



Louise Dann & Jocelyn Chiew  
Monash University

### **The growing role of University Campuses in Activity Centre Planning**

The dynamic and competitive Australian higher education market has been forced to rethink its campus environments and the services they offer to attract and maintain vibrant communities and so-called 'sticky' campuses.

Sustaining viable commercial businesses in the context of a 26 week academic year is a challenge for operators, that is best supported by enabling and encouraging access to these businesses by the broader community.

Monash University offers a broad range of retail and community services on its campuses – banks, post office, food and beverage, sporting facilities, health and wellbeing services, entertainment, art galleries, performing arts theatres, libraries and hire venues.

Openly accessible campuses with wide pedestrian pathways and cross campus links invites our surrounding communities to share our green open spaces, curated retail environments, sports, art, and entertainment precincts. Major transport hubs located on, or adjacent the campuses increase exposure and visitation, and embed the concept that the campuses are accessible for all to enjoy. A diverse and multicultural student population encourages a diversity of visitors, with various local and state government departments utilising Monash campuses for significant cultural events and celebrations, as well as learning.

Monash's one hundred hectare flagship campus at Clayton, is situated at the heart of the Monash National Employment and Innovation Cluster, an agglomeration of health, education and employment. Aligned with key principles in Plan Melbourne 2017-2030, Clayton campus contributes to the '20-Minute Neighbourhood' concept with a quality and diversity of services and offerings that uniquely energise and sustain the campus and its region.

The workshop will focus on how Monash University delivers on the major focus for change in metropolitan Melbourne, as outlined in the State Planning Policy for Activity Centres, using a revitalised Clayton campus as the key case study.