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Proposed C432melb

CONTEXT**Location**

The City of Melbourne (Melbourne) stands on the land of its Traditional Owners, the Wurundjeri Woi Wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin.

Narm (Melbourne) is located on the banks of the Birrarung (Yarra River), where the Birrarung (Yarra River), Maribyrnong River and Moonee Ponds Creek meet Port Phillip Bay.

Key features

Melbourne is Victoria's capital city and an economic driver for the metropolitan region, Victoria and Australia. It is home to a diverse range of industry sectors with a high concentration of knowledge-intensive jobs.

Melbourne contains Victoria's premier cultural infrastructure, a wide diversity of 24/7 uses and hosts the State's major events attracting visitors from the metropolitan area, Victoria, inter-state and globally.

Melbourne's assets comprise its historic precincts, streetscapes and buildings, the public spaces along the Birrarung (Yarra River), its ring of parks and gardens, government and public buildings and well established business, commerce and health districts, including:

- The Shrine of Remembrance and Royal Botanic Gardens, the Royal Exhibition Building and the surrounding Carlton Gardens, the Melbourne General Cemetery, Princes Park, Fitzroy Gardens, Treasury Gardens, Fawkner Park, Flagstaff Gardens, Royal Park and the Melbourne Zoological Gardens, and Domain Parklands and Sidney Myer Music Bowl.
- The Hoddle Grid comprising an orderly grid of main boulevards, streets, 'little' streets, lanes and arcades. The network of laneways and arcades is one of the most iconic elements of Melbourne's character, social life and economy.
- The Hoddle Grid as the centre of commerce; housing multi-national, Australian headquarters, large and small enterprises, creatives and start-ups and the State's largest and main retail centre.
- The Sports and Entertainment Precinct, Flemington Racecourse and the Melbourne Showgrounds.
- Australia's premier cultural institutions extending from Federation Square to the Arts Centre to the Malthouse Theatre.
- The University of Melbourne and RMIT University, the city campuses of four other universities, TAFE institutes and colleges as well as a number of private institutions.
- Attractive residential areas surrounding the central city.

History

Melbourne sits on the traditional lands of the Wurundjeri Woi Wurrung and Bunurong Boon Wurrung people. For many thousands of years the area where the City is now located has been an important meeting place and location for events of political, cultural, social and educational significance. This remains central to the city's identity and prosperity.

Council deeply values our relationship with the Traditional Owners and our vision is for Melbourne to be seen, experienced and thought of as an Aboriginal city. To bring this vision to life, Council is committed to ensuring that Aboriginal culture is central to City's identity through all aspects of our work including the Municipal Planning Strategy. Council is seeking to build respect for Aboriginal heritage, culture and knowledge as we strive for reconciliation, recognition, respect and truth telling.

European colonisation of the area known as Melbourne began in 1835, and the surveyor Robert Hoddle laid out key streets soon after. Our neighbourhood 'suburbs' began to establish. Melbourne experienced a boom following the Victorian gold rush from the 1850s. Between 1851 and 1861

Melbourne's population quadrupled. This was a sudden and overwhelming impact for Traditional Owners, who were dispossessed at a rate faster perhaps than any other settlement. A period of relatively static building development followed. Melbourne was buoyed by the hosting of the Olympic Games in 1956, our first skyscraper was completed in 1958. Following a period of decline from the 1960s Melbourne began to revitalise. The 1980s saw development expanded from the Hoddle Grid across the river into Southbank. In the 1990s, apartment development in the Hoddle Grid and Southbank began the central city's revival as a place to live as well as work.

In around 2000, the urban renewal of redundant port land in Docklands commenced, resulting in the development of high-density commercial and residential buildings. This significantly expanded the central city's waterfront aspect. Today the central city encompasses the Hoddle Grid, Southbank and Docklands.

Key demographics

The 2021 residential population was 153,674. By 2041 this is projected to reach 308,190. The median age in 2021 was 28 years old, by 2041 the median age will be 34 years old.

The 2021 household population was 85,824. By 2041 this is projected to reach 135,618. The average household size in 2021 was 1.8 persons, by 2041 the average household size will be 2.3 persons.

The 2021 jobs data was 466,004. By 2041 this is projected to reach 659,244. Business and services in 2021 accounted for 80,614, by 2041 it is projected to be 128,834. Finance and Insurance in 2021 accounted for 63,964, by 2041 it is projected to be 80,029. Health care and social in 2021 accounted for 44,324, by 2041 it is projected to be 76,440.

The 2021 floor space was 26,935,176 sqm. By 2041 this is projected to reach 33,246,343 sqm. Residential space in 2021 accounted for 8,569,457 sqm, by 2041 it is projected to be 11,286,686 sqm. Office space in 2021 accounted for 5,596,694 sqm, by 2041 it is projected to be 5,996,658 sqm. Industrial space in 2021 accounted for 4,419,577 sqm, by 2041 it is projected to be 3,743,943 sqm. (*SGS Economics and Planning, 2022*).