

December 2021



Victoria Harbour Insider

RETAILER EDITION

Alma Doepel's Return to Water

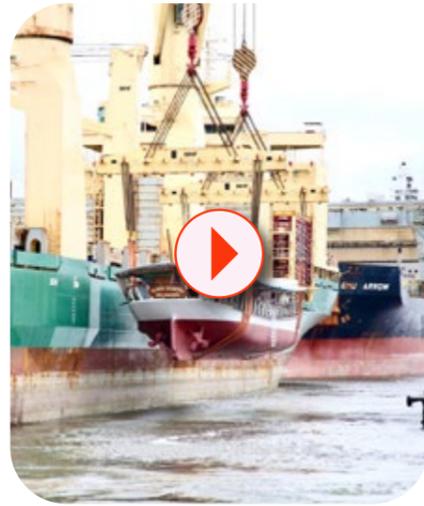
After eight years and 80,000 hours of restorative works, Australia's oldest surviving and tallest wooden tall ship, the Alma Doepel, returned to Melbourne's waterways.

Held on Saturday 16 October 2021, the event captured the hearts of everyone involved, with onlookers watching from the pier and over 3,900 viewers tuned into the five and a half hour Livestream. It attracted strong interest and attendance from TV, radio and print media capturing this momentous milestone.

The Alma Doepel's importance to our waterways, and in turn, the youth programs which are to recommence

really talks to the exciting future Victoria Harbour has ahead.

Lendlease, together with the City of Melbourne and Development Victoria, collaborated to celebrate this milestone and have been proud supporters of the Alma Doepel's incredible restoration and rich ongoing journey that Melbourne's maritime community has so keenly followed. We look forward to continuing this relationship as the Alma Doepel edges closer to completion and recommencing the youth sailing programs in about two years' time.



Shopfront Activation Program

We are excited to announce we are working collaboratively with City of Melbourne, the Victorian State Government and Renew Australia on the Renew Docklands project, an initiative that aims to revitalise Docklands as part of the city's new Shopfront Activation Program.

This precinct revitalisation program is designed to support businesses and reinvigorate key areas of the city by tapping into the creative and entrepreneurial sector. This is a perfect concept for Victoria Harbour to further explore and to build into the community spirit.

By potentially activating vacant shopfronts we are aiming to rejuvenate Victoria Harbour by increasing foot traffic and activity to the precinct while supporting our local creatives to complement our incredible existing offer.

Find out more about Renew Docklands here:

<https://www.renewaustralia.org/project/renew-docklands>

Create your What's On Listing on the City of Melbourne website

Be seen by more Melbournians by creating a free listing of your store on the City of Melbourne website. This will allow your store to appear on the 'What's On' section where you will be able to load your trading hours, social media links and brief description and images of your offering. [Click here](#) to create your free listing. If you require any assistance, please contact Ellise McCoombe, Property Marketing Executive at ellise.mccoombe@lendlease.com



MEET ELLISE MCCOOMBE, PROPERTY MARKETING EXECUTIVE AT VICTORIA HARBOUR

Ellise has recently joined the Victoria Harbour Team and you will begin to see and hear from her more. We recently sat down with her to get to know her.

Talk to us about your experience, prior to joining Lendlease.

Prior to joining Lendlease I have had over 10 years' experience in the retail property industry. My previous roles have included working in Centre Management teams as both Marketing Executive and Manager across neighbourhood, regional and sub-regional shopping centres in Victoria and South Australia. I have worked on new build, stable and in-development projects both single centre and multiple asset portfolios with my passions lying in placemaking and retail.

What are your main responsibilities at Victoria Harbour?

As the Property Marketing Executive my role is to support the broader Marketing and Development Teams in delivering an unparalleled urban community. My responsibilities include building and executing campaigns and activations across residential, retail and place, cultivating content for Victoria Harbour's digital channels using our own, partner and community stories and working with external teams and organisations to find synergies in our strategies so we can leverage every opportunity within the Melbourne to ensure Victoria Harbour is at the forefront of people's plans.

What can Retailers expect to hear from you about?

You'll get to hear about all the good stuff from me! Being in Marketing is incredibly exciting as we get to create campaigns and activations based on in depth data and anecdotal evidence for the needs of Victoria Harbour and our community. With a robust 2022 already planned you can expect to hear regular updates on what's coming up and how to leverage every opportunity for your store to ensure you're making the absolute most of what's happening in the precinct and beyond.

What excites you the most about Victoria Harbour?

What's not to be excited about!? Victoria Harbour and Docklands as it stands has an enormous amount to offer and with further development well underway, I feel like there is such a bright future for the precinct. Victoria Harbour's location, offer and public spaces are second to none and I am excited to showcase and share these with Docklands residents, workers and visitors as we move out of what has been the most challenging time in the city's history.

Ellise will be your main point of contact in the Lendlease Marketing Team.

You can reach her at ellise.mccoombe@lendlease.com or +61 477 186 514.

Share your special offer!

Share the details of your store promotion with Ellise McCoombe, Property Marketing Executive ellise.mccoombe@lendlease.com for inclusion on the Victoria Harbour website and social channels.

City of Melbourne Business Concierge Service

The City of Melbourne has a dedicated team of Business Concierge case managers to support the Melbourne business community.

Business Concierge officers can assist by:

- Advising on where to find available financial and hardship support
- Assisting new businesses with their startup
- Supporting existing businesses to transform to new operating models.
- Gaining insights from businesses for service improvement and policy development

You can contact the City of Melbourne Business Concierge officers by phone on 03 9658 9658 or [online](#)



Social Enterprise Grants

Thinking of expanding or trying something new?

Applications are now open through the City of Melbourne for Social Enterprise Grants, with the program set to support existing enterprises expanding or developing new products or services.

Up to \$10,000 grant funding per enterprise is up for grabs and additional support will be available, including access to temporary space pop-ups.

Applications close January 14. More information on how to apply, program guidelines and frequently asked questions can be found here:

www.melbourne.vic.gov.au/business/grants-tenders/social-enterprise-grants

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