Collins Street

PRECINCT

Melbourne's Premier Destination

Five year Strategy

2021 - 2025


BURBERRY

Collins Street

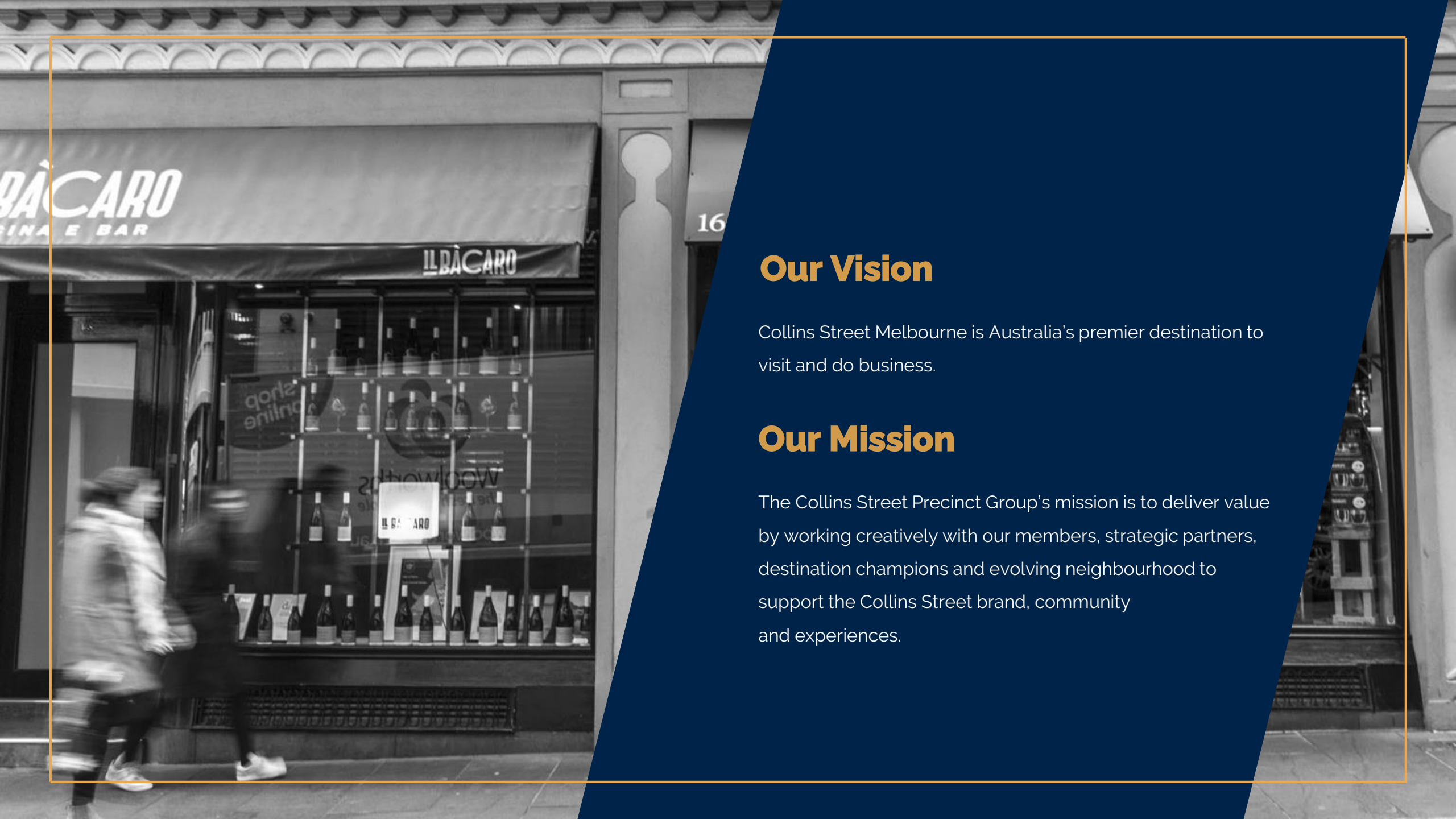
The Collins Street Precinct is Melbourne's most prestigious address, stretching from Parliament House in the east to Docklands in the west. Celebrating the old and the new, Collins Street aims to be Australia's number one destination for domestic and international visitors to discover traditional and modern experiences.

The Collins Street Precinct Group (CSPG) was established in 1993 and represents the businesses, traders and members in Melbourne's premier street including Little Collins Street and Flinders Lane.

A representative group, led by a volunteer committee, with support from professional agencies, our members share a passion and purpose to position Collins Street locally and internationally as Australia's premier destination to visit and do business.

Situated in the heart of the World's Most Liveable City, the CSPG advocates for an esteemed collective of global businesses, luxury retail brands, accommodation, renowned dining destinations.

With a mission to deliver value to these businesses who call Collins Street home, the CSPG aims to support its evolving community and maximise business development and growth opportunities.



Our Vision

Collins Street Melbourne is Australia's premier destination to visit and do business.

Our Mission

The Collins Street Precinct Group's mission is to deliver value by working creatively with our members, strategic partners, destination champions and evolving neighbourhood to support the Collins Street brand, community and experiences.

Five Year Focus

Collins Street Precinct Group will deliver value by working creatively with our members, strategic partners, destination champions and evolving neighbourhood to support the Collins Street brand, community and experiences and support the economy to recover post COVID-19.

We will have a large focus on targeting the regional Victoria market, with a dedicated campaign delivering clear brand messaging as well as marketing to drive visitation from regional Victoria to the precinct and its members.

We will also increase our social media presence and engagement by delivering refreshed content as well as more competitions and social campaigns (at present with the current funding we are able to run one major competition/campaign annually and will increase this to at least bi-annually).

We will continue to engage with the evolving community throughout the precinct, increasing memberships from both new businesses as well as encouraging existing, non-members to join.

We will drive business to business collaboration through cooperative marketing activity, networking events and direct business outreach through a dedicated resource.

Marketing & Activations Program

Continue to communicate our brand story:

Marketing and Communications
We will work with our marketing agency partner to deliver an ongoing 5 year effective communication strategy which will amplify our brand story and encourage visitation to the Precinct.

- This will include:
  - Continuously refreshing owned channels
  - PR and Media Relations
  - Growing our social media audience and leveraging these to support the precinct and members
  - Delivering communication strategies including digital, community and experiences
  - Development of new content and marketing assets

Experiences
- Deliver events and experiences which add value to members and enable them to leverage the strength of the association and network with fellow members.

Partnerships
- Partner with the City of Melbourne, Visit Victoria, Melbourne Convention Bureau, VTIC and other government bodies to deliver events, campaigns and projects
- Work with events, attractions and other visitation drivers to create cooperative campaigns and drive 'Only on Collins' messaging
- Develop partnerships with brands and commercial partners to leverage budgets to support the Precinct
- Quarterly networking events, either breakfast or evening with guest speaker Experiences (B2C) to share best practice around recovery strategies that are working in other businesses.
- Continue to participate in key City of Melbourne consumer events and campaigns

Considerations
Additionally, it is crucial that the Collins Street Precinct Group have a strategy in place that is fluid and able to adapt to the ongoing changing environment that is occurring as a result of COVID-19.

Community Engagement

- Host quarterly networking events, either breakfast or evening, with guest speakers across a range of topics such as looking at best practice examples of recovery strategies that are working in other businesses
- Community (B2B) - host monthly coffee catch ups to support business through the changing environment post COVID-19
- Continue to participate in key City of Melbourne consumer events and campaigns
- Develop targeted relationships with locals, residents and CBD workers/businesses
- Support business events to engage local and international business communities
- Support new partnerships and creative collaborations for Melbourne
- Develop experiences for local and international visitors

Transport

Given the challenges of the pandemic and the lockdowns that were extended well beyond expectation, it is essential to ensure that all modes of transport continue to be respected and included as part of the city's overall transport strategy as a means to return the city to growth.

The CSPG will continue to seek input and work with Council and the State Government to ensure:

- The CSPG recognises the importance of ensuring multiple modes of transport are available for people to travel to, and around, the precinct area in line with the City of Melbourne climate and biodiversity emergency outlined in their 2021-2025 plan.
- The city is easily accessible by road to enable deliveries to, and collections from, member businesses. With the continued rise of online shopping and in particular 'click and collect' during the pandemic period the CSPG will advocate to Council to ensure that there is sufficient loading zones as well as click and collect spots available in the precinct area.
- That the planned installation of an additional 35kms of bike lanes does not impact the flow of traffic and cause congestion to other modes of road transport.

The CSPG will work with the City of Melbourne to continue to provide feedback from member business to ensure that both bikes and vehicles can continue to access the CBD.

- The CSPG will also provide feedback to the Department of Transport in the event that traffic congestion is seen to be increasing to determine what measures are able to be implemented to ensure continued traffic flow in order to avoid the perception that the city is difficult to get into and then around to do business.
- That public transport is promoted as an option for the city worker and leisure visitor to return to the CBD when it is safe to do so post pandemic.

Place

With the impending removal of the Metro Tunnel shed over City Square, the precinct area will again have a primary outdoor location for activations and promotions. This sense of place will be pivotal to the next five years of the precinct area during recover post the pandemic.

The CSPG will encourage the use of this space for small event activations and brand launches and will work to ensure that global brands see this as a must have space for their events.

City Square will form part of the available space for Melbourne's busy event calendar and the CSPG will continue to seek support from the City of Melbourne to ensure that this is considered the number one choice of location in Melbourne.

It is also intended that with the return of City Square there will be a renewed sense of place and an area that the community can identify with and therefore creating a sense of belonging within the city.

The CSPG will advocate to ensure that the tenancies available in the area are tenanted and remain so due to the high visibility of the space. This will be in order to ensure that there is confidence in the community both from individuals and businesses that the precinct area is the place to do business.

Access & Parking

In line with the transport strategy outlined, it is also essential to ensure that there are multiple ways in which people are able to park and extend their stay in the precinct. The CSPG will work with the City of Melbourne towards two key themes:

- Promotion of parking post pandemic to ensure that people who are hesitant to return to the city via public transport have another available way to return to the office or to shop, eat or stay.

- Introduction of 'Valet Parking on Collins' as a convenient concept to continue to attract people to shop at our unique stores, high end boutiques, dine in the many restaurants and provide a seamless and time efficient way of parking in the city.

Ensuring that the precinct area is part of the Economy of the Future

In order to ensure that the city will return to pre-pandemic levels it will be essential for the precinct area to be considered THE place to open and do business and play a crucial part in the 'Economy of the Future' in line with the City of Melbourne's strategic plan. With vacancy levels at record highs of 17+% and key tenants such as Australia Post moving to Richmond the CSPG will continue to work with the City of Melbourne and State Government to ensure that the city remains a viable proposition for people to open businesses.

Working with the City of Melbourne and having businesses access existing grants available through the State Government it is intended that vacant tenancies are used to create a start up culture within the CBD, whereby the community welcomes new ideas and concepts with open arms. The CSPG will seek the support of the City of Melbourne to fund access to these vacant tenancies and also provide City of Melbourne owned assets that are vacant for complimentary use in this program.

The CSPG is seeking to make the precinct a technology precinct that welcomes further tech companies to the area. With the likes of Google already in residence in the precinct, there is an opportunity to ensure that companies such as Atlassian or Canva see the precinct as a tech hub and want to do business here outside of their existing offices in Sydney.

The CSPG will advocate on behalf of members and seek support from the City of Melbourne in line with their 'Economy of the Future plan' as well as Invest Victoria to attract the right businesses to the precinct. This will ensure that we are able to work towards increasing the number of tech companies in the precinct over the next five years. This will also ensure that the number of available jobs in the precinct area increases which in turn should see an increase in city workers will occur over time.

Safety & Community

In line with the City of Melbourne's stated priority to ensure that 'all people feel safe and included when participating in Melbourne's economic, visitor and community life' the precinct will continue to work with and advocate to the City of Melbourne and Victoria Police to ensure that the community feels safe when coming to the precinct area and ensure that feedback regarding anti-social behaviour is shared in a timely manner.

The Collins Street Precinct Group recognises that the current economic environment and subsequent job market is challenging for many parts of the community. The precinct group will work towards establishing a relationship with a community, non-profit organisation that supports the community in areas such as providing clothing, food and social support services.

Targeted Action Plans

CSPG 2021-2022 TWO YEAR PLAN													
	Who	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
BRAND													
Website Improvements													
Marketing Assets													
Social Media Content & Website Updates	Kreate												
PR & Media Engagement	Kreate												
COMMUNITY (B2B)													
Business Events	CSPG & Partners												
Monthly Meetups (Members and Friends)	CSPG & Partners												
Member Exclusive Experiences	CSPG & Partners												
EXPERIENCES AND CAMPAIGNS (B2C)													
Regional Campaign	CSPG & Kreate												
Consumer Experiences (Fashion)	CSPG & Kreate												
Consumer Experiences (Christmas)	CSPG & Kreate												
Consumer Experiences (Valentine's Day)	CSPG & Kreate												
SUPPORT													
Administration	Tracey Davis												

CSPG 2022-2023 THREE YEAR PLAN													
	Who	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
BRAND													
Website Improvements													
Marketing Assets													
Social Media Content & Website Updates	Kreate												
PR & Media Engagement	Kreate												
COMMUNITY (B2B)													
Business Events	CSPG & Partners												
Monthly Meetups (Members and Friends)	CSPG & Partners												
Member Exclusive Experiences	CSPG & Partners												
EXPERIENCES AND CAMPAIGNS (B2C)													
Major Campaign - TBC	CSPG & Kreate												
Consumer Experiences (Fashion)	CSPG & Kreate												
Consumer Experiences (Christmas)	CSPG & Kreate												
Consumer Experiences (Valentine's Day)	CSPG & Kreate												
SUPPORT													
Administration	Tracey Davis												

CSPG 2023-2024 FOUR YEAR PLAN													
	Who	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
BRAND													
Website Improvements													
Marketing Assets													
Social Media Content & Website Updates	Kreate												
PR & Media Engagement	Kreate												
COMMUNITY (B2B)													
Business Events	CSPG & Partners												
Monthly Meetups (Members and Friends)	CSPG & Partners												
Member Exclusive Experiences	CSPG & Partners												
EXPERIENCES AND CAMPAIGNS (B2C)													
Major Campaign - TBC	CSPG & Kreate												
Consumer Experiences (Fashion)	CSPG & Kreate												
Consumer Experiences (Christmas)	CSPG & Kreate												
Consumer Experiences (Valentine's Day)	CSPG & Kreate												
SUPPORT													
Administration	Tracey Davis												

CSPG 2024-2025 FIVE YEAR PLAN													
	Who	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
BRAND													
Website Improvements													
Marketing Assets													
Social Media Content & Website Updates	Kreate												
PR & Media Engagement	Kreate												
COMMUNITY (B2B)													
Business Events	CSPG & Partners												
Monthly Meetups (Members and Friends)	CSPG & Partners												
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Consumer Experiences (Christmas)	CSPG & Kreate												
Consumer Experiences (Valentine's Day)	CSPG & Kreate												
SUPPORT													
Administration	Tracey Davis												

Let's Talk

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