



**Australia's Premier Destination**

**Five Year Strategy**

**2026 – 2030**

# Shaping our city's global identity from its flagship address COLLINS STREET





## **Our Vision**

**Collins Street is Australia's premier destination and flagship address, a benchmark for lifestyle experience and commercial influence.**

## **Our Mission**

**As the CBD's anchor, Collins Street shapes the city's global identity by preserving prestige, driving visitation, nurturing neighbourhood network, and pioneering partnerships.**

# Collins Street – Strategic Positioning

The country's most prestigious boulevard, together with the many iconic arcades and laneways, makes Collins Street Precinct the most refined, condensed expression of Australia's lifestyle advantage. No spectacles, just effortless outdoor culture, treasured experiences, and pure livability. The precinct continues to contribute to Melbourne maintaining its reputation as a cultural and commercial capital - it is where Melbourne's credibility is felt, to its highest standard. Defining Collins Street through its contrast of luxurious legacy with livable next era, will position it among the world's most influential boulevards.

Strengthen Business Improvement District leadership (safety, cleanliness, activation)

Increase visitation through targeted marketing and precinct campaigns

Deliver a structured annual events and activity program

Improve member engagement and business collaboration

Position Collins Street as a leader in precinct innovation and thought leadership



## Five Year Focus

### Marketing & Activation

Festivals, lighting, campaigns, precinct storytelling

### Place & Experience

City Square activation, arrival experience, valet concepts

### Digital & Engagement

Stronger social media, younger audiences, global reach (WeChat)

### Transport & Access

Metro Tunnel integration, connectivity, wayfinding improvements

### Community & Safety

BID alignment, security presence, balanced civic use of space



# Marketing & Activations Program

Evolve Collins Street brand while respecting legacy

Position among top global boulevard

Increase festivals, lighting and public activations

Leverage precinct assets (digital screens, projection sites, sellable space)

Improve visitor experience through concierge, valet concepts and lighting

Strengthen partnerships with City of Melbourne and sponsors



# Social Media & Engagement

Shift focus to younger audiences and lifestyle content

Frequent use of IG stories for instance to keep it open + frequent posts with high-quality creative

Invest in dedicated young creative resource

Move to campaign-based marketing (fewer, higher impact)

Grow eDM database via competitions and opt-ins

Promote member events and experiences consistently



# Transport

## Liveable Melbourne Vision

Support a more liveable, accessible and people-friendly city experience.

## City Connectivity

Strengthen Collins Street's role as a key connector within Melbourne's CBD and wider precinct network.

## Infrastructure Improvements

Leverage major projects such as the Metro Tunnel and City Square Station to improve access and foot traffic.

## Arrival Experience & Parking

Enhance access through improved wayfinding, parking solutions and potential valet parking initiatives.



## Place

### City Square / Metro Tunnel Integration

Leverage City Square Station as a key arrival point and catalyst for precinct renewal.

### Strengthening Sense of Place

Re-establish Collins Street as a distinct, welcoming and recognisable destination within Melbourne's CBD.

### Activation of Public Spaces

Drive year-round activations to increase vibrancy and encourage dwell time across the precinct.

### Gateway to the City

Position Collins Street as a springboard connecting visitors into the broader city experience.

### Seasonal Campaigns & Competition

Deliver high-impact seasonal activations, including a Christmas campaign (Collins Street vs Bourke Street) to boost engagement and visitation.



# Access & Parking

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# Thought Leadership and Focus

## Future-Focused Leadership

Position Collins Street as a leader in precinct innovation, shaping the future of urban places and city experience.

## Collective Impact

Strengthen collaboration across members, partners and stakeholders to maximise collective outcomes.

## Strategic Investment (BID)

Ensure Business Improvement District funding is strategically allocated to deliver measurable precinct improvements and long-term value.



# Safety & Community

## Alignment with City of Melbourne

Align with the City of Melbourne's strategic approach and the Business Improvement District framework to ensure consistent language and objectives.

## Safety & Security Presence

Advocate for increased safety measures, including City Safety and Community Officers and enhanced security presence across the precinct.

## Community & Civic Expression

Support a balanced approach that upholds lawful public expression and planned civic activity within the precinct.

## Managed Precinct Operations

Ensure protective industrial action and demonstrations are appropriately managed to minimise disruption while respecting rights and maintaining safety.



# Targeted Action Plan

## Quarterly Campaigns

Deliver structured quarterly activity plans focused on key priorities and target audiences.

## Target Market Focus

Strengthen engagement with priority audiences including Kate & Co and Blume through tailored campaigns and content.

## Enhanced Social Media Output

Increase frequency and quality of social media activity, with a focus on food, lifestyle and precinct storytelling.

## Member Content Program

Develop consistent photo and profile content for each member to build visibility and shared precinct branding.

## Content Quality Investment

Undertake professional photo shoots and high-quality content creation to elevate overall brand presentation.

## Strategic Partnerships

Partner with organisations such as RMIT to access student photographers, creating mutual value while building a strong content library for ongoing use.





## Let's Talk

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