

**Privacy acknowledgement:** I have read and acknowledge how Council will use and disclose my personal information.

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**Name: \*** Phillip Gao

**Phone number: \***

[REDACTED]

**Email address: \***

[REDACTED]

**Date of Council meeting: \*** Tuesday 18 April 2023

**Agenda item title:** Shopfront Activation Program

\*

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.**

On behalf of the City Precinct Traders Association, we'd like to thank the CoM in transforming vacant CBD shopfronts as the city recovered from the effects of COVID-19. The breadth and scope in the 39 activations was impressive and allowed retailers to open in the city that may not have had the means to do so; subsequently a number continued their leases. We think this was an important program to bring people back to the city's retail core. Activating key areas of the city such as Little Collins St and Howey Place which had been severely impacted with new and exciting businesses was important for making the city attractive for the return of visitors and city workers. The clustering of activations in the severely-impacted Howey Place with a critical mass of new creatives certainly made the immediate area more attractive to new businesses. City Precinct is also excited to see the vacancy rate drop and will continue to support our small businesses with new opportunities in collaboration with CoM.

**Do you also wish to attend the Council meeting in person, noting that there is no** No

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provision to make  
verbal  
submissions at  
Council meetings?

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**Name: \*** Phillip Mansour

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[REDACTED]

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**Date of Council meeting: \*** Monday 17 April 2023

**Agenda item title:** Shopfront Activation Program

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Please write your submission in the space provided below and submit **by no later than 10am on the day of the scheduled meeting.** We encourage you to make your submission as early as possible.

- Thank you CoM for identifying and supporting Lygon Street with this program as the precinct recovered from the effects of COVID-19
- 9 quality activations delivered with five still active
- Activations have contributed to the revitalisation of Carlton and Lygon Street post COVID
- Activations such as ELK, Van Der Kooij and Joseph and James have strengthened the retail mix along along Lygon Street and introduced a young and vibrant cohort of entrepreneurs to the precinct.
- The program brought significant positive media attention at an important time, especially through the It's On Lygon promotional campaign and media articles that declared Lygon St as a new fashion precinct.
- Carlton Inc. looks forward to continuing to work closely with CoM on supporting businesses and retailers in

Lygon Street through future initiatives.

The It's On Lygon Campaign (the place agency) was confusing for our members as they weren't sure about the organisation undertaking works. It may have worked better to have the agency work with Carlton Inc or alongside rather than a separate entity. This would have strengthened ties with traders and been more comfortable to work with traders. Traders are thankful for the support but the question was posed why do new traders get additional support in a monetary way and existing traders don't get the same support?

**Do you also wish    No**  
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Privacy acknowledgement: \*

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Name: \*

Angela Simons

Phone number: \*

[REDACTED]

Email address: \*

[REDACTED]

Date of Council meeting: \*

Tuesday 18 April 2023

Agenda item title: \*

6.1 Shopfront vacancies – progress and future direction

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting.

Please see document attached.

We encourage you to make your submission as early as possible.

Alternatively you may attach your written submission by uploading your file here:



[ria\\_council\\_meeting\\_submission\\_18.04.2023\\_agenda\\_item\\_6.1.pdf](#)

39.29 KB · PDF

Do you also wish to attend the Council meeting in person, noting that there is no provision to make verbal submissions at Council meetings? \*

No



## **Council Meeting Submission Wednesday 18th April 2023**

### **Management report to Council | Shopfront vacancies – progress and future direction**

#### **Agenda item 6.1**

Renew Australia has proudly worked alongside the Shopfront Activation Program's funding partners The City of Melbourne and Victorian State Government to deliver the Renew Docklands Program.

Through this program, The City of Melbourne has provided visibility for emerging or experimental spaces that are not typically seen, which in itself offers a huge opportunity for these creatives in terms of exposure and awareness. This has proven invaluable to emerging creative endeavours within the city who have become front facing and accessible to broader, new audiences. In the Docklands project area, 19 activations were brought to life across 25 shopfronts, many within properties that had never been used before, increasing prospective commercial interest and viability for future tenants by creating cared for and active spaces.

Through proof of concept, the final activation in the Docklands project area has allowed the activation of a space that is privately owned and has been vacant for upwards of 10 years. As the program now comes to a close, several local creative enterprises are also in the process of transitioning onto longer term agreements with their property owner as a result of the program and the support of Renew Australia.

The project brought new people, businesses and ideas to the municipality (85% of participants in Docklands surveyed were new to The City of Melbourne), inspiring collaboration and experimentation not only among program participants, but also in conjunction with developers and property stakeholders, community leads, and other existing local businesses and community members.

The volume of EOIs received for this project also support the overall positive sentiment for the Shopfront Activation Program and similar interventions; a total of 137 EOIs for Docklands alone, showing a great appetite to engage with The City now and into the future.

As is well documented, Docklands has experienced vacancy long before the event of COVID, which makes the demonstration of future use of otherwise vacant spaces so valuable, of which was achieved within the Shopfront Activation Program.

In order to support a thriving community and its businesses, Renew Australia strongly supports future initiatives that support occupancy that would ultimately drive foot traffic and engagement like the Shopfront Activation Program. The provision of genuine and sustained investment in Docklands can support long term impact and will be necessary to truly stimulate change.

We look forward to seeing continued growth in Docklands, and the ongoing development and collaboration derived from relationships forged within the Renew Docklands project between key stakeholders who have come together as a result of the Shopfront Activation Program.

Angela Simons

CEO - Renew Australia



and The Renew Australia Team

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**Name: \*** Daniel Hibberd

**Phone number: \***

[REDACTED]

**Email address: \***

[REDACTED]

**Date of Council meeting: \*** Tuesday 18 April 2023

**Agenda item title:** Shopfront Activation Program

\*

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The Docklands Chamber of Commerce wishes to Thank the City of Melbourne for supporting Docklands with The Shopfront Activation Program as the precinct recovered from the effects of COVID-19. Renew Australia secured 19 activations that were delivered between September 2021 and 31 March 2023 with 8 still active.

DCC has welcomed the collaborative nature of both CoM and agency Renew Australia to help revitalise the precinct.

The team at Renew are truly inspirational with an action orientated mindset that drives outcomes which are hard to believe possible.

The program has provided a great opportunity for up and coming creatives and entrepreneurs such as WORKS, The Mbassy Dance, la Guapa Outerwear and Spontaneous Assembly to test and trial their products which activated important highly visual spaces along Collins Street and Docklands Drive that have been vacant for a long period.

Docklands Chamber of Commerce looks forward to continuing to work closely with CoM on supporting businesses and retailers.

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**Name: \*** Chris Thrum

**Phone number: \***

[REDACTED]

**Email address: \***

[REDACTED]

**Date of Council meeting: \*** Tuesday 18 April 2023

**Agenda item title: \*** 7.1 – Opportunity for international engagement, Deputy Lord Mayor, China

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**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.**

Dear City of Melbourne,

This is a written response in regards to Agenda Item 7.1 – Opportunity for international engagement, Deputy Lord Mayor, China.

Gough went to China.

That's the executive summary, Gough went to China, and Deputy Lord Mayor of City of Melbourne, Nicholas Reece should go to China as well. Melbourne Town Hall is on Wurundjeri Country, and we respect elders past and present. This is a fantastic opportunity to re-engage with citizens of Hong Kong, Shenzhen, Tianjin and Beijing. It's a great opportunity for Nicholas Reece to further build on City of Melbourne's credentials as a city that again embraces international students.

Australia China Business Council (ACBC) is a forward thinking, progressive organisation and by being part of this delegation , Deputy Lord Mayor Nicholas Reece will foster ongoing business and cultural relations.

I support Recommendations 9.1 and 9.2.

Melbourne is an international city and it is appropriate for Nicholas Reece to step up to the plate and spread the Melbourne story. In the best interests of Australian citizens, Gough went to China. It will be in the best interests of the City of Melbourne for Nicholas Reece to travel to China.

Key issue 6.4 is very important. Paul Keating will tell you that we should embrace our position in the Asia Pacific region, that we should find security in the Asia Pacific region.

We should not have the narrow minded, bone headed, isolationist belief that we need security from Asia. That's a simplistic approach.

In regards to cost, one should appreciate the long term benefits and value that will occur with Nicholas Reece's participation in this ACBC delegation.

Whilst in Hong Kong, Nicholas Reece should consider contacting the Hong Kong Jockey Club (HKJC).

I've already mentioned Gough and PK. It's worth mentioning Malcolm Turnbull.

Although he is from New South Wales, there is no doubt that former Prime Minister Malcolm Turnbull would be in favour of Nicholas Reece traveling to China. The Deputy Lord Mayor should consider contacting Malcolm Turnbull, and having a general yack about things before traveling to China.Perhaps, perhaps.

There's much work to be done, and we wish Deputy Lord Mayor Nicholas Reece an adventurous, exciting and safe time overseas.

Best regards,

Chris Thrum

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