

DRAFT EXPERIENCE MELBOURNE 2028: COMMUNITY ENGAGEMENT REPORT

JUNE 2024



Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin and pays respect to their Elders past and present. We acknowledge and honour the unbroken spiritual, cultural and political connection they have maintained to this unique place for more than 2000 generations.

We accept the invitation in the Uluru Statement from the Heart and are committed to walking together to build a better future.

Executive summary

This report

This community engagement report details the comprehensive consultation efforts made to gather feedback on City of Melbourne's draft *Experience Melbourne 2028: A destination management plan for Melbourne's visitor economy*. The proposed plan presents a strategic vision for Melbourne's visitor economy, integrating the perspectives and aspirations of stakeholders across the sector, and provides a unified pathway forward. This report focuses primarily on the findings from an online survey hosted on Participate Melbourne.

The consultation

The primary objective of the consultation was to ensure that the key directions and actions in the draft plan align with the priorities of stakeholders and the broader community. This was achieved by capturing a wide range of perspectives through a tailored feedback process, promoting transparency and collaboration among all parties involved in the visitor economy.

The community consultation involved a multifaceted outreach using various channels, including: a dedicated page on Participate Melbourne, individual meetings with key stakeholders, consultations with Registered Aboriginal Parties, industry newsletters from the Victoria Tourism Industry Council and Young Tourism Network, posts on CoM's neighbourhood portals, as well as meetings with internal branches.

A total of 49 survey responses were received via Participate Melbourne, from a mix of local residents (48 per cent), tourism industry stakeholders (41 per cent) and visitors (24 per cent).

Consultation results

Overall, stakeholders showed strong support for the plan and expressed interest in opportunities for sharing and discussing its implementation.

The five most common themes identified in stakeholder feedback were:

1. Industry stakeholders are committed to aligning their strategies and initiatives with the plan, highlighting its value for the broader visitor economy.
2. Respondents consistently highlighted the importance of safety and cleanliness, and its impact on all experience pillars.
3. The plan must clearly define its geographic scope and acknowledge visitors from greater Melbourne as a key market.
4. Showcasing Melbourne's uniqueness should be central to the plan and its execution.
5. Respondents highlighted challenges beyond City of Melbourne's direct remit, emphasising Council's crucial role as an advocate to other levels of government.

In terms of the importance of strategic initiatives, stakeholders rated stimulating visitation to the city as the most important, followed by enhancing visitor servicing, facilitating tourism development and building industry capacity.

Impact and next steps

The findings of this engagement will inform the final Experience Melbourne 2028 plan.

This community consultation report will be presented via Briefing Paper week commencing 18 June 2024. The final Experience Melbourne 2028 plan will be presented to Future Melbourne Committee (FMC) for approval on 20 August 2024.

Expected outcomes of the policy

Experience Melbourne 2028 establishes a framework that enables every stakeholder involved in shaping the Melbourne experience, to develop strategies with a shared objective in mind. It will serve as an industry "north star", ensuring industry and policymakers are all pulling in the same direction and investing in what makes Melbourne distinct.

Ultimately, this policy aims to:

1. Enable industry to ensure products and experiences are aligned with Melbourne's strengths which are mapped against top international and domestic visitor market interests.
2. Attract investment in Melbourne. The document will be used as an investment prospectus for future development demonstrating potential growth opportunities.
3. Further diversify Melbourne's offerings so that the full breadth of the visitor economy benefits from increased visitation. This means that the visitor economy does not solely rely on major events, building a sustainable visitor economy.

Contents

Introduction	6
Report purpose	6
Project background and context	6
Purpose of the engagement	6
Engagement methodology	7
Engagement approach	7
Survey participants	8
How we analysed the feedback	12
Engagement findings	13
Experience pillars	14
Experience Essentials	18
Strategic priorities	20
Other comments and feedback	20
Impact	21
Next steps	21
Appendices	22

Introduction

Report purpose

The purpose of this report is to outline:

- the engagement approach undertaken to gather community feedback on Council's Draft Experience Melbourne 2028: A destination management plan for Melbourne's visitor economy, with a particular focus on the online survey hosted on Participate Melbourne.
- demographic information of who participated in the online survey
- engagement findings.

The report also provides a summary of how the engagement findings will inform revision of the Draft Experience Melbourne 2028 and next steps.

Project background and context

Experience Melbourne 2028 outlines a strategic vision for Melbourne's visitor economy. It brings together the perspectives and aspirations of stakeholders across the visitor economy, and articulates a shared vision for the Melbourne experience in 2028. This builds on Melbourne's success as one of the world's most liveable cities and a capital of culture and events.

The purpose of introducing the proposed Experience Melbourne 2028 is to:

- Enable industry to ensure products and experiences are aligned with Melbourne's strengths which are mapped against top international and domestic visitor market interests.
- Attract investment in Melbourne. The document will be used as an investment prospectus for future development demonstrating potential growth opportunities.
- Further diversify Melbourne's offerings so that the full breadth of the visitor economy benefits from increased visitation. This means that the visitor economy does not solely rely on major events, building a sustainable visitor economy.

From May to September 2023, we asked the community to describe clearly what they want Melbourne's visitor economy to look like. This initial phase of engagement included more than 150 face-to-face engagements with 12 focus groups and more than 50 1:1 interviews, along with 98 online survey responses.

Key feedback themes included:

- Melbourne is Australia's cultural heart and home to one of the world's most culturally diverse communities.
- Creative experiences are one of the main reasons people visit Melbourne and 69% of visitors think the city is "creative".
- The diversity and quality of the city's culinary offers is unmatched across Australia, though other cities are heavily investing in this space.
- If there's a sport that can be played, there's a fair chance there's a following for it in Melbourne.
- What stands out about Melbourne's cultural events is the proximity and connection to a vibrant urban environment as well as the diversity of Melbourne's events calendar.
- Melbourne deserves its reputation as the fashion and style capital of Australia, with an unrivalled collection of boutiques that merge the high-end with the avant-garde.
- Melbourne's environmental initiatives have earned it a reputation as one of the most sustainable, not just in Australia, but throughout the world.

Purpose of the engagement

The purpose of this engagement is to collect community feedback on the Draft Experience Melbourne 2028 to inform the final document, with a particular focus on the key directions and actions in the plan.

Engagement methodology

Engagement approach

The engagement approach consisted of inform activities to build awareness, and consultation activities to gather feedback. This consultation ran from the 8th of May to the 5th June 2024.

Inform

Communication and promotion activities to create awareness of the consultation included:

- [Participate Melbourne webpage](#) that hosted the online survey, as well as full copies of the draft plan, along with Frequently Asked Questions and link to [a summary of Phase 1 consultation](#)
- email to stakeholders who participated in Phase 1 focus groups, interviews and survey
- consultations with Registered Aboriginal Parties
- inclusion in the monthly (June) Participate Melbourne e-newsletter to all subscribing members
- inclusion on Participate Melbourne's Neighborhood Portals
- email to Melbourne members of the Victorian Tourism Industry Council (270 members)
- social media posts from the Young Tourism network
- presentation to Victorian Tourism Research Group
- internal consultations with relevant CoM branches.

Metric	Amount
Participate Melbourne page views	1665
Survey participants	49
Downloads of the full Draft Experience Melbourne 2028 document*	175
Participate Melbourne page followers	27

Table 1. Engagement metrics

*Key information from the draft plan was also provided in the survey to support informed participation (see Appendix 1 survey questions)

Consultation

Community feedback on the Draft Experience Melbourne 2028 plan was sought via an online survey on Council's community engagement website, Participate Melbourne.

The survey consisted of a mix of multiple-choice questions (quantitative data) and open-ended questions (qualitative data) grouped according to the following subsections:

- experience pillars
- strategic priorities
- other suggestions and feedback
- demographic questions (standard across all City of Melbourne engagement surveys)

Management, through Aboriginal Melbourne, is also engaging with the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporate and the Bunurong Land Council Aboriginal Corporation on the Draft Experience Melbourne 2028 plan.

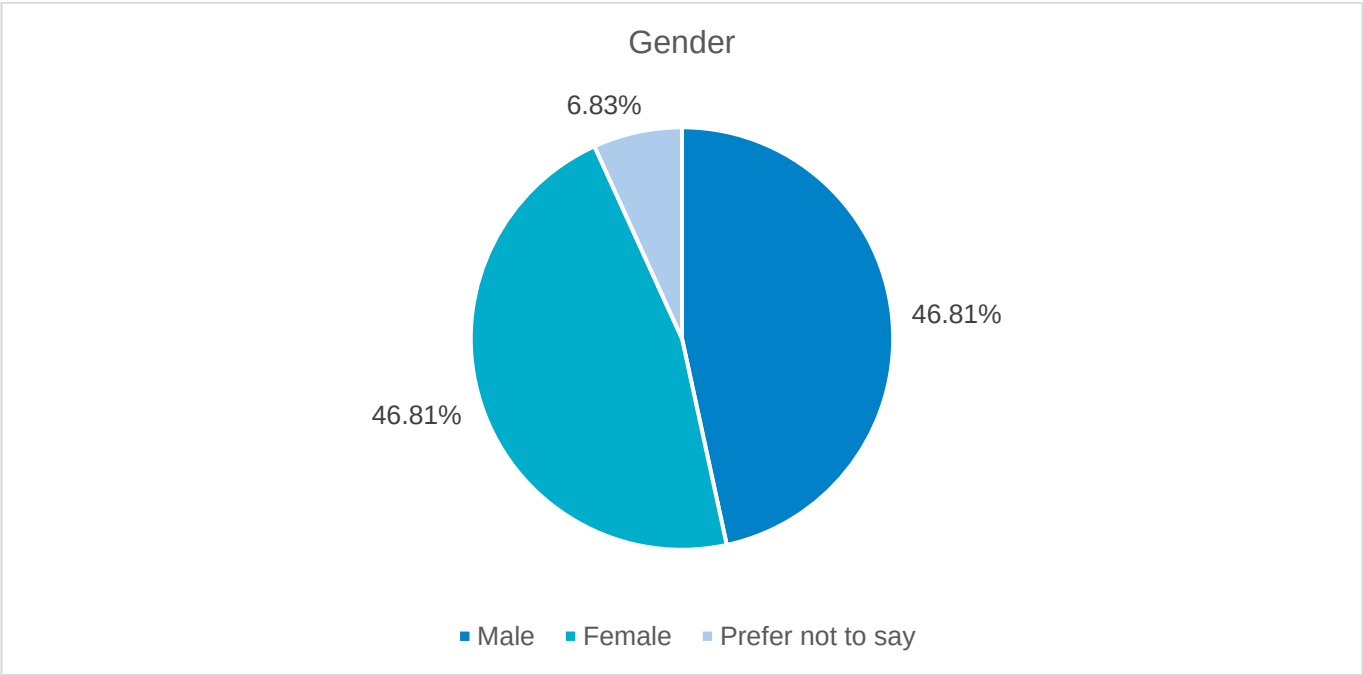
Survey participants

A total of 49 community members completed the survey. All demographic questions are optional. The percentages reported here are calculated using the total number of participants who responded to each question.

Gender

47 participants responded to this question.

Survey participants were even distributed between male and female (47 per cent each). Seven per cent responded 'prefer not to say' to the gender survey question. No respondents described themselves as non-binary or selected 'other'.

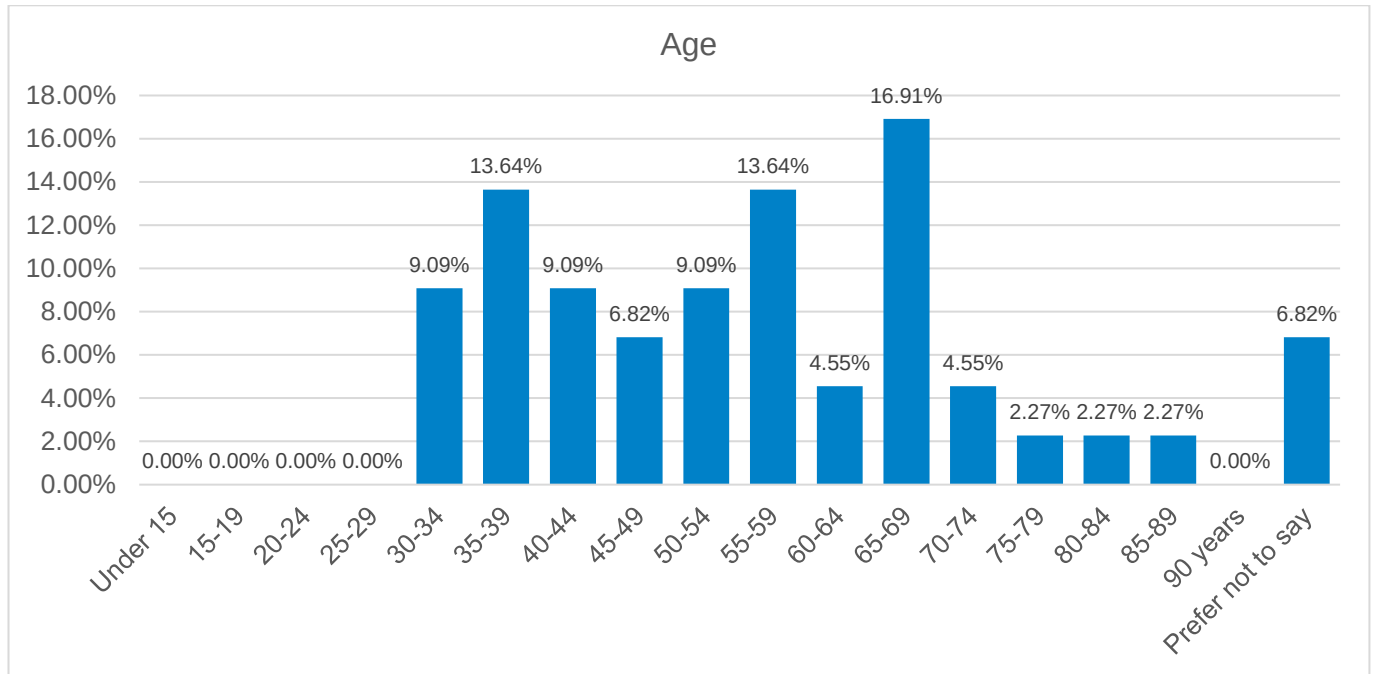


Age

44 participants responded to this question.

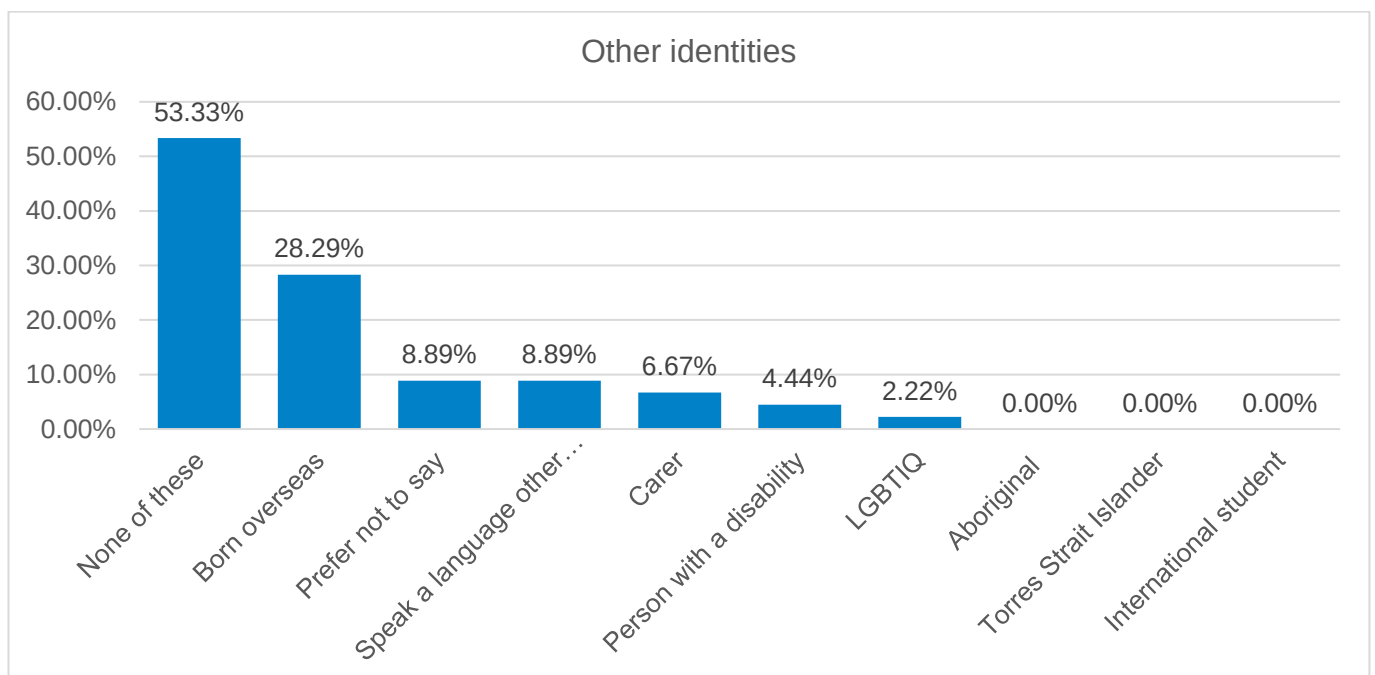
The most common age groups were 65-69 years (17 per cent) 35-39 years (14 per cent) and 55-59 years (14 per cent). Seven per cent responded 'prefer not to say'.

Overall, most participants fell between the ages of 30 and 69 years, with lower participation from community members under 30 years and over 70 years.



Other identities

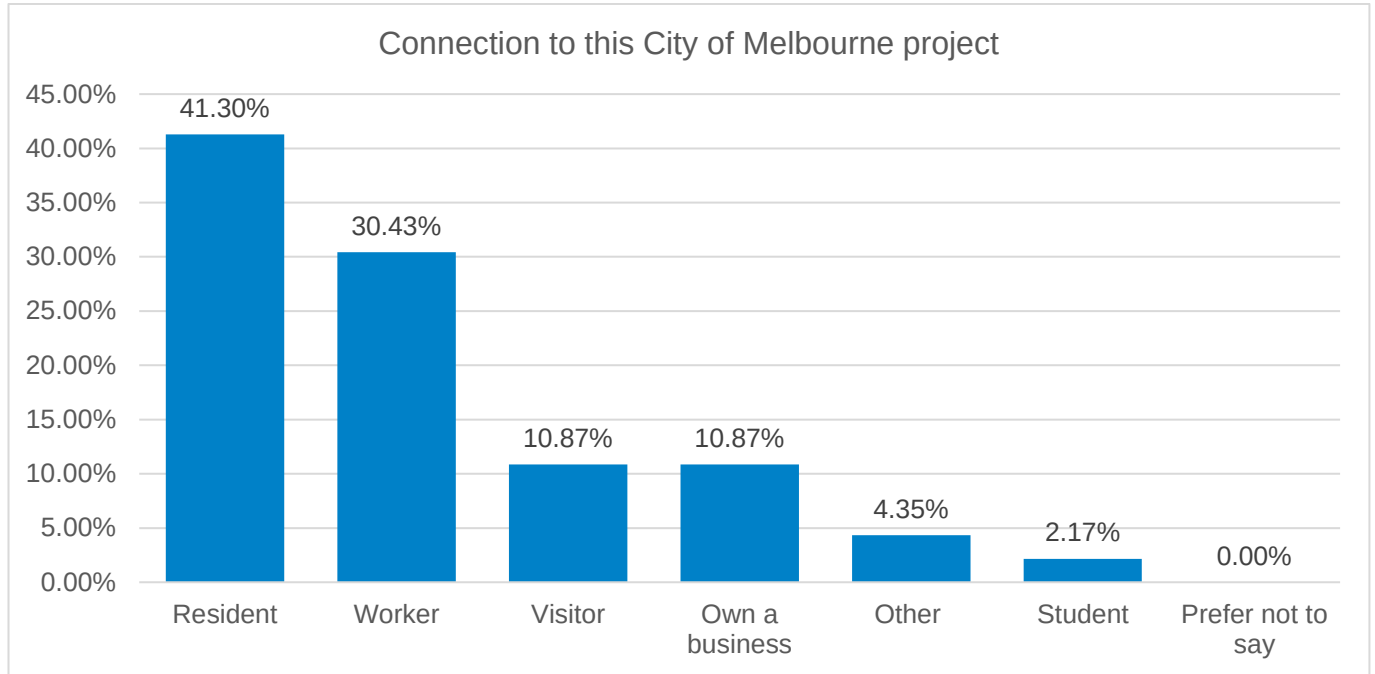
45 participants responded to this question. Overall, most (53 per cent) participants responded 'none of these' when asked if they identify with any of the following groups. 13 participants (29 per cent) were born overseas, four (9 per cent) speak a language other than English at home and three (7 per cent) identified as a carer.



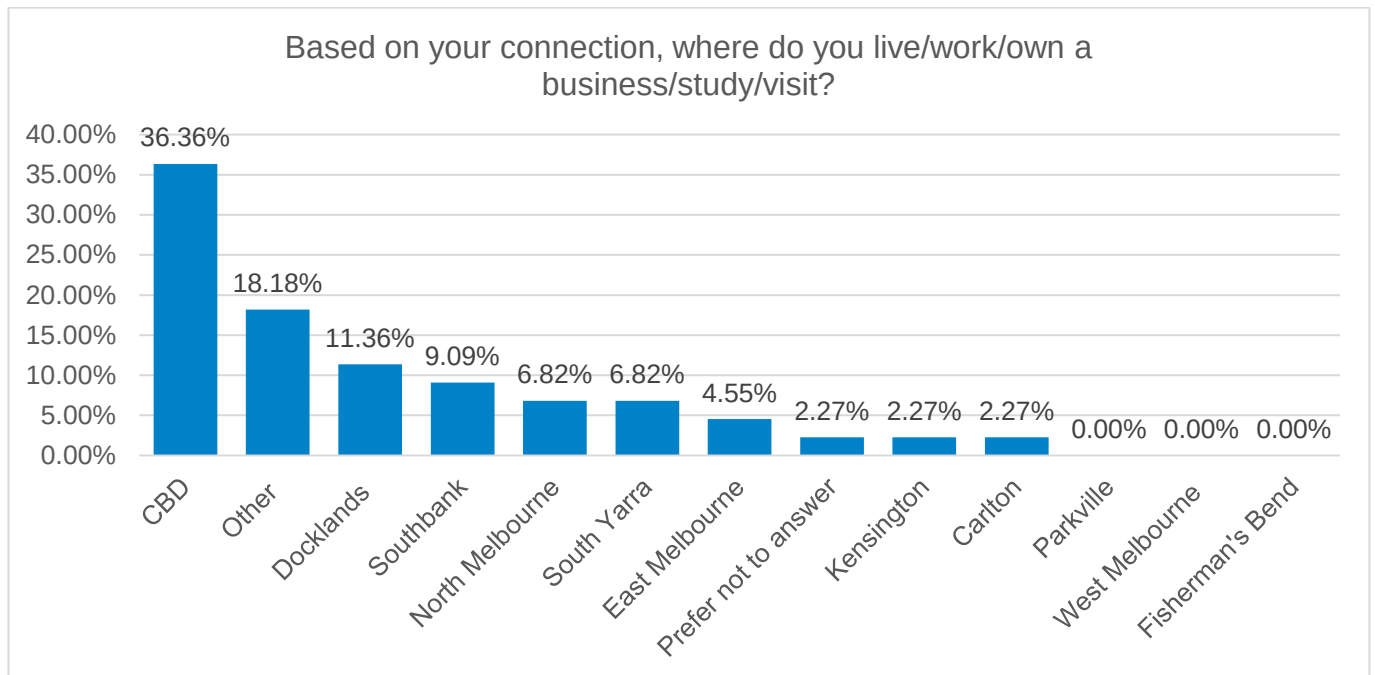
Connection to this City of Melbourne project

46 participants responded to the question 'Which of the following best describes your connection to the City of Melbourne project?'

Most participants (41 per cent) were residents, followed by workers (30 per cent). Visitors and business owners accounted for an additional 11 per cent of respondents each.



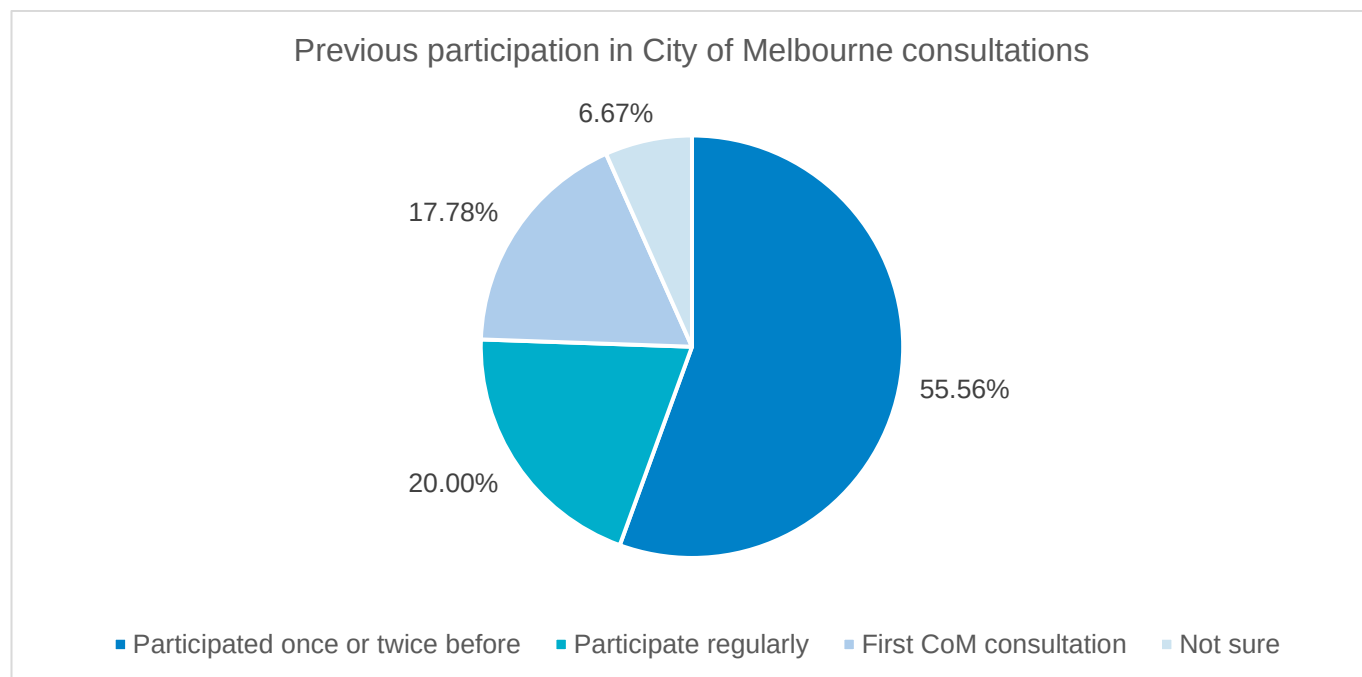
44 participants responded to the question asking which neighbourhood they live, work, visit, own a business or study in. Most participants are connected to the CBD (36 per cent), followed by Docklands (11 per cent) and Southbank (9 per cent).



Previous participation in City of Melbourne consultations

45 participants responded to this question.

More than half of participants (56 per cent) have participated once or twice before, and one in five (20 per cent) participate regularly. Almost 18 per cent had not participated in a City of Melbourne consultation before this engagement.



Motivations to participate in this consultation

45 participants responded to this question.

Two-thirds of survey participants (67 per cent) think it is important to have your say and contribute to the future of the city. 42 per cent of survey participants indicated the project directly impacts them.

In terms of communication methods to create awareness, 33 per cent of participants received a letter/email from City of Melbourne. These findings indicate the effectiveness of closing the loop with stakeholders who participated in the first phase of engagement. The 'Engagement approach' section of this report provides a full overview of the communication methods employed in this consultation.

Motivations to participate in this consultation	Percentage of survey participants
I think it's important to have your say and contribute to the future of the city	66.67%
The project directly impacts me	42.22%
I received a letter/email from City of Melbourne	33.33%
Other	8.89%
I saw the project on social media	6.67%
I was passing by/approached by City of Melbourne	6.67%
Word of mouth	2.22%
Prefer not to say	0.00%

Table 3. Motivations for participating in this consultation

How we analysed the feedback

Feedback gathered through multiple choice survey questions (i.e. quantitative data), including demographic data, was analysed using basic statistics (e.g. percentage calculations).

All written feedback (i.e. qualitative data gathered through open text survey responses) was categorised or coded manually into themes by issue or idea. For example, one survey comment may have five or more separate points which were categorised individually. This process of manual coding enables the identification of common themes in qualitative survey data. At least two survey comments are provided verbatim in the report to illustrate each theme within the findings.

Engagement findings

Overall Feedback

We heard that:

Stakeholders conveyed strong support for the plan and its alignment with their own objectives:

- *'It's so pleasing to see that what we are working on aligns with your pillars. We're excited to build on and amplify what you are doing.'*
- *'I want to commend you all on the plan itself, it is a beautiful plan. I particularly love vibrant people and places [as an experience pillar].'*
- *'Very impressive document. Hope it can be implemented efficiently.'*

The experience pillars identified in the plan resonate well with stakeholders:

- *'How exciting to see creativity and culture in the middle and powerfully articulated.'*
- *'The guiding principles closely align with Experience Victoria 2033 and priority experiences are broadly consistent with Experience Victoria product priorities.'*

The plan needs to provide greater clarity on its geographic scope from the outset:

- *'From the outset it is important clearly define the scope of the strategy. We believe it is important to be clear throughout the document this is not a plan for all Melbourne, but rather the City of Melbourne LGA.'*

Visitor markets

We heard that:

Further clarity is needed on the visitor markets addressed in the plan, particularly how visitors from greater Melbourne and City of Melbourne workers and residents fit into the plan.

- *'It is not clear if people working in the LGA and residents outside of it are included in figures for volume and spend. "City workers" are presented as a specific, separate group in some parts of the document, but "business travellers" are also named as a distinct visitor/tourism sub-set. Recommend being clear on who comprises these groups.'*
- *'Unclear if visitors to Melbourne includes people in the suburbs - may need to be more up front about this.'*

The vision for Melbourne's visitor economy

We heard that:

The terminology "new generation of travellers" could be construed as a focus on the youth segment:

- *'New generation' in vision implies young people - may need to rephrase.'*
- *'New generation of travellers suggests a focus on young travellers - are we just targeting under 30s?'*

A greater emphasis on contemporary Aboriginal culture in addition to history and heritage is needed:

- *'Consider changing the word ancient and highlighting ongoing thriving Aboriginal culture and connection to the land in the vision, to ensure we focus on modern Aboriginal culture as much as the history'*

Having multiple visions for each experience pillar detracts from the overarching vision:

- *'Having multiple visions is somewhat confusing. Consider one global vision for the DMP and an alternatively worded aim for each priority pillar (e.g. "goal, aspiration...")'*

Experience pillars

The survey participants were given the opportunity to comment on the key directions under each experience pillar.

Experience Pillar 1: Sports and events capital

We heard:

What sets events in Melbourne apart is their close proximity and strong connection to the city:

- *'Look at the difference in spending from Taylor Swift fans in Melbourne vs Sydney. That is what is unique about events in Melbourne.'*

Ensure efficient public transportation services during major events to accommodate increased demand and enhance visitor experience:

- *'We need better tram services to the MCG. More, new, large and accessible trams.'*
- *'Support events with greater public transport options.'*
- *'Maintain public transport schedule and routes for us locals.'*

Distribute the benefits of events across the city to ensure widespread economic and cultural impact:

- *'Try to encourage dispersal of spend when major events are on, so visitation is broader than just the event venue. Visitors should have an idea of what else there is to do when they are attending the event.'*
- *'Involve local retailers to support / cater / grow with events.'*
- *'Increase ability for smaller organisations to join large events, either as an independent satellite program or as part of the larger event.'*
- *'Bring some streets and laneways to life more around the big events.'*

Streamline and enhance the event approvals process:

- *'I'm encouraged by CoM's focus on improving the event approval process. The streamlining of the Event Permitting and PoPE (Place of Public Entertainment) process are key to retaining and supporting event delivery in the CBD. CoM Policy driven determinations on event delivery should be less risk adverse and more of a collaborative discussion with the industry and I would encourage regular consultation with an event working group to establish a critical path to undertaking this work.'*
- *'Agree with all of the directions, in particular approvals and support of event organisers to use unconventional spaces.'*

Consider the social and cultural impacts of events to ensure they contribute positively to the community:

- *'Consider the impact of sporting and cultural events on local residents e.g. noise pollution, congestion.'*
- *'Insurance that these events won't negatively impact residents' ease of use of their city, e.g., public transport.'*
- *'Why not use the events infrastructure that the community has already invested in? We can see from QVM and Exhibition Gardens the negative effects on heritage and environment from repurposing community assets for commercial purposes. These spaces are not yours to exploit!'*

Implement practices to deliver sustainable events:

- *'More focus on regenerative approaches and ensuring events play their role towards Net Zero.'*

Experience Pillar 2: Ground-breaking creativity

We heard:

Empower artists and artisans by providing them with opportunities, resources, and platforms to showcase their work and talents:

- *'Empower underrepresented artists and groups through provision of grants.'*
- *'Provide cheap studio space, residencies for artists of all types - maybe using some of the blank shop fronts, and give rate payers a discount if they do this.'*

- *'More funding for the local arts scene, in particular independent artists rather than big art institutions. Build a sustainable and creative ecosystem of artists that feel supported and can support each other. More mentorship and residency programs for emerging artists, and increase arts grants/funding to allow artists to develop their creative practice (without too much focus on outcomes/deliverables).'*

Advocate for increased funding and financial support for creative initiatives and projects:

- *'Feel we are losing ground in this space as a destination, with the exception of NGV, other art institutions and festivals do not feel like they are executing world-class experiences. Sydney, Hobart, Brisbane, Canberra, Adelaide are increasingly competing with us. Lobbying for more funding should be prioritised.'*
- *'There is a high focus on major events, however it is the arts and culture of our city which makes it so unique and welcoming for visitors. It is the heartbeat of Melbourne everyday, yet there isn't enough support or exposure for our cultural venues (outside blockbuster events). This will be impossible to achieve with so much government investment and promotional weight going into the major events.'*

Include a more pronounced emphasis on live music events:

- *'Music events are omitted from the sports and events capital narrative, though this should be noted as a distinctive driver of visitation and economic development. Perhaps more appropriate to include on pg. 31 which also barely notes Melbourne's distinction globally as the live music capital of Australia.'*
- *'Support the local live music providers.'*

Infuse creativity into public spaces throughout the city:

- *'We could better facilitate arts orgs to partner with caretakers of public spaces.'*
- *'Make a hub around events from Fed Square to Arts precinct and Southbank.'*

Ensure the creative sector is inclusive and accessible to everyone:

- *'Focus should also be given to affordability and access for all. Ground-breaking often means unaffordable and limited to upper socio-economic groups.'*

Experience Pillar 3: Vibrant people and places

We heard:

Preserve the city's heritage by protecting historical sites and celebrating cultural traditions:

- *'The preservation of our diminished heritage in East Melbourne is essential.'*
- *'Recognise ways to activate our heritage buildings and places through commerce, community and other uses. Also look at ways to enhance the experience of heritage places, through events, lighting and upgrades/maintenance.'*
- *'Ensure that more of the heritage buildings are kept. No more hi-rises. These have destroyed Melbourne, particularly the more recent ones. No one comes here to see a boring high rise. They are ubiquitous around the world.'*

Celebrate Melbourne's rich culture through festivals, events, and initiatives that showcase its diversity and creativity:

- *'The immigration museum and other museums should be used to highlight our diversity, and in a celebratory way. We should certainly celebrate our First Nations people of the Kulin Nation.'*
- *'Promotion & investment of Melbourne's identity and events program into the future as a confident leader in the cultural sector.'*
- *'Give opportunities for members of Melbourne's diverse community to curate some CoM events.'*

Promote cultural competency to foster understanding and respect for diverse cultures within the community:

- *'Being sensitive to the nuances of different cultural backgrounds and communities, and that "multiculturalism" isn't just a term thrown around carelessly to tick checkboxes.'*

Include a more pronounced emphasis on architecture and design:

- *'Melbourne is unique in its focus on art and design - we talk about style but not so much about its architecture (contemporary moves, laneways etc).'*
- *'Close traffic off to lanes and side roads, bring shops and bars and restaurants out onto the streets.'*

Experience Pillar 4: Gastronomy 24/7

We heard:

The pillar name "Gastronomy 24/7" pillar doesn't resonate well:

- *'Gastronomy is too elite, and we're not a 24/7 city, especially after Covid.'*
- *'Consider a different term to Gastronomy - sounds a bit elitist, especially compared to the other pillars.'*
- *'I don't believe Melbourne has ever been a 24-hour city, but do people want/need this?'*

There's a need to package the city's culinary offerings and make them more accessible for visitors:

- *'The city has the product, but how do we package it in a way that visitors understand? Melbourne has a great reputation for quality and excitement, but how do we shine a light on that to make it easier for the visitors.'*
- *'Give maps to new arrivals to show everyone the hidden delights of our independent laneway eateries.'*

Food festivals and events are crucial for promoting culinary diversity:

- *'We are also losing ground in this space as the leader, with increasing reputations for food and wine in Sydney, Adelaide, Hobart etc etc. Have always felt there's a lot of missed opportunity in the Food and Wine Festival, which is relatively small, niche and expensive for consumers.'*
- *'Bring more festivals into and onto the streets at weekends all summer.'*
- *'More food festivals in conjunction with other activities such as the tennis, car racing or horse racing.'*

The plan should strike a balance between a positive five-year ambition and the immediate cost-of-living challenges faced by stakeholders:

- *'Ongoing investment into the laneway culture of Melbourne to support the continuing recovery of the Hospitality sector.'*
- *'This industry is facing real hardships right now, which are an unfortunate outcome of macroeconomic policies. We've been through this before and bounced back but CoM should focus on supporting the industry to come out the other side.'*
- *'You can't foster these things if you price business out of business.'*

Experience Pillar 5: Eclectic shopping mecca

We heard:

Support independent retailers and boutiques which make Melbourne's retail experience unique:

- *'Encourage more independent smaller retailers and less franchise, chain stores.'*
- *'Increasing rents in Council owned venues have encouraged franchises rather than small diverse independent businesses.'*
- *'Many local designers, artists and businesses couldn't afford to be in the city currently. Support the above direction to foster that! I think often the big shopping centres are the loudest but diverse offerings will bring people in and differentiate Melbourne for visitors as well.'*

Implement shopping activations in the city to enhance the retail experience, drive foot traffic, and support local businesses:

- *'Bring fashion to the streets and laneways with street markets with live entertainment.'*

Continue to adapt to the changing rhythm of the city:

- *'The change to trading hours was an excellent move.'*

Experience Pillar 6: Urban Aboriginal culture

We heard:

Establish meaningful connections between the industry and traditional owners to promote collaboration:

- *'I know that the hardest thing for us is communication and collaboration with traditional owners and cultural knowledge holders. We desperately want to engage and contribute. CoM could invest much more into facilitating connections and collaborations.'*
- *'Indigenous knowledge and cultural training for other tourism operators would be amazing. Tour operators and tour guides often field questions about indigenous Australia from international visitors. We would love to have culturally accurate answers to provide. This knowledge is actually really difficult to access for non-indigenous Australians.'*

Integrate Aboriginal culture into the fabric of the city:

- *'Would love to see this supported, feel it's an extremely compelling experience for visitors. We should embed through permanent signage, artworks and naming across the city.'*
- *'Better promotion and support of our Aboriginal heritage. More acknowledgment of the stories that are integral to the First Nations peoples and their connections with the land we live on throughout the City would be unique. The excellent facility in Fed Square should also be promoted broadly.'*

Support the development of Aboriginal experiences in the city:

- *'Consideration given to the support of First Nations people in developing cultural experiences within the CBD.'*
- *'More Aboriginal festivals.'*

Experience Pillar 7: World-class knowledge hub

We heard:

Positioning Melbourne as a knowledge capital is a priority:

- *'Everything else is dependent on our city being viewed as a knowledge city'*

Provide support services, resources, and opportunities to enhance the experience and success of international students in the city:

- *'More should be done to support the students if this is the focus. For example, having reduced myki costs for postgraduate as well as undergraduate students. Or having lower cost myki for part time students.'*
- *'Capitalising on the growth potential of international students would be aided by reinstating student PTV rates for all, not just the very few who apply in limited time periods. Ensure that affordable housing is available to residents and graduate+ students and researchers.'*

The importance of international students to the VFR market needs to be more pronounced:

- *'Consider reinforcing the VFR priority action in this section with content in the narrative that links international students to the potential to grow VFR tourism.'*

Experience Pillar 8: Green urban oasis

We heard:

Invest in green spaces and infrastructure:

- *'More greenery is always appreciated - ideally with native plants and flora.'*
- *'Why not also include greening spaces along public transport routes - encouraging people to use them and have unique experiences? Greening railway routes could be both community building activity and visitor encouraging.'*
- *'Alexandra Ave from Anderson to Swan St/City Road should be made parkland to join the Botanic Gardens with the Yarra.'*
- *'There is quite a lot more which needs to be done to create more green urban experiences in the CBD, including greening of streets, parklets.'*

Include a more pronounced emphasis on waterways:

- *'We note that that the Plan ignores the other environmentally sound asset of "Blue" opportunities in Melbourne. Melbourne actually has more navigable waterways than Sydney.'*

Include a more pronounced emphasis on connecting the city to the river and the Docklands waterfront:

- *'Bring the Yarra as close as possible to the CBD through inter-connecting paths lined with trees. Remove cars. Be brave!!'*
- *'No reference to Melbourne's international status as the largest Port in Australia or its rich maritime heritage and significantly to Docklands Precinct, the site of the world-renowned hand-excavated Victoria Harbour.'*

Experience Essentials

Experience Pillar 1: Safety and cleanliness

We heard:

Ensure safety and cleanliness as fundamental aspects of the city experience:

- *'Improve the environment on the city streets; cleanliness, safety, remove the illegal delivery cyclists and scooters from the pavements, do not condone bad behaviour and limit the protests. Return the city to a vibrant, friendly and pleasant place to be.'*
- *'Would love it if this plan could do something to encourage people to care for the environment in the most basic way - by picking up their rubbish and putting it in a bin.'*
- *'I would like Council to monitor carefully its direct expenditure on events and instead concentrate on its basic functions of street cleaning, tidiness, controlling short stay accommodation and bikes and food delivery etc.'*
- *'Safer. Cleaner. Convince these people that recent negative experiences are not going to be repeated.'*
- *'First, you must make the city a viable place for business to set up. And then, let businesses do what they do best.'*

Experience Pillar 2: Transport and connectivity

We heard:

City of Melbourne should advocate for the completion of the airport railway:

- *'One of the top complaints we hear from international visitors is the lack of a rail line to the airport'*
- *'Access to the city by bus is an international joke'*

City of Melbourne should advocate for investment and enhancements to Station Pier:

- *'Station Pier is a substandard cruise terminal and this reflects poorly on the city as a whole.'*
- *'Unfortunately for tourists arriving by ship they arrive at Port Melbourne which looks like a waste land and is an embarrassment'*

Some stakeholders advocated for more pedestrian only areas of the city:

- *'More pedestrian only areas.'*
- *'Barcelona bans traffic except public transport from the city streets around the Ramblas gothic quarter from 10am. All deliveries are done early mornings.'*
- *'Close traffic off to lanes and side roads, bring shops and bars and restaurants out onto the streets.'*

Some stakeholders advocated for more alternative modes of transportation, namely cycling:

- *'Parks and gardens and streetscapes can only be highlighted through the use of alternate forms of transportation.'*
- *'Provide better connectivity for bicycle paths.'*
- *'The future is pedal power.'*

Other stakeholders wanted less emphasis on cycling:

- *'Stop giving bike riders priority, eg bike lanes, wider than footpaths in number areas and much better quality why? Make them walk with bikes on footpaths, walk crossings.'*
- *I think the cyclists won. Pity you don't really see them riding through the city.*

Experience Pillar 3: Accessibility

We heard:

There's a need for a more pronounced emphasis on travelers with temporary disabilities:

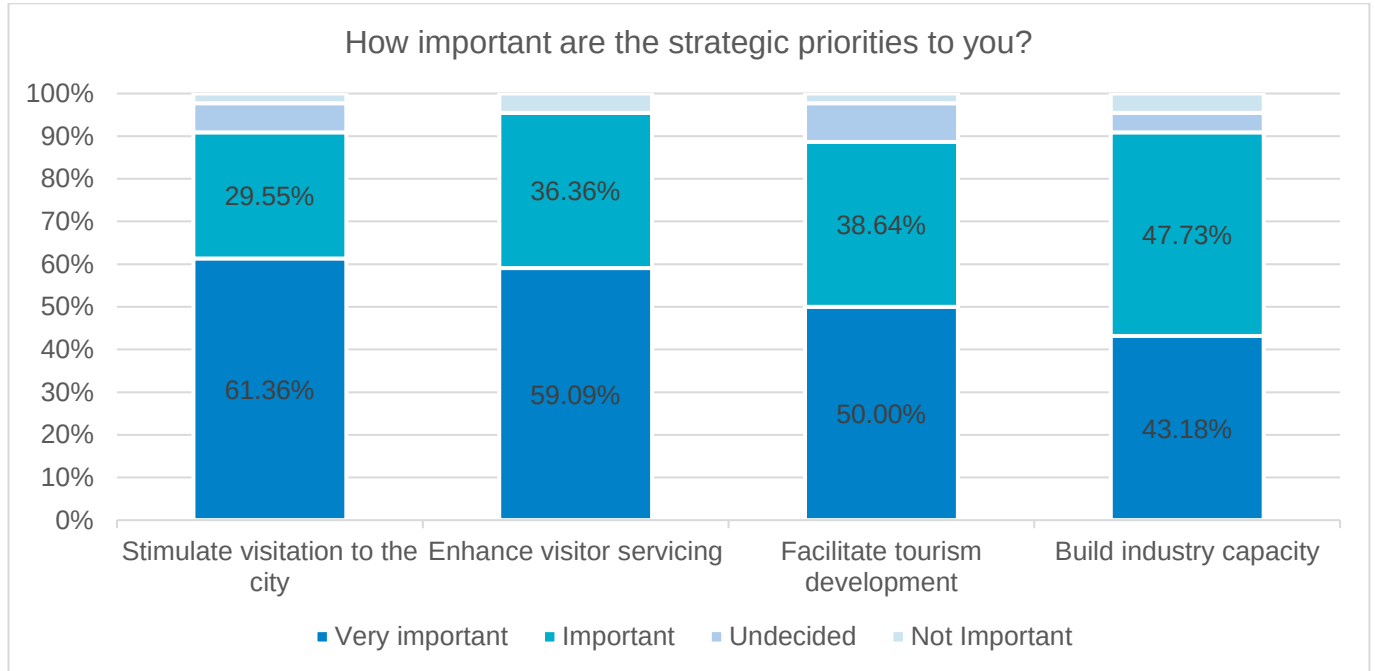
- *'The accessibility section could include further narrative and actions for people living with a temporary disability, such as an injury, and for those with unique mobility needs, including families with prams or the elderly with mobility aides.'*

The plan could showcase best practices by highlighting existing accessible experiences in the city:

- *'This section could also include references to the good work already underway, such as the many low sensory spaces established at key visitor attractions, including the LUME exhibits or the Australian Open.'*

Strategic priorities

Forty-four participants responded to the question on the importance of the strategic priorities. Roughly 60 per cent of participants indicated stimulating visitation to the city and enhancing visitor servicing were very important, while half felt facilitating tourism development was important. 43 per cent indicated building industry capacity was very important.



Other comments and feedback

The final survey question invited participants to share any other comments or feedback we should consider as we finalise Experience Melbourne 2028. 18 participants provided additional comments and feedback.

The most common themes are identified below:

The importance of effective implementation:

- *'The proposed project can be done in stages.'*
- *'Very impressive document. Hope it can be implemented efficiently.'*
- *'Devil is in the detail.'*
- *'Integrate with Visit Victoria and key RTBs and a role for Airport.'*

Council priorities:

- *'The strategies are important generally but they are not primary responsibilities of Council.'*
- *'What about the resident??? I think that is the top priority.'*

Impact

The engagement findings will inform Council's decision on the key directions and actions to be included in the proposed Experience Melbourne 2028 plan as well as annual implementation plans.

Next steps

The feedback and survey results received through the community engagement will be further considered and incorporated, as appropriate, in the updated plan.

We anticipate the Experience Melbourne 2028 plan with incorporated changes from Community Consultation will be reported back to Future Melbourne Committee on 20 August.

Project milestones	Time period or date
Consideration of community feedback	June 2024
Community consultation report presented to Future Melbourne Committee	20 August 2024
Final Experience Melbourne 2028 presented to Future Melbourne Committee for approval	20 August 2024

Table 7. Project timeline

Appendices

Appendix 1 Online survey questions

Connection to City of Melbourne's visitor economy

What is your connection to City of Melbourne's visitor economy?

- Local resident
- Tourism industry stakeholder (government, business, sector organisation)
- Someone who visits City of Melbourne
- Other (please specify)

If respond Tourism industry stakeholder: **What sector do you primarily operate in?**

- Attractions/experiences
- International education
- Accommodation
- Events
- Restaurant and hospitality
- Government
- Business events
- Tour guiding
- Transport
- Retail
- Property and development

Experience Pillar 1: Sports and events capital

From the tent poles of the sporting calendar to the tapestry of community events throughout the year, sports and events play a major role in Melbourne's visitor economy.

Key directions:

- Improve the approvals process for organisers delivering events in Melbourne.
- Maximise opportunities to raise the visibility of sporting and cultural events across Melbourne.
- Invest in an effective portfolio of events that drive visitation and spend that contribute to Melbourne's status as an events capital.
- Support event organisers to activate unconventional and unique public spaces.

Would you like to share any feedback or comments on the proposed Key Directions for Sports and events capital? For instance, is there anything missing?

Open text response field

Experience Pillar 2: Ground-breaking creativity

Melbourne's creative scene is distinctive and celebrated, renowned for its originality, independent spirit and commitment to pushing boundaries.

Key directions:

- Enhance the visibility of the city's creative experiences and precincts for visitors.
- Invest in art and artists that build on our reputation as a leader in original, ground-breaking work.
- Facilitate collaboration between the creative sector and the visitor economy.

Would you like to share any feedback or comments on the proposed Key Directions for Ground-breaking creativity? For instance, is there anything missing?

Open text response field

Experience Pillar 3: Vibrant people and places

Melbourne's welcoming people and vibrant public realm are fundamental parts of the city's identity.

Key directions:

- Create and affirm distinct stories and narratives for our diverse neighbourhoods, celebrating their unique sense of place and culture.
- Celebrate and preserve the city's diverse cultural heritage.
- Ensure Melbourne's diversity is a key feature when promoting the city.
- Create a welcoming environment for visitors from diverse backgrounds and communities.

Would you like to share any feedback or comments on the proposed Key Directions for Vibrant people and places? For instance, is there anything missing?

Open text response field

Experience Pillar 4: Gastronomy 24/7

In Melbourne, food is not just eaten: it is celebrated, discussed and savoured. The city's culinary offering extends beyond the plate. It is also about the experience, an adventure that stretches from the first sip of morning coffee to the call for last drinks.

Key directions:

- Foster innovation in the culinary sector and support the development of new independent culinary businesses.
- Promote the diversity of the city's food culture to position Melbourne as a global leader in gastronomy.
- Connect food festivals, events and tours with the hospitality sector to showcase the city's culinary offerings.
- Promote Melbourne as a stimulating and safe 24-hour city.

Would you like to share any feedback or comments on the proposed Key Directions for Gastronomy 24/7? For instance, is there anything missing?

Open text response field

Experience Pillar 5: Eclectic shopping mecca

The experience of shopping in Melbourne is much like the city's own unique style – diverse and eclectic, effortlessly stylish, and showcasing a range of high-end, local and specialty influences.

Key directions:

- Encourage visitation to the city's shopping districts through innovative incentives, activations and events.
- Revitalise the city's independent fashion and boutique culture by strengthening support for local designers, artists and businesses.
- Enhance key shopping districts in the city through improved infrastructure and trading conditions.
- Position the city as an exciting and must-visit shopping and fashion destination.

Would you like to share any feedback or comments on the proposed Key Directions for Eclectic shopping mecca? For instance, is there anything missing?

Open text response field

Experience Pillar 6: Urban Aboriginal culture

Melbourne presents a unique opportunity to experience Aboriginal heritage and culture in an urban environment, acting as a gateway to Victoria's rich Aboriginal culture.

Key directions:

- Support the development of Aboriginal products and experiences, as well as experiences that align with caring for Country.
- Grow Melbourne's position as an enticing destination for urban Aboriginal experiences.
- Protect, recognise and embed Aboriginal culture and heritage across the city

Would you like to share any feedback or comments on the proposed Key Directions for Urban Aboriginal culture? For instance, is there anything missing?

Open text response field

Experience Pillar 7: World-class knowledge hub

Melbourne's reputation as a knowledge and innovation capital attracts national and international business events, as well as international students drawn to the city's global position as a world-class study destination that offers a great lifestyle.

Key directions:

- Capitalise on the growth potential of international students and their visiting friends and relatives.
- Strengthen Melbourne's standing as a premier business events destination and enhance awareness of the value of business events.
- Connect business events with the visitor economy to encourage business travellers to experience all Melbourne has to offer.
- Position Melbourne as a knowledge capital and innovation hub.

Would you like to share any feedback or comments on the proposed Key Directions for World-class knowledge hub? For instance, is there anything missing?

Open text response field

Experience Pillar 8: Green urban oasis

Melbourne is a city where nature is an integral part of the urban landscape. This blend of the built and natural environments enhances quality of life for residents and presents an immersive experience for visitors.

Key directions:

- Position Melbourne as a mecca for urban nature, home to a world-renowned network of parks, gardens and streetscapes.
- Create compelling opportunities to connect with and experience a revitalised Yarra River – Birrarung.

Would you like to share any feedback or comments on the proposed Key Directions for Green urban oasis? For instance, is there anything missing?

Open text response field

Strategic Priorities

The Draft Plan includes four priorities:

- **Stimulate visitation to the city** – aligning under a unified brand narrative, market diversification, and a compelling program of marketing and events to drive repeat visitation.
- **Enhance visitor servicing** – ensuring visitors discover more through the provision of timely and accurate information, the 'welcome', continued expansion of wayfinding and best practice visitor information services.

- **Build industry capacity** – skills and capacity building, improving cultural competency across the sector.
- **Facilitate tourism development** – attracting public and private sector investment via resource development including best practice experience guidelines, and partnership and collaboration with government and peak bodies.:

How important are the strategic priorities to you?

- Very important
- Important
- Undecided
- Not important

Would you like to share any other comments or feedback on the Strategic Priorities?

Open text response field

Other suggestions and feedback

Would you like to share any other comments or feedback on the draft Experience Melbourne 2028?

Open text response field

About you

The following questions are about you. By telling us a bit about you, we can make sure that we're hearing from different voices.

Your answers will be de-identified for analysis, and we won't share your data with any other party.

You may choose the option for 'Prefer not to say' for questions you do not wish to answer.

How do you describe your gender?

- Female
- Male
- Non-binary/gender diverse
- Prefer not to say
- Other

What is your age?

- Under 15 years
- 15-19 years
- 20-24 years
- 25-29 years
- 30-34 years
- 35-39 years
- 40-44 years
- 45-49 years
- 50-54 years
- 55-59 years
- 60-64 years
- 65-69 years
- 70-74 years
- 75-79 years
- 80-84 years
- 85-89 years

- 90 years
- Prefer not to say

Do you identify with any of the following?

- Aboriginal
- Torres Strait Islander
- Person with a disability
- Carer
- LGBTIQ
- Speak a language other than English at home
- Born overseas
- International student
- Prefer not to say
- None of these

Which of the following best describes your connection to this City of Melbourne project?

- I am a resident
- I am a worker
- I own a business
- I am a student
- I am a visitor
- Prefer not to say
- Other (please specify open text response field)

Based on your connection to this project, where do you live/work/own a business/study/visit?

- Carlton (3053)
- CBD (3000)
- Docklands (3008)
- East Melbourne (3002)
- Kensington (3031)
- North Melbourne (3051)
- Parkville (3052)
- Southbank (2006)
- South Yarra (3141)
- West Melbourne 3003)
- Fisherman's Bend
- Prefer not to answer
- Other (please specify open text response field)

Have you participated in a consultation with City of Melbourne before?

- No this is my first City of Melbourne consultation
- Yes, I have participated in a City of Melbourne consultation one or twice before today
- Yes, and I participate in City of Melbourne regularly
- Not sure
- Prefer not to say

What motivated you to participate in this consultation today?

- I was passing by/approached by City of Melbourne
- This project directly impacts me
- I think it's important to have your say and contribute to the future of the city
- I received a letter/email from City of Melbourne
- I saw the project on social media
- I saw the project on media (TV, radio, newspaper etc.)
- Word of mouth
- Prefer not to say
- Other (please specify open text response field)

Please provide your email if you would like to receive updates about this project:

Open text response field

How to contact us

Online:

melbourne.vic.gov.au

In person:

Melbourne Town Hall - Administration Building
120 Swanston Street, Melbourne
Business hours, Monday to Friday
(Public holidays excluded)

Telephone:

03 9658 9658
Business hours, Monday to Friday
(Public holidays excluded)

Fax:

03 9654 4854

In writing:

City of Melbourne
GPO Box 1603
Melbourne VIC 3001
Australia



Interpreter services

We cater for people of all backgrounds
Please call 03 9280 0726

03 9280 0717	廣東話
03 9280 0719	Bahasa Indonesia
03 9280 0720	Italiano
03 9280 0721	普通話
03 9280 0722	Soomaali
03 9280 0723	Español
03 9280 0725	Việt Ngữ
03 9280 0726	عربي
03 9280 0726	한국어
03 9280 0726	हिंदी
03 9280 0726	All other languages

National Relay Service:

If you are deaf, hearing impaired or speech-impaired,
call us via the National Relay Service: Teletypewriter (TTY)
users phone 1300 555 727 then ask for 03 9658 9658
9am to 5pm, Monday to Friday (Public holidays excluded)

melbourne.vic.gov.au



CITY OF MELBOURNE