



# Towards a regenerative Melbourne

Embracing Doughnut Economics  
to create a new compass  
for Melbourne

## ACKNOWLEDGEMENTS

We acknowledge and pay our respects to the Traditional Custodians of what we now call Melbourne, the Bunurong Boon Wurrung and Wurundjeri Woi Wurrung peoples of the Eastern Kulin Nation. We pay our respects to elders past, present and emerging. We recognise that we need to build conversations like these, about the future of our city, on the wisdom of First Nations people, and with an understanding and appreciation of the ongoing impacts of colonialism and dispossession. Sovereignty was never ceded. This always was and always will be Aboriginal land.

We acknowledge and support the Victorian Treaty process and the First Peoples' Assembly of Victoria. We also support the *Uluru Statement from the Heart* and the call for a First Nations Voice to Parliament, protected by the Constitution.

We wish to share a heartfelt thank you to the many hundreds of people who participated in the community workshops and shared time and passion during this project. We also thank the co-hosts of the roundtables and participants in these associated networks, including;

**Warwick Smith**  
CASTLEMAINE INSTITUTE

**Dr Michelle Maloney**  
NEW ECONOMY NETWORK AUSTRALIA

**Rob Gell and Mike Flattley**  
ROYAL SOCIETY OF VICTORIA

**Dr Catherine Brown OAM**  
LORD MAYOR'S CHARITABLE FOUNDATION

**Mele-Ane Havea**  
SMALL GIANTS ACADEMY

Our work has been enabled and greatly enhanced by a talented and deeply thoughtful group of facilitators and graphic scribes. We thank this team for their dedication and the depth that they have brought to this project and the formation of the Regen Melbourne network: **Rachel Bucknall, Devon Bunce, Nicki Colls, Anna Crabb, Abbie Freestone, Kiran Kashyap, Phoebe Roberts, Katherine Sundermann, Matt Sykes** and with a very special mention to our Doughnut Champion **Alison Whitten**.

This project has not been an attempt to create a "representative" snapshot of Melbourne. That exercise is beyond our current scope. Rather, it builds on the strategies, visions and wisdom of organisations and individuals interested in localising Doughnut Economics in our city, and combines this with a unique community engagement exercise to create a roadmap for downscaling the Doughnut to Melbourne.

In solidarity,

**Willow Berzin**  
COALITION OF EVERYONE

**Kaj Lofgren**  
SMALL GIANTS ACADEMY

**Stephen Torsi**  
LORD MAYOR'S CHARITABLE FOUNDATION

**Sean Trewick**  
CIRCULAR ECONOMY VICTORIA

*REGEN MELBOURNE CONVENERS*

This report includes quotes from a diverse group of prominent leaders in Melbourne who generously gave their time for interviews to discuss their love for our city, their experience of the COVID-19 disruption, the lessons that emerged for them and their vision for our city. These individuals include:

**Fiona Armstrong**  
CEO, CLIMATE AND HEALTH ALLIANCE

**Cheryl Batagol PSM**  
CHAIR, CRC FOR WATER SENSITIVE CITIES

**Dr Catherine Brown OAM**  
CEO, LORD MAYOR'S CHARITABLE FOUNDATION

**Narweet Dr Carolyn Briggs AM**  
SENIOR ELDER, BOON WURRONG FOUNDATION

**Claire Ferres Miles**  
CEO, SUSTAINABILITY VICTORIA

**Rob Gell AM**  
VICE PRESIDENT, ROYAL SOCIETY OF VICTORIA

**Toby Kent**  
MELBOURNE'S FIRST CHIEF RESILIENCE OFFICER AND CO-FOUNDER, ELLISKENT

**Emma King**  
CEO, VICTORIAN COUNCIL OF SOCIAL SERVICES

**Berry Liberman**  
CREATIVE DIRECTOR, SMALL GIANTS ACADEMY

**Karen Mahlab AM**  
CEO, PRO BONO AUSTRALIA

**Dr Cathy Oke**  
ENTERPRISE SENIOR FELLOW IN INFORMED CITIES, UNIVERSITY OF MELBOURNE

**Professor Yin Paradies**  
PROFESSOR AND CHAIR IN RACE RELATIONS, DEAKIN UNIVERSITY

**Carol Schwartz AO**  
BOARD MEMBER, RESERVE BANK

**Rebecca Scott OAM**  
CEO, STREAT

**Prof the Hon John Thwaites AM**  
CHAIR, MONASH SUSTAINABLE DEVELOPMENT INSTITUTE



**DR CATHERINE BROWN OAM**

Lord Mayor’s Charitable Foundation is proud to be a founding partner of the Regen Melbourne Network and supporter of the project detailed in this report.

As the community foundation for Greater Melbourne, our purpose is to identify and scale solutions that address Melbourne’s big social and environmental challenges. We achieve this through a focus on supporting innovative and effective models, convening and participating in impactful collaborations and working at a systems level on the biggest challenges.

The Regen Melbourne network and its focus on regenerative economic models is an outstanding example of our approach in action. It embodies innovation through the use of Kate Raworth’s Doughnut Economics framework. It succeeds through the strength of a growing network of passionate and skilful individuals and organisations. Importantly, it takes a systemic approach to helping us look with fresh eyes at the major interconnected challenges we are facing.

Community philanthropy can play a key role in catalysing innovative place-based work like this. It can take risks and act quickly, capabilities that are critical as Melbourne seeks to recover and build back better.

This recovery work is urgent, and the power of Kate’s model is that it can communicate complexity and engage a broad audience of participants, which is vital if we are to build a resilient and inclusive future for our city, its people and its ecology.

The Foundation’s impact areas are reflected in both the social foundation and ecological ceiling of the doughnut. Only when we can ensure an inclusive future for our most disadvantaged communities and individuals can we say we are truly inside the safe and just space articulated by Kate.

What is clear from this report is that within the challenges we face, there is enormous economic opportunity which can provide secure jobs for all in the next economy. This report steps out a clear path for the Regen Melbourne network as it brings in new public, private and government partners, unlocks further support and initiates demonstration projects across our city.

I commend and congratulate the Regen Melbourne network and Small Giants Academy on leading this excellent community visioning report and look forward to the next phase of development.

**Dr Catherine Brown OAM**  
Chief Executive Officer  
Lord Mayor’s Charitable Foundation



**KATE RAWORTH**

Ever since the Doughnut was first published in 2012, people in districts, towns and cities worldwide have asked ‘What would it take for us to live in the Doughnut here?’ This initiative by Regen Melbourne is a fantastically creative and inspiring opening response to that question.

This report’s first focus is on local aspirations for what it could mean to thrive in Greater Melbourne. When this is complemented with the next step – focusing on Melbourne’s global responsibility for its impact on people and planet worldwide – the result will be a powerful self-portrait of a city that is facing the challenges and opportunities of transformation and is already in motion to make it happen.

In launching this initiative, Melbourne is joining a group of cities around the world that are pioneering holistic approaches to transformation, each in their own distinct way. It’s clear that the deeply collaborative approach taken here is going to inspire communities in many other places to bring such creativity, listening, imagination and care as has been poured into this process. Those communities will, in turn, take the rich inspiration offered here and each add their own innovative twist. This is how we all keep learning – together and from each other – and how we give ourselves the best chance possible to transform the future.

I hugely look forward to seeing what happens next.

**Kate Raworth**  
Author and Economist  
*Doughnut Economics: 7 Ways to Think Like a 21st Century Economist*

Foreword

*“How are we as a society investing, stepping up and stepping forward to these disruptions that will continually impact on the world?”*

N'ARWEET DR CAROLYN BRIGGS

## INTRODUCTION

This report is for the citizens of Greater Melbourne. It serves as an invitation to join an ongoing conversation about Melbourne's future. The project described here is a small first step towards using Doughnut Economics for transformative action on the big challenges and opportunities for our city.

Regen Melbourne is an emerging network of individuals and organisations exploring a regenerative future for our city. Formed at the height of the COVID-19 pandemic in 2020, the network was convened by Lord Mayor's Charitable Foundation, Small Giants Academy, Circular Economy Victoria and the Coalition of Everyone. Regen Melbourne is now made up of more than 500 individuals and more than 40 organisations from across sectors and disciplines.

In October 2020, the convening organisations instigated a community engagement project with three clear purposes:

1. To investigate the appropriateness and adaptability of the Doughnut Economics model to Melbourne's unique context
2. To develop preliminary community insights around a regenerative future for Melbourne
3. To explore the value of a network-based, collaborative methodology to surface findings and recommendations for our road ahead

To achieve the above, we have combined the Doughnut Economics City Portrait methodology and a unique community engagement model. Over the past six months, we have convened five interactive community forums, undertaken 15 leadership interviews, held six roundtables and conducted countless hours of data analysis.

This report brings together the outcomes from our initial community engagement project. Many of the quotes and insights documented here bear witness to the collective experience of the COVID-19 pandemic and provide the impetus for how we can reimagine economic opportunity and resilience in our city. When referencing Melbourne this report, we are referring to the 32 Local Government Areas that make up Greater Melbourne.



## CONTEXT

We are currently experiencing the convergence of three disruptive and interconnected forces: the economic crisis brought on by COVID-19, rising social inequality and the climate and biodiversity emergency. Our current economic paradigm does not adequately provide pathways for the transformative action urgently needed to overcome these complex and interconnected challenges, nor does it take advantage of the potential opportunities of this moment.

Doughnut Economics provides us with this paradigm shift. This deceptively simple model, with an ecological ceiling based on the Stockholm Resilience Centre's planetary boundaries and a social foundation based on the United Nations Sustainable Development Goals (SDGs), equips us with a 21st Century compass for meeting the needs of all within the means of the planet. The project described in the report demonstrates the potential power of this new compass for Melbourne.

The future that we have described in this report is built on the goal of attaining economic security, creating new jobs and supporting all aspects of our city to thrive. However, generating true economic security after COVID-19 is predicated on rapidly reducing our impact on the planet and increasing our care for each other. This is how we build back better and drive the creation of a more inclusive, localised, innovative, resilient and agile economy.

Melbourne is a hungry city, an unsustainable city, using up vast amounts of resources and material flows to generate economic activity. This extractive and exploitative model urgently needs reimagining to ensure safety and security not just for the people of Melbourne, but also the ecosystems, communities and regions that are in relationship with the city.

Melbourne is a global, thriving, livable city of more than 5 million people. However, we face challenges that include homelessness, housing unaffordability, social justice, income inequality and inequitable access to education, jobs and services. This requires us to think about how our city and its economy is designed, and for whom.

Working holistically across the dynamic complexity of Melbourne's economic, ecological and social systems is the only way to ensure long-term safety, security and justice. The Doughnut methodology embraces this holistic approach, providing us with the framework and tools to reimagine our city as a regenerative, prosperous, just and safe place to live.

There isn't a moment to lose. Moving Melbourne into the safe space described by the Doughnut is the biggest economic, ecological and social impact opportunity of our time.

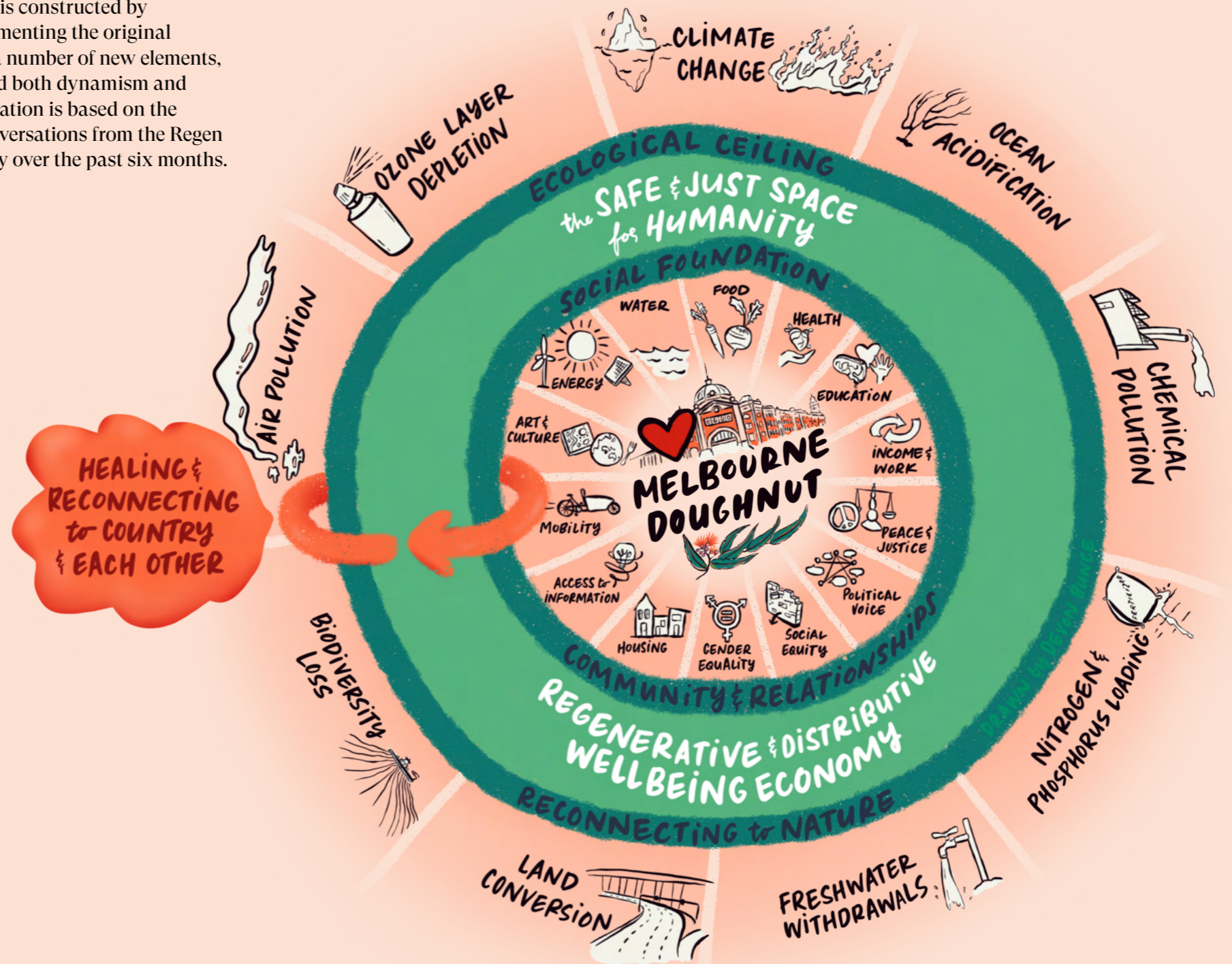
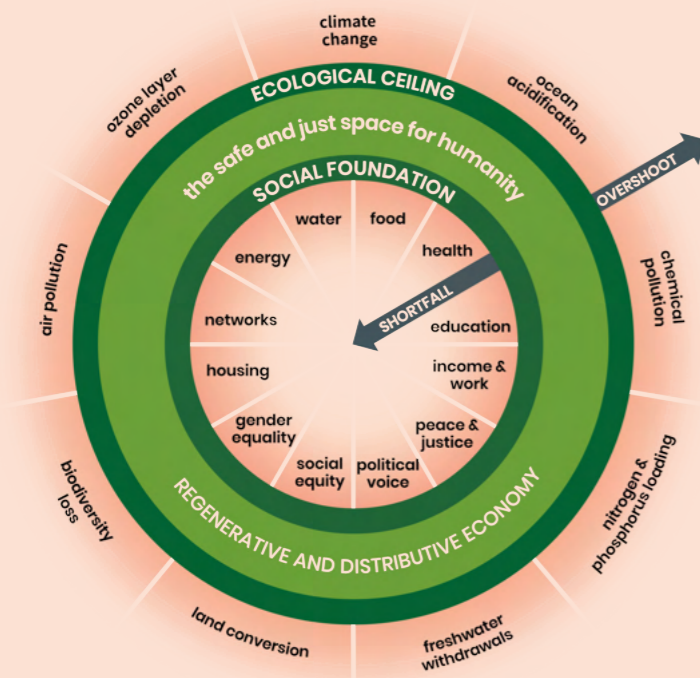


## INTRODUCING DOUGHNUT ECONOMICS

The pioneering book *Doughnut Economics: Seven Ways to Think Like a 21st Century Economist* was released by economist and author Kate Raworth in 2017. This groundbreaking work presented seven ways to rethink economics. The first way is to create a new goal for progress and prosperity in the 21st century, beyond the simple, outdated and problematic goal of growth at all costs. More than a vision, the Doughnut offers us a compass to navigate the complex social and ecological challenges that face humanity in the 21st century. This deceptively simple model, with an ecological ceiling based on the Stockholm Resilience Centre's planetary boundaries and a social foundation based on the United Nations Sustainable Development Goals (SDGs), equips us with a 21st Century compass for meeting the needs of all within the means of the planet.

## A MELBOURNE DOUGHNUT

Throughout our work we explored whether the Doughnut model is adaptable and appropriate to Melbourne's unique character and our particular challenges and opportunities. The analysis of our context, the research and mapping work and our community engagement process has revealed that a local version of the Doughnut can serve as a powerful new compass for our city. The local Melbourne Doughnut is constructed by downscaling and augmenting the original Doughnut to include a number of new elements, rename others and add both dynamism and texture. This augmentation is based on the contributions and conversations from the Regen Melbourne community over the past six months.



## A VISION FOR A REGENERATIVE MELBOURNE

*“How can we provide a society as a place of radical abundance, not artificial scarcity? There's a lot out there for everyone in terms of physical, psychological, spiritual, social, economic resources.”*

PROFESSOR YIN PARADIES

A clear vision for Greater Melbourne is essential to guide decision makers of all kinds as we embrace a post-COVID future that faces more complex challenges including climate change, local and geopolitical instability and biodiversity breakdown. This involves thinking beyond business as usual and relearning how the four elements of our economy (household, market, commons and state) can together work towards a safe and just future for our city's people and ecology.

Throughout our workshops, interviews and roundtables, we asked our network to consider vision statements for Melbourne as a whole and for Melbourne through the lens of the Doughnut's themes and dimensions. This resulted in dozens and dozens of vision statements. Through a thorough process of grouping and surfacing commonly used concepts and words, a co-created vision was developed (see *“A Regenerative Melbourne is...”*).

Our connection to our natural environment and to one another is the central thread that is knitted into all elements of this vision. The process we have undertaken over the past several months has continually surfaced the crucial need for healing - of ourselves, of our relationships and of country. As long as we remain disconnected from the land and from each other, we will not be able to genuinely commit ourselves to the ideals outlined in our vision. This is what truly localising the Doughnut to Melbourne means to us. It is not easy or comfortable, but it sets the direction for our community and for our beloved city.

This vision has been created and now adopted by the Regen Melbourne network and will guide all of our work together.

## a REGENERATIVE MELBOURNE is:

### KNOWLEDGEABLE

EVERYONE has ACCESS to KNOWLEDGE as CUSTODIANS of the ENVIRONMENT and SOCIETY



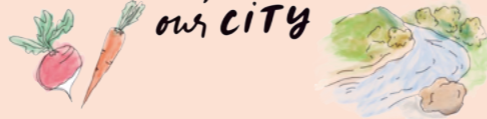
### CONNECTED through CULTURE

WE are PROUD of our DIVERSITY of CULTURE as DRIVERS of CONNECTION and CREATIVITY & we LIVE as MUCH a PART of the LAND as the LAND US



### FULL of LIFE

A NETWORK of NEIGHBOURHOODS that SUPPORT THRIVING COMMUNITIES & NATURAL SYSTEMS. WE can SWIM in our RIVERS, PLAY & LEARN in NATURE, GROW FOOD in our CITY



### AFFORDABLE

EVERYONE has SECURE, SAFE, COMFORTABLE HOUSING POWERED by CLEAN ENERGY and QUALITY LOCALLY GROWN FOOD



### COLLABORATIVE

WHERE we DO what WE LOVE for our LIVELIHOODS and WE are VALUED for our CONTRIBUTION



### ENABLED

OUR ECONOMIC & GOVERNANCE SYSTEMS ENABLE these VISIONS to COME to LIFE



*“I often lie awake at night and imagine the city in a decade, I imagine all the little streets, Little Bourke, Little Collins, Little Lonsdale, all the little streets now being walking pedestrian streets. And like they've been re-wilded. You don't drive down them. They are these unbelievable forests you are walking through. You are walking through these amazing green, lush streets and everyone is spilled out onto the streets.”*

REBECCA SCOTT

*“I would like to see a city where people don't have to travel more, and they actually do walk and bike. Not because it's some sort of trendy European thing. But just because that is what everyone does.”*

PROF THE HON JOHN THWAITE

*“In 2030 we've made a difference in terms of realising circular economy and that goes from household level right through to global institutional level.”*

CHERYL BATAGOL

*“It's green. It's vibrant, it's self-reliant. We're producing and eating our own food...we've got food sovereignty, fresh water sovereignty. We've got everything we need for a changing climate. But it's culturally thriving because everyone feels safe and everyone has enough for everyone's need, but maybe not for everyone's greed.”*

BERRY LIBERMAN

*“Our ultimate goal is prosperity for people and prosperity for the planet...I would like to see by 2030, that we are well on our way to be a circular economy, that we have adopted circular regenerative economic principles...that the jobs are prosperous, and aligned with our future economic direction.”*

CLAIRE FERRIS-MILES

*“What does a post consumer society look like? Because I look at a younger generation that is much more concerned, and rightfully so, with climate risk, with the way their children and grandchildren are going to live, and how we create a sustainable society. And I can see different different values and different patterns of behaviour are emerging than existed in in my generation. And I think that's a good thing.”*

CAROL SCHWARTZ

## FINDINGS & NEXT STEPS

PROJECT PURPOSE	PRIMARY INSIGHT	ROADMAP STEPS 2021-2023
<p>1. To investigate the appropriateness and adaptability of the Doughnut Economics model to Melbourne's unique context</p>	<p><b>The Doughnut Economics methodology, when downscaled to Melbourne's context, serves as a powerful new compass for our city.</b> The Doughnut model is highly adaptable and creates the space for impactful community-led conversations about our future. The Doughnut model provided the right framework for the right time as Melbourne emerged from our COVID-19 lockdowns.</p> <p>See Melbourne Doughnut</p>	<p><b>Further developing the Melbourne Doughnut</b></p> <ol style="list-style-type: none"> <li>1. Building on the insights generated to date and the Melbourne Doughnut created here, continue the City Portrait process for Greater Melbourne and incorporate both our local and global responsibilities</li> <li>2. Establish expert-led working groups for each of the dimensions of the Melbourne Doughnut</li> <li>3. Investigate gaps and opportunities in local, state and federal government policy that can inform the development of doughnut-aligned policies for Greater Melbourne</li> <li>4. Establish a data and measurement working group and identify primary indicators and associated data sources for each dimension of the Melbourne Doughnut</li> </ol>
<p>2. To develop preliminary community insights around a regenerative future for Melbourne</p>	<p><b>Our community insights process has surfaced an emerging vision for a regenerative Melbourne.</b> The Doughnut model and our unique community engagement model developed potent preliminary insights for Greater Melbourne. The major opportunity now is for further municipal and neighbourhood-level localisation.</p> <p>See Vision for Melbourne</p>	<p><b>Further community activation</b></p> <ol style="list-style-type: none"> <li>5. Convene a regenerative business forum to support and enhance collaboration and to share knowledge of aligned business practice</li> <li>6. Establish at least five Regen Melbourne neighbourhood groups to explore local, place-based activation of Melbourne's Doughnut</li> <li>7. Recruit at least five Greater Melbourne councils as beacons that engage in the activation of Melbourne's Doughnut within their municipalities</li> <li>8. Activate community around projects by establishing a Regenerative Project Incubator to support new ideas and ventures that move our city into the safe space described by the Melbourne Doughnut</li> </ol>
<p>3. To explore the value of a network-based, collaborative methodology to surface findings and recommendations for our road ahead</p>	<p><b>The Regen Melbourne network has emerged as an Anchor Collaborative, creating meaningful community connection and activation that can be developed further.</b> This world-first, community-led approach to localising the Doughnut model has been marked by the ease and effectiveness of collaboration within the Regen Melbourne network. This has resulted in a co-created shared vision, pathways for continued work and a framework for an aligned way to measure success.</p>	<p><b>Further developing the Regen Melbourne network</b></p> <ol style="list-style-type: none"> <li>9. Establish a Regen Melbourne steering committee, governance framework and resourcing strategy</li> <li>10. Utilise the Melbourne Doughnut, create an interactive map of people, organisations, projects and research that are accelerating our city into the safe and just space for humanity</li> <li>11. Share stories of individuals and organisations working to achieve the goals of Melbourne's Doughnut</li> <li>12. Create and share demonstration projects and practical tools for activating Melbourne's doughnut</li> </ol>

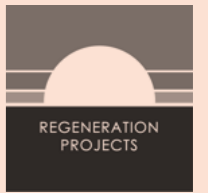
## REGEN MELBOURNE NETWORK

Regen Melbourne is a network of organisations and individuals exploring a regenerative future for our city. The network is an emerging group of more than 500 individuals and more than 40 organisations.

Join [regen.melbourne](https://regen.melbourne)



Small Giants  
Academy



a  
new  
normal

finding  
infinity

Dumbo  
Feather



isgood.ai

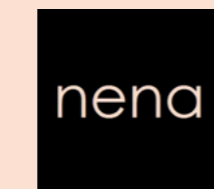


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SPARK | BEYOND



Digital  
Storytellers



MELBOURNE  
SOUP



OF KIN



Rewild.



REGEN  
MELBOURNE