

## CASE STUDY SUMMARY

# Intensification and transport interventions to combat climate change in Melbourne

Location: Melbourne, Australia

Date: 1985-2016

## SUMMARY DESCRIPTION



The revitalisation of Melbourne's city centre is a good and early case study of a systems thinking approach because it combined municipal and state government actions, along with NGOs' actions, through a long-term strategy (Melbourne 1985 Strategy Plan) lasting 10-15 years, which initiated further interrelated policy (Postcode 3000) and evidence-based actions (Transforming Australian Cities). As a result, Melbourne's inner city has been intentionally acclaimed as one of the most 'liveable' cities in the world.



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The initial problem addressed was raised by the state government, which was responsible for the infrastructure costs associated with suburban areas. Sprawl had become a great concern to the government because the skyrocketing costs required to provide related infrastructure, but also because it was driving overconsumption of resources, such as land and energy, at a time of fuel scarcity.

The greatest challenge to address this issue was to revitalise the city centre and attract people to live, work and spend leisure time there. The plan covered seven topics: the economy; commercial and industrial development; population and housing; community services; movement systems; recreation, tourism and leisure; physical environment.

As an example, under the topic of ‘Movement Systems’, specific key issues included the road system, pedestrian movement and cycling among others. Looking at ‘Pedestrian Movement’, the plan outlined several policies, one of them being the MS25- Streets for People, with the objectives to:

1. Reduce delays to pedestrians
2. Improve pedestrian amenity
3. Improve pedestrian safety

Every list of policy objectives across the different urban topics came with a list of actions indicating specific interventions recommended for the success of the objectives.

Limited consideration was given to international evidence to support the impact of the plan. Instead, the study team reviewed previous successes and failure, analysed their context and involved community groups to collect up to date evidence. Legislation and funding commitment from the state government increased the feasibility of the plan.

## LINKS

<https://www.transformingaustraliancities.com.au/>

<https://www.centreforpublicimpact.org/case-study/revitalising-melbournes-city-centre-1985>

