



CITY OF MELBOURNE DOCKLANDS SUMMIT

What was said report

September 2022



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INTRODUCTION

OVERVIEW

Docklands is 200 hectares of land and water on the Victoria Harbour and the waterfront to Melbourne. As a precinct, it provides for the residents, businesses and workers, offering a mix of inner city living, shopping, business, parks, entertainment, dining, sporting events, community events, arts and culture.

Docklands is one of the precincts hit hardest by COVID-19 in Australia, largely attributed by an absence of office workers, international students and visitors.



The City of Melbourne invited partners, stakeholders, businesses and residents to join them at the Docklands Summit on Friday 2 September to identify opportunities to ultimately restore the vibrancy to Docklands.

In the lead up to the Summit and to help set the agenda, the City of Melbourne hosted a series small focus group discussions with small businesses, representative groups, residents, government departments and agencies, developers and large businesses based in Docklands. These conversations helped design the agenda and workshops for the Summit.

This 'What Was Said' report captures the workshop components of the Docklands Summit.

SESSION PURPOSE

The purpose of the Summit was to elevate the urgent need for action, generate enthusiasm for regeneration and explore solutions to deliver a positive and sustainable future for Docklands.

It focused on bringing together stakeholders interested in all aspects of Docklands to identify short, medium and longer-term solutions for the revitalisation of Docklands.

PARTICIPANTS

Participants came from a range of backgrounds and interests and were there to bring different viewpoints to the solutions moving forward. The interests represented included:

- ♦ Big business representatives
- ♦ Developers
- ♦ State Government and agencies
- ♦ Small business representatives
- ♦ Residents across the precinct
- ♦ Representative groups
- ♦ City of Melbourne

Overall 99 participants plus over 40 (including Councillors etc) City of Melbourne staff attended the Docklands Summit.

FAST FACTS



47

small focus group participants



99

Docklands Summit participants



20

government



11

big business



9

residents



11

small business



31

representative group members



16

developers



1

media



237

ideas



79

priorities



loads of conversations!

WORKSHOP AGENDA

The Docklands Summit agenda was designed following the small focus group conversations held throughout August 2022. The key themes that came out of these conversations were fed into the Summit process to help guide the generation of ideas and priorities. This was also supported by information based agenda items at the Summit such as a presentation and interview about the early beginnings of Docklands and a panel with a Q&A.

The agenda for the Docklands Summit is included below.



TIME	DETAILS	
12.30PM	LUNCH Guests were welcomed with a standing lunch. <i>It provided an opportunity to network and for guests to review feedback received from the small focus groups and the Neighbourhood Priorities for Docklands.</i>	
1.00PM	WELCOME Opening by the Lord Mayor, Sally Capp. Welcome to Country by Wurundjeri Elder, Uncle Ringo Terrick. Councillor, Jamal Hakim discussed the purpose of the Summit and a summary of the feedback received during the small focus groups	Sophie Handley, City of Melbourne
1.25PM	INTRODUCTIONS <i>Introductions and working with people from different interests. Opportunity to reflect on connection to Docklands.</i>	Lyndal Mackintosh, MosaicLab
1.40PM	GUEST SPEAKER Presentation by John Tabart (CEO of Cition), followed by an interview with the Deputy Lord Mayor, Nicholas Reece.	Councillor Nicholas Reece, Deputy Lord Mayor
2.10PM	WORKSHOP 1 How can we revitalise the Docklands? <i>Participants were asked to identify the short, medium and long-term solutions to revitalise Docklands.</i>	Lyndal Mackintosh, MosaicLab
2.40PM	TEA BREAK	

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TIME	DETAILS	
2.55PM	PANEL and Q&A Panel members included: ♦ Niall Cunningham, Acting Group Head, Precincts, Development Victoria ♦ Matthew Chun, General Manager, Property Development AFL ♦ Andrew Whiteside, Development Director, Ashe Morgan ♦ Brian Herlihy, Executive Development Director & State Lead, Lendlease ♦ Kathryn van der Merwe, Group Executive Talent and Culture, ANZ ♦ Adam Bright, Principal, Docklands Primary School ♦ Jenny Leyva de Loryn, Yarra's Edge resident	Justin Hanney, City of Melbourne
3.45PM	WORKSHOP 2 <i>Revisiting the ideas from across the room, participants identified the short, medium and long term priorities for Docklands.</i>	Lyndal Mackintosh, MosaicLab
4.30PM	CLOSING and THANK YOU <i>City of Melbourne discussed the next steps from the Summit.</i> <i>Thank you to all who attended and organised the Docklands Summit.</i>	Sophie Handley, City of Melbourne
4.45PM	NETWORKING OPPORTUNITIES	

The event was held at Marvel Stadium in the Medallion Club which overlooked Victoria Harbour.

RESULTS



WORKSHOP 1

Workshop 1 consisted of an overarching question:

HOW CAN WE REVITALISE DOCKLANDS?

Participants were encouraged to read what had been heard from the small focus groups and discuss the key themes identified.

They were then asked to write their short, medium and long term solutions or ideas. They were encouraged to narrow down their focus on one or two ideas that will really make a difference to the precinct.

The results have been lightly grouped into similar themes.

SHORT TERM SOLUTIONS AND IDEAS (12 MONTHS)

ACTIVATION

Activate Moonee Ponds Creek corridor and reinstate the shared path.

Activating everything at ground level.

Activating the Docklands with shops and land uses at ground level.

Add colour and greenery (wood instead of metal).

Lighting (wheel was great).

Natural materials.

Activate the promenades - Melbourne is food!

Move people closer to water.

Breakdown large spaces into small spaces which will attract small community based business to the area.

Adding of festoon flags / lighting in seating at venues and overall appeal.

Activation - getting people back to Docklands. This could be achieved through Government and developer support to reactivate shopfronts and businesses. Support existing businesses expand in the first instance before offering incentives (e.g. cheaper rent) to the broader market.

Activation of Docklands by having more local and one off events.

Bring fresh produce to the area - weekly markets.

Consistent resident/community targeted activation (including social activities / social fitness support / classes) sustained periodically over the 12 month period bespoke to local Docklands precincts - act as a discovery triangle of activation.

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ACTIVATION

...continued

Create a market (i.e. south Melbourne Market). Before or after hours.

Create opportunities particularly through technology (i.e. neighbourhood portals) to bring everyone together (i.e. small businesses but also Woolies).

Facilitate a seven day per week, 365 days per week economy, e.g. cafes and restaurants, access to marvel stadium. (Think about the community feel.).

Identify active versus 'tranquil' places that are activated at different times of day/week.

Identifying areas for short term activation of buildings and spaces.

Incentivise landowners for activation of vacant sites.

Look at a 'Grazeland'.

Regular activation including food and markets. Eat street in Brisbane, in the vein of Grazeland. Collaboration with traders to support recovery.

Sensory Activities to connect visitors to the water e.g. pontoon yoga, 4D experiences.

AMENITY

Clean up tagging in Ron Barrassi Park, get more street art.

Cleanliness and safety.

BRAND AND IDENTITY

A clearly defined theme or brand for Docklands and a marketing campaign.

Branding/naming - a strategic approach to branding, naming and wayfinding across Docklands' different precincts.

Communication of 'what's on' newsletter.

Create an identity for Docklands.

Don't refer to the whole area as Docklands - break it down into smaller areas.

Each region within Docklands to have its own look and feel.

Establish a galvanising theme for Docklands: Maritime.

Elevate Aboriginal cultural heritage of Docklands - both the land and water.

Find our identity - who are we and who do we want to be.

Marketing and promotion - provide the reasons to visit.

Positive communication.

Theme and purpose for the Docklands.

BUSINESS SUPPORT

A more inclusive Chamber of Commerce.

Bring small businesses back to Docklands.

Encouraging startups to use empty retail spaces.

Government role helping businesses establish in empty retail space.

Offer unused office space to other businesses to encourage more people back in.

Retail supporting diversity. Thinking about things that are complementary versus vacancy.

Set up a more active business networks for employers.

COMMUNITY ACTIVITIES

Community activities for young children- sports, performing arts, girl guides/ boy scouts.

Connecting locals and visitors.

Get the Vic Harbour Dog Park fenced.

More dog friendly spaces.

Strip back red tape to enable community events.

CONNECTIVITY AND WAYFINDING

Connecting Harbour Esplanade.

Creating connectivity between key centres of interest within docklands.

Directional signage to attract visitors to the wider precinct.

Signage that helps people, visitors understand how to navigate Docklands.

Opening up and providing connectivity between the eastern side of Marvel Stadium and Harbour Esplanade.

Improved wayfinding:

- understanding docklands brand
- use events to help visitors explore and rediscover docklands
- digital story app - history.

Wayfinding - to help people, visitors understand how to navigate Docklands.

Wayfinding and discovery trail.

DESTINATION

Attractions / Public attractions: get people down to Docklands - art, pool, mural, sculptures - improved parks - reflect the heritage - refresh the forgotten spaces.

Create more reasons to come.

More discounts or incentives for people to come to and stay longer in Docklands i.e. an expanded version of Docklands dollars.

Harbour Esplanade and New Quay promenade upgrades - central pier events / a Federation Square type space on the water in the west of the city / more intimate green spaces.

More attractions - public art, murals, sculptures.

More reasons to come more often-events etc.

EDUCATION

Bring back and/or attract new international students.

School program includes sailing lessons.

EVENTS

City of Melbourne priorities translated with maritime themes relevant to Docklands. For example knowledge week events, research/boating, food and wine festival: seafood.

Twelve months of events - stadium and surrounds.

Everyone must get involved in Central Pier expression of interest.

Focus events on Monday and Friday given these are typically the more quieter days.

Rather than several major events, we need smaller, frequent / regular events e.g. food pop ups, food trucks, regular markets. Melbourne is known for food.

Leveraging for events and wayfinding.

More events like the drone show, however are these enough.

Events - more events and alignment with major events such as Food and Wine festival etc. Build on existing programs and organise events that showcase Docklands, e.g. events that connect to the Water, Kayak, boat race. etc.

Strike a balance between events noting that there are sensitive uses like residents in the area who may not like significant events that draw large crowds.

GOVERNANCE

An agreed governance framework must be in place in this time.

Better understanding of statistics for the area.
Are they accurate what do they mean.

Central point for governance, setting consistency in theme for Docklands. What is the look and feel, what is its identity, being accountable for outcomes and timely delivery.

Establish a Docklands authority.

Residents first, then visitors.

Have a Docklands champion to help organisations navigate different authorities - champion

-Needs teeth

- Straddle state/local/private.

Revise governance - no longer about real estate development. New 'plan' to reflect established community.

Usable and up to date data.

OFFICE WORKERS

Move City of Melbourne offices to Docklands.

Support return to office.

Get workers back.

Work force returns - think about a % target and share unused space.

PUBLIC REALM

Creating a better ambience through improving lighting, seating areas, small spaces and greenery to increase overall appeal.

Forgotten places - underneath bridge - places accessible for different age groups.

Harbour Esplanade patch and smooth area.

More intimate and greener spaces.

Paint murals on Citylink pylons i.e. silos.

Prioritise public space improvements - art, sculptures, murals, pool sculptures.

Public art - incorporated in signage.

Small pocket parks.

Start to increase greening.

TRANSPORT AND ACCESS

Bike and pedestrian lanes and crossings.

Bring people back to improve safety.

Clearer and safer solutions for foot traffic and bike riders.

Cohesive transport plan.

Review Bike and Pedestrian lanes and crossing.

Clear and safe solutions for pedestrians and cyclists. Separation of modes to encourage more diverse road users (children, visitors etc).

Better knowledge of transport.

Improved transport and amenities around the transport connecting all parts of Docklands (drop in green spaces).

VISION AND STRATEGY

Compelling visions for precinct areas including First Nations, Maritime, etc must be agreed to and delivered.

Develop and publish masterplans and feasibility studies for future developments e.g. e-gate site, new high school, more space for the primary school.

Develop a strategic vision and identity for Docklands and identify a point difference.

WATER FOCUS

Arbory afloat type of ideas.

Docklands as 'maritime precinct' - theme carriers through from restaurants to art, to culture - the water and access to the water is key.

Focus on ferries.

Floating hospitality e.g. Arbony afloat in Vic docklands.

Lighting around the water.

Sea planes.

Sharing a new way of looking at Docklands with views from the waterways, drones etc.

Space on the water in the West of the City.

Water front.

Water Taxi.

Water taxis to create the connectivity in a different way.

Waterfront Connection! Subsidised water transport, ferry to the CBD. Name and sign the waterfront and transport hubs better. Stadium needs to do a better job at connecting the west (water side) of the stadium with regular activities. Pop up bar that links to the on water community clubs to allow them to grow. Lighting and toilets need improving.

Yacht Club.

MEDIUM TERM SOLUTIONS AND IDEAS (2-3 YEARS)

ACTIVATION

Art and music venues - utilise the vacant shops or car parks and support music festivals and art galleries.

Build night time economy 24/7 uses - live music, events, shops to keep people here on the weekend and evenings.

Support community based intervention/actions that are long term.

Educational opportunities - pop ups.

Engage locals with what's happening so they attend and support, as many live in apartments and are lazy!

Publicise that businesses can activate the promenade (not just adjacent businesses).

Utilise vacant shops for art and music venues and art galleries.

AMENITY

Toilet facilities.

BRAND AND IDENTITY

Change the name. rebrand the Docklands. Call it "Watergate".

Delineate between the precincts and brand/ create an identity for each i.e. Yarra's Edge.

Education Campaign about the benefits on activating Docklands to change negative perception.

Develop unique identity for each precinct that attractions consistently bring in visitors (e.g. Make Central Pier a Hub for Maritime, Victoria Harbour for food, New Quay for entertainment).

BUSINESS SUPPORT

Fill the vacant retail spaces.

Get larger businesses within the precinct to support revitalise the area.

Support larger businesses within the Docklands for in house "health and wellbeing" programs to draw people into work to take advantage of these offerings.

CENTRAL PIER

Central pier must be developed in the next 2 years.

COMMUNITY ACTIVITIES

Activities for school aged children - facilities, sporting and cultural.

Create "Be a local leader" campaign.

Encourage community events, led by the community. Tap into "local leaders".

Men's shed, repair café.

Neighbourhood House - A permanent community hub with ongoing funding. Offers extracurricular activities for children and adults outside of work and school. Art classes, music performances, men's shed, sporting activities.

Neighbourhood house (a permanent facility).

Skate park in the area.

CONNECTIVITY AND WAYFINDING

Accessibility improvement from Moonee Ponds, North Melbourne, Docklands Stadium and Greenline.

Connect North Melbourne Station to Docklands.

Connection between the distinct precincts - celebrate the differences. Docklands is huge, make sure you have an indigenous element in the connection. What can the film studios do to connect to the community? How get people to understand how close Docklands is to the CBD? Get office people to District Docklands.

Better connection with west Melbourne station, the district, north wharf, and Yarra's edge.

Connection of city of waterfront.

Connectivity of Stadium and stations.

Different modes of connectivity.

Connection between precincts.

Physical and visual changes to encourage people to move through the precinct and facilitate crowds moving from the stadium to the water.

Reformed wayfinding and navigation. Review of the connection from Marvel Stadium to Harbour Esplanade.

Enhance connections between precincts within Docklands.

Reopen connection on Moonee Ponds Creek.

Wayfinding strategy - build the identity with signage.

DESTINATION

Automotive Centre of Excellence Stage 3 (Kangan Institute).

While residents / and businesses co-exist harmoniously e.g. Victoria Harbour - prime food and cafes destination. New Quay - entertainment bars etc.

Iconic building. major 'attraction', permanent maritime based heritage (current and future).

Create a motor precinct.

Tourism - domestic, regional and international.

EDUCATION

More schools and capacity to attract and retain young families.

EVENTS

Add events at library.

calendar of annual events. More of firelight, drone shows etc.

Create a clear event program for events and make them reoccurring to help create an identity for Docklands.

Daily Events - a regular schedule of events to bring people to Docklands throughout the year.

New Events program - small, medium and large scale. Connect users within the Docklands.

GOVERNANCE

Put in systems/services to support 'new' governance body for Docklands (oversee and continue to support on the ground activity).

Transition to a different governance structure to provide inclusive and dynamic decision making across the precinct.

HERITAGE

Cultural and environmental heritage of the area should be incorporated in planning & public spaces.

PUBLIC REALM

More green space - bring Greenline right into Docklands.

Continue fast tracked Greenline to enhance and access.

Explore forgotten spaces in Docklands for use as open spaces.

Grand promenade destination at the end of the Greenline.

Grow greening.

More green spaces.

Opening up the promenade, getting rid of barriers between promenade and businesses.

TRANSPORT AND ACCESS

Better public transport priority into and around Docklands -- e.g. signal changes to allow trams to have less delays in their journeys.

Ease of access.

Facilitate a more walker and cyclist friendly atmosphere to encourage more visitors and encourage visitors to pause and spend.

Improve transport such as tram connections and the amenity around ports of Docklands/ utilise waterways for people movement.

More car parking spaces but not in a traditional multi level car parking design.

With Tasmanian Ferry moving to Geelong, opportunity for non-car based travellers to be transferred (by water) from the city and public transport connections (both country and suburban).

VISION AND STRATEGY

Clear vision (and commitment) for key precinct developments such as Central Pier, Marvel Town Square, which supports local community, the burgeoning Docklands primary community and sustains community growth.

Vision for Central Pier - a community vision.

Clear vision for Central Pier.

WATER FOCUS

A floating pool! - connect people to the water through swimming and water play - resource for residents, schools, workers, visitors.

Development of waterfront.

Engage the large potential of recreational boating - across its wide spectrum.- storage - launching - servicing of the boating- events to include recreational boating.

Floating pontoons or other activation of the water.

Local pool.

OTHER

Advocate for major employers to take responsibility for being part of the Docklands community.

Affordable living for families.

All weather places.

LONG TERM SOLUTIONS AND IDEAS (4+ YEARS)

ACTIVATION

Creating larger sport related and maritime related activations (e.g. giant drone racing, boat shows etc.).

Permanent activation.

Repurpose office spaces.

BRAND AND IDENTITY

Conceptualise, brand and deliver the Docklands 'maritime precinct'. From restaurants, art and culture, transport like water taxis. Mussel stands with local produce open 7 days a week. Refine and define Docklands identity around connection to the waterfront.

Separate postcodes for the 3 areas.

BUSINESS SUPPORT

Support creating industries and students.

New Quay café redesigned.

CENTRAL PIER

Central Pier complete.

Central Pier Operations - Maritime Centre offering - knowledge / research / Visit ability experiences / fresh foods.

Central Pier as an iconic attraction - Museum, aquarium, culture and art, opera house.

Central Pier as a destination.

Central Pier redevelopment activation.

Rebuild central pier along the promenade rather than at right angles to it.

Rebuild Central Pier and make it an attractor.

Harbour Esplanade and Central Pier redevelopment.

Reposition Central Pier.

CONNECTIVITY AND WAYFINDING

Better integration/ blending of community and commercial areas.

Complement Greenline with better access from the central city to the wharf.

Different modes of connectivity - pedestrians, bikes, e-scooters.

Improve connection to the west - Reinvestigate tram line from Docklands to Footscray.

Link to the City via Bourke Street.

New Connections - a new connection from North Wharf across the water to Moonee Ponds / a punt service in the short term?

Redevelop Marvel stadium west and link to Harbour Esplanade to make it more accessible.

DESTINATION

A maritime centre offering, knowledge and research, visitor experiences, fresh seafood.

Docklands story with a broader context e.g. Climate Change museum.

Foster the media industry and studios. Integrate the studios into the precinct - open up student opportunities.

Giant aquatic centre or aquarium (Central Pier development).

Make Docklands a destination.

Introduce more permanent tourism attractions.

EDUCATION

Encourage involvement of educational institutions to bring student energy.

High School.

University and College Base.

EVENTS

Annual events calendar on what's occurring.

GOVERNANCE

Additional to infrastructure, in this timeframe via connected governance.

Focus on governance.

HERITAGE

Docklands is renowned for meaningful and considered First Nations, stories and connections and maritime, and strong community growth.

Acknowledge pre and post settlement history of the area.

History to underpin wayfinding and maritime of Docklands.

Local context museum -- e.g. natural history museum or other cultural anchor.

Celebrate Aboriginal and maritime heritage in a museum in Central Pier.

PUBLIC REALM

Schools, childcare, family green spaces (like the one with the fairy lights with picnic tables, make private feeling spaces).

The wheel has to GO!

TRANSPORT AND ACCESS

Cohesive Transport Plan - Rail bridge, tram bridge, cycling paths, pedestrian connections.

Traffic in and out of Docklands to be made easier.

WATER FOCUS

Swimmable Yarra Birrarung - multiple public entry points.

Water quality should be a future consideration.

A working harbour.

OTHER

More affordable housing.

World class medical/hospital facility (Health or educational) with research foundations including major education institution (employment generation), community wellness. Place for ALL.

WORKSHOP 2

Workshop 2 was held after the panel and Q&A with the guest speakers responding to a range of questions from the audience.

Participants were then asked to review all the ideas from workshop 1 (copies placed on tables) and to come up with 1-2 priorities. They had to:

- ◊ DESCRIBE THE PRIORITY
- ◊ NOMINATE HOW IT WILL HELP REVITALISE THE DOCKLANDS
- ◊ WHAT WILL HELP THE PRIORITY SUCCEED?
- ◊ WHEN SHOULD IT BE DELIVERED?

They were then asked to consider their priorities in a short, medium and long timeframe, as they did in workshop 1.

The results have been lightly grouped into similar themes.

SHORT TERM PRIORITIES (12 MONTHS)

ACTIVATION	DESCRIPTION	Immediate & consistent regular activation.
	HOW WILL IT HELP DOCKLANDS?	Bring people back....consistently not just one off....Put Docklands brand out there and change perceptions of the precinct areas.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Range of activities to appeal to many groups (not just AFL) but also to residents food and wine etc.
	WHEN SHOULD IT BE DELIVERED?	Urgent.

ACTIVATION	DESCRIPTION	Incentivise landowners for activation of vacant sites.
	HOW WILL IT HELP DOCKLANDS?	Promote usage of vacant space.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Needs to be an incentive, not a penalty. Part of developing planning requirement.
	WHEN SHOULD IT BE DELIVERED?	Strategised within the year.

ACTIVATION	DESCRIPTION	More greenery/ events/back to the office.
	HOW WILL IT HELP DOCKLANDS?	Bring people out to engage together, connect the community to place, create vibrant streets for residents and visitors, activate the promenade.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Roles and responsibility and budget. Pop-up parks and spaces and events, urban play spaces.
	WHEN SHOULD IT BE DELIVERED?	Now.

ACTIVATION	DESCRIPTION	Prioritising reactivating local economy by supporting return to work.
	HOW WILL IT HELP DOCKLANDS?	Bring people back to the space.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Events on Monday and Friday because these are the quieter days .
	WHEN SHOULD IT BE DELIVERED?	ASAP.

ACTIVATION	DESCRIPTION	Activate Moonee Ponds Creek.
	HOW WILL IT HELP DOCKLANDS?	Bring more spend to Docklands.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Reopen creek at studio, high line from North Melbourne to waterfront city.
	WHEN SHOULD IT BE DELIVERED?	1-2 years.

ACTIVATION	DESCRIPTION	Regular, small scale, local activation.
	HOW WILL IT HELP DOCKLANDS?	Improve public safety through passive surveillance.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Using existing infrastructure e.g. Collins Square on the weekends. Activating the ferry terminal with retail/hospitality. Government to remove risk for new tenants in larger commercial spaces for new businesses to trial business concepts.
	WHEN SHOULD IT BE DELIVERED?	6 months.

BRAND AND IDENTITY	DESCRIPTION	Brand ambassador.
	HOW WILL IT HELP DOCKLANDS?	Where is Marvel in this?
	WHAT WILL HELP THE PRIORITY SUCCEED?	---
	WHEN SHOULD IT BE DELIVERED?	---

BRAND AND IDENTITY	DESCRIPTION	Branding / vision.
	HOW WILL IT HELP DOCKLANDS?	Identify heritage, water, sub precincts.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Anchors for areas, leverage on current identity, do not use the word docklands.
	WHEN SHOULD IT BE DELIVERED?	6 months.

BRAND AND IDENTITY	DESCRIPTION	Clearly define theme.
	HOW WILL IT HELP DOCKLANDS?	Coordinated campaign with local and state government. Changing negative perception. More business, and an enjoyable experience for visitors.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Collaboration with local business and government, council. Well communicated to the public. Measuring success. Be open to new idea.
	WHEN SHOULD IT BE DELIVERED?	12 months.

BRAND AND IDENTITY	DESCRIPTION	Positive communication, marketing and public relations.
	HOW WILL IT HELP DOCKLANDS?	Change the perception, change the narrative.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Having a theme or an identity (maritime or marine precinct. Using local newspapers, Facebook marketing, by showcasing Docklands through videos, e.g. MAB videos to attract new residents. Engage a marketing agency and create a marketing and communications strategy. Celebrate achievements, where we've come from where we're going.
	WHEN SHOULD IT BE DELIVERED?	Next few months, before Summer.

CENTRAL PIER	DESCRIPTION	Central Pier.
	HOW WILL IT HELP DOCKLANDS?	Give confidence and direction to the area, reassure locals and stakeholders something is happening.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Development Victoria to lead but we must work together. All partners to talk positively about the work and contribute, participate.
	WHEN SHOULD IT BE DELIVERED?	30 June 2023.

COMMUNITY ACTIVITIES	DESCRIPTION	Fencing dog park - Victoria Harbour.
	HOW WILL IT HELP DOCKLANDS?	Isolate dogs in one park so they are safe. Keep dogs off the grass in other areas so everyone else can enjoy wee-free grass!
	WHAT WILL HELP THE PRIORITY SUCCEED?	Council to permit the park and fence. Community can build it (e.g. volunteer, assist in funding, local business support).
	WHEN SHOULD IT BE DELIVERED?	Summer 2022.

EDUCATION	DESCRIPTION	New idea: Vacant MAB site next to school - implement temporary lawn for school recreation.
	HOW WILL IT HELP DOCKLANDS?	School children have access to outdoor recreation in close proximity to school, build stronger connections with Docklands community.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Partnership between developer, council and school.
	WHEN SHOULD IT BE DELIVERED?	2022

EDUCATION	DESCRIPTION	Visible signage for school zone.
	HOW WILL IT HELP DOCKLANDS?	Improve safety of the area.
	WHAT WILL HELP THE PRIORITY SUCCEED?	---
	WHEN SHOULD IT BE DELIVERED?	Within the year.

EVENTS	DESCRIPTION	Annual events calendar with continuity rather than bespoke events that treat the area like a commodity. Therefore not emotionally invested in the area.
	HOW WILL IT HELP DOCKLANDS?	People will know year on year the same event will happen.
	WHAT WILL HELP THE PRIORITY SUCCEED?	An agreed program of events that widely publicised and accessible.
	WHEN SHOULD IT BE DELIVERED?	December 2023. Work to start immediately.

EVENTS	DESCRIPTION	Events to link community to open space and water.
	HOW WILL IT HELP DOCKLANDS?	Connect the community to water.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Series of events building into an annual event. Testing/pilot activations to inform longer term event planning.
	WHEN SHOULD IT BE DELIVERED?	12 months.

EVENTS	DESCRIPTION	Regular short term events on the water.
	HOW WILL IT HELP DOCKLANDS?	Bring consistent visitors to the Docklands.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Funding from City of Melbourne / Victorian Government.
	WHEN SHOULD IT BE DELIVERED?	2024/25.

GOVERNANCE	DESCRIPTION	Simplify governance and remove red tape.
	HOW WILL IT HELP DOCKLANDS?	Enable community led events. Remove barriers to activations. Enable rollout of 'quick win' projects.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Partner buy in and agreement.
	WHEN SHOULD IT BE DELIVERED?	ASAP.

OFFICE WORKERS	DESCRIPTION	Staff returning to work in commercial office blocks.
	HOW WILL IT HELP DOCKLANDS?	Reinvigorate docklands and increase revenue.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Incentives and initiatives / businesses mandating return to work.
	WHEN SHOULD IT BE DELIVERED?	December 2023. Work to start immediately.

PUBLIC REALM	DESCRIPTION	Fast track Greenline.
	HOW WILL IT HELP DOCKLANDS?	Facilitate the 85% visitor input to cashflow.
	WHAT WILL HELP THE PRIORITY SUCCEED?	City of Melbourne enthusiasm.
	WHEN SHOULD IT BE DELIVERED?	24 months maximum.

PUBLIC REALM	DESCRIPTION	Harbour Esplanade & New Quay Promenade upgrades, events lighting amenity.
	HOW WILL IT HELP DOCKLANDS?	Create a place where people want to spend time by providing regular activations.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Funding...stakeholders and the community input in ideas.
	WHEN SHOULD IT BE DELIVERED?	As soon as possible.

PUBLIC REALM	DESCRIPTION	Improving on the aesthetic (greenery, lighting, walkways).
	HOW WILL IT HELP DOCKLANDS?	Make it more attractive to visitors.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Temporary "expedited" planning approvals.
	WHEN SHOULD IT BE DELIVERED?	Summer.

PUBLIC REALM	DESCRIPTION	Small pocket parks that are dog friendly.
	HOW WILL IT HELP DOCKLANDS?	Builds and connects community, improves mental, social and physical health, increases biodiversity.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Funding, consultation of what type of park is needed, repurposing vacant land, removing bureaucracy to speed up the process.
	WHEN SHOULD IT BE DELIVERED?	12 months.

PUBLIC REALM	DESCRIPTION	Tactical urbanism pilots.
	HOW WILL IT HELP DOCKLANDS?	Delivering 'quicker, cheaper, lighter' lighting, greening, wayfinding, branding to increase visitation improve safety and accessibility. Make Docklands more friendly and inviting and encourage people to return again and again.
	WHAT WILL HELP THE PRIORITY SUCCEED?	City of Melbourne to lead with buy-in from Development Victoria + funding + community participation.
	WHEN SHOULD IT BE DELIVERED?	September 2023.

TRANSPORT AND ACCESS	DESCRIPTION	Improving on Public Transport/ extend tram line.
	HOW WILL IT HELP DOCKLANDS?	Make it easier for people to get around.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Backing of Department of Transport.
	WHEN SHOULD IT BE DELIVERED?	9 months.

TRANSPORT AND ACCESS	DESCRIPTION	Water taxi.
	HOW WILL IT HELP DOCKLANDS?	Connecting one side of docklands - north/south.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Lifting the restriction on speed for public water transport. electric boats.
	WHEN SHOULD IT BE DELIVERED?	Within the twelve months.

VISION AND STRATEGY	DESCRIPTION	Vision and master planning exercise for smaller areas or precincts.
	HOW WILL IT HELP DOCKLANDS?	Identify uses, amenities and can act as an investment attraction exercise.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Partnership between City of Melbourne and Development Victoria with mandate to engage with other key stakeholders.
	WHEN SHOULD IT BE DELIVERED?	Next 12 months.

VISION AND STRATEGY	DESCRIPTION	Vision/roadmap for Docklands (or it's different areas).
	HOW WILL IT HELP DOCKLANDS?	Give everyone a goal to work towards.
	WHAT WILL HELP THE PRIORITY SUCCEED?	A plan, a specific program to create a vision.
	WHEN SHOULD IT BE DELIVERED?	ASAP.

VISION AND STRATEGY	DESCRIPTION	Develop a compelling vision and connected governance framework.
	HOW WILL IT HELP DOCKLANDS?	Supporting collaboration / partnerships.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Development Victoria / City of Melbourne to facilitate strategy process & engagement.
	WHEN SHOULD IT BE DELIVERED?	Next 12 months.

WAYFINDING	DESCRIPTION	Wayfinding.
	HOW WILL IT HELP DOCKLANDS?	Draw people through Docklands, make it easier to find and know what's there, hidden treasures like the library.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Public Transport Victoria, Development Victoria and City of Melbourne to work together to co-deliver, work with all stakeholders to support.
	WHEN SHOULD IT BE DELIVERED?	30 June 2023.

WAYFINDING	DESCRIPTION	Wayfinding.
	HOW WILL IT HELP DOCKLANDS?	Help people navigate their way around the precinct/s, create identity with each area of Docklands.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Get all the authority's to work it out.
	WHEN SHOULD IT BE DELIVERED?	Start tomorrow

WAYFINDING	DESCRIPTION	Wayfinding throughout precincts and identifying significant places and buildings including heritage buildings and indigenous heritage.
	HOW WILL IT HELP DOCKLANDS?	Allow people to move easily and linger longer and find a connection with the place.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Mapping process of precincts and places Technology.
	WHEN SHOULD IT BE DELIVERED?	Delivered in 12 months - difficult to do sooner than that. Commit to in within 12 months.

WAYFINDING	DESCRIPTION	Wayfinding and Waterways conversations needs to change.
	HOW WILL IT HELP DOCKLANDS?	How do we tell the story to the rest of Melbourne?
	WHAT WILL HELP THE PRIORITY SUCCEED?	---
	WHEN SHOULD IT BE DELIVERED?	---



MEDIUM TERM PRIORITIES (2-3 YEARS)

ACTIVATION	DESCRIPTION	Connections and curation.
	HOW WILL IT HELP DOCKLANDS?	Raise awareness and give people a reason to come to an area.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Regular programme of events. Venue for culture, market, sport, restaurants. Destinations.
	WHEN SHOULD IT BE DELIVERED?	Active in one year - ongoing.

BRAND AND IDENTITY	DESCRIPTION	Brand identity.
	HOW WILL IT HELP DOCKLANDS?	Celebrate the different precincts. Who will be responsible to make the area identities?
	WHAT WILL HELP THE PRIORITY SUCCEED?	Understanding the different areas and getting trams and wayfinding to say the same thing. e.g. Trams still call District Waterfront City.
	WHEN SHOULD IT BE DELIVERED?	---

BRAND AND IDENTITY	DESCRIPTION	Developing a centralised communication platform.
	HOW WILL IT HELP DOCKLANDS?	Businesses from different areas will know what is happening in Docklands such as planned events or building works.
	WHAT WILL HELP THE PRIORITY SUCCEED?	City of Melbourne utilising their reach.
	WHEN SHOULD IT BE DELIVERED?	6 months.

BRAND AND IDENTITY	DESCRIPTION	Rebranding of Docklands.
	HOW WILL IT HELP DOCKLANDS?	Reverse the misconception that's causing residents to be embarrassed to say they live there.
	WHAT WILL HELP THE PRIORITY SUCCEED?	A name that the business, community, council, Indigenous elders and residents agree on. Call it "Watergate".
	WHEN SHOULD IT BE DELIVERED?	By 2026 end of year.

BRAND AND IDENTITY	DESCRIPTION	Rebranding of locales within precincts and different types of retail emerge.
	HOW WILL IT HELP DOCKLANDS?	People will be attracted and linger (like Hardware Lane, Flinders Lane etc).
	WHAT WILL HELP THE PRIORITY SUCCEED?	Creativity - cheap retail spaces.
	WHEN SHOULD IT BE DELIVERED?	2-3 years.

BRAND AND IDENTITY	DESCRIPTION	Work to enhance Dockland perceptions.
	HOW WILL IT HELP DOCKLANDS?	Increase knowledge of the area.
	WHAT WILL HELP THE PRIORITY SUCCEED?	See the precinct as it's individual areas. needs to happen organically.
	WHEN SHOULD IT BE DELIVERED?	---

COMMUNITY FACILITIES	DESCRIPTION	Neighbourhood House.
	HOW WILL IT HELP DOCKLANDS?	Bring people together, provide safe positive space to improve community wellbeing, give support to community activators like community groups, artists, people with ideas.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Funding and permanent staff position, community space/ facility.
	WHEN SHOULD IT BE DELIVERED?	Now!

EVENTS / ACTIVATION	DESCRIPTION	Ongoing festival/activation.
	HOW WILL IT HELP DOCKLANDS?	Connect community to water. Bring heritage stories to life, especially around Aboriginal cultural heritage and the confluence of waterways, Moonee Ponds creek, Maribyrnong, and Yarra.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Clear program and branding (similar to open house - changing theme each year). Focus on different areas/ideas of docklands. Identify different venues. Funding and partnerships. Communications plan.
	WHEN SHOULD IT BE DELIVERED?	2-3 years.

GOVERNANCE	DESCRIPTION	Simplify approval processes to gain permits (e.g. Markets, pop up gardens).
	HOW WILL IT HELP DOCKLANDS?	Attract visitors to Docklands and keep them interested.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Having one point of authority for approvals.
	WHEN SHOULD IT BE DELIVERED?	14 Months.

PRECINCTS	DESCRIPTION	Automotive Centre of Excellence Stage 3.
	HOW WILL IT HELP DOCKLANDS?	To help build a creative film ecosystem centred in Docklands.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Requires \$68 million in funding to get it off the ground. Should also consider whether maritime skills should be incorporated (would need additional funding). Needs other Docklands stakeholders to advocate for it e.g. City of Melbourne, Development Victoria.
	WHEN SHOULD IT BE DELIVERED?	By 2026.

PUBLIC REALM	DESCRIPTION	Increase Greenspaces.
	HOW WILL IT HELP DOCKLANDS?	Build and connect community, increase biodiversity.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Lendlease or MAB to give back land to the community, remove bureaucracy.
	WHEN SHOULD IT BE DELIVERED?	2-3 years.

PUBLIC REALM	DESCRIPTION	More green spaces.
	HOW WILL IT HELP DOCKLANDS?	health and wellbeing of workers and residents, attract workers and residents, create a sense of community and connection, improve amenity, increase property value, support Moonee Ponds Creek.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Funding and investment needed. Start by mapping opportunities across the area, small arts projects, parklets through to larger opportunities, and let decision makers know.
	WHEN SHOULD IT BE DELIVERED?	Starting now and within 3 years.

PUBLIC REALM	DESCRIPTION	Pocket parks.
	HOW WILL IT HELP DOCKLANDS?	Keep people here with better amenity and places to connect.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Money, consultation with community to identify locations and work current owners/ managers to enable access. Government to purchase land.
	WHEN SHOULD IT BE DELIVERED?	Identify locations within 6 months and get them in within 2 years.

PUBLIC REALM	DESCRIPTION	Urban art strategy - including public art/sculptures.
	HOW WILL IT HELP DOCKLANDS?	Draw visitors to Docklands.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Major stakeholders need to work together to fund.
	WHEN SHOULD IT BE DELIVERED?	Medium-term deliverable. Start planning now, delivery 2-3 years.

TRANSPORT	DESCRIPTION	Resignalise traffic lights to decrease tram journey from central city to Docklands.
	HOW WILL IT HELP DOCKLANDS?	Make it faster and easier to get to Docklands from the Hoddle Grid.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Needs dedicated resources from Department of Transport to do the modelling, then plan for rollout from Yarra Trams.
	WHEN SHOULD IT BE DELIVERED?	Next 2 years.

VISION, STRATEGY AND GOVERNANCE	DESCRIPTION	Plan for Melbourne - Osaka Race.
	HOW WILL IT HELP DOCKLANDS?	Activation of Docklands.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Integrated Planning.
	WHEN SHOULD IT BE DELIVERED?	Prior to 2025.

VISION, STRATEGY AND GOVERNANCE	DESCRIPTION	Implement vision and governance model ...focus on community led events.
	HOW WILL IT HELP DOCKLANDS?	Better community partnership and ownership.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Ownership, vision and financial commitment of all partners.
	WHEN SHOULD IT BE DELIVERED?	Next 2 years.

WATER FOCUS	DESCRIPTION	Make the waterfront the centrepiece.
	HOW WILL IT HELP DOCKLANDS?	Unique attractions to draw people...could be world renowned.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Streamlining the red tape (as there are lots of authorities to work with.
	WHEN SHOULD IT BE DELIVERED?	ASAP within 2-3 year time horizon.

WATER FOCUS	DESCRIPTION	Build a pool! (Anything from a pool bar to an aquatic facility).
	HOW WILL IT HELP DOCKLANDS?	Draw visitors. Provide a facility for school students and residents. Reconnect people to the water. Water safety.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Funding (City of Melbourne/Development Victoria/Corporates). Community need/connections to sport. Commercial opportunities (e.g. wellness, hospitality).
	WHEN SHOULD IT BE DELIVERED?	2024

WATER FOCUS	DESCRIPTION	Improve on water activation (Floating central pier).
	HOW WILL IT HELP DOCKLANDS?	Mix of hospitality, recreation, water activation, green/blue space.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Create low barriers to entry to incentivise enterprise tenant.
	WHEN SHOULD IT BE DELIVERED?	2 years.

WAYFINDING AND CONNECTIVITY

DESCRIPTION

Conceptual wayfinding and pedestrian links.

HOW WILL IT HELP DOCKLANDS?

Distinguish and define precincts. New walkways and connections to connect more people to docklands.

WHAT WILL HELP THE PRIORITY SUCCEED?

Define the identity of sub precincts so that people have more place connection. Must be well lit with high quality lighting. Rejuvenate the art trail. Signage with community input.

WHEN SHOULD IT BE DELIVERED?

2 years.

WAYFINDING AND CONNECTIVITY

DESCRIPTION

Connectivity and way finding.

HOW WILL IT HELP DOCKLANDS?

More foot traffic. Better accessibility e.g. less stairs. No physical barriers (stadium). Convenient.

WHAT WILL HELP THE PRIORITY SUCCEED?

Local investment. Commitment to change. Collaboration. Direction to obtain investment. Dedicated shuttles to Docklands.

WHEN SHOULD IT BE DELIVERED?

2-3 years.



LONG TERM PRIORITIES (4+ YEARS)

ACTIVATION	DESCRIPTION	Sustained focus on ideas for activation...long term plan that brings in all interests and stakeholders...underpinned by strong stores, connections.
	HOW WILL IT HELP DOCKLANDS?	Self sustaining.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Not losing focus.
	WHEN SHOULD IT BE DELIVERED?	Needs to be ongoing...starts today with sustained efforts.
BRAND AND IDENTITY	DESCRIPTION	Remove the negative connotation linked to Docklands.
	HOW WILL IT HELP DOCKLANDS?	Each precinct attracts visitors for specific reason - for example arts, recreation, food and beverage.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Successfully creating precincts with their own identity.
	WHEN SHOULD IT BE DELIVERED?	2025
BRAND AND IDENTITY	DESCRIPTION	Support emergence of a clear identity.
	HOW WILL IT HELP DOCKLANDS?	Overarching framework to bring different precincts together.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Branding per precinct - themes? Forums with different stakeholders. Funding, signage and education campaign.
	WHEN SHOULD IT BE DELIVERED?	5-7 years.
CONNECTIVITY	DESCRIPTION	Strengthen connections to surrounding neighbourhood , North Melbourne, central city area, Fisherman's Bend.
	HOW WILL IT HELP DOCKLANDS?	Expands possibilities for Docklands neighbourhood.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Investment in Harbour Esplanade , extend Greenline to Ron Barassi Park and Moonee Ponds Creek.
	WHEN SHOULD IT BE DELIVERED?	As part of Greenline.

CREATIVE INDUSTRY	DESCRIPTION	Film industry in Docklands.
	HOW WILL IT HELP DOCKLANDS?	To help build a creative film ecosystem centred in Docklands.
	WHAT WILL HELP THE PRIORITY SUCCEED?	---
	WHEN SHOULD IT BE DELIVERED?	---

CREATIVE INDUSTRY	DESCRIPTION	Media and Creative Precinct hub.
	HOW WILL IT HELP DOCKLANDS?	Increase visitation, create identity, desirable living. Connect with Melbourne talent. Encourage local business to the area and Melbourne.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Increase awareness of the precinct (communications). Government support: relocate VicScreen to the area.
	WHEN SHOULD IT BE DELIVERED?	4-5 years.

DESTINATION AND ATTRACTION	DESCRIPTION	Anchor cultural institution like a museum.
	HOW WILL IT HELP DOCKLANDS?	Help create an identity and an attractor for Docklands. Focussed on maritime or water history, climate change, nature etc. and highlights the pre-contact history.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Outstanding architecture and location -- e.g. end of the pier or harbour.
	WHEN SHOULD IT BE DELIVERED?	---

DESTINATION AND ATTRACTION	DESCRIPTION	Central pier finalised.
	HOW WILL IT HELP DOCKLANDS?	Helps bring visitors to the precinct, increase tourism, gives Docklands something to be proud of, improve public perception of Docklands.
	WHAT WILL HELP THE PRIORITY SUCCEED?	State government involvement, consultation of residents and the greater of City of Melbourne.
	WHEN SHOULD IT BE DELIVERED?	4 years.

DESTINATION AND ATTRACTION

DESCRIPTION

Central Pier reimagining including waterways access and connecting people to the water.

HOW WILL IT HELP DOCKLANDS?

Improve accessibility to the water including activities and spaces. Something for residents and visitors to use. A pool perhaps?

WHAT WILL HELP THE PRIORITY SUCCEED?

Reimagine the area. Celebrate and use the water more. Respect the natural environment and improve habitats.

WHEN SHOULD IT BE DELIVERED?

Start planning now for four years.

DESTINATION AND ATTRACTION

DESCRIPTION

Develop an iconic attraction that makes Docklands a destination that builds a brand/identity which connects all the precincts.

HOW WILL IT HELP DOCKLANDS?

Creates a destination and sense of community which ensures connection.

WHAT WILL HELP THE PRIORITY SUCCEED?

Funding and buy in.

WHEN SHOULD IT BE DELIVERED?

3 years.

DESTINATION AND ATTRACTION

DESCRIPTION

Make the harbour a destination.

HOW WILL IT HELP DOCKLANDS?

Attract tourists and residents, increase traffic to the area.

WHAT WILL HELP THE PRIORITY SUCCEED?

Investment and consultation, ideas to enhance the identity, rename Docklands? Consider the whole precinct, highlight smaller areas.

WHEN SHOULD IT BE DELIVERED?

4 years plus.

DESTINATION AND ATTRACTION	DESCRIPTION	Making Central Pier a destination.
	HOW WILL IT HELP DOCKLANDS?	Create opportunities for new development, markets, more business.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Get Central Pier right!!!! Make it an event space and a destination e.g. maritime museum or indigenous site.
	WHEN SHOULD IT BE DELIVERED?	5 years.

DESTINATION AND ATTRACTION	DESCRIPTION	Something iconic needs to be built.
	HOW WILL IT HELP DOCKLANDS?	Something iconic needs to connect to the water.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Activate the waterfront.
	WHEN SHOULD IT BE DELIVERED?	---

EDUCATION	DESCRIPTION	Docklands High School.
	HOW WILL IT HELP DOCKLANDS?	Keep people over a generation and more.
	WHAT WILL HELP THE PRIORITY SUCCEED?	State Government funding.
	WHEN SHOULD IT BE DELIVERED?	In 4 years.

EDUCATION	DESCRIPTION	More capacity for primary & secondary school and infrastructure for school aged children.
	HOW WILL IT HELP DOCKLANDS?	Encourage families to stay in Docklands.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Identify the site now and secure it.
	WHEN SHOULD IT BE DELIVERED?	2026-28.

FUNDING	DESCRIPTION	Bid system.
	HOW WILL IT HELP DOCKLANDS?	Draws funding/investment. provides certainty. creates autonomy within docklands to create long term goals.
	WHAT WILL HELP THE PRIORITY SUCCEED?	---
	WHEN SHOULD IT BE DELIVERED?	4 years.

INFRASTRUCTURE	DESCRIPTION	Connections and infrastructure.
	HOW WILL IT HELP DOCKLANDS?	Additional or extensions to existing. Bring more people and vibrancy. Tourism.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Tram extension. Secondary school. Parks.
	WHEN SHOULD IT BE DELIVERED?	2028

PUBLIC REALM	DESCRIPTION	Urban forest connecting Docklands in all directions.
	HOW WILL IT HELP DOCKLANDS?	Provide community with space to connect, generate better health outcomes and improve the environment.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Plan for Docklands, a new vision of the areas that make up Docklands.
	WHEN SHOULD IT BE DELIVERED?	A new vision asap, start work on patches within each area within 3 to 4 years.

TRANSPORT AND SAFETY	DESCRIPTION	Holistic approach to pedestrian, bikes, scooters, vehicles relationship and safety.
	HOW WILL IT HELP DOCKLANDS?	Save lives, help residents and visitors to feel safe in Docklands, increase the use of public realm.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Cooperation between Department of Transport, VicRoads, council, state gov and community. Investment in safety solutions to improve road safety.
	WHEN SHOULD IT BE DELIVERED?	In the next 3-5 years.

TRANSPORT AND SAFETY	DESCRIPTION	Improving public transport and linking into neighbouring infrastructure/ communities.
	HOW WILL IT HELP DOCKLANDS?	Bicycle connections, tram, trainline. Will help connect existing places together + new places i.e. Fisherman's Bend and future Melbourne Uni campus.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Government funding + Council support.
	WHEN SHOULD IT BE DELIVERED?	2025+.

VISION AND STRATEGY	DESCRIPTION	Harbour Esplanade Maritime Precinct Masterplan.
	HOW WILL IT HELP DOCKLANDS?	Enable people to engage with the water. Define the identity of docklands. Create purpose/destination/reasons to stay and visit.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Focus on Harbour Esplanade as the focal point. Focus on maritime history, research and experiences. Activate family orientated space for all ages and all abilities.
	WHEN SHOULD IT BE DELIVERED?	5-10 years.

WATER FOCUS	DESCRIPTION	Encourage recreational boating.
	HOW WILL IT HELP DOCKLANDS?	Celebrate maritime history. Create unique identity. Celebrate Aboriginal heritage. Activating the shoreline.
	WHAT WILL HELP THE PRIORITY SUCCEED?	Kiosks along the waterfront supporting and publicising services like water taxis. Allocating licenses along the shoreline. Outside dining offerings. Fishing vessels based in Victoria Harbour go out into the bay and source fresh fish to sell in a classic fish and chip shop in the Docklands. Sailing lessons as a sport for the Primary School students.
	WHEN SHOULD IT BE DELIVERED?	---



PLEASE NOTE: While every effort has been made to transcribe participants comments accurately a small number may not have been included in this summary due to the legibility of the content. Please contact Lyndal Mackintosh at lyndal@mosaiclab.com.au for any suggested adjustments.

MosaicLab is a Victorian-based consultancy that specialises in community & stakeholder engagement, facilitation, negotiation, strategic planning and coaching.



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