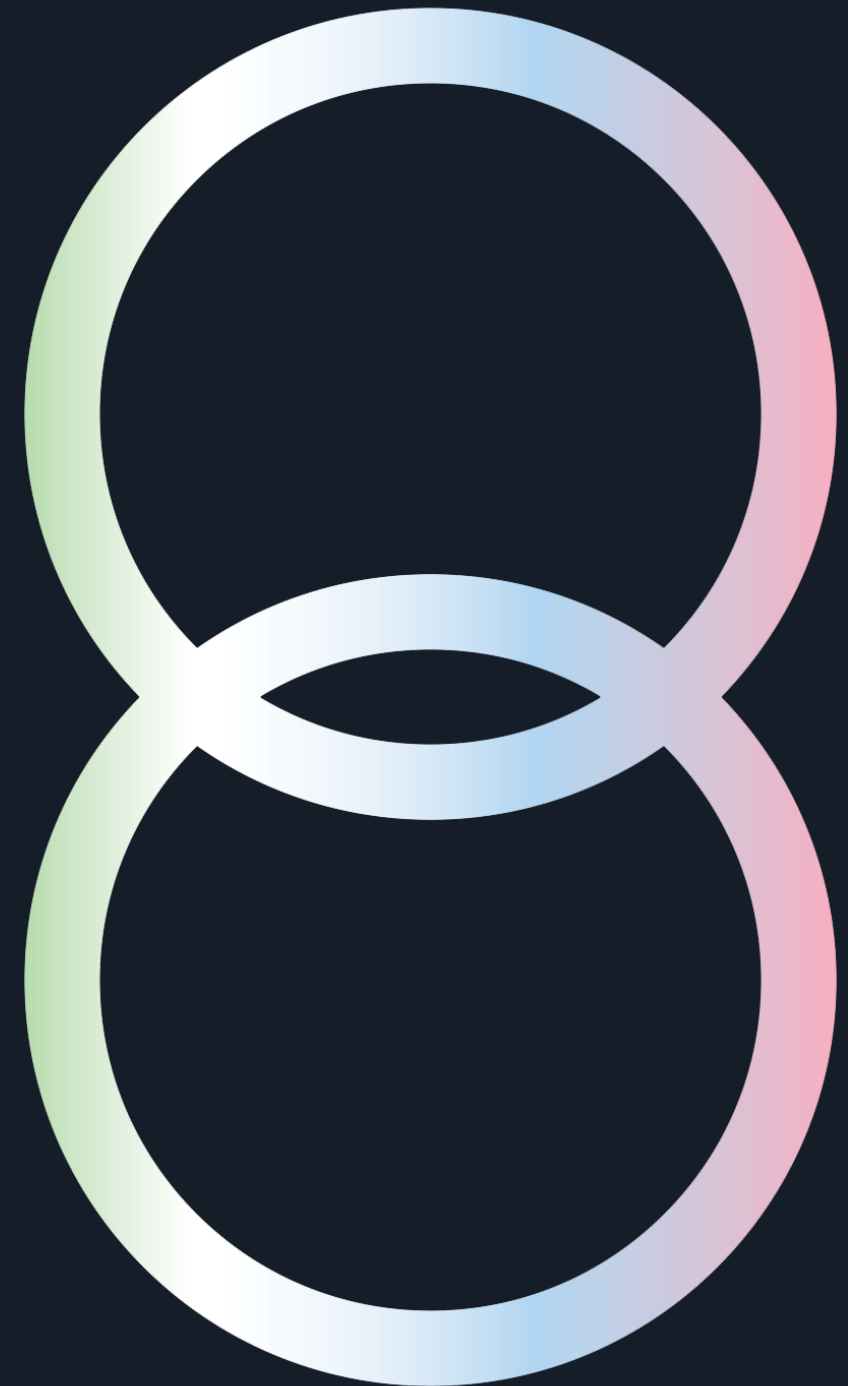


Committee for Melbourne

Presentation of 2021 Results
May 2021



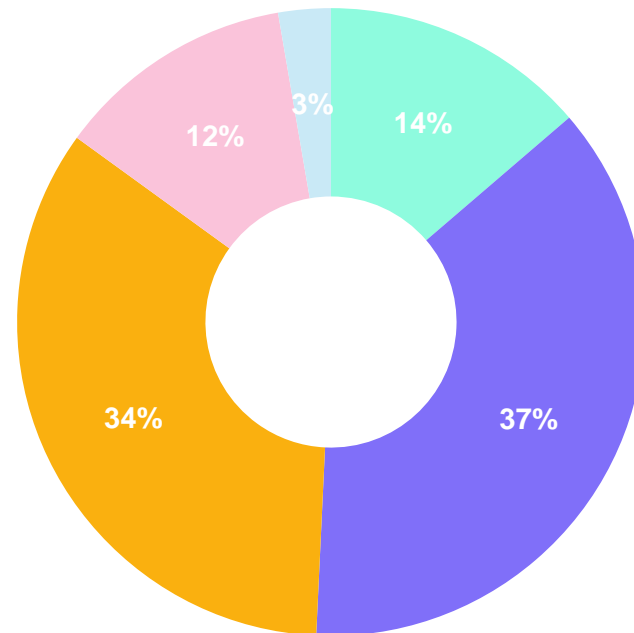
COMMITTEE
MELBOURNE FOR

This survey was
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In terms of balancing health and economic recovery from COVID-19 in Melbourne from now onwards, which of the following most closely aligns with your opinion?

Survey participants generally felt that the health situation is sufficiently under control for a staged return to 'normal' for Melbourne; some variation in terms of quite how quickly we should move along this path.



Health is still a critical factor for Melbourne, and needs to be **prioritised above economic recovery no matter the limits placed on business** (such as density limits)

COVID-19 has been sufficiently managed from a health perspective to enable a gradual return to a COVID Normal, and the Melbourne economy should be supported by businesses **gradually returning to normal operating conditions in a staged approach**

COVID-19 has been sufficiently managed from a health perspective, now we should more **quickly return to a COVID Normal**, and the Melbourne economy should be supported by businesses returning to normal operation conditions in an **expedited staged approach**

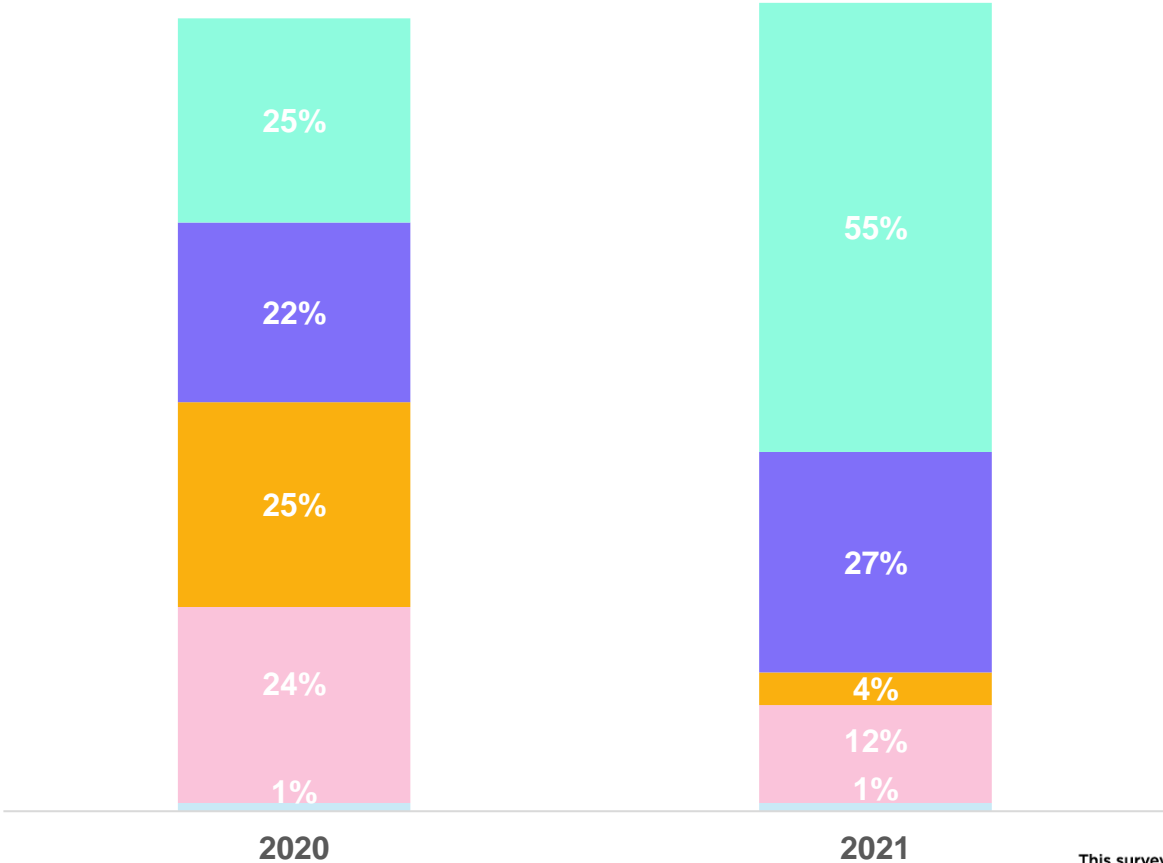
COVID-19 poses very limited risk to health in Melbourne, economic recovery can now be prioritised with businesses **operating under normal conditions**

I'm unsure

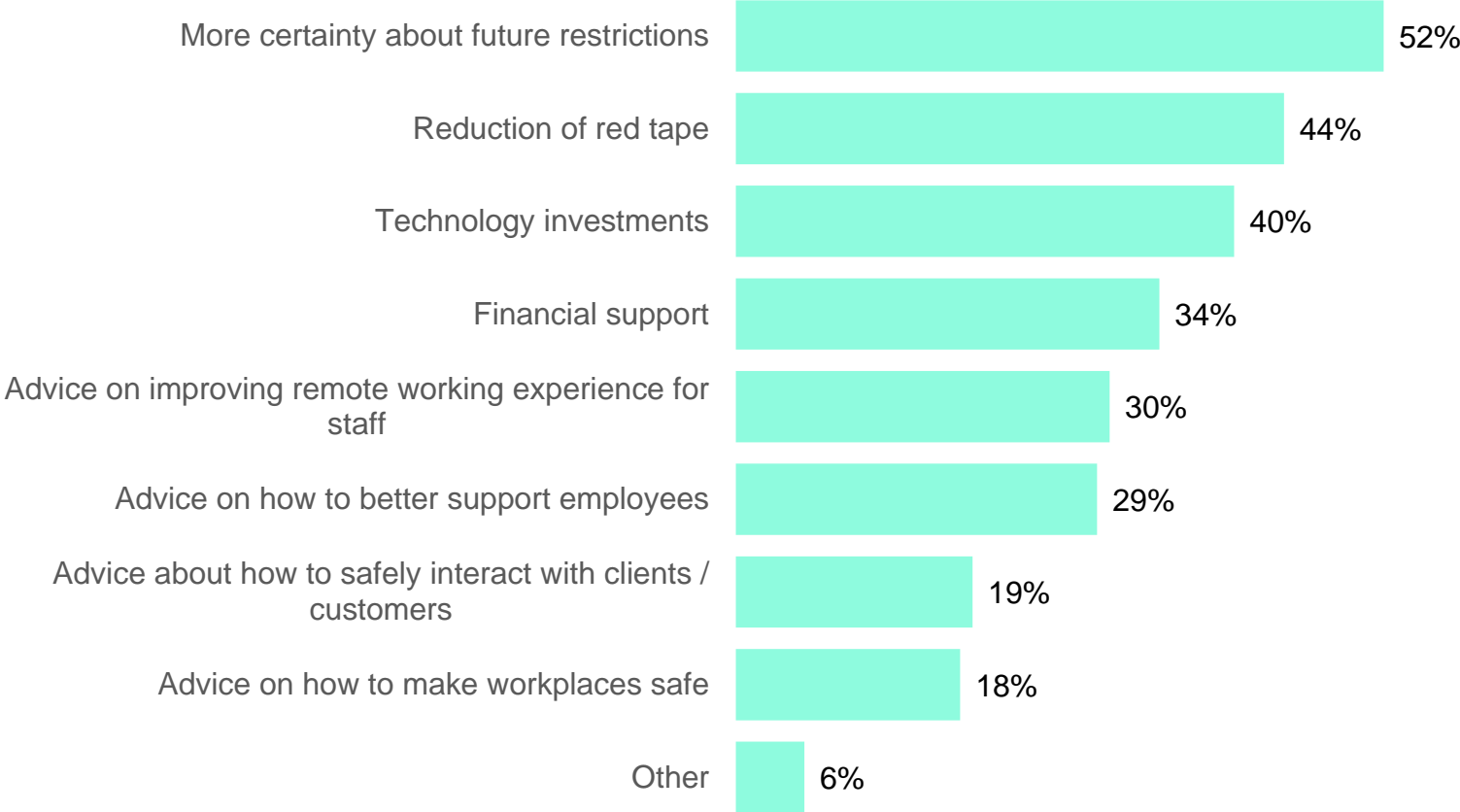
Do you think your prospects of recovery from the impacts of COVID-19 within your organisation will improve, stay the same or deteriorate between now and June 30, 2022?

Unsurprisingly, there was greater optimism regarding COVID-19 recovery for organisations in 2021 vs. 2020.

- Improve
- Stay the same
- Deteriorate
- It's too early to tell
- I'd rather not answer



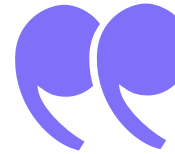
As we adjust to a recovery phase towards COVID Normal, thinking about the businesses and organisations that operate in Greater Melbourne, what do you think is most needed in terms of support to help them recover from the impacts of COVID-19?



'Other' responses



I think advice and guidance to business at this time is important



I think most companies are doing well in the areas listed. What I'm seeing is some falling back into old habits about people being in the office. I think some strategic insight on the future of work could support many companies

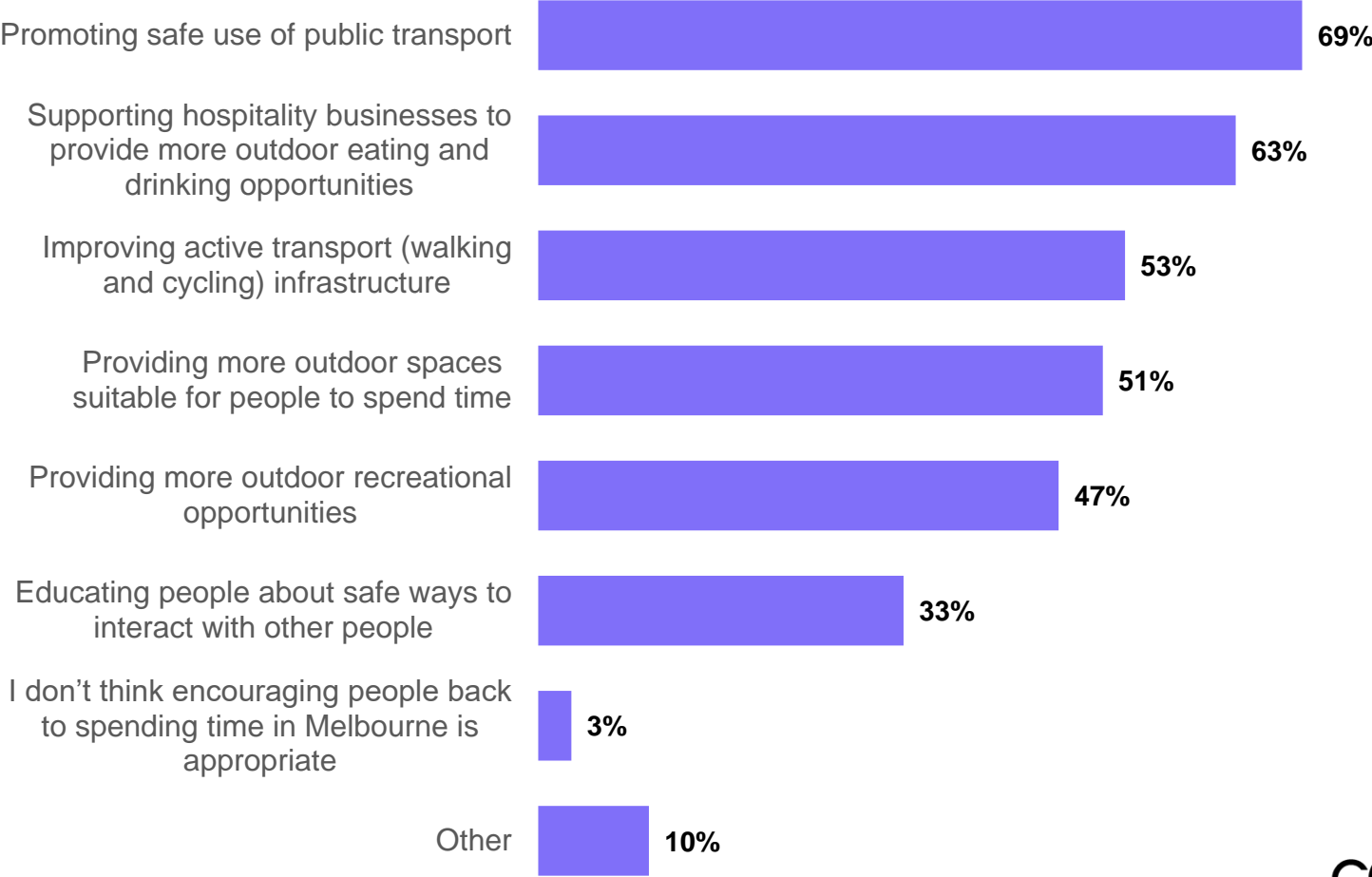


Businesses will need help to envisage a different future and become more agile in their understanding of customer needs.



Innovations and Incentives - Qu. what % of businesses in the CBD are food and beverage ?

As we adjust to a recovery phase towards COVID Normal, what do you think are the best ways to encourage people back to spending time in Melbourne's Central Activity District?

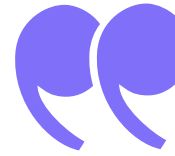


Multiple response

Please specify why you mentioned 'other'

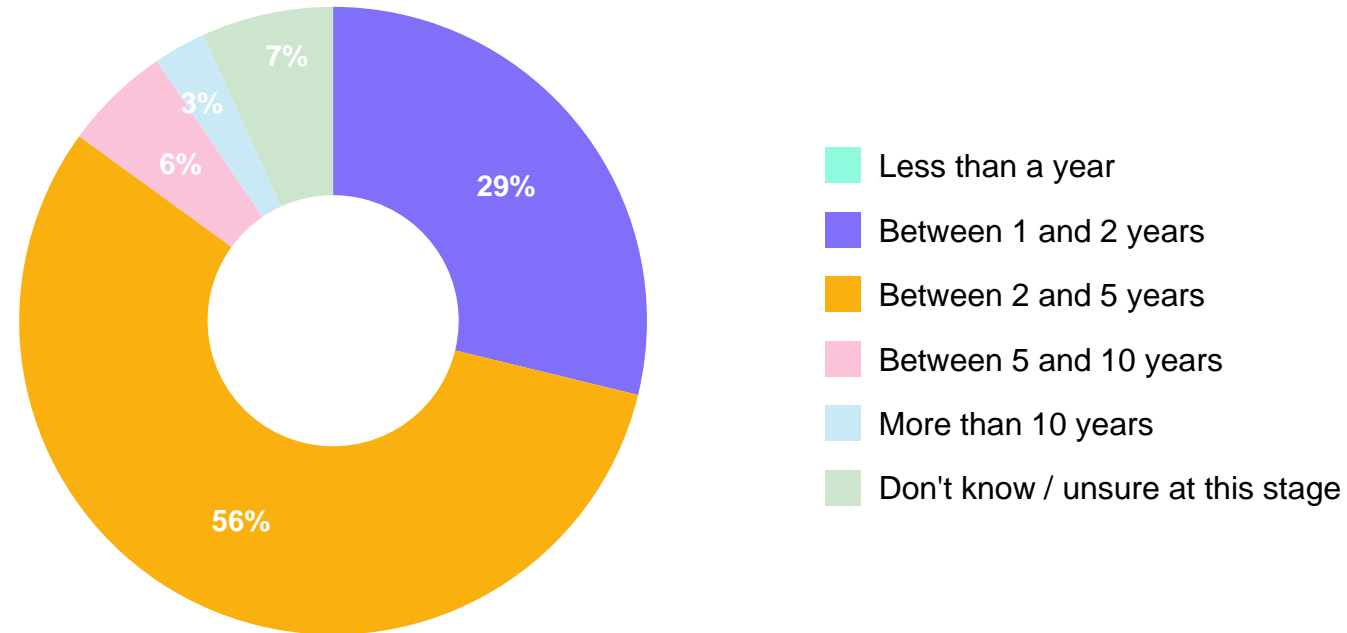


C B D - Courageous Be different
Decisions

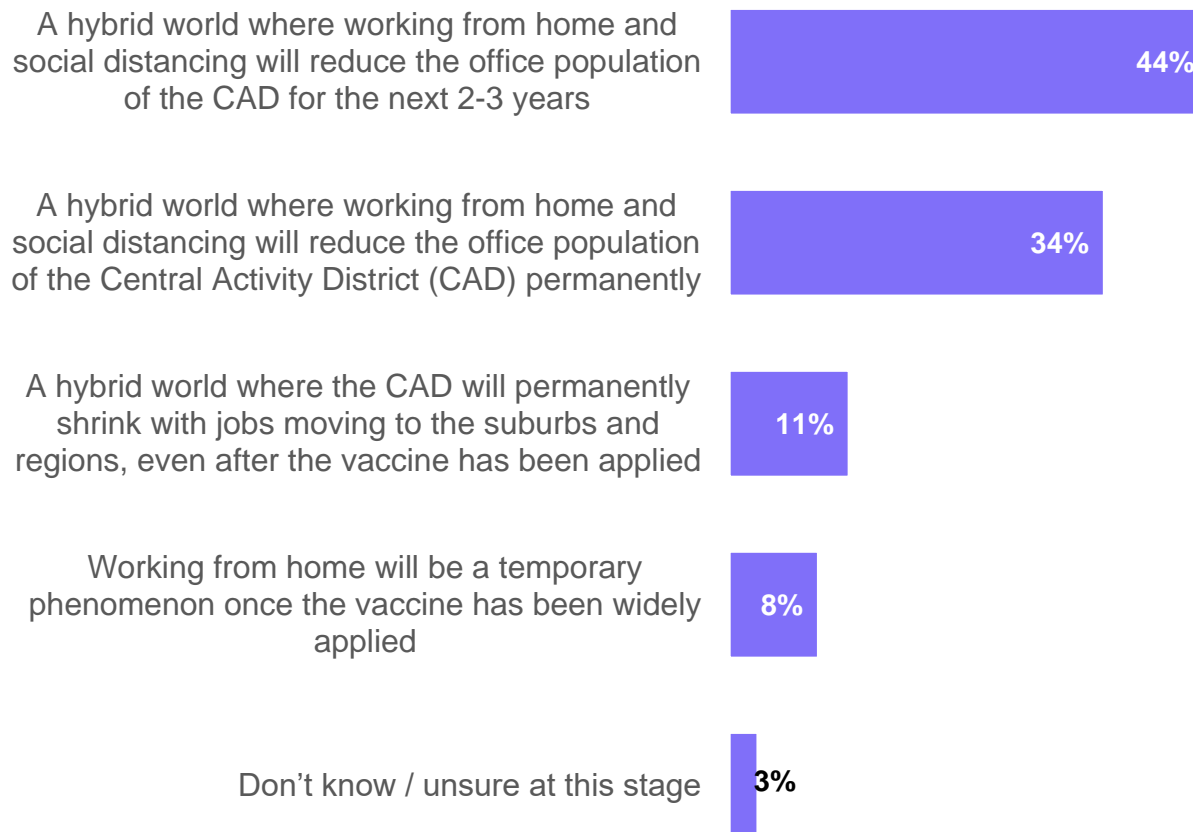


I think incentives to engage people
in the CBD in ways which
incorporate a COVID normal
environment

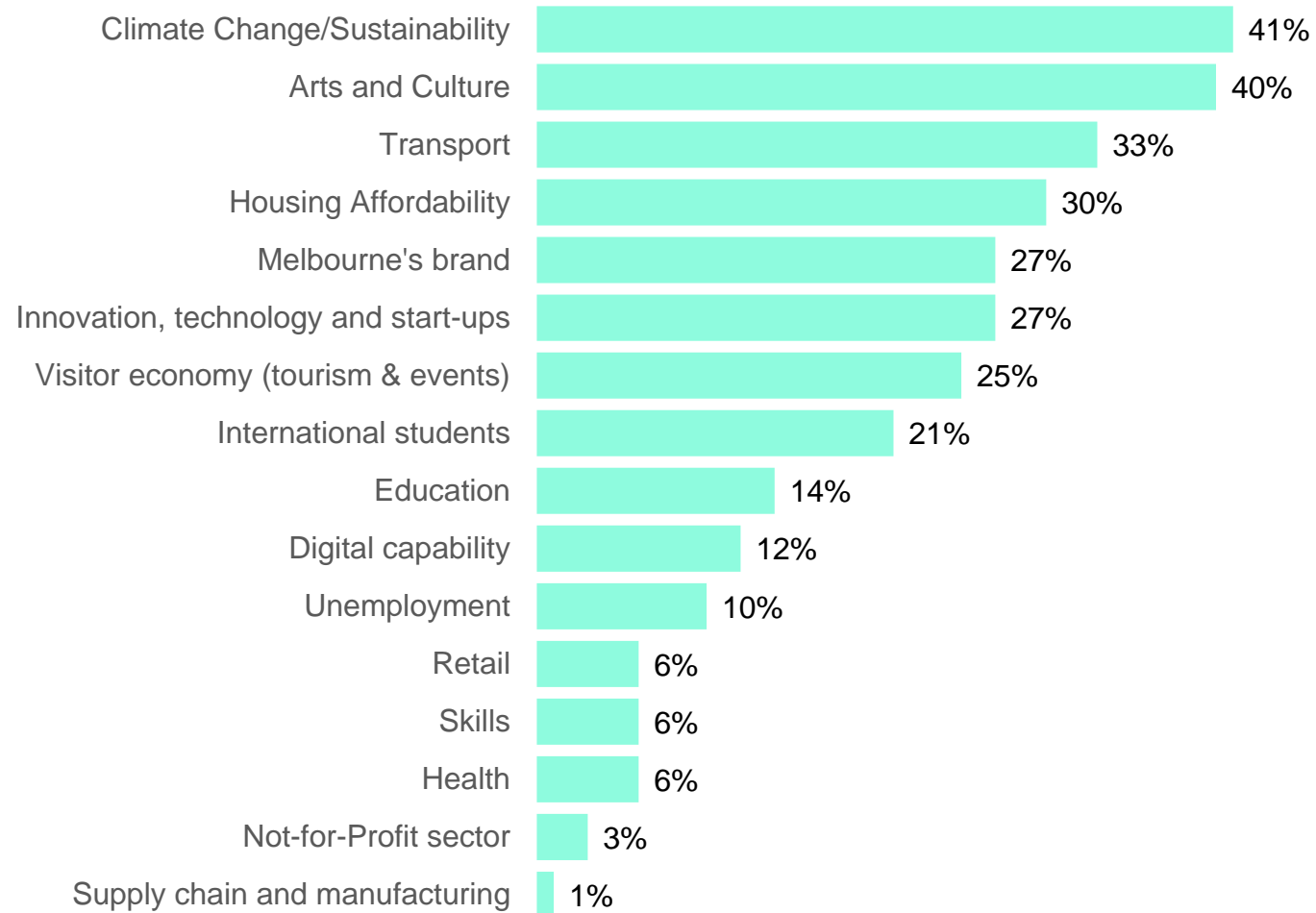
The Committee launched its 'Road to Recovery' agenda a year ago. In terms of economic recovery, how long do you anticipate Melbourne will take to recover from the impacts of COVID-19?



The Committee's purpose is to Shape Melbourne's Future. What do you think Melbourne's future will look like coming out of COVID?

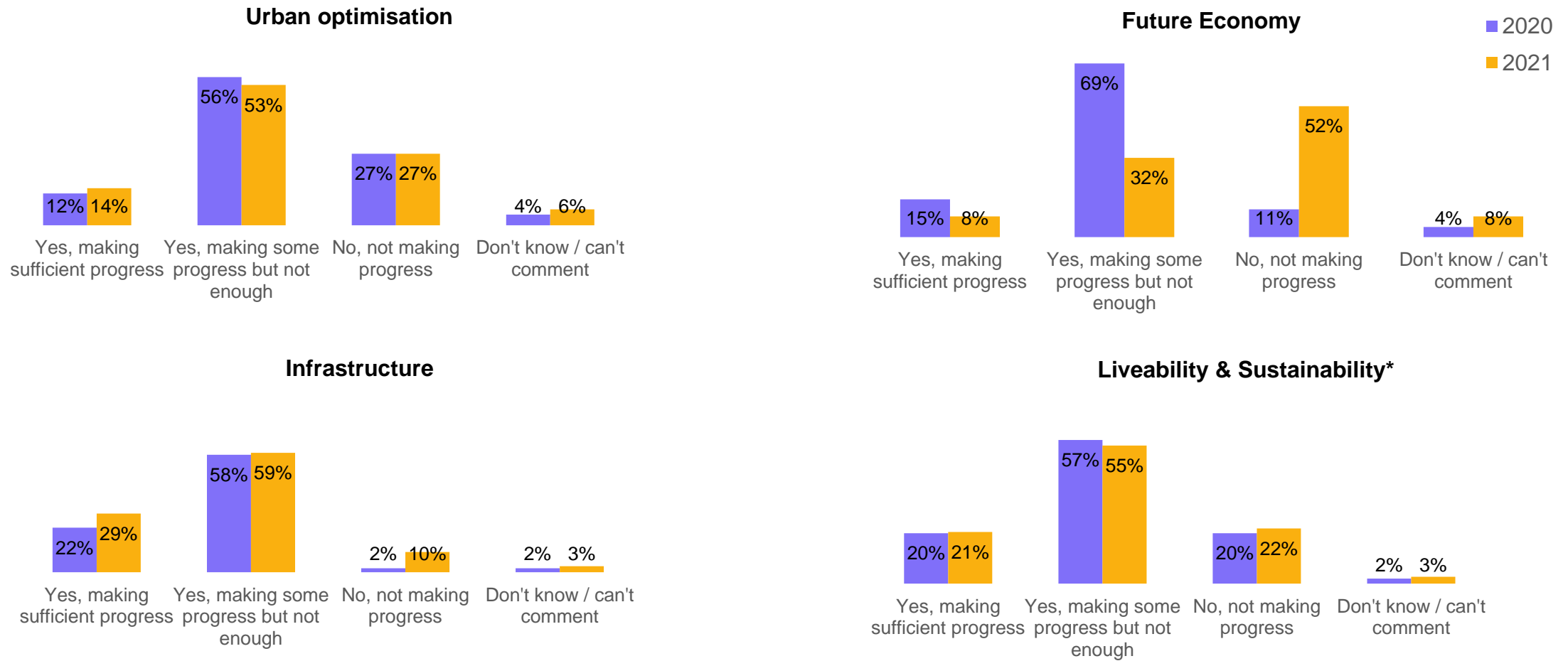


The Committee for Melbourne has a proud history of organisations working together to the betterment of the city. With this in mind, which of the following advocacy areas should the Committee concentrate on in terms of improving the future of Greater Melbourne?



Multiple choice - Top 3

Over the past 12 months, to what extent do you believe Greater Melbourne has made progress with regard to...



*Note that in 2020 participants were asked only about Liveability, Sustainability was added to the 2021 questionnaire only

THANK YOU

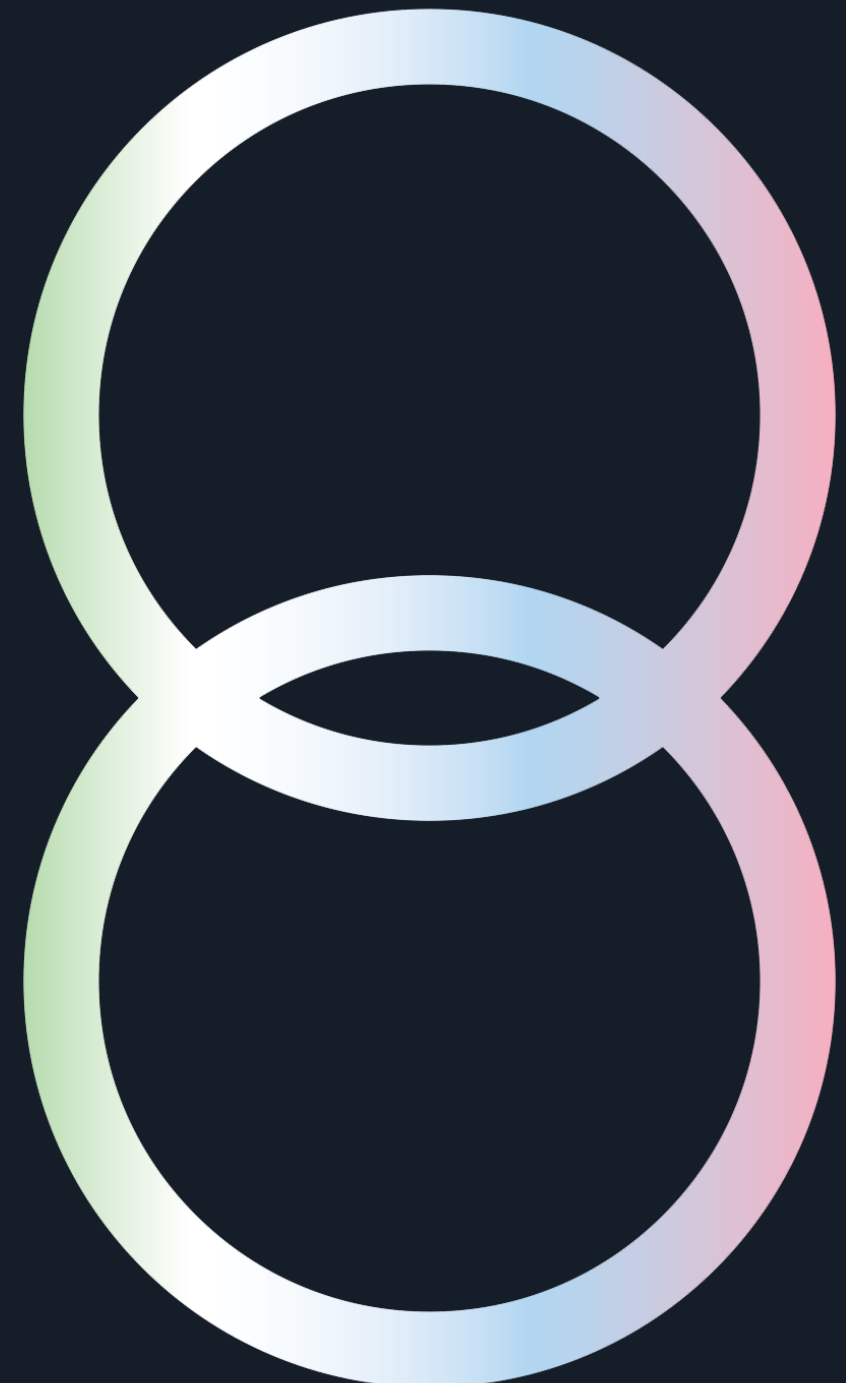
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