

**Date**

15 May 2020

**To**

The Honourable Richard Wynne  
Minister for Planning

**Sent**

Via Email: [stephen.leitch@delwp.vic.gov.au](mailto:stephen.leitch@delwp.vic.gov.au)

Dear Stephen,

## Planning Scheme Amendment C377melb

### Consultation Report

We continue to act on behalf of the Carlton Football Club, and on behalf of our clients please see below details of the consultation that has occurred with the Amendment to date.

#### First Phase – Draft Amendment included approval of buildings and works

In its original iteration, the proposed Amendment included detailed plans for the approval of development and buildings and works, which included:

- Demolition of the Pratt Stand, and other buildings
- Indoor training facility (including aquatic facility)
- Allied health areas
- New administration areas
- New game day facilities
- Basement car parking
- Light towers

Underpinning these works was the ambition to for the stadium to be further developed to support AFLW matches, integrated training facilities and to provide a home for the AFLW.

The first phase of the Amendment and concept plans were the subject of meetings with various agencies, including the following:

- 9 August 2019, 30 September 2019 and 10 October 2019 – City of Melbourne
- 14 August 2019 and 12 September 2019 – DELWP
- 19 September 2019 – City of Moreland
- 30 September 2019 – City of Yarra

The outcome of the meetings with the various Councils was generally positive. A short summary of feedback is set out here:

- All three Council's and DELWP indicated their support of the project and the project objectives, particularly the improvements associated with women's football.
- The City of Moreland were appreciative of the project team consulting with them and advised that formal notification of its residents would not be required given the distance of the stadium from its municipal boundary.
- The City of Yarra outlined that traffic / car parking and broadcast lighting would need to be appropriately managed.



It should also be noted the City of Melbourne are active members of the Project Working Group (PWG) and the Project Control Group (PCG).

There were also media releases supported by announcements of government funding, including:

- The Honourable Daniel Andrews, Premier of Victoria, on 13 April 2018 – *'Record investment in women's and community sport'*
- The Honourable Josh Frydenberg, Treasurer of the Commonwealth of Australia (joint media release with the Honourable Bridget McKenzie and Kelly O'Dwyer), on 10 February 2019 – *'Victoria's home of AFLW ready for redevelopment'*

#### Second Phase – Amendment does not include approval of buildings and works

In late 2019, the proposed Amendment was modified to no longer include approval of the proposed buildings and works. Instead, Amendment C377 now proposes to introduce site specific planning controls for the Carlton Recreation Ground to provide planning scheme controls and guidance for development to be approved by the City of Melbourne as the Responsible Authority.

The Amendment includes:

- Use controls consistent with the uses contemplated in the Carlton (Recreation Ground) Land Act 1966
- A concept plan showing building heights with which development must be in general accordance without a planning permit (the heights are marginally above existing building heights and would include roof plant and equipment)
- Requirements for a Broadcast Lighting Management Plan, and other plans for development and use
- Location of light towers

The controls have been the subject of several meetings with DELWP and the City of Melbourne as Responsible Authority, including the following:

- 12 February 2020 – DELWP, City of Melbourne, Moreland and Yarra
- 4 March 2020 – DELWP and City of Melbourne
- 3 April 2020 – DELWP, including a representative from DELWP's Land Policy team
- 29 April 2020 – DELWP and the City of Melbourne

There has also been consultation with the following agencies:

- State Revenue Office
- Victorian Minister for Sport
- Australian Institute of Sport
- Sports Australia
- The Australian Football League

#### Community Consultation

As part of ongoing consultation with the City of Melbourne, Moreland, Yarra and DELWP it was determined that the Carlton Football Club undertake community consultation sessions. Subsequent to this, the City of Melbourne and Yarra identified which properties that they sought the Carlton Football Club consult.

As part of this process, the City of Melbourne and Yarra were unable to provide owner/occupier details of its residents and therefore a letter drop was undertaken on 12 March 2020.



The letter drop included a brief outline of the project, an invitation to the community consultation sessions to occur at the Club on 18 March 2020 and 22 March 2022, and a contact email address for any questions or queries associated with the project.

As a result of the letter drop, there was 12 RSVP's to the community consultation sessions.

However, due to the outbreak of COVID-19 the community consultation sessions were cancelled on 17 March 2020.

The letter drop and properties identified for the letter drop is included within the appendix material.

#### Development Plans

Once the Amendment is approved, the Carlton Football Club will be required to lodge plans (and associated consultant reports) for approval with the City of Melbourne. Any further liaison and consultation could occur in the context of these applications after consideration by the City of Melbourne, which is both Responsible Authority and committee of management. It is to be noted that the use and development of the land for the purposes set out in the Amendment is already supported by Parliament under existing legislation, being the Carlton (Recreation Ground) Land Act 1966.

#### Summary

Given the nature of Amendment C377melb as now proposed and the provisions of the Carlton (Recreation Ground) Land Act 1966, it is submitted that there has been adequate consultation to inform a decision under s20(4) of the Planning and Environment Act 1987 given the Amendment introduces planning controls, and does not approve detailed development plans.

If you have any questions or queries, please do not hesitate to contact Michael Henderson at [mhenderson@contour.net.au](mailto:mhenderson@contour.net.au) or 0431 263 663.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Michael Henderson', located below the 'Yours sincerely,' text.

Michael Henderson  
Associate



## Appendix 1 Community Consultation Letter Drop

Thursday 12 March 2020

### Invitation to Community Consultation Ikon Park Redevelopment Proposal

Dear owner/occupier,

On behalf of the Carlton Football Club and as a member of the local Carlton community, I am writing to inform you of the proposed upgrade of Ikon Park to improve it as a facility for elite training and in keeping with its establishing role as the home for women's football. You are also invited to attend one of our upcoming information sessions.

Ikon Park has been a constant fixture within the Carlton landscape for over 100 years. First used in 1897, the venue was the Club's home ground until 2005. It wasn't until 12 years later, in 2017, that the AFLW competition was introduced. It is etched in history that Ikon Park hosted the inaugural AFLW game in front of a capacity crowd. With many significant milestones since, the venue has cemented itself as the home of women's football.

The Carlton Football Club is now working towards the redevelopment of Ikon Park to ensure female athletes receive equal training facilities and access as the men's team. It is also intended to improve the stadium area for spectators and users and to upgrade the presentation of the venue to the park and surrounds.

A concept plan has been developed with a vision to create an environment where both female and male athletes, support staff and coaches will have the opportunity to reach their full potential, while improving public broadcasting to reach and inspire females across the country.

The redevelopment is a joint initiative between the Carlton Football Club, the Australian Government, Victorian Government, and AFL supporting broader community policies to improve diversity, education, health and well-being, equality, inclusion and safety.

The Carlton Football Club has worked closely with the City of Melbourne during the concept and design phase of the project, with a focus on utilising existing areas and improving connections between Ikon Park and Princes Park. As neighbouring councils, the Yarra and Moreland councils have also been made aware of the proposed concept plan.

The proposed works will occur largely on the western and southern sides of Ikon Park, within the area currently occupied by the Carlton Football Club administration building fronting Royal Parade and the Richard Pratt Grandstand area.

The Project will seek to deliver:

- High performance training facilities designed and combined for both female and male players.
- Upgraded AFLW match day facilities, with improved broadcast lighting solutions designed to best practice.
- Sustainability improvements, including rainwater harvesting and solar panel installations.
- Improved amenity, safety and security for all AFL and AFLW players, staff, spectators and users of Princes Park.



- A proposed secure car park solution within the Club for male and female player access.
- Improved landscaping and connections between Ikon Park and Princes Park.

Early community consultation is a key step for the redevelopment and will help to inform the design and delivery. The Carlton Football Club invite you to attend an information session where you will have the opportunity to ask questions and provide feedback regarding the concept plan. There will be two information sessions held at Ikon Park during the following dates and times –

- Wednesday 18 March 2.00pm – 4.00pm
- Sunday 22 March 11.00am – 1.00pm

To register your attendance for one of these information sessions please use the following address – <http://bit.ly/registerikonpark> (please note these information sessions are only for local residents and community groups as part of the relevant planning process)

If you cannot attend the information session, please feel free to send your questions to [ikonparkredevelopment@carltonfc.com.au](mailto:ikonparkredevelopment@carltonfc.com.au) by Sunday 5 April 2020.

Following this, the Carlton Football Club will collate and review all submissions received before finalising an application to the Minister for Planning to amend the Melbourne Planning Scheme.

We look forward to seeing you soon.

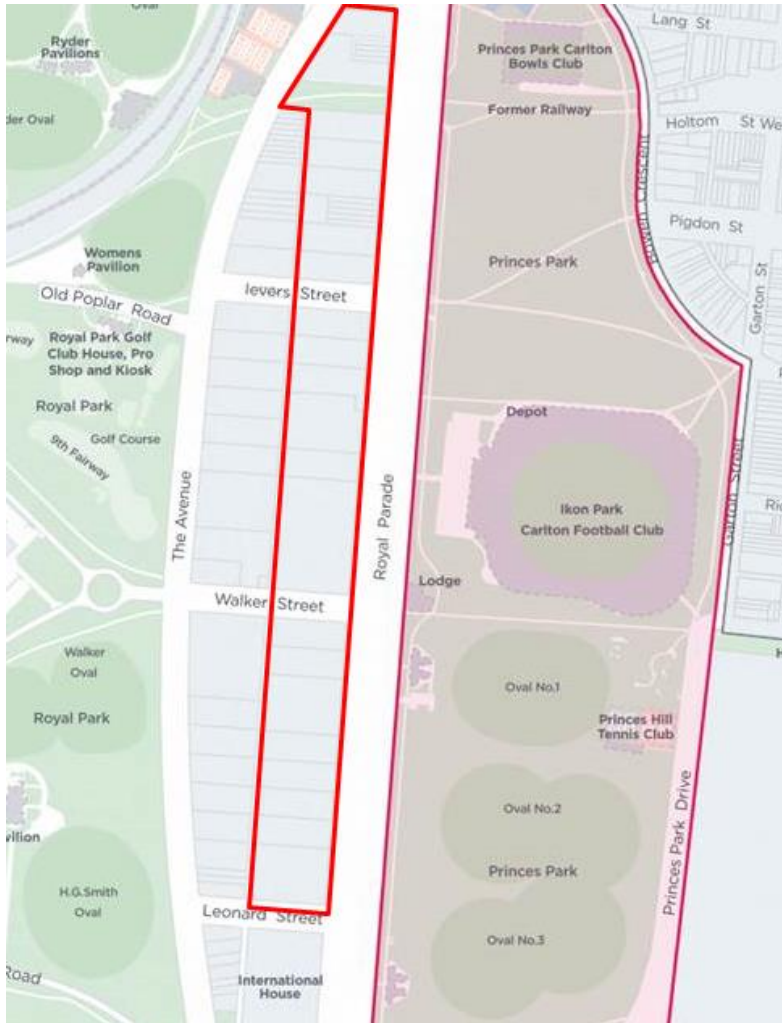
Kind Regards,

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Tim Kalkman – Project Director



**Appendix 2**  
**Extent of properties letter dropped in red as instructed by the City of Melbourne**





**Appendix 3**  
**Extent of properties letter dropped in blue as instructed by the City of Yarra**

