

Request to be heard?: No - Copy of Directions and
Precinct: Employment Precinct

Full Name: Tim O'Loan

Organisation: AECOM

Affected property: AECOM, Collins Square, Level 10, Tower Two, 727 Collins Street

Attachment 1: Ltr_AECOM_FB_

Attachment 2:

Attachment 3:

Comments: AECOM's response to the Fishermans Bend Framework Plan AECOM would firstly to like to thank the Department of Environment, Land, Water and Planning for the opportunity to comment on the Draft Fishermans Bend Framework Plan. By enabling both the industry and, more importantly, the residents of Victoria to provide feedback you have allowed everyone to feel engaged and included in the decisions being made about the future of this important site and our state. Melbourne is on the cusp of significant changes to its urban form that will either set the city up for continued success as one of the world's most-liveable cities — if we get things right — or that could result in an unfortunate stumble and a descent down the list of great world cities. Combined, all districts of Fishermans Bend could provide Melbourne with the opportunity to develop an extraordinary legacy, to create not only a significant part of 'future Melbourne', but also to demonstrate how new ways of working and living can be incorporated into the world's 'most liveable city'. In short, AECOM believes that Fishermans Bend should be seen as the incubator of the future of this iconic Australian city. We believe that the success of Fishermans Bend lies not only in the residential districts, but also in the connection between these and the employment district to the north. The close proximity of 'living' and 'working' environments provides the opportunity for a close and hugely mutually beneficial relationship. There is incredible potential in having 30,000 employees, students and academics living and working within a shared four-kilometre radius, and few cities in the world have such an opportunity to develop such a high-potential precinct on the doorstep of their CBD. Key to this will be the integration of an employment and innovation cluster into Fishermans Bend and how this will allow the adjacent residents to prosper. Melbourne and Victoria also need to be seen as major stakeholders sharing in the indirect benefits from fostering an innovative economy, shared with the community at large. If done well, fostering a resilient Fishermans Bend employment and innovation cluster (FBEIC) should have a significant, positive impact on economic growth, job creation and increasing incomes for Melburnians. AECOM also believes that the role Fishermans Bend plays in the successful transition of Melbourne over the next 25 years from five million to eight million residents is critical. The pace of accommodating this scale of growth is a challenge we have never faced before in our short history. Residents will need more homes, hospitals and high schools. They will need better access to more-frequent, high-capacity public transport and less-congested roads. Melbourne will need to support an older and more culturally diverse population. Only by solving these and other challenges can Melbourne retain its status as a truly brilliant city, and Fishermans Bend provides this opportunity. Brilliant citi

15 December 2017

Commercial-in-Confidence

Department of Environment, Land, Water and Planning
Fishermans Bend Framework Plan
Via email: fishermansbend@delwp.vic.gov.au

AECOM's response to the Fishermans Bend Framework Plan

AECOM would firstly like to thank the Department of Environment, Land, Water and Planning for the opportunity to comment on the Draft Fishermans Bend Framework Plan. By enabling both the industry and, more importantly, the residents of Victoria to provide feedback you have allowed everyone to feel engaged and included in the decisions being made about the future of this important site and our state.

Melbourne is on the cusp of significant changes to its urban form that will either set the city up for continued success as one of the world's most-liveable cities — if we get things right — or that could result in an unfortunate stumble and a descent down the list of great world cities. Combined, all districts of Fishermans Bend could provide Melbourne with the opportunity to develop an extraordinary legacy, to create not only a significant part of 'future Melbourne', but also to demonstrate how new ways of working and living can be incorporated into the world's 'most liveable city'.

In short, AECOM believes that Fishermans Bend should be seen as the incubator of the future of this iconic Australian city. We believe that the success of Fishermans Bend lies not only in the residential districts, but also in the connection between these and the employment district to the north. The close proximity of 'living' and 'working' environments provides the opportunity for a close and hugely mutually beneficial relationship. There is incredible potential in having 30,000 employees, students and academics living and working within a shared four-kilometre radius, and few cities in the world have such an opportunity to develop such a high-potential precinct on the doorstep of their CBD.

Key to this will be the integration of an employment and innovation cluster into Fishermans Bend and how this will allow the adjacent residents to prosper. Melbourne and Victoria also need to be seen as major stakeholders sharing in the indirect benefits from fostering an innovative economy, shared with the community at large. If done well, fostering a resilient Fishermans Bend employment and innovation cluster (FBEIC) should have a significant, positive impact on economic growth, job creation and increasing incomes for Melburnians.

AECOM also believes that the role Fishermans Bend plays in the successful transition of Melbourne over the next 25 years from five million to eight million residents is critical. The pace of accommodating this scale of growth is a challenge we have never faced before in our short history. Residents will need more homes, hospitals and high schools. They will need better access to more-frequent, high-capacity public transport and less-congested roads. Melbourne will need to support an older and more culturally diverse population.

Only by solving these and other challenges can Melbourne retain its status as a truly brilliant city, and Fishermans Bend provides this opportunity. Brilliant cities are renowned globally for being prosperous and highly liveable. They allow residents to live and work nearby, enjoying housing security and easy access to services, amenities and open space. Digital services and the sharing economy operate around the clock, giving residents seamless, on-demand access to transport and other services at any hour of the day. A greater mix of housing types provides more diverse, equitable and, in turn, liveable environments for residents.

It takes more than just spending to create a city like this. What's needed is the right vision and governance. Leaders must be working from a master plan that creates more-liveable neighbourhoods and more-connected and resilient communities. The Fishermans Bend strategy is a positive step towards that goal.

To meet the challenges of today and tomorrow, AECOM believes we need to have a Melbourne that is:

- **Brilliant** – Brilliant cities depend on metrics beyond transport capacity and housing availability for measures of success. Better digital connectivity would support innovative industries. Residents should be able to spend less time commuting, allowing more time for other activities. This could lead to better health, more social interaction and higher productivity.
- **Diverse** – Fishermans Bend could show Australia how to be truly welcoming to diversity by addressing the disparity in income and amenity available in a prime inner-city location.
- **Connected** – Melbourne can grow and prosper by sharing amenities, housing and natural resources; Fishermans Bend could serve as an excellent demonstration for future metropolitan development and even for our regional towns and cities to emulate.
- **Global** – Melbourne has many underlying advantages it can leverage to compete with other cities as a place to live, visit and do business. Its reputation is already outstanding globally and this should continue to be leveraged and enhanced. The commercialisation of our world renowned bio-medical research is but one of many opportunities not currently realised.

In light of the Fishermans Bend Framework Plan, we are currently preparing a more-detailed proposition for the Fishermans Bend Employment and Innovation District. This will be released progressively across Q1 and Q2 in 2018. We would appreciate the opportunity to discuss this further as we finalise our proposition.

Our proposition will include ideas for:

- Attracting key global tenants to Victoria, with Fishermans Bend as the location for their regional headquarters to take root – understanding that they are competing in a highly mobile skills market and are heavily focused on providing attractive and stimulating environments for their workers.
- Shifting from Smart to Brilliant Cities – To use Fishermans Bend as a demonstration of how we are able to manage Melbourne more efficiently, we will need a better understanding of how well it is functioning. If we had access to real-time information about every aspect of services and amenities in Fishermans Bend, we could make faster, more-effective decisions. These lessons could then be used to drive tangible and more-effective changes to how Melbourne manages itself.

Finally, we would like to commend the Fishermans Bend Task Force and all of the other contributors for creating a comprehensive and inclusive framework focused on the residential districts. Achieving the outcomes identified in the document requires a framework that encompasses all of our state, rather than individual plans that focus only on individual and one-sided development strategies. To ensure that Melbourne is **brilliant, diverse, connected and globally competitive**, we have to be bold, embrace innovation, change and deliver infrastructure which promotes intergenerational equity. This strategy is the shot in the arm Melbourne and Victoria needs to start this journey.

Please do not hesitate to contact me with any questions about AECOM's vision for the future of Fishermans Bend and the future of Melbourne.

Yours faithfully

Tim O'Loan
Director, Cities Melbourne
Tim.o'loan@aecom.com

Mobile: +61 411 759 540