



DOCK
LANDS
THE
SECOND
DECADE

Draft Shared Vision
October 2010



Produced by VicUrban
710 Collins Street
Docklands, Victoria 3008
www.vicurban.com

Publication Date: 10/2010

All maps in this report have been stylised for illustration purposes only and are not to scale. Information shown is correct as at October 2010.



DOCK
LANDS
THE
SECOND
DECADE

Draft Shared Vision
October 2010

Minister's Foreword



The Honourable Justin Madden MLC
Minister for Planning

The Second Decade of Docklands, a partnership between VicUrban and the City of Melbourne, gives us the opportunity to consider the evolving role of Melbourne Docklands in the 21st century and ensure it increasingly draws more people from different backgrounds and stages of life.

Melbourne Docklands has been a key driver for Melbourne and a key contributor to Victoria's economy, placing the state in the enviable position of being able to unlock 146ha of land right in the heart of the capital, giving Melbourne a new urban waterfront.

The area's strategic location ideally positions it to play a vital part in maintaining and enhancing Melbourne's role as a global city, while adding new dimensions and experiences for Victorians and visitors to our State.

One of the challenges for the Second Decade of Docklands is to make Docklands a place where people want to work, live and visit by adding a new flavour to the rich diversity that characterises Melbourne.

This includes diversity of businesses and activities, diversity of residents and diversity of public open spaces.

Already Melbourne Docklands has achieved a great deal through its redevelopment from an industrial wasteland, attracting \$7 billion worth of private investment, 6500 residents and 22,000 workers.

With a further \$8 billion worth of private investment required over the next 10 years, this draft shared vision endeavours to focus our planning on people's aspirations and experiences of this key area of Melbourne.

The number of people and organisations whose opinions have informed the development of this draft shared vision demonstrates the keen interest the people of Victoria have in Melbourne Docklands.

I encourage all Victorians to continue to be part of the planning for Melbourne Docklands' second decade by providing feedback on this draft vision and participating in the continuing conversation about the Second Decade of Docklands.

The Honourable Justin Madden MLC
Minister for Planning





**I encourage
all Victorians
to continue
to be part of
the planning
for Melbourne
Docklands'
second
decade**

The Honourable Justin Madden MLC
Minister for Planning

Lord Mayor’s Foreword

Planning for Docklands is at the forefront of our minds and priorities.

The first decade of Melbourne Docklands was about buildings. The second must be about people.

The success of Docklands lies in our ability to integrate it with the traditional Melbourne CBD. That is about extending the look and feel of Melbourne to Docklands, about physical connections and about Docklands embracing Melbourne.

An extensive community engagement process has informed our vision and brought together the aspirations and ideas of the people who work, live and visit Melbourne’s Docklands.

Like the older parts of Melbourne’s central city Docklands, the city’s urban waterfront, will develop its own diverse set of distinct characteristics.

Feedback from the first stage of community engagement has reinforced the importance of emphasising connections to the water, and ensuring that people are central to the planning for the second decade.

Melbourne Docklands will grow experienced through further development of open areas and more intimate spaces along with community infrastructure to give this area of Melbourne its distinction.

The community’s continued involvement is vital if we are to see Melbourne Docklands reach its full potential so I invite you to come with us on the journey for the second decade of Docklands.

The Rt Hon. Robert Doyle
Lord Mayor of Melbourne



This draft shared vision for Melbourne Docklands gives us the opportunity to shape this evolution over the next decade

Robert Doyle
Lord Mayor



Introduction

As the Melbourne Docklands enters its second decade of development and moves closer to realising its role as the city's new urban waterfront, a vision is required to capitalise on the area's strategic position as the gateway to the central city from the west and south and guide its evolution as a truly 21st century city.

While these elements make Docklands unique, residents, workers and visitors to the area will also recognise the essence of Melbourne for its elegance, diversity and culture.

The first decade of Melbourne Docklands was about creating buildings and attracting investment, the second will focus on people. It will provide accessible community infrastructure and create places and spaces which enable character to evolve through community self expression. It will also extend its economic resilience further underpinning Melbourne's growth.

The first decade has also had its challenges and these are reflected in the community's current polarised views of Melbourne Docklands at its halfway mark. Some people love the modern buildings and clean open

spaces, whilst others find the high winds, large buildings and limited green space unfriendly.

The challenges for the second decade are viewed in the context of the success of the first decade in helping to drive Melbourne's economy by attracting \$7 billion worth of private sector investment, and providing homes for 6500 residents and jobs for 22,000 workers.

Reflecting both the successes and challenges has been central to the development of this draft vision. Once finalised, the shared vision will underpin a far-reaching set of strategic directions and priority actions for the delivery of Melbourne Docklands during its second decade of development.

This draft shared vision is the result of an extensive consultation program conducted by VicUrban and the City of Melbourne which has involved more than 3,700 people. It presents a vision that recognises and builds on Melbourne Docklands' unique qualities and positions it to play a vital part in maintaining and enhancing Melbourne's role as a global city.



Community Engagement



More than 3,700 people have been involved in preparing this draft vision so far and nearly 2,000 have given their views and ideas about what they would like to see happening over the next decade in Melbourne Docklands.

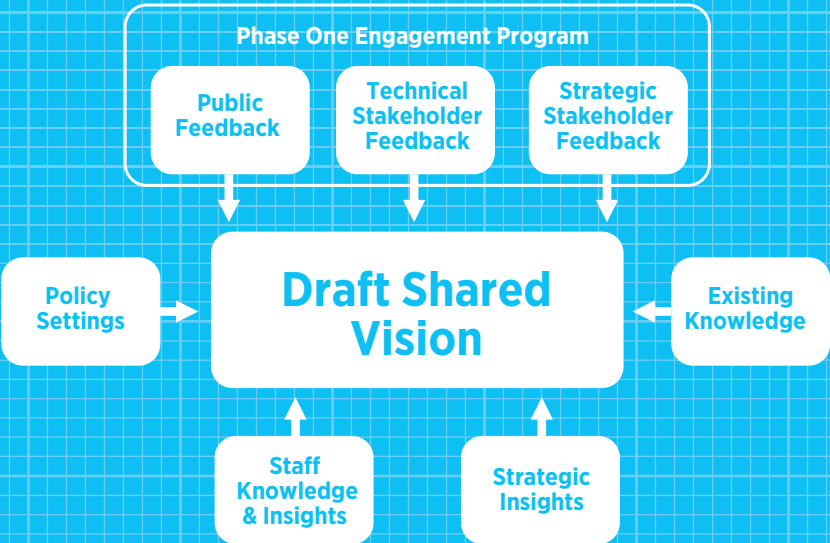
Melburnians from all walks of life have taken part in workshops, forums and online discussions.

The extent of community interest expressed in the Second Decade of Docklands is evidence of its

importance to Melbourne. While views of what exists are somewhat polarised, there is strong consensus in the community's aspirations for the area.

All of this valuable, creative and insightful feedback has formed the basis for this draft shared vision.

The draft shared vision has also been informed by a broad range of policy, existing knowledge and community and professional opinion.



Vision

The following draft shared vision statement is the result of feedback from around 2,000 residents, workers and visitors to Melbourne Docklands:

In 2020 Melbourne Docklands will be an integral part of a creative, well connected 21st century city. It will continue to be a key driver of Melbourne's economy and offer a unique urban waterfront which reflects Melbourne's elegance, diversity and culture.

In particular, three overarching themes underpin this vision:

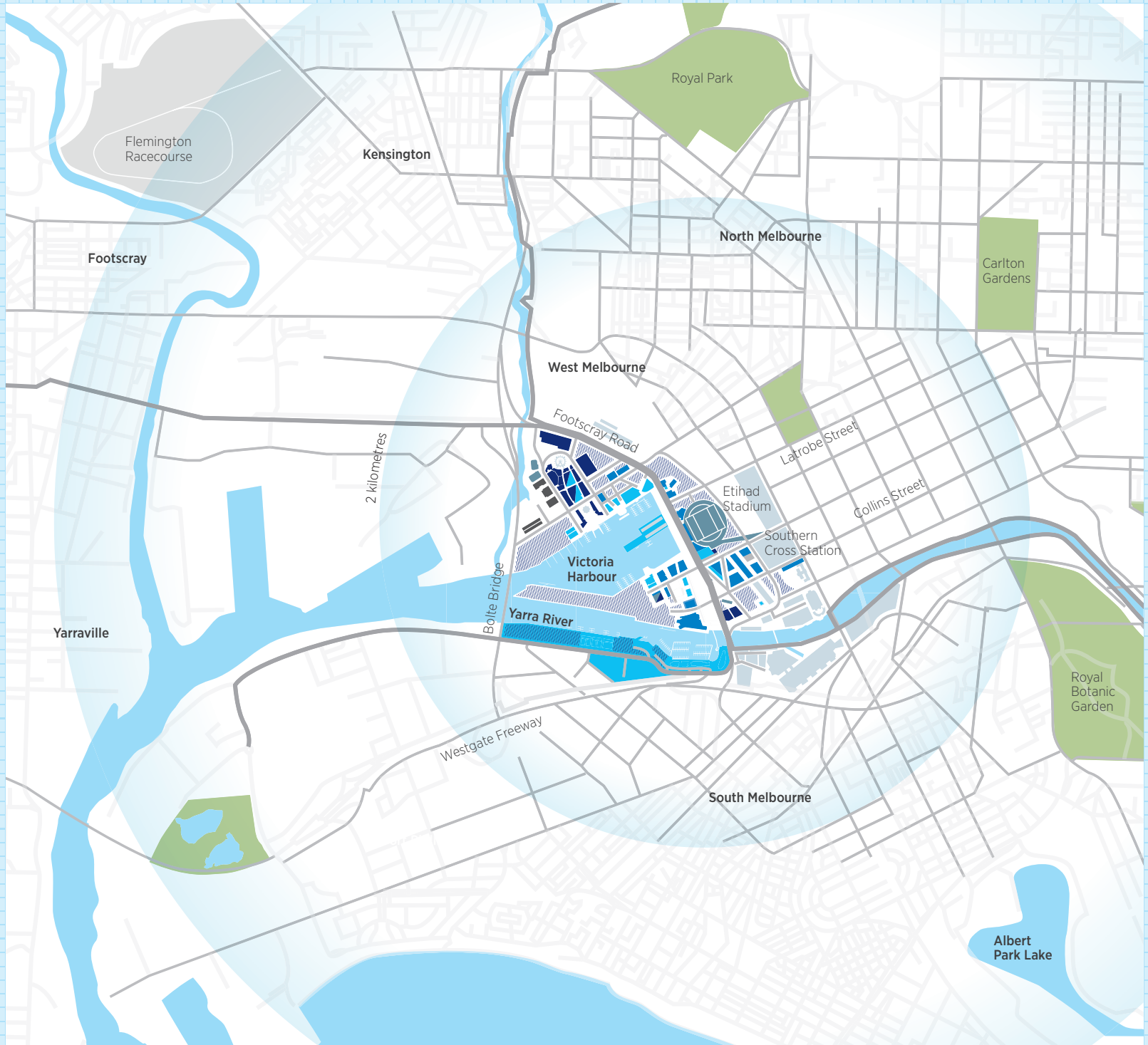
- 1. Creating a 21st century city**
- 2. Embracing Melbourne's urban waterfront**
- 3. Capturing the essence of Melbourne in the Docklands experience**

Depending on your view as a resident, worker or visitor, these themes encompass a diverse range of outcomes and experiences.

This document seeks to recognise these varying aspirations and interweave them into a draft shared vision for all those who will experience Melbourne Docklands in the future. This vision statement and its themes will be used to inform the development of a set of strategic directions and priority actions, which will be finalised by the middle of next year.



Strategic Context



Theme 1:

Creating a 21st Century City

Make Docklands a living and continually evolving part of Victoria. If a question is asked why Docklands is so unique the answer should be: it's always interesting, it's alive, and hence it's the heart of Melbourne

Future Docklands Forum
community participant



During the late 20th Century the development of Melbourne Docklands unlocked the potential of 146 hectares of prime real estate right in the heart of the city. The investment this attracted has in turn played a strong role in driving Melbourne's economy.

Melbourne Docklands as a 21st Century City will be a dynamic, high-tech community where people want to live and work. It will be home to a diverse range of businesses that will enable the area to continue to prosper economically. It will continue to redefine the concept of inner city living – making it an attractive proposition for families by providing access to education and community facilities.

Many of the commercial buildings already located in Melbourne Docklands are contributing to the area's environmental resilience with a high proportion of them carrying 5-star green star ratings. With more than 50 percent of development still to occur, Melbourne Docklands will continue to lead a mandate for quality, environmental outcomes.

As a 21st Century City, Melbourne Docklands will also deliver advanced digital and technology infrastructure. It will also provide a range of transport connections within the city and linking to the west and south through Footscray and Port Melbourne. These links will contribute to positioning Melbourne for future growth.

The area also provides a canvas for cultural prosperity where institutions and events of international significance can thrive and engage the local, national and global community in conversation.

The 21st Century city in Melbourne Docklands will respond to and prosper with change, providing a place where people can live, work and play close to home while remaining connected with broader metropolitan Melbourne.

At a glance

Melbourne Docklands in 2020 will:

Provide all the services and activities to grow the city's economy including commercial, residential, knowledge, technology, health and creative sectors.

Create and enhance strong transport connections in and around Melbourne Docklands that reduce car dependence and emphasise its strategic location within the wider regional context of Melbourne's inner city, particularly to the west, south and north.

Offer modern, contemporary work spaces that have the ability to evolve with changing needs and attract a variety of investors and businesses.

Expand the environmental sustainability successes already achieved in Melbourne Docklands.

Theme 2:

Embracing Melbourne's Urban Waterfront

**The jewel
in Docklands'
crown is the
harbour**

Business Future Docklands
Forum participant

For many thousands of years the land on which Melbourne Docklands sits has been a centre for interaction between people and the water; from indigenous communities who gathered to hunt for food, to the settlers of Melbourne who used it as a thriving port.

Although a long-time centre of economic and cultural activities, in recent times Melbourne has had no significant association with its waterfront. The second decade of development in Melbourne Docklands provides the opportunity for Melburnians to embrace their new urban water front and celebrate the added diversity it will offer. Melbourne Docklands will become a natural destination.

People will use the Yarra River and Moonee Ponds Creek corridor, along with Victoria Harbour to get to and around Melbourne Docklands and connect to other parts of Melbourne.

The water will encourage everyday activity. Workers will dangle their feet in the water while they eat lunch and watch children as they swim. Visitors will stroll along the beautiful harbour side esplanades and enjoy activities such as boating, fishing and jogging.

Floating barges and markets will offer a moving and ever changing feast of entertainment be it music, movies, cultural performances and events. While boat races and kite surfing will add colour and movement to the harbour.

Melbourne Docklands will also celebrate its history as a maritime port through museums, walking tours, lectures and artworks.

At a glance

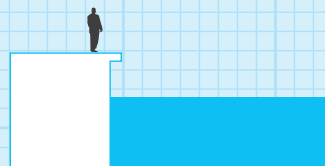
Melbourne Docklands in 2020 will:

Provide a diverse range of activities, attractions and events that take advantage of the unique urban waterfront experience for residents, workers and visitors.

Strengthen water based transport connections both within Melbourne Docklands and to neighbouring areas.

Use the Yarra River and Moonee Ponds Creek corridor to provide diverse focal points across Melbourne Docklands.

First Decade



From the water as a distant amenity to look at...

Second Decade



... to a varied urban waterfront for all users and with a large variety of sensory experiences and the possibility of a wide range of activities.

Source: Gehl Architects, Urban Quality Consultants, 2010

Theme 3:

Capturing the Essence of Melbourne in the Docklands Experience

We would like to see a greater mix of people in Docklands, including children, international visitors, tourists and students coming and enjoying the area and the diverse and affordable events on offer.

Focus group participant

The Second Decade of Docklands will ensure Docklands is a recognisable part of Melbourne, reflecting the city's elegance, culture and diversity.

The broad appeal of Melbourne Docklands will have been achieved by capturing the essence of Melbourne in the Docklands experience, attracting a diverse mix of people and businesses.

In 2020, residents, workers and visitors will enjoy their own different experiences of Docklands.

People of all backgrounds and stages of life will be attracted to the different range of housing options, the accessible community facilities and eclectic mix of culture, public spaces, choices of shops and restaurants, businesses, events and attractions.

Many types of business, based in a range of building sizes and types, will be based in Melbourne Docklands from large corporate headquarters and professional services firms to small businesses and creative industries. As a result, Melbourne Docklands will attract workers from all backgrounds and professions.

The open spaces in Melbourne Docklands will be welcoming places that encourage community self expression. Small spaces will be comfortable places for residents, workers and visitors, while larger green open spaces will offer informal sites for activities such as picnics, lunchtime soccer and weekend strolls.

Trees and groundcover will add greenery, shade and protection from the wind. Rooftop and wall gardens will add surprise. People will be drawn to markets, pop up stalls, retail chains and independent designers.

Diverse identities and characters will emerge within Docklands, shaped by the community's own values and activities, growing organically alongside planned development.

At a glance

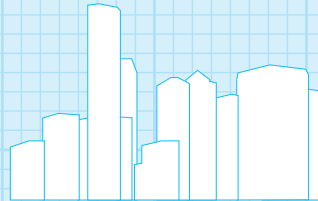
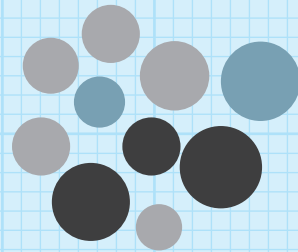
Melbourne Docklands in 2020 will:

Provide diversity through a distinct series of areas, reflecting light and shade, vibrancy and peaceful relaxation.

Be a comfortable place for people of all walks of life by continuing to reflect the essence of Melbourne.

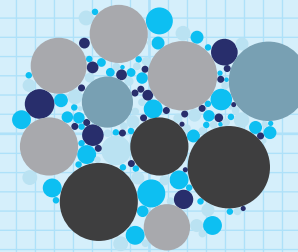
The urban waterfront and newness of Melbourne Docklands help people connect with the area and recognise it as a valuable addition to Melbourne's rich culture and diversity.

First Decade



The existing paradigm in Docklands, a large scale with wide undefined spaces between buildings.

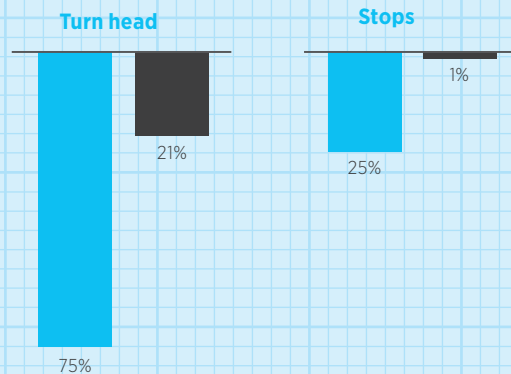
Second Decade



The introduction of a new scale of finer dimensions and complementary uses.

Source: Gehl Architects, Urban Quality Consultants, 2010*

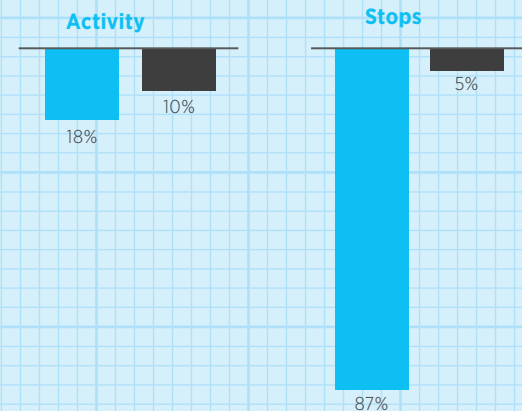
Pedestrian Behaviour in Front of Shops



Source: Close Encounters with Buildings, Gehl, et al, Urban Design International 2006*

Activities per Hour in Front of Shops

In total there are seven times as much activity and time spent in front of interesting facades



*VicUrban, in collaboration with Gehl Architects, undertook a quantitative and qualitative analysis on public life and public spaces in Docklands in February 2010. Gehl Architects, Urban Quality Consultants, based in Copenhagen Denmark, have experience as consultants in more than 150 cities and sites across the world.

What Does This Mean for Workers, Residents and Visitors?

In planning for the Second Decade of Docklands it is important to consider the perspective of all those who will experience Melbourne Docklands. Working from the starting point that a city that is safe for children will be a city that is safe for everyone, this section outlines the potential future experiences for people aged eight to 80.

Children

In 2020, children will have no memory of Melbourne without its Docklands. It will be a place where they and their friends live. They will enjoy the areas where they can splash in the water or the community-built playgrounds in the local park. Shop owners in the local convenience store will recognise them and say hello.

Access to childcare will give children from all backgrounds the opportunity to experience Melbourne Docklands, whether they live locally or travel to the Docklands each day with their working parents. The community library will provide a place to study or listen to stories against a backdrop of an urban waterfront.

Children will be another part of a recognisable community, blending with the diverse mix of people from all backgrounds and stages of life.



Workers

In 2020, workers in Melbourne Docklands will rarely use cars, preferring instead to travel to work on the reliable and regular public transport available, either by land or by water or via high quality pedestrian and cycling routes.

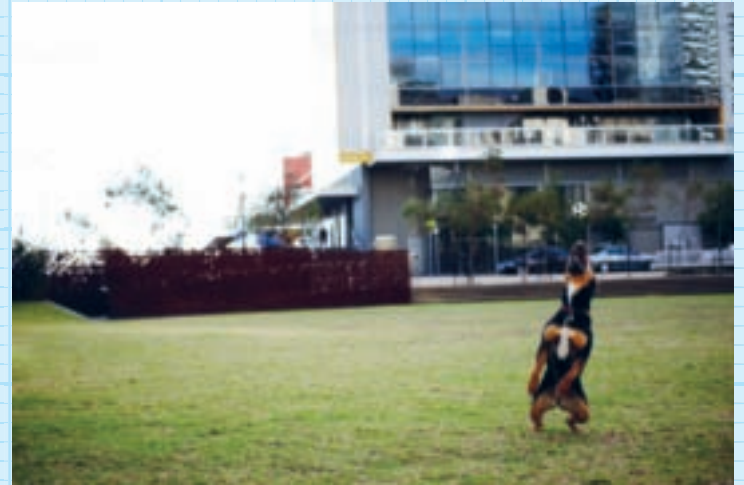
At lunchtime they will have access to everyday services and diverse shopping experiences close to work or they will simply enjoy the atmosphere and recreation options in one of the many parks or piazzas. A wide choice of local and international foods will be available in the vibrant streetscapes and waterfronts.

After work they stay in the area to meet their family and friends for dinner or a drink or to go to the cinema, theatre or festival performance all the while enjoying the views over the Victoria Harbour and back over the Melbourne skyline. Everything workers in Melbourne's traditional city centre do will be on offer.

Those working in Melbourne Docklands in 2020 will enjoy access to technology such as free wi-fi and information portals. They will work in environmentally sustainable, contemporary, healthy work spaces.

Those looking to work in Melbourne Docklands in 2020 will have a broad range of large corporate and small businesses from which to choose and will be proud to be part of a thriving economic precinct.





Residents

In 2020, residents in Melbourne Docklands will redefine the concept of inner-city living by the water. Melbourne Docklands will provide diversity and choice that makes inner-city living accessible for people at all stages of life.

In 2020, families will consider living in Melbourne Docklands because of the public transport options, access to schools, public library, shopping facilities, childcare centres, local

play spaces and attractive parks and walking routes. Those looking to downsize will be drawn to Melbourne Docklands because of the access to the waterfront, available at a reasonable cost. A thriving community scene will provide opportunities for adult learning or just a chance to meet new people.

Students will enjoy the easy access by public transport and safe cycle routes to tertiary institutions, both within Melbourne Docklands and in easy reach in centres such as Footscray and Carlton.



Visitors

In 2020, Melbourne Docklands will be a drawcard for visitors to the city and locals alike. Melbourne Docklands will showcase a multitude of activities in, on and about the Yarra River, Victoria Harbour and Moonee Ponds Creek. Melbourne's innovative festival and creative arts programs will extend through Melbourne Docklands year-round, making use of the area's unique venues and water side attributes.

Visitors in 2020 will also enjoy the ease of travel both to and within Melbourne Docklands. Connections across the harbour, either by bridge or water transport, make travelling around the area convenient and novel.

Next Steps...

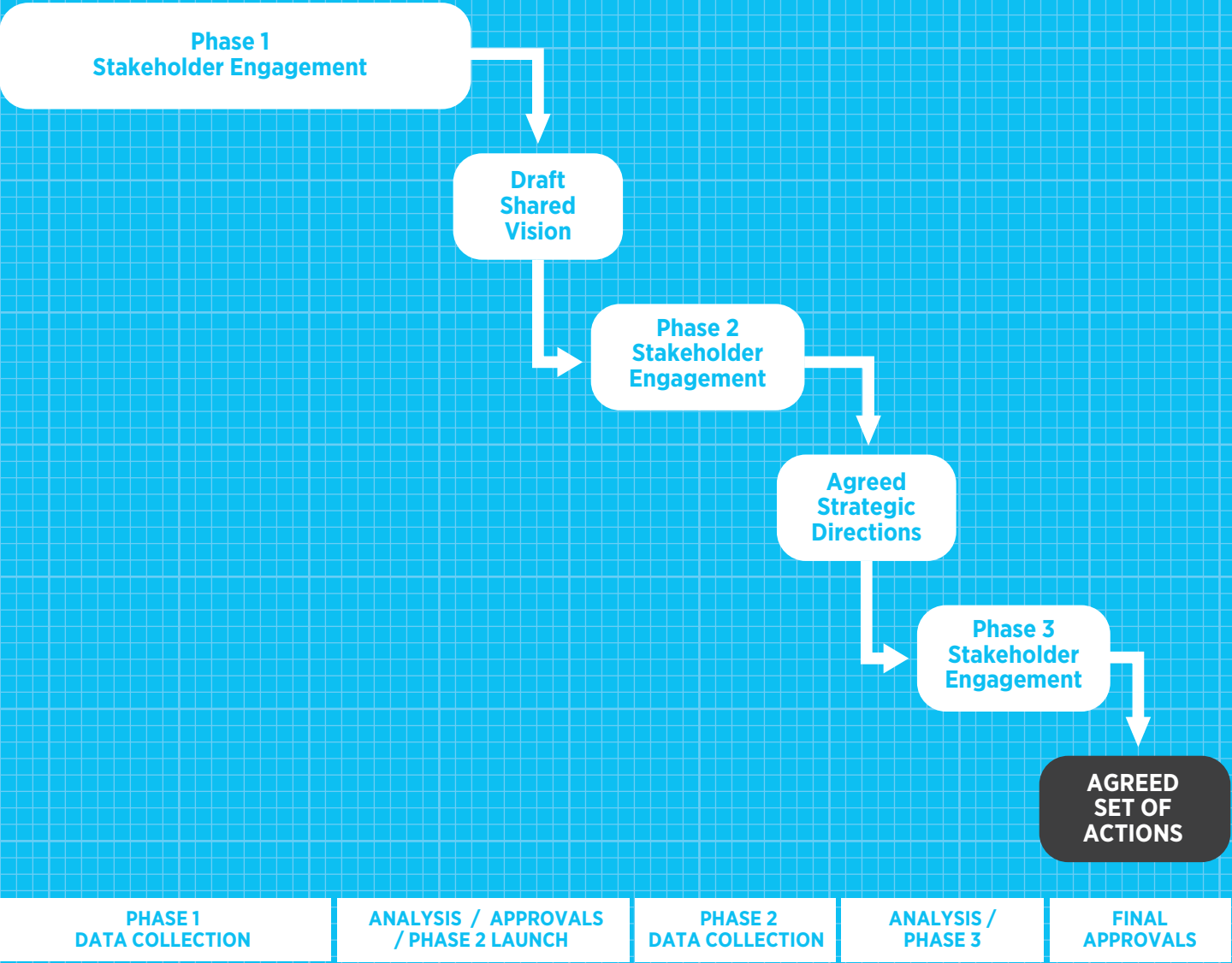
This draft shared vision is the latest step in the conversation about planning for the second decade of Melbourne Docklands. Feedback will be sought over the coming months via the Second Decade of Docklands website at www.docklands.com/seconddecade and through a series of workshops and events to ensure this vision represents the community's aspirations.

This draft shared vision, once finalised, will be underpinned by a set of strategic directions and priority actions, which will make the vision a reality. This is scheduled to be complete by the middle of 2011.

There will be many more opportunities along the way for all Melburnians to carry on the conversation and give us further feedback and ideas to contribute to the continued evolution of Melbourne Docklands over the next decade.

D2 Engagement Program

Mar 10 Apr 10 May 10 Jun 10 July 10 Aug 10 Sep 10 Oct 10 Nov 10 Dec10 Jan 11 Feb 11 Mar 11 Apr 11 May 11 Jun 11





This brochure is printed on Knight Smooth White which is an FSC (Forest Stewardship Council) certified paper manufactured under an ISO 14001 environmental management system using ECF (elemental chlorine free) pulp. This Brochure is produced by an environmentally responsible ISO 14001EMS, FSC (Chain Of Custody) certified printer using vegetable based inks.



Second Decade of Docklands project

Phase One Stakeholder Engagement Summary Findings

Published December 2010



The City of Melbourne and VicUrban wish to thank all of the participants of phase one of the Second Decade of Docklands project. Your generosity of time and advice has helped inform the development of a draft shared vision for Docklands. We look forward to continuing the conversation with you as we develop strategic directions and priority actions to guide future development in Docklands.

Contents

1.	Introduction.....	4
2.	Executive Summary.....	6
3.	Overview of Phase One	8
3.1	Events and activities	8
3.2	Emerging themes.....	10
4.	How The Findings Will Be Used	11
5.	Summary Findings	12
5.1	Summary findings – public stakeholders	12
5.2	Summary findings – strategic stakeholders.....	18
5.3	Summary findings – technical stakeholders	23
	Attachment 1: Capire Consulting Group – Phase One Public Stakeholder Engagement Activities Summary Findings	32

Definitions:

Stakeholders – Stakeholders are individuals or organisations, which affect, or can be affected by project decisions. Stakeholders can include lobby groups, government departments, media, business, industry and the general community.

Stakeholder engagement – Stakeholder engagement is a planned process of providing opportunities for stakeholders to provide meaningful input into project decision making.

Hard to reach groups – Individuals or groups that may be difficult to contact or engage with due to difference, disadvantage or barriers and who may require a targeted approach. These groups may include children, youth, the elderly, people with a disability and those with from Culturally and Linguistically Diverse (CALD) backgrounds.

1. Introduction

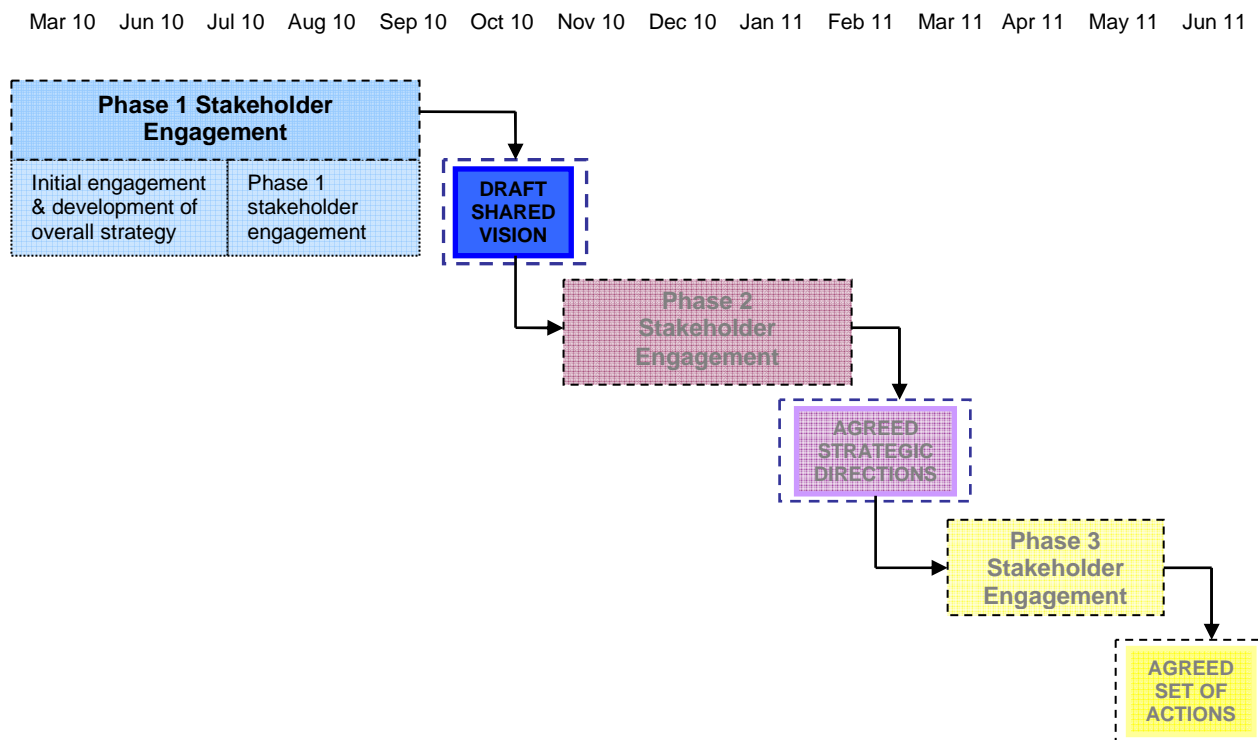
Melbourne Docklands (Docklands), located on the western edge of the central city, is one of Australia's largest urban renewal projects. As this 190 hectare site – the same size as the original central business district – is transformed into a modern residential, commercial and visitor destination, it is playing an increasingly important role in the growth of Melbourne as a global city.

As Melbourne Docklands enters its second decade of development, the City of Melbourne and VicUrban are working in partnership on the Second Decade of Docklands project – a strategic initiative to guide the next ten years of development. Working closely with stakeholders, the project will result in:

- a shared vision
- strategic directions
- actions

The Second Decade of Docklands project commenced in mid 2010 and will be complete by mid 2011 and has been structured into three phases of stakeholder engagement as shown in Figure 1 below:

Figure 1 – Second Decade of Docklands project – engagement program



Phase one of the engagement program occurred between March and September 2010, and sought to research stakeholder's views and aspirations for Docklands.

The conversations were structured around emerging themes including events and attractions; embracing the harbour; getting to and around Docklands; technology and sustainability; and creating character.

More than 20 events and activities were held during phase one involving a range of stakeholders and community groups. Over 3,700 people participated and more than 2,000 people provided specific feedback.

Phase two of the engagement program commenced in late October 2010 with the launch of the draft shared vision and five project ideas. Phase two is expected to be completed by late March 2011 and will focus on the development of clear directions and priority actions for delivery over the second decade.

Phase three will see the release of an agreed set of actions for delivery over the second decade of Docklands by mid 2011.

The engagement strategy identified stakeholder groups to be targeted during each phase of the engagement process to ensure that a diverse range of values and perspectives are freely expressed and heard:

- **Public stakeholders** – residents, business owners, workers, visitors, 'hard-to-reach' groups and the wider Melbourne public and media.
- **Strategic stakeholders** – senior level executives in industry, agencies, organisations, institutions and government.
- **Technical stakeholders** – operational level stakeholders in industry, agencies, organisations, institutions and government.

Capire Consulting Group was appointed to assist the City of Melbourne and VicUrban with developing the phase one stakeholder engagement strategy.

This report outlines the key findings from the data received during phase one, which has informed the development of the draft shared vision.

2. Executive Summary

A partnership between VicUrban and the City of Melbourne, the Second Decade of Docklands project is a strategic planning initiative that involves three phases of stakeholder engagement to help identify a vision, clear directions and priority actions for delivery in Melbourne Docklands over the next decade.

Phase one, which ran between March 2010 and September 2010, sought to research stakeholders' views and aspirations for Docklands and has informed the development of a draft shared vision. This report summarises the findings from phase one, which involved more than 3,700 people, with more than 2,000 people providing specific feedback about what they want to see happen in Docklands over the next 10 years.

Overall, conversations held with stakeholders were highly constructive and positive. There was a sense of shared accountability for the future of Docklands with strong media and political support and a strong desire by the community and stakeholders for ongoing involvement in planning for Docklands.

Phase one found that Melburnians are polarised in their views of Docklands as it is today; describing it as either “amazing”, “vibrant”, “innovative” or, less favourably, as “lifeless”, “disconnected”, “isolated” and “windy”.

What many people think is working well is that there is a large concentration of green star commercial buildings, large corporations are choosing to locate their headquarters at Docklands, the water is a value asset, and individual buildings and artworks are well loved.

Throughout phase one, several issues were frequently raised and in response, stakeholders were liberal in their suggestions for how to create a vibrant sense of place and an engaged community in Docklands. The views often raised by stakeholders whether they be public, technical or strategic, are summarised below:

- Docklands is perceived as being disconnected from the central city due to limited or low-quality public transport, roads, pedestrian and bicycle connections.
- Moving within Docklands is difficult due to the distances between precincts; poor way finding signage; traffic congestion; limited and expensive car parking; and conflicts between cars, bikes and pedestrians.
- There are inconsistent views on car access and parking in Docklands. Many people wanted more and cheaper car parking while others wanted car free zones and Docklands to be a pedestrian and cycling precinct.
- There is a lack of high quality green and other public spaces and shelter from the elements in Docklands.
- There are differing views on the built form within Docklands. Some people see the architecture as being “sleek” and “exciting”; others see it as “bland” and “boring”.
- Docklands does not have a soul or distinctive identity and it lacks the constant activity and vibrant experiences of other parts of Melbourne.

- Docklands is not diverse and efforts must be made to attract people of all ages and backgrounds; offer a range of housing options, and provide accessible community facilities together with a mix of culture, public spaces, and choices of shops and restaurants, businesses, events and attractions.
- Victoria Harbour, the Yarra River and Moonee Ponds Creek in Docklands are underutilised. People want to see Melbourne embrace its urban waterfront for both pleasure and practical purposes and make it a drawcard for all who live, work and visit Docklands.
- Docklands' current sustainability credentials are a key positive attribute and this should continue through initiatives such as creating minimum environmental standards for commercial and residential buildings and harnessing the wind and solar power opportunities and storm water harvesting to establish Docklands as a leading sustainable precinct.

A diverse range of ideas and responses were suggested by stakeholders and community members to address these issues. Some of the ideas that were commonly expressed by stakeholders included:

- Expanding transport options through offering water transport, constructing a monorail, providing connections to the west, and providing more frequent public transport to and from the central city and neighbouring suburbs.
- Creating more intimate and interesting places and spaces to provide balance between the density of high-rise buildings and the experience of people at ground level. Suggestions on how to do this included creating laneways, nooks and crannies and parks together with rooftop gardens, piazza's and graduated landscaping to the water's edge.
- Generating more uses and activities on the water by providing water transport, improving boating infrastructure; creating entertainment via an urban beach pool, floating stages, cinemas and markets; and enjoying the waterfront through improving the amenity of the promenades, piers and wharfs.
- Making Docklands an incubator for technology, innovation, science, design and environment and free precinct-wide Wi-Fi were frequently suggested.

Following the development of the strategic directions and further engagement, these ideas will be explored and further developed.

The City of Melbourne and VicUrban have used the content contained in this report to shape the draft shared vision.

3. Overview of Phase One

3.1 Events and activities

During phase one of the Second Decade of Docklands project over 20 events and activities were held:

Developers in Docklands Forums	Forums with developers within Docklands to discuss their views of and aspirations for Docklands.
Docklands Corporate Forum	Forum for CEOs of large organisations based in Docklands to discuss their experiences of establishing offices there and their ideas about how to make it a better place.
Internal workshops	Workshops with VicUrban and City of Melbourne staff to guide the Second Decade of Docklands project planning and delivery.
Launch event	The Planning Minister Justin Madden, Member for Melbourne Minister Bronwyn Pike and the Lord Mayor Robert Doyle's media launch of the Second Decade of Docklands project. The event was attended by key stakeholders and media representatives.
www.docklands.com/seconddecade website	Stakeholders were encouraged to submit their ideas for Docklands in response to the five emerging themes online via the dedicated project website.
Herald Sun online – Lord Mayor's online discussion and comments on articles published	Following the launch of the Second Decade of Docklands project, the Lord Mayor Robert Doyle hosted an hour long online discussion about opportunities for and issues with Docklands on the Herald Sun website. At the same time, readers posted comments on articles published online on the site.
Correspondence	Letters and emails received by the City of Melbourne and VicUrban in response to the Second Decade of Docklands project and current development in Docklands.
Stakeholder meetings	Discussion of the Second Decade of Docklands project at meetings with stakeholders.
Melbourne Open House	The Good's Shed – VicUrban's head office and Victoria's first heritage-listed 5 Star Green Star Office – was open as part of the Melbourne Open House event. Guests, many of whom were visiting Docklands for the first time, completed a survey about Docklands.
Government Agency Forum	Forum with Government agency representatives to discuss their ideas and aspirations for planning for the next decade.
Hard to reach focus groups	Group discussions and self completion exercises with youth, elderly, disability and culturally and linguistically diverse group representatives to explore the participants' ideas and aspirations

	for Docklands.
Parent interviews	Semi-structured interviews with parents living in Docklands and parents who have lived in Docklands over the past five years but have since relocated. Interviews focussed on opportunities for families in Docklands.
Community Future Docklands Forum	Open invitation forum with community members to discuss and prioritise key issues and opportunities associated with the emerging themes.
Business Future Docklands Forum	Open invitation forum with business stakeholders to discuss and prioritise key issues and opportunities associated with the emerging themes.
Docklands Community SpeakOut	Drop-in style interactive community day, which gave people, particularly visitors, an opportunity to express their ideas for the future of Docklands.
Business/Economic Commentator Forum	Forum with business and economic experts to discuss their ideas and aspirations for planning for the next decade.
Transport/Environment Commentator Forum	Forum with transport and environment experts to discuss their ideas and aspirations for planning for the next decade.
Social/Arts Commentator Forum	Forum with social planning, arts and architecture experts to discuss their ideas and aspirations for planning for the next decade.
Technical Stakeholders Forum	Forum with operational level stakeholders in industry, agencies, organisations and institutions with an interest in Docklands to discuss issues and opportunities for the precinct.
Arts and Creative Industries Workshop	Workshop with artists who have an interest in Docklands about their experiences of and aspirations for the precinct.
Workers survey	Survey of workers from businesses big and small across Docklands to gain a detailed understanding of the perceptions and attitudes of people who work in the precinct.

3.2 *Emerging themes*

To help guide the conversation during phase one of the engagement program and ensure we received feedback on the breadth of topics needed to develop the draft shared vision, five emerging themes and associated questions were identified. These were used in most of the engagement events and activities.

1. Embracing the harbour

- How do we encourage people to use the harbour more?
- What events could we hold using the harbour?
- What community facilities could take advantage of the harbour?

2. Events and attractions

- How can we ensure people want to visit Docklands 365 days of the year?
- What sorts of attractions can we have at Docklands that draw people there?
- What events would be suited to the unique environment of Docklands?

3. Creating character

- What is needed to create intimacy at Docklands?
- What services and facilities are needed for people living and working in Docklands?
- How do we build character into Docklands as a distinct part of the city – giving people something different to discover every time they visit?

4. Getting to and around Docklands

- How do we ensure people can easily move between precincts in Docklands?
- What other modes of transport could be provided to get people to and around Docklands?

5. Technology and sustainability

- What features need to be included in Docklands to ensure it leads the way in technology and sustainability?
- How can we ensure that the technology included in Docklands can adapt to future needs?
- What would help establish Docklands as an international model for urban renewal?

These emerging have since been integrated into the draft shared vision and three new overarching themes have been developed.

4. How The Findings Will Be Used

The City of Melbourne and VicUrban have used the phase one findings outlined in this report to inform the development of a draft shared vision. This vision was launched for comment in late October 2010 at the start of phase two of the Second Decade of Docklands project.

As outlined in this report, stakeholders have generated hundreds of ideas for Docklands in its second decade. Five initial ideas have been launched to gauge the community's interest and seek specific feedback on each project. Other ideas will be reviewed and developed throughout the Second Decade of Dockland project.

The first five ideas are:

- a harbour link
- a new park in the north-west of Docklands
- future uses for urban waterfront along Harbour Esplanade
- potential immediate uses for the end of Central Pier
- the activities and services the community would like for a Docklands library and community centre.

Phase two will seek to prioritise key issues and opportunities identified in phase one to inform the development of clear directions and priority actions for delivery over the second decade.

5. Summary Findings

5.1 Summary findings – public stakeholders

Activities objectives	<ul style="list-style-type: none"> To provide information on the First Decade of Docklands report. To provide an opportunity for the Docklands community and the wider Melbourne public to contribute their ideas, issues and opportunities as part of the Second Decade of Docklands project. 	
	<ul style="list-style-type: none"> 1. Refer to Section 3.1 for a description of the following events and activities. 2. Capire Consulting Group facilitated the Community and Business Future Docklands Forums, Docklands SpeakOut, focus groups with hard to reach groups and interviews with parents. Capire's findings are included in attachment 1. 	
Notes		
Event / activities	Date	Participation
Second Decade of Dockland project media launch	8 July	64 attendees
www.docklands.com/seconddecade website	8 July to end September	320 responses and 1367 visitors to the site
Lord Mayor's Herald Sun online discussion and comments	8 July	292 responses
Melbourne Open House survey	24 and 25 July	1051 attendees and 665 surveys received
Future Docklands Business Forum	26 July	23 participants
Parent interviews	27 August	8 participants
Hard to reach focus groups	27 and 28 July	40 participants
Future Docklands Community Forum	29 July	35 participants
Docklands SpeakOut	8 August	150 participants
Docklands workers survey	Early September	103 interviews

Summary findings – public stakeholders <i>continued</i>	
Findings	The following findings are a combined summary of all discussions held with public stakeholders during phase one
Issues	<p>Theme: Embracing the harbour</p> <ul style="list-style-type: none"> - Lack of activity on the harbour - Need for better infrastructure to support boating activities - Lack of access to the water for both vessels and people - Lack of water transport options – apart from charter boats there are perceived to be little or no other water transport options <p>Theme: Events and attractions</p> <ul style="list-style-type: none"> - Need more life, activity and attractions - Not using/incorporating the water into events in Docklands - Needs better marketing and promotion of event and attractions - Southern Star Observation Wheel not working <p>Theme: Creating character</p> <ul style="list-style-type: none"> - Needs more protected areas with wind breaks/barriers from the wind and weather - Need more trees, parks and greenery - Need more colour to contrast with the concrete and hard surfaces - No soul due to stark concrete spaces and buildings - No defined character for what Docklands is or wants to be - Lack of diversity in what Docklands has offers in terms of residential accommodation, mix of retail businesses, community facilities and activities catering to different age groups and price points. - Wasted opportunity in using Central Pier as a car park <p>Theme: Getting to and around Docklands</p> <ul style="list-style-type: none"> - Docklands is perceived as difficult and time consuming to get to and around. The connections between precincts and the

	<p>links from the city are seen as poor.</p> <ul style="list-style-type: none"> - Poor wayfinding signage and directions for people entering and moving about Docklands - Perceived poor frequency and lack of public transport into and around Docklands - Lack of and expensive car parking - Need improved/separated pedestrian pathways from bicycles and vehicles - Traffic signals timing, vehicle congestion getting into and out of Docklands - Etihad Stadium and Southern Cross Station create a barrier between the CBD and Docklands - The state of seemingly constant development (and road works)
Opportunities and ideas	<p>Theme: Embracing the harbour</p> <ul style="list-style-type: none"> - Water taxis and ferries within Docklands and to and from surrounding areas, particularly the west, linked to the public transport system - Boat hire to allow people to get on the water for transport and pleasure - Water fountains/features - Graduated landscaping to the edge of the water - Improve boat access - Urban beach or swimming pool - Build an aquarium in Victoria Harbour - Houseboats or housing built up to/over the water - Events and attractions on the water
	<p>Theme: Events and attractions</p> <ul style="list-style-type: none"> - More water based events, yachting, sailing, dragon boats. Support for the existing events and boating clubs in Docklands - Large public and family friendly events. For example, parts of Moomba and other events held in the city bringing elements to Docklands - Local fundraising events, therefore supporting local businesses and organisations

	<ul style="list-style-type: none"> - Look at attracting international events - An arts festival for Docklands - Live music events - More public artwork - Urban beach or pool, indoor/outdoor or on the waters edge - Outdoor cinema or a cinema type complex - Lighting displays on the water and promenades - A landmark building/icon to attract people to Docklands - Central Pier – there is an opportunity for an iconic structure or building on Central Pier that could be a focal point for Docklands and the city providing local, national and international exposure - A farmers market, floating market, seafood market or arts and crafts market
	<p>Theme: Creating character</p> <ul style="list-style-type: none"> - More trees, greenery, parks and high quality green spaces where people can do a variety of activities such as kicking a football, having a picnic or walking the dog - Local sporting facilities including formal playing fields and open spaces - Playgrounds for children of different ages, BBQs and picnic spaces - Sailing and boating activities and associated community boating infrastructure - Civic spaces such as a library, museum, theatre - Laneways and more intimate spaces that are protected from the weather - Human scale buildings and spaces - Diversity of community such as people of diverse ages and backgrounds - Diversity in food outlets including a mix of price points from cheap eats to high end restaurants - Spaces for the performing and visual arts - Opportunities for emerging/local artists and designers

	<ul style="list-style-type: none"> - Street level activation such as activation of empty shopfronts - Celebration of Docklands maritime history and heritage buildings - Primary school and more childcare facilities
	<p>Theme: Getting to and around Docklands</p> <ul style="list-style-type: none"> - Increase frequency of trams to Docklands - Separate pathways for pedestrians, cyclists and vehicles - Provide better connections between precincts and make these provide shelter from the elements - Improve wayfinding and directional signage to and around Docklands - Improve/prioritise pedestrian pathways to make walking an enjoyable experience - Local bus service to all precincts within Docklands - More short-term on-street parking to support visitation and local businesses - Monorail – a fast connection that can link between the precincts and the city - Build over the railways/Wurundjeri Way, this could be a new park area or community facility - More bike paths which are connected to existing bike tracks
	<p>Theme: Technology and sustainability</p> <ul style="list-style-type: none"> - Free Wi-Fi throughout Docklands - Docklands could be seen as the high technology precinct for Melbourne - Wall gardens and rooftop gardens - Community gardens where people can grow their own food - Harness solar and wind power in Docklands - Establish Docklands as Melbourne's most sustainable/green technology precinct
Quotes	<ul style="list-style-type: none"> - "Docklands has the modern and edgy character, so I'd say continue on the same path. Good luck, it's a fabulous new suburb and will find its own way, especially if you have a few more green spaces planned." - "It's highly laudable what's been done with public artworks already, but MORE, MORE, MORE! And I know it's subjective,

	<p>but better quality in some cases, and MUCH bigger scale!! And if you added other artworks strategically in the CBD you could create a Melbourne public art walk that would encourage people into docklands”</p> <ul style="list-style-type: none">- “Better co-ordination between the precincts - at the moment it is clear that each precinct has nothing to do with the other and have been created by competing developers with no forward planning for integration with the others. Better transport links, more car parking and more parks would allow residents, workers and visitors to be part of a more inclusive Docklands”- “I need something to explore and Docklands offers just a vague expanse.”- “My themes are elementary urban planning - the need for public green space, adaptive reuse and public access to heritage buildings and the need for civic and cultural buildings.”- “Young children living in apartments in this area have limited outdoor play spaces. I would like to see safe play spaces for very young children. Current playgroup location e.g. the Hub, does not offer safe outdoor spaces/natural play opportunities. Many parents in Docklands experience isolation - community facilities like those in other CoM areas would be beneficial for isolated parents and others to link into the community.”- “Central Pier really needs some bold thinking. It's Melbourne's big chance to make a grand waterfront architectural statement.”- “I think we should possibly look at ferries as a mode of real transport along the Yarra rather than just leisure cruises”
--	---

5.2 Summary findings – strategic stakeholders			
Activities objectives	<ul style="list-style-type: none">• To provide information on the First Decade of Docklands report.• To provide an opportunity for strategic stakeholders to contribute their ideas, issues and opportunities as part of the Second Decade of Docklands project.		
Notes	1. Refer to Section 3.1 for a description of the following events and activities.		
Event / activities	Date	Participation	
Developers in Docklands forum	4 March	16 participants	
Corporate organisations in Docklands Forum	26 and 31 March	10 participants	
Government Agency Forum	26 July	10 participants	
Business/Economic Commentator Forum	6 August	7 participants	
Transport/Environment Commentator Forum	13 August	8 participants	
Social/Arts Commentator Forum	18 August	6 participants	
Findings	The following findings are a combined summary of all discussions held with strategic stakeholders during phase one		
Issues	Theme: Embracing the harbour <ul style="list-style-type: none">- The harbour is currently underutilised- The lack of activity on the harbour. Currently it is mostly a car park for large boats- The public does not perceive Melbourne as a harbour or waterside city- The lack of water connections with neighbouring areas. For example, Southbank, Williamstown		
	Theme: Events and attractions		

	<ul style="list-style-type: none"> - The lack of connections between the City of Melbourne marketing program and Melbourne Convention Bureau conventions - The lack of family friendly events
	<p>Theme: Creating character</p> <ul style="list-style-type: none"> - Lack of intimate and small places - Lack of diversity in built form - Too many heritage buildings have been demolished - Art installations are not contributing to creating a sense of place - Negative or inaccurate public perception of Docklands. For example, Docklands is not perceived as an extension of Melbourne's CBD - Shortage of owner-occupiers and families - Lack of business diversity - Shortage of affordable and diverse housing types - Corporate organisations concentrating staff activities and services within their campus style buildings rather than using those across the precinct
	<p>Theme: Getting to and around Docklands</p> <ul style="list-style-type: none"> - Docklands is difficult to get around by car and suffers from traffic congestion - Public transport in Docklands is sometimes inadequate during large events - Public water transport options are currently underutilised. However environmental implications need to be addressed, for example, stabilisation of the banks - Difficult bike access to and around Southern Cross Station and Etihad Stadium - Poor way finding signage to and around Docklands - Poor linkages to South Melbourne and Southbank - Poor interfaces and integration of Southern Cross Station with surrounding public areas making it difficult for pedestrians to access Docklands

	<ul style="list-style-type: none">- Significant barriers such as the railway lines and Wurundjeri Way which disconnect Docklands from the CBD
	<p>Theme: Technology and sustainability</p> <ul style="list-style-type: none">- Harsh weather conditions and the lack of shelter- Uncertainty by businesses about how to contribute to sustainability practices- Poor sitting of buildings which has not addressed prevailing wind conditions- Lack of environmental performance standards for residential buildings- The lack of trees and green space
Opportunities and ideas:	<p>Theme: Embracing the harbour</p> <ul style="list-style-type: none">- The harbour provides a significant opportunity to be a “focus” for the whole of Port Phillip Bay- Create a new vernacular for Docklands that Melburnians identify with and own e.g. “Melbourne’s Harbour” or “Melbourne’s 21st Century City”- Establish a regular river/water transport service along the Yarra, within Docklands and to the west- Creating an interpretative centre port to explain Melbourne’s history- Providing a performance venue on the water. For example, a floating theatre, gardens, etc
	<p>Theme: Events and attractions</p> <ul style="list-style-type: none">- Involve the Melbourne Convention Venue Bureau forum (MCVB) of 250 member companies in the Second Decade of Docklands project- Build attractions to attract people to Docklands- Leverage off the opportunities that Etihad Stadium provides in bringing people to Docklands- Capitalise on the port of Melbourne as a place where people can explore its operations and heritage- Positioning, branding and educating the public to change its perceptions of Docklands- Create a welcoming feel for people when they get to Docklands- A Docklands street party- National Gallery of Victoria to open a gallery in Docklands

	<ul style="list-style-type: none"> - Re-photographing Docklands from the people's level rather than the big buildings - Developing a public education and access program to enable Docklands to be a tourist destination
	<p>Theme: Creating character</p> <ul style="list-style-type: none"> - Utilise the heritage sheds in storage for community use, heritage interpretation or a public auditorium - Create a labyrinth of experiences ranging from the grand to small - Remove the barriers to Docklands integrating with the city. The Age building on Collins and Spencer Street shows how this can be done successfully - Explore extending Docklands to include surrounding light industrial areas in Port Melbourne and West Melbourne - Encourage corporate organisations to engage with the Docklands community through events, volunteer activities, lifestyle activities or farmers markets - Improve opportunities for the City of Melbourne, VicUrban and businesses/organisations to work together - Docklands provides an opportunity to accommodate Melbourne's future population growth - Developing a program of incentives to attract people to Docklands. For example, winter incentives, discounts to university students - Using shipping containers in temporary spaces. For example, Rialto forecourt activation proposal - Creating a Docklands design centre - Developing the spaces between the buildings for smaller uses that meet community needs - Involve the community in developing a community development plan consisting of programs, activities and events - Developing a more diverse mix of property to create greater population diversity - Developing incentives to attract small business investment and tenancies - Establishing future density targets
	<p>Theme: Getting to and around Docklands</p> <ul style="list-style-type: none"> - Promote and encourage Docklands as a cycling precinct. For example, create bike tours for tourists, create helmet free zones, improve access around Etihad Stadium and Southern Cross Station - Attract international and interstate tourists and business people who arrive at Southern Cross Station to visit Docklands

	<ul style="list-style-type: none"> - Improve pedestrian connections from Lonsdale Street to Docklands. For example, DFO has been constructed so walls can be removed to improve pedestrian connections across to the stadium concourse - Improve pedestrian and water transport connections so Docklands has better internal and external connections and forms part of the CBD - A high speed rail link from Docklands to the Airport - A flying fox/chair lift connecting people by going backwards and forwards between Docklands, the City and MCEC - A mono-rail that connects Docklands to itself - A second pedestrian bridge walkway at Bourke Street - Providing connections between Victoria Harbour, Central Pier and New Quay either pedestrian or water transport - Building over Wurundjeri Way - Lobbying the State Govt. to reduce the CBD speed limit to 40km hour - Establishing a water taxis or ferry service to improve access
	<p>Theme: Technology and sustainability</p> <ul style="list-style-type: none"> - Bring business networks together so they can learn from each other as well as collectively work on sustainability activities - Set higher sustainability requirements for residential buildings - Encourage organisations to partner in delivering sustainability initiatives - Leveraging off Melbourne's position as a knowledge city - Engaging with universities to develop new harbour-side campuses - Encouraging facilities for creative leadership and to capitalise on Melbourne's potential to be a knowledge city - Plant more trees
Quotes:	<ul style="list-style-type: none"> - "Rome wasn't built in a day! - In 1976, Melbourne had never seen a worse city! and over time, Docklands will develop" - "The jewel in the crown is the Harbour which is currently being under utilised"

5.3 Summary findings – technical stakeholders

Activities objectives		<ul style="list-style-type: none"> To provide information on the First Decade of Docklands report. To provide an opportunity for technical stakeholders to contribute their ideas, issues and opportunities as part of the Second Decade of Docklands project. 	
Events / activities		Date	Participation
Technical Stakeholders Forum		23 August	87 participants
Arts and Creative Industries Workshop		1 September	34 participants
Findings	The following findings are a combined summary of all discussions held with technical stakeholders during phase one		
Issues	<p>Theme: Embracing the harbour</p> <ul style="list-style-type: none"> People don't embrace or have the Harbour foremost in their thoughts when thinking about Docklands The harbour is a barrier preventing connections to other areas of Melbourne. There is an imbalance of private/public access to water There are too many hard edges which don't encourage people to interact with the water The lack of activity on the water There are not any opportunities to touch or connect with the water The water quality of the harbour and Yarra river is an issue There are too many boats within the harbour which clutter up the views across the water 		
	<p>Theme: Events and attractions</p> <ul style="list-style-type: none"> There is a lack of constant activity. For example, 24 hour activity to create a "vibe" as characterised by Melbourne's CBD. There is too much red tape to encourage activities and events in trying to activate areas Lack of diversity in the types of events on offer 		

	<ul style="list-style-type: none">- Lack of event or activity that is iconic and specific to Docklands
	<p>Theme: Creating character</p> <ul style="list-style-type: none">- There is a lack of diversity. For example, shops, population, activities, architecture, housing types and recreation areas- The City of Melbourne and VicUrban carrying out over prescriptive approaches which have not let Docklands develop organically- Lack of expression or opportunity for creativity. For example, programs, art work or land use- Too many buildings have large floor plates. There is a need to create a finer grain through smaller buildings, intimate spaces, laneways and small parks- Everything is new and there is no grunge. Docklands needs to evolve and grow old- The industrial heritage of the areas has not been adequately recognised- Development driven approach has not encouraged a unique Docklands character to evolve- Cheaper building materials have been used. For example, steel and glass rather than stone and timber- No community sporting activities. For example, local footy grounds, cricket batting cages- Lack of cultural character, i.e. arts, music- Lack of community facilities- Docklands is not perceived as being part of Melbourne- Lack of local character, i.e. too much spectacular and not enough of the day to day- There has been inadequate consultation and connections with the indigenous community
	<p>Theme: Getting to and around Docklands</p> <ul style="list-style-type: none">- Poor public transport connections to west Melbourne- Finding your way around Docklands is difficult. Way finding signage needs to be better- Pedestrian walks are uninteresting, unfriendly, and in some areas unsafe for pedestrians- Too many undeveloped sites- Yarra's Edge is isolated from the rest of Docklands

	<ul style="list-style-type: none">- Wurundjeri Way and the railway lines are barriers preventing Docklands becoming part of Melbourne's CBD- It is too car oriented- Different levels around Southern Cross Station and Collins Street make access difficult- Waterway speed limits on the Yarra River and Victoria Harbour are too restrictive to encourage hi-speed water transport options
	<p>Theme: Technology and sustainability</p> <ul style="list-style-type: none">- The wind and the lack of shelter and shade are preventing people from enjoying Docklands- The lack of sustainable alternatives for transport- Residents, workers and visitors need to be encouraged to develop a sustainable ethos- Docklands is missing bio-diversity
Opportunities and ideas	<p>Theme: Embracing the harbour</p> <ul style="list-style-type: none">- Making the Harbour a drawcard and focal point to attract people to Docklands- Improving connections to the water's edge and across the water- Providing shelter and no obstructions to views of the Harbour- Creating formal and informal recreation areas- Creating spaces for kids to play and explore the harbour- Creating intimacy through encouraging water to seep into land areas- Leveraging off the fishing and maritime history- Establishing recreation activities in and on the water eg: swimming pool, floating tennis courts, floating pools, walkways floating barge, snorkelling, paddle boats, wave pool, water slide, gondolas, floating lounges- Installing informal recreation places. For example, seating, BBQs around waterfront, landings to enable you to dangle your feet (not expecting people to have to spend money)- Establishing permanent uses on the water. For example, house boats, floating restaurants, sports centres, cinema, market, amphitheatre, youth hostel, water theme park- Establishing underwater observation space, aquarium and or restaurant

	<ul style="list-style-type: none">- Constructing bridges for connections and improved access across Victoria Harbour- Install underwater lighting so you can see the fish- Developing a facility for cultural activities on the water. For example, floating galleries, performance space, artists studios, water screen- Constructing an urban beach for people to relax and have contact with the water- Installing landmark beacons in the water- Establishing an Aqua-Tan for swimmers to use- Decreasing the boat moorings to open the harbour up for business
	<p>Theme: Events and attractions</p> <ul style="list-style-type: none">- Creating diverse retailing experiences including markets- Providing support for artists programs to be held in Docklands- Implementing a program of food, music and wine events and activities- Encouraging crowds from Etihad to stay in Docklands after the events- Organising a Docklands swim event. For example, like the Pier to Pub swim- Hawkers style street food/ single independent operators/ no chains- Developing a calendar of outdoor events and competitions. For example, Shakespearean theatre, dragon boats, bridge diving, tall-ships, bath tub rally, water/light festival, “Earth Hour” at Docklands or a wind festival- Look for a wider cultural focus, international festival that relates to water. For example, an Indian festival releasing gifts, lantern floating festival- A water park- City of Melbourne requiring event grant recipients to include Docklands in their event programs- Producing a brochure/welcome packs to visitors/workers- Establishing markets – “buy seafood from the water – local”, “fish market – mongers”, “eco-market with business interaction”, “100 miles from Docklands – producers of wine and food”, “design”, “contemporary craft, artists markets”, Victorian Makers Market, night market

	<ul style="list-style-type: none"> - A flying fox connecting Bolte Bridge to Victoria Harbour - A giant climbing frame on the outside of Etihad Stadium - A giant bubble blower - Developing a subsidised program for artists, film makers, video pieces, young artists - A community park which may include local sporting facilities - Cultural attraction – the Federation Square at the other end of the City - More tourist attractions to compliment the wheel. For example, a chocolate factory - A drive- in theatre near Shed 4 or convert a car parking area for a night - A wellness centre. For example, gardens, spa, retreat, fitness/health - Travelling or mobile event that brings activities to all areas of Docklands - Regular Docklands swap meet to encourage people to recycle their belongings - Construct fireworks viewing platforms with the Bolte Bridge in the background
	<p>Theme: Creating character</p> <ul style="list-style-type: none"> - Creating more diversity. For example, in retail businesses, the built form, residential population - Developing Docklands as an industry/artistic destination - Celebrating the history of the area. For example, cultural history of the river, industrial history, history of the railways - Create intimate spaces and places - Maximising view lines to the harbour/water - Introducing small scale interventions to facilitate small scale character - Using Docklands as a place to build upon and celebrate Melbourne's cultural diversity - Engaging businesses in the social/community life of Docklands - Facilitating student culture in Docklands - Establishing cultural indicators. For example, Bunjil to show indigenous and multi-cultural connections - Maximising the iconic location of Central Pier through events and buildings

	<ul style="list-style-type: none"> - Developing housing and affordable rental opportunities for low income groups - Constructing more 3 bedroom apartments to encourage families - Artists living and working program - Constructing a museum or maritime education facility - Producing a self guided tour so that people can have a personal experience of Docklands - Constructing a gallery for private collections to display their collections - Establishing a Docklands footy team - Community radio station - Constructing quirky lanes and small intimate green spaces for interest and respite - Establishing more community gardens for the Docklands community - Establishing community governance and partnership arrangements to develop Docklands community. For example, corporate business networks, residents groups - Developing cultural precincts. For example, like the Temple Bar Dublin, Bourbon St New Orleans - Building upon existing TAFE college to establish a harbour side campus for a tertiary institution - Establishing more community facilities. For example, library, school - Constructing a history trail along the river - Providing artistic spaces. For example, projections on to buildings, public murals, tram stops and walkways - Small and local retail facilities. For example, delis, local trades, a Docklands provedore - Establishing a trust for emerging artists - Constructing a cultural icon on Central Pier - Installing a large clock with statistics on water/temperature/wind speed - Indigenous arts and work programs
	<p>Theme: Getting to and around Docklands</p> <ul style="list-style-type: none"> - Creating passageways to facilitate movement into and across Docklands.

- Improving connections to the West, across the water and the City
- Developing alternate sustainable transport options
- Improving access around Etihad stadium
- Making pedestrian environments more pleasurable
- Developing a water transport network. For example, canoes, ferries, water taxis, punts, aqua tram, fast gondolas
- Providing a bridge to connect Victoria Harbour and New Quay
- Providing alternative transport modes. For example, Segways, rickshaws and sand sails to get around Docklands
- Constructing a monorail and/or travelers so that Docklands connects to itself
- Constructing an underwater tunnel like the future tunnel in Shanghai
- Establish a continuous promenade that connects north and south areas of Docklands
- A chairlift connecting people going backwards and forwards between Docklands, the CBD and Southbank
- Improving pedestrian and water transport connections
- Constructing shaded and sheltered walkways
- Subway walkway (tunnel) from Southern cross stn direct into Docklands
- Better footpaths for all abilities (surface is important)
- Increasing public transport including a Tram line along Footscray Road
- Making it legal to ride the blue CBD bikes in Docklands without helmets
- Improving “taxi drivers’ knowledge” about Docklands so they can promote it
- Installing dedicated rollerblades/scooter tracks”
- Lower train lines to enable Docklands to better integrate with the CBD
- Installing good directional signage
- Provide electric buses and electric vehicle charging stations
- Minimise road crossings from Docklands to North Melbourne Station
- Turn La Trobe Street Bridge into a street

	<p>Theme: Technology and sustainability</p> <ul style="list-style-type: none">- The future opportunities identified by technical stakeholders include:- Promoting and encouraging sustainable buildings and alternate energy sources including wind, water cooling, heat exchange opportunities- Creating low key natural areas. For example, Moonee Ponds Creek- Maintaining the green credibility of the Docklands precinct- Building on Melbourne's reputation as a knowledge/high technology city- Encouraging a behavioural culture of sustainability- Improving the water quality of Victoria Harbour and Moonee Ponds Creek- Increasing the bio-diversity across the site- Planting more trees- Establishing free broadband and Wi-Fi everywhere- Installing information hubs/pods- Use heat from buildings to heat outdoor swimming pool- Providing audio tours with electric cards- Installing wind turbines to generate power and movement. For example, Wellington New Zealand wind art- Developing a program for sustainable living. For example, seasonal eating, energy usage, cooking- Promoting the green aspects of Dock's. For example, rain gardens, wetlands, buildings- Creating an environmental park (big urban farm/ research/ education) and/or urban orchard- Building research facilities for sustainability- Extending the tree corridor around the harbour- Floating community garden- Creating more areas of open space including spaces for dogs- Creating vertical gardens on multi-storey buildings
--	--

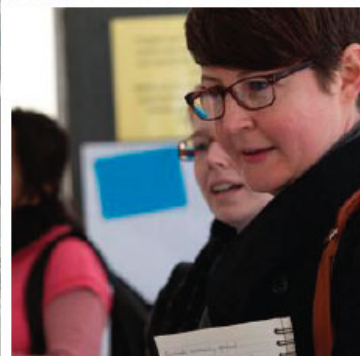
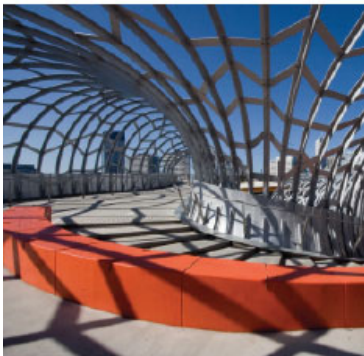
	<ul style="list-style-type: none"> - Establishing an urban and/or children's' farm - Developing a precinct within Docklands which enables off-grid power through tri-generation, wind, kinetic, waste conversion and solar energy options - Mandate 6/7 star for all types of buildings and/or require a range of sustainability initiatives which may include solar PVC panels, roof top gardens, rainwater collection, tidal energy, and wind turbines
Quotes	<ul style="list-style-type: none"> - "Create character by having character" - "Encourage better transport on the water eg: more punts, ferries from Werribee" - "Let character happen organically - "Don't want control over all aspects", "Don't assume you can shape the outputs", "authenticity" - "Docklands during winter is an absolute ghost town; only a few are brave enough to bear the freezing on-shore winds." - "The biggest challenge with Docklands is that at the moment is there are so many gaps in development that for every 50 m you walk there is a future building site making it not very inviting." - "A bridge next to the Bolte Bridge that links the land that juts out into the Harbour."

***Attachment 1: Capire Consulting Group – Phase One Public
Stakeholder Engagement Activities Summary Findings***

Docklands Second Decade Project

Phase 1 Stakeholder Engagement Report

October 2010



D2 Emerging Themes

Embracing the Harbour

The first emerging theme, Embracing the Harbour, is about making the most of Docklands waterside location. A summary of the key ideas to be identified under this emerging theme are outlined below.

How do we encourage people to use the harbour more?

Docklands was identified as a place where the city meets the water. The water and the harbour provide a unique atmosphere and distinguish it from other parts of Melbourne and the Central Business District (CBD). For some, the harbour was identified as being underutilised. Community members suggested that ferries or water taxis could be offered to transport people to other parts of Melbourne including Federation Square or Williamstown.

"It would be good to have quick, easy and cheap ferry rides to go between Docklands and the city. Like Sydney, these tickets could be part of the Metcard ticket. This is the perfect asset that could be utilised more. We need to use the river to its best ability"

Docklands focus group participant

Offering more public berths to attract boats to the area was suggested as a way to encourage people to use the harbour.

It was suggested that designing the berths and harbour to allow viewing of boating activities would encourage visitors and residents to take advantage of these events.

Sailing or kayaking regattas as well as other boating activities such as dragon boat racing were identified as opportunities that would bring a range of people to Docklands. However, it was also identified that the 'red tape' around permits and approvals

deters the running of some events. Furthermore, the times when people can access the water were identified as limiting and do not encourage a range of water uses early in the morning or in the evening.

It was also identified that facilities that incorporate the water or take advantage of the location would be ideal for Docklands. Suggestions included an aquarium, light shows on the water or a cinema or restaurant on a barge.

"We could hold sailing or kayaking regattas and make boating in Docklands an event"

Docklands business forum participant

What events could we hold using the harbour?

Boating activities were identified as ideal for Docklands. Possibilities included sailing, canoeing, paddle boats and other water-based sports. The 'boating hub' currently under development is seen as an important opportunity to

"We could hold more boating events and promote these better"

Docklands community forum participant

promote boating activities and a boating community in Docklands.

This 'hub' in Docklands would help promote the sport and bring people from across the state. Support for boating events was also felt to be an opportunity to bring interstate and international visitors to Docklands.

What community facilities could take advantage of the harbour?

Swimming activities in Docklands were supported by a large number of community members. Ideas included locating an urban beach or sea baths in Docklands. The beach idea was considered to be an opportunity to capitalise on the water and bring a more 'riverside' or 'seaside' feel to Docklands. Suggestions also included deck chairs and water fountains.

"Docklands would be well suited to create a beach site like Brisbane's Southbank or a water theme park and water fountains"

Docklands business forum participant

"The harbor is the perfect spot for a museum about Docklands history and Australian boating"

Docklands focus group participant

Locating a museum in Docklands was identified as an opportunity to acknowledge the historical significance of the area. For some, a maritime museum would be ideal for Docklands to showcase the history of the water and Docklands.

Summary of ideas

Participants identified that the water should provide flexibility in transporting people across Melbourne. The Harbour also needs to be accessible, clean and busy. Docklands is a unique location and more could be done to promote the use of the water and attract more people to Docklands.

Key ideas identified by community members included:

- Ferry services to transport people to other parts of Melbourne including Federation Square and Williamstown;
- Events on the water including sailing, canoeing, dragon boat racing would help draw people to the area. However, the red tape to hold these events is inhibiting to event organisers;
- Sea baths, an urban beach or a swimming pool were identified as an opportunity to make the water accessible to residents and visitors; and
- Locating a museum, particularly a maritime museum, in Docklands would assist to showcase the history of the water and Docklands.

Events and Attractions

The second emerging theme, Events and Attractions, focuses on the events and attractions which will make the Docklands an alluring, unique and fun place for everyone all year round.

Below is a summary of the ideas for events and attractions identified by community members during the engagement process.

How can we ensure people want to visit Docklands 365 days of the year?

It was felt that Docklands already has a large number of events and attractions, more people just need to know about them. More people would help Docklands to be 'warmer' and more inviting. Marketing and promoting Docklands were suggested as key to drawing people to the area. It was also identified that Docklands could benefit from wayfinding signage and an information booth.

"We should attract existing festivals to use venues in Docklands"

Docklands business forum participant

While many people work in Docklands, it was identified that after hours and on weekends, many of these professionals do not visit the area. Encouraging greater use of Docklands

"It would be good to have more activities on Saturday and Sunday to attract more people to Docklands"

Docklands SpeakOut! participant

by the thousands of workers was considered to be a major opportunity. Suggestions included informal social and recreation spaces such as BBQs, green spaces, outdoor seating and shaded areas. It was also felt that more public toilets should be located in Docklands.

Locating a university or TAFE was suggested as an opportunity to attract a broader range of people including more young people and more Culturally and Linguistically Diverse (CALD) community members. It was also identified that an education facility or a research institute would assist with putting Docklands 'on the map'.

The wind was also considered to be a major issue for Docklands. Wind tunnels created by buildings lead to a windswept environment, deterring some people from visiting Docklands or use outdoor spaces. Design or barriers that reduce the wind tunnelling affect would help to create a more pleasant environment in Docklands.

"The wind in Docklands deters visitors, we need to design our spaces better to reduce this wind"

Docklands focus group participant

What sorts of attractions can we have at Docklands that draw people there?

A consistent theme around creating attractions for Docklands was the market idea. Many felt that markets add interest and activity to a place and 'create life'. Suggestions included night markets, floating markets, fruit and vegetable markets, farmer's markets and second-hand markets. These markets could be stored in temporary, moveable units that can be packed away when not in use.

Artist studios and an art gallery were identified by participants as opportunities to bring creativity to Docklands. There was much enthusiasm for the sculptures located throughout Docklands, however, for some these sculptures were too large and provided a 'big statement' rather than accessible public art at a human scale.

"We need to create a busier environment with more of a community feel – so providing entertainment, night markets, small quaint cafes, bakers and Melbourne boutique stores would be good"

Docklands focus group participant

Participants identified that spaces and studios for artists would help bring a different feel to Docklands. Others felt that attractors such as an 'arts precinct' would help draw people to Docklands. Suggestions were made to locate an 'iconic building' on Central Pier. This would help create a point of interest and a unique attraction in Docklands.

Sports including live sports, water sports and indoor sports were all identified as a means of attracting more people to the area. Other sports were suggested including basketball,

volleyball, gymnastics and tennis. It was also suggested that Docklands create running tracks or walking tracks. Some identified that Docklands would be well suited to create a fitness circuit with exercise stations as part of a recreation loop.

Live music was identified as well suited to Docklands and this would help draw a younger crowd to the area.

The ice rink was felt to be a good way to attract people to the area. Other ideas included restaurants at the top of the buildings, a bungy jump off the Southern Star Observation Wheel and tours of the film studios.

What events would be suited to the unique environment of Docklands?

Leisure and recreation that takes advantage of the water and the harbour, especially boating activities, were identified as a significant opportunity for Docklands. This included dragon boat racing, sailing, canoeing, paddle boating and fishing trips.

Other ideas for entertainment in Docklands included a circus, to attract families to the area, especially at night. Others felt that attractions like a theatre would bring creativity to Docklands and a diversity of people. Similarly, suggestions for using Docklands for the various international festivals that come to Melbourne were felt to be an opportunity to allow Docklands to be showcased.

An outdoor cinema overlooking the harbour during summer as well as an indoor cinema was also identified as an

"Keep on having shows, markets and events throughout the season. An outdoor cinema in summer is a great idea"

Docklands focus group participant

opportunity to bring people to Docklands not just for restaurants and retail, but also entertainment. It was also suggested that activities should be available after the restaurants close to bring life to the area at all hours and make Docklands 'more than just restaurants'.

Summary of ideas

Fun and affordable events and activities were identified to continue to draw more people to Docklands. It was also suggested that activities after the restaurants close would give the area more life. This included the idea that Docklands is a 24 hour city and that Docklands continues to move towards becoming a more family friendly place.

Key ideas raised by community members included the following:

- Greater marketing of Docklands and the numerous events or attractions already on offer in Docklands;
- Installing an information booth or more signage would allow more people to discover different parts of Docklands;
- An art gallery or art precinct was identified as a key opportunity to bring creativity to the area;
- Markets were a dominant theme and were felt to be an opportunity to bring interest and activity to Docklands;
- Greening Docklands, including more trees, green spaces and gardens were raised as a way to humanise and soften Docklands as well as encourage more passive use of the area; and
- Community members identified the need for greater diversity in entertainment options. Suggestions included a cinema, theatre or circus.

"Make Docklands a 'living and always reinventing' part of Victoria. If a question is asked why Docklands is so unique; answer should be: 'it always keeps interesting, it is alive and hence is the heart of Melbourne'"

Docklands focus group participant

Creating Character

The third emerging theme is Creating Character in Docklands. The second decade is an opportunity to create local character and give Docklands a unique identity for those who live, work and visit the area.

Creating character sparked immense discussion and below is a summary of the ideas identified by community members.

What is needed to create intimacy at Docklands?

While Docklands has vast expanses and great views of the water, it was also felt that the 'nooks and crannies' help to give a place interest and excitement. Some community members expressed that it is not the 'big' things that Docklands should focus on, but rather the 'small and mysterious' elements of an urban environment. More focus should be on developing the alleys or laneways to create intimacy.

Creativity and diversity were identified as key to creating intimacy and character in Docklands. Creativity was identified as the types of events, facilities and architecture in Docklands. Diversity was identified as a range of attributes including

"Currently Docklands is too sterile. Need to make it more creative and not so prescribed (e.g. makes spaces available for artists)"

Docklands SpeakOut! participant

diversity in the types of families, diversity in socio-economic backgrounds, diversity in the types of retail on offer and the diversity in design and architecture of housing and public space. Other community members also felt that character is hard to create, often it occurs organically. It was felt that different types of people and giving opportunities to these to participate in the community will encourage character to evolve.

"It would be good to develop a theatre complex inviting an actors' company. We could also undertake a major theatre project in Docklands and involve the residents"

Docklands focus group participant

What services and facilities are needed for people living and working in Docklands?

'Everyday' retail including a hardware store, video store and a bakery were identified as missing from Docklands. It was identified that a police station and petrol station were essential for residents.

Parks and gardens were felt to be imperative for local residents, especially those living in apartments. While the playground in Docklands Park was identified as a well used facility, some community members suggested it was too small for the perceived growing number of families in Docklands.

"A library would be good, an exhibition space for local art work. As an educator of students in the city it would be great for them to have access to a space for exhibiting work"

Docklands focus group participant

Kindergartens were felt to be limited in Docklands. It was identified that there are too few kindergarten spaces for the demand and parents reported the need to travel distances to access a kindergarten for their children.

"We would like to see a school in Docklands. From a school you also gain a community"

Docklands SpeakOut! participant

It was also identified that while the Hub @ Docklands is a fantastic temporary facility to allow community members to come together and meet, it was felt a larger space and an enclosed outdoor area would help cater to the high demand. It was also identified that a library would help provide an important community hub for the area.

Overwhelming, community members want to see a primary school in Docklands. Importantly, it was identified that a primary school helps build community by establishing connections and facilitating community activities.

"Parks and gardens would help to build a community in Docklands"

Docklands focus group participant

How do we build character into Docklands as a distinct part of the city – giving people something different to discover every time they visit?

Diversity in attractions as well as people was felt to be an important element in building character in Docklands. It was also identified that the small, interesting things create character, not necessarily the large, bold, concrete open spaces that 'dominate' Docklands.

"It would be good to find a space for artisan craftspeople to build and create. This could be for metal workers, hand-carpentry or tapestry – all the dying arts/crafts"

Docklands community forum participant

Artist's studios were suggested along with subsidised artist space. Others felt that these studios could be developed in coordination with a grower's market. Glass blowers, tapestry makers, potters, leatherwork and spinning were some of the suggested crafts that could be accommodated in Docklands. Partnerships with Craft Victoria or the Tapestry Guild of Victoria were suggested to facilitate the establishment of these studios. Music studios were also identified to be an opportunity for Docklands.

For some, design and architecture were identified as a key component to the character of an area. Some community members suggested the use of ship-based themes for buildings in Docklands. Some also felt that buildings could be better designed. This included less box shaped buildings, and more exciting and abstract designs. Some identified there were too many high-rises and Docklands was already overdeveloped, while others felt that high-rises were well suited to Docklands and more could be accommodated in the area.

Smaller tenancies (including smaller shops or restaurants) were identified as an opportunity to build character in Docklands. The small, boutique shops that characterise other parts of Melbourne were felt to be important to the 'Melbourne identity'. Suggestions by community members also included pop-up food outlets or restaurants including kebab or hotdog stands. Active shopfronts and a pedestrian scale were also identified as important for character in Docklands.

"Docklands could have a contemporary art gallery of national significance on central pier. This would help draw a lot of people"

Docklands community forum participant

Summary of ideas

Creating a warm and peaceful environment in Docklands would help bring character to the area as would creative, arty and edgy public spaces and mysterious attractions. Community members also identified that Docklands should be intimate, soft, safe, diverse, cosmopolitan and organic.

Key ideas identified by community members include the following:

- A primary school was identified as a key opportunity. Not only would this provide an important education facility for families in the area, it would also help to build community;
- Locating a library in Docklands would help service residents of the area and create a community meeting area in Docklands. This could be co-located with a community hub;
- While the Hub @ Docklands was identified as an important community facility, it is too small for the demand. A larger space with an enclosed outdoor area would help accommodate current and future community needs;

- 'Everyday' retail was felt to be missing from Docklands. Community members welcomed the new supermarket, but more shops to cater to local residents are needed;
- Locating more children's facilities in Docklands, including a kindergarten, childcare centre and larger playground, was felt to be important to continue attracting families to Docklands;
- Creative and mysterious laneways and alleys as well as artist studios would help bring interest and character to Docklands. There should be a focus on the 'small', rather than the 'large' and 'bold'; and
- Diverse and affordable Docklands were identified as important in encouraging a range of people to live or visit Docklands. This included affordable accommodation and food as well as diversity in what is offered in Docklands.

Getting to and around Docklands

The fourth emerging theme focuses on Getting to and Around Docklands. This emerging theme is about making Docklands easier for people to get to and navigate between precincts.

Below is a summary of the issues and opportunities relating to getting to and around Docklands.

How do we ensure people can easily move between precincts in Docklands?

Accessing Docklands from the Melbourne CBD was identified as an issue. Community members living in Docklands acknowledged that Docklands is very close to the CBD and is easily accessible by public transport or by walking or cycling. However, for others, particularly visitors, there is a perception that Docklands is a 'long way away'.

Accessing Docklands from Bourke Street was identified as particularly difficult. The lift from the stadium was felt to be inadequate for those in wheelchairs or with prams, some suggested a ramp was needed instead. It was suggested that creating points of interest in the journey between the CBD and Docklands could help reduce this perception of distance. This was also supported for visually impaired who can use these points for navigation.

"There is a perception that Docklands is far away. We need to bridge that divide by improving access through Etihad Stadium"

Playgroup interview participant

Wayfinding signage, information booths or visitor information volunteers were suggested as ways to improve access in Docklands and to facilitate movement between precincts.

Wheelchair access in Docklands was identified as very good and the new buildings and flat surfaces were felt to provide an ease of movement. Some parents with prams felt that, occasionally, curb access was difficult.

More use of the water including water taxis, ferries and paddle boats were identified as opportunities for new and flexible ways to travel to other parts of Melbourne including along the Yarra River to Flinders Street Station as well as to Williamstown.

Others suggested alternate transport options such as shuttle buses, more trams including low floor trams, better and more extensive walking and cycling tracks, including divided tracks for safety. It was also felt that there could be better storage of cars (car stacking) as well as more proactive ways to reduce car use such as car-pooling or car-sharing schemes such as the 'Flexicar' program.

"Names like 'Harbour Esplanade' and 'Waterview Walk' can get confusing even for those who speak English, imagine what it must be like for tourists and those with English as a second language"

Docklands focus group participant

It was also identified that people will still need to access Docklands by car, however, traffic was found to be a major issue. This included unsafe interaction between cars and pedestrians at some intersections as well as some high amounts of car traffic. It was suggested that parking should be cheaper or free and some suggested free parking days, whilst other stakeholders believe there should be more of an emphasis on sustainable transport.

It was felt that the names of precincts and roads in Docklands were similar and are hard to distinguish between.

It was also felt that the precincts could be more distinct from one another, both in the look and identity to help people to navigation between them.

What other modes of transport could get people to and around Docklands?

A recurring idea was a monorail running from the CBD to Docklands. Others felt that a monorail could run around the perimeter of Docklands and could be entirely run on renewable energy. The monorail could 'showcase renewable transport' and help to promote Docklands as a place for innovation and environmental sustainability.

"It would be good to have a water ferry to Southbank, St Kilda or Williamstown or even a water taxi service"

Docklands community forum participant

"We could introduce some monorail to link Etihad Stadium to Harbour Town. This would provide an exciting way to travel to Docklands"

Docklands focus group participant

Other suggestions included horse carriages, tourist trains, gondolas, bridges or platforms between buildings. 'Parisian'-style bridges were suggested, as well as a bridge that links New Quay and Victoria Harbour. However, it was also identified that any new bridge would have to allow boats to access the harbour. Another suggestion was for a bridge to cross Moonee Ponds Creek to connect with the west of Melbourne.

Summary of ideas

Docklands is an accessible, connected and walkable suburb with a good focus on trams and cycling. However, for those that do need to drive, parking needs to be more affordable. Signage and creating points of interest between the precincts as well as between Docklands and the CBD would also help to reduce the perception of distance.

The key ideas to emerge include the following:

- Reduce the perception of distance between the CBD and Docklands by creating points of interest, rather than vast open spaces. There needs to be shaded seating area, picnic spots and human scale art to reduce this perception;
- Signage across Docklands was identified as a key opportunity for Docklands. This would allow people to navigate between precinct and also discover what is going on in Docklands;
- Using the water for transport could provide an efficient and novel and sustainable way to access other parts of Melbourne;
- More low-floor trams that travel to Docklands would allow for easier access for people with a disability, people with prams and the elderly;
- Travelling by car to Docklands was identified as an issue. Traffic issues as well as unsafe interaction between cars and pedestrians needs to be addressed. It was also identified that parking could be cheaper and more innovative solutions should be sort;
- Walking and cycling tracks were identified as good in Docklands; however, many felt that these could be expanded. Some also felt that walking and cycling tracks should be divided to improve safety; and
- Bridges to improve connections between precincts were suggested. It was also identified that any new bridge would need to be mindful of boating activities.

Technology and Sustainability

The fifth emerging theme is Technology and Sustainability. This emerging theme is about the attributes that will make Docklands the 'new smart city'.

The key ideas to be identified under this emerging theme are presented below.

What features need to be included in Docklands to ensure it leads the way in technology and sustainability?

Greening Docklands was identified as a dominant theme. For some, it was identified that Docklands has an opportunity to lead the way in becoming a sustainable city. It was also felt that Docklands could become a 'hub' of sustainability with an 'eco-centre' that attracts visitors from all over the world and allow the public to interact with the latest technologies.

"Docklands has to be developed sustainably. Any new buildings have to have sustainability at its core"

Docklands focus group participant

"Docklands should be an environmentally sustainable city; the first to achieve zero emissions"

Docklands focus group participant

It was identified that wind power would be a suitable for Docklands. Other renewable energy was also suggested including solar and tidal power.

Other suggestions included banning take-away plastic containers; developing employment programs for cleaning of waterways; or developing more proactive campaigns to stop people dropping cigarette butts and other rubbish in waterways.

Free Wi-Fi throughout Docklands was suggested to attract more workers and students and encourage information sharing and the use of new technologies in promoting events in Docklands. Informal work spaces were also suggested as to bring more people to the area. Community members also identified that a large Liquid Crystal Display (LCD) screen in a public area (similar to Federation Square) was as an opportunity to bring people to the area during events like the World Cup.

"Free internet Wi-Fi right across Docklands would help bring students and workers to Docklands"

Docklands focus group participant

How can technology included in Docklands adapt to future needs?

"We need to build on the strength of Docklands' sustainable identity. There could be more opportunities for an eco-hub or eco-learning"

Docklands business forum participant

Retrofitting of existing buildings was identified as important to maintain the high quality of environmental sustainability.

For some participants it was identified that a 'Sustainability Research Hub' that engages residents, workers and developers as well as visitors and students was considered as an opportunity to allow for continual innovation and encourage a shared approach to environmental sustainability. It was also suggested that this would encourage Docklands to lead the way in Environmentally Sustainable Design (ESD).

Attracting inspiring technology businesses to Docklands (like the suggested CSIRO) would help promote the area as a technology and innovation hub. It was also suggested that Docklands develop a 'business incubator' to encourage a range of new businesses to locate to Docklands and to encourage businesses to embrace environmentally sustainable practices.

What would help establish Docklands as an international model for urban renewal?

Innovation in environmental sustainability was identified as a key opportunity for Docklands. This would help to showcase the area to the rest of Australia and internationally. Food production including promoting and supporting community gardens, rooftop gardens, organic food and farmer's markets were also identified as possible ways to allow technology and innovation to be accessible to residents and lead the way in urban renewal.

"Community gardens could be a stronger part of Docklands, like those in New York. Nothing humanises a neighbourhood more like a garden"

Docklands focus group participant

"It would be good to have more participation from developers to be sustainable and initiatives that encourage residents to be a part of greening the area. We should have solar panels and water recycling for all new buildings as part of development in Docklands"

Docklands SpeakOut! participant

While it was felt that Docklands Park provides an important green space amongst the buildings, it was suggested that parks and gardens including trees for shade and community gardens or rooftop gardens would help reduce the 'coldness' of the concrete and give more life and vibrancy to the area. Others

identified that preserving existing green areas was central to the liveability of Docklands. The creation of more green spaces amongst the high-rises received much support from the community.

Summary of ideas

A green and sustainable Docklands were identified as important for Docklands. A focus on renewable energy and quality in design and architecture would encourage Docklands to lead the way in environmentally sustainable and create a world class suburb.

Below is a summary of the key points identified around discussions on technology and sustainability.

- Sustainability was an important issue for community members. It was identified that Docklands could lead the way in environmental sustainability;
- Establishing an 'eco-hub' in Docklands was suggested as a way to showcase the area and to allow for residents and visitors to interact with the latest sustainable technologies. The 'eco-hub' could also have an education element for research and allow students to visit and learn about the sustainability;
- Greenery, parks and gardens were felt to be a major opportunity for Docklands. This would encourage Docklands to be sustainable and create 'warmth' and 'life';
- Community gardens and rooftop gardens were identified as a key opportunity to bring together community members and create more interest in Docklands. This focus on food production would also encourage more environmentally sustainable initiatives by residents;
- Renewable energy including wind power and solar power could become an integral part of Docklands. Community members felt that renewable energy should be a part of any new development in Docklands; and
- Free Wi-Fi in Docklands was also identified as an opportunity to attract more workers and students to the area.

People and Community

The sixth theme that emerged during the course of the consultation was People and Community.

The ideas identified under this theme are described below.

An Engaged Community

More facilities and opportunities for the community to get involved in Docklands were raised by a number of participants. It was emphasised that while Docklands is a great destination for visitors, the local resident population is important to consider in future planning. Common themes were around facilities and activities for residents of all ages.

Some acknowledged the change Docklands is undergoing. There are now more owner occupiers moving in to the area creating a less transient feel and more of a community. Authentic community building events were identified as important to the current Docklands community.

The majority of people living in Docklands felt that while the area is convenient and unique with the vast river frontage, creating more warm, friendly and intimate spaces that are inviting and lively would help attract more people, which in turn would help create a busy and 'friendlier' environment.

"We would like to see more mix and diversity of people in Docklands including people, children, international visitors, tourists and students coming and enjoying the area and the diverse and affordable events in Docklands"

Focus group participant

Family Friendly Design

"We need to ensure the primary school is designed so the hall can be used for out of hours activities, e.g. a children's club"

Docklands SpeakOut! participant

Community members identified that families help contribute to diversity and an area's sense of community.

Designing Docklands to be family friendly includes appropriate and safe spaces and places for children. Some participants felt that there were not enough safety barriers for children including along major streets or along the harbour's edge.

A primary school was a reoccurring theme throughout the consultation. It was also identified that the school could provide

important infrastructure for the community including a hall for clubs or a youth centre that can run activities aimed at young people (such as a Scouts Club).

Diversity and Affordability

A diverse Docklands refers to a place where a range of people from CALD backgrounds as well as people who are socio-economically diverse can live and visit the area.

Some community members also identified that Docklands is seen as a place 'for a special occasion', rather than somewhere to visit during the week. Affordability and accessibility were felt to be important to encourage greater diversity in Docklands. Others also identified that events and attractions need to be reasonably priced to continue to encourage families to visit the area.

"A city that accommodates children and parents, gives life and heart to a place"

Docklands SpeakOut! participant

Summary of ideas

Docklands was identified as a friendly place, but for some community members, more could be done to engage the community and encourage opportunities for community members to be actively involved. An inclusive community was also identified as important to encourage diversity in the types of people who live and visit Docklands.

Key points raised include the following:

- Locating a primary school in Docklands was identified as important to the community;
- A family focus for facilities and services will encourage families to live in the area and help give Docklands a 'community feel'; and
- Diversity and affordability will help encourage Docklands to be an inclusive place.

Second Decade of Docklands, CoM and VicUrban's 5 Project Ideas

1. Western Park – three potential scenarios for the land at the western end of Docklands Drive, including an ecological park, a recreation park and a sports park.
2. Library – the corner of Bourke Street and Harbour Esplanade presents a significant opportunity to create a centre for community, culture and learning within Docklands, and a focal point for the broader community.
3. Harbour Esplanade – already being transformed, creating a major new urban waterfront destination. Construction has started on stage one: moving the tram tracks to the middle of the road, providing dedicated bicycle and pedestrian lanes and a tree lined boulevard. With planning for the space made available by these works now underway, this is an opportunity to the community to have further input into how the space is redeveloped.
4. Central Pier – make more active use of the western tip of Central Pier, while a long-term plan for the pier is being developed. Beyond Central Pier's historically significant sheds is an extension of the pier that is under-used as a public space.
5. Harbour Link – provide a quick and easy connection across the mouth of the harbour between NewQuay and Victoria Harbour, with scenarios including a structural bridge, a floating bridge and a pivot platform.