

21.02 MUNICIPAL PROFILE

12/09/2013
Proposed GC81

21.02-1 Context and history

12/09/2013
C162

Melbourne is Victoria's capital city and at its heart is the City of Melbourne. The Municipality is the location for many of the State's premier economic and cultural infrastructure and for a wide diversity of uses 24 hours a day, 7 days a week including office and commercial, cultural, leisure, entertainment, research, educational and residential uses. The City is the venue for many major events and festivals attracting visitors from the metropolitan area, Victoria, interstate and globally.

The City of Melbourne is on the Yarra River Estuary where the Yarra and Maribyrnong Rivers and Moonee Ponds Creek meet Port Phillip Bay. Five inner city municipalities and the Port of Melbourne surround the municipality. The Port is under the planning jurisdiction of the Port of Melbourne Corporation. Places Victoria administers the Docklands development area.

For 30,000 to 40,000 years before the arrival of European settlers, the indigenous peoples occupied the area. For the hunter-gatherers from the Wurundjeri, Boonwurrung and Wathaurong tribes of the Kulin nation alliance it was an important meeting place and source of food and water.

Permanent European settlement began in 1835. The surveyor Robert Hoddle laid out the City of Melbourne between 1837 and 1851. Over the next 20 years, the early city developed its key features: the orderly grid and hierarchy of streets, lanes and arcades (the Hoddle Grid); the intricate subdivision pattern; the main boulevards radiating to the northwest, north, east and south; the parks and gardens that ring the City; and the government and public buildings.

The Hoddle Grid developed as a dense and heterogeneous cityscape with a regular and legible pattern of streets and public spaces. On the hills at the east and west ends of the grid there are high-rise commercial precincts. The gully spanning Swanston and Elizabeth Streets has a lower building scale. It has predominantly retail, cafes, restaurants, and professional services, and attracts very high pedestrian activity. In the 1980s, the central city development expanded across the river into Southbank's redundant industrial precincts and made the Yarra River an important focus of the Central City.

In the 1990s, apartment developments in the Hoddle Grid and Southbank began the Central City's revival as a place to live as well as work. About 83 per cent of municipality's housing stock is now units or apartments compared to detached houses and townhouses.

Around 2000 the Central City expanded again with the urban renewal of redundant port land in Docklands. Around this harbour setting high-density commercial and residential buildings were developed. This significantly expanded the Central City's waterfront aspect. Today the Central City encompasses the Hoddle Grid, Southbank and Docklands.

The City's assets include its historic precincts, streetscapes and buildings, the public spaces and activities along the Yarra River corridor including the Sports and Entertainment Precinct, Southbank cultural precinct and river promenade, its ring of parks and gardens, well established, diverse and easily accessible business districts, and its attractive residential areas. The City's laneways and arcades are one of the most iconic elements of the City's character, its social and cultural life and local economy.

One of the great Victorian-era cities in the world, the City contains many precincts, intact streetscapes and buildings recognised for their cultural heritage significance. While mostly known for its Victorian and Edwardian streetscapes, there are many examples of outstanding interwar, post war and contemporary architecture in the municipality.

21.02-2 Melbourne's growth12/09/2013
C162

The MSS envisages the continued intensive growth in the municipality. The residential population of 53,200 in 2001 has grown by 85 per cent to 98,200 in 2011. By 2030, this could reach 177,000 people. (ABS and COM City User forecasts)

The daily visitor population is also growing with the 705,000 workers, students and visitors now coming into the Municipality each day, expected to exceed one million by 2030. (COM City User forecasts)

The City is a national and international tourist destination and the State's entertainment and celebration capital, regularly drawing crowds from metropolitan Melbourne, regional Victoria and beyond. In 2011, there were approximately 73,000 daily tourist visitors to the municipality. By 2020, around 84,000 national and international visitors are expected. (COM City User forecasts) The numerous large sports and entertainment venues, convention facilities and cultural facilities draw visitors to the city.

21.02-3 People City12/09/2013
C162

The City of Melbourne has a young population with the median age of residents being 33 years. There is a much greater proportion of people aged 12-25, and a smaller proportion of children under 12 years compared to the metropolitan region. (ID Consulting 2011)

The City has a smaller population of older residents. By 2030 however, the number of city residents aged over 55 years could increase by 90 per cent to over 25,000. Couple households without children have increased 63 per cent from 4,400 to 7,200 between 2001 and 2006. (ID Consulting 2011)

The City is ethnically and culturally diverse. This diversity is made up of people from 140 different ethnic communities. Approximately 57 per cent of the population were born overseas and about 48 per cent of households speak a language other than English compared to 36 per cent and 32 per cent respectively for the rest of Melbourne. (ID Consulting 2011)

21.02-4 Creative City12/09/2013
C162

Melbourne is a national and international leader in creative endeavours such as music, performing and visual arts; film, television and radio; writing, publishing and print media; design and architecture; software and electronic gaming, web and multimedia development; and advertising and marketing.

Along the Sturt Street spine there is a cluster of many of Australia's premier cultural institutions extending from Federation Square to the Arts Centre to the Malthouse Theatre. The North Melbourne Arts precinct is the other main arts cluster. The municipality's rich cultural life contributes to the City's liveability, capacity for innovation, competitiveness and reputation as a creative city. The City has also expanded rapidly as an entertainment and cultural centre with over 1,100 cafés and restaurants in the central business district area alone and a multitude of entertainment, cultural and dining venues in its inner suburbs. (CLUE 2010 Small Area Report: Melbourne (CBD))

Other City cultural assets include the Shrine of Remembrance and Royal Botanic Gardens, the Royal Exhibition Building and the surrounding Carlton Gardens, the Melbourne General Cemetery, the Melbourne Zoological Gardens and Sidney Myer Music Bowl.

21.02-5 Prosperous City

12/09/2013

Proposed GC81

Metropolitan Melbourne is a global city. Along with Sydney and Brisbane, it is a key hub in Australia's eastern seaboard economic region and gateway of trade, commerce and culture linking into the world economy.

In 2011 there were over 461,000 people employed in the municipality. Employment has grown at 3.5 per cent per year since 2002, faster than the state average of 2.4 per cent. The Central City has grown at 3.7 per cent since 2001 and by 2011, 319,000 workers were employed there. (SGS 2011, Employment Forecasts)

With Greater Melbourne's largest concentration of government and advanced business services, the City makes a substantial contribution to Victoria's prosperity. In 2008 the City of Melbourne occupied 0.4 per cent of the land area in the Melbourne Statistical Division but its gross local product (GSP), at an estimated at \$56,824 million, was approximately 20.5% of Victoria's GSP and 25.8% of the GSP of the Melbourne Statistical Division. Melbourne's community also extends overseas with a large ex-pat community based overseas further extending the global business connection. (Economy ID 2012, Economic Profile)

The Central City is the State's main retail centre. The Retail Core in the Hoddle Grid's is Victoria's largest retail centre with about 526,000 square metres of retail floor space and an annual turnover of around \$2.18 billion. (City Research, CLUE 2010)

The City has a traditional manufacturing and industry base with over 5,990,000 square metres of floor space in the municipality used for industrial purposes. (City Research, CLUE 2010) In recent times, there has been substantial change in the manufacturing sector with many manufacturing uses in the inner City areas relocating to areas on the periphery of Melbourne or offshore. In the Fishermans Bend Employment Precinct which is one of Victoria's National Employment and Innovation Clusters (NEIC) the City has a vibrant industrial area with head offices of leading manufacturers and nationally important clusters in aviation and aerospace and defence. There is also an ongoing need for industrial uses that service the other activities in the City, the construction sector and for management of waste.

21.02-6

12/09/2013
C162

Knowledge City

Melbourne is home to the University of Melbourne and RMIT University, the city campuses of four other universities, TAFE institutes and colleges as well as a number of private institutions. The linkages of these tertiary institutions with industry, business and hospitals provide a strong foundation for Melbourne's future growth and success in the global economy. Research and learning institutions in the City are crucial to the State's education and innovation economy and the global standing of metropolitan Melbourne as a knowledge city.

Melbourne hosts excellent research institutions in Bioscience and one of Victoria's greatest strengths is the co-location of key education, hospitals, research institutes and industry in the Parkville and Alfred Hospital precincts.

Melbourne is one of the world's leading student cities. The municipality's student population increased 41 per cent from 22,005 to 30,937 between 2001 and 2006. Students now comprise 38 per cent of the resident population and about half are enrolled from overseas. (City Research (2008) ABS Census 2001 to 2006)

21.02-7

12/09/2013
C162

Eco-City

Metropolitan Melbourne has a far-reaching ecological footprint reflecting increasingly unsustainable trends of resources consumption, waste generation and greenhouse gas emissions.

The City of Melbourne is one of the most compact, dense and mixed use part of the metropolitan area with the richest network of public transport services and generous reservations of public open space. These characteristics have intrinsic efficiencies and synergies and offer significant potential to drive down per capita energy use for building and transport services, to make the City robust against the predicted impacts of climate change particularly water scarcity and heatwaves.

21.02-8 Connected City12/09/2013
C162

The Sydney-Melbourne air route is the fourth busiest in the world. Fast daily passenger transport between the capital city centres is essential for Melbourne's business and tourist connections globally and regionally.

The municipality is the hub of the state, regional and metropolitan road, rail, bus, and tram networks. Effective and efficient mobility is essential for the liveability, creativity, prosperity, innovation and environmental sustainability of the metropolitan region and the municipality. The private car is reaching its limits as an effective mode of mass transit for commuting and reliance on rail, tram and bus is increasing for this task.

Bicycle and motorised bikes/scooter have been growing as a mode. They are efficient users of road space and competitive with cars for trips times. These modes can replace some trips within 10km of the city centre currently taken by car and public transport.

A high quality and comprehensive pedestrian network underpins an effective public transport services. It gathers and distributes passengers, safely and conveniently to their final destinations.

The Port of Melbourne is a key hub for Australia's international trade and freight. The Port handled \$58 billion of trade in 2008-2009 with a direct contribution to the Victorian economy of \$2.7 billion. It is the largest container, and one of the largest general cargo ports in Australia, handling 36 per cent of the nation's container trade. (PWC 2010, Economic Impact of PoM) Container freight will grow in the next two decades and the Melbourne International Freight Terminal is being developed in the Dynon Road Precinct to meet the growth and ensure efficient freight transfer and distribution by road and rail.