

MEDIA RELEASE

For immediate release

It's time for Good Governance and Collaboration on Melbourne's COVID-19 Road to Recovery

For many years Melbourne has enjoyed global status as one of the world's most liveable cities. We are Australia's undisputed sporting, cultural, events, hospitality, education and collaboration capital.

The COVID-19 health crisis has not been well managed in Victoria-the facts are clear.

Not since the economic downturn of the 1980s has Melbourne's position as one of the world's great global cities been so profoundly challenged.

Committee for Melbourne members are concerned and frustrated with our great city and state's situation, where fear is being cultivated rather than challenged. Other cities are trying to poach our research, engineering and technical talent, and working hard to attract job creating investments that in the past would have come our way. We need to turn this situation around.

Rather than dwelling on why we are in this position, however, we need to focus on what Victoria and Melbourne need to do to emerge strongly from the COVID-19 health crisis.

"Melbourne's recovery is in our hands. Melbourne has the human, industry and intellectual resources to shape our road to recovery," said Martine Letts, CEO Committee for Melbourne.

"Melbourne's sustainable recovery depends, above all, on two things: Good Governance and Collaboration. These values are often extolled but not always observed. For Melbourne, they are the foundation stone for restoring confidence for business and the community," she said.

Good Governance and Collaboration were the key to Melbourne's recovery in the 1980s.

They were the drivers for Melburnian business, civic and labour leaders who formed the Committee for Melbourne in 1985 to work with Melbourne's political leadership, with bold and transformational ideas to restore Melbourne's fortunes, at a time when businesses and people were leaving the city in droves. These ideas included the redevelopment of Docklands and Melbourne's sporting precincts, the introduction of Sunday trading, investment in Melbourne Airport and the highways, tunnels and bridges.

To support Melbourne's Road to recovery and to build community, business and investor confidence. we need to focus on four priorities:

Tackle health and economic emergencies together. We need political leadership and the bureaucracy to both effectively manage the health crisis and have a plan for opening the economy. This is not an "either-or" choice – we need a "both-and" approach. We need to urgently broaden our focus from controlling the spread of COVID-19 to addressing the emergency's effects on the broader health and well-being of the community.

Secure a successful and safe return to work strategy: We need rapid identification, tracking and tracing systems to generate trust and confidence in our health systems so government and community can deal with breakouts, isolate affected individuals and environments and not shut down the entire economy. Learning from other cities, systems and sectors and leveraging technology and innovations for good results is essential.

Create accountability, trust and confidence in our government and bureaucracy: The unprecedented nature of what we face is well understood, but the response must be done within the framework of our democratic processes and freedoms. Our parliaments must be able to continue oversight and governments must be accountable for and learn and adapt from systemic errors that have occurred.

Promote Government – Industry Collaboration. Government should leverage the strengths of Australia’s market based economy and private enterprise. Now is the time to draw on all of the resources and capabilities available to our society, engage widely and bring groups of stakeholders together on the journey. A jointly designed economic recovery roadmap will help build consensus on the outcome we seek and how we get there.

The Committee’s Road to Recovery campaign, with contributions from our 150 civic and corporate leaders, was launched in April this year. The campaign evokes the spirit of shared endeavour to aid recovery, improve the delivery of growth and restore Melbourne's brand and liveability through genuine partnership, based on science and transparency, sector by sector.

The Committee calls on the Government to commit to a collaborative effort which draws on our ideas and consolidates and drives outcomes for Melbourne’s future which will restore the confidence business and consumers need.

A collaborative, multimedia campaign which restores confidence in Melbourne’s brand and builds on these strengths would be a good place to start.

ENDS

- **Please see supplementary media information below for further information on our Road to Recovery taskforces**
- **Interviews are available on request**

CONTACT:

Laura Kerr Melvin | Committee for Melbourne, Communications & Stakeholder Engagement Manager | M +61 434 107 949 | lmelvin@melbourne.org.au

ABOUT COMMITTEE FOR MELBOURNE

Committee for Melbourne (the Committee) works towards *shaping a better future for Greater Melbourne*. Together with our members, we make a difference by challenging the status quo and encouraging thought leadership to create change through confident and influential advocacy.

With over 150 member organisations drawn from across Greater Melbourne's major corporations, small and medium businesses, academic institutions, local government and not-for-profit entities, the Committee is an active connector.

The Committee's work embraces four key pillars: *Future Economy, Infrastructure, Urban Optimisation and Liveability*. Working with, and on behalf of our members, the Committee aims to ensure Melbourne's challenges and opportunities are addressed in ways that keep our city vital, inclusive, progressive and sustainable.

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.

Supplementary media information: COVID-19 Road to Recovery - Big Bold Ideas campaign

Get Melburnians back to normal safely

- Convene immediately a group of health and industry experts to design an effective and transparent system for getting Melburnians back to normal safely (sector by sector).
- Launch a major multimedia campaign to restore confidence in Melbourne.

Create jobs and opportunities for investment in Global Melbourne

- Develop an aggressive Melbourne headquarters strategy based on our sectors of global reputation such as education, biotech and healthcare, financial services, digital, events, arts and culture.
- Support local innovation and advanced manufacturing to get Melbourne going again.
- Launch major urban infrastructure projects to support longer term recovery in Melbourne and the regions: A Melbourne Airport Rail Link (MARL) with a tunnel from Southern Cross Station to Sunshine will support jobs and growth in Melbourne's West and the regions and befits Melbourne's status as a global city.

For the last six months Committee for Melbourne has convened a series of Road to Recovery working groups, liaising with industry and government agencies preparing recommendations in a range of priority areas.

Our Road to Recovery campaign draws on the Committee's 150 members which have contributed ideas for the revival of the visitor economy, arts and culture, events, not-for-profit, transport, real estate, energy, digital, education, research and innovation sectors.

We have held more than 35 events with 280 organisations and close to 2000 Melburnians in attendance, published 80 thought leadership pieces and submissions, coordinated 14 dedicated working groups and-perhaps most importantly- listened to over 200 members and stakeholders to help shape Melbourne's way forward.

In late October a group of leading Melburnians meets with our patron, the Hon. Linda Dessau AC, Governor of Victoria in late October to share ideas and programs for Melbourne's social and economic recovery.

Committee for Melbourne Road to recovery Taskforces and working groups

Our Taskforces are delivering recommendations in the following sectors.

Road to Recovery Taskforces

AI and Digital Imperatives:

Chair, CfM Chair Scott Tanner.

- International Education Economy:
Chair, Vice Chancellor of University of Melbourne, Duncan Maskell
- Affordable Housing :
Chair, Jane Hodder, partner at Herbert Smith Freehills. Director
- Transport : Chair Ishaan Nangia, Partner, McKinsey and Co
- Not for Profit :
Chair, Scott Chapman, CEO Royal Flying Doctors Service
- Visitor Economy:
Chair, Clive Scott, General Manager, Sofitel Melbourne on Collins
- Future Skills :
Chair, Derek Scott, CEO| Principal, Haileybury
- Arts and Culture,
Chair, CfM CEO Martine Letts

Upcoming Taskforces

- A Comprehensive Plan for Business Investment in Melbourne
- Energy security
- Commercial Real Estate recovery
- Innovation Precincts (e.g. Fishermans Bend)