



## DELIVERING FOR DOCKLANDS

A three-year strategy for Docklands

2007-2010





## FROM THE LORD MAYOR

On behalf of the City of Melbourne, it gives me great pleasure to present Delivering for Docklands, our three year strategy for the city's exciting new precinct.

The transformation of Melbourne's Docklands has created one of the world's truly great urban domains. When completed, the development will deliver another 7km of pristine waterfrontage for our city.

By 2020, Docklands will have 20,000 residents, 40,000 workers and 20 million visitors per year. The City of Melbourne is preparing for this major influx of people by extending and reshaping our services specifically for Docklands traders, workers and residents.

Bourke Street and Collins Street will join at Victoria Harbour, recasting the Hoddle Grid. Already famous for its compelling mix of entertainment, retail and residential experiences, the hybrid complexes of Docklands are furthering Melbourne's leadership in sustainable, cosmopolitan urban development.

Earlier this year the City of Melbourne made a commitment that Docklands residents would share in the city's world famous quality of life. We are now delivering with \$6.9 million designated for childcare and a new community hub that houses a maternal and child health centre and local community meeting rooms. A diverse range of arts programs and events are also enriching community life at the water's edge.

This is an exciting time in our city's transformation and I encourage all Melburnians to experience the vibrant waterfront culture of Docklands first-hand.



**John So**  
Lord Mayor

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## A SHARED VISION

The City of Melbourne and VicUrban, the Victorian Government's sustainable land development agency, are working together to create a vibrant and engaged community within Docklands that enhances the standing of Docklands as an international example of waterfront urban renewal and ensures the future of Docklands as a key destination within central Melbourne for people to live, work and visit.

## DELIVERING FOR DOCKLANDS

The City of Melbourne and VicUrban recognise Docklands is in its formative stages and will need additional support until it is a fully developed precinct. The Delivering for Docklands strategy spells out how the City of Melbourne, VicUrban and others will support the Docklands precinct during the next three years, to 2010. Activities will focus on: building Docklands' strengths; improving services and infrastructure; and creating better connections between Docklands and the city.

### Docklands in 2010

By 2010, Docklands will be well on the way to becoming: a world-class waterfront development; a happy and connected local community; a commercial hub for local, national and international business; and a thriving tourist location.

Docklands will be a diverse and exciting precinct set on inner Melbourne's best waterfront real estate.

Major employers such as AXA, the ANZ Bank, and Myer will open new offices in Docklands, increasing the working population to 19,000. They will join Channel 7, NAB, the Bureau of Meteorology, and National Foods who are already well established in the precinct.

The Observation Wheel at Waterfront City will offer spectacular aerial views of the city, the bay and greater Melbourne. The 1.5 million people visiting the wheel each year will also enjoy the great retail mix of fashion, gifts, homewares and general merchandise available at the newly opened Harbour Town.

By 2010, Harbour Esplanade will be fully redeveloped as a centre of community activity, boosting Melbourne's connection with the waterfront. The esplanade will provide safe, efficient access to Docklands for pedestrians, cyclists, trams and motor vehicles.

Docklands' waterways will attract large numbers of recreational and commercial boat users. Visitors will flock to the precinct to watch or participate in the activity on the water.

Melburnians will also embrace the variety of entertainment, dining, shopping and recreational opportunities available at Docklands, making it a popular spot to catch up with family and friends.

### Consultation and collaboration

The City of Melbourne has talked to those who live, work and play in the precinct and has heard first-hand about the challenges and opportunities facing Docklands.

The Delivering for Docklands community consultation program included:

- public consultation sessions with residents, retailers, water-users and developers;
- meetings with business groups and major employers connected with Docklands; and
- internal focus groups with the City of Melbourne and VicUrban.

### How to use Delivering for Docklands

Delivering for Docklands includes visions and actions that focus on three key areas:

- the residential community (page 14);
- the business community (page 16); and
- the economic wellbeing and vibrancy of Docklands (page 18).

Turn to the relevant page to find out what the City of Melbourne and its partners hope to achieve in each key area, and what we plan to do to achieve our shared vision.

## DOCKLANDS AT A GLANCE

Built on the former site of an industrial port, Docklands is a new inner city precinct designed for living, business and entertainment. Since the late 1990s, the Victorian Government and private developers have been working together to transform the Docklands area into a thriving residential and commercial centre.

During the past decade, some of Victoria's largest office buildings, new residential towers, a sporting stadium, bike paths, parks and public art have been built at Docklands. More than 4,000 people have made the precinct their home, and more than 7,000 people now work in Docklands.



# DOCKLANDS COMES TO THE CITY



On 1 July 2007, Docklands officially became part of the City of Melbourne municipality.

## From development area to city precinct

The development of the Docklands area began in 1991, overseen by the Victorian Government's sustainable land development agency, VicUrban, in partnership with private developers and other agencies.

Development will continue until 2020, but many areas are completed now, with more residents and businesses moving in all the time.

As the precinct's population has grown, the need for municipal services has increased, and from 1 July 2007, new legislation was enacted that made the City of Melbourne the municipal authority for Docklands, bringing this new precinct into the city.

VicUrban remains the development authority for Docklands, and, with the City of Melbourne and other agencies, will continue to have a role in the supply and management of services and infrastructure in the Docklands precinct.

## A growing community

The City of Melbourne recognises that, like other Melbourne precincts, Docklands has a distinctive community with particular needs and concerns. The successful integration of Docklands into the city is essential to the growth and development of the whole municipality.

# MELBOURNE DOCKLANDS



Docklands and its precincts

The Docklands area is 3.003km<sup>2</sup>, making it larger than Melbourne's central business district and six times the size of Sydney's Circular Quay. Docklands is bordered by Spencer Street to the east, the Bolte Bridge to the west, Footscray Road to the north and Lorimer Street to the south.

Docklands is unlike any other precinct in the City of Melbourne. It boasts 40 hectares of waterways and a large boating community. Plus, when development of the precinct is complete, Docklands will offer seven kilometres of spectacular water frontage.

Residential and business developments are built alongside one another, and the precinct has a reputation for its many fine dining, entertainment and recreational opportunities.

Docklands is made up of numerous developments as illustrated above.

- Docklands area
- Municipal boundary
- Batman's Hill
- Com. Tech Port
- NewQuay
- Southern Cross Station
- Stadium
- Studio City
- Unnamed
- Victoria Harbour
- Waterfront City
- Yarra's Edge



## THE DOCKLANDS COMMUNITY

### Working with you

The City of Melbourne wants to work closely with the Docklands community to continue developing Docklands into an enjoyable place to live, work and visit.

The City of Melbourne must understand the Docklands community's needs, now and in the future. Therefore consultation with residents, retailers, major employers and other stakeholders will continue as an important part of the development of the precinct.

The Melbourne City Council will conduct regular reviews of the City of Melbourne's progress in achieving the actions listed in Delivering for Docklands. Docklands residents, businesses and ratepayers will have opportunities to share their views on the organisation's performance.

The City of Melbourne hosts annual precinct-based forums which are an opportunity for local communities to share ideas and concerns about their local area with City of Melbourne councillors and senior officers. Coming forums will be advertised on the City of Melbourne website: [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)

The City of Melbourne will also work closely with VicUrban to help keep residents, businesses and visitors updated about future developments and construction in the precinct.

## GOVERNING DOCKLANDS

Docklands is not only a residential precinct, a business centre or an entertainment and recreation centre – it's also a development site, with many different agencies involved in developing, building and managing the area.

For this reason, the governance arrangements for Docklands are different to other areas of the City of Melbourne. Three key bodies are involved in the management and governance of Docklands.

### Who's who of Docklands governance

- **City of Melbourne – municipal management**

From July 2007, the City of Melbourne assumed responsibility for all municipal services within Docklands such as marketing, events, parks and gardens, rubbish collection, street cleaning, community services, and enforcing local laws.

- **VicUrban – statutory planning**

VicUrban and the Victorian Government share the responsibility for development and planning at Docklands.

Find out more about VicUrban here:

[www.vicurban.com.au](http://www.vicurban.com.au)

- **Docklands Coordination Committee**

The Docklands Coordination Committee makes decisions about 'coordination areas', where the responsibilities of the City of Melbourne and VicUrban overlap. Turn to page 10 for a map and more information.

## COUNCIL ELECTIONS

The transfer of municipal responsibility for Docklands to the City of Melbourne allows eligible residents, businesses and ratepayers to vote in Melbourne City Council elections, which occur every four years.

The next council elections will be held in November 2008.

Find out if you are eligible, and what you need to do to enrol to vote by visiting the City of Melbourne website: [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au) or call (03) 9658 9658.





# DOCKLANDS COORDINATION AREAS

Coordination areas at Docklands are the shared responsibility of the City of Melbourne and VicUrban.

Coordination areas are areas that are affected by municipal management decisions made by the City of Melbourne, and/or by development and planning decisions made by VicUrban, including:

- Victoria Harbour;
- waterways;
- promenades;
- waterfront spaces;
- high-profile park areas; and
- high traffic areas.

### Docklands Coordination Committee

Together, the City of Melbourne and VicUrban have formed a partnership arrangement to govern Docklands coordination areas, led by the Docklands Coordination Committee.

The Docklands Coordination Committee meets quarterly and includes three City of Melbourne

representatives and three VicUrban representatives. The committee is chaired by a City of Melbourne councillor and a VicUrban board member on a rotational basis.

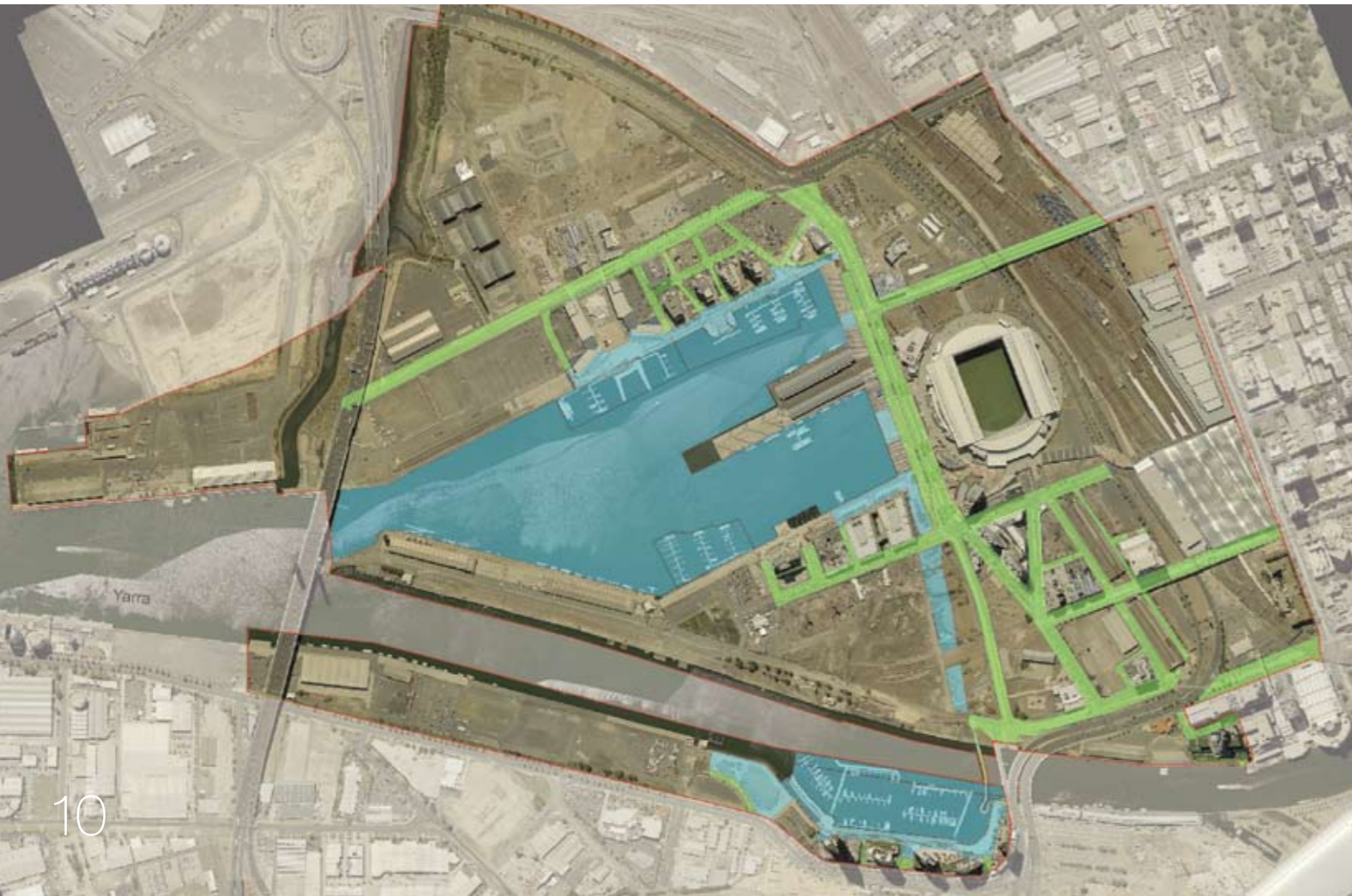
The City of Melbourne and VicUrban have developed a *Docklands Place Management Plan* for coordination areas, which focuses on the provision and maintenance of municipal services such as security, marketing, events and waterways. Achievements under this plan are regularly reported on at Docklands Coordination Committee meetings.

### More information

More information about Docklands governance and reporting is available on the City of Melbourne's website: [www.melbourne.vic.gov.au/docklands](http://www.melbourne.vic.gov.au/docklands)

- Docklands coordination areas
- Municipal areas
- Docklands area

The City of Melbourne manages municipal services in the green areas. Blue areas are 'coordination areas', governed by the Docklands Coordination Committee.





## DELIVERING FOR DOCKLANDS ACTIONS 2007–2010

Delivering for Docklands identifies three key areas for action in Docklands:

1 DELIVERING FOR THE RESIDENTIAL COMMUNITY;

2 DELIVERING FOR THE BUSINESS COMMUNITY; AND

3 DELIVERING FOR THE ECONOMIC WELLBEING AND VIBRANCY OF DOCKLANDS.

### Partners in action

The City of Melbourne has direct responsibility for many of the actions listed in this document. However, the unique governance arrangements in Docklands mean that some actions will be achieved in partnership with VicUrban and other agencies, including those in Docklands coordination areas and those that relate to development land.

The City of Melbourne has strong relationships with VicUrban, the Victorian Government, businesses and the wider community and is confident of achieving positive outcomes for all those who visit, work and live in Docklands.

### FUTURE MELBOURNE

In 2010, the City of Melbourne's strategy for the whole municipality, Future Melbourne, will become the guiding document for our actions, including in Docklands.

Future Melbourne is being developed in collaboration with the community of Melbourne.

[www.futuremelbourne.com.au](http://www.futuremelbourne.com.au)



# 1. DELIVERING FOR THE RESIDENTIAL COMMUNITY

## Our vision

By 2010 more than 8,000 residents will call Docklands home, living in seven different neighbourhoods.

Residents will feel part of their own Docklands community – meeting neighbours for coffee, heading out for a bike ride on the Capital City Trail, or enjoying the riverfront promenade, parkland and barbecue facilities.

Young families will make use of childcare facilities, attend parenting or mother's groups and participate in recreational and educational activities at the family services hub.

At Central Pier, a variety of fitness programs, seminars and other community events will be on offer.

Regular markets, diverse shopping at Waterfront City and an ever-changing calendar of events will provide a myriad of social opportunities for residents and visitors.

## Our actions

To deliver this vision for the Docklands residential community, these actions have been developed in consultation with VicUrban, the Docklands community and other partners.

By 2010	Action	By 2010	Action
Increase the provision of childcare and family services for residents and the working population	<ul style="list-style-type: none"> <li>establish a permanent Family and Children's Services Hub in Docklands, working with developers and VicUrban, to be in operation by 2009;</li> <li>provide childcare places to residents and workers through the Family and Children's Services Hub;</li> <li>offer maternal and child health services to residents in Docklands and the western end of the CBD through the Family and Children's Services Hub;</li> <li>provide community meeting spaces for community groups, parenting groups and other users; and</li> <li>develop local recreational and educational activities in partnership with residents and local organisations.</li> </ul>	Strengthen arts opportunities for Docklands residents and the general public	<ul style="list-style-type: none"> <li>develop a Docklands-specific arts grants program;</li> <li>convene a Docklands Arts Forum to promote a vibrant, local arts scene for visitors and residents; and</li> <li>encourage VicUrban to install artworks that reflect Melbourne's culture and history.</li> </ul>
Increase interaction and recreation opportunities for residents and workers	<ul style="list-style-type: none"> <li>communicate information on existing City of Melbourne library services to Docklands residents;</li> <li>work with VicUrban to encourage the development of a sporting facility offering sporting opportunities and water-based activities to Docklands residents, workers and visitors;</li> <li>work with community organisations to offer volunteering opportunities to residents and workers;</li> <li>develop an international students outreach program;</li> <li>encourage businesses such as cinemas, theatres and book shops to locate in Docklands; and</li> <li>influence the activation of the disused railway sheds at Lorimer Street.</li> </ul>	Ensure residents and ratepayers are aware of City of Melbourne services and initiatives, and are aware of how they can participate in the development of future services and initiatives.	<ul style="list-style-type: none"> <li>promote council and committee meetings to the Docklands community and encourage attendance and participation at these meetings;</li> <li>deliver regular forums for residents, businesses and other stakeholders to raise local issues and ideas with the City of Melbourne and councillors.</li> <li>communicate regularly with residents about City of Melbourne services and initiatives through corporate communication tools such as Melbourne News and the City of Melbourne website: <a href="http://www.melbourne.vic.gov.au">www.melbourne.vic.gov.au</a>; and</li> <li>promote community consultation activities for each year of the <i>Delivering for Docklands</i> strategy.</li> </ul>
Improve the quality of public spaces	<ul style="list-style-type: none"> <li>include Docklands in the City of Melbourne's Open Space Analysis that guides and plans for park opportunities and open space development;</li> <li>introduce a comprehensive tree planting program to improve the quality of the physical environment;</li> <li>extend the City of Melbourne's high standards for paving, street furniture and lighting into Docklands;</li> <li>audit public toilet locations and signage, and create additional facilities where needed;</li> <li>work with VicUrban to increase the number of green spaces and recreational areas in Docklands; and</li> <li>work with VicUrban to investigate methods to reduce the impact of high winds in Docklands.</li> </ul>	Improve pedestrian links and the bicycle network	<ul style="list-style-type: none"> <li>improve the quality of bike and pedestrian paths and introduce clearer path markings and signage for all path users.</li> <li>survey and monitor shared pathways and address potential accident crash sites;</li> <li>work with the Southern Cross Station Authority to advocate to improve pedestrian connections at Collins Street from Southern Cross Station into Docklands;</li> <li>work with the Southern Cross Station Authority to improve pedestrian/cycle links between Spencer Street and the Telstra Dome concourse;</li> <li>work with VicRoads to improve pedestrian crossings to link Village Docklands to North Wharf Park and the new convention centre;</li> <li>work with VicUrban and the Victorian Government to upgrade Northbank from Spencer Street to Victoria Harbour including a pedestrian and cycling link under Charles Grime Bridge;</li> <li>work with VicUrban and VicRoads to redesign the Wurrundjeri Way/Flinders Street intersection to provide a safer environment for cyclists and pedestrians;</li> <li>work with the Victorian Government, the Department of Infrastructure and the Department of Planning and Community Development to provide a pedestrian bridge connecting Lonsdale Street with Telstra Dome; and</li> <li>in consultation with VicUrban and Bicycle Victoria, develop bike paths (including pedestrian/cycle infrastructure external to Docklands) to improve the safety and connectivity of the Capital City Trail for cyclists accessing Docklands.</li> </ul>
Support the wellbeing of retirees	<ul style="list-style-type: none"> <li>provide opportunities and support the development of recreational programs and health promotion activities for older residents; and</li> <li>make City of Melbourne social support initiatives available to older people in Docklands.</li> </ul>	Develop a unique sense of character for each Docklands precinct	<ul style="list-style-type: none"> <li>incorporate Docklands into the City of Melbourne's successful District Precinct Program; and</li> <li>identify the unique and defining characteristics in each precinct to be preserved and enhanced.</li> </ul>
Strengthen community groups and associations	<ul style="list-style-type: none"> <li>meet with resident and community groups to identify opportunities to establish and build a strong community network in Docklands;</li> <li>promote community education opportunities in the municipality to Docklands residents and local groups and clubs;</li> <li>help community groups apply for City of Melbourne grants such as Community Safety Grants; Community Action on the Environment Grants; and Active Melbourne Grants.</li> </ul>	Improve the environment of Docklands through community action groups	<ul style="list-style-type: none"> <li>extend existing outdoor environmental programs such as Clean Up Australia Day and community planting days into Docklands;</li> <li>deliver a Waterwatch program focusing on Moonee Ponds Creek, Yarra River and Victoria Harbour; and</li> <li>include Docklands residents and community groups in education programs such as Sustainable Living in the City.</li> </ul>



## 2. DELIVERING FOR THE BUSINESS COMMUNITY

### Our vision

By 2010, more than 19,000 people will travel to Docklands for work each weekday.

Batman's Hill precinct will be a thriving commercial district, home to the newly constructed AXA Centre with 2,200 employees, the 11-storey National Foods headquarters complete with car parking and retail space, and Village Docklands with its mix of retail, residential and community spaces.

The dynamic, technology-based community of Digital Harbour will be bursting with creative energy and Harbour Town at Waterfront City will boast great shopping and attractions.

By 2010, Collins Street will extend to Victoria Harbour, and new roads and increased public transport will ease traffic congestion and make it easier to move through Docklands.

The six-green-star-rated ANZ building and the environmentally sustainable seven-storey building at 370 Docklands Drive will add to Melbourne's reputation as a centre for sustainable building design.

### Our actions

To deliver this vision for the Docklands business community, these actions have been developed in consultation with VicUrban, the Docklands community and other partners.

By 2010	Action	By 2010	Action
Build better transport connections between Docklands and the city and support efficient traffic movements	<ul style="list-style-type: none"> <li>implement the Melbourne Transport Strategy, addressing needs in travelling to and around the city and in moving freight across the city;</li> <li>support VicUrban and VicRoads in redesigning Harbour Esplanade;</li> <li>review traffic management arrangements to aid traffic flow and decrease congestion between Spencer Street and Docklands; and</li> <li>assess the need for additional taxi ranks in Docklands and install as required.</li> </ul>	Support the development of new water transport	<ul style="list-style-type: none"> <li>investigate and work with appropriate service providers to promote opportunities for transport services along Melbourne's waterways;</li> <li>work with VicUrban to improve current waterways infrastructure, developing a waterways infrastructure plan;</li> <li>continue City of Melbourne support for the Yarra River Shuttle Service; and</li> <li>encourage the expansion of water taxi services within and to Docklands.</li> </ul>
Improve on-street parking opportunities and promote off-street parking availability	<ul style="list-style-type: none"> <li>use the preparation of the City of Melbourne's Melbourne Parking Strategy 2007 as an opportunity to review on-street parking management at Docklands;</li> <li>develop options to increase visitor and short-term car parking;</li> <li>work with private parking providers to promote parking access and availability in Docklands; and</li> <li>identify and create bus parking opportunities in the precinct.</li> </ul>	Support the establishment and growth of small-to-medium-sized businesses	<ul style="list-style-type: none"> <li>encourage and support applications for small business grants from Docklands businesses; and</li> <li>work with the Docklands Chamber of Commerce through the City of Melbourne's District Precinct Program to encourage essential services (such as a post office) to establish within the Docklands precinct.</li> </ul>
Expand the public transport network linking Docklands with the city	<ul style="list-style-type: none"> <li>advocate for the extension of existing tram services into Docklands (especially during peak periods), working with VicUrban;</li> <li>investigate, with VicUrban, the possibility of constructing new tram tracks, addressing network gaps and improving route connections;</li> <li>support a feasibility study of a tram service from Footscray Station, linking with Tram Route 86 at Docklands; and</li> <li>investigate and work with appropriate service providers to address the South Melbourne to Docklands, Footscray to Docklands and North Melbourne to Docklands public transport links as priority improvements.</li> </ul>	Promote Docklands as an important centre for business and trade	<ul style="list-style-type: none"> <li>build partnerships with Docklands major employers to create opportunities for international business and trade development; and</li> <li>use the City of Melbourne's international connections to encourage business investment in Docklands, in partnership with the Victorian Government.</li> </ul>
		Encourage leadership in sustainable urban design and development	<ul style="list-style-type: none"> <li>support VicUrban's <i>Melbourne Docklands Ecologically Sustainable Development Guide</i> with all Docklands developers; and</li> <li>encourage public space design by VicUrban and Docklands developers that strongly demonstrates environmentally sustainable principles.</li> </ul>





### 3. DELIVERING FOR THE ECONOMIC WELLBEING AND VIBRANCY OF DOCKLANDS

#### Our vision

By 2010, more than 10 million visitors will flock to Docklands each year, contributing to the local economy and creating an exciting, energetic atmosphere.

One of the most popular attractions will be Central Pier, offering unique dining and entertainment experiences to match the distinctive Middle Eastern ambience of the Alumbra bar and lounge (which opened at Central Pier in 2007).

By 2010, Docklands will also be well on its way to becoming Victoria's most popular boating and maritime destination. The precinct's four marinas will work together to entice private and commercial boat operators to drop anchor in Docklands and take advantage of the excellent berthing facilities on offer, as well as the great location.

#### Our actions

Marketing campaigns and events will draw Melburnians and visitors to Docklands' bars, restaurants, cafes and retail shops, with regular events attracting visitors year-round.

Major celebrations such as New Year's Eve will draw massive crowds, eager to experience the annual fireworks from Melbourne's best vantage point.

By 2010	Action
Support diverse and evolving retail opportunities in Docklands	<ul style="list-style-type: none"> <li>• deliver the <i>Docklands Retail Statement</i> in conjunction with the Victorian Government and VicUrban, addressing issues such as retail mix, ambience and activation, architecture and design, tourism and investment attraction;</li> <li>• develop retail promotion for Docklands and include these in the city's marketing information; and</li> <li>• encourage the use of City of Melbourne business seminars and other business support activities to Docklands retailers and small businesses.</li> </ul>
Increase awareness of Docklands as a destination for Melburnians and visitors	<ul style="list-style-type: none"> <li>• launch the new Melbourne Docklands brand on signage and collateral;</li> <li>• integrate a high profile marketing campaign for Docklands into the broader city marketing campaign;</li> <li>• promote Docklands through television programming, advertising, dining and bar promotions, collateral, internet and maps; and</li> <li>• implement a marketing program for Docklands waterways to guarantee a thriving and working marina within the central city.</li> </ul>
Activate Docklands through a diverse calendar of events	<ul style="list-style-type: none"> <li>• support events that maximise returns for businesses and provide diverse activities for the community;</li> <li>• continue to implement the strategic events plan launched in 2006-07, capitalising on Docklands' unique waterfront setting;</li> <li>• work with partners to deliver an expanding calendar of water-based events;</li> <li>• promote Docklands as a location for 'live-sites' to support major events;</li> <li>• develop theme maps, walking routes and self-guided itineraries, enabling tourists to explore Docklands heritage, public art, waterfront, urban planning and built environment;</li> <li>• work with developers to promote events within their relevant precinct; and</li> <li>• extend Moomba, New Year's Eve, Christmas and Summer Fun in the City events to Docklands.</li> </ul>
Increase the level and diversity of water-based activity	<ul style="list-style-type: none"> <li>• develop and deliver, with appropriate service providers, public relations opportunities to promote boating in Docklands;</li> <li>• support existing community-based water recreational activities at the Community Boating Hub;</li> <li>• showcase opportunities for the general public to access boating and other water-based activities through boating clubs and commercial boat operators;</li> <li>• develop strategies to support viable commercial boat businesses; and</li> <li>• improve back-of-house services available to commercial boat operators.</li> </ul>
Increase tourism and repeat visitation to Docklands	<ul style="list-style-type: none"> <li>• develop a high quality, accessible and visible network of products and information about Docklands, including online services and visitor facilities;</li> <li>• develop theme maps, walking routes and self-guided itineraries, enabling tourists to explore Docklands heritage, public art, waterfront, urban planning and built environment;</li> <li>• launch and implement a signage strategy for Docklands that includes directional, street and impact gateway signage;</li> <li>• conduct research to assess information needs in Docklands, with the view to extending current Tourism Melbourne services into Docklands;</li> <li>• explore, with VicUrban, using Harbour Esplanade as a possible site for a tourist information and event booking hub.</li> </ul>

#### DOCKLANDS RETAIL STATEMENT

A *Docklands Retail Statement* is now being developed. The statement is a joint initiative between the City of Melbourne, VicUrban and the Victorian Government, focusing on the retail environment at Docklands. The statement will be a companion to the *Melbourne Retail Strategy 2006:2012*.

The completed *Docklands Retail Statement* will champion the advancement of Docklands in: retail mix; ambience and activation; architecture and design; tourism; and investment attraction.





Do you have a question for the Melbourne  
City Council? Call and speak to us.

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