

Submission to Future Melbourne Committee

City of Melbourne, Melbourne Connect, Carlton
15 February 2022, 5.30pm – Meeting No.28
Agenda Item FMC 6.5 Shopfront Activation Program - Update

The SRA notes the impressive work the City of Melbourne has done over several months to keep businesses running and to assist those in difficulty.

SRA supports the recommendation:

That the Future Melbourne Committee:

- 20.1 *Notes the work underway to activate vacant shopfronts and ensure that retail and hospitality precincts remain active and vibrant, despite the challenges wrought by COVID-19.*
- 20.2 *Requests management review and further develop approaches to activate shopfronts at scale and further stimulate consumer demand.*

We also note in particular the reference to hospitality precincts.

The SRA would like to advise FMC that nearly all of the businesses in the Food Court in Southgate have not re-opened. There may be other commercial reasons for this, given that the site is to be redeveloped at some time in the distant future. However there are some businesses in that space that are currently trading well.

The main restaurants in Southbank have reopened and seem to be doing well, although there is little activation in The Arts Centre venues. However in the past the Food Court has provided a popular low cost option for families and others who visit Southbank as part of a casual weekend outing. Support for this sector will help bring people back to the city.

SRA does not know if the Southgate Food Court falls within the ambit of these programs, but it was thought appropriate to pass on our observations.

Kind regards



Tony Penna
President