

Inquiry Name: Inquiry into Expanding Melbourne's Free Tram Zone

Mr Phillip Mansour
[REDACTED]
[REDACTED]
[REDACTED]

SUBMISSION CONTENT:

--

The Hon. Melissa Horne, Minister for Public Transport
The Hon. Jacinta Allan, Minister for Transport Infrastructure
The Hon. Daniel Andrews, Premier of Victoria
Lord Mayor Sally Capp, City of Melbourne
Rod Barton MP, Transport Matters Party

Re: Extend Melbourne's Free Tram Zone

Dear Premier Andrews, Honourable Ministers' and Lord Mayor,
Carlton Inc supports the call by Rod Barton MP from the Transport Matters Party to extend the free tram zone to include our universities, hospitals, major attractions and sporting precincts making public transport the best option to move around Melbourne.

As the further education industry has grown exponentially in the last ten years and in Melbourne will double in size with the number of student accommodation beds on offer by 2023*, we believe it is imperative to extend the free tram zone to include our universities, hospitals, major attractions, sporting precincts and businesses of Carlton. By 2023 there will be a 56.6% increase of students living in Carlton, contributing to our bottom line – our tourism, our entertainment, attending our major events, taking in our arts and culture, our services and ensuring Carlton too enjoys growth in line with Melbourne's growing population. Australia's international education offering is Australia's 3rd largest export.

Melbourne University is just a few stops beyond the free tram zone and fare inspectors are fining tourists and students, who mistakingly think they're still in the free tram zone. This also turns tourists away from visiting Carlton. As our city grows the extension of the free tram zone encourages change in attitudes to public transport and reduces congestion in Melbourne City.

Background on Carlton Inc:

About Us

Carlton Inc. is the traders association for the Carlton business district which aspires to represent the interests and views of our community. Carlton aims to showcase all the great aspects of the Carlton community, including; arts, food, fashion and events. We aim to recognise everything Carlton is offering in real time through a calendar format.

What We Do

We aspire to help connect local businesses of Carlton and foster a positive community engagement throughout the Carlton area. Additionally, providing local traders with a voice and a platform to share their ideas, opinions and recommendations to improve Carlton. With our alliance with the City of Melbourne and its various governing bodies, we have the ability to help shape the future of Carlton. We plan to initiate activities throughout the year that will significantly benefit the traders within the area; such as networking functions, business seminars, public events and markets.

As the representative for the traders of Carlton we are wanting to extend the free tram zone to Elgin and Lygon St Carlton, we are working with Lord Mayor - Sally Capp and her team to ensure we are exposing as many of the businesses in Carlton through different marketing campaigns as possible. We have information being handed out in the information kiosks in the city with Carlton Brochures and information - this will make Carlton a much more visitable destination for the city of Melbourne Visitors.

Here are our online assets you can refer to:

<https://carltoninc.org.au/>

https://www.instagram.com/carlton_inc/

With the universities extending their footprint into Carlton, it certainly makes sense to extend the free tram zone. With a great deal of student accommodation coming out of the ground in Carlton also.

Here are some examples below with multi-million dollar projects underway in Carlton to support the growth we're experiencing.

<https://melbconnect.com.au/>

558-566 Swanston Street Carlton 3053

<https://www.melbourne.vic.gov.au/building-and-development/property-information/planning-building-registers/Pages/town-planning-permits-register-search-results.aspx?permit=TP-2015-1057/B>

121-131 Cardigan Street Carlton 3053

<https://www.melbourne.vic.gov.au/building-and-development/property-information/planning-building-registers/Pages/town-planning-permits-register-search-results.aspx?permit=TP-2019-787>

Kind Regards

Phillip Mansour

[REDACTED]

--

File1:

File2:

File3: