

# DOCKLANDS

# community news

SEPTEMBER 2008 | ISSUE 35 | Priceless

www.docklandsnews.com.au

## World change starts at Docklands



**Docklands is playing its part in making the world a better place.**

Waterfront City is home-base for a new block-buster TV show "Change the World".

It started as an idea of Docklands TV producer Anne Tindall and really started gathering momentum when she enlisted the support of former Young Australian of the Year Hugh Evans.

Now it seems everyone from the Prime Minister Kevin Rudd to showbiz celebrity Hugh Jackman is on board.

Mr Rudd is endorsing it publicly and Hugh Jackman has agreed to front the program. So expect to bump into either of the famous Hughs when things really start to happen at Waterfront City later in the year.

Writer/director Wayne Tindall explained the concept as providing a platform for people committed to making a positive change.

"It's about ordinary people doing extraordinary things," he said.

Six teams of two people will be chosen. Each team will be given \$50,000 and matched up with high profile mentors who will assist and inspire them.

Two teams will be chosen to undertake projects in Australia and the other four will have an international focus.

Already 1000 requests to be involved have come through Hugh Evans' Facebook page and recruiting hasn't even started yet.

A special facility is to be built in the Waterfront City Piazza to host the recruiting process and subsequent filming. Anne and Wayne Tindall's company NBS Global Productions is being sponsored by ING Real Estate and Harbour Town.

Mr Tindall expects the concept to be picked up internationally – which makes a nice change to Australia's usual habit of making local versions of foreign shows.

Eight episodes of the show will be made with a two-hour celebratory finale being hosted at Waterfront City probably next June.

For more information, see [www.changetheworld.com.au](http://www.changetheworld.com.au)



From left: Hugh Evans, Wayne Tindall, Anne Tindall and producer Brent Masters are ready for "Change the World" to transform Waterfront City at Docklands.

## Rat Race for Docklands?

**In other television news relating to Docklands, Scottish media has reported that the popular UK Rat Race Urban Adventure is coming to Waterfront City.**



Staged in an urban landscape, the Rat Race is a multi-disciplined team challenge of navigation, endurance, mental agility, running, climbing, mountain biking, kayaking and abseiling, combined with surreal sporting tests and obstacles at different checkpoints across some of the most challenging terrain.

It was reported that the Rat Race Urban Adventure Series had formally launched its inaugural Australian event in Melbourne for Saturday 22 and Sunday 23 November.

AllMediaScotland.com on August 15 said: "Speaking at the Rat Race launch in

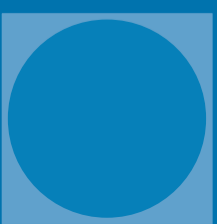
Melbourne Docklands this week, Andrew McTrusty from IDQ, said: 'If ever a city was built with the Rat Race in mind, it is Melbourne – with a staggering amount of places to get wet, dirty and ratty, Melbourne is set to become the most intense Rat Race on the planet. No doubt we have some surprises in store for locals and guests alike and if you think you've seen it all, think again....'

The TV show's website lists Waterfront City as an event partner (<http://www.ratraceadventure.com/page220.asp>). However, a spokeswoman for Waterfront City

said: "My understanding is that this is not an event Waterfront City has actually confirmed its involvement in at this stage."

### September survey

This month have your say on VicUrban's ideas for Harbour Esplanade at [www.docklandsnews.com.au/verandah](http://www.docklandsnews.com.au/verandah).



**DOCKLANDS** community news

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[news@docklandsnews.com.au](mailto:news@docklandsnews.com.au)

Deadline for the Oct edition is 17 Sept



Did you have

# your say on the “verandah”?

## DOCKWORDS

How many words of four or more letters can you make from the letters in this grid?

All words must contain the centre letter.  
 No proper nouns, foreign words or plurals ending in 's'.

A	B	C	D					Q	R	S	T
E	F	G	H	U	Q	C		U	V	W	X
I	J	K	L	I	O	I		Y	Z	A	B
N	O	P	Q					C	D	E	F
R	S	T	U					G	H	I	J
V	W	X	Y					L	M	N	O
Z	A	B	C	E	R	L		P	Q	R	S
D	E	F	G					T	U	V	W
H	I	J	K					X	Y	Z	A
M	N	O	P					B	C	D	E

Target: 5 words – Private  
 11 words – Sergeant  
 25 words – Captain

Solution to be supplied in next issue

### Solution to Puzzle from last edition

fine, fire, frit, rein, rife, rift, rite, ruin, tier, tine, tire, unit, feint, finer, firer, fruit, inert, infer, inter, inure, refit, rifer, rutin, trine, unfit, unite, untie, urine, uteri, ruiner, triune, uniter, fruiter, runtier, turfier, furniture

### VicUrban recently wound up its second round of public consultation for its new waterfront park named “Melbourne’s Verandah”, located along Harbour Esplanade.

With plans to transform the area into a place for “relaxation and recreation by the water”, the design includes a pedestrian promenade adjacent to the water and water steps, parklands, a sculptural verandah and a bike path.

The Esplanade will also undergo a major facelift that will create more parkland and a thoroughfare that echoes Melbourne’s traditional tree-lined grand boulevards, with the consolidation of the tramline with the roadway and a wide footpath.

Ideas for the sculptural verandah include holding seasonal or temporary events and activities while the water steps could become a point where people can fish, launch a canoe or arrive in their dinghy.

Divided into two zones, it is proposed that the parkland between NewQuay and Central Pier cater for “rest” or passive recreation while the area between Central Pier and Victoria Harbour is earmarked for “play” or active recreation. Together they create a

connecting link between the retail and tourist areas of NewQuay, Waterfront City and Victoria Harbour.

In addition, a contemporary art gallery is proposed for NewQuay and VicUrban is currently working with MAB to integrate this with the “Verandah” development.

Designed by Black Kosloff Knott (BKK) in conjunction with landscape designers Taylor Cullity Lethlean a hidden feature of the proposed development is its water friendly design.

Jane Caught of BKK said: “Using the principles of water sensitive urban design, water will be collected from the Bourke Street area and then filtered through retention ponds for reuse on the gardens and for public facilities. Novelty fountains using the reconditioned water could even be a possibility.”

Given that, apart from the Yarra, this is one of Melbourne’s few access points to water, it is no surprise that water is a major theme for the development and according to VicUrban’s Senior Urban Designer, Mark Haycocks, “The response has been fantastic. During this round of consultation we have been looking for feedback regarding the details and particularly the type of activities people want.”

Ideas for activities and land use that came out of the first round of consultation include, for the passive zone:

- Water theatre;
- Water fountains;
- Undulating/bermed landscape;
- A water feature; and
- Cafes at the water’s edge.

And for the active zone:

- Outdoor gymnasium;
- Garden landscaping;
- Recreational fishing;
- Harbourside park;
- Soccer field;
- Broad, stepped seating;
- Harbour activities;
- Casual eating; and
- Outdoor barbecue.

These, along with any new ideas to come out of the consultation process will inform the final design which should be complete later this year, with the first stage of the development commencing mid-2009.

### Have your say

We want to know what you think. What do you think of the ideas that came out of the first round of consultation and what do you think of “Melbourne’s Verandah”. Go to [www.docklandsnews.com.au/verandah](http://www.docklandsnews.com.au/verandah) and rate each of the suggestions above on a five-point scale.

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## Giaan Rooney to launch Designer Markets at Docklands



To celebrate the beginning of spring and Melbourne's fashion, a designer market will be launched at NewQuay Docklands for the 2008 – 2009 spring summer season on the waterfront.

Located on the waterfront at Docklands, the NewQuay Promenade will come alive with emerging designers and artists in Melbourne.

Olympic gold medalist and media personality Giaan Rooney loves fashion and style and will officially host the launch.

Showcasing a number of Melbourne's upcoming talented designers and artists, people will be able to browse or buy individual and unique pieces from some of Melbourne's most talented upcoming designers and artists.

The stalls will include men's and women's fashion, babies and children's wear, hair accessories, bags and leather goods, jewellery and art works.

There will be eight markets over the spring and summer season held on the first Sunday of every month starting on September 7.

The market will be launched with a free fashion parade exhibiting pieces from the stallholders, hosted by Giaan and starting at 1pm.

The launch will celebrate the conclusion of the Melbourne Spring Fashion Festival and the very first NewQuay Designer Market on the waterfront.

Admission is free.

Other markets will be held on:	
<b>2008</b>	<b>2009</b>
October 5	January 4
November 2	February 1
December 7	March 1
	April 5

## Security improving despite confusion



Securecorp stepped up Docklands security services in mid-August following the Melbourne City Council's recent allocation of an extra \$85,000 for a 12-month trial period.

Council is also in the midst of on-going discussions with police to assist in determining appropriate policing levels for the Docklands area.

Safety and security has long been an issue for Docklands residents but was given added impetus earlier this year following a violent confrontation involving a local resident.

Co-chair of the Docklands Coordination Committee, Cr Peter Clarke, said that he would ultimately like to see a police "service centre" set up in Docklands.

He said only by being present in Docklands, would police get a better idea of what was required in the area.

"We've had preliminary conversations with the police and I'll be meeting with Supt (Stephen) Leane to discuss it further," Cr Clarke said.

"Basically though, it becomes a State Government political decision. To allocate more police means allocating more funding. If you're not funded, then you don't get the resources," Cr Clarke said.

"We haven't spoken to the Minister yet and he doesn't seem interested. But it's down to whether they're going to do something or keep sitting on their hands," Cr Clarke said.

Another area of dissatisfaction is confusion caused by the use of two security services in Docklands.

Securecorp supplies security services across the CBD for the council, including the council-managed public spaces of Docklands, while Monjon provides security for NewQuay, Waterfront City, the movie

studios and internal building security for a number of the owner's corporations.

Despite welcoming the increased security provided by Securecorp, Docklands Community Association president Michele Anderson voiced her concern after a recent letter from council advised residents they should call the council's security control room (linked to Securecorp) to report "public safety or infrastructure damage incidents" along with the police 000 in case of emergency.

"If residents have Monjon as their internal security and also precinct security, this is very confusing ... we need to ensure that every resident is aware of internal security and external in their own precinct and building and still understand who to ring apart from 000 ... we also have the additional problem of serviced apartments who naturally ring Monjon for complaints," Ms Anderson said.

Cr Clarke agreed that having two security services was not ideal. "It would definitely be an advantage if we had better integration, or more specifically one company. But as council needs to go to tender (for these services) we can't force Monjon to respond anymore than we can force the owners corporations to use Securecorp and by all accounts Monjon have been doing a good job," he said.

Monjon owner, John Moncrieff confirmed his company would not be interested in a contract with the council for security services, saying that Monjon was more of a "boutique" supplier.

The additional Securecorp security measures include an increase from one to three security officers patrolling Docklands during the peak period from 7pm – 7am Thursday through to Sunday.

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# Movies on the waterfront

From September to December enjoy free movies on the big screens at Waterfront City, every Thursday and Friday night from dusk.

Waterfront City's Piazza is the perfect setting for this outdoor event with the screens visible from any point in the public area.

Movies will screen each Thursday and Friday night commencing on September 11 at dusk (approx. 8.00pm). Cinema buffs can hire bean bags or deck chairs to ensure supreme comfort under the stars.



## Alma Doepel arriving this month

The Alma Doepel is due at Docklands this month for a six-month refit.

The timber sailing vessel will berth at VH03 (Victoria Harbour adjacent to North Wharf Rd between shed 2 and 4) and will be open for public inspection and educational visits.

The City of Melbourne is supporting the restoration by providing berthing facilities.

Built in 1903, the Alma Doepel is Australia's last surviving coastal trading sailing vessel. She was fully restored in 1987 and operated as a youth sail training ship for more than 10 years in Port Phillip Bay.

After her Docklands refit, she will be returned to commercial (passenger carrying) use and will continue her role in sail training, youth development and education. Surviving the rigours of the Australian coastal trade and every danger known to shipping is a feat in itself, but the massive timber construction of Alma Doepel and the care and seamanship of her owners and masters carried her through her working life as a trading vessel which ended in 1975.

# It's blokes, blokes and more blokes

If you are looking for a man then head to Docklands.

Docklands and Southbank head the list of only a few metropolitan Melbourne suburbs where men outnumber women.

Australian Bureau of Statistic released on August 19 show a ratio of 117.9 males for every 100 females in Docklands and

Southbank. But the story doesn't end there. The ratios are fairly even in the under-25 age bracket. But over that age, it's blokes, blokes and more blokes.

The ABS estimates (from June 2007) claim 1273 more men than women. And in some

age groups, the discrepancy is extreme.

Take the 35-39 age bracket for example. The ABS guesses that there are 779 men and only 496 women. And in the 40-44 age group there are 437 men and only 291 women.

Age	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85 +	Total
F	148	79	62	431	1752	1611	851	496	291	292	322	309	220	121	47	42	20	22	7116
M	157	76	90	386	1693	1868	1202	776	437	365	367	381	299	120	74	53	35	10	8389
Total	305	155	152	817	3445	3479	2053	1272	728	657	689	690	519	241	121	95	55	32	15505



**Southbank** 91-83 Whiteman Street  
**FABULOUS LIFE STYLE**  
 2 Bed 1 Bath 1 Car  
**Price** Private sale \$435,000  
**Inspect** By appointment  
**Contact** Richard Mindraoui

If you are an investor or an owner occupier, this is a great opportunity to purchase this bright and well designed 9th floor two bedroom apartment with a secure under cover on title car park. Services include indoor lap pool, gymnasium, tennis court and BBQ area. All this is within a stone throw of Crown Casino and vibrant Southbank and all the restaurants and cafes that are on offer.



**Docklands** 405 / 750 Bourke Street  
**INVESTMENT OPPORTUNITY**  
 1 Bed 1 Bath 0 Car  
**Price** Private sale \$330,000  
**Inspect** By appointment  
**Contact** Glenn Donnelly

This beautifully presented fully furnished one bedroom apartment located on the 6th level of Docklands Victoria Point complex is a must see. This apartment is currently leased back to the secure tenant of Quest Service apartment group. What an ideal investment opportunity! Guests have access to YMCA's standard gym and leisure facilities. Close to the Telstra Dome, a short stroll to the Southern Cross Station, Melbourne's CBD, New Quay precinct restaurants and cafes and easy access to Melbourne Airport. Currently returning \$1600 per month with C.P.I. increases yearly.



**Docklands** 545 / 67 Spencer Street  
**GRAND HERITAGE**  
 1 Bed 1 Bath 0 Car  
**Price** Private sale \$210,000  
**Inspect** By appointment  
**Contact** Glenn Donnelly

Superb investment opportunity in one of Dockland's finest buildings. This one bedroom fully furnished mezzanine style apartment is securely leased to the Grand hotel. It offers the discerning buyer the comfort of a headache free management service with guaranteed nett weekly returns of \$222 with C.P.I. increases yearly. The building itself is a Melbourne land mark and offers services such as pool, spa, sauna, and gymnasium. Inspection by appointment only.



**Docklands** 409 / 67 Spencer Street  
**GRAND HERITAGE**  
 2 Bed 2 Bath 2 Cars  
**Price** Private sale \$470,000  
**Inspect** By appointment  
**Contact** Richard Mindraoui

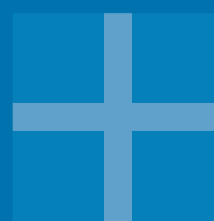
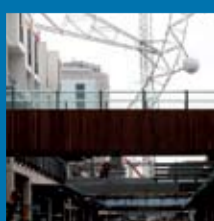
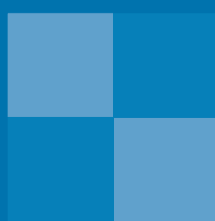
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# MAB

community update >>

## MAB's Aquavista Tower turns one

MAB's Aquavista Tower turned one last month and MAB Corporation celebrated with a party held by MAB's Executive Director Michael Buxton for the tenants of the building.

Aquavista Tower was built as a dedicated building for the needs of small business and was officially opened last year.

Richard Cookesley, MAB's General Manager Real Estate Services welcomed the 85 small to medium businesses within the building and said, "MAB's vision for Aquavista was to have a community of small businesses networking and supporting each other and it is really fantastic to see it turn into a reality."

The tower and location has already attracted businesses such as MCM (Multi Channel Network) subsidiary of Foxtel, Financial Planning Association of Australia, Priority Cargo, Terminals and Harbour IT.

Aquavista is the first instalment in MAB Corporation's business district, HQ NewQuay, and places small business within the rapidly emerging Docklands commercial hub.

With prestigious firms also located at Docklands such as AXA, NAB and ANZ, Aquavista is a great opportunity for smaller operators to be close to major corporations.

Aquavista was the first commercial tower to be built at NewQuay. Today, a second tower tenanted by Carrick Education is open, along with the construction of 380 Docklands Drive and 395 Docklands Drive which will soon be underway, indicating the growth of NewQuay as a corporate destination.



## Letters to the editor

Send your letters to [news@docklandsnews.com.au](mailto:news@docklandsnews.com.au)



The Port of Melbourne Corporation intends to build a low rail bridge (clearance 8 metres) adjacent to the Bolte Bridge. The bridge has been designed with a capacity of 96 trains per day (every 15 minutes).

Container trains will be double-loaded and may be up to 2000 metres long.

A rail link between the Dynon and Webb parts of the port is logical. A shallow tunnel will give the port 24/7 interactivity. A shallow tunnel will allow Docklands to subtly develop its western waterways.

A low busy rail bridge will "throttle" Docklands.

It is time, now, for Docklands believers to confirm that:

- Docklands matters!
- Docklands must not be sacrificed on the altar of expediency!

Sincerely,  
Michael Lindell, Docklands Believer

## Community Forum outcomes

The City of Melbourne held a community forum with Docklands residents on August 20.

Among the responses to raised concerns, the council said:

- It would not be introducing a resident priority parking scheme in Docklands;
- Signs pointing to businesses are the responsibility of the State Government through VicUrban;
- It would ask VicRoads to install signs requesting truck drivers not use noisy air brakes in the area;
- It has delayed releasing its waterways plan for public comment;
- VicUrban's planning consultants are to look at issues surrounding nightclubs, liquor licensing and security;
- The St Albans Nightrider bus will include pick-ups in Docklands but exact details are yet to be determined by the State Government;
- The State Government is likely to upgrade National bus stops in Lorimer St and Market St;
- The council has no control over the increasing use of residential apartments as serviced apartments. It says it is a matter for owners corporations; and
- It will ask VicRoads to do something about the stagnant water at the intersection of Lorimer and Montague streets.

## No clue on Victoria Lake idea

Our online survey about an idea to turn Victoria Harbour into a fresh water reservoir has been indecisive.

Our survey question was: "Reinventing Victoria Harbour as Victoria Lake, a

freshwater storage facility for the provision of water for Melbourne's parks and gardens, is an innovative idea to emerge from a workshop run in conjunction with the Melbourne City Council as part of the ongoing 'City as Catchment' project.

What do you think of the idea?"

The responses were:

Results	Per cent	No. of responses
Stinks	14.3%	1
Has some merit	28.6%	2
Should be further investigated	28.6%	2
Is a winner and should be implemented	28.6%	2

## SOME RECENTLY SOLD PROPERTIES



1703/90 Lorimer St



111/60 Siddeley St



201/30 Rakaia Way



209/30 NewQuay Prom



703/8 McCrae St



709/100 Harbour Esplanade



905/39 Caravel Lane



1406/50 Lorimer St



1505/18 Waterview Walk



2102/15 Caravel Lane



# We relate to 3008

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 Port Melbourne 83 Bay St | 9681 9000 | [portmelbourne@barryplant.com.au](mailto:portmelbourne@barryplant.com.au)

[barryplant.com.au](http://barryplant.com.au)



## Thinking of standing for council?

Three information sessions will be held for prospective candidates considering nominating in the 2008 Melbourne City Council elections.

The City of Melbourne, in partnership with the Municipal Association (MAV), is holding a Community and Candidate Information Session on Wednesday, September 17.

This session will provide an overview of what is involved in becoming a councillor, the role of local government and an introduction to the electoral process. The session will be held from 7pm to 9pm in the Melbourne Town Hall Administration Building at 90-120 Swanston Street.

Speakers at this session will be from various areas of the local government sector and include experienced councillors, chief executive officers, and MAV staff.

To register your attendance, please phone (03) 9658 9658 or email [www.melbourne.vic.gov.au/contactus](http://www.melbourne.vic.gov.au/contactus)

For dates and times, refer to the events calendar on page 9.

For more information visit [www.melbourne.vic.gov.au/elections2008](http://www.melbourne.vic.gov.au/elections2008)

## Are you enrolled to vote?

Elections for the leadership team and councillors for Melbourne City Council will take place by postal ballot in late November this year. To be eligible to vote, you must be on the voters roll by 4pm on October 3, 2008.

You will automatically be enrolled on the City of Melbourne voters roll if you are 18 years or older on 29 November and:

- You are on the state electoral roll for your present address in the municipality; or
- You own or occupy rateable property in the municipality but reside in a different municipality, and you are the first or second-named person on the council's property records; or
- You were appointed in the 2004 elections as a corporation representative and still hold the position of director or company secretary of the corporation that owns or occupies rateable property.

Voting in the Melbourne City Council elections is compulsory for every enrolled voter.

You must apply to the Victorian Electoral Commission (VEC) if:

- You are an Australian citizen and are over 18 years of age (or will turn 18 on or before the 29 November 2008); and
- You have lived at your present address in the City of Melbourne for at least one month; and

- You are not on the state electoral roll for your present address.

Enrolment forms can be downloaded from the VEC website at [www.vec.vic.gov.au](http://www.vec.vic.gov.au) or collected from any post office or Coles supermarket. Alternatively, you can have a form sent to you by contacting the VEC on 13 18 32.

You may apply to the council if you are 18 years or older on 29 November 2008 and:

- You are a new owner or business occupier of rateable property in the City of Melbourne; or
- You are an owner or occupier not on the state electoral roll and have lived at your present address within the municipality for at least one month (includes non- Australian citizens); or
- You are a director or company secretary of a corporation (or hold an equivalent position) that owns or occupies rateable property solely or jointly within the municipality.

Enrolment forms are available from the council.

## Seeking high-rise kids

Melbourne University researchers are looking for Docklands children to explore how children living in high-rise housing use their local surroundings.

Researcher Vivian Romero is starting a project called Vertical Living Kids.

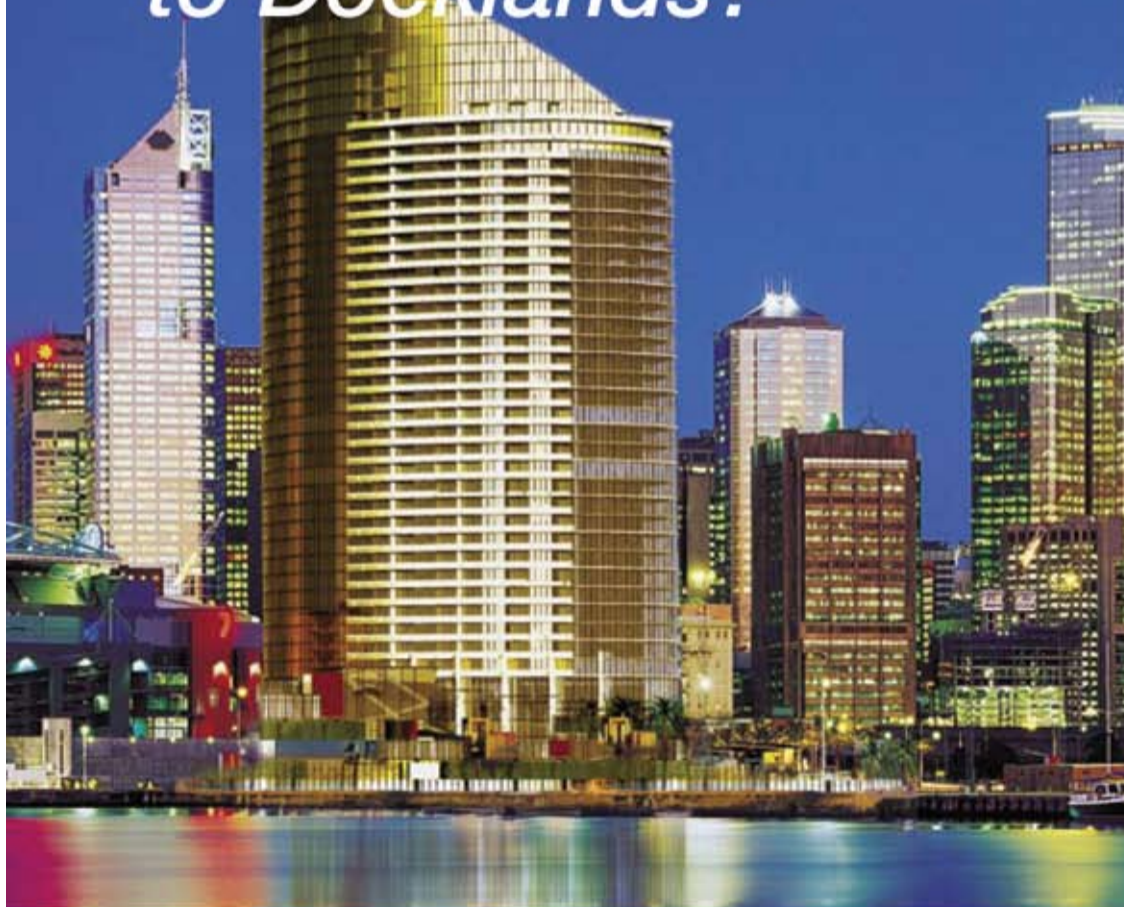
She said the project would provide an understanding of the physical and social factors influencing the independent mobility and physical activity of children aged 8-12 living in high-rise housing.

"The project will additionally review international policies and practices that support children living in high-rise housing," she said.

"The research team will distribute written surveys to parents and undertake a photography activity, a 'travel activity diary' and use an accelerometer with global positioning system readings with children."

"The project will inform future directions for child-friendly city policies and offer insights into a mixed-method approach to researching with children."

## Are you new to Docklands?



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## TAX AID

The Docklands Income Tax Specialists



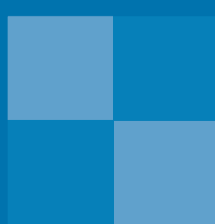
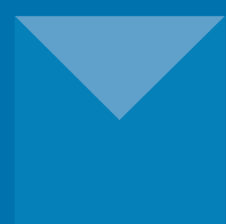
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# From the **Killing Fields to Docklands**

**When Pol Pot started burning books in Cambodia during the 1970s he indirectly inspired a passion for literature in Docklands restaurateur Chan Uoy.**

Chan was only five years old when he fled the Killing Fields with his family in 1975.

Now a successful Docklands business owner, Chan is on a personal journey of growth and discovery through literature.

"I have made it my passion to hunt down all books about Cambodia from all over the world," he said.

"I am trying to make sense of what happened. Trying to make sense of the destruction and, in doing so, I am on a journey of personal restoration."

Between 1975 and 1979, Pol Pot and his Khmer Rouge soldiers killed 1.7 million Cambodians, or 21 percent of the country's population.

Chan and his parents and two brothers escaped into Thailand and in 1976 where

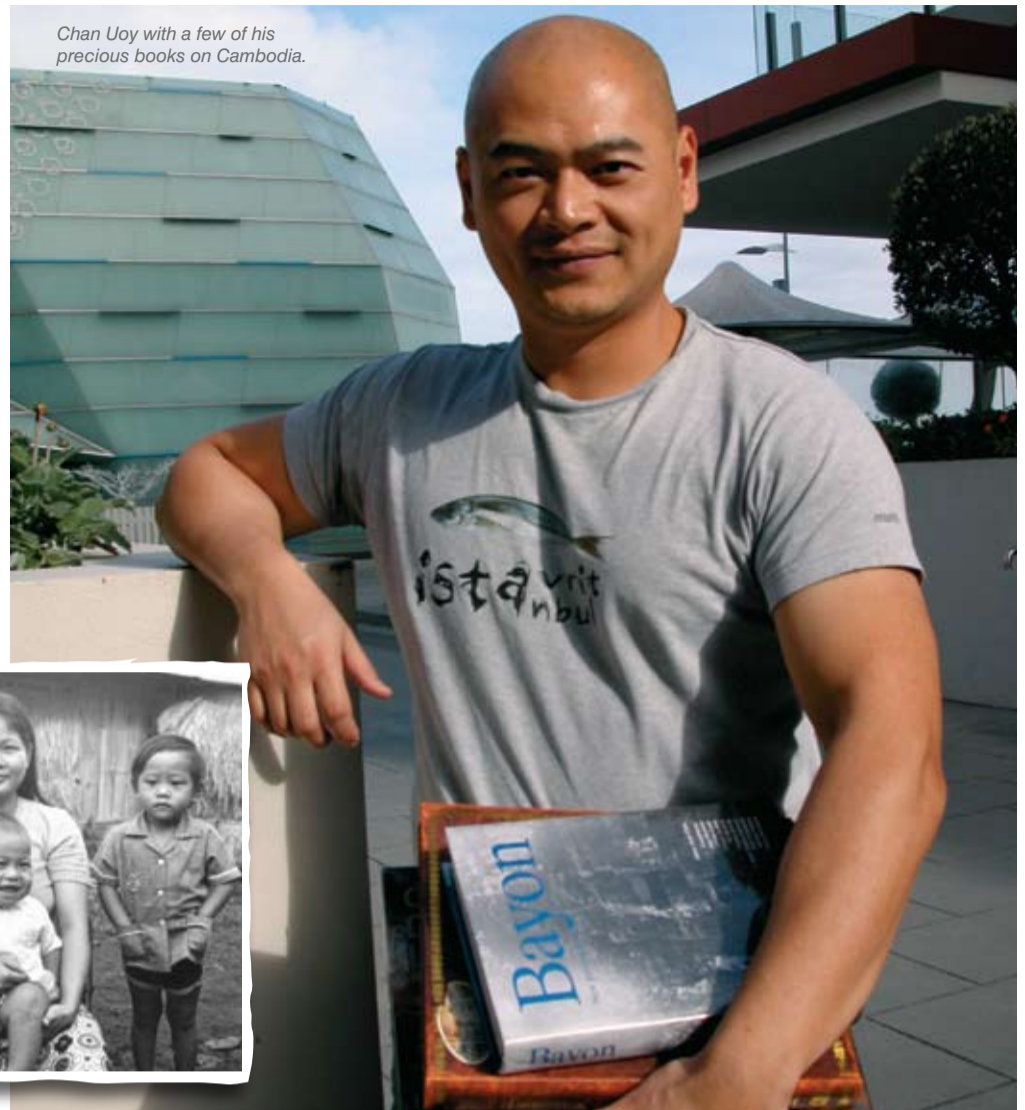
among the first Cambodian refugees to be sponsored by the Australian Government.

"Now, thanks to the internet I can source new materials. Understanding the past and my heritage I get to understand more about my self, my people and in turn, human nature," he said.

At 38, Chan's passion is books. As an avid listener of Radio National's morning book show he is excited by UNESCO's naming Melbourne as the world's second City of Literature.

"With no literature and with no education, look at what we become," he said.

During September Chan is offering a 20 per cent off at his Bopha Devi restaurant for anyone who mentions "City of Literature" when making a booking (phone 9600 1887).



Chan Uoy with a few of his precious books on Cambodia.





## Italian Family Restaurant











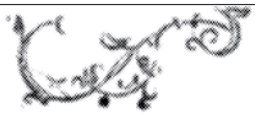
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# LET'S TALK BUSINESS

Marketing column by Shane Scanlan



## Greenwash – Nearing saturation point?

Is it a lack of imagination or just a herd mentality which is driving marketers to kill off any advantage that green credentials may bring?

The planet is nearing its use-by date but if you believe the green spin put on products and services these days, the environment is there to be saved by consumer choices.

Detergent and toilet paper marketers have been at it for years. It took the print industry a while to cotton on, but you can't find a non-green printer these days.

BP (which used to call itself British Petroleum) represents itself as a flower – as if the carbon released from its fuel is in some way beautiful.

Even the banks have got in on the act. The NAB down the road from us is refurbishing its building and has plastered rainforest imagery over the construction hoardings.

The term "greenwash" itself was coined way back in 1986 when an American environmentalist blew the whistle on a hotel group attempting to save money by encouraging guests to use their towels more than once before asking that they be washed.

The Australian Competition and Consumer Commission (ACCC) has been cracking down on Greenwash claims. It has recently tackled a number of airconditioning companies and, more famously, took on car maker SAAB over its green claims.

But the practice is so prevalent and pervasive you have to wonder what hope the ACCC has of holding back the tide.

Late last year US marketing company TerraChoice made a splash with a study which found that 99 per cent of 1018 randomly surveyed common consumer products were guilty of greenwashing. It went on to define six common ways that greenwashing was done.

My thoughts are that "greenwash" is killing itself.

People aren't stupid.

How can emitting carbon reduce the effects of global warming? It can't.

And the more spin put on green claims, the less effective they will become.

Where previously consumers had been impressed and motivated by green businesses, in the future marketers will have to deal with increased skepticism and cynicism.

The standard in today's world is that people reasonably expect businesses to be just as concerned as they are about environmental issues. To make green claims will increasingly be seen as "motherhood" statements.

The ways things are going, there will come a time when marketers will have to assess whether or not claiming green credentials will in fact assist a campaign.

More articles at [www.mediacomms.com.au](http://www.mediacomms.com.au)

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# Calling all budding filmmakers



## Young filmmakers holiday workshop

During the September/October school holidays, don't just watch films ... learn how to make them! If you love film and TV and can see yourself behind the camera or in the director's chair, then you need OPEN CHANNEL's three-day, hands-on course for young people who want to make movies.

Guided by an experienced tutor, you get to shoot, act, direct and edit a short video. You'll learn about lighting, camera, sound and editing. You'll work in small groups, shoot with professional gear, edit on Final Cut Pro and learn the skills you'll need to make your own films. It's also a great way to meet other young people who are passionate about filmmaking. All participants receive a DVD of the film with their name in the credits.

This fun and interactive course is for 13 to 17-year-olds only and no prior experience is

necessary however basic computer literacy is an advantage. With limited placements available, this course fills quickly so book now to avoid disappointment and get ready to shout "Action"!

<b>When:</b>	September 23, 24, 25, 30 October 1, 2
<b>Where:</b>	OPEN CHANNEL, Shed 4, North Wharf Road, Docklands
<b>Time:</b>	9:30am to 4:00pm Tues to Thurs
<b>Cost:</b>	\$250
<b>Duration:</b>	3 days



## Ice skating extended

The ice rink season at Waterfront City has been extended until Sunday, October due to popular demand.

Those looking for a fun way to spend Friday and Saturday nights should try "disco skate" which will be at Disco on Ice from 8pm to 9.30pm every Friday and Saturday night.

Tiny tots, beginners, intermediate and advanced skaters now have the

opportunity to participate in ice skating lessons which are held at Disco on Ice every Wednesday and Saturday.

Lessons run for 1.5 hours, including 30 minutes tuition and one hour practice time, and there a maximum of 10 people per class so skaters can rest assured that they'll receive personal attention tailored to their skill level.

To find out more about Disco on Ice, please visit [www.waterfrontcity.com.au](http://www.waterfrontcity.com.au)

## Carrick to open new campus in Docklands

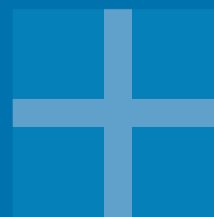
### Carrick Institute of Education is opening a new campus in Docklands in late September.

The move will see Carrick Institute of Education move its vocational, higher education and English language departments to the new site at 370 Docklands Drive, housing up to 1600 students and staff.

Managing director and founder, Catherine Carrick, said: "It is a very exciting time for

the business as the Docklands precinct suits our positioning perfectly. The site at 370 Docklands Drive has become an extended gateway to the city, and is a place where a growing number of companies are choosing to do business, particularly because of the exposure for potential growth."

Carrick is a private registered training organisation which delivers education and training to 8000 international and domestic students, with offices in Melbourne, Brisbane, Sydney, Adelaide and China.



## All aboard the big wheel

The Southern Star Observation Wheel's 21 cabins are now attached as attention now turns to commissioning the attraction.

Work is also busily being undertaken to finalise the wheel's support building and mechanisms including:

- Erection of Southern Star support building facade – the black and red pattern inspired by that of a ladybird;

- Connection of over 3.4 kilometres of LED lighting cable to the wheel's rim; and
- Finalising design and decor for the Southern Star's function centre. Known as the "Star Room" it will cater for up to 400 people

The shopping centre Harbour Town at Waterfront City is also nearing completion. Scheduled to open in late October 2008, Harbour Town comprises 41,000 square metres of retail comprising of Brand Direct, specialty fashion, food, entertainment and leisure stores.



# Docklands Community Calendar

Date and time	Event	Venue and location	Description & Contact details
Sunday, 7 September Market from 11am to 3pm Fashion Parade at 1pm  Sunday, 5 October Market from 11am to 3pm	Designer Markets at Docklands	NewQuay Promenade	NewQuay Promenade comes alive with emerging designers and artists in Melbourne.
Each Wednesday, 6.30pm	Meditation and Buddhism lessons	The Hub 17 Waterview Walk	A prominent Buddhist nun and teacher has been invited to teach meditation and Buddhism in Docklands. Participants come once a week for meditation, guidance and a talk relevant to modern life.
Wednesday 10 September 10:30am to 11:45 am	Off-ramp café	The Hub 17 Waterview Walk	Hosted by the Docklands Church
Sunday, 14 September 11am to 3.30pm	Try Sailing	Docklands Yacht Club, Shed 2 North Wharf Rd	Try dinghy sailing on the magnificent Victoria Harbour
Wednesday 24 September 10:30am to 11:45 am	Off-ramp café	The Hub 17 Waterview Walk	Hosted by the Docklands Church
Saturday, September 20	Software Freedom Day	The Hub 17 Waterview Walk	Melbourne's Open Source software community is joining forces to participate in a global grassroots celebration known as Software Freedom Day.
Sunday, 28 September 5.00pm	Latin Dancing at Docklands	60 Lorimer St	DANCE101 presents a FREE community event of Latin Dancing @ the Docklands. Playing a combination of Salsa, Cha Cha, Rumba, Samba. Stunning city views and yachts protected from wind and sun, family atmosphere.
Sunday, 28 September 11am to 3.30pm	Try Sailing	Docklands Yacht Club, Shed 2 North Wharf Rd	Try dinghy sailing on the magnificent Victoria Harbour
September TBC	Docklands Community Association meeting	The Hub 17 Waterview Walk	Open meeting for residents
Until 5 October	Disco on ice	Waterfront City, Pavilion	From \$7 for participants \$3 skate hire and spectators
Monday, 20 October 7pm  Tuesday, 21 October 12.30pm	Community and Candidate Information Sessions	Melbourne's Town Hall Administration Building 90-120 Swanston Street, Melbourne	This session will provide an overview of what is involved in becoming a councillor, the role of local government and an introduction to the electoral process.  Speakers at this session will be from various areas of the local government sector and include experienced councillors, chief executive officers, and MAV staff.  To register your attendance, please phone (03) 9658 9658 or email <a href="http://www.melbourne.vic.gov.au/contactus">www.melbourne.vic.gov.au/contactus</a>





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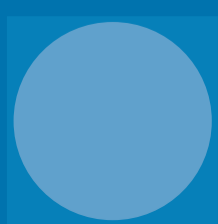
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# New Businesses in Docklands

The Docklands Community News acknowledges new business openings as an information service to the local community. Docklands-based businesses wishing to be profiled in this section should email: [news@docklandsnews.com.au](mailto:news@docklandsnews.com.au)

## Victoria Harbour goes nutty

Nuts, dried fruit, special mixes, confectionery and chocolate are the fresh tasty snacks that can be found at Nutshack, Victoria Harbour.

Recently established, Nutshack has been warming up the winter mornings with coffee and providing snack sensations for the mid-morning and afternoon energy fix.

Nutshack also offers made to order hampers. Jane, the Docklands franchisee creates a range of innovative gift solutions.

With Christmas approaching, talk to her about Nutshack's range of corporate hampers and gifts.

Contact the Bourke St, Victoria Harbour store on **9614 5284**.

## Fashionable Docklands

As a long-term Docklands resident, Julie Spencer of Jules Haute Couture has experienced the area's rapid residential and business growth.

She sees Docklands as a community that embraces new ideas and concepts!

With this in mind, she relocated her busy Toorak Village ladies fashion boutique to an exciting new showroom at the "Site One" Trevor Main Business Centre at Bourke St Docklands.

After several years of retail experience, Julie realised that working women simply have little time to shop (even online) and are tired of buying poor quality, badly designed, ill fitting garments.

The fashion designer decided to offer ladies a unique designer shopping experience full of old-fashioned "customer service".

She specialises in affordable Australian-made, custom-ordered, exclusive designs, created to complement the figures of "real women".

Jules Haute Couture focuses on corporate, race wear, wedding and special occasion attire co-ordinated with matching fascinators and evening bags. Jules uses fabrics such as silks, alpaca, cashmeres, cool wools, cottons and microfibres.

Discussions are free and fun. Ladies are invited to discuss their fashion needs over a leisurely coffee, while their family experience Docklands exuberant lifestyle.

Ring Julie for an appointment on mobile **0412 803 411**.

She especially loves meeting people after hours and weekends. Visit the website [www.jules.com.au](http://www.jules.com.au)

Julie Spencer (left) at the races with model Caitlin Blake-Lane.  
Photo: Steb Fisher Photography



## Black and Gold



By Guy Mason,  
Docklands Church Minister

One of my favourite songs on the radio at the moment is Sam Sparrow's "Black and Gold". Born in Sydney, Sam's music has reached the top of the Australian charts and is creating waves around the world.

Interestingly, it's not just his catchy melody and electrop beats that are getting people talking, but his intriguing and somewhat ambiguous lyrics.

I've come across hundreds of web pages, blog sites, Facebook pages dedicated to working out what Sam Sparrow is on about when he sings:

"Coz if you're not really here. Then the stars don't even matter. Now I'm filled to the top with fear. That it's all just a bunch of matter."

"I look up into the night sky. I see a thousand eyes staring back. I feel the weight of something beyond them."

Some have proposed that he's singing about a love interest, others have suggested it has to do with destiny and fame.

As you could imagine I was interested to here Sam's explanation of the song in a recent interview on Channel 10's Rove. According to Sam, "Black and Gold" is actually about his search to know and understand God.

As he looks at the night sky he asks: it is all just a bunch of matter with little or no meaning, or is their God? Has he put this world and our life in motion?

These are some great questions that are common to many of us, and so over the next two months we will be kicking off a series at Docklands Church called "Origins". We will walk through Genesis, one of the most talked about books ever written.

It's going to be an awesome series and I want to invite you whether you are believer, sceptic, seeker (or something in between), to come along and take this journey with us. Docklands Church meets every Sunday, 10:30 at James Squire Brewhouse. For more info visit [docklandschurch.org.au](http://docklandschurch.org.au)

## Melbourne targets the top 10

A draft plan outlining the community's vision for Melbourne by 2020 will be formally considered at September's Melbourne City Council meeting.

The Future Melbourne draft plan was developed over 13 months of consultation, participation and collaboration with the Melbourne community, led by the Future Melbourne Reference Group.

Councillor Catherine Ng, the Chair of the Planning Committee, said the Future Melbourne plan aimed to build on the city's liveability and become one of the world's top 10 most sustainable cities.

"Future Melbourne is the community of Melbourne's long-term plan for the future direction of all aspects of city life. Developed by the community, it sets out the goals for the future, key trends and challenges, and outlines strategic growth areas for the city," Cr Ng said.

Future Melbourne YGen representative Jack Fuller said it was not surprising young people had shown great interest in creating a vibrant and sustainable Melbourne, especially as the average age of Melburnians was 28 and one third of the population was students.

"We have shown through our contribution to Future Melbourne that Melbourne's young adults care about how we want to live, work, play and study in the city," Mr Fuller said.

The City of Melbourne's population is expected to reach 140,000 in 2020, with the number of workers rising to 400,000 and daily visitor numbers reaching one million (from 700,00 currently).

Future Melbourne began in June 2007 and is a community plan sponsored by the City of Melbourne and developed collaboratively via an ongoing open public engagement strategy. During this time 15,000 individuals, businesses, organisations and community groups have participated in the consultation program.

During the final round of public consultation (May-June 2008):

- 6500 people logged onto the wiki ([www.futuremelbourne.com.au](http://www.futuremelbourne.com.au)) and 200 individual edits were made to the draft plan;
- Over 200 stakeholders were individually briefed on the plan in various forums/meetings;
- Student leaders and Melbourne's YGen group participated in a series of workshops on Future Melbourne; and
- An art exhibition was held at Docklands.

For more information on Future Melbourne please go to [www.melbourne.com.au](http://www.melbourne.com.au)

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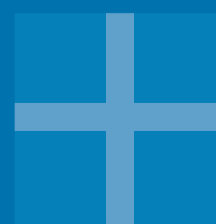
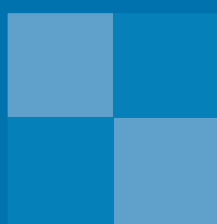


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# SERVICE directory

To include your business details in the Community News Service Directory, phone 9602 2992.

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Level 3, World Trade Centre, Siddeley St, Melbourne  
 Ph: 9620 2887 | [www.futurekidschildcare.com.au](http://www.futurekidschildcare.com.au)

## Pharmacy

**Southern Cross Pharmacy**

Hours: Mon to Fri 7am-8pm & Sat 9am-5pm  
**Southern Cross Station**  
 Shop C8, 99 Spencer Street, Docklands  
 Ph: 9600 0294 • Fax: 9600 0594  
 Email: [southerncrosspharmacy@nunet.com.au](mailto:southerncrosspharmacy@nunet.com.au)

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## Support the OCRF's annual Silver Ribbon Campaign.



The Ovarian Cancer Research Foundation (OCRF) has been established to foster research into ovarian cancer – a disease which in Australia claims the life of one woman every ten hours and often remains undetected until in its advanced stages. For more information call 1300 OVARIAN (1300 682 742).

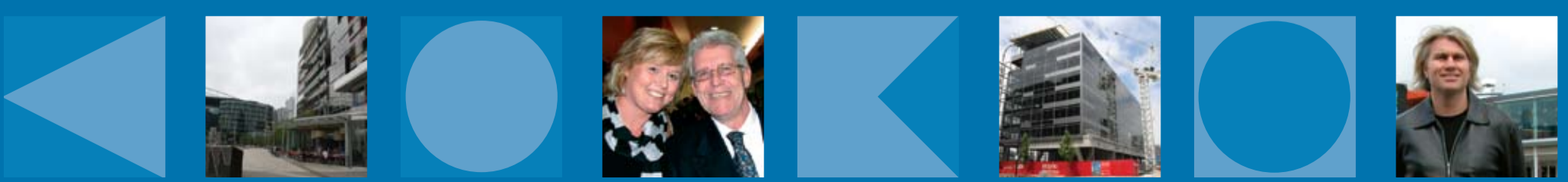
Purchase a Silver Pin or Pen at any NAB branch or a beautiful Limited Edition Silver Gift and/or Silver Ribbon from Witchery stores nationally. Donate at any NAB branch or online at [www.nab.com.au/ocrf](http://www.nab.com.au/ocrf) and [www.ocrf.com.au](http://www.ocrf.com.au)

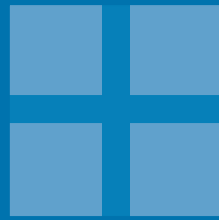
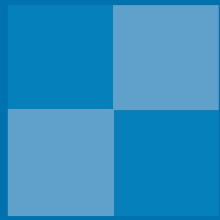
**OCRF Silver Ribbon Exposure Gala – 15th November, 2008**

Co-presented by Australian Gourmet Traveller, Champagne Devaux and Mercedes-Benz at the stunning waterfront venue Peninsula at Central Pier.

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# Docklands Community Sports Page

**PROUDLY SPONSORED BY DOCKLANDS MARKETING ASSOCIATION**

## Development specialist joins **Docklands Yacht Club**

**Experienced yachting administrator Terry O'Donnell has joined the Docklands Yacht Club.**

Mr O'Donnell recently transferred from the very successful Albert Sailing Club and brings a track record of continuous achievements over the last five years.

After four consecutive terms as ASC vice-commodore and finally retiring after serving as rear commodore, a new challenge has been found with the bright young team at Docklands Yacht Club.

"This young club has enthusiasm, the correct attitude towards providing a service to the community, a brilliant location and spectacular sailing arena," Mr O'Donnell said.

"I believe the most amazing opportunity I've ever come across is here at Docklands Yacht Club."

A new membership and volunteer recruitment campaign will start this month.

Docklands residents and visitors are welcome to Try Sailing from the DYC's clubhouse at Shed 2, North Wharf Rd. The club has large bright yellow and blue sail shades out front.

Activities for the community are conducted every 2nd and 4th Sunday from 11am-3.30pm.

This is available for people of all abilities. Try dinghy sailing on the magnificent Victoria Harbour.

For more info contact Terry on 0425 737389, email [tezza\\_o\\_d@hotmail.com](mailto:tezza_o_d@hotmail.com) or visit [www.docklands.yachting.org.au](http://www.docklands.yachting.org.au)



Terry O'Donnell in his former role on Albert Park Lake.



## Marina YE recognised **for low carbon**

**Marina YE at Yarras Edge is a world leader with its accreditation as a Carbon Neutral Marina in the Marina Industries Association of Australia's Low Carbon Marina Program.**

The Initiative is a national certification program for marinas, yacht clubs, boat clubs, slipways and other associated industry operators across Australia and is the first of its type in the world. The initiative is administered by the Carbon Reduction Institute in conjunction with the MIAA.

The marina industry is particularly vulnerable to climate change as increased storm and

cyclone intensity, rising sea levels and changes in rainfall patterns come into effect.

Marina YE Manager Allan Cayzer, engaged the Sydney based CRI to calculate Marina YE's climate change impact with the aim to define and establish operational boundaries to account for the marina's direct and indirect greenhouse gas emissions and then reduce and offset those emissions.



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Dr. Joseph Moussa is a member of the Australian Dental Association, the International Team for Implantology and the Ossio integration Society. Having over twenty years of experience in general dentistry, with a special interest in cosmetic dentistry.

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