



*Shaping
Melbourne's
future*

Our Board



Scott Tanner,
Chair, Director
since 2013



Gerard Dalbosco,
Director since 2013



**Professor
John Dewar AO,**
Director since
February 2019



Danny Elia,
Director since
September 2019



Dale Fisher,
Director since 2013



Lorenz Grollo,
Director since 2012



Jane Hodder,
Director since 2017



Virginia Lovett,
Director since 2016



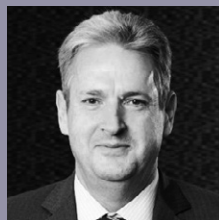
Tony Macvean,
Director since 2013



Tim Orton,
Director since 2013



Jacqueline Savage,
Director since 2017



**Michael
Wandmaker,**
Director since 2015



Kee Wong,
Director since 2017

“The Committee for Melbourne has a vision for our city, the vision of a strong and globally competitive economy, with world-class infrastructure and liveability. 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**

From the Chair and CEO

The Committee for Melbourne was established during the economic crisis of the 1980s by proud Melburnians who worked with government to re-build Melbourne and to restore its status as a thriving place to live, work and do business.

In the grip of the global coronavirus crisis, we once again evoke that spirit of collaboration to help Melbourne and Australia recover from the greatest challenge to our economy and wellbeing since the Great Depression. Our heritage and home is in Melbourne. From here we can do our part to help the state and our nation chart a course of recovery.



Scott Tanner and Martine Letts

In that spirit, we will continue to tirelessly work with our members from the business, knowledge and community sectors to develop and advocate for ideas and initiatives that support the community, our economy and aid our recovery. Such collaboration enables us to have a coherent voice into governments to help speed policy development and critical decision-making.

Our Melbourne 4.0 program urged our members to prepare for the shock of the Fourth Industrial Revolution and through it we developed a list of strategic needs to help Melbourne navigate, and in some cases benefit, from this change. Many of the initiatives that arose from that work will support our recovery now.

As we face a new challenge with COVID-19, we offer our member organisations from all sectors the opportunity to share their experiences, innovations and experiences with each other, and gain insights from what is happening locally and globally.

The Committee for Melbourne itself will adapt and pivot its activities to better support its members and to ensure we learn from how other cities in Australia and around the world are handling the crisis and planning for recovery. We have already mobilised our 22-member Committee for Cities and Regions network as an independent, community focused voice to governments on recovery priorities.

We know that COVID-19 has left many of our members, especially from the creative, sporting and hospitality sectors, in considerable distress. We will work with you to ensure you can remain connected to us in this time of great financial pressure.

Never has the Committee for Melbourne's 35-year mission of "Shaping a better future for Melbourne" been a more important call to action. But we cannot do this without membership support. Without you we simply will not exist as an independent and informed advocate for sensible policy and decision making.

This brochure outlines how you and your organisation can work with us to help set the agenda and shape an even better future for Melbourne during this critical period in our city's and nation's history.

We urge all of our members to continue to support the Committee as a resource and a vehicle for making your voice heard, through our networks, forums and advocacy.

We thank you for your support, and we look forward to working with you.

Scott Tanner
Chair

Martine Letts
CEO

**COMMITTEE
MELBOURNE** FOR

Members

Foundation

AECOM	GHD	National Australia Bank
Allens	Global Business College of Australia	NBN Co
Arcadis	Greater Metropolitan Cemeteries Trust	Newscorp
Arup	Grollo Group	Plenary Group
AusNet Services	Haileybury	Port of Melbourne Corporation
Australian Unity	Huawei Technologies (Aust)	PwC Australia
ASSEMBLE	IFM Investors	RMIT University
Bank of Melbourne	Jacobs	Skybus
Bates Smart	Keolis Downer (Yarra Trams)	Swinburne University of Technology
Cbus Property	King & Wood Mallesons	Telstra
City of Melbourne	La Trobe University	Toyota Motor Corporation Australia
City of Port Phillip	Lendlease	The Age
Corrs Chambers Westgarth	Melbourne Airport	The University of Melbourne
CSIRO	Melbourne & Olympic Parks	Transurban
Deakin University	Melbourne Convention & Exhibition Centre	Urbis
Dexus	McKinsey & Company	Vanguard Investments
EY	Melbourne Water	Victoria University
Escor	Metro Trains Melbourne	Warren + Mahoney
Ethos Urban	Mirvac Victoria	Wesley College
	Monash University	

Corporate

13Cabs	GoGet	Racing Victoria
AEMO	Grimshaw	RobertsDay
Ashurst	Hall & Wilcox	Royal Automobile Club of Victoria
Aurecon	HASSELL	Rosterfy
Australian Grand Prix	Herbert Smith Freehills	RPS
Avalon Airport	Hope & Glory	Russell Reynolds Associates
BioMelbourne Network	Hume City Council	ShineWing Australia
City of Greater Dandenong	InfraPlan	SJS Strategy
Citywide Service Solutions	Ipsos Australia	Sofitel Melbourne On Collins
Clemenger BBDO Melbourne	JLL	Struber
Creative Vision & Audio	K&L Gates	Sustainable Certification
Darebin City Council	KJA	Tridant
Deloitte	Lime	Uber
Department of Transport	Minter Ellison	Victorian Health Promotion Foundation
Development Victoria	Nous Group	Victorian Planning Authority
East End Theatre District	Peter MacCallum Cancer Centre	VicSuper
e-Centric Innovations	PTV	Vitality
Fed Square	Queen Victoria Market	Yarra Valley Water
Fisher Leadership	Quest Serviced Apartments	Waldron Smith Management
Fitzroys	R-Co	Weston Williamson + Partners
Gilbert + Tobin	Recoveries & Reconstruction (Aust)	Woods Bagot

Not-for-Profit

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

Diplomatic

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 Hungary	Consulate of the Kingdom of the Netherlands
Royal Danish Consulate General	Consulate General of India (VIC)	Consulate General of Spain
	Consulate General of the Republic of Indonesia (VIC)	Consulate General of Sri Lanka
		U.S. Consulate General Melbourne

Have a seat at the table

Committee for Melbourne offers you the opportunity to help shape a better future for our city.

Our COVID-19 ‘Road to Recovery’ presents a unique opportunity for collaboration and fearless decision making.

Our members represent a unique selection of Melbourne’s premier business and community leaders. Their leadership and commitment to collaboration influence our community’s decision makers.

We pride ourselves on our cross-sector membership with an accessible mix of corporate, institutional and civic leaders.

How members get involved:

Plan the Future

Make a difference to Melbourne’s future with your knowledge and expertise.

Shape Policy

Influence the Committee’s advocacy with government and shape the broader public debate.

Connect and build your profile

Expand your networks and enhance your profile with other Committee members, government, senior business leaders and influential Melburnians through our exclusive events and advocacy program.

We tailor a bespoke engagement plan for your organisation.

Learn and share

Deepen your knowledge and share your expertise with our regular, exclusive briefings from political and industry leaders.

Build tomorrow’s leaders

Prepare your talented future leaders through our respected leadership program, Future Focus Group. Then connect via the FFG alumni program under the patronage of the Governor, celebrating a 23-year history of Melbourne’s ‘ideas to outcomes’.

Brand Activation

Enhance your brand by sponsoring our events and publications to create relationships via our exclusive network.



Natalie Faull (Deloitte)



Martine Letts (Committee for Melbourne), Dr Jim Chalmers MP, Anna McLiesh (Bank of Melbourne) & Scott Tanner (Committee for Melbourne)

A strong, globally competitive future economy will be a priority focus for the Committee as we emerge from the global COVID-19 pandemic and set course on our road to economic and social recovery, shaping our new future.



About the Committee

Shaping a better future for Melbourne



Neil Stonell (Grimshaw), Sandra Robertson (Melbourne Recital Centre), Gerard Dalbosco (EY) & Tom Fricke (GHD)

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. All have a passion for shaping Melbourne as a leading global city in the world's fastest-growing region, the Asia-Pacific.

The Committee for Melbourne's success is due to the quality and impact of our work, driven by our membership. All are committed to shaping Melbourne's future.

- We seek to inform policy development in government
- Our guiding principles ensure we operate as a non-partisan organisation with no vested interests
- Our views are underpinned by fact-based and credible research
- We adopt a solution-focused approach: 'ideas to outcomes'
- We apply a unique advocacy model supported by an active and engaged membership
- We work collaboratively with our members and have an ever-growing reputation as a credible source of information for government and the media
- We provide a unique series of free events and networking opportunities for members



The Rt. Hon. The Lord Mayor of Melbourne Sally Capp & Clancy Dobbyn (Department of Transport)

Road to Recovery

The Committee for Melbourne and its members are committed to advocacy for the benefit of Greater Melbourne.

Through collaboration with Government, civic leaders and the broader community, we strive to protect our community's future prosperity. Since 2016 we have been interviewing our members with the support of our member Ipsos, to help shape our advocacy agenda.

This year, the Committee is committed to supporting our members during the current COVID-19 crisis and understanding how to best address a return to the vibrant and safe city we all take pride in.

We also wanted to benchmark members' opinions regarding Greater Melbourne's progress concerning the Committee's key focus areas of Future economy; Urban optimisation; Infrastructure; and Liveability (prior to the pandemic).

Research highlights:

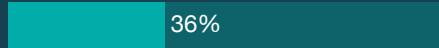
- Overwhelmingly, respondents agreed their organisations had received some kind of impact from COVID-19 already (89%); 4% felt it was too early to tell and 7% felt there had been very little (or no) impact.
 - > Worryingly, around a third (32%) told us the pandemic has resulted in a major impact on their organisation (including cancelled contracts, redundancies etc.).
 - Looking forward to June 2021, respondents appear to have divergent views on their organisation's prospects, with 28% believing things were likely to improve; 25% to deteriorate; 22% to stay the same (22%) and 24% saying it felt too early to make a call on future prospects.
 - Looking ahead, respondents told us there was a range of areas the Committee should concentrate on to improve future Melbourne. When asked to pick the top three advocacy areas, sustainability/ climate change was the most commonly identified area (55%), followed by transport (38%), and the arts (31%). Rounding out the top five were tourism (30%) and unemployment (27%).
- Aside from the pandemic, the Committee wanted to identify the areas that respondents believed have been most progressed in Greater Melbourne, in relation to the Committee's four areas of focus.
 - > Infrastructure: the strongest performing of the four areas with almost a quarter (23%) reporting there has been sufficient progress, and a further 63% saying there had been some progress.
 - > Liveability: one-in-five (20%) thought there had been sufficient progress; 57% believed some progress had been made.
 - > Future economy: three quarters (84%) said Greater Melbourne is making progress (70% some and 16% sufficient).
 - > Urban optimisation: although more than one-in-ten (12%) reported there had been sufficient progress, this was the weakest performing area. More than a quarter (27%) felt there had not been progress made in this area.

Q1



The impact of COVID-19 on your organisation so far

Some impact (e.g. existing or future contracts paused but not cancelled / manageable impact on sales / staff adjusting their work hours but no salary cuts)



Major impact (e.g. existing or future cancelled / forecast sales written more than 30% / staff taking pay cuts, have been stood down and made redundancies / not renewed contracts)



Moderate impact (e.g. existing or future contracts cancelled / forecast sales written down by up to 30% / staff taking pay cuts, have been stood down but no redundancies)



Business as usual (e.g. little to no impact on contracts / sales / staffing attributable to COVID-19)



It's too early to tell



Q3

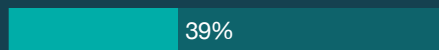


Anticipating the long-term impact of COVID-19 on Melbourne and Victoria

Significant economic impact



Moderate economic impact



Minor economic impact



Don't know / unsure at this stage



Q4

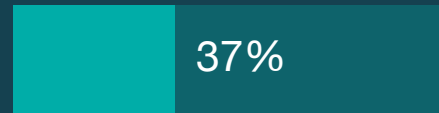


Top three advocacy areas for the Committee for Melbourne to address

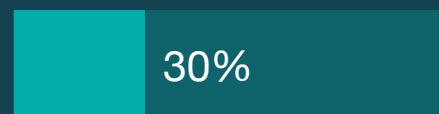
Climate change / Sustainability



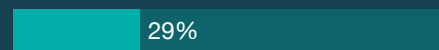
Transport



Arts



Tourism



Unemployment



Education



Health



Housing



Skills



Energy



Not-for-profit sector



Retail



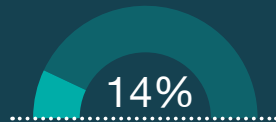
Q7



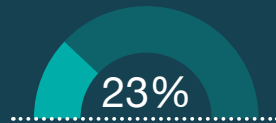
Progress on the Committee's focus areas over the previous year Infrastructure: A city with world class infrastructure that enables our productivity, enhances our liveability and supports innovation



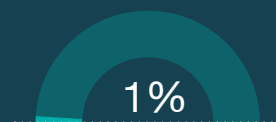
Yes, making some progress but not enough



No, not making progress



Yes, making sufficient progress



Don't know / can't comment

Our Work

For over 30 years, the Committee has worked tirelessly to maintain Melbourne as a great place to live, work, visit and conduct business.

While Melbourne is constantly ranked at the top of the world's most livable city rankings, challenges such as population growth, digital disruption, congestion and technological innovation will continue to place pressure on Melbourne's economic competitiveness and liveability.

The Committee's work embraces four key pillars:

- **Future Economy**
- **Infrastructure**
- **Urban Optimisation**
- **Liveability**

We want to ensure Melbourne's challenges and opportunities are addressed in ways that keep our city vital, inclusive, progressive and sustainable.

The expertise of our diverse membership from across Greater Melbourne's major corporations, small and medium businesses, academic institutions, local government and not-for-profit entities, shapes our conversation, forms our policy and ultimately our advocacy positions.

As a not-for-profit, member-funded entity, the Committee is politically independent and impartial. This allows us to freely and purposefully raise issues of importance to the growth and development of Greater Melbourne.

The Committee's advocacy program will continue to draw upon the community and members' expertise, and voice, to ensure we meet tomorrow's challenges today.



Scott Tanner, The Treasurer of Victoria & Dean McIntyre (GHD)

Our Focus

Melbourne 4.0 Taskforce

The Committee established the Melbourne 4.0 Taskforce in 2016 to prepare Greater Melbourne for the accelerating speed of innovation and disruption that has catapulted us to the reality of the 'Fourth Industrial Revolution'.

The Melbourne 4.0 Taskforce aims to develop a clear understanding of the future economic environment and provide reliable and informed policy programs to help position Melbourne for these future challenges and opportunities.

Melbourne 4.0's program of challenges



1. Future skills

A workforce with a new, diverse range of skill sets and capabilities, to meet the demands of a continually changing economy.



2. Innovative ecosystem

The creation of a globally relevant innovative ecosystem, which produces more ideas which are successfully commercialised.



3. Housing mix

An appropriate metropolitan housing mix designed to ensure the city is affordable for all Melburnians.



4. Competitive internet

Cutting-edge internet capabilities so Melbourne-based enterprises can continue to compete in international markets.



5. Airport link

An efficient mass transit link to and from Melbourne Airport to meet demand and enhance Melbourne's brand.



6. Eastern seaboard transit link

An efficient transit link connecting cities and regions along Australia's eastern seaboard, which will form the basis of an east coast megaregion.



7. Metropolitan collaboration

A fit-for-purpose metropolitan governance structure that can meet new and evolving 21st century challenges and opportunities.



8. Eastern seaboard collaboration

Effective collaboration between cities and regions along Australia's eastern seaboard to boost our economic productivity and innovative capacity.



9. Digital capability

Greater understanding and implementation of digital technologies throughout Melbourne, to ensure our city thrives in the digital age.

Our Standing Taskforces



1. Transport

Facilitating an integrated transport vision for Melbourne that addresses the challenges of technology, population shifts, freight and improved mobility needs.



2. Not-for-Profit

A forward looking Not-for-Profit strategy to strengthen the industry for the 21st century and facilitate a greater awareness of the 'for purpose' sector.



3. Arts & Culture

An integrated vision for Melbourne as a vibrant, globally recognised destination for arts, culture and design.

Current Advocacy Highlights



Airport link

A world-class, fast, and reliable Melbourne Airport Rail Link is the most significant issue facing our state because it is a crucial building block for city, regional, interstate and global connectivity for Australia's fastest growing city.

Building on long-standing advocacy, we collaborate with other Victorian "Committee For" organisations, calling on the Victorian and Federal Governments to deliver on their commitment to develop a world-class airport train that provides a dedicated service for travellers, reduces suburban rail network congestion especially in the west and links the state's aviation gateway to its cities and the regions.

When it comes to city-shaping investments of such importance, Australians should be demanding that major infrastructure projects, like the Airport Rail Link, should deliver productivity and liveability improvements for all Victorians into the future.



East Coast Megaregion

The report Reimagining Australia's South-East, was released in May 2020. It details the economic and social benefit from a megaregion extending from Geelong to the Sunshine Coast. Though commissioned before the bushfires and COVID-19, its recommendations appear more apposite than ever.

The report calls for maintaining the momentum of collaboration that has arisen from the National Cabinet response to COVID-19. The report notes that, amongst other things, collaboration could benefit areas like innovation, advanced manufacturing, and co-ordinated infrastructure projects.

Some initial steps that could be taken to harmonise approaches on areas like regulation, tourism, and planning, could act as building blocks for something more ambitious in the future.



Future skills

The Committee has advocated for practical initiatives to help boost core skills, and attract and retain the right skills, to develop the economy throughout the Fourth Industrial Revolution.

Working with our members we have run forums and tabled submissions, including, but not limited to, the Federal Government's Australian Qualifications Framework Review and its Melbourne declaration Review, the Productivity Commission's Skills and Workforce Development Issue Paper, and the Victorian Government's Sustainable Employment for Disadvantaged Jobseekers Inquiry.

The Committee consistently emphasises the importance of formal recognition of micro-credential qualifications to help ease transitions across the workforce, more rapidly fill skills gaps, and promote lifelong learning. Easier access for skilled migrants will be integral to growing the innovation economy.

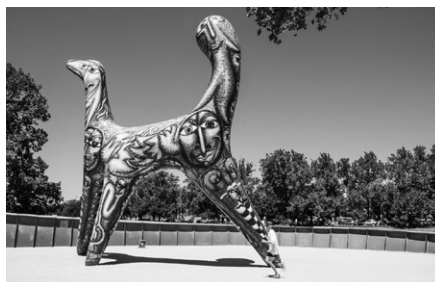


Metropolitan collaboration

The Committee is a strong advocate for greater collaboration between the three tiers of government, industry, and academia, to maintain a resilient and economically competitive city.

A submission was made to the Victorian Local Government Act Review, calling for the avoidance of mandating single member wards, and to allow for joint council meetings and greater opportunities for collaboration. The findings of the review reflected both recommendations.

The Committee is a prominent member of the Melbourne City Deals Strategic Reference Group, chaired by the Hon Alan Tudge. The City Deals framework is a partnership between the three tiers of government and the community which aligns investment, planning and governance, to achieve a shared vision for a productive and liveable city. We strongly support the City Deals program as an innovative framework to help Greater Melbourne manage its growing population.



Arts and Culture

The Committee remains a strong advocate for Melbourne's vibrant arts and culture scene, a cornerstone of the city's dynamic character, global brand and crucial visitor economy. This sector has been devastated by COVID-19. The Committee is advocating to government and the private sector to restore the industry to its pre-coronavirus strength.

In our submission to the Victorian Government's Creative Industries Strategy 2020-24, the Committee recommended the establishment of a Creativity Commission, greater support for resident artists, and further support for creative precincts.



The extension of Melbourne's Free Tram Zone – a concept originally developed and endorsed by the Committee – is back on the agenda. The Committee advocates for its limited and manageable extension to boost the visitor economy by including five iconic stops; the Arts Precinct, Melbourne Convention and Exhibition Centre, Melbourne Cricket Ground, Melbourne Museum, and Melbourne & Olympic Parks.

Greater Melbourne and Victoria's experience and tourism offerings vital to our economy. In our submission to the Victorian Government's Regional Tourism Review, the Committee advocated for treating Greater Melbourne as a region, with its own Regional Tourism agency. The submission has resulted in the establishment of a member driven Greater Melbourne visitor economy reference group.

Herald Sun

Direct air rail link is vital

TRANSFORMATIVE big-build infrastructure of state significance doesn't come cheap.

But any decision to balk at paying for a premium, direct rail service to Melbourne Airport — a project which the state has been waiting decades for — will be shortsighted and short-change both metropolitan commuters and air travellers.

The cheaper Melbourne Airport Rail Link option to feed into the CBD via the Melbourne Metro tunnel will not provide a world-class, efficient, direct service to and from Tullamarine.

And if the most efficient rail-airport option loses out on price alone, patronage will not support the business case and the Tullamarine Freeway and City Link road networks will remain under intense and growing pressure.

Certainly, the Andrews Government has been spooked by the threat of major cost blowouts in tunnelling works with both Metro and the West Gate Tunnel projects in past months.

But ensuring due diligence identifies geological challenges and ensures contracts to limit taxpayer exposure to agreed construction prices — together with what is now a \$7 billion contribution from industry investors for a tunnelled airport rail system — means there should really

most likely focused on airport trains running into the CBD via the Metro Tunnel.

In today's *Herald Sun*, the mayors of two of Victoria's booming municipalities, Geelong and Wyndham, have written to Transport Infrastructure Minister Jacinta Allan saying service capacity on the Geelong line is already at breaking point and a decision to not include tunnelling to Sunshine will significantly exacerbate congestion.

Mayors Stephanie Asher and Josh Gilligan say patronage on the Geelong line has more than doubled, rocketing from 4.24 million trips to 9.83 million a year over the past five years.

"The cities of Greater Geelong and Wyndham are seriously concerned about recent reports that indicate the Victorian Government is considering, as a preferred solution, a version of Melbourne Airport Rail Link (MARL) that would significantly increase congestion between the CBD and Sunshine.

"We believe a new tunnel is the only viable solution to increase capacity for more trains to travel between Sunshine and the CBD and accommodate the growing west of Melbourne and allow future delivery of faster rail to regional Victoria," they said, in a letter obtained by the *Herald Sun*.

IFM Investors, which is pushing for a dedicated MARL line with



THE WALK ARCADE BUILDING
309 to 325 Bourke St. And 304 Lt Collins
HISTORY: The site includes the significantly altered Edmonds building (308-311 Bourke) which has a 1980s glass front and the 1936 Diamond House (313-317 Bourke).
OWNER: Bardsville company
WHAT'S WRONG: Bourke St facing windows covered in graffiti, rear windows boarded up, upper levels untenantable. Has been subject of planning dispute.

It's time to fix our decaying CBD buildings or we will become the ...

CITY OF BLIGHTS

JEFF WHALLEY

MELBOURNE'S central business district is at risk of becoming an eyesore as landmark police-era buildings are covered in graffiti and decay after years of neglect.

A Sunday *Herald Sun* investigation has revealed that authorities and owners are putting our magnificent Melbourne reputation at risk by not maintaining key CBD

SUNDAY INVESTIGATION

buildings metres from a Melbourne Visitor Centre booth are covered in graffiti, and one two-storey window vandalised with spray paint. The buildings collectively cover the 3420sq m site that makes up The Walk Arcade, and soar up to five stories above Bourke St and opposite 299 Bourke St, which David

Lord Mayor Arron Wood said "We recognise that redevelopment can be a costly process but all owners of unused buildings have a responsibility to ensure their building is safe and secure. Ultimately the responsibility to clean up visually unattractive buildings lies with the private property owner. "We want to see these sites cleaned up. We recognise that redevelopment can be a costly

But the state Opposition said the onus was for the state to step in and help the council. "Premier Daniel Andrews is failing to ensure that those buildings in key CBD locations are appropriately maintained, they are a blight on our magnificent city and significantly degrade the amenity of the surrounding area." Liberal planning spokesman Tim Smith said "Daniel Andrews should be

HONOUR FOR OUR DANCERS

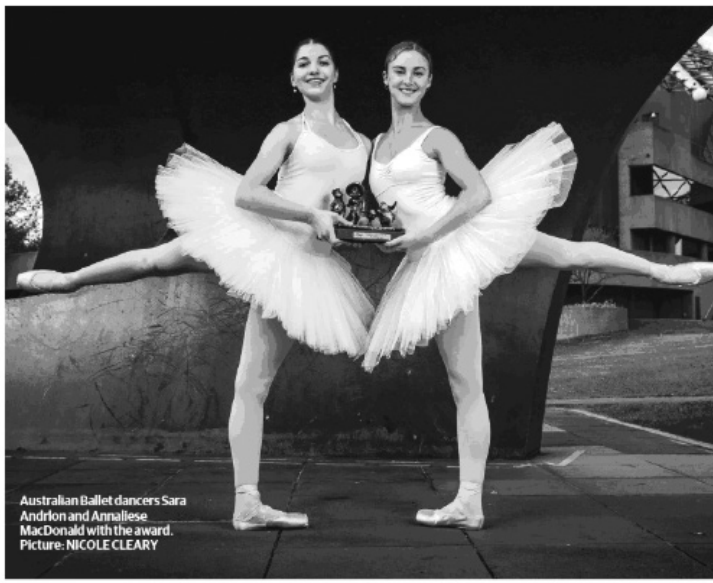
JACKIE EPSTEIN

THE Australian Ballet has been honoured for its outstanding contribution to the city.

The Committee for Melbourne held its prestigious 2019 Melbourne Achiever Awards last night and recognised The Australian Ballet and creator of agency Clemenger BBDO, Peter Clemenger, for their input to business, arts and culture.

"We are absolutely honoured ... 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," said Dan id McAulister, artistic director of The Australian Ballet.

Previous winners include the late Dame Elisabeth Murdoch and the National Gallery of Victoria.



Australian Ballet dancers Sara Andron and Annaliese MacDonald with the award. Picture: NICOLE CLEARLY



The Committee for Melbourne Annual Gala attended by Melbourne's C-Suite

The Committee for Melbourne Annual Gala Dinner was held on Wednesday 22nd May at the recently redeveloped Goldfields Theatre at Melbourne Convention and Exhibition Centre in the presence of Her Excellency the Honourable Linda Dessau AC, Governor of Victoria and Committee for Melbourne Patron.

The Anna Escobedo 75

City divided on free trams extension

From page 1.
"Data indicates the FTZ has increased tram usage at the expense of 'active' modes (walking and cycling) rather than driving, and appears to have encouraged more people to drive into the city and Docklands, while also resulting in delays due to overcrowding at tram stops," the group said.

Those who enter the city by trains or trams have already paid to do so — currently capped at \$9 for a daily fare in zones 1 and 2.

Spokesman Daniel Bowen said, as a result, those who benefited from the FTZ (aside from tourists) were almost always motorists, who can likely afford the fare.

"I'd love to think the government would be brave enough to get rid of the FTZ — to claw back some revenue, relieve crowding and stop encouraging CBD motorists — but unfortunately for paying passengers, we're probably stuck with it," he wrote in a blog post.

The CFM and FTUA letters were two of almost 400 submissions received by the Economy and Infrastructure Committee.

The inquiry was undertaken after the state upper house passed a motion in June 2019 from Transport Matters MP Rod Barton that



also asked to consider free public transport for students and seniors.

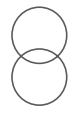
The zone's extension was a pre-election pledge in 2018 from Lord Mayor Sally Capp, who vowed it would cover the entire municipality if elected. But the initiative has seen repeated pushback from the Andrews Government and Capp has since put the issue on the backburner.

She has, however, remained steadfast in her view that widening the FTZ would have economic advantages for the city, and made a private submission (that is, not endorsed by the City of Melbourne) to the inquiry championing its benefits.

Her deputy Arron Wood, however, took to Twitter to reiterate that the Lord Mayor's views did not reflect the council's.

"Our own City of Melbourne data shows people spend more in our retail strips and hospitality venues when they walk, in addition to many other benefits. There's good reason why extending the free tram zone isn't council policy," he said.

A report, to be tabled in Parliament, will now be prepared by the committee.



Public Transport Users Association wants free tram zone scrapped

A group representing public transport users has called for the free tram zone to be scrapped. It comes as state government rejected calls to extend Melbourne's free CBD tram services. Here's why.

Kevin Roberts and John McQuinn, Sunday Herald Sun

Subscriber only | February 23



The state government has rejected a call to extend free CBD tram services, saying it would increase crowding and make trams run slower across the network.

The more is a blow for Lord Mayor Daini Capp, who wants the free tram zone expanded to brown routes and inner city business.

Mega-region plan for eastern seaboard

An economic mega-region stretching from the Sunshine Coast to Geelong can drive the nation's recovery from the coronavirus pandemic, a new report has found.

Chief executive Martine Letts said a mega-region would link cities with each other and with regional centres.



New visions for the Yarra

Gondola plan floated

GONDOLAS, commuter ferries, a public pool with a new bridge are among the bold ideas by government Victoria to make the Yarra River more welcoming.

NORTH BANK DREAMS

A grid of five portraits with names and descriptions: Haj Brendan Nottle, Cressida Wall, Martine Letts, Danni Hunter, Jill Garner.

Airport tunnel fight

TOM MINEAR

GEELONG and Wyndham residents are facing "significant discomfort" on bursting train services, the mayors of both municipalities have warned, as they call for action to boost rail capacity.

Mayors call for detail on rail plans

governments are close to locking in the design of the long-awaited project, likely to see airport trains running into the CBD via the Metro Tunnel.

because information about the government's plans was "sorely lacking".

And the Committee for Ballarat wrote to Deputy Prime Minister Michael McCormack, calling on him to "show the leadership required" and

The Committee for Melbourne yesterday wrote to Federal Treasurer Josh Frydenberg to argue that using the Metro Tunnel for airport trains would not add capacity to the rail network and could "risk further exacerbating the congestion issues".

Article titled 'The Australian Ballet wins Achiever Award' with a photo of the award ceremony.

Advertisement for CBD NEWS with a '15 NEWS ARTICLES' badge.

Article titled 'Carshare offers interim recycling solution' with a photo of a GoGet van.

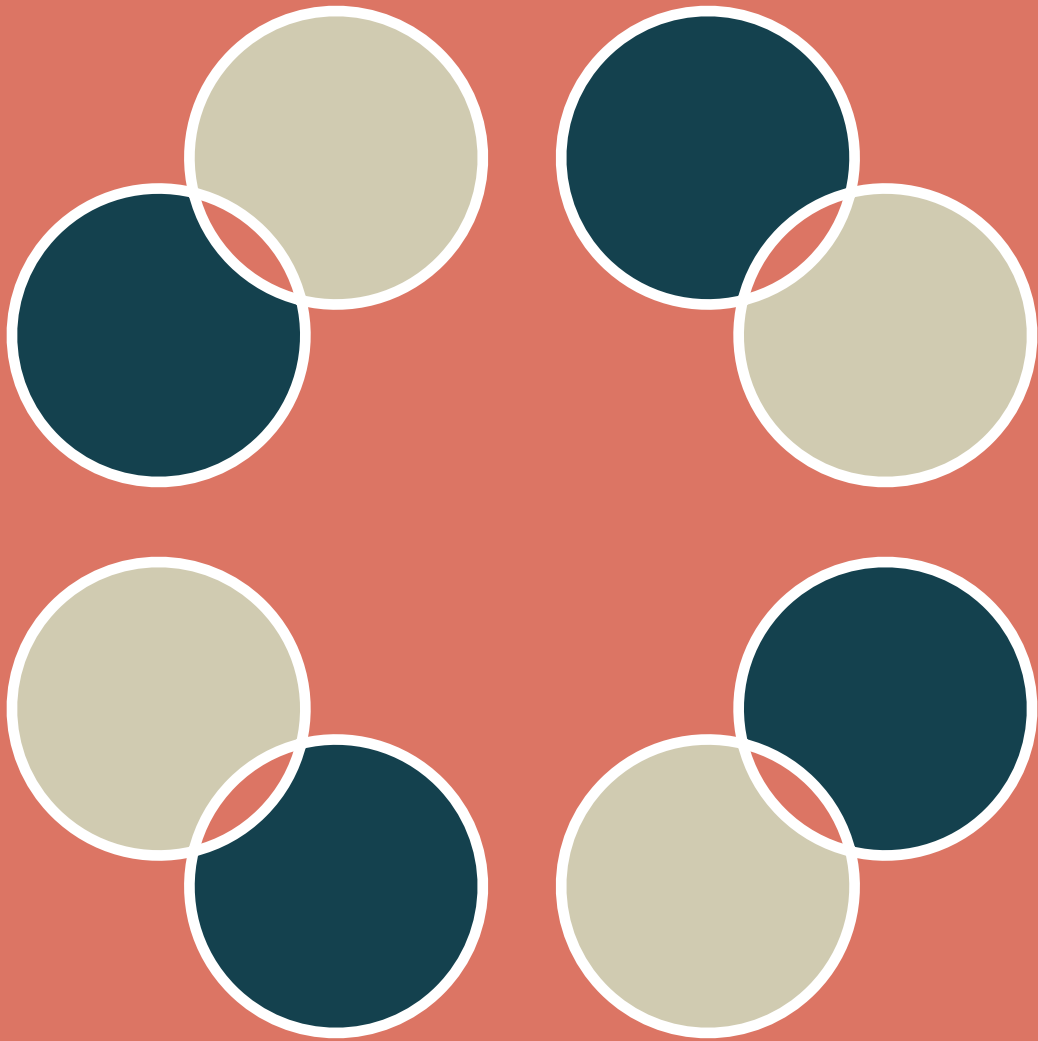
Advertisement for Little Black Book Celebrating Creativity.

Advertisement for Creative Advertising Legend Peter Clemenger AO Wins 2019 Melbourne Achiever Award.

Image of Peter Clemenger at an award ceremony.

The Committee for Melbourne's prestigious 2019 Melbourne Achiever Awards have honoured advertising legend and Clemenger co-founder Peter Clemenger AO for his outstanding contribution to Business and Arts and Culture in Melbourne.

A popular car-share company is working with the City of Melbourne to offer an interim solution to Victoria's recycling crisis in September.



*Melbourne's future depends on inspired, informed,
networked and experienced leadership.*

Collaboration

Committee for Melbourne events provide members a range of free to attend forums, workshops and networking opportunities for our members and invited guests. Members can also host physical and digital events, amplifying their brand and expanding networks

Committee for Melbourne events foster dialogue and connections between government, senior business leaders and influential Melburnians, generating ideas that shape strategies for Melbourne's future success.

E-ROOM

In response to COVID-19 social distancing regulations in 2020, we moved quickly to launch the Committee for Melbourne E-ROOM events platform in March 2020.

The Committee hosts webinars and interactive online forums focusing on our ongoing agendas and the COVID-19 'Road to Recovery'. Our E-ROOM platform also fosters collaboration with other Committees for Cities and Regions and partner organisations. It gives us access to industry leaders and subject matter experts from Australia and the world, who share unique insights and expertise across our policy pillars.

We are more committed than ever before to bringing people together to collaborate on the issues and challenges shared on our 'Road to Recovery'.



Rebecca Perrone, Sophie Veale, Martine Letts & Matt Harrison (Hope & Glory)



Justin Giddings (Avalon Airport)

Leading Thinker Series

Our Leading Thinker Series provides thought-provoking insights into the important issues facing our city. Covering current and long-term issues, the series focuses on the economy and deeper engagement with the dynamic Asia-Pacific region.

Recent Leading Thinkers include:

- Russel Howcroft, Chief Creative Officer, PwC | Creative Economy Deficit
- Kris Daff, Managing Director, Assemble | Build-to Rent

Meet the Minister Series

Our Meet the Minister Series gives our members access to State and Federal politicians to inform and influence the broader debate about Melbourne's future.

Recent Meet the Minister forums include:

- The Hon. Martin Foley MP, at HASSELL
- The Hon. Alan Tudge, at Deakin University: Deakin Downtown
- Mr Tim Pallas, at EY
- The Rt. Hon. The Lord Mayor of Melbourne Sally Capp at Grimshaw

Open Mind Forums

Our Open Mind Forums bring together the heads of government agencies and statutory authorities with industry leaders and our members to explore the issues influencing government policies, priorities and decision-making processes.

Recent forums include:

- Integrated Communities with Australian Unity and Summer Foundation, at Australian Unity
- Fishermans Bend Innovative Precincts Forum, at Toyota Motor Corporation Australia
- Artificial Intelligence Conference with State, Federal and International government representation



Clive Dwyer (Committee for Melbourne) Daryl Maguire & Nick Deans (Warren & Mahoney)



Julie Castle & Holly Havers (Struber)

Connected Melbourne Dinner Series

The Connected Melbourne Dinner Series offers an informal and intimate opportunity for members to host a curated list of leaders of industry, heads of Government agencies, Members of Parliament and senior advisors to share ideas and influence policy.

Recent dinner series include:

- Arts and Culture hosted by the Inaugural Victorian Opera Chairman's Collective, at a performance of Salome at the Palais Theatre
- Blockchain Beyond the Hype: What is the Strategic Business Value, hosted by ShineWing Australia
- Housing Mix: Affordable Housing, hosted by Lendlease

Roundtables and Taskforces

Regular roundtable discussions facilitate collaboration, allowing members to contribute to the Committee's position on city shaping issues. Members are invited to participate in taskforces on major initiatives, provide specialist knowledge and expertise to help develop factual and forward-looking policy platforms.

Recent roundtables include:

- Transport Taskforce, at McKinsey & Company
- Not for Profit Taskforce, at the Royal Flying Doctor Service



Richard Ponsford (Western Melbourne Tourism) & Max Wood (Skybus)



Amy Cotterell (Arcadis)

Connecting

Annual Dinner

The Committee's Annual Dinner is Melbourne's premier black-tie business networking event. Held annually in some of the city's most iconic venues, the Committee hosts more than 500 members, guests, and dignitaries for a spectacular evening celebrating our great city.

Recent venues to be showcased include the refurbished Goldfields Theatre at the Melbourne Convention and Exhibition Centre; Forum Melbourne; Melbourne Museum; the playing surface of Margaret Court Arena, and the stage of Arts Centre Melbourne's State Theatre.

At our 2019 Annual Dinner the Committee aimed high and "thought big", with more than 650 guests from our cross sectoral membership. 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.

Our 2020 Annual Dinner proposed for May 21 at the Sofitel Melbourne On Collins in the Grand Ballroom has been rescheduled due to COVID-19, provisionally to late October 2020. Subject to confirmation, we look forward to meeting, shaking hands and reigniting our night of nights.

Tables for members and their selected charities are strictly limited.



Sofitel Melbourne on Collins – Venue for the 2020 Annual Dinner



HE the Honourable Linda Dessau AC, Governor of Victoria, Ahmed Hassan (Youth Activating Youth) & Tim Pallas, The Treasurer of Victoria



Committee for Melbourne 2019 Annual Dinner

Parliamentary Drinks

The Committee's annual event at Parliament House is an informal opportunity for Foundation members and selected guests to network with members of Parliament from all political parties, 'Melbourne style'.

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 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.

This event is a unique opportunity to discuss the Committee's agenda and the long-term development of Greater Melbourne with Victorian Parliamentary Leaders, hopefully avoiding the distraction of the division bells from a brilliant networking event.

Hosting

Committee for Melbourne's member benefits include the opportunity to host events. Members can host events at their premises to showcase their organisation to our broad membership base, and provide a platform for the topics of discussion and guest speakers.

Presenting Partnerships

The Committee partners with leading conferences and exhibitions that are relevant to its agenda of shaping Melbourne's future. In exchange for showcasing our brand and our work, we provide assistance with event and strategy development, as well as access to our networks.

In 2019/2020 the Committee partnered with 19 conferences and exhibitions.



Committee for Melbourne
2019 Parliamentary Drinks



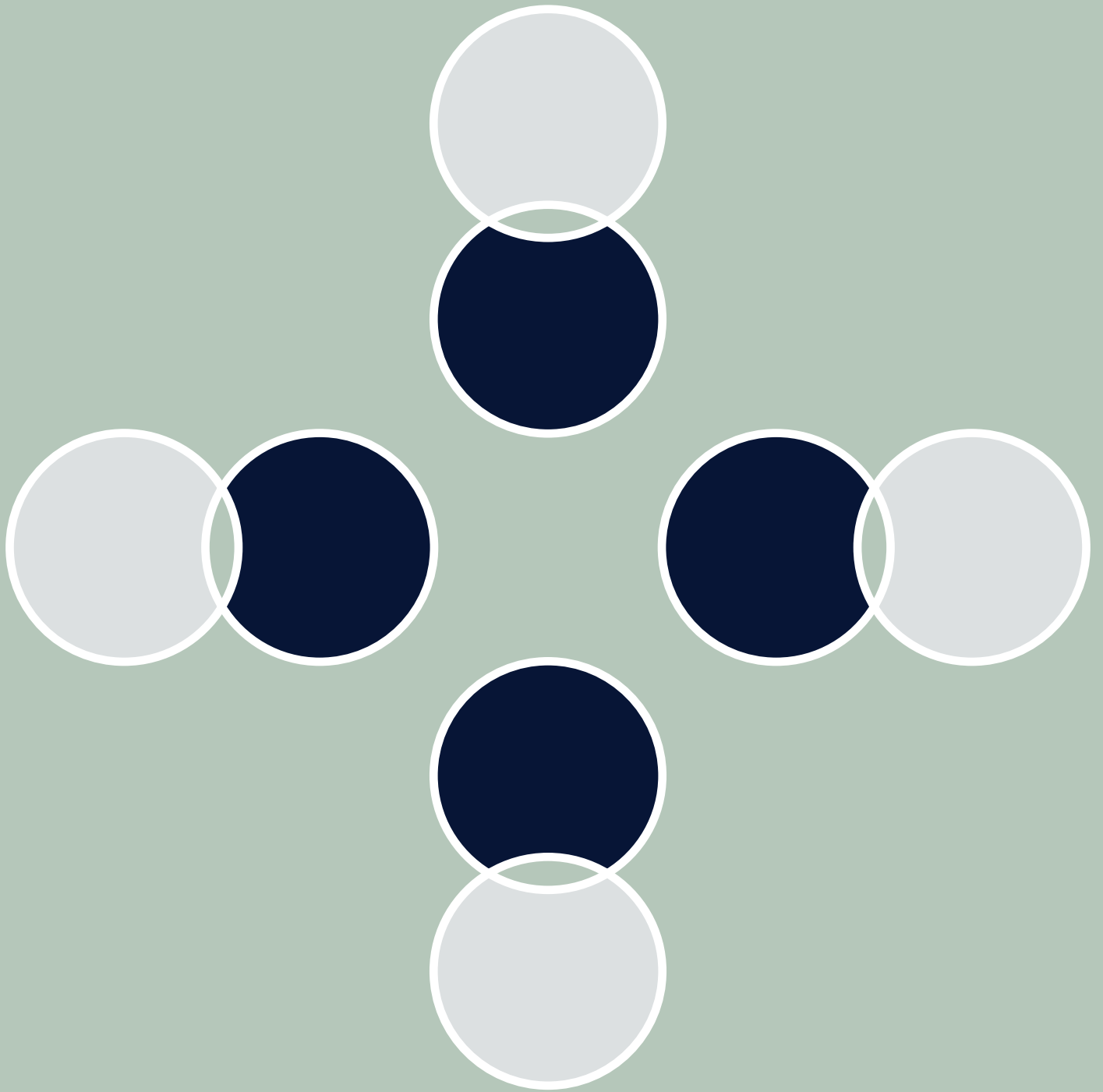
Sarah McCartney (Metro Trains),
guest & Brad Rowswell MP



Peter Konidakas (PwC), Paul Sabo (Monash)
& Brad Rowswell MP



Sebastián Fleury (AECOM)



*Melbourne's future
depends on inspired,
informed, and
experienced leadership.*

Future Focus Group

“The Future Focus Group program has been effective in allowing participants to build external networks and to work across sectors on a project that offers a broader canvas. The tailored mentoring opportunities included in the program are a particular strength”.

Professor Linda Kristjanson AO, Vice Chancellor, Swinburne University of Technology

A unique opportunity for selected emerging leaders in Melbourne to better understand, connect within and contribute to Melbourne while building their leadership capabilities.

To create the next generation of networked civic-minded leaders, the Committee established the Future Focus Group business and civic leadership program in 1996. The Future Focus Group is Melbourne’s only dedicated leadership development program for emerging leaders from business, government, academia, not-for-profit and public sectors. The program runs for 15 months, with a new group of participants starting each February. Selection occurs the December prior.

The program attracts participants from every sector of our membership base. This creates an incubator of ideas and builds networks that will secure Melbourne’s future success. For over 23 years, this unique program has fostered practical leadership skills by providing project-based, real-life learning experiences and unique access to senior business and community leaders. Over 400 alumni have the opportunity to remain involved with the Committee’s activities via the Alumni Network. They are a new generation of leaders making a contribution to our city.

“In furtherance of the Committee’s vision, amongst its greatest assets must surely be the alumni and participants of the Future Focus Group. Nowhere is that clearer than in the projects spawned by this group since its inception”.

Her excellency the Honourable Linda Dessau AC, Governor of Victoria, Future Focus Group patron.



Membership is our lifeblood

Contribute to shaping a better future for Melbourne

- Drive our advocacy agenda
- Gain insights from our CEO network
- Engage with executive decision makers, our government and stakeholder network
- Share your vision for our future

Committee for Melbourne's membership categories have been tailored to suit different sized organisations and provide your leadership team a seat at the table, bringing ideas to outcomes.

Foundation Membership

Leading national, international organisations and significant institutions
\$15,000 (plus GST)

Corporate Membership

For small and medium sized organisations
\$7,500 (plus GST)

Not-for-Profit Membership

For purpose organisations; generally, with deductible gift recipient status or charitable status
\$3,800 (plus GST)

Membership Benefits

	Foundation	Corporate	Not-for-Profit
Shape the Committee's agenda, priorities and strategy through scheduled discussions with political leaders, civic leaders, the Committee Directors and Board.	•	-	-
Contribute to governance through voting rights and Board positions	•	-	-
Engage with political and civic leaders at the Committee's Foundation members' Annual Parliamentary Drinks (three invitations)	•	-	-
Three invitations to the Foundation members only State Budget briefing with the Treasurer	•	-	-
Receive priority invitations to Connected Melbourne CEO forums (free of charge)	•	•	-
Attend the Committee's corporate functions and events throughout the year (free of charge)	•	•	•
Participate in our Roundtables and Taskforces	•	•	•
Invitations to ministerial lunches and briefings (free of charge)	•	•	•
Display your brand and organisation's profile via the Committee's website and communications program	•	•	•
Host events to showcase your organisation and team	•	•	•
Your staff can be nominated to receive complimentary event invitations	•	•	•
Your staff subscriptions to our regular Newsletter and ability to contribute through the year	•	•	•
Nominate participants for the annual Future Focus Group leadership program	•	•	•
Advance access to tickets to the Committee's Annual Black-Tie Dinner	•	•	•



Our vision for Melbourne:

A global city of choice for people and organisations, due to its distinct blend of prosperity, opportunity and liveability.

Join Us!

- Discuss membership and a tailored engagement plan
- Get involved with our taskforces and policy development
- Help shape our advocacy for Melbourne's future
- Contribute to the Committee's thought leadership
- Build your network and profile
- Provide your staff with free access to over 60 events and forums annually
- Share your story with Greater Melbourne decision makers through our Communications program

Committee for Melbourne

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 @Committee4Melb

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 Committee for Melbourne

 @committeeformelbourne

