



PLAN FOR BUSINESS

SUPPORT AND GROW BUSINESS IN OUR CITY: Using existing resources Activate Melbourne will create the Melbourne Economic Development Agency (MEDA). It will drive business and investment for the city by bringing together the planning, business, marketing and investment functions of the city. This model is successful in London, New York, Manchester and Singapore.

STREAMLINE LOCAL GOVERNMENT: We will move quickly to modernise and simplify the economic, planning, infrastructure, tourism and marketing layers of the city. We will absorb costs to business wherever possible.

GIVE BUSINESS RATEPAYERS A VOICE: The Activate Melbourne team will develop cohesive and accountable working relationships with all stakeholders of Melbourne.

IMPROVE ROAD ACCESS IN AND AROUND THE CITY: Activate Melbourne will support the re-opening of Swanston Street immediately and get Melbourne's CBD heart working again. The crucial Eddington Report identifies key commuter access and traffic congestion problems for Melbourne. This has dragged on long enough and negotiating a solution with the State Government is a priority for Robert and the Activate Melbourne team.

GIVE TOURISM MARKETING A CO-ORDINATED FOCUS. Melbourne is a premier tourism and cultural destination in Australia. Activate Melbourne will forge closer ties and develop a more co-ordinated approach between all tourism bodies to ensure we maximise every opportunity to enhance visitor experience and grow visitation to our great city. We will maximise every dollar we spend on marketing to ensure full business value.

OUR ENVIRONMENT. The City of Melbourne has the worst recycling record of all the municipalities in the metropolitan area. Activate Melbourne is committed to make The City of Melbourne number one in recycling.