

Media Release

12 July 2024

MELBOURNE MERGER FOR A UNITED VISION AND STRONGER VICTORIA

Two peak advocacy bodies will come together to create a stronger voice to advocate for the future of Greater Melbourne

- Committee for Melbourne and Melbourne Chamber of Commerce will unite for a better future for Melbourne and a stronger Victorian state.
- Sitting under the umbrella of the Victorian Chamber of Commerce and Industry, the Melbourne Chamber of Commerce will merge with and be renamed Committee for Melbourne, becoming the City's leading advocacy body.
- With Greater Melbourne set to reach six million and already Australia's largest city, now is the right time to work closely together.
- This merger, via asset transfer, will combine the strengths, expertise and resources of two proud organisations enabling a greater ability to shape and affect policy in a key number of areas such as housing, infrastructure, business attraction and the broader economy. The Victorian Chamber will continue to represent business across the State.

Today's announcement will see the Melbourne Chamber of Commerce (MCC) come together with Committee for Melbourne (CfM) and sit within the Victorian Chamber of Commerce and Industry (VCCI).

VCCI President Adrian Kloeden and **CfM Chair Scott Tanner** said this decision had been driven by shared values and goals to see one united vision that benefits all Victorians and industry sectors.

"For many decades, together with its members, VCCI, CfM and MCC have successfully advocated for the best interests of all who live in this great state and strongly believe that it is time for our business, education, creative arts and not-for-profit leaders to work closely together," **Mr Kloeden said**.

"As our city continues to grow, we need a singular, more unified voice and coming together represents our willingness to make this happen. As a result, we can turn our collective attention to the challenges Victoria faces, grab hold of the opportunities and advocate on the issues that matter.

"This means the MCC, currently VCCI's top membership tier, will be rebranded CfM and will come together with our existing members' portfolio. The new CfM will form part of the VCCI, as our top membership tier, and we can better fulfil our goals, pool our resources, and speak with a louder voice, having more influence with all levels of government."

CfM Chair Scott Tanner said this intended merger will strengthen the depth and breadth of the Committee with its latest Benchmarking Melbourne Report revealing there are several priorities requiring strong leadership, planning and collaboration across the business, community and government sector.

"By combining our strengths and expertise, we have greater ability to shape and affect policy, ideas, and initiatives across several key areas such as housing, infrastructure, and business attraction," Mr Tanner said.

"In keeping with the integrity, value, and spirit of our respective organisations, we will ensure that the interests of all members continue to be represented, reinforcing our commitment to making Greater Melbourne a vibrant and thriving environment for both businesses and the broader community."

Mr Tanner said while there are governance and structural processes to be ironed out, both VCCI and CfM will work diligently to integrate their operations and teams to ensure a seamless transition.

"The intention is that all staff continue in their critical roles, advancing the interests of Greater Melbourne and Victoria," Mr Tanner said.

VCCI Chief Executive Paul Guerra said membership within the proposed newly combined organisation will only be further enhanced.

"These benefits include access to the full suite of the Victorian Chamber's services, including export certification, workplace relations specialist support, apprenticeship services and training programs," Mr Guerra concluded.

"Ultimately, our organisations exist to serve Victorians and we are incredibly excited about what this next step has in store for our members, who now have the full weight and support of this merger behind them."

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