

DRAFT ECONOMIC DEVELOPMENT STRATEGY 2025-29: COMMUNITY ENGAGEMENT REPORT

JUNE 2025



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 Eastern Kulin and pays respect to their Elders past, present and emerging.

We acknowledge and honour the unbroken spiritual, cultural and political connection the Wurundjeri, Bunurong, Dja Dja Wurrung, Taungurung and Wadawurrung peoples of the Eastern Kulin have to this unique place for more than 2000 generations.

We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

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12 June 2025

Executive Summary

This report

This community engagement report details the comprehensive consultation efforts made to gather feedback on City of Melbourne's Draft Economic Development Strategy 2025-2029. The draft strategy presents a strategic vision and outlines key opportunities for strengthening Melbourne's economy. This report focuses primarily on the findings from an online survey hosted on Participate Melbourne.

Consultation

The primary objective of the consultation was to ensure that the key opportunities and priorities outlined in the draft strategy 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 city's economy.

The community consultation involved a multifaceted outreach using various channels, including: a dedicated page on Participate Melbourne, promotion through the Business in Melbourne e-news, round table workshops with industry groups, input from the Melbourne 2050 summit, as well as meetings with internal City of Melbourne branches. A total of 93 survey responses were received via Participate Melbourne, from a mix of local residents (45 per cent), workers (18 per cent), business owners (10 per cent) and students (6 per cent).

Consultation results

Stakeholders expressed strong support for the draft vision and its three opportunity pillars (Innovation, Talent, Vibrancy).

The most common themes identified in stakeholder feedback were:

- **Strong overall backing:** 84 per cent of participants supported the draft vision to make Melbourne Asia-Pacific's top choice for talent, investment and opportunity.
- **Balanced support across pillars:** 82 per cent indicated 'support' for *Opportunity 1: A global powerhouse of innovation*, 78 per cent for *Opportunity 2: A magnet for the world's brightest minds*, and 70 per cent for *Opportunity 3: Alive with energy*.
- **Deep qualitative engagement:** 94 per cent of respondents offered input on underlying strengths, and 91 per cent identified areas needing further focus – demonstrating high community engagement beyond the checkbox questions.

Three 'fundamentals' emerged as prerequisites for success:

1. **Safe, clean and welcoming streets** – calls for visible policing, swift graffiti and rubbish removal, and better lighting.
2. **Affordability of living and working** – urgent need to boost housing supply and stabilise commercial rents to retain talent and small enterprises.
3. **Space and support for creativity and small business** – demand for affordable studios, co-working and makerspaces, plus public-art activations to sustain Melbourne's creative edge.

Impact and next steps

These insights have directly informed revisions to the draft Economic Development Strategy 2025–2029 that will be considered by Council in June 2025.

Expected outcomes of the policy

Drawing on the community's feedback and the strategy's overarching objectives, the draft Economic Development Strategy is designed to achieve the following five outcomes:

1. **Reinforced liveability** – safer, cleaner streets, improved public realm and vibrant public spaces that foster community well-being.
2. **Inclusive growth** – greater housing supply and affordable commercial workspace to ensure all Melburnians and local businesses can participate in the economy.
3. **Innovation-led economy** – strengthened pathways to commercialise research, scale local IP and grow advanced manufacturing and tech-driven industries.
4. **Talent magnet** – a compelling live-work proposition, with competitive living costs and quality of life, to attract and retain domestic and international professionals.
5. **Cultural vitality** – ongoing support for creative industries, affordable studios, public-art activations and cultural events that reinforce Melbourne’s global identity.

Introduction

Report purpose

This report outlines the approach and outcomes of community engagement on the City of Melbourne's draft Economic Development Strategy 2025–2029. It:

- Describes the methods used to gather and analyse feedback, with a focus on the online survey hosted on Participate Melbourne.
- Summarises who participated and the nature of their input.
- Presents findings that will directly inform revisions to the draft strategy.

Project background and context

The draft Economic Development Strategy 2025–2029 sets out a vision to position Melbourne as Asia-Pacific's leading city for innovation, talent attraction and vibrant growth. Building on the City's strengths in research, culture and industry, the strategy outlines three pillars – Innovation, Talent and Vibrancy – supported by foundational 'fundamentals' such as liveability, affordability and creative activation. This strategy follows Melbourne's recovery from the pandemic and seeks to ensure the local economy remains resilient, inclusive and globally competitive.

The Economic Development Strategy refresh formally commenced in early 2024, following a Future Melbourne Committee resolution in February to revisit and update the city's 10-year economic blueprint. Over the subsequent three months, the project team convened a comprehensive research and engagement program to ground the draft strategy in lived experience, sector expertise and quantitative analysis.

First, a series of facilitated workshops brought together over 200 participants across a range of priority sectors: health technologies; digital games; climate technology; climate jobs and skills; education technology; sports technology; live music; hospitality; and social impact. Representatives from each sector tabled emerging trends, capability gaps and growth opportunities, ensuring the draft strategy's pillars of innovation, talent and vibrancy reflected real-world industry needs.

Parallel to these sectoral deep dives, the project team engaged existing governance and advisory bodies. Sessions were held with the City Economy Advisory Committee, Business Precinct Associations and the Invest Melbourne Advisory Board to test draft directions, refine proposed actions and identify stakeholder champions for implementation.

To broaden the conversation, targeted one-to-one meetings were convened with peak bodies and key stakeholders. These discussions surfaced alignment with wider state and national economic priorities.

Finally, the engagement team leveraged the City's Knowledge Bank to analyse thousands of community comments gathered through previous Council consultations, everyday interactions and online platforms. This data mining exercise ensured longstanding public sentiment – on issues from liveability to small-business support – was woven into the draft's 'Fundamentals' section.

Together, these research, workshop and stakeholder-engagement activities provided a robust evidence base for the draft Economic Development Strategy 2025–2029. They guarantee that the strategy not only captures Melbourne's existing strengths but also reflects the aspirations and lived realities of its diverse business, creative and residential communities.

Following the release of the draft strategy in mid-April, further consultation was undertaken to validate and enrich the proposals:

- Additional facilitated workshops with representatives from the creative sector, international education sector and resident associations.
- Melbourne 2050 Summit discussions on economy and innovation themes, convening more than 700 attendees.
- An expanded Participate Melbourne survey. The outcomes of this survey are the principal focus of this report.

This layered engagement program – combining deep sectoral input, broad community feedback and high-level stakeholder dialogue – provides a robust evidence base for the draft Economic Development Strategy 2025–2029.

It ensures that the strategy reflects both Melbourne's economic strengths and the diverse aspirations of its business, creative and residential communities.

Purpose of the engagement

Engagement sought to test the draft strategy's vision, key directions and foundational initiatives against community and stakeholder priorities. The goals were to:

- Validate broad support for the three opportunity pillars.
- Uncover any missing strengths, gaps or risks.
- Identify practical 'fundamentals' and enablers that the strategy must lock in to succeed.

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 16 April to the 13 May 2025.

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 strategy, along with Frequently Asked Questions
- Direct emails to key stakeholders
- Inclusion in the Business in Melbourne e-news
- Inclusion in the Participate Melbourne e-news
- City of Melbourne social media (organic and paid)
- Inclusion in Melbourne News e-news
- Facilitated workshops with representatives from the creative sector, international education sector and residents (following a wide array of workshops held prior to development of the draft strategy)
- Discussion at the Melbourne 2050 summit on 9 May 2025
- Internal consultations with relevant City of Melbourne branches.

Metric	Amount
Participate Melbourne page views	4285
Survey responses	93
Downloads of the full draft Economic Development Strategy 2025-29	674

Table 1 Engagement metrics

Consultation

Community feedback on the Draft Economic Development Strategy 2025-29 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:

- Vision
- Other issues impacting Melbourne's economy
- Other areas to work on
- Strategic opportunities
- Other ways to support Melbourne's innovation economy
- Demographic questions (standard across all City of Melbourne engagement surveys)

Survey participants

A total of 90 community members made 93 contributions. All demographic questions are optional. The percentages reported here are calculated using the total number of participants who responded to each question.

Who we heard from:

Gender

93 participants responded to this question. Slightly more men (51 per cent) completed the survey than women (44 per cent). Four per cent responded 'prefer not to say' to the gender survey question. One respondent described themselves as non-binary.

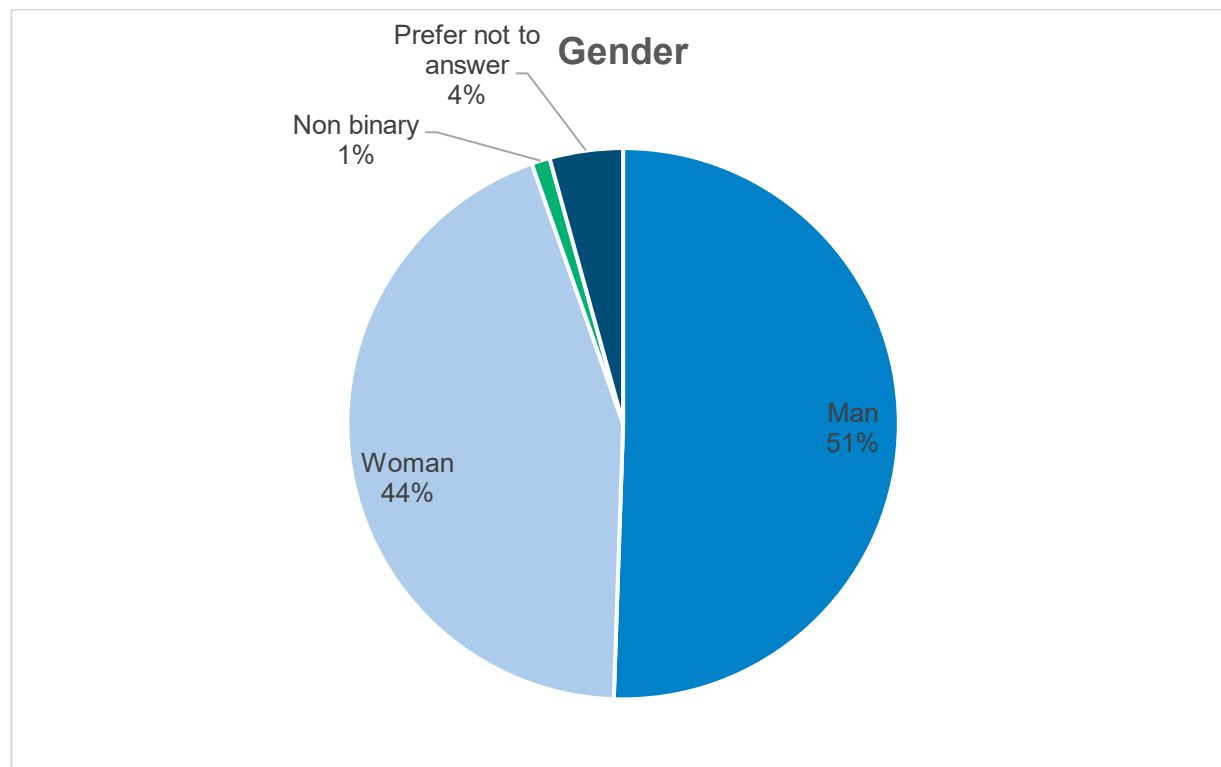


Figure 1 Responses by Gender

Age

93 participants responded to this question. The median age of survey respondents was 45-49 years, significantly older than the age of the average City of Melbourne resident, which is 30. The most common age groups of responding were 40-44 years (17 per cent), 50-54 years (15 per cent) and 35-39 years (15 per cent). Four per cent responded 'prefer not to say'.

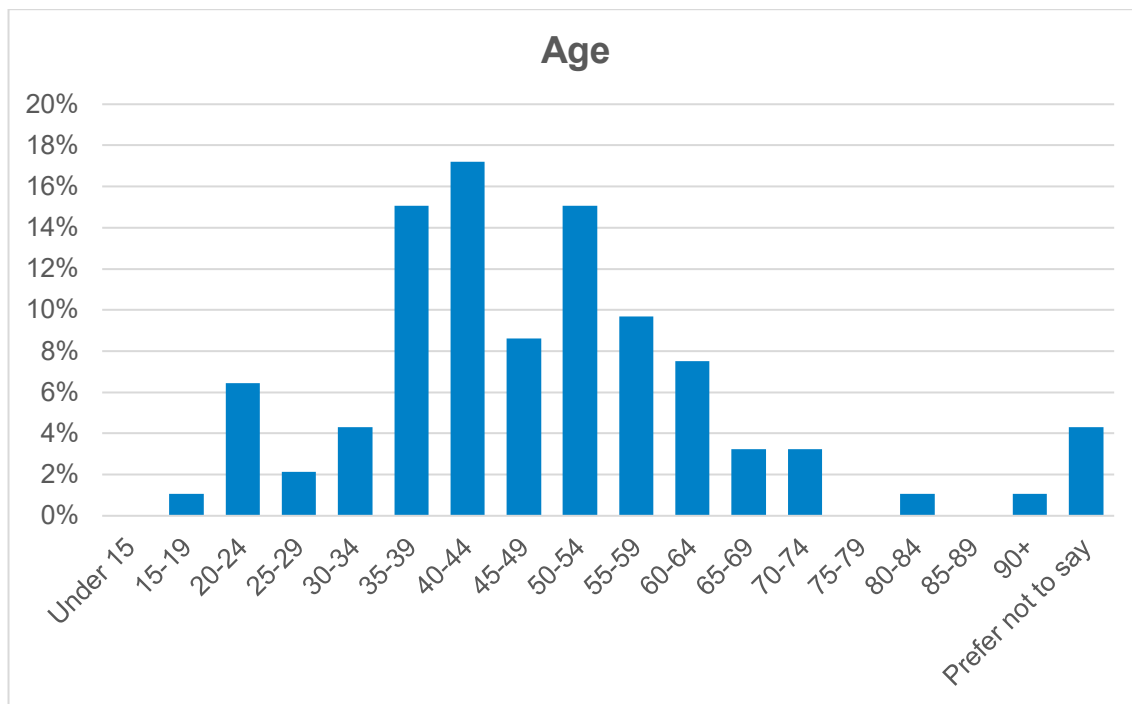


Figure 2 Responses by Age

Other identities

89 participants responded to this question. 48 per cent were born overseas (slightly lower than the share of City of Melbourne residents, which is 55 per cent). 17 per cent speak a language other than English at home. This is much lower than the average for City of Melbourne residents, which is 46 per cent. 13 per cent identified as LGBTQIA.

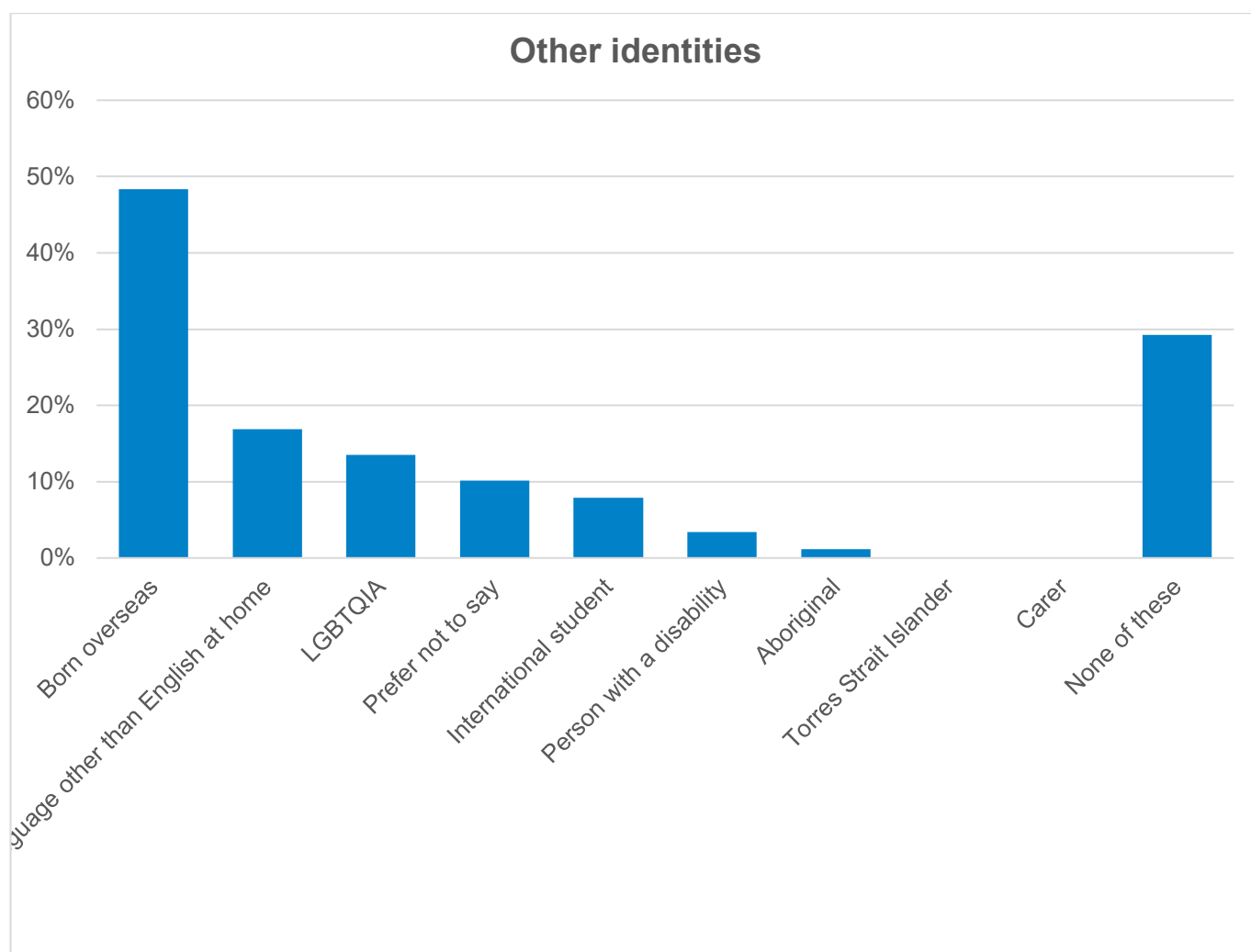


Figure 3 Responses by Identity

Connection to this City of Melbourne project

93 participants responded to the question 'Which of the following best describes your connection to the City of Melbourne project?' Most participants (45 per cent) were residents, followed by workers (18 per cent). 'Other' (15 per cent) and business owners (10 per cent) were the next biggest categories of respondents.

Connection to this City of Melbourne project

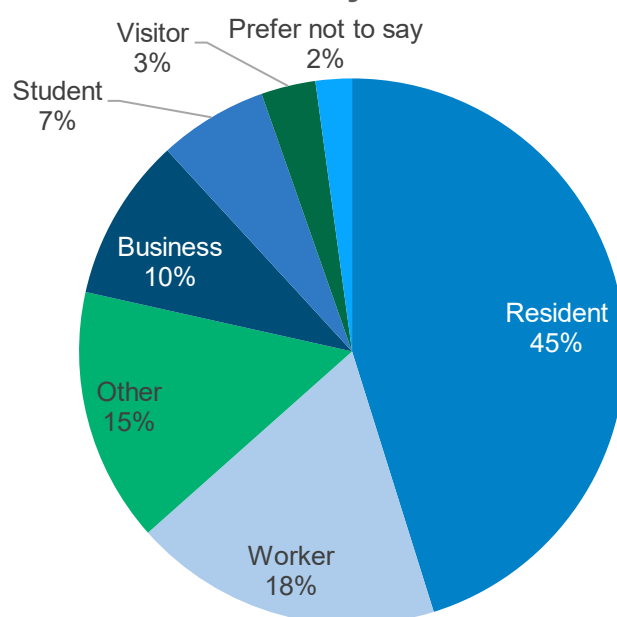


Figure 4 Responses by Project Connection

Previous participation in City of Melbourne consultations

93 participants responded to this question. Just over a third of participants (35 per cent) were participating in a City of Melbourne consultation for the first time. Most have participated before. 37 per cent had participated once or twice before, while 22 per cent had participated more regularly.

Previous participation in City of Melbourne consultations

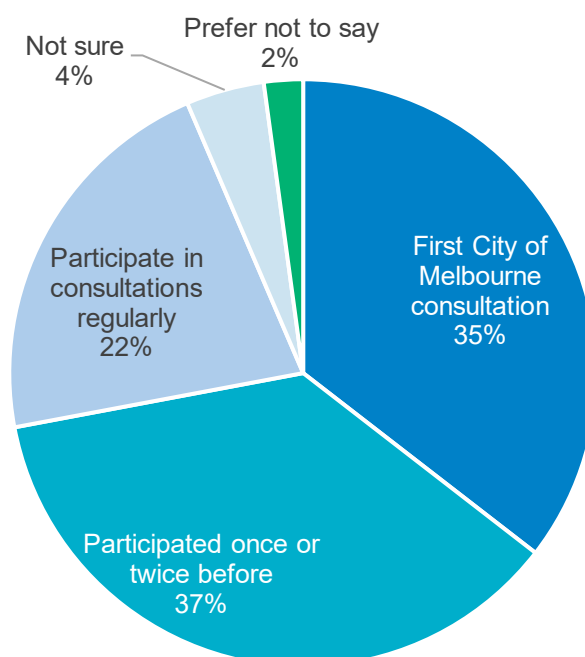


Figure 5 Responses by previous participation

Motivations to participate in this consultation

93 participants responded to this question. Respondents could select more than one category.

Two-thirds of survey participants (66 per cent) think it is important to have your say and contribute to the future of the city. 35 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 and 26 per cent saw the project on social media. 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 was passing by/approached by City of Melbourne	5%
The project directly impacts me	35%
I think it's important to have your say and contribute to the future of the city	66%
I received a letter/email from the City of Melbourne	33%
I saw the project on social media	26%
I saw the project on media (TV, radio, newspaper etc.)	3%
Word of mouth	4%
Prefer not to say	2%
Other	9%

Table 2 Motivations to participate in this consultation

How we analysed the feedback

Quantitative questions were collated to determine levels of support. OpenText answers were thematically coded and grouped under the draft Strategy's **vision**, three **opportunity areas** and **other questions**. Illustrative participant quotes are provided verbatim (lightly edited for grammar or to remove identifying information).

Engagement findings

Vision

Draft vision: Melbourne will be the Asia Pacific's top choice for talent, investment and opportunity.

Support level: 84 % support | 0 % neutral | 16 % do not support.

We heard:

Most participants endorsed the headline ambition, describing it as an appropriately bold, globally focused goal that builds on Melbourne's existing strengths in universities, research institutes and cultural appeal. They see the city's liveability and diversity as natural magnets for talent. A small minority questioned the vision's realism or worried it prioritises international attraction over local needs, pointing to safety, housing costs and tourism decline as unresolved issues that could undermine credibility.

The feedback on the vision was positive:

Global ambition & competitiveness	<i>"Absolutely — this is a bold and worthy vision."</i>
Strong talent & innovation base to build on	<i>"Great talent base and education system — ... but we risk being overtaken by Sydney if we don't move quickly."</i>
Liveability as a magnet	<i>"Melbourne is a vibrant, inviting place to live, I want to see that continue."</i>

Some concerns about the vision were also captured:

Vision feels vague / unrealistic	<i>"Singapore beats us hands down already — we need detail not slogans."</i>
Neglect of core issues (safety, cost, tourism)	<i>"The city is a hole."</i>
Too focussed on international students / outsiders	<i>"Melbourne will lose its tourism and hospitality attractiveness ... why isn't this included?"</i>

Have we missed any strengths that underpin Melbourne's economy?

We heard:

Respondents highlighted the city's cultural and social capital — major events, world-class sporting precincts, independent arts and hospitality — as foundational economic assets. Several emphasised First Nations knowledge, strong community networks and Melbourne's history of activism as distinctive advantages. Others cited the concentration of health, biotech and design expertise, its time-zone alignment with Asia and accessible public transport. A handful argued that customer-service standards and business-friendly regulation remain weak spots that dilute these inherent strengths.

Positive themes

Cultural & social capital	<i>"Our sports facilities and precincts are world-class and easily accessible."</i>
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First Nations knowledge	<i>"The culture and knowledge of our First Nations people has much to offer and should not be sidelined."</i>
Tourism & major events	<i>"Abundant, accessible and convenient tourism."</i>

Concerns

Customer service & hospitality standards	<i>"Everyone from overseas finds service ridiculous, the food not good..."</i>
Balancing global ambition with local uplift	<i>"Needs to be balanced more with uplifting Victorians locally."</i>

Are there areas we need to work on?

We heard:

Across the board, people called for a sharper focus on safety, cleanliness and activation of the CBD after dark. Housing affordability and transport congestion were recurring worries, seen as barriers to retaining talent and investment. Respondents also asked Council to accelerate climate-smart infrastructure, reduce red tape for small businesses, and broaden economic participation beyond the inner city – especially for outer-suburban and regional workers who commute.

Positive themes

Momentum on renewable energy & circular economy	<i>"Well done on the decarbonisation agenda – keep the foot on the pedal."</i>
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Concerns/gaps

Safety & cleanliness in the CBD	<i>"1) Safety & security (beggars, antisocial behaviour) ... 3) More visible police presence."</i>
Housing supply & affordability	<i>"Increasing the quantity of resident accommodation."</i>
Activation after 6 pm	<i>"We don't have enough places where you can just walk (no cars), shop and eat – especially after 5-6 pm."</i>

Opportunity 1 – A global powerhouse of innovation

Support level: 82% support | 11% neutral | 8% do not support.

We heard:

Supporters believe Melbourne already has the ingredients – strong universities, a growing startup scene and advanced manufacturing capabilities – to become a genuine innovation hub. They urged the city to double down on commercialising research, funding prototypes and scaling local IP into export-oriented production. Concerns centred on high commercial rents, safety perceptions in innovation precincts and over-reliance on international student demand to keep the ecosystem afloat.

The feedback on this opportunity was positive:

Build on universities & research strengths	<i>"Melbourne has the foundation with talented people and the components to be a true powerhouse of innovation."</i>
Commercialise IP & grow advanced manufacturing	<i>"We have good IP, we just need IP turned into manufacturing and creative-economy jobs."</i>
Differentiate the city globally	<i>"Innovation will be our differentiator – people want to live in a forward-thinking city, not a backwater."</i>

Some concerns about this opportunity were also captured:

Safety / amenity must keep pace	<i>"Until it's safe ... then this is a great dream but dangerous."</i>
Over-reliance on overseas students	<i>"All focussed on Asian students ... pushing existing citizens' needs to the back."</i>

Opportunity 2 – A magnet for the world's brightest minds

Support level: 78% support | 17% neutral | 4 % do not support.

We heard:

Participants welcomed active talent attraction, noting Melbourne's inclusive culture, progressive values and lifestyle advantages. Nevertheless, they warned that soaring living costs and limited housing choice could deter skilled migrants and interstate graduates. A few feared a brain-drain to Sydney or Singapore unless Melbourne articulates – and markets – a more compelling value proposition for tech and creative professionals.

The feedback on this opportunity was positive:

Talent attraction is critical for growth	<i>"Melbourne not only attracts brilliant minds – it gives them a stage to showcase their talents."</i>
Diversity & inclusion are assets	<i>"Melbourne is a very inclusive and diverse city with people from different backgrounds."</i>

Some concerns about this opportunity were also captured:

Cost of living & housing could deter talent	<i>"Best minds go where they can afford to live."</i>
Risk of brain-drain to Sydney/Singapore	<i>"We need a real value proposition or we'll keep losing tech companies to Sydney."</i>

Opportunity 3 – Alive with energy

Support level: 70% support | 26% neutral | 4% do not support.

We heard:

People applauded the ambition to enliven the city, linking vibrancy to economic growth via hospitality, music, festivals and a thriving night-time economy. They asked for more pedestrian-only streets, pop-up retail and support for grassroots cultural activity. Yet respondents also demanded balanced regulation, ensuring noise management and public safety so residents and late-night businesses can coexist.

The feedback on this opportunity was positive:

Vibrant events & night-time economy	<i>"Energy is excitement, and that is essential for a city to have a lively pulse."</i>
Creative & cultural scene	<i>"Music festivals and live arts keep the city young and interesting."</i>

Some concerns about this opportunity were also captured:

Street activation after dark / empty shopfronts	<i>"We don't have enough places open after 6pm – the city feels dead."</i>
Noise & amenity conflicts	<i>"Residents need sleep – balance nightlife with livability."</i>

Getting the fundamentals right

We heard:

Before Melbourne can realise its broader economic ambitions, respondents were adamant that the fundamentals must be locked in. First, people want streets that feel safe, well-lit and clean, with visible policing, swift graffiti removal and reliable rubbish collection. Second, housing and workspace costs need to stay within reach – residents and small enterprises alike stressed that new apartments and affordable commercial rents are essential to retain talent and encourage start-ups. Finally, respondents urged the City to nurture its creative and small-business sectors by expanding low-cost studios, co-working hubs and public-art activations, and by programming cultural events that drive foot traffic and bolster local hospitality.

Main themes

Safe, clean and welcoming streets	<i>"Safety needs to be an added focus with the strategy."</i> <i>"Strong public safety and zero tolerance for street crime."</i> <i>"Dirty, filled with graffiti and beggars and endless sole-less apartment buildings. It's a lovely place."</i>
Affordability of living and working	<i>"Unions, food prices, shortage of affordable housing and efficiency in general, especially building."</i> <i>"Increasing the quantity of resident accommodation"</i>

Space & support for creativity and small business	<i>“A vibrant arts and music sector – this is only identified/acknowledged in the briefest sense in the strategy”</i> <i>“Create more free or low cost co-working spaces such as Startspace...”</i> <i>“As a hospitality small business owner, one area that could further support economic growth is increasing foot traffic and spending that local hospitality and retail businesses rely on.”</i>
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Innovation ecosystem – What else can Council do?

We heard:

Suggestions coalesced around four actions: (1) create or broker affordable maker-spaces, wet labs and co-working venues; (2) streamline permits and trial “sandbox” regulations for pilot projects; (3) expand micro-grants and seed funding, particularly for under-represented founders; and (4) act as a connector between universities, industry and investors – hosting demo days and shared data platforms.

Main themes

Affordable spaces & labs	<i>“Smaller grants for micro businesses ... affordable shared labs and maker spaces.”</i>
Fast-track permits / reduce red-tape	<i>“Make it easy to trial new ideas in public space – sandbox regulation.”</i>
Grants & seed funding	<i>“Council could create more opportunities ... through grant partnerships.”</i>
Better university-industry linkages	<i>“Help connect startups with Uni researchers via city-hosted demo days.”</i>

Barriers to success

We heard:

The most frequently cited obstacles were high rents and operating costs, lengthy planning approvals and an uneven playing field favouring large corporates over SMEs. Respondents also flagged persistent perceptions of street crime, inadequate public transport at night and a lack of transparent evaluation metrics as likely impediments to progress.

Main themes

Cost of doing business / rents	<i>“High commercial rents will push small innovators out.”</i>
Planning & regulatory delays	<i>“If it takes too long to implement permits, momentum is lost.”</i>
Inequitable access	<i>“Don’t focus on large-scale innovation at the expense of communities that can’t contribute yet.”</i>

Additional opportunities suggested

We heard:

Respondents called on Council to:

- **Re-energise empty shopfronts** with temporary uses and creative leases.
- **Leverage international education and tourism** to diversify visitor spending.
- **Forge deeper commercial links with emerging markets** in the Gulf and South-East Asia.
- **Embed sustainability throughout** - from circular-economy precincts to zero-carbon construction – positioning Melbourne as a climate-smart investment destination.

Together, these comments paint a picture of a community that broadly backs the draft strategy but expects sharper execution: tackling liveability constraints, accelerating innovation, and ensuring that economic gains are shared across the whole city.

Main themes

CBD safety, cleanliness & activation	<i>"Refer to previous answers – safety, security, cleanliness, use of vacant premises."</i>
Events, tourism & international education	<i>"More events about Tourism, about International Education, about small businesses."</i>
Global market outreach (incl. Gulf region)	<i>"A robust strategy to engage with the Gulf region could unlock huge business partnerships."</i>

In-person consultation

In addition to the community consultation survey undertaken via Participate Melbourne, several in person engagements were undertaken.

Creative sector workshop

Who attended:

Around 30 people covering the full creative ecosystem – arts organisations large and small (including major festivals), peak-body representatives and independent artists/consultants.

What we heard:

- Deep social capital is Melbourne's creative super-power
- Red-tape and regulation are throttling activation
- Affordability is reaching crisis point
- Transport and late-night connectivity matter for audiences and talent
- Big opportunity: convert vacant assets into a city-wide creative campus

International education sector workshop

Who attended:

15 external stakeholders: Study Melbourne (state government), senior representatives of four universities and one TAFE, the peak bodies ISANA and ITECA, student-accommodation operators, sector consultants/entrepreneurs, international students and an international-education researcher.

What we heard:

- Global talent pipeline is Melbourne's competitive edge
- Rising living and housing costs risk eroding the city's appeal
- Visa, work-rights and migration pathways stall graduate potential
- Student safety, scams and wellbeing need stronger safeguards
- Big opportunity: employer partnerships to embed student skills in Melbourne's economy

Resident association workshop

Who attended:

14 representatives from 10 resident groups attended—mainly the presidents (plus a handful of committee members) of EastEnders, East Melbourne Group, Southbank3006, Carlton Residents Association, Parkville Association, Kensington Association, Community 3008, Residents 3000, Melbourne South Yarra Residents Group and the North Melbourne Public Housing Residents' Association.

What we heard:

- Community first: liveability, heritage and green space must shape growth
- Rapid densification without vision is eroding amenity and open space
- Safety, affordability and social cohesion need stronger, joined-up responses
- Residents want genuine influence before strategy adoption, not after the fact
- Big opportunity: create resident–business forums to co-create a vibrant 24-hour city

Melbourne 2050 summit

Who attended:

More than 700 participants drawn from a broad cross-section of the community: residents, students, business owners, workers, Traditional Owners, peak industry bodies, and state / federal government officials.

Insights from the Economy and Innovation breakout stream attended by over 100 participants

- Position Melbourne as a global innovation powerhouse and Australia's headquarters hub for emerging industries, research and business.
- Grow a regenerative, diverse and socially inclusive 24-hour city that hums day and night.
- Invest in human capital – training, attracting, retaining and reintegrating talent across every career stage.
- Thread creativity through government, business and community life to drive world-leading cultural participation.
- Anchor lifelong learning while celebrating and safeguarding the city's distinctive intercultural identity.

These summit priorities align neatly with the draft Economic Development Strategy: the first two points reinforce the strategy's competitiveness and "alive with energy" pillars, the human-capital focus mirrors the strategy's commitment to talent attraction and skills pathways, and the creativity-and-learning agenda echoes its creative-economy and inclusive-growth objectives. Together they signal strong external endorsement of the draft's direction, while underscoring the need for integrated actions that link innovation, cultural vitality and social inclusion under a cohesive economic vision.

Impact and next steps

The insights above have informed refinements to the draft Strategy, including:

- **Robust fundamentals.** The focus on fundamentals has been strengthened, showing links with a broader array of interventions and strategies.
- **Showing how everyone benefits.** To address concerns (from some) that the draft is too 'exclusive', the strategy has been updated to do a better job of explaining how the strategy is for the benefit of everyone.
- **Outcome measures.** A series of concrete metrics have been developed that will show how /whether the strategy is succeeding.
- **Adjustments to priorities.** Responding to stakeholder and community feedback.

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



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