

MELBOURNE CITY COUNCIL ELECTIONS

MORGAN ELLIOTT - Prosperity for Liveability

Gary MORGAN
Lord Mayor

John ELLIOTT
Deputy Lord Mayor



- Leadership
- Business experience
- Cut out Council waste, rorts & cronyism
- Get things done



Left to Right: Sue O'Brien, Jackie Watts, Gary Morgan, John Elliott, Michael Kennedy and Marie Kinsella

- Proven community advocates
- Successful business owners
- Advocates for Council transparency & disclosure
- Resident & ratepayer rights

- **5% reduction in Council rates**
- **A transport plan that works for Melbourne**
- **No more loss of tram stops**
- **More safe bike lanes**
- **Planning that gives residents & ratepayers certainty and security**
- **No more loss of heritage**
- **More CCTV cameras and better street, laneway and park lighting**

We welcome your views - please tell us what the Melbourne City Council should focus on during their next term. Email: info@morganelliott.com.au Web: www.morganelliott.com.au

LORD MAYOR



Gary Morgan and his family are long term East Melbourne residents. He has lived and worked in Melbourne for over 50 years. He is Executive Chairman of Roy Morgan Research and the proprietor of well known Collins Street restaurant Morgans at 401. Gary Morgan was a co-founder of the Committee for Melbourne. He has a keen interest in Melbourne heritage, planning issues, parks and growing Melbourne as Australia's major business centre.

DEPUTY LORD MAYOR



John Elliott is a resident of Elgin Street Carlton and a well known Melbourne identity. He was the inaugural Chairman of the Committee for Melbourne, a Chairman of Fosters and Elders IXL. He has considerable global business experience and influence. He currently consults as a business strategist, trades in commodities and is a much sought after public speaker.

COUNCILLORS



Dr Jackie Watts is a resident of Carlton. Since joining Council in 2011, she has consistently argued for greater accountability, transparency & disclosure in Council affairs. Jackie Watts has professional expertise in secondary, tertiary and vocational education, librarianship, research, commerce in both the non-profit & for-profit sectors, on and offshore. Jackie Watts believes that Council must create conditions for economic prosperity to fund liveability and must foster an environment where people and communities thrive. She is committed to electoral reform to achieve equitable, representative, local government in Melbourne. Jackie Watts has a track record of community activism through her work as Convener with the Carlton Residents Association, CoRBA-Melbourne (Coalition of Resident & Business Associations) and more recently, with the Carlton Alliance to reunify North Carlton with the City of Melbourne.



Michael Kennedy lives and works in the City of Melbourne and is President of EastEnders, a community organisation representing the interests of residents and traders in the eastern CBD, and he has an ongoing relationship with other community groups and associations across Melbourne. Michael Kennedy is actively involved in local government issues including governance, planning, traffic management, greening & sustainability, business diversity, heritage and public safety. He has qualifications in political science, history, education and law in the areas of consumer and corporate law and mediation. He is the former Chair of the Victorian Government's *Unfair Terms in Consumer Contracts Task Force* and was responsible for the introduction of the *Owners Corporation Act 2006*.



Sue O'Brien is a Southbank resident. She has experienced first hand the challenges of living with the results of poor urban planning. She is an advocate of Melbourne development but believes it needs to be balanced with respect of the needs of both current and future residents. Sue O'Brien will press the Melbourne City Council to operate in a fair and transparent manner and have meaningful engagement with the affected community prior to decision making, not after.



Marie Kinsella is a successful Melbourne business woman. She founded her own company to become one of the largest in the trade promotions industry. Marie Kinsella is a member of the Australian Institute of Company Directors and holds qualifications in education. She has specific expertise in managing long term contractual arrangements with the State Government. Marie Kinsella intends to help drive prosperity by focusing on enhancing Melbourne's position as the business capital of Australia which will fund necessary improvements to Melbourne's liveability.

HOW TO VOTE

Your Ballot Papers will arrive by mail.
You must return Ballot Papers
by October 26, 2012

Leadership Ballot



Gary MORGAN
Lord Mayor

1

next to MORGAN ELLIOTT
and number every box



John ELLIOTT
Deputy Lord Mayor

Councillor Ballot



Cr. Jackie WATTS

1

Place 1 in the box
above the line on your
Councillor Ballot Paper
next to MORGAN ELLIOTT

MORGAN ELLIOTT

City of Melbourne – the Problems

Council rates are too high

- Council continues to waste money e.g. after spending about \$30 million on Swanston St, Council now needs to spend \$millions fixing unsafe sections

Planning Process is ‘out of control’

- Heritage is not respected – Robert Doyle supported the destruction of heritage features of the Windsor Hotel and the MCG Hotel and was against Interim Heritage Protection
- Council planning fails to provide certainty and security about privacy, overlooking, heights and building setbacks
- Growth in CBD licensed nightclubs is ‘out of control’ and opening hours fail to keep CBD streets safe for residents and tourists

Transparency & Good Governance do NOT exist in the Melbourne City Council

- Robert Doyle does not ‘listen’ and stifles debate at Council meetings
- Too many matters are decided in ‘confidential’ sessions and behind ‘closed’ doors
- Major contracts are let without an ‘open’ tender process
- Too few Councillors live in the City of Melbourne and often ignore ratepayer concerns
- Cronyism dictates appointments to Melbourne City Council Boards & Advisory Groups e.g. Citywide – lack of transparency with Board recruitment and appointment of ex-politicians Brumby and Birrell

No Melbourne Plan for Traffic or Transport

- Road congestion is ‘out of control’ with no workable plans
- Bike paths are unsafe – Robert Doyle put unsafe bike paths in Albert Street, East Melbourne
- Bikes are allowed to ride illegally on footpaths and through parks
- Residential and commercial parking is a mess
- Tram stops have been lost and put in the wrong locations
- Parking strategies ignore the needs of service & delivery vehicles as well as the public

Lack of Business Promotions and Activities

- Poorly directed Retail Precinct promotions
- No programs to attract more Australian and International Businesses
- No CBD co-ordinated business or retailer garbage ‘Pick-up’ scheme
- A proposed congestion tax which will ‘kill’ Melbourne’s CBD businesses

Not enough Investment in Parks and Community Facilities

- Melbourne’s population density is rapidly increasing without enough planned parkland and open space e.g. Southbank, Docklands, North & West Melbourne and Kensington
- Insufficient sports, recreation and community facilities for the growing residential population

**MELBOURNE NEEDS LEADERSHIP CHANGE
NOW TO FIX THE PROBLEMS**

PROSPERITY & LIVEABILITY

City of Melbourne - the Solutions

Reduce rates and stop Melbourne Council waste

- Reduction of 5% in Council rates
- Immediately implement a policy of ‘open’ tenders for all major contracts

Planning reforms for the City of Melbourne

- Save Melbourne’s heritage buildings & precincts across the entire municipality through an immediate review of building heritage grades – no heritage building should be under a threat of destruction
- Planning rules must be unambiguous and adhere to proper processes
- Bring certainty to residents and developers e.g. apartment tower separation, building setbacks and height limits
- Stop excessive opening hours of nightclubs to curb late night violence and enforce regulations

Governance and Transparency

- Insist the State Government returns to municipal Ward voting
- Reintroduce attendance voting & remove electoral roll rorts
- Make the recruitment and appointments to Council Boards & Advisory Groups transparent and not for ‘mates’ - commission an independent review of recent Citywide appointments
- Record all Council meetings then make them permanently available on Council website

Transport Strategy

- A co-ordinated Transport Plan that works - including more East-West bus routes
- No congestion taxes
- Create network of underground Car Parks around the perimeter of the CBD e.g. under Queen Victoria Market, Princes Park, Yarra Park/MCG/Richmond Park
- Support rail links to the Airport and along the Eastern Freeway to Doncaster
- Stop the loss of tram stops and relocate where needed
- Make Swanston St safe for pedestrians and emergency vehicles
- Remove Albert St (East Melbourne) bike lanes and relocate to a new central median in Victoria Parade with a link to the new LaTrobe St bike lane
- Create a bike lane along the Wellington Parade railway corridor through to Docklands
- Increase safe late night transport options – taxis, buses, trams and trains

Business attraction and support

- Upgrade all of Melbourne’s Retail Precincts e.g. Lygon Street, Chinatown, Docklands, Collins St, North & West Melbourne, the Greek Precinct, etc
- Allocate a percentage of retail rates for the promotion of Melbourne’s retailers
- A business and retailer garbage collection scheme in the CBD to take trucks off streets
- Extend Pedestrian Precincts throughout the municipality
- Improve facilities for traders and shoppers at Queen Victoria Market

Increase in Parks and Community facilities

- Up-grade parkland and open-space in areas of increasing density such as Southbank, Flemington, North/West Melbourne, the CBD and Fisherman’s Bend
- Parkland over Jolimont rail yards

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