



Memorandum of Understanding

Between Creative Victoria, Moreland City Council and Royal Melbourne Institute of Technology (RMIT) for the Brunswick Design District

This Memorandum of Understanding (MOU) sets out the intent and purpose of collaboration between our organisations to develop a shared vision for a Design District in Brunswick, a partnership for its advocacy and implementation, and a forum for coordinated decision making and investment. The parties seek to collaborate over the long term to achieve an integrated approach to development of the Brunswick Design District (District).

This District will create long term value for the local community, Melbourne's north and Melbourne's economy by linking together land and buildings, shared infrastructure and local institutional strengths to encourage the growth of enterprise networks, innovative education, shared workspaces and services, bespoke manufacturing and service enterprises, and creative community engagement in design-intensive areas of the economy.

The vision will support a series of land use and infrastructure development proposals, and, in providing a forum for coordinated action, will advance the vision through ongoing co-development of specific networks, partnerships and collaborative projects to extend and share knowledge, expertise and opportunity in Brunswick's thriving economy.

As partners we will work collaboratively to develop a long-term vision and engage a wider network of stakeholders, experts and local community members.

Why us and why now?

RMIT's approach, as a global university of technology, design and enterprise, includes direct partnership with industry and the community, and a long track record of developing and strengthening new enterprise. RMIT's location strategy focuses on long term opportunities for its centres across Melbourne to become anchor sites for education, innovation, creating positive community impact through collaborative innovation that crosses the porous boundaries between our campuses and communities around them.

For Moreland City Council this partnership represents a new way to pursue the shared development of both the civic and cultural precinct, and the Brunswick Core Industry and Employment Precinct., and a way to accelerate plans to further advance the facility at 420 Victoria Street, Brunswick, as a significant resource not only for Moreland and the wider region but also with a keen focus on the District that will see a flow of creative and talented graduates, entrepreneurs and start-ups mix with other high value corporates and industry representatives.

For Creative Victoria, this partnership provides an opportunity to act on a number of key objectives and strategic actions as articulated in the 2016-20 *Creative State* strategy, including strengthening the creative industries ecosystem; supporting design businesses and broadening the impact of



design; and supporting the establishment of spaces for creative enterprises and collaboration. In achieving these objectives, Creative Victoria is committed to working closely with other parts of state and local governments such as Moreland, as well as partnerships with external bodies such as RMIT.

While Creative Victoria will be the lead Victorian Government partner, the Planning Group of the Department of Environment, Land, Water and Planning (DELWP) will play a role in the District partnership. The partnership presents the opportunity for DELWP to learn from, and lend planning support to, the holistic development of an important Enterprise Precinct that can contribute to the broader metropolitan economic ecosystem.

Our shared purpose

We will work together on specific site and project proposals for key sites, physical and soft infrastructure with a common focus on developing shared spaces for creating new industrial and design enterprises, linked to education, specialist expertise and new sources of business support.

At the same time, new shared designs for linking infrastructure and systems that encourage flows of people and knowledge across and between different parts of the district will be developed, including public transport and pedestrian access, public information and access to cultural resources, partnerships with education, community and economic development agencies, data and knowledge-sharing networks.

Next steps

We empower a joint Working Group, representing each of our organisations, to drive the intent outlined in this MOU, develop actions and materials to support a shared work plan for the District, and coordinate the formal decisions and authorisations that will be needed to achieve our shared vision and outcomes.

Our partnership will identify, connect and grow strengths and talent from within the District and across our networks to:

- Grow local jobs for residents of the north
- Attract high potential startups and design entrepreneurs to Melbourne's north
- Grow opportunities for local businesses and entrepreneurs
- Develop educational programs and industry partnership that strengthen Brunswick's innovation eco-system in design-related fields
- Support programs that explore and connect with local and export markets to accelerate commercialisation
- Develop accessible and affordable community infrastructure for a growing local population
- Grow revenues for local services
- Grow a vibrant and diverse community of people and interests in the heart of Brunswick; and
- Reinforce Melbourne's reputation as a centre for creative enterprise.