



# LATEST PRESS

15 November 2008

## ROBERT DOYLE LAUNCHES HIS PLAN TO ACTIVATE MELBOURNE'S ECONOMIC DEVELOPMENT

Robert Doyle today launched his policy to create a world class economic development agency for Melbourne.

If elected as Lord Mayor, Mr Doyle will establish Activate Melbourne – Melbourne's Economic Development Agency to co-ordinate and broker economic development policy and activity.

The proposed model has been successful in London, New York, Manchester and Singapore.

"Activate Melbourne is a 21st century solution for a 21st century city," Mr Doyle said.

"In times of global and local economic uncertainty, it is imperative that our great city is equipped with the leadership, ideas and actions to achieve greater economic and social development.

"Activate Melbourne – Melbourne's Economic Development Agency will be responsible for developing Council's economic strategy, marketing Melbourne for business and tourism purposes, liaison between the business community and the Council and co-ordinating planning, community development and service delivery."

Under the plan, the existing Commerce and Marketing Division of the Council will be reorganised to create the new, stand alone agency.

A Lord Mayor-appointed advisory board will oversee Activate Melbourne – Melbourne's Economic Development Agency, with the Lord Mayor and an independent person acting as co-chairs.

"The idea is that people who know Melbourne best will be advocating and formulating the strategies to enhance its development," Mr Doyle said.

"This policy is part of my plan to cut through the red tape and ensure Melbourne City Council is able to get things done independently of state and federal governments.

"Melbourne cannot afford to be left behind and must position itself to compete with other great global cities."

For more information, visit the website [www.activatemelbourne.com.au](http://www.activatemelbourne.com.au)



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## ACTIVATE MELBOURNE

### A BETTER WAY OF MANAGING AND DEVELOPING MELBOURNE'S ECONOMY

The City of Melbourne is our vibrant and dynamic capital city; the seat of Government for the State of Victoria. It is the headquarters of many national and multi-national companies; a home for its 90,000 residents; destination for 750,000 people each day; a work place for 370,000 people; and an eclectic mix of business, retail, hospitality and entertainment.

Whilst the last ten years has seen significant changes to our city in times of great prosperity, the domestic and global climate has changed and the challenge now is to develop policies which will maintain Melbourne's attractiveness as a global city to live, work and invest in and to ensure that future development is sustainable and responsive to the city's needs.

Internationally, municipal authorities are taking greater roles in the future planning and development of their cities. The prevailing approach is that the people who know their cities; their elected representatives, their industry leaders, their workers and their residents are the people who should be advocating and formulating strategies to further enhance their cities. Not national governments, not State governments but local governments.

The Greater London Authority has the London Development Agency. New York has the New York City Economic Development Corporation. Manchester has MIDAS their inward investment and development agency and Singapore has its Economic Development Board. Different cities, different locations but all with one common goal – the sustainable enhancement and development of their cities for all to live, work and enjoy.

Melbourne should be no exception. Melbourne possesses a wonderful national and international reputation that is not fully exploited. The City's effort in promoting investment, sustainable development and new jobs in the past has not been as coordinated or successful as it should have been. The City's Councillors in the past have been focussed on short term populist and reactive policies that have prevented the development of strategies to ensure long term sustainability. Leadership in the past has been too narrow and disjointed to achieve best possible results.

Melbourne is ideally positioned to capitalise on its advantages by implementing a coordinated and responsive approach to further develop the City, to attract more investment, to generate more jobs and to enhance the amenity, lifestyle and environment for all who work, live and visit. As Lord Mayor this will be my main priority.



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I propose to reorganise the existing Commerce and Marketing Division of the Council and create a new stand alone agency called “Activate Melbourne – Melbourne’s Economic Development Agency”.

Activate Melbourne will have 5 key priorities:

- › To develop and produce the overall economic development strategy for the municipality identifying the strengths and addressing the vulnerabilities of the City’s sub-regions highlighting the opportunities for investment, enhancement and development. The strategy will encompass all aspects of economic activity in the City including infrastructure development, supporting current businesses, promoting tourism, developing new industries, encouraging employment and people development and providing a whole of Council approach to economic development;
- › To market Melbourne domestically and internationally as a location for inward investment by working closely with existing and new businesses to identify locations and industry sectors for investment and supporting businesses throughout the entire investment cycle;
- › To work with current businesses and act as a liaison between the business community and the Council to identify and address policy deficiencies and manage the Council’s business and exports grants initiatives;
- › To promote Melbourne City as Australia’s premier tourism and cultural destination and enhance the level of visitor experience by providing a more coordinated approach to tourism marketing, event management, hospitality industry development and visitor facilities, and;
- › Act as the coordination body to achieve a ‘whole of Council’ approach to planning, community development and service delivery to ensure that all Council policies and priorities are implemented to meet the economic, social and sustainable development the City.



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Activate Melbourne will have an advisory board appointed by the Lord Mayor which will include prominent Melbourne business and industry leaders and will be co-chaired by the Lord Mayor and an independent chairman. The agency will assume the current Commerce and Marketing Division's teams including Docklands Integration, business, marketing, tourism, events and research.

Activate Melbourne will leverage resources and knowledge and will work closely with other public, private and industry groups including Invest Victoria, Tourism Victoria, the Department of Innovation, Industry and Regional Development, the Melbourne Convention and Visitor's Bureau, the Committee for Melbourne and other groups.

Activate Melbourne will be the co-coordinator and broker of economic development policy and activity for the City. The Agency will provide the leadership, the ideas and the actions to achieve greater economic and social development for the City.

Melbourne is a great city but the current challenges the City is faced with as a result of domestic and global issues means that a new approach is needed to ensure long term development and sustainable growth. Activate Melbourne is that new approach - a 21st century solution for a 21st century city. As Lord Mayor I will Activate Melbourne with Activate Melbourne- Melbourne's Economic Development Agency.

Robert Doyle

November 2008



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