Cleaning up strip of fear

Cabbie a hero in bashing

Get tough call on owners

Pool cues used in King St bar fight

NIGHT CLUB BRAWL
City of Melbourne’s Policy for the 24 Hour City
A framework for action

Activation
Infrastructure
Regulation
Partnership
Background

• 1999 - the CBD is defined as a “24 hour mixed use” in the Municipal Strategic Statement
• 2005-2008 – Consultation and policy development
• September 2008 – Policy endorsed by Council
• April 2009 – Implementation plan and Monitoring and Evaluation Framework finalised
City of Melbourne’s Policy for the 24 Hour City – a paradigm shift

The policy allows for:
- the discussion to be about the city as spaces instead of dealing only with issues
- normative comparisons of spaces throughout the day and night, to understand the activities/amenity/uses/related behaviours
- awareness of the continuum that exists, from day into night
What is a “24 hour city”?

- Bars and night clubs
- City regeneration: cleaning and rest
- Daytime commerce
- Evening entertainment
Priorities for Action

Partnerships

Activation & Cultural Context
- Diversity of activities
- Norms and tolerated behaviour
- Innovative use of public space
- Participation from diverse communities
- Existing council strategies

Infrastructure & Physical Context
- Infrastructure develops with the 24 hour city
- Development of public space
- CPTED principals applied

Culture & Behaviour

Regulation & Operational Context
- Licensing systems
- MSS
- Land use and planning
- Management and use of CCTV
- Social support services
## our changing city: entertainment venues

<table>
<thead>
<tr>
<th>Venues</th>
<th>Survey Year</th>
<th></th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nightclub</td>
<td>1997</td>
<td>2008</td>
<td>3.35</td>
</tr>
<tr>
<td>Bar/ Tavern/ Pub</td>
<td>40</td>
<td>156</td>
<td>3.9</td>
</tr>
<tr>
<td>Café/ Restaurant/ Bistro</td>
<td>600</td>
<td>1,597</td>
<td>2.66</td>
</tr>
</tbody>
</table>
Central City
Nightclubs
1997

Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008
Central City
Nightclubs
2008

Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008

I dot = 1 or more business locations on property base
Central City
Bar/ Tavern/ Pub

1997

Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008
Central City
Bar/ Tavern/ Pub
2008

Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008
Central City
Café/ restaurant/ bistro
1997

Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008
Central City
Café/ restaurant/ bistro
2008

Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008

I dot = 1 or more business locations on property base
Café/ restaurant/ bistro
- outdoor seats

2000

Legend
- 1 - 4 seats
- 5 - 15 seats
- 16 - 30 seats
- 31+ seats

Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008
Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008
### our changing city: residential dwellings

<table>
<thead>
<tr>
<th></th>
<th>Survey Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dwellings</strong></td>
<td>1997 2008</td>
</tr>
<tr>
<td><strong>Multiplier</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Residential Apts</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Houses</strong></td>
<td>3,146</td>
</tr>
<tr>
<td><strong>Townhouses</strong></td>
<td>15,352</td>
</tr>
<tr>
<td><strong>Student Apts</strong></td>
<td>4.89</td>
</tr>
</tbody>
</table>
Central City

Dwellings

(Res apts, Houses, Townhouses, Student apts)

1997

Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008
Central City

Dwellings

(Res apts, Houses, Townhouses, Student apts)

2008

Source: City of Melbourne, Census of Land Use and Employment (CLUE) 2008
### Our Changing City - Some Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Population Victoria ('00)</th>
<th>City of Melbourne Residents</th>
<th>Visitors to City</th>
<th>Total CBD Crime</th>
<th>Total CBD Anti-social Crime (x10)</th>
<th>Licensed Venues (x100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1995</td>
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<td></td>
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<tr>
<td>1998</td>
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<td>2001</td>
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<td>2004</td>
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<tr>
<td>2007</td>
<td></td>
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</tr>
</tbody>
</table>
Melbourne’s strategy for a safer city  
2011 – 2013

- Safe City taxi ranks
- Safe City car parks accreditation scheme
- Safe City cameras program (CCTV)
- Licensees forums and resources
- City Support Services Cards
- Laneway and alcove safety
- NightRider bus services
- Safe Major Events strategy
- Safe Design guidelines for public car parks
- Lighting Strategy
- Urban Design framework
- Toilet Management strategy and design guidelines
Moving away from an alcohol based entertainment precinct
The Melbourne Community Safety Audit is a pilot program that has been developed by the City of Melbourne in partnership with Victoria Police. The community-based initiative aims to improve both real and perceived safety in the municipality, and to involve communities as active crime prevention partners with the City of Melbourne and Victoria Police.

The program enables residents, traders and businesses within the City of Melbourne to communicate and actively work with City of Melbourne and Victoria Police to address safety, security, and amenity issues in your local neighbourhood or street.
Meet Michael Sheehan
Apartment Building: Dockside Tower Apartments

Issues faced in the building:
- Dockside is a big building (128 apartments) with only a small number of owners in residence (15%) and a great proportion of the occupant are international students;
- The body corporate draws its representation from the owner group (some living off site) who are young professionals and middle aged adults;
- There is not much blending or communication occurring.

Suggestions for Michael’s building:
- Develop an intranet or noticeboard for the building that is in a range of languages as a way to communicate to all residents. This way everyone will know building protocols, residents’ meetings can be advertised, and it could also encourage social interaction between residents.
- Develop a welcoming program to share values and expectations with new residents.
- Develop a way for the values and identity of both the owners and occupant to be communicated either using the intranet or a public space.
- Develop a way for residents’ needs to be heard for example getting your selection on Pay TV.
A capital city and a city of communities
## Possible late night approaches

<table>
<thead>
<tr>
<th>Activity</th>
<th>Season</th>
<th>Time</th>
<th>Day</th>
<th>Possible Branches Involved</th>
<th>Operational Elements</th>
<th>External Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late night cinema at Federation Square</td>
<td>Spring / Summer</td>
<td>9pm - 1am</td>
<td>Friday &amp; Saturday</td>
<td>Events, Arts &amp; Culture, Street Trading, Community Safety &amp; Wellbeing</td>
<td>Food Stalls, Lighting, Night Rider, Public Transport &amp; Taxis</td>
<td>ACMI, Palace</td>
</tr>
<tr>
<td>Late night trading for cultural organisations</td>
<td>Summer</td>
<td>10pm - 12am</td>
<td>Saturday Night</td>
<td>Events, Arts &amp; Culture, Community Safety &amp; Wellbeing</td>
<td>Public Transport options, Toilets</td>
<td>Federation Square, Melbourne Gallery of Art</td>
</tr>
<tr>
<td>Night market, at south end of Elizabeth Street</td>
<td>Spring / Summer</td>
<td>8pm - 12am</td>
<td>Saturday Night</td>
<td>Engineering, Business, Community Safety &amp; Wellbeing, Events, Queen Vic Market,</td>
<td>Vendors, Stalls, Vic Pol, Night Rider, Public Transport &amp; Taxis</td>
<td>Rotary, Vic Pol, Salvation Army</td>
</tr>
<tr>
<td>Late night public art in the street</td>
<td>All year round</td>
<td>7pm - 5am</td>
<td>Seven days a week</td>
<td>Arts &amp; Culture, Community Safety &amp; Wellbeing</td>
<td>Engineering, Public Works, Lighting</td>
<td>Professional Artists, Young Artists</td>
</tr>
<tr>
<td>Late night retail trading</td>
<td>All year round</td>
<td>6pm - 11pm</td>
<td>Friday &amp; Saturday</td>
<td>Business Branch, Community Safety &amp; Wellbeing</td>
<td>Retail Board, Chamber of Commerce</td>
<td>Corporate Sponsors, Professional Groups</td>
</tr>
<tr>
<td>Launch of Melbourne as a diverse 24hr city</td>
<td>Summer</td>
<td>7am - 3am</td>
<td>Friday &amp; Saturday night, X 2 weekends</td>
<td>Arts &amp; Culture Events, Business &amp; International, Community Safety &amp; Wellbeing</td>
<td>Road closures, temporary stalls, vendors, Victoria Police</td>
<td>Retail &amp; business associations</td>
</tr>
</tbody>
</table>
Future considerations

• How to monitor the city as it grows and stays open longer
• What indicators are most appropriate to monitor for growth and safety?
• What is a successful, vibrant and diverse 24 hour city?
• How long does it take?
Potential Indicators

- Assaults in and around licensed venues
- Ambulance attendances in the City of Melbourne
- Customer complaints data
- Media representations of the City of Melbourne
- Perceptions of Safety Survey
- Video Ethnography
- Number of cultural organisations with late night programming
- Percentage of businesses open after 11pm which do not derive their main source of income from the sale of liquor
Thank you