The City of Melbourne was the engine room of Victoria’s economy before COVID-19

City of Melbourne’s economy was **booming** before COVID-19:

- **$104 billion** in Gross Local Product – a record
- Central city economy home to almost **500,000 jobs**
- The CBD alone supplying more than **240,000 jobs**
- Docklands coming of age and home to more than **72,000 jobs**
- **52,000 international students** live or study in central Melbourne, supporting our tertiary sector and stimulating our economy
- **1 million pedestrians** on any given week day
Central Melbourne’s economy has been hit hard

ABS payroll data indicates inner Melbourne is the third hardest-hit region in Australia.

- An estimated 31.7% of local businesses have applied for JobKeeper
- A City of Melbourne survey shows 7.5% of food businesses have closed permanently
- And a further 8% are considering closing
Pedestrian traffic in City of Melbourne has plummeted

This chart compares pedestrian activity year (magenta) to date to 2020-08-09 to last year (blue). This sensor provides an indication of commuter activity.

This chart compares pedestrian activity year (magenta) to date to 2020-08-09 to last year (blue). This sensor provides an indication of commuter activity.
A key challenge - the volume and value of daily visitation will take time to return

There are many cohorts of city visitors and the impact of COVID-19 is different for each. The speed of their recovery to pre-COVID-19 levels will also vary.

<table>
<thead>
<tr>
<th>POPULATION COHORT</th>
<th>PRE-COVID VISITATION (2016 weekday population)</th>
<th>EXPECTED TO RETURN (assumed % of pre-COVID-19 figure)</th>
<th>POST-COVID-19 VISITATION (assumed 2020-21 weekday population)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workers</td>
<td>381,000</td>
<td>50%</td>
<td>190,500</td>
</tr>
<tr>
<td>Students</td>
<td>78,000</td>
<td>80%</td>
<td>62,400</td>
</tr>
<tr>
<td>Metropolitan visitors</td>
<td>170,000</td>
<td>75%</td>
<td>127,500</td>
</tr>
<tr>
<td>Residents</td>
<td>148,000</td>
<td>100%</td>
<td>148,000</td>
</tr>
<tr>
<td>Visiting children</td>
<td>32,000</td>
<td>50%</td>
<td>16,000</td>
</tr>
<tr>
<td>International visitors</td>
<td>53,000</td>
<td>10%</td>
<td>5,300</td>
</tr>
<tr>
<td>Interstate visitors</td>
<td>35,000</td>
<td>60%</td>
<td>21,000</td>
</tr>
<tr>
<td>Regional Victorian visitors</td>
<td>14,000</td>
<td>80%</td>
<td>11,200</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>911,000</strong></td>
<td><strong>64%</strong></td>
<td><strong>581,900</strong></td>
</tr>
</tbody>
</table>

We expect daily visitation **will not return to pre-COVID levels** in 2020-21, even after restrictions ease.

Daily visitation is **expected to decrease by 64%** from 911,000 to 581,900.
The City of Melbourne has proactively responded to COVID-19.

**The City of Melbourne has implemented a comprehensive program of support for local businesses.**

**RECOVERY PACKAGE**
- **$50M** COVID-19 recovery package to assist businesses

**BUSINESS CONCIERGE HOTLINE**
- **10,000** businesses contacted through our expanded COVID-19 Business Concierge Service

**ARTS GRANTS**
- **$2M** in arts grants to creatives who were hit hard because of COVID

**STUDENT VOUCHERS**
- **10,000** international students supported through $200 food voucher program

**BIKE LANES**
- **40kms** of bike lanes fast-tracked in the central city

**FREE PARKING**
- **9500** frontline workers provided with free parking vouchers

**PARKING PERMITS**
- **3000** hospitality parking permits to help businesses with delivering takeaways

**RATES**
- **ZERO net increase** in rates for commercial and residential properties

**BUSINESS GRANTS**
- **$5.5M** in business grants to assist small to medium businesses

**PARKING PERMITS**
- **3000** hospitality parking permits to help businesses with delivering takeaways
The Victorian Government has been a key partner in City of Melbourne’s response.

The City of Melbourne has also worked with the Victorian Government on *Working for Victoria* initiatives.

**GREENING THE CITY**

- **54** Jobs created to plant 150,000 new trees, shrubs and grasses

**CLEANING THE CITY**

- **173** people redeployed to ensure the city’s cleanliness
The City of Melbourne is focused on recovery

KEY FACTORS TO ACCELERATE CITY RECOVERY:

CONTAIN THE SPREAD OF COVID-19
The ability to suppress, contain or eliminate the spread of the disease

BUSINESS SURVIVAL
As many businesses as possible surviving through the restriction period

RETURN OF CITY WORKERS
Relaxation of social distancing allowing return of workers to workplaces

BORDERS OPENED
Relaxation of national and international border restrictions allowing visitors to return to Melbourne

PEOPLE FEEL SAFE
Safety concerns of the population are alleviated.

THRIVING INDUSTRIES
Industry specific recovery support is implemented.

GROWTH IN CITY WORKERS
Increased level of daily city worker attendance.

VISITORS RETURN
Visitation is encouraged through events and attractions.