howcroft | Monday 15 July

Sport 4.0, AFL in China |  
Wednesday 17 April



# Transport Taskforce

The **Transport Taskforce** identifies the challenges facing Melbourne's transport network, and advocates for initiatives that will assist in the design and implementation of an efficient public transport network that amplifies economic and social benefits for all Melburnians.

The Taskforce aims to foster a greater understanding of Melbourne's transport challenges, and advocate for change. A major priority is the need for an integrated transport system that addresses the challenges of population growth, the need to move freight efficiently, and the implementation of new and emerging technologies.

## Steering Committee

The Committee established a Transport Taskforce Steering Committee to provide strategic guidance to the Taskforce. A report is being prepared outlining the challenges our transit system faces, and some recommendations for improvements critical to the development of Greater Melbourne.

## Transit Network Planning Event

The Taskforce hosted U.S.-based, world-renowned consultant in public transit network design and policy, Jarrett Walker, in November 2018. The Committee also arranged for Jarrett to speak privately with key transport bodies while he was in Melbourne.

## Events

Transport: IV Advice on Automated and Zero Emission Vehicles Infrastructure Forum | Tuesday 2 April

Transport: Impact of Autonomous Mobility on its property and infrastructure assets | Wednesday 26 June

Transport Taskforce | Friday 5 July Shared Mobility | Tuesday 17 September

Avalon Airport | Transforming Victoria's West | Tuesday 8 October

Transport Steering Committee | Thursday 24 October



# Future Focus Group

The FFG program is a unique opportunity for selected emerging leaders in Melbourne to better understand, connect within and contribute to Melbourne while building their leadership capabilities.

Now in its third decade, the new program features an induction weekend, group projects in diverse teams, 15 evening workshops and active one-on-one mentoring. FFG also provides opportunities to build enduring relationships with other participants and alumni.

Following feedback from our members, we have made some changes to the program. The Program will now run over a more intensive 15 months, instead of its traditional 21 months.

## Class of 2018-2019 Projects

### Everyone's Moomba

This project seeks to make Moomba inclusive for all people with a disability, starting with the inclusion of a disability watersport showcase featuring world champion Jason Sleep and an environmental audit including a community survey in 2019, with good media coverage. The aim is to have accessible water sports permanently included in the Moomba Masters from 2020. The team is working with Scope and the City of Melbourne to start benchmarking and mapping the inclusion program for Moomba.

#### Project Team:

- Lea Campbell, The University of Melbourne
- Sharna Crosbie, Mount Alexander Shire Council
- Ellen Horvat, Swinburne University of Technology
- Daniel Linaker, Deloitte
- Maria Martello, Monash University
- Janene van Wyk, State Trustees

### HereStay

This project, in partnership with Swinburne University of Technology, encourages homeowners to offer empty rooms to university students in Melbourne at reasonable or below-market rates, in exchange for companionship and help around the house. It aims to support Melbourne by providing affordable housing while also fostering community connection.

A promotion of home sharing was staged at NGV Design Week, and a toolkit for home sharers has been developed (and is accessible on the Swinburne website). One eventual deliverable will be a Recommendations Report with a focus on how to engage homeowners, based on the project findings.

#### Project Team:

- Murray Anderson, EY
- Jill Carter, The University of Melbourne
- Kirstin Coote, City of Melbourne
- Janet Creaney, Monash University
- Lisa Given, Swinburne University of Technology
- Johan Hermijanto, Bates Smart
- Zoe Jellie, GHD
- Rebecca Marcs, The University of Melbourne

### Melbourne 2050

This project is a podcast series that will explore the issues playing out in our city today and how they will impact on our future. Powered by the Committee for Melbourne, Melbourne 2050 will aim to generate thought-provoking discussions with insightful people across our city. The podcasts will aim to increase awareness of the Committee's vision for Melbourne and broaden engagement amongst Melburnians via a targeted series – opening a



dialogue with a new generation of people living and working in our city by providing them access to leaders and experts they may not otherwise have.

#### Project Team:

- Michelle Bruce, Department of Jobs, Precincts and Regions
- Jessica Hales, Six O'Clock Advisory
- Bev Jamie, Bank of Melbourne
- Matt Saunders, EY

- Brad Scott, Destination Victoria
- Amelia Scurry, The University of Melbourne
- Amanda Wilson, Melbourne Convention & Exhibition Centre

### **StreetAbility**

This project aims to improve social inclusion for people with autism within Preston Central. The initiative encourages local services and businesses – with the support of Darebin City Council and Amaze - to adapt their environment to make it autism-friendly. Each location is assessed and provided with recommendations on how to make their location autism-friendly. When the recommendations are adopted the business or service can display the autism-friendly symbol. The project intends to expand to include more businesses and services making Preston Central and Darebin City Council one of the first autism-friendly communities in metropolitan Melbourne.

#### *Project Team:*

- Melanie Collett, AECOM
- Merrin Fabre, Department of Health and Human Services
- Adrian Lee, Development Victoria
- Jac Mathieson, Peter MacCallum Cancer Centre
- Cheryl Menon, Swinburne University of Technology
- Suyin Ng, Nous Group
- John Webster, Monash University

### **Class of 2019-2020 Projects**

#### **FinTeach**

This project aims to establish a recurring annual event targeted at schools, connecting students to Melbourne’s growing FinTech sector. Aligned to, or as part of, the annual Intersekt Fintech event in Melbourne, the event would be an immersive showcase of Fintech as well as the skills, educational pathways and careers behind it. The project seeks to provide benefits to students via a boost to financial literacy and inspiration into STEM

pathways, benefits to the local Fintech sector by promoting Fintech careers and increasing the local knowledge base, while supporting Melbourne’s efforts to become a centre for Fintech.

#### *Project Team:*

- Michelle Lazarus, Monash University
- Colin McEvoy, Federation Square
- Jason Polson, AJF Partnership
- Yogeeta Silva, Development Victoria
- Don Webb, AECOM
- Shaun Whittaker, Mills Oakley

### **Children Living in High Density Communities**

This project seeks to explore how Melbourne’s apartment complexes can become more child and

family friendly. With Melbourne’s population and apartment living increasing, the benefits of apartment living could be improved for families. The project team has met with families, local government, developers, architects, community service providers and academics to better understand the underlying challenges to raising a child in the City with a view to running a pilot child-friendly initiative within a vacant site in Docklands.

#### *Project Team:*

- Mark Dawson, Urbis
- Sophie Jordan, Darebin City Council
- Nikolina Kilibarda, Swinburne University of Technology
- Phillip Roth, Development Victoria
- Eric Savoie, EY
- Ellen Tarasenko, Herbert Smith Freehills
- Jenna Yeats, Metro Trains Melbourne

### **Grey to Green**

This project seeks, in partnership with the City of Melbourne, to transform privately-owned spaces in the CBD into areas of green public amenity by pitching land transformation concepts to private landowners. If successful in gaining landowner agreement, the project will assist the implementation the agreed “Grey to Green” solution and terms. The project will also produce a paper capturing encountered challenges and opportunities and providing a blueprint to “green” the way for future private land repurposing initiatives.

#### *Project Team:*

- Susan Carland, Monash University
- Antara Mascarenhas, Australian Energy Market Operator
- Nicholas McVey, Yarra Trams
- Sant-Rayn Pasricha, The Walter and Eliza Hall Institute of Medical Research
- Julian Tai, EY
- Carolyn White, Bates Smart

### **Class of 2019-2020**

The next Future Focus Group program commences in February 2020 with an Induction Weekend. After moving from the current 21-month format to a more concentrated 15 months of Workshops and Project Team time, participants will complete the program in May 2021 with a Graduation Dinner in June 2021.

### **FFG Alumni Network**

In 2020 alumni of the Future Focus Group will again be coming together to connect at themed events featuring business leaders as guest speakers, as well as for some more informal gatherings. These events enable our alumni to remain involved with the Committee’s activities and to maintain and build their relationships with other alumni.



# Annual Dinner

The Committee aimed high and ‘thought big’ this year, with more than 650 guests from our cross-sectoral membership at our spectacular gala event. Special guests included Her Excellency the Honourable Linda Dessau AC, Governor of Victoria and Patron of Committee for Melbourne; The Lord Mayor of Melbourne Sally Capp; The Treasurer of Victoria, Mr Tim Pallas MP; The Hon. Peter Walsh MP Leader of The Nationals and Deputy Leader of the Opposition; and Ms Cindy McLeish MP, Deputy Leader of the Liberal Party. Other honoured guests were The Hon. John Brumby AO; Senior Ministers and Shadow Ministers; Parliamentarians, and Members of the Diplomatic Corps. We were also joined by our Life Members Pamela Warrender OAM, Jack Smorgon AO, Tom Fricke, George Pappas AO, Dr Janine Kirk AM and Gary Morgan.

In 2019 the Committee brought big ideas into focus by paying homage to the inspiring Melburnians who came before us, and aspiring entrepreneurs building their legacy for Melbourne’s future. We did so in one of Melbourne’s newest

event spaces, the Goldfields Theatre at MCEC, Australia’s largest convention and exhibition space.

Upon arrival, guests were welcomed into the pre-function area which provided our members, stakeholders and Not for Profit attendees with a unique opportunity to showcase their ‘Think Big’ ideas for Melbourne. Presenting Partner Telstra shared some of its newest technology and Event Partners Lime, Toyota and Lexus displayed innovative mobility solutions for Melbourne’s next chapter.

The Hon. John Brumby AO welcomed us to the MCEC and profiled the venue’s sustainability project with MCEC’s COO, Leighton Woods.

This year we profiled a selection of our 30 Not for Profit organisations. Four NfPs were showcased on the evening by a video package, generously produced by Foundation member, Clemenger BBDO. These were the Royal Flying Doctor Service, Arts Project Australia, Ardoch and The Australian Ballet. We also acknowledged the attendance of the BioMelbourne Network.



The CEO of Telstra, Andy Penn, and Cruz the Telstra robot, emphasised the need for Melbourne “to become a more technologically enabled city” if it was to retain its mantle of one of the worlds’ most liveable, economically successful global cities.

We were honoured to be ‘theatrically’ joined by Lieutenant-Governor Charles Latrobe who shared his thoughts on the “Think Big” ideas for Melbourne of which he was most proud.

Goldfields Theatre, MCEC



CEO of Telstra, Andy Penn, and Cruz  
Telstra’s AI enabled humanoid prototype



We reflected on the significance of the development of the Arts Centre on our city in the 1980s, and contemplated the impact the new ideas for the Arts Precinct will have on our city. Professor Alan Cowman, Deputy Director of Science Strategy from our NfP member WEHI, spoke about the ground-breaking research in this precinct including the National Drug Discovery Centre and the Centre for Dynamic Imaging.

Lord Mayor Sally Capp inspired us with her thoughts on our wonderful city and urged those in the room to "...think big and make this chapter the one that will be told forever."

The entertainment finished on a truly festive note with the local band, Kamanu debuting their new song "Melbourne" with lead singer Kamanu's daughter signing the lyrics for the audience.

Finally, we revealed our famous post-event lounge; a whisky and cheese experience. This was proudly sponsored by Event Partner and Corporate member, Sofitel Melbourne on Collins.

The Committee for Melbourne is extraordinarily grateful for the support our sponsors provided this year.



*The first Lieutenant-Governor of Victoria Charles Latrobe reflecting on one of his greatest innovations for Melbourne, the Royal Botanic Gardens*



*The Lord Mayor of Melbourne, Sally Capp*



*MCEC Executive Chef, Peter Haycroft and Sofitel Melbourne on Collins, General Manager, Clive Scott.*

**OUR SPONSORS**

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<b>PRINCIPAL PARTNERS</b>	<b>EVENT PARTNERS</b>
 MELBOURNE CONVENTION EXHIBITION CENTRE  GROLLO GROUP	 PETER JONES SPECIAL EVENTS  SOFITEL HOTELS & RESORTS  ShineWing AUSTRALIA <small>Advisors &amp; Accountants</small>
<b>PRESENTING PARTNER</b>	<b>DESIGN PARTNER</b>
	<b>Cornwell</b>



## Melbourne Achiever Award

*The Committee for Melbourne's prestigious 2019 Melbourne Achiever Awards were announced during the Annual Dinner, honouring Peter Clemenger AO and The Australian Ballet for their outstanding contribution to Business and Arts and Culture in Melbourne.*

The recipients accepted the award at the Committee's Annual Gala Dinner on the night in the presence of Her Excellency the Honourable Linda Dessau AC, Governor of Victoria and Committee for Melbourne Patron.

The Award celebrates contributions to Melbourne that will leave a lasting legacy. Committee for Melbourne applauded Mr Clemenger's significant innovation in creating a world-renowned agency Clemenger BBDO, the Melbourne Food and Wine Festival

and over 60 consecutive years of philanthropic work. Peter is also a notable patron of the arts, establishing foundations and grants at the National Gallery of Victoria and the Victorian Arts Centre and an Honorary Life Member of The Australian Ballet and Life Patron of the Melbourne Theatre Company. We celebrated Peter's role as an inspirational Melburnian, who has enriched Australian business and cultural life through Clemenger BBDO and his support of the visual and performing arts and his philanthropic work. His generosity

and involvement in so many worthy causes have been exemplary. In honouring Peter, we also honoured the extraordinary contribution of his wife, Joan Clemenger, and the work of the Joan and Peter Clemenger Trust established in 2001". In accepting the award, Peter said "I am a little surprised to have won such a prestigious Committee for Melbourne award. Whatever I have done to deserve it, I have been very happy to support the Arts in Melbourne".

Peter Clemenger AO



The Australian Ballet was awarded the Melbourne Achiever Award for an outstanding organisation as one of the world's most renowned ballet companies that has delivered celebrated performances for over 50 years.

The Australian Ballet continues to evolve, caring for tradition but daring to be different. The recent renovation was 'en pointe' with their Southbank home providing world-class facilities to not only dancers, but the talented sports medicine team, onsite costumiers and staff, which truly showcases their commitment to excellence here in Melbourne.

In accepting the award on behalf of the Australian Ballet, Executive Director, Libby Christie said "we are absolutely honoured to be receiving the Committee for Melbourne's Melbourne Achiever Award and even more so, delighted to be

acknowledged as a Melbourne-born company which has contributed to and loved being based in this wonderful city for the past 56 years. From the formation of the company in 1962 we have been proud to call this city home as we travel around Australia and the world each year. It is wonderful to be based in Melbourne, and to work here from our state of the art "Headquarters of Australian Ballet". Melbourne and The Australian Ballet attract Australia's most talented dancers and that inspires creativity, a place where extraordinary people can dream and achieve".



*Libby Christie, Executive Director,  
The Australian Ballet*



# Parliamentary Drinks

The Committee for Melbourne's **sixth Annual Foundation Members Parliamentary Drinks** were held in the iconic Federation Room at Parliament House on October 17. We are incredibly grateful for the support of our event sponsors, GHD, IFM and Telstra and to The Hon. Colin Brooks MP and The Hon. Shaun Leane MP, our Parliamentary Sponsors, for making this event a great success. We were especially fortunate to welcome CSIRO Data61's Cheryl George, Director of Business Development and Commercialisation to the podium to shine a light on Artificial Intelligence (AI).

Our Annual Parliamentary Drinks provide an informal opportunity for members from all sides of politics to meet with Committee for Melbourne Directors and senior executive representatives of our Foundation membership.

These Members include some of our city's premier organisations, representing business, academia and the Arts. This event is a unique opportunity to discuss the Committee's agenda and the long-term development of Greater Melbourne with Victorian Parliamentary Leaders.



# Leading Thinker Series

## Russel Howcroft, Monday 15 July at PwC

The Committee and PwC Australia hosted a Leading Thinker Series event with Mr. Russel Howcroft to discuss the Creative Economy Deficit.

Bringing more than 30 years' experience in marketing and media, PwC's Chief Creative Officer, Russel Howcroft outlined the need for the creative economy to be valued and represented at senior levels of Government and across a range of portfolios; from infrastructure to education to innovation and business.

Russel pointed out that Australia has not yet woken up to the fact that our creativity will be the driver of our future growth and competitiveness.

We need to value creativity and understand its centrality to our economy and our culture – as a central pillar in innovation, education, and jobs of the future.

Thank you to Russel Howcroft and our panellists - Katrina Sedgwick, CEO, ACMI, Adam Ferrier, Founder, Thinkerbell and Scott Tanner, Chair, Committee for Melbourne for taking part in the discussion.



# Meet The Minister Series

## Dr Jim Chalmers MP, 5 March at Bank of Melbourne

In the lead up to the 2019 Federal election we were delighted to present an exclusive briefing on Federal Labor's economic policy by the Shadow Minister for Finance, Jim Chalmers MP. Jim discussed Federal Labor's view of the Australian economy, its strengths and weaknesses, the state of business confidence in Australia, how Labor planned to stimulate business activity and their proposal for changes to negative gearing and imputation credits.



## The Hon. Martin Foley MP, 12 June at HASSELL

Committee for Melbourne's Arts and Culture Taskforce was delighted to have The Hon. Martin Foley MP, Minister for Creative Industries, address a very well attended meeting of members. The Minister spoke about the integral role of the Committee and its member organisations collaborating with government to promote a vibrant arts and culture scene and a confident cultural economy in Greater Melbourne.

While the Minister lauded the economic benefit of the sector to Melbourne, the intrinsic cultural worth of creativity should not be overlooked. He reminded members that we must constantly think about how we can reimagine cultural institutions and their intersection with civic spaces – which underpins the vision of the Arts Precinct

redevelopment. These places should help immerse the public in Melbourne's Arts and Culture offerings and become part of the fabric of Melbourne's identity. The Minister also supported measures such as zoning to promote creativity.

The Minister joined a panel discussion with Bree Trevena, Lead Research and Innovation at Arup and Claire Spencer, CEO of the Arts Centre Melbourne. They discussed the once in a generation opportunity to recreate the Arts Precinct, and the model it provides for other place-based approach with an integrated social, cultural and economic perspective for other parts of Greater Melbourne and Victoria.



## The Hon. Alan Tudge, 14 August at Deakin University: Downtown

Kindly hosted by Foundation Member, Deakin University, Minister Tudge briefed Committee for Melbourne members on a range of federal policy issues, including:

- City Deal projects in North West and South East Melbourne
- Major infrastructure projects earmarked for Greater Melbourne, and Victoria
- Managing and adapting to rapid population growth

Minister Tudge reminded the Committee about the key role the

Federal Government's investment in the Airport Rail Link project played in stimulating its support for other city and region shaping projects in the State.

Minister Tudge has been the Minister for Cities, Urban Infrastructure and Population since August 2018.



## Treasurer's Lunch, 21 June at EY

Committee for Melbourne Foundation members enjoyed an exclusive lunch with Victorian Treasurer Mr Tim Pallas MP for the fifth consecutive year, once again kindly hosted by EY.

The Treasurer shared the vision behind his fifth budget and his new economic development portfolio.

He was joined for a candid panel discussion on the future of housing, planning for growth, and digital capability with EY Chief Economist, Jo Masters, The University of Melbourne's Senior Lecturer in Urban Planning, Dr Crystal Legacy, and Lendlease's Managing Director of Urban Regeneration, John Burton OBE.



## **John Alexander OAM MO and Chair of the Federal Parliament's Standing Committee on Infrastructure, Transport and Cities, 26 February Hall & Wilcox**

Mr. Alexander shared his thinking on Affordable Housing as a key strategic need for Melbourne. Without affordable housing, emergency and public service workers are increasingly unable to live near their place of work. Expensive cities also make self-employment and entrepreneurship more difficult.

The Standing Committee on Infrastructure, Transport and Cities most recent report "Building Up and Moving Out", calls for a national plan of settlement which sets out a vision for our cities and regions for the next fifty years and beyond.

## **Integrated Communities with Australian Unity and Summer Foundation, 3 July at Australian Unity**

Committee for Melbourne, in conjunction with Australian Unity and Summer Foundation, hosted this event which explored 'social infrastructure gaps' and leading-edge examples of supporting Australians who are older or have a disability to live at the centre of Melbourne's communities.

The event featured two keynote speakers, Simon McKeon AO, Chair Summer Housing, Chancellor of Monash University and Beverly Smith, Executive General Manager Residential Communities at Australian Unity. Simon shared the innovative market-based approach adopted by Summer Housing to deliver housing for Australians with disabilities forced into aged care facilities. He discussed how public housing expenditure increased by only 1% whilst other infrastructure spending had increased by a least



25% between 2011 – 2018 as a signal of the challenge in housing. Beverly, on behalf of Australian Unity, presented the 'Better Together' promise which seeks to create a humanised approach to housing for ageing Australians. Both speakers emphasised the importance of building housing that was integrated into communities, adopted innovative approaches and was close to amenities.

Following the panel discussion, Simon McKeon, Simon Phemister, Secretary – Department of Jobs, Precincts and Regions, Ryan Banting, Head of Social Infrastructure – Australian Unity and Associate Professor Rebecca Bentley from Melbourne University agreed that there is a need to shift the conversation about housing to a dialogue which encompasses the social and economic benefits of housing projects, to ensure it is treated as essential infrastructure spending.



# Presenting Partnerships

The Committee partners with a variety of external events and conferences that are relevant to our agenda and vision for shaping Melbourne's future. As well as showcasing the Committee for Melbourne and our member activities, we assist with event development, strategic planning and communications and access to our networks.

In 2019 we partnered with the following major events:

1. Cities & Regions 4.0 Summit - 12-14 March
2. Asia Society: Global Cities Education Network Symposium - 12 March
3. Creative Innovation - 1-3 April
4. Melbourne 4.0 AFL China - 16 April
5. Future Work Summit - 15 May
6. World Skills Australia - 9 May
7. Melbourne Knowledge Week - 22 May
8. Re-imagining Australia's East Coast - 18 June
9. Smart Mobility Show - 18-20 June
10. Volunteering Victoria Conference - 20-21 June
11. Melbourne Planning Summit - 17-18 July
12. Melbourne Girls Grammar School Centre for Educational Enterprise 'Learning 4 Tomorrow' Conference - 16 August
13. Digital AI Summit - 27 August
14. National Roads and Traffic Expo - 17-18 September
15. The Asian Executive Melbourne Cup Carnival Charity Ball - 1 November



# External Speaking Engagements

Regularly the Committee for Melbourne is approached by a broad range of organisations to present on its work supporting Melbourne's future growth, prosperity and liveability. Presentations are provided by the Committee Secretariat, Board and identified subject matter experts from our broadmembership.

The Committee also provides Melbourne 4.0 scenario workshops for identified stakeholders via our Communications and Stakeholder Engagement program.

External speaking engagements include:

1. AIIA Victoria 18 June, "Re-imagining Australia's East Coast"
2. Urbis Board Dinner, 26 June "How Melbourne must stay attractive to continue to attract investment"
3. Melbourne Planning Summit, 17 July "Population Planning – Demographics and Growth Patterns of Melbourne"
4. VLGA, 19 July "Leading the Agenda in July, Optimising Our Planning System"
5. City of Port Phillip 4.0 Briefing, 20 August "Melbourne 4.0"
6. Asia Society, 4 September "Imagine 2060: Delivering tomorrow's cities together"
7. Women in Leadership Summit, 6 December "Business empowerment, leadership and career advancement for aspiring and established women leaders."



# Communication Channels

The Committee Communique is published fortnightly, with over 220 articles and thought leadership pieces. This year we are pleased to report a 36.8% increase in subscribers, with an above industry open rate of over 26%. We also note a substantial growth in engagement and responses to articles and thought leadership articles provided by our members, adding to the public discussion.



Dear << Test First Name >>,

### In this Edition:

- From the CEO
- AI Summit | Humanizing AI
- Ethics and AI | International Leading Thinkers
- Ethics in AI | EY & Adress
- Creating Australia's data-driven future
- AI Taskforce
- New Member | AVI
- Member Kowes
- Melbourne 4.0 Submission
- Upcoming Events

### Welcome to our AI Issue

As our featured CSIRO's article "Crossing Australia's data-driven future" says, signs of the emerging data economy are everywhere but its present and ongoing impact are still little understood by traditional business leaders, organisations and policymakers.

What we do know is that AI has created an urgent national imperative to diversify Australia from an industrial-era, resources economy to a sustainable and globally relevant knowledge-based services economy.

Given the centrality of the AI challenge to Melbourne and Australia's future, Committee for Melbourne has created its own AI Taskforce with representation from our diverse membership which will issue its Melbourne Report on AI to industry, Government and community in the coming months.

The work of this Taskforce is part of the Digital AI Summit on 27 August at the Melbourne Convention and Exhibition Centre (MCEC), for which the Committee is a proud Presenting Partner.

### Uber will take to the Skies from 2020



Committee for Melbourne member Uber has announced that Melbourne will join Los Angeles, California, and Dallas, Texas, as the third official pilot city for Uber Air – the rideshare app's ambitious program to take its services from the streets to the skies. Australia is the first market outside the US to trial the program and Melbourne only the third international pilot city to test this innovative approach to ridesharing and modern transport technology.

[READ MORE](#)

### Thought Leadership | Playable City Melbourne



Playable cities connect people and place in creative ways. They allow people to reimagine the city, not to just to see the city-as-it-is but to experience the city-as-it-could-be. Through this playful approach, the role of public art may be expanded to be participatory and interactive, and to explore the creative, linguistic, cultural, social and urban diversity of many cities.

[READ MORE](#)



Dear << Test First Name >>,

### In this Edition:

- Fed Election | Vote for the Future
- AGF Submission Review | Future Skills
- Annual Dinner | Sponsor Update
- Melbourne Park Re-Development
- Melbourne Sport 4.0 | AFL China
- Chargefox EV Charging Network
- Future Work Summit
- Fintech | Takes over Melbourne
- Members News
- Upcoming Events

### Fed Election | Vote for the Future

Committee for Melbourne is pleased to note some serious infrastructure investment commitment for Victoria in this week's federal budget, which goes some way to addressing the imbalances in investment in Victoria compared to other Australian jurisdictions. At the same time, we continue to call for a more integrated approach to infrastructure planning and investment within and across jurisdictions and for greater alignment between projects selected by governments to suit electoral objectives with advice from their independent infrastructure agencies.

## Vote for the Future!



## Edition 19



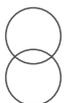
### From the CEO

City Deals were the hot topic of discussion last week in Melbourne and at the Committee for Cities and Regions Network meeting, hosted by the recently formed Committee for Brisbane.

The Committee was pleased to attend the first 'Melbourne City Deals Stakeholder Roundtable' with the Federal Minister for Population, Cities and Urban Infrastructure, Alan Tudge and the Victorian Parliamentary Secretary to the Treasurer, Steve Dimopolous. The roundtable explored the themes and visions for the proposed North-West and South-East City Deals. You can read more about this in our first item below.

[Read More](#)

*Martine*



# How We Connect

The Committee now plays a growing role in sharing our agenda across a broader community to shape Melbourne's future.

We saw a significant increase in reach and readership of the fortnightly Committee Communicate and launched an integrated social media platform including Linked in, Facebook, Instagram and Twitter.

The Committee's website has undergone an extensive rebuild and now features topical content and resource material provided by our members and taskforces. The new website is scheduled for launch in February 2020.

Our media liaison continues to grow with the Committee regularly being asked to provide editorial content and opinions across a range of media channels. We had an active program during the State and Federal elections through our 'Vote for the Future campaign'. We also act in a media advisor capacity for our members, securing editorial contributions through our media network.

## Communications

- 36.8% growth in eNewsletter Subscribers
- 21.85% increase in Social Media Followers
- 350 Communications Initiatives
- 35 Media Partners
- 30 External Speaking Engagements
- 7 Editorial articles published

## Stakeholder Engagement

- Our Patron, The Governor of Victoria Linda Dessau AC
- 14 Board Directions elected annually
- 150 Stakeholder organisations
- 18 Partnership with other Committees for Cities or Regions across Australia and New Zealand
- 15 External Event Presenting Partnerships
- Annual Member Surveys to determine strategic priorities

## Membership

- 2,000 Member representatives participating in our free Events and Forums
- 152 Member Organisations
- 56 Foundation Members
- 55 Corporate Members
- 28 Not-for-Profit Members
- 13 Diplomatic Members
- 21 New Members Welcomed over the last 12 Months
- 12 Life Members

## Events

- 2,000 forum participants scheduled for 2019
- 80 Events scheduled for 2019
- 9 partner events with key government agencies and associations
- Annual Gala Melbourne Dinner with 670 guests, May
- Annual Treasurers Lunch, June
- Annual Cocktail reception, June
- Annual Parliament House Reception, October
- AGM and networking drinks, November
- Annual Future Focus Group Graduation Dinner, December

## Future Focus Group & Alumni

- The Future Focus group program is now in its 23rd year
- 460+ Alumni
- 150+ Projects from 12 completed programs, helping shape Melbourne's future
- 50 Participants in current programs, with 7 projects in process
- Applications for 2020 FFG program now open

# Raising Our Profile

## March 7, 2019

“Kick their butt’: The paraplegic, double amputee, water-skiing extraordinaire”, The Age

## May 24, 2019

“Advertising Legend Peter Clemenger AO wins prestigious 2019 Melbourne Achiever Award”, Campaign Brief

## May 23, 2019

“Honour for our Dancers”, The Herald Sun

## May 24, 2019

“Advertising Legend Peter Clemenger AO wins prestigious 2019 Melbourne Achiever Award”, Little Black Book Creative

## May 27, 2019

“Peter Clemenger wins 2019 Melbourne Achiever Award”, Ad News

## July 2019

“The Australian Ballet wins Achiever Award”, Southbank Local News

## Winter Edition 2019

“The Committee for Melbourne Annual Gala attended by Melbourne’s C-Suite”, The Asian Executive, pg. 75-79

Front page logo placement in CBD News

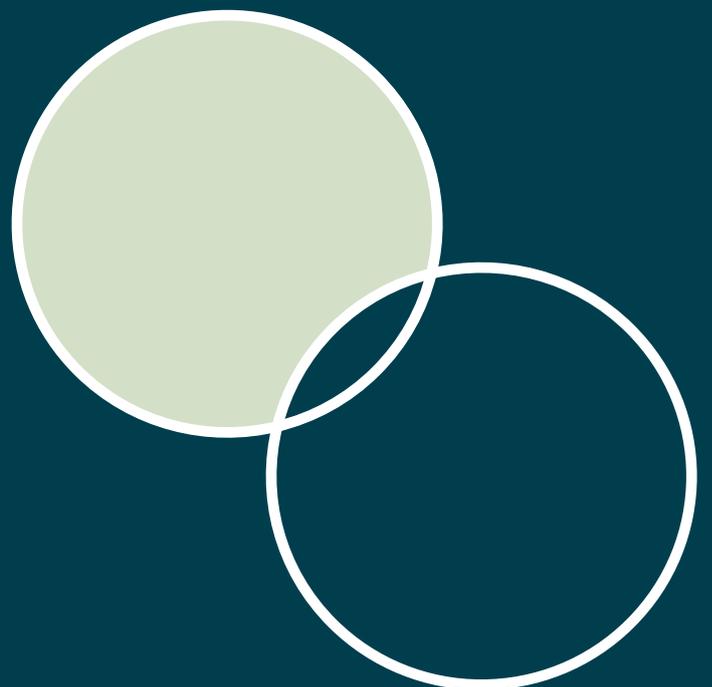
## September 18

“Car-share firm’s offer lets you be your own garbo”, The Age (front page online, pg. 14 in print)

## 21 October 2019

“City of Blights”, The Herald Sun, pg 8-9







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