

Hallmark Conferences + Events is proud to present

SUSTAINABLE MELBOURNE



2030 AND BEYOND

A special two-day conference on

Melbourne 2030

JUNE 14-15, 2006

ZINC AT FEDERATION SQUARE, MELBOURNE

SPEAKERS FROM:

ACIL TASMAN
BULKY GOODS RETAILERS ASSOCIATION
CLIFTON CONEY GROUP
CITY OF WHITTLESEA
DEPARTMENT OF SUSTAINABILITY
AND ENVIRONMENT
COOMES CONSULTING
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DICKSON ROTHSCHILD
GROWTH AREAS AUTHORITY
ESTABLISHMENT TASKFORCE
HOUSING INDUSTRY ASSOCIATION
MULTIPLYX
PARSONS BRINCKERHOFF AUSTRALIA
PLANISPHERE
SGS ECONOMICS & PLANNING
PTY LTD
TRACT CONSULTANTS

CASE STUDIES:

BANYULE'S GREENSBOROUGH
DEVELOPMENT
CENTRAL COBURG 2020
INNER MELBOURNE ACTION PLAN
FRANKSTON'S TRANSIT CITY PROJECT
REVITALISING CENTRAL DANDENONG

This Melbourne 2030 conference builds on the tremendous success of the first *Melbourne 2030: From Vision to Reality* Conference, held in 2003 at Melbourne Park Function Centre. Significant progress has been made over the last three years, and this event will provide the venue to showcase current and planned projects. Most importantly this event offers the opportunity to network and coordinate with peers and practitioners from many different disciplines with the same goal – building a liveable Melbourne.

FEATURE ADDRESSES:

- **The Hon. Rob Hulls MP**, Minister for Planning
- **Shelley Penn**, Associate Victorian Government Architect, Department of Premier and Cabinet
- **Jim Betts**, Director of Public Transport, Department of Infrastructure
- **Marcus Spiller**, Director, SGS Economics and Planning Pty Ltd
- **Robert Ravelli**, Senior Planner, Dickson Rothschild (former Assistant Deputy Mayor, City of Philadelphia)

WHO SHOULD ATTEND

The conference will draw a multidisciplinary audience of planners from the public and private sectors, councillors, developers, builders, transportation professionals, architects, urban designers, policy makers and others committed to the sustainability principles underpinning Melbourne 2030.

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To register: Phone (03) 8534 5000 Fax (03) 9530 8911 or email registration@halledit.com.au

SUSTAINABLE MELBOURNE: 2030 AND BEYOND

DAY 1: Wednesday 14 June 2006

8.30 REGISTRATION & MORNING COFFEE

9.00 WELCOME TO COUNTRY

9.05 WELCOME ADDRESS

Department of Sustainability and Environment

9.15 URBAN DESIGN AND THE ROLE OF THE STATE ARCHITECT



- ▶ The role of the State Architect in advocating, supporting and influencing the fundamentals of good design
- ▶ Strategic involvement in project initiation and development
- ▶ Providing strategic advice to the Minister for Planning and his departments from the point of view of the State Architect
- ▶ Public private partnerships and achieving good design outcomes
- ▶ Undertaking research, in Australia and overseas, on achieving good design in government

Shelley Penn, Associate Victorian Government Architect, Department of Premier & Cabinet

10.00 KEYNOTE ADDRESS



- ▶ Melbourne 2030 Vision still right
- ▶ Putting Melbourne 2030 into action
- ▶ Looking ahead to new challenges

The Hon. Rob Hulls MP, Minister for Planning

10.30 CASE STUDY – GREENSBOROUGH PRINCIPAL ACTIVITY CENTRE (GPAC)

- ▶ A partnership approach to development, in keeping with the objectives of the City's Structure Plan
- ▶ Guiding future development for sustainable placemaking
- ▶ Community Consultation processes
- ▶ Engaging an independent auditor

Simon McMillan, Director City Development, City of Banyule

11.00 MORNING TEA

11.20 THE FORMATION AND ROLE OF THE GROWTH AREAS AUTHORITY

- ▶ A partnership approach to infrastructure provision
- ▶ Amendments to existing Development Contribution arrangements

- ▶ Reducing the regulatory burden on developers and local government

Mike Scrafton, General Manager, Growth Areas Authority Establishment Taskforce

Chris Banks, Head of Growth Areas Authority Establishment Taskforce

11.55 LIVEABLE MELBOURNE: A STUDY COMMISSIONED BY THE AGE

- ▶ How does liveability vary across Melbourne?
- ▶ What are the factors that contribute to the liveability of a suburb?
- ▶ How does the inclusion or exclusion of a factor alter the list?
- ▶ What does the reaction to the study say about Melbourne and its people?
- ▶ How is liveability important to the future planning of the city?

Adam Terrill, Associate, Tract Consultants

Dr Daniel Terrill, Senior Consultant, ACIL Tasman

12.30 CASE STUDY: STRATEGIES FOR MAKING INNER MELBOURNE MORE LIVEABLE: THE INNER MELBOURNE ACTION PLAN (IMAP)

- ▶ A vision of inner Melbourne that embodies creativity, liveability, prosperity and sustainability in diverse neighbourhoods
- ▶ Implementation and governance of IMAP
- ▶ Identifying indicators to measure progress in achieving the objectives
- ▶ Activity Centre development in inner Melbourne vs development in middle and outer Melbourne

Geoff Oulton, Executive Director City Development, City of Port Phillip

1.00 LUNCH

2.00 PRIVATE DEVELOPERS DELIVERING SUSTAINABLE OUTCOMES THROUGH URBAN DEVELOPMENT

- ▶ Changing demographics and the need to provide a diversity of housing choices
- ▶ State Government policies affecting residential building
- ▶ Assessing the implications of broadbased sustainability principles such as BASIX
- ▶ Financing and developing community infrastructure through Public Private Partnerships

Evan Jones, National Planning Director, Multiplex

2.40 PANEL SESSION: STAKEHOLDER PERSPECTIVES ON STRUCTURE PLANNING FOR ACTIVITY CENTRES

Session Chair:

Genevieve Overell, Deputy Secretary, Built Environment, Department of Sustainability and Environment

David Turnbull, Director Planning and Development, City of Whittlesea

Ian Robinson, President, Bulky Goods Retailers Association

Graham Wolfe, Executive Director Victoria, Housing Industry Association

3.40 AFTERNOON TEA

SUSTAINABLE MELBOURNE: 2030 AND BEYOND

4.00 CASE STUDY - REVITALISING CENTRAL DANDENONG

- ▶ A partnership between Vicurban and City of Greater Dandenong, and coordinated by the Dandenong Development Board
- ▶ Managing and attracting more than \$1 billion worth of investment in the city centre of Dandenong by 2020
- ▶ Projected impact on employment outcomes, residential, and commercial and retail activity over the next 15-20 years

Carl Wulff, CEO, City of Greater Dandenong

4.30 NETWORKING DRINKS

**NETWORKING DRINKS
TO BE HELD AT THE
CLOSE OF DAY ONE**



DAY 2: Thursday 15 June 2006

9.00 KEYNOTE ADDRESS: MELBOURNE 2030 ACTIVITY CENTRES AND STRUCTURE PLANS

Marcus Spiller, Director,
SGS Economics & Planning Pty Ltd

9.30 STATE GOVERNMENT'S TRANSPORT AND LIVEABILITY STATEMENT AND ITS BEARING ON MELBOURNE 2030

- ▶ The dimensions of the 20/2020 goal
- ▶ Integration of land use and public transport use
- ▶ Demand and Supply Management
- ▶ Working with Local Government to facilitate multi-modal transport coordination

Jim Betts, Director of Public Transport,
Department of Infrastructure

10.05 TRANSIT ORIENTED DEVELOPMENT: BUILDING LIVEABLE COMMUNITIES

- ▶ Developing TOD around inter-modal transport
- ▶ Environments that support walking and cycling
- ▶ TOD and performance measures
- ▶ Creating effective Transit Cities marketing and awareness campaigns

Robert Ravelli, Senior Planner, Dickson Rothschild
(former Assistant Deputy Mayor City of Philadelphia)

10.40 CASE STUDY: FRANKSTON TRANSIT CITY PROJECT

- ▶ Status of the Structure Plan in guiding major changes to land use, built form and public spaces
- ▶ Understanding the mix of land uses in Frankston
- ▶ State and Local Government leveraging investment from the private sector

Kevin van Boxtel, Urban Strategy Manager,
City of Frankston

11.00 MORNING TEA

11.20 PANEL SESSION: BRAINS TRAINS BUSES TRAMS AND AUTOMOBILES: ACHIEVING THE GOALS OF MELBOURNE 2030

Jim Betts, Director of Public Transport,
Department of Infrastructure

Robert Ravelli, Senior Planner, Dickson Rothschild
Dr Mark Bachels, National Leader - Sustainable
Communities, Parsons Brinckerhoff Australia

12.00 ACTIVITY CENTRES AND STRUCTURE PLANNING: WHAT HAVE WE LEARNED? WHERE TO NOW?

- ▶ Progress with activity centre structure plans
- ▶ Similarities and differences: inner, middle and outer suburban centres
- ▶ Best practice and challenges
- ▶ Contribution to Melbourne 2030 objectives
- ▶ Where to now?

Mike Scott, Director, Planisphere

12.45 LUNCH

1.45 CASE STUDY: CENTRAL COBURG 2020: A NEW HEART FOR MORELAND

- ▶ The Strategic context
- ▶ The Structure Plan process
- ▶ Coburg today (Issues: transport, heritage, land ownership, built form)
- ▶ The Vision - Coburg in 2020
- ▶ Key projects and implementation

Ian Robertson, Project Manager Activity Centres,
Moreland City Council

2.15 ROUNDTABLE DISCUSSIONS

Facilitator: Rob Milner, Coomes Consulting

- ▶ Transport and Accessibility
- ▶ Activity Centres
- ▶ The Natural Environment
- ▶ Economy and Employment
- ▶ Urban Growth on the Fringe
- ▶ Melbourne's Heritage
- ▶ Neighbourhoods and Communities
- ▶ Sharing Investment and Growth between Melbourne and Regional Victoria
- ▶ New Households in Established Suburbs

4.00 CLOSE OF PROCEEDINGS

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[1] x \$935 = [\$935]

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NB Conference attendees will receive print documentation FREE of charge

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