



IMAGINE  
THE YARRA

# DRAFT YARRA STRATEGIC PLAN PUBLIC CONSULTATION

## SUBMISSION COVER SHEET

<b>Submission Number:</b>	184319
<b>Name (Individual/Organisation):</b>	Whitemark Property and Planning
<b>Attachments:</b>	Attachment 1 – Survey submission



## New Form submission on Help us shape the final 10-year strategic plan for the Yarra River

Hi

There has been a submission on [Help us shape the final 10-year strategic plan for the Yarra River](#) through Engage Victoria

A copy of the submission is provided as below:

### **Part 1: Working toward the Community Vision**

**1a. Do the four, 10-Year Performance Objectives adequately reflect the 50 Year Community Vision?**

Unsure

**1b. Please outline your reasoning for this opinion (optional)**

The strategy fails to recognise and support the various activations that make the Yarra an exciting place to visit. Particularly in the lower reaches around the city the Yarra plays an important role in being the spine around which all sorts of activations occur to bring life, colour and movement. This should be encouraged.

**2a. Are the actions identified to deliver the 10-Year Performance Objectives achievable, realistic and measurable?**

Yes

**2b. Please outline your reasoning for this opinion (optional)**

**3a. Which specific actions do you think will be easiest or most challenging to deliver?**

**3b. Why do you think this?**

**4. What do you/ your organisation think is the greatest opportunity the Yarra Strategic Plan presents? Please rank the following statements in order of importance from 1 -4**

Improving water quality of the Yarra River and protecting land, floodplains and billabongs - 4

Acknowledging, protecting and commemorating the rich heritage of the Birrarung - 4

Improving the river's parklands to support community wellbeing - 4

Protecting the significance of the Yarra River's landscapes and views - 4

**5. Do you feel the draft Yarra Strategic Plan has put appropriate actions in place to ensure delivery on the aspirations of Traditional Owners?**

Unsure

**6a. Are there key priority areas of land you think should be added to the parkland network along the Yarra River?**

**6b. If you answered Yes, where are these key priority areas of land and why do you think they should be added?**

## **Part 2: Land Use framework**

**7. The Land Use framework aims to put the Yarra River at the heart of future planning and development decisions. What is your / your organisation's view about the Land Use framework?**

I represent Microflite, the operator of the Melbourne Helipad on Batman Park. Helicopters have been part of the Yarra landscape for for over 50 years and provide an exciting and fleeting juxtaposition to the more tranquil aspects of the river. The plan fails to recognise the contribution that helicopter activity makes to the river as well as to the wider community in terms of facilitating tourism, emergency services etc.

**8a. Do you believe the Land Use directions will support the 50 Year Community Vision?**

Unsure

**8b. Why do you think this?**

**9a. Do you agree with the Land Use directions for the Yarra River?**

Somewhat

**9b. Please outline your reasoning for this opinion (optional)**

There needs to be strong support for the Yarra helipad to remain in place as an integral part of the lower Yarra.

**10a. Do you believe that the 13 significant places identified for the river corridor reflect the most regionally significant locations?**

Unsure

**10b. Why do you think this?**

**11. Do you agree with the opportunities identified for the significant places that you connect with?**

Unsure

**12. Do you have any further ideas about how the Plan may provide for the cultural/spiritual/environmental care and protection of the Yarra River over the next ten years, whilst also working toward achieving the 50 Year Community Vision?**

**13. Finally, what are your overarching thoughts and feelings about the Yarra Strategic Plan?**

Melbourne has been selected as one of the first cities in the world to host Uber air taxis. Transforming the Melbourne helipad into a skyport to service a new fleet of quiet, environmentally friendly electric air taxis is an incredible opportunity to showcase the Yarra to the world and to give people the

opportunity to experience the Yarra from the air. The Yarra Strategic Plan should recognise and support the 50 plus years of helicopter activations and also promote the development of electric air taxis in the Yarra corridor.

### **Contact Details**

**First Name**

████

**Last Name**

██████████

**Organisation (if applicable)**

Whitemark Property and Planning.

**Address**

██████████

**Suburb**

██████████

**Postcode**

████

**Email Address**

## Telephone



## Upload your submission here

No file specified

## Collection Notice

*The Yarra River Protection (Wilip-gin Birrarung murron) Act (the Act) requires:*

- *all submissions to be made available for inspection by the public (s24(1)(b))*
- *the lead agency must make a copy of all public submissions on a draft Yarra Strategic Plan, made to the lead agency, available for public inspection - s24(2)*

All submissions will therefore be made available to the public in accordance with the Act.

Melbourne Water, as lead agency, and or DELWP will publish a copy of your submission, in its entirety, on the Imagine the Yarra website or other Victorian Government website/s as required.

In providing your feedback by written submission you agree that the lead agency may provide a copy of your submission, to affected Local Councils, Government Agencies, Panel (if required) and other submitters.

Your submission may also remain on external servers, even after the period of consultation closes and DELWP has removed the relevant pages from the Engage Victoria website.

**Text will be redacted in submissions to remove personally identifying details, and to comply with the *Privacy and Data Protection Act 2014 (Vic)*.**

Should you need to correct the information you provided or gain access to your submission, please contact us via email at:

[YarraStrategicPlan@melbournewater.com.au](mailto:YarraStrategicPlan@melbournewater.com.au)

**I agree to the Collection Notice**

Yes

To view all of the form's submissions, visit:

<https://engage.vic.gov.au/index.php/dashboard/reports/forms/viewDetail/2535>

Regards,

The Engage Victoria Team

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