



17th International Cities
Town Centres and
Communities Conference &
6th National Mainstreet
Australia Conference

25-27 October 2017
Melbourne VIC Australia

*Innovation,
Collaboration
& Leadership*

**Registration
Brochure**

www.ictcmainstreet.org

Sponsored by:



City of
STONNINGTON



Welcome to Melbourne

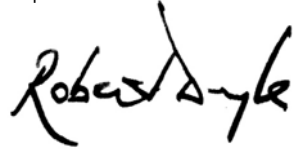
Here at the City of Melbourne, we are committed to our continual evolution as a sophisticated, competitive and forward-thinking city.

That's why we are proud to host the 17th International Cities and Town Centres Mainstreet Conference.

This conference will showcase how innovation, collaboration and strong leadership helps advance and transform places into vibrant centres.

Urban planning continues to move towards a people and place-based approach and away from conventional street designs. For Melbourne the first priority of city streets is people; and after all great streets make great cities.

We look forward to welcoming you and invite you to take the time to discover the magic of Melbourne. Ours is a city to be experienced.



Robert Doyle AC
Lord Mayor



Welcome to the **ICTC Mainstreet Conference 2017**, where innovation, collaboration and leadership are the key themes.

This year's conference focuses on people, connections and communities, and making great places to live, work, play and visit, which are also at the heart of our Stonnington community.

Stonnington is a connected community that celebrates diversity and creativity. We continue to plan for a municipality that has vibrant activity centres that provide a range of living, working, shopping and community opportunities at the heart of their respective neighbourhoods.

I hope you enjoy this conference, listen to the many educational presentations, participate in the dynamic workshops, and make the most of the networking opportunities.

Enjoy the field trip around Stonnington – home to two of Melbourne's largest and iconic shopping destinations, Chapel Street and Chadstone, among many other world-class retail gems.

Good luck over the three days and remember to Eat. Play. Stay in Stonnington.

Yours sincerely



Cr Jami Klisaris
Mayor, City of Stonnington



Contacts

Anita Siiankoski & Renee O'Halloran

ICTC Society Inc
PO Box 2313, BROOKSIDE CENTRE QLD 4053
Tel: (+61) 7 3161 5901 Email events@ictcsociety.org

Venue

Crown Promenade Melbourne

8 Whiteman Street, Southbank Victoria

Located in the heart of Melbourne's Southbank, this unique purpose-built Convention Centre features world class facilities with direct access to Crown Promenade's contemporary rooms, business centre, leisure and dining options.

Prices

	Early bird by 21 July	Mid rate by 8 Sep	Late rate after 8 Sep
ICTC/Mainstreet Member full reg	\$955	\$1055	\$1155
Non-member full reg	\$1055	\$1155	\$1255
ICTC/Mainstreet Member day reg	\$625	\$685	\$745
Non-member day reg	\$695	\$765	\$845

Register before 21 July and save
Visit www.ictcmainstreet.org to register

Sponsors & Exhibitors



Exhibition & Poster Presentations

The conference will feature a 2 day trade exhibition and poster presentations showcasing an interesting mix of industry offerings, products and services. Further information regarding sponsorship and exhibition opportunities can be downloaded from the conference website or simply contact the conference manager.

NEVER MISS A #MELBMOMENT IN OUR CITY



The Strand Melbourne
@styledbysally



Rooftop Bar, Curtain House
@cheyennemyers



Chinatown
@ieuii



Hosier Lane
@baron.bomburst07

Find and share your next #melbmoment

whatson.melbourne.vic.gov.au/social

f/WhatsOnMelb
t/@WhatsOnMelb
@WhatsOnMelb

City of Melbourne is a proud supporter
of the ICTC Mainstreet Conference



↓

Eat. Play. Stay.

Armadale. Chadstone. Glen Iris. Hawksburn.
Kooyong. Malvern. Malvern East. Prahran.
South Yarra. Toorak. Windsor.

f What's On Stonnington
t WhatStonnington
w Whats_On_Stonnington

Invited Speakers



Mike Lydon

Principal, The Street Plans Collaborative, New York, Miami, San Francisco, USA

Tactical Urbanism: A community changemaker's guide to collaboration in the 21st century city

Mike Lydon is a Principal of The Street Plans Collaborative, an international award-winning planning, design, and research-advocacy firm based in Miami, New York City, and San Francisco. Mike is an internationally recognized planner, writer, and advocate for liveable cities. NPR, The New York Times, CNN Headline News, ABC News, City Lab, Smithsonian Magazine, Salon, Next City, and Architect Magazine have featured his work, among many other national and international publications.

Mike collaborated with Andres Duany and Jeff Speck in writing *The Smart Growth Manual*, published by McGraw-Hill in 2010 and named one of the top ten planning books of 2010 by Planetizen. He is also the creator and primary author of the *The Open Streets Project* (2012), the co-creator and editor of *The Mercado Project: Lessons from 20 Markets Across South America*, and the globally acclaimed, four-volume Tactical Urbanism digital publication series (2011 – 2014). With Tony Garcia, Mike is the recipient of the 2017 Seaside Prize and co-author of *Tactical Urbanism: Short-term Action for Long-term Change*, published by Island Press in 2015 and also named by Planetizen as one of the top 10 planning books of the year. Most recently, Mike co-authored *The Tactical Urbanist's Guide to Materials and Design*, published by Street Plans with the support of the Knight Foundation.

Before launching Street Plans in 2009, Mike worked for Smart Growth Vermont, the Massachusetts Bicycle Coalition, and Ann Arbor's Get Downtown Program. From 2006 – 2009 Lydon worked for Duany Plater-Zyberk and Company (DPZ), an international leader in the practice of smart growth planning, design, and research techniques.

Mike received a B.A. in American Cultural Studies from Bates College and a Masters in Urban Planning from the University of Michigan. Mike lives in Brooklyn, New York and he encourages you to trade four wheels for two.



Jessica Lappin

President, Alliance for Downtown New York, USA

Jessica Lappin is the President of the Alliance for Downtown New York. The organization manages New York City's largest Business Improvement District (BID) and provides service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors. Lappin also serves as the President of its sister organization, the Downtown Lower Manhattan Association.

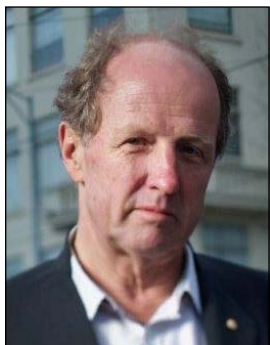
A lifelong New Yorker, and recent Crain's "40 Under 40" honoree, Ms. Lappin has a distinguished record in civic life and public service. Since taking the helm of the Alliance in February 2014, Lappin has emerged as the voice of the downtown business community and ensured that the BID remains at the forefront of efforts to shape the neighborhood. Under her leadership, the Alliance has advocated

successfully for incentives to improve the business climate, significantly expanded its free public WiFi network, produced award winning marketing videos, instituted a district-wide solar-powered recycling program and helped secure nearly \$100 million in resiliency funding for Lower Manhattan. Lappin has also led the organization's economic development efforts to create a first-of-its kind innovation hub, workspace and collaboration center called Lower Manhattan HQ.

Prior to her tenure at the Alliance, Lappin was elected to serve two terms in the New York City Council, representing the Upper East Side, East Midtown, and Roosevelt Island, and was praised by the New York Times for her "steely resolve, dedication, and energy." She played a key role in bringing the Cornell Technion Applied Science and Engineering Campus to Roosevelt Island, oversaw the approval of over 20,000 new public school seats citywide and 5 new schools on the East Side, helped keep 100 senior centers from closing, expanded the city's recycling efforts and spearheaded the successful development of four new waterfront parks.

The Aspen Institute, a renowned international think tank, selected her as a Rodel Fellow in 2011. The Rodel program is focused on transcending political partisanship and addressing overarching questions of leadership and effective governance.

She also serves on the Steering Committee of the Association for a Better New York (ABNY) and the boards of the FDR Memorial and Four Freedoms Park, Battery Conservancy and as an Ex Officio member of New York City Center and NYC & Company.



Professor Rob Adams

Director City Design and Projects, City of Melbourne

The art of incremental city transformation

Rob is currently the Director City Design and Projects at the City of Melbourne and a member of the Cities of the Future Council of the World Economic Forum.

With over 45 years' experience as an Architect and Urban Designer and 34 years at the City of Melbourne, Rob has made a significant contribution to the rejuvenation of central Melbourne. He and his team have been the recipients of over 150 Local, National and International Awards including on 4 occasions receiving the Australian Award for Urban Design and the C40 Cities Climate Leadership Award 2014 for its Adaptation and Resilience Projects.

Rob has also been awarded the Prime Minister's Environmentalist of the Year Award in 2008 and the Order of Australia in 2007 for his contribution to Architecture and Urban Design. In December 2016, Rob was conferred with the degree of Doctor of Architecture from the University of Melbourne.

Some key projects include Postcode 3000, CH2 Australia's first 6 Star Green Commercial Office Building, Birrarung Marr, Swanston Street, City Square, Return to Royal Park, the Open Space and Urban Forest Strategies and numerous community buildings including Docklands, Boyd, East Melbourne and Kathleen Syme Libraries. His team is currently involved in two major city shaping projects, the Queen Victoria Market Renewal and Metro.

His recent focus has been on how cities could be used to accommodate and mitigate rapid population growth and the onset of climate change. He has published and presented extensively on the subject of *'Transforming Cities for a Sustainable Future'*.



Gary Horwitz

Head Of Retail, Investment Management, Lendlease & Board Member, Shopping Centre Council of Australia

Creating streets in malls - the new normal

Gary has over 30 years' experience in the retail industry. He has a passion for developing distinct retail destinations and enhancing public spaces. Gary leads initiatives that enhance place-making and social sustainability across Lendlease's retail asset management and urban regeneration portfolios.

Gary has created unique retail precincts including award winning Lakeside Joondalup and Darling Quarter; retail development bids on the Barangaroo and RNA Showgrounds projects; and was

instrumental in the vision and delivery of Melbourne's greenfield regional shopping centre site, Craigieburn Central.

Over the past two years Gary has led the retail and ground plane component of Australia's largest \$6billion Urban Generation project, Barangaroo South. Opened fully leased with over 90 retailers, it has captured the hearts and minds of commercial tenants, visitors and tourists to the precinct. His current redevelopment projects include newly opened Macarthur Square and Sunshine Plaza due for completion late 2018.

Prior to joining Lendlease, Gary was a successful retailer, having been part of the Australian retail landscape for over 20 years, as Founder and Director of popular homewares/food retail concept Bayswiss – which grew to a national chain of 30 stores.



Robbie Robertson

Partner, Spatial & Brand Experience, Deloitte

Innovation in Digital & Physical: Two Worlds become one

What drives Robbie to come to work every day is a deep passion for developing spaces that have a tangible purpose, and is more than simply a well designed environment. Fusing digital, brand and customer experience into a retail store, innovation centre or workplace is at the core of every project that Robbie leads.

With 20 years of global experience working in the UK, US, SE Asia and now Australia, Robbie is helping to develop omni channel solutions for his clients, which include, Priceline, NAB, ANZ, Siam

Bank, Federal Govt and Telstra. He is also an industry commentator and speaker (Good Design Australia, AIMIA, Worktech, ADMA, CX Aus). Finally, he is avid supporter of diversity and inclusion in the workplace, and is the lead Partner for Globe@Deloitte.

He was recently recognised by the Australian Financial Review as one of the top most influential LGBT executives in Australia. Robbie has a Masters in Urban Design and Business Administration.



Brian Haratsis

Executive Chairman, MacroPlanDimasi

Big cities vs regions – Is it the end of regional cities?

Brian is a futurist, best selling author and thought leader regarded by corporate Australia as the leading economic and strategic advisor in the property sector locally and internationally.

He has over 30 years experience delivering business and property strategy, precise forecasting of niche trends, successful facilitation of strategic outcomes and delivery of major projects and policies.

Brian commands an unparalleled, on -the-ground knowledge of property markets across Australia, having worked extensively and regularly in all capital cities and key regional markets.

Brian's third book Destructive Cities analyses how the service sector, globalisation and technology can reshape Australia. The book builds on Australia 2050: A Big Australia (2010) and Beyond the Fringe (2012) and informs transformational rather than trend thinking.



Stuart Moseley

Chief Executive Officer, Victorian Planning Authority

The importance of collaboration, innovation and leadership when transforming key precincts in an urban environment

Stuart Moseley is a respected practitioner, values-driven leader and communicator, with a strong track record of leading organisational change encompassing strategy, culture and delivery.

Stuart has over 30 years of experience in planning, urban management and project delivery, including as Chief Executive of Adelaide Council. He was most recently the Deputy Director General (Planning Group) for Queensland Department of Infrastructure, Local Government and Planning, delivering

flagship reforms, including the introduction of new planning legislation and a regional plan for South East Queensland, concentrating on new land supply metrics and affordable living and design quality.

He is a registered planner and has previously served as National Vice President of the Urban Development Institute of Australia (UDIA).



Peter Smith

CEO, City of Port Phillip

Public sector leadership: Creating new value for cities

Peter has over 25 years' experience working in the public sector at all three levels of government in Australia. He has held senior management roles within the federal government, New South Wales and South Australian state governments and also at Adelaide City and now Port Phillip in Melbourne.

Peter is passionate about community engagement and building community capacity and resilience through co-creation with governments and has a relentless focus on achieving better outcomes for the communities that he works with. His strengths include strategy, governance, placemaking, housing and urban development, leadership development and organisational change.

For over ten years he has been an adjunct professor teaching MBA students strategy and leadership in Hong Kong and Singapore. Most recently he worked as an Asia Pacific representative on the international Future of Places Advisory Board which worked directly with UN Habitat to recognise and establish the importance of public space within the new Urban Agenda of the UN.



David Hall

Chief Operating Officer, MAB Corporation

The ups and downs of planning and creating places

David commenced with MAB in 2003 as General Manager Business Parks and was responsible for a portfolio of industrial and mixed-use projects, including Northcorp, Global, National, Translink Business Parks and the mixed-use University Hill project. David also held the role of General Manager Major Projects, with a key focus on the planning and delivery of the 770 hectare mixed-use Merrifield project.

Prior to commencing with MAB, David held a number of executive positions in local government in the areas of property, planning and development, economic development and governance. David holds

a Bachelor of Business and a Graduate Diploma in Management and is a graduate of the Advanced Management Program of Harvard Business School.



Jacyl Shaw

Director Engagement, Carlton Connect Initiative

Carlton Connect Innovation Precinct: Australia's first innovation precinct

Jacyl oversees the creation and delivery of a suite of programs to foster a culture of innovation at CCI and leads the engagement strategies for current and prospective partners in community, government and industry.

Jacyl's former roles include senior international strategic advisor to the University's Deputy Vice Chancellor Global Engagement, Deputy Director of the Festival of Ideas and Strategic Adviser to the Director of the Australia India Institute and Director of Asialink Business & Community Partnerships.

In 2011 Jacyl was awarded the University of Melbourne's Vice Chancellor's Professional Staff Award for Engagement.. She represents the University in the Committee for Melbourne's Future Focus Leaders Program.



Marcus Westbury

CEO, Contemporary Arts Precinct, Founder, Renew Australia

Creating Infrastructure: Developing the Collingwood Arts Precinct

Marcus Westbury is the inaugural CEO of Contemporary Arts Precincts Ltd that is leading the development of the Collingwood Arts Precinct in Melbourne. Marcus is the founder of the multi award winning Renew Newcastle and Renew Australia projects that have helped launch more than two hundred creative and community projects in Newcastle, NSW and reopened more than a hundred vacant properties across Australia.



The City of Greater Dandenong, just 30 minutes from Melbourne's CBD, is recognised as the most culturally diverse municipality within Victoria and second in the whole of Australia.

www.greaterdandenong.com/visit

Program

Wednesday 25 October 2017

10.00am - 4.00pm Stonnington Field Trip	10.00am - 4.30pm Dandenong Field Trip	9.30am - 4.30pm Geelong Field Trip
4.30pm - 7.30pm Darebin Field Trip	5.00pm - 7.45pm Melbourne Evening Economy Tour	

Thursday 26 October 2017

8.30-10.25	Session 1: Conference Opening & Keynote Presentations				
	Jessica Lappin, President, Alliance for Downtown New York, USA “#DownIsWhatsUp: How collaboration and innovation brought downtown NYC back” Professor Rob Adams, Director City Design and Projects, City of Melbourne The art of incremental city transformation				
10.25-10.55	Refreshment Break & Exhibition				
10.55-11.55	Session 2A		Session 2B		
	Robbie Robertson, Partner, Spatial & Brand Experience, Deloitte Innovation in Digital and Physical: Two worlds becoming one Brian Haratsis, Executive Chairman, MacroPlanDimasi Big Cities vs Regions – is it the end for regional cities?		Stuart Moseley, CEO, Victorian Planning Authority The importance of collaboration, innovation and leadership when transforming key precincts in an urban environment Peter Smith, CEO, City of Port Phillip Public Sector Leadership: Creating new value for cities		
11.55-12.55	Session 3A	Session 3B	Session 3C	Session 3D	Session 3E
	Co-working & Incubators	Revitalisation	Future Places & Trends	Regional Collaboration & Activation	Investment & Development
	Australia's coworking culture: The growth, trends and drivers behind the coworking industry Kimberley Paterson, Associate Director, Knight Frank	Lismore city CBD revitalisation – An award winning case study Brent McAlister, Executive Director, Sustainable Development & Isaac Smith, Mayor, Lismore City Council	Liveability and productivity in the future mega metro regions of Australia in 2057 David Barnard, Technical Director - Urban Design and Master Planning, AECOM	Cut the red tape and the benefits for communities will keep flowing Robyn Hobbs, NSW Small Business Commissioner, Office of the NSW Small Business Commission	The ups and downs of planning and creating places David Hall, Chief Operating Officer, MAB Corporation
	Small business in the fast lane (Newtown business accelerator) Duncan Gilchrist, Economic Development Manager, Inner West Council	Queanbeyan CBD transformation - a mash up of opportunities Martin Darcy, Service Manager - Business and Innovation, Queanbeyan-Palerang Regional Council	The role of local government: Public spaces, activation and community - Where are we heading? Susan Hecker, Director, Futurelocal Public Realm Consulting	Future proofing regional towns Kylie Legge, Director & Emily O'Halloran, Place Maker, Place Partners	Can councils stimulate private investment through catalyst sites? Kate Roffey, Director, City Economy Innovation and Liveability, City of Wyndham
12.55-13.50	Lunch & Exhibition		QVM tour departs 1.45pm		

Note: The program is subject to change at any time.

13:50-15:20	Session 4A	Session 4B	Session 4C	Session 4D	Session 4E
	Co-location & Creative Places	Pop Up	Main Streets	Regional Collaboration	Workshop
	Australia's first innovation precinct: Carlton Connect Initiative Jacyl Shaw, Director Engagement, Carlton Connect Initiative	Shopfronts & Place – simple improvements that transforms and activates a shopping precinct Ching Ching Lee, Founder, POP Creative Collective	Bridge Rd - case study of marketing and managing an activity centre in transition Herschel Landes, President, Bridge Rd Mainstreet inc	#imagnetomorrow – West Toowoomba local plan collaboration, techniques and tools Michelle Milton, Senior Planner, Strategic Planning and Economic Development, Toowoomba Regional Council	Design for social innovation Julia Suh Urban Strategist Urban Toolbox
	Creating infrastructure: Developing the Collingwood Arts Precinct Marcus Westbury, CEO, Contemporary Arts Precinct & Founder, Renew Australia	Places for people - Moreland Parklet Program Munir Vahanvati, Unit Manager, Urban Design & Sarah Borg, Senior Urban Designer, Moreland City Council	What is real innovation and creativity in a modern mainstreet - it's not just about apps and technology Ali Uren, Founder & Director, Kiikstart Pty Ltd	Can a collaborative plan for the delivery of infrastructure help shape the future growth of a regional city? Bridget Maplestone, Strategic Planner - Projects, City of Greater Bendigo	
	Sydney Road, Brunswick – Exploring our future: the Siteworks Story Will Coogan, Place Manager, Moreland City Council & Joseph Norster, Creative Director Programming, These Are The Projects We Do Together	Place-making, Identity & Pride: How a suburban shopping centre pop-Up park reconnected a community Fae Ballingall, Strategic Planner, Banyule City Council & Sam Walsh, Director, Chatterbox Projects	Resilience of neighbourhood main streets Jackie Fristacky, Councillor, City of Yarra	Connecting communities: place making in a regional context Anne Cleverley, Community Development Coordinator & Simon Schweitzer, Manager Community Culture and Information, Bega Valley Shire Council	
15:20-15:50	Refreshment Break & Exhibition				
15:50-16:40	Session 5A	Session 5B	Session 5C	Session 5D	Session 5E
	Tourism & Economic Development	Waterfront Revitalisation	Engagement & Collaboration	Main Street Panel Session	Heritage
	Short term games, long term gains David Cooke, Director, City Collective	Place-making: a shared approach Paola McCarthy, Events and Marketing Manager & Samuel Burke, General Manager, Darwin Waterfront Corporation	Imagine Ermington Nicole Carnegie, Place Manager, City of Parramatta Council	Leading by example Heidi Crundwell, Centre Manager, Victoria; Graeme Cullen, President, Carnegie Traders Association; Louise Zelenich, Owner, Pallino bar, Thornbury; John Rae, President, Portarlington Business Association; Joseph Tabacco, Manager Property & Economic Development, Banyule City Council; Peter McNabb, Peter McNabb and Associates *	Old town new edge William Fulton, Director, Fulton Ross Team Architects
	The Elton effect Gerald Carlyon, Director Development Services & Samantha Self, City Centre Coordinator, Mackay Regional Council	Redcliffe Foreshore Master Plan and activation strategy Jo-Ann Baynham, Senior Strategic Planner/Project Manager, Moreton Bay Regional Council	Adaptive community engagement: an agile approach to rebuild community trust and confidence Lily Wang, Place Manager, City of Parramatta Council		Down on mainstreet – adaptive reuse of Auckland's heritage buildings Lloyd Macomber, Director, Salmond Reed Architects
16:40-17:20	Session 6 Panel				
	Innovation, collaboration and leadership in cities: What's the big deal? Mike Lydon, Founder, Street Plans Collaborative, Professor Rob Adams, Director City Design and Projects, Victorian Planning Authority representative and Jessica Lappin, President for Downtown New York				Proudly sponsored by Victorian Planning Authority
17:30-19:00	Networking Function on the Yarra				

* See full details online

Friday 27 October 2017

08:45-10:20	Session 7 Keynote Presentations				
	Mike Lydon, Principal, The Street Plans Collaborative, Miami, USA Tactical Urbanism: A community changemaker's guide to collaboration in the 21st century city Gary Horwitz, Head of Retail, Investment Management, Lendlease Creating Streets in Malls - the new normal				
10:20-10:50	Refreshment Break & Exhibition <i>Proudly sponsored by Brain&Poulter</i>				
10:50-12:50	Session 8A	Session 8B	Session 8C	Session 8D	Session 8E
	Innovation & Technology	Investment & Sustainability	Community Led Place	Creative Places	Main Street Marketing
	Using technology to engage and improve your communities Rob Kyne, Senior Consultant, Pracsys/ Culture Counts	Open space reinvestment – recycling open space for community benefit Natalie Boyd, Practice Director, KJA & Amanda McMurtrie, Strategic Property Officer, Penrith City Council	Is it worth the effort? Honest perspectives on placemaking, tactical urbanism and community-led approaches to building urban resilience Lucinda Hartley, CEO/ CoFounder & Helen Rowe, Principal, CoDesign Studio	The art of place leadership, innovation & curation of place to the commons: From Carlton Connect to the Adelaide laneways Gilbert Rochecoste, Managing Director, Village Well	Creating a better business mix David West, Principal Consultant, Premier Retail Marketing
	Virtual Moreland Project Munir Vahanvati, Unit Manager Urban Design, Moreland City Council	Embarking on building the world's most sustainable shopping centre Jack Davis, Development Manager, Retail at Frasers Property Australia	How can we enable citizens to become city-makers and work with what we've got to achieve diverse, flexible and unique places? Brooke Williams, Associate, Codesign Studio	Building creative infrastructure to maintain cultural capital Siu Chan, Unit Manager, Arts Culture and Venues & Amanda Stone, Mayor, City Of Yarra	You get more bees with honey -harnessing the collective energy of people who work in city centres Jodie Reyntjes, Executive Officer, Central Geelong Marketing/ City of Greater Geelong
	Free Wi-Fi in retail centres, what works, what doesn't and whats needed Phill Loader, Economic Development Coordinator, Maribyrnong City Council	It's too darn hot – a sustainable solution in the city Tara Wilkinson, Place Management Corodinator, City of Canada Bay Council	The neighbourhood project, a journey in community-led placemaking Tracey O'Connor, Senior Project Manager - Landscape Architect, City of Whitehorse	Art and culture; what do they mean in urban development? Mark McClelland, Co-founder and Creative Director, Cultural Capital	How main streets and local businesses are utilising digital; how social media supports marketing and where are the future opportunities Therese Ceniti, Digital business and tourism officer, City of Darebin; Stavros Zikou, Centre Manager, Victoria & Maleik Edwards, Marketing Manager, 100 Burgers Group *
	Incrementally smart! The story of the city of Canada Bay's journey to creating a more intelligent city Stephanie Kelly, Manager Place Management & Philip Edney, Director Community Development, City of Canada Bay	White Gum Valley: infill development that invites the eccentric and outlaws 'business as usual' Tanya Babaeff, PhD Candidate, Curtin University			
12:50-13:45	Lunch & Exhibition				

* See full details online

13:45-15:15	Session 9A	Session 9B	Session 9C	Session 9D	Session 9E
	Innovative & Diverse Economies	Building Pride	Transport & Activation	Investment, Engagement & Design	Visioning/Workshop
	Transforming Hobart Ron Christie, Deputy Lord Mayor, City of Hobart	Community pride, business investment and improved economic performance requires meaningful town & main street branding Andrew Hoyne, Principal and Founder, Hoyne	Car parking: It's more than just car parking Tim Lecky, Consultant, MRCagney	Revealing your true centre—a place-based approach to data-driven decision making in town and neighbourhood centres Beth Andean, Senior Project Officer & Alexia Bonilla, Project Officer, Place Services, City of Parramatta Council	The future of visioning Justin Ray, Principal, Urban Design, Tract
	Leading change and innovation – from mining to higher education Fiona Plesman, Acting Director, Planning, Community and Corporate Services, Muswellbrook Shire Council	Tapping into community pride for place making success - Pride of Melton Project Bruce Marshall, Coordinator Economic Development and Tourism & Terri Johnston, Place Engagement and Activation, Melton City Council	Main streets... principles and innovations Peter Annand, Director, Annand Associates	Activate Ku-Ring-Gai Bill Royal, Team Leader Urban Design & Andrew Watson, Director Strategy and Environment, Ku-ring-gai Council	'No Vacancies' Workshop Sarah Poole, Director. Thriving Places
	Facilitating development in a transitioning mining economy Gerard Carlyon, Director Development Services, Mackay Regional Council	A renewed approach to neighbourhood renewal Emma Price, Neighbourhood Development Officer, Maribyrnong City Council	An integrated place-based approach to one of Melbourne's most famous streets—the Acland Street up-grade David Power, Economic Development Coordinator & Craig McLean, Coordinator City Design, City of Port Phillip	Age'n'dem, age and dementia friendly streetscapes toolkit, walking environments to support older people to walk more and for longer Carmel Boyce, Director, Equity Justice Access & Guy Luscombe, Director Architects, Johannsen and Associates	
15:15-15:45	Refreshment Break & Exhibition				
15:45-16:55	Session 10A Industry Specialists			Session 10B Industry Specialists	
	Smart cities still need to be good for people Kylie Legge, Director, Place Partners			Putting the EAT in strEAT - re-invigorating towns through strategic use of F&B Suzee Brain, Director, Brain&Poulter Pty Ltd	
	Innovative ways to create liveable neighbourhoods and activity centres Dean Landy, Architect & Urban Designer, ClarkeHopkinsClarke Architects			Retail and cultural activation that works: The DNA of vibrant and successful night economies Gilbert Rochecouste, Managing Director, Village Well	
16:55-17:30	Session 11 Keynote Presentation and Conference Wrap Up				
17:30	Close of Educational Sessions				

* See full details online

Note: The program is subject to change at any time.



Masterclasses & Workshops

Design for Social Innovation Workshop

Thursday 26 October 1.50 pm– 3.20pm

Workshop presented by: Julia Suh, Urban Strategist, Urban Toolbox

How do we create happy and healthy communities without leaving anyone behind? Social inclusion is a prevalent theme in design and planning, yet too often, marginalised groups -- the homeless, elderly, children, youth, gender & ethnic minorities, people with disability and other economically excluded groups – don't have a voice in how our shared spaces are shaped and used. This workshop interrogates the state of our urban equality and explores possibilities for positive change via urban design and placemaking.

Julia Suh will share her learnings from Westpac Social Change Fellowship. Participants are invited to bring an example of a marginalised group in their community, and work in groups to ideate actions.

Inclusive for full conference delegates. Maximum of 20 participants.

No Vacancies Workshop

Friday 27 October 2.15pm – 3.15pm

Workshop presented by: Sarah Poole, Director, Thriving Places

Role playing is one of the most effective ways to 'walk a mile in someone else's shoes'. To change the pace of your morning, and hit the 'pause' button on listening to others speak, you will actively take on a persona of one of the characters involved in both a thriving main street scenario and a declining main street scenario.

By working together, the characters will explore their responses to questions and to each other's perspectives, sharing new insights and observations. You will leave this workshop feeling more energised, inspired and erudite!

Inclusive for full conference delegates. Maximum of 20 participants.

Field Trips and Networking Activities

Wednesday 25 October 2017

Stonnington – A tale of 2 retail icons

Wednesday 25 October 10:00am – 4:00pm

Proudly sponsored by



City of
STONNINGTON



Chadstone

The Fashion Capital is the southern hemisphere's largest shopping centre and a world-renowned fashion and entertainment hub for local and international visitors. An all-encompassing retail experience, Chadstone features over 550 stores, designer boutiques and more than 30 luxury brands. We offer the very best in food, with gourmet providores and fresh food specialists, as well as an impressive line-up of international restaurants, casual dining eateries and quick bite options. We love to entertain, and visitors looking to extend on their shopping experience can: sit back and relax in our HOYTS Cinema Complex; and visit Australia's first and only LEGOLAND Discovery Center. You will hear about the changing face of Chadstone from its 1960's beginnings to the recent \$660 million expansion completed in 2016.

Chapel Street

Chapel Street is an iconic Precinct known globally as the place to shop, eat, and drink in Melbourne. Spanning South Yarra, Prahran & Windsor, and the Chapel Street Precinct has distinctive shopping and hospitality spaces. From high-end to high street, independent fashion labels, vintage, bespoke and boutique – the Chapel Street Precinct is a retail destination that is unparalleled in uniqueness.

To complete with the rise of mega-malls, with mega marketing budgets, the Chapel Street Precinct Association gives Chapel Street a distinct and bold voice, focusing on cheeky, cut through marketing and events, a strong digital presence and injections of excitement and buzz into the Precinct.



Greville Street Improvement Plan

Greville Street is one of Prahran's most iconic streets and is set to undergo some significant improvements in the coming months. The changes will create a better environment for the local community, business owners and visitors to enjoy! The new and exciting spaces will provide a range of opportunities for public events, activities and daily life. The new spaces include wider bluestone footpaths, additional public seating, additional street dining/ trade opportunities. Shared pedestrian zones to create new and exciting spaces for public events, improve pedestrian safety. Learn about the engagement program for this project, the trial of temporary spaces and the eventual permanent changes.

Cato Square Project

Cato Square is the \$60+ million transformation of the old Cato Street car park in Prahran into nearly 10,000m² of multifunctional urban parkland with underground car parking.

When completed in 2019, Cato Square will provide urgently needed open space for passive recreation, events, festivals and markets in Prahran and 20 per cent more car parking spaces for shoppers and retailers in the surrounding Chapel and Greville Street precincts.

Cato Square will become an iconic cultural and recreational destination for residents, traders, shoppers and visitors to Stonnington, with spaces for quiet contemplation or vibrant community events. Learn more: stonnington.vic.gov.au/catosquare



Forrest Hill Precinct

From warehouses to high density mixed use, dramatic changes have occurred over the last decade or so in the Forrest Hill precinct. Identified by State and local policy to accommodate a significant amount of growth, Forrest Hill's planning framework has allowed investment and new community in the area to flourish. Hear about the successes and lessons learnt from the development of this precinct.

Field trip departs/returns Crown Promenade and includes catering and transport.

Early bird \$35 | Full Price \$45pp

(numbers strictly limited and available to full conference delegates only)

Dandenong – Journey to cultural diversity

Wednesday 25 October 10:00am - 4:30pm

Proudly sponsored by



Dandenong Civic Centre & Harmony Square

Dandenong is the regional capital for the south-east and civic heart of Greater Dandenong. A cosmopolitan metropolitan activity centre, with benchmark urban design and award winning public spaces it has undergone a significant transformation in the last decade since the State Government's \$290 million funded Revitalising Central Dandenong initiative. Experience the vibrant new Civic Centre, library and Public Square.

Dandenong Award winning Lonsdale Street Boulevard

The vision for a renewed Lonsdale Street was to make it one of Melbourne's great boulevards, as a green and pedestrian-friendly main street with the retail and business vibrancy of a capital city. The transformed street acts as a gateway to central Dandenong, uniting the city centre's commercial and retail precincts. Lonsdale Street now offers a pedestrian oriented environment with a mix of spaces to meet and socialise including cafés, restaurants, open spaces, gardens, civic spaces and community facilities.

After exploring city centre highlights hear about the planned redevelopment of the Masonic Hall into a state of the art community gallery. Dandenong Masonic Hall, which was built in 1923 and used by the Freemasons until 1991, is a powerful visual landmark in what is a popular pedestrian thoroughfare. The proposal to develop the site as a new art gallery will add vibrancy to Halpin Way, have a striking and unique visual art gallery that connects to the streetscape through a contemporary architectural response that is sympathetic to the heritage character of the building.

Dandenong Afghan Bazaar Cultural Precinct

Dandenong is renowned for its amazing global food scene, is home to Victoria's second oldest and largest market, and cultural precincts that highlight the fusion of food. Dandenong's much loved and highly acclaimed Afghan Bazaar has undergone a multi-million dollar streetscape enhancement informed by an exemplar pre-design community visioning process. After a short walk through the newly upgraded Afghan Bazaar, experience a traditional Afghan banquet lunch on the fringe of the multi award winning precinct.



Noble Park Activity Centre

Noble Park Level Crossing Removal Project Elevated Rail Viewing Platform – Noble Park is poised for improved connectivity, integrated green space and a new railway station resulting from the Victorian Government's Level Crossing Removal initiative. Delegates will visit the site of the level crossing removal project and experience it from the elevated rail viewing platform. Hear about Council's collaboration with the Level Crossing Removal Authority to leverage future investment and build on pedestrian connections within the centre to enhance its village feel.

Springvale Road Boulevard and Laneway Revitalisation Project

Springvale is home to one of Melbourne's largest and most established south East Asian cultural precinct influenced by settlement of people from the Commonwealth Government's 'Enterprise' Migrant Hostel in the 1970s and 80s. Its strong Vietnamese & Cambodian influence gives it a unique Asian food and retail offer. Weave through laneways and bustling arcades, and be captivated by the affordable and unique produce. Delegates will hear about the extensive community engagement processes that have provided a design framework for the multimillion dollar streetscape upgrade of Springvale Road and enhancement of key pedestrian laneways.

Springvale Mix Use Development

Delegates will visit Multicultural Place, Springvale's only public square and see in reality the leadership taken by Council to develop it as part of a public private partnership. The site combines a 350 space public car park, much needed public square, residential living and retail edge within the heart of Springvale. Reflecting the Asian influence, street furniture and public infrastructure is culturally themed.

Springvale Placemaking Program

Springvale is renowned for its bustling commercial trade, central public square, festivals, public art, free public Wi-Fi and iconic cultural gateways. The undergrounding of Springvale Station has been a catalyst for investment in the centre. See how various placemaking projects are celebrating local narratives and adding to the transformation of the activity centre.



Field trip departs/returns Crown Promenade and includes catering and transport.

Early bird \$35 | Full Price \$45

(numbers strictly limited and available to full conference delegates only)

Transforming Central Geelong

Wednesday 25 October 9:30am - 4:30pm

Proudly sponsored by



Within an hour from Melbourne, and with a population of over 230,000, Geelong is a dynamic city with much to offer.

See first-hand the continuing physical and economic revitalisation of Central Geelong and the stunning Waterfront Precinct.

Wander through Central Geelong to experience some of the new physical works undertaken, including the Johnstone Park Rain Garden, Laneways Precinct, Malop Street Green Spine and the Arts & Culture Precinct including the award winning dome of the Geelong Library and Heritage Centre.

Learn more about the Central Geelong place management strategy and the impact and benefits of the relocation of major organisations such as TAC, Worksafe and NDIS to Central Geelong.

Hear how key initiatives and business marketing activities funded via a special rate scheme and undertaken by Central Geelong Marketing, help create a vibrant city centre and encourage people into Central Geelong for the economic benefit of business and property owners.

Explore the Geelong Waterfront and the stunning north facing Corio Bay and see the linkages to the Deakin University waterfront campus and railway station precinct.

Field trip departs/returns Crown Promenade and includes catering and transport.

Early bird \$35 | Full Price \$45

(numbers strictly limited and available to full conference delegates only)

EAT • SHOP • PLAY • EXPLORE



MAKE IT A **GEE**long Weekend

Central Geelong continues to transform.
Discover our vibrant, thriving and dynamic city centre.

Visit centralgeelong.com.au/geelong-weekend

     #LOVECENTRALGEELOG

An initiative of Central Geelong Marketing

CENTRAL
GEELOG
.com.au

Explore Darebin - Discover your inner hipster

Wednesday 25 October 4:30pm–7:30pm

Proudly sponsored by



Northcote – Active spaces and live music

Jump on tram 86 and head for Northcote - the hipster heart of Melbourne. Experience a bespoke tour which includes a visit to a creative business and participant in Darebin's Active Spaces program. Hear how businesses in this program are creating vibrancy and economic opportunities for creative entrepreneurs.

Delve into the buzzing music scene at Northcote Social Club, sample some local refreshments and hear firsthand how successful place making has been integral to ensuring that the live music venues are around for future generations.

Welcome to Thornbury

The '86' will then whisk you away to your final destination 'Welcome to Thornbury', Melbourne's first permanent Food Truck park; see how this business has become a beacon for visitors and cultivated a thriving, collaborative business and entertainment precinct.

Make no mistake, this is a Melbourne adventure you will not want to miss. Return back to Melbourne City and Crown at your leisure on the tram.

Field trip departs Crown Promenade and includes dinner and return tram transport.

Early bird \$30 | Full Price \$35 (numbers strictly limited and available to full conference delegates only)



EXPLORE DAREBIN!

From our rich migrant and indigenous communities to our artisans, creators and musicians, we have many stories to share.

WWW.DAREBIN.VIC.GOV.AU



the place to live



Melbourne Evening Economy

Wednesday 25 October 5:00pm-7:45pm

Proudly sponsored by



5.15pm- 6.15pm City of Melbourne presentation at Town Hall
6.15pm - 7.45pm The walking tour

People who live and work in cities as well as domestic and international tourists, are attracted to a city as a result of its safety, work and study opportunities, diversity and vitality. Activities at night and night-time economies are also an integral part of a city's commercial, cultural and social fabric, with a city's competitiveness by day and by night relying heavily upon its reputation.

This tour begins with a short guided walk through the bustling CBD to the historic Melbourne Town Hall where you will hear from the City of Melbourne about how they have been working strategically and innovatively for a number of years to transform Melbourne into a 24 hour city. *The Australian Night Time Economy report 2009-2014* notes Melbourne's NTE revenue is valued at \$2.721 billion dollars, second to Sydney's \$3.5 billion dollars. Melbourne has an established reputation as the leisure food capital of Australia with food led business making up the largest component of the Melbourne NTE.

After hearing all about Melbourne at night delegates will then have the opportunity to see it in action with a 1.5 hour guided tour by 'Hidden Secrets' which will allow you to experience the amazing array of architecture, urban design, art, signage, lighting and venues.

You'll be tempted to stop a while, soak up the atmosphere with the locals or perhaps even sample some of Melbourne's world renowned food, entertainment and roof-top bars. Walk back to your hotel at your leisure.



Tour departs from Crown Promenade 5pm or meet at Town Hall 5.15pm.

Early bird \$65 | Full Price \$70

(numbers strictly limited and available to full conference delegates only)

The **Victorian Planning Authority (VPA)** is a State Government statutory authority that acts under the direction of the Minister for Planning.

Victoria is growing, with a projected population of up to 10 million people by 2051. The VPA helps manage this growth, so that Melbourne and our regional towns and cities continue to be great places to live.

The VPA facilitates long-term integrated land use and infrastructure planning, to ensure Victorians have equitable access to employment, public transport, attractive public space and affordable housing.

If you would like to share your views on the future of Victoria, please call Rachel on 9651 9600 or email info@vpa.vic.gov.au



Thursday 26 October 2017

Queen Victoria Market Precinct Renewal

Thursday 26 October 1:45pm-4:45pm

Proudly sponsored by



Note: This tour runs concurrently with programmed sessions 4 & 5 -commencing after delegate lunch.



Take a guided tour by tram over to Queen Victoria Markets to see and hear about the largest single market renewal in the world right now. The Queen Victoria Market has been part of the city's history and culture for more than 130 years. Over that time, the market has continued to evolve to what it is today, a marketplace loved by locals and an iconic tourist destination.

The \$250m investment will preserve the history and atmosphere, upgrade trader infrastructure and create new open public space in the market precinct and ensure the continued success of the country's leading open-air market.

The renewal program is part of the City of Melbourne's plan to ensure Melbourne remains the world's most liveable city. It will help Council protect Melbourne's environment and heritage, respond to population growth and provide essential services for residents and visitors.

The field trip will cover:

- planning considerations, sustainability and design
- engagement and consultation process, particularly with traders and customers

Field trip departs/returns Crown Promenade and includes transport.

Early bird \$30 | Full Price \$35

(numbers strictly limited and available to full conference delegates only)

Networking Function

Thursday 26 October 5.30pm – 7.00pm

Situated on the beautiful Yarra River South Wharf, enjoy the spectacular views of the river at night as you meet fellow delegates and new friends at the award winning Boatbuilders Yard. Immerse yourself in the charm of Melbourne's famous Maritime precinct whilst enjoying delicious canapes and drinks only minutes from the CBD and Crown Promenade Melbourne. An experience not to be missed.

\$65pp (partners tickets can also be purchased)
Includes canapes and drinks.



Social Activities and Touring

Melbourne has been named the most liveable city for the past 6 years and it is no wonder due to the vibrancy and excitement the destination offers. Melbourne prides itself on its culturally dynamic atmosphere filled with hidden charms, fascinating street art, boutique shops, rooftop bars and understated pop up theatres. Exploring the city by foot, bike or tram can easily entertain one's senses. Whether you stay for one night or a week, Melbourne has so much to offer.

Things to do

Free transport in the city

Melbourne offers a free tram service within the CBD making it easy for commuters to get around, all tram journeys within the zone are free so no need to touch on with a myki card. For details on the Free Tram Zone see [Map](#).

Note: Crown Promenade Melbourne is outside the free transport zone however only a short walk across one of the bridges to Flinders Street and you're in the free tram zone.



Melbourne Museum

A visit to Melbourne Museum is a rich, surprising insight into life in Victoria, it is located in Carlton Gardens and designed by Denton Corker Marshall.

For Details: www.museumvictoria.com.au/melbournemuseum/

I'm Free Walking Tours

Join the group and you will uncover the history and explore the sites of Australia's cultural capital. Your friendly and knowledgeable Melbourne tour guide will give you insights into the people, places and events of this city.

For Details: www.imfree.com.au/melbourne/



Markets

Markets are an institution in Melbourne and no one does it quite like they do, be spoilt for choice at Queen Victoria Markets fresh food halls including smallgoods, fine cheeses and delicious baked treats. Opening Thursday – Sunday. If you love all things creative Melbourne showcases its best and brightest at their local arts and crafts markets located throughout the city including St Kilda and Fitzroy. For Details: www.visitmelbourne.com/Regions/Melbourne/Things-to-do/Shopping/Markets



Yarra Valley

When visiting Melbourne you can't miss a trip to the beautiful Yarra Valley, only a 1 hour drive from the Melbourne CBD, you will experience some of Australia's best Pinot Noir, Chardonnay and sparkling wine. Visit Domaine Chandon and enjoy a glass of bubbles while taking in the sweeping views of Yarra Valley, don't forget your camera.

Visit: www.yarravalleywinetastingtours.com.au

More tours and information

There is so much to do in Melbourne that we can't possibly list it all. For ideas on tours or interesting places to visit see our conference website or visit www.visitmelbourne.com

Post touring

Rugby League World Cup 2017 – Friday 27 October

Friday 27th October Opening the 2017 Rugby League World Cup - Australia VS England. In 2017, the best Rugby League players from around the world will be all hoping to be crowned World Cup winners and hold aloft the Paul Barrière Trophy.

For Details: www.rlwc2017.com/australian-fixtures

Melbourne Cup Carnival – 4 to 11 November

The Emirates Melbourne Cup is the pinnacle of the Australia racing calendar, join thousands of racegoers to watch the best staying handicap in the world.

For Details: www.flemington.com.au/melbournecupcarnival



General information

Who should attend?

Local Government - Mayors, Councillors, CEO's, Managers and other decision makers

State and Federal Government

Private firms, Main Street Businesses and Consultants

Business Associations, Academics and Industry Groups

With interests in:

- Innovation, Collaboration and Leadership
- Planning, Urban Design, Development, Property
- Main Streets, Retail, Shopping and Town Centres
- Economic Development, Demography
- Placemaking, Project Management, Marketing
- Architecture, Landscape, Environment
- Infrastructure, Resources, Energy, Transport
- Engineering, Surveying, Public Works
- Banking, Law, Finance, Technology

Inclusions

Full delegate registration for speakers, members and non-members include:

- Attendance at all conference sessions –Thursday and Friday
- All conference day catering – Thursday and Friday
- Conference satchel and handbook
- Entry to trade exhibition – Thursday and Friday
- Delegate list *
- Wednesday day and evening field trips ranging from \$30 to \$65
- Optional inclusive Design for Social Innovation & Thriving Places workshops
- Optional Thursday evening Networking Function at \$65
- Option to register for masterclasses offered

Registration Fees

All rates are quoted in Australian dollars unless otherwise stated. To be eligible for the early bird discount, your registration form must be returned with full payment by Friday 21 July 2017. To be eligible for the mid-rate discount, your registration form must be returned with full payment by Friday 8 September 2017. The Late Rate will be applicable for all registrations and payments received after 8 September 2017. Discounted registrations are only applicable if registration and payment is received by the due date.

Members of the ICTC Society and Mainstreet Australia are entitled to discounted registration fees at the member rate. All delegates will be given password access to speaker's papers after the conference.

Note: Registrations are for individuals only and cannot be shared.

Day delegate registration for members and non-members include:

- Attendance to sessions for nominated day – Thursday or Friday
- Conference day catering for nominated day –Thursday or Friday
- Conference satchel and handbook
- Entry to trade exhibition for nominated day –Thursday or Friday
- Delegate list *
- Optional Thursday evening Networking Function at \$65

Speakers: Please note that subsidised Speaker registrations are limited to 2 presenters per presentation.

* Due to privacy laws, delegate lists include only name and organisation. If you do not wish to be included in this list, please tick the appropriate box on the registration form.

Note: The program and information contained in this brochure is preliminary. The ICTC Society and Mainstreet Australia reserve the right to change or alter any aspect of the program or contents herein at its discretion prior to the conference.

Payment

All prices quoted in this brochure are in Australian dollars and are inclusive of GST (unless otherwise stated). Registrations will not be processed until payment is received. Payment can be made by the following methods:

- Credit card – Visa or MasterCard only. A 1.2% credit card surcharge applies.
- Cheque
 - Australian delegates: personal or company cheques made payable to “ICTC Society No 2 Account”.
 - New Zealand and International delegates: bank draft or international money order in Australian dollars, drawn on an Australian bank and made payable to “ICTC Society No 2 Account”.
 - EFT payments can be made but will only be accepted if the conference EFT Payment Form is used and emailed when the EFT payment is made. The form can be downloaded once you reach the payment section of your online registration. No responsibility will be taken for any EFT payments that are made without forwarding the EFT Payment Form that should include the invoice number and delegate(s) name(s).

Cancellation – Registration

Registration cancellations will only be accepted in writing. Cancellations made prior to 14 September 2017 will be refunded less \$150.00 to cover administration costs. No refunds will be made after this date. As an alternative to cancellation, your registration may be transferred to another person without incurring any penalty. The information in this brochure is correct at the time of printing.

Insurance – Registration, Travel and Accommodation

It is strongly recommended that participants take out insurance for and during the conference, covering cancellation fees for registration, travel and accommodation bookings, as well as personal injury and loss or injury to property, including baggage. The organisers will be in no way responsible for any claims concerning insurance. In the event of industrial disruptions or force majeure, the ICTC Society, Mainstreet Australia and the organising committee accept no responsibility for losses incurred by delegates and/or partners.

Special Needs and Dietary Requirements

Every effort is made to cater for people with special needs. Should you require any specific assistance, including dietary requirements or wheelchair access, please include this in the relevant section of the registration form.



Accommodation, Travel and Transfers

Airport and Transfers

Melbourne's Tullamarine Airport is approximately 50 minute drive to the CBD and Crown Promenade Melbourne. Delegates can travel to Crown Melbourne via direct airport transfers, car hire or private car.

Airport Transfers

Bluebird Melbourne Airport Shuttle is a pre-booked airport transfer offering Door to Door service to many destinations within Melbourne city. Daily shuttle services starting at 5am from Melbourne Airport until last flight.

Prices one way \$25 per person/return \$49 per person. Visit www.bluebirdshuttle.com.au/ Ph: 03 9039 5500

Taxi

Designated taxi ranks at the airport are located on the ground floor outside Terminal 1, 3 and 2. Fares to Crown can range between \$80-\$130 depending on traffic.

Visit www.silvertop.com.au

Ph: 131 008 or 03 8413 8111

Visit www.13cabs.com.au

Ph: 13 2227 or 03 9277 3877

Visit www.uber.com/en-AU/







Skybus

Catch SkyBus Melbourne City Express Service to Southern Cross Station (major station for Melbourne city), departs from Terminals 1, 3 and 4 arrivals every 10-15 minutes. From Southern Cross station, take the free hotel transfer service to your hotel.

Tickets are \$18 one way / \$36 return. Visit www.skybus.com.au/ Ph. 1300 759 287

Car Hire

If you want to be able to travel more independently during your visit to Melbourne, you might consider hiring a car. You can find one at the airport as there are several car rental operators. Keep in mind that many of the hotels in the city will charge you for parking.

	Within Australia: 13 63 33	Outside Australia: 61 03 9338 1800	www.avis.com.au
	Within Australia: 13 27 27	Outside Australia: 61 03 9241 6366	www.budget.com.au
	Within Australia: 1300 13 13 90	Outside Australia: 61 03 9241 6800	www.europcar.com.au
	Within Australia: 13 30 39	Outside Australia: 61 03 9338 4044	www.hertz.com.au
	Within Australia: 1300 36 72 27	Outside Australia: 61 03 9241 6100	www.thrifty.com.au
	Within Australia: 1300 66 88 10	Outside Australia: 61 02 8303 2222	www.redspot.com.au

Accommodation Bookings & Payment

All bookings must be made via the online conference registration site to receive the discounted accommodation rate. In order to secure a reservation, all hotel bookings must be accompanied by either a deposit (equivalent to one night) or full payment dependant on the hotels terms and conditions, payment can be made by Visa or MasterCard. All credit card details will be forwarded to your chosen accommodation venue as payment for your booking. If the cardholder is not the delegate please ensure you have downloaded and completed the third party credit card authority form and forward it to events@ictcsociety.org. Delegates are responsible for any damage they cause and must settle the balance of their account with the accommodation venue upon departure.

Details on credit card surcharges and cancellation policies for each hotel are specified in the accommodation section when booking online.

All rooms will be released from sale on 20 September 2017. ICTC will accept accommodation bookings after this date but cannot guarantee accommodation will be available at the selected hotels or at the printed room rates during this peak time in Melbourne.

Accommodation

Discounted room rates listed below have been negotiated on behalf of ICTC Mainstreet delegates – to receive these rates delegates must book via the online conference registration site. All properties listed below are located within a short distance to the conference hotel.

Crowne Promenade Melbourne

8 Whiteman Street, Southbank (conference hotel)

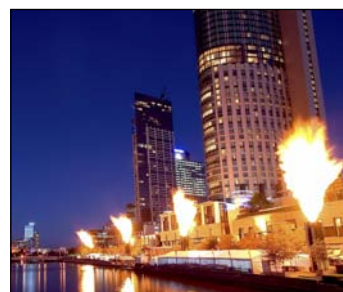
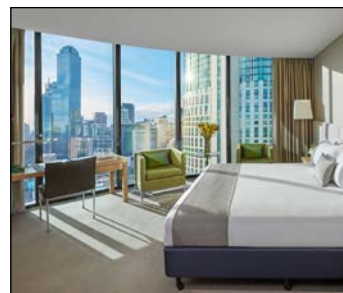
Crown Promenade is a 4.5 star luxury hotel offering direct elevator access to Crown's conference centre and a dedicated business centre facility. Situated directly on the Yarra River, Crown's leisure facilities are second to none with a 25m heated infinity spa pool and gymnasium offering a full range of gym and fitness equipment with spectacular views of Melbourne City and the River.

The Crown Entertainment Complex offers world renowned dining and entertainment options including Village Cinemas movie complex, shopping Melbourne's biggest lifestyle brands under one roof, outstanding international cuisine and a selection of the best bars and nightclubs Melbourne has to offer. Offering endless opportunities to catch up with delegates during your stay.

Stylish, welcoming and modern, Crown Promenade Melbourne's guest rooms feature floor to ceiling windows offering an abundance of natural light and amazing city views of Melbourne. Standard King features include a king size bed, large desk/dining table, ISD telephones, in-house movies, PayTV, Wi-Fi, mini bar and refrigerator, oversized shower and an ottoman window seat to take in Melbourne's city and bay views. The Corner King offers a larger spacious corner room 37m2 with floor to ceiling windows on two sides and all the inclusions as the Standard King.

Standard King	\$270/night
Corner King	\$305/night

Buffet breakfast \$33pp/day. Valet parking \$37/24 hours *subject to availability



Bella Apartment Hotel

250 City Road, Southbank – 5 minute walk to conference venue.

Located 5 mins walk from the Crown Promenade Melbourne, Bella Apartment Hotel offers spacious 1 and 2 bedroom apartments in the heart of Southbank, featuring a fully equipped gym onsite, 24 hour reception and daily housekeeping.

Each apartment features separate living and dining rooms, air conditioning, high speed internet access, LED TV with Foxtel and fully equipped kitchenette facilities and showers only. Queen bedding in one bed apartments, two queen beds in two bed apartments and 1 x queen and 2 x singles in the executive family apartment.

1b Executive Apartment	\$219/nt
2b Apartment	\$249/nt
2b Deluxe Apartment	\$269/nt
2b Executive Apartment	\$309/nt
2b Executive Apartment - Family	\$309/nt

Continental breakfast \$12.50 pp/day. Car parking \$25/day *subject to availability



WRAP on Southbank

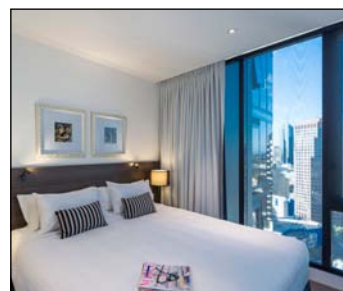
133-139 City Road, Southbank – 6 minute walk to conference venue.

Make the most of Wrap on Southbank's proximity to Southbank's thriving art, dining and entertainment precincts. All one bedroom apartments are self-contained and offer stunning city and river views. Facilities include 24hr reception, indoor heated swimming pool, sauna and gym.

All one bedroom apartments include a full kitchen, private balcony, queen bed, bathrooms have showers only, air conditioning, Foxtel, iPad dock, internet access and laundry / ironing facilities.

1b Apartment	\$244/nt
---------------------	-----------------

Breakfast chargeback available at Rumour Cafe (outside the hotel). Car parking \$25/day *subject to availability



Aria Hotel Apartments

285 City Road, Southbank – 8 minute walk to conference venue.

Aria Hotel Apartments 4 star property offer art inspired rooms in the heart of the city only a short walk from Crown Promenade.

Facilities include 24hr reception, daily housekeeping, unlimited free Wi-Fi, fitness centre (charges apply). All rooms include a starter pack for the fully equipped kitchen, 1 bed offers queen bedding, 2 bed have a queen and 2 x singles and 3 bed offers 2 x queens and 2 x singles, bathroom and laundry, tea and coffee tray and free unlimited Wi-Fi.

1b Apartment	\$199/nt
2b Apartment	\$279/nt
3b Apartment	\$379/nt



Breakfast vouchers \$12pp for A Treat of France Patisserie (located outside the hotel). Car Parking \$17/day *subject to availability

Ibis Styles Kingsgate Hotel

131 King Street, Melbourne - 15 minute walk to conference venue

Located in Melbourne's CBD Ibis Styles Kingsgate Hotel is a great economy accommodation option, Featuring restaurant, bar, Wi-Fi access, and 24hr reception.

Standard rooms feature ensuite, air-conditioning, and TV. Superior rooms have recently been fitted out with new furnishings and all rooms offer showers only and 1 x double bed.

NB: This property is currently going through renovations, there will be work crews on all floors from 9-6pm daily.

Standard Rooms	\$129/nt	W/end Rate \$199/nt
Superior Rooms	\$154/nt	W/end Rate \$224/nt



Hot breakfast \$17pp/day. Car parking offsite check with reception *subject to availability

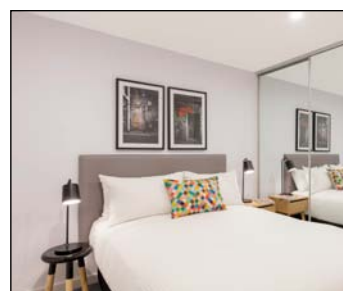
Oaks on Southbank

57-61 City Road – 12 minute walk to conference venue.

Providing a comfortable and modern base in the popular arts, dining and entertainment hub of Southbank, Oaks Southbank 3.5 star property provides effortless stays with one bedroom apartments on offer.

Guests will enjoy spacious apartments with full kitchen and laundry facilities, 24 hour reception, broadband access and daily room service. All one bed apartments offer queen beds, showers only and stunning city and river views and easy access to Southbank and all it has to offer.

1b Apartment	\$229/nt
---------------------	-----------------



Breakfast chargeback available at La Camera (outside the hotel). Car parking \$25/day *subject to availability

Travelodge Southbank

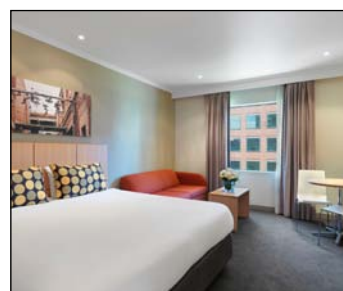
9 Riverside Quay, Melbourne – 10 minute walk to conference venue.

The 4 star Travelodge Southbank is located only a one minute walk from Melbourne CBD, within easy walking distance to great restaurants and cafes, impressive shopping, renowned art galleries and 10 mins to Crown Promenade.

The hotel offers 24 hour reception, express checkout, laundry (coin operated), mini bar at reception.

The rooms include tea and coffee facilities, queen bed and shower only, kitchenette and complimentary Wi-Fi.

Guest Room	\$179/nt
-------------------	-----------------



Buffet breakfast \$19 pp/day. Car parking \$35/day *subject to availability

Best Western Riverside Serviced Apartments

474 Flinders Street, Melbourne – 15 minute walk to conference venue.

Riverside Serviced Apartments comprise of two apartment complexes with reception for both properties located in Highlander Lane. The Best Western Riverside Serviced Apartments are located on the top three floors of a modern 17 story building. Most rooms offer panoramic views of the Yarra River, Port Phillip Bay and Melbourne city skyline. The Riverside Annex Apartments is the sister property which comprises of unique one bedroom boutique apartments.

Facilities include 24hr reception, grocery delivery service until 9pm, and complimentary use of the city gym plus free unlimited Wi-Fi.

All apartments feature fully equipped kitchens and laundry. The 1 bedroom Annex apartments are located on the lower 3 floors with queen bed and shower only. The Riverside Apartments are located on the top floors, these are larger apartments, the 1 bed offers a queen bed and shower only and the 2 bed offers queen and 2 x single beds with bath and shower facilities.

There is no restaurant onsite however cafés are located nearby with breakfast options.

1b Apartment	\$185/nt
2b Apartment	\$285/nt
1b Apartment Annex	\$145/nt

Car parking \$35/day *subject to availability



Mantra Southbank Melbourne

31 City Road, Southbank – 10 minute walk to conference venue.

Mantra Southbank Melbourne offers large, contemporary apartments, 24hr reception, indoor heated pool, spa and full gym and onsite restaurant, daily housekeeping. Wi-Fi is available for \$5/day.

All apartments include full kitchen and laundry, City apartments offer queen bed and 2 bed apartments 2 x queen beds or queen and 2 x singles, all rooms have showers only.

City Apartment	\$239/nt (3nt min. stay)
2b Apartment	\$329/nt (3nt min. stay)

Buffet breakfast \$19 pp/day. Car parking \$20/day*subject to availability



Punthill Northbank

560 Flinders Street, Melbourne – 15 minute walk to conference venue.

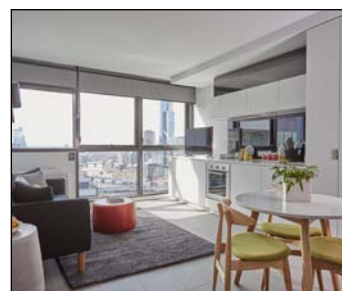
Punthill Northbank is a 4.5 star property providing the perfect base to Melbourne's famous city bars, restaurants and public transport.

The property houses a trendy bar/cafe and top floor gym, with many of the rooms offering panoramic views and 24hr reception and Wi-Fi.

All apartments feature kitchen, climate control, laundry facilities and are serviced daily, bathrooms have showers only. One bed apartment offers queen or 2 x singles and two bed apartment offers 2 x queens or 1 x queen and 2 x singles.

1b Apartment	\$200/nt
2b Apartment	\$300/nt

Breakfast chargeback available from Café located onsite. Parking offsite at 522 Flinders Lane \$18/day *subject to availability



Quay West Suites Melbourne

26 Southgate Avenue, Southbank – 15 minute walk to conference venue.

Quay West Suites Melbourne is a stylish 5-star all-suite hotel in Melbourne, Southbank, overlooking the Yarra River. The property offers 24 hour reception, heated salt pool and spa, modern gym, steam room and restaurant with outdoor terrace. Wi-Fi (fee). Free Wi-Fi for all Accor loyalty club members.

The studio apartment offers kitchenette, ensuite and balcony (on request), king bed and serviced daily. The one bedroom superior offers a full kitchen, balcony, dining table and tea and coffee making facilities, queen and sofa bed. All offer showers only.

Studio Apartment	\$235/nt
1b Superior Apartment	\$255/nt

Buffet breakfast \$20 pp/day. Car parking \$30/day *subject to availability



Adina Apartments Northbank

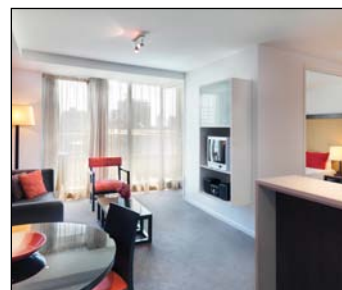
550 Flinders Street, Melbourne – 15 minute walk to conference venue.

This 4.5 star apartment is ideally located in the CBD and offers 24 hour reception, grocery delivery service, restaurant/bar/cafe, heated swimming pool, sauna and gym. All apartments offer kitchen and laundry facilities, separate lounge/dining/work area and individual climate control air conditioning, queen bed and bath/shower combo.

Breakfast is available from café next to hotel, chargeback is available.

Studio Room	\$180/nt
1b Apartment	\$210/nt

Car parking \$35/day *subject to availability



Oaks on Collins

480 Collins Street, Melbourne – 15 minute walk to conference venue.

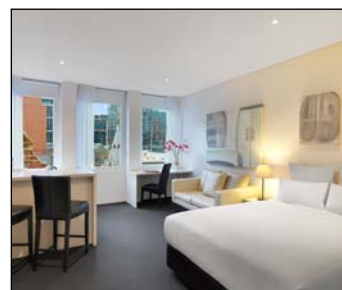
Overlooking rows of mature elm trees and some of Victoria's most classic architecture, the 4.5 star Oaks on Collins is fashioned on New York-style living and stretches 20 floors up, providing uninterrupted access to the business, shopping and entertainment precincts that lie below.

Oaks on Collins offers an outdoor plunge pool, sauna, well-equipped gym and a valet laundry service.

The studio executive rooms feature scenic views or private balconies and full kitchens, daily room service, Wi-Fi (fee), queen bed or two singles can be requested.

Studio Executive Room	\$239 /nt
------------------------------	------------------

Buffet breakfast \$17 pp/day. Parking available off site at 522 Flinders Lane at \$10 per exit.*check at Reception.



Mantra on Little Bourke

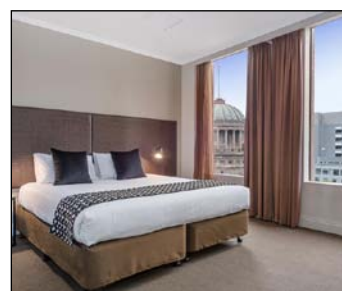
471 Little Bourke Street, Melbourne – 15 minutes or catch tram 55 to conference venue.

Mantra on Little Bourke is a 4.5 star property centrally located in Melbourne's CBD. Facilities include 24 hr reception, a fully equipped gym, sauna, onsite restaurant and free Wi-Fi.

The executive studio includes 1 x queen bed or 2 x queen beds and kitchenette, whereas the one bedroom and two bedroom family rooms offer king beds with additional options for sofa beds and singles to accommodate any group type. The one bedroom and two bedroom rooms also offer a corner spa bath.

Executive Studio	\$235/nt (2nt min. stay)
1b Apartment	\$255/nt (2nt min. stay)
2b Family Apartment	\$425/nt (2nt min. stay)

Buffet breakfast \$23 pp/day. Car parking \$25/nt *subject to availability



Accommodation changes and cancellations

Each hotel has its own cancellation and refund policy. It is highly recommended, before you make your booking, that you read the hotel's policies on cancellation and refunds on the conference website.

Any changes to or cancellations of reservations made through the conference website must be modified online and confirmed by email to events@ictcsociety.org and not to the hotel directly.

How to register

Registrations are to be completed online via the secure online registration form. To register go to www.ictmainstreet.org and click on the new registration button.

	Early bird by 21 July	Mid rate by 8 Sep	Late rate after 8 Sep
ICTC/Mainstreet Member full reg	\$955	\$1055	\$1155
Non-member full reg	\$1055	\$1155	\$1255
ICTC/Mainstreet Member day reg	\$625	\$685	\$745
Non-member day reg	\$695	\$765	\$845

Register before 21 July and save
Visit www.ictmainstreet.org to register

