



Council Plan 2021-25

JOIN THE CONVERSATION!

Have your say as we develop our four-year Council Plan to create a healthy city for everyone.

Developing the Council Plan/Health Plan 2021-2025

Phase Two Community Engagement Report

August 2021

Table of contents

Executive Summary.....	1
What we did.....	1
Community priorities	2
Fair	2
Thriving	2
Connected	2
Green.....	3
Beautiful.....	3
Resilient Organisation	3
Community Vision	3
Summary of Phase Two Community Engagement tools and participation	4
Key Insights Report	6
Detailed summary of community priorities	6
Appendix 1: Community Assembly	11
Appendix 2: Community Workshops	20
Appendix 3: Stakeholder Interviews	28
Appendix 4: Neighbourhood Pop Up Chats	30
Appendix 5: Hosted Conversations.....	33
Appendix 6: Valley View Survey.....	37
Appendix 7: Online Engagement (Your Say)	39
Appendix 8: Staff Synthetron.....	41

Executive Summary

Moonee Valley City Council must produce a Council Plan. This will involve significant community engagement in 2021 to:

- gain insight and understanding around the impacts of COVID-19 on the community
- understand community priorities, including health and wellbeing priorities
- identify what role Council can play in recovery from COVID-19
- build and strengthen relationships with community to help Council to achieve MV2040
- identify actions to include in the Council Plan (integrating the Municipal Public Health and Wellbeing Plan)
- pilot and evaluate a deliberative engagement process with the community
- create broader community awareness around Council's vision to create a healthy city
- build awareness of MV2040 and the Council Plan process
- build awareness of the need to move from an action-based to an outcomes-based planning approach.

This report summarises the findings from community engagement completed in May to July 2021. Over the coming months we will be reaching out further to residents and stakeholders, to further define community priorities and actions to deliver the 2021-2025 Council Plan/Health Plan.

What we did

The second phase of engagement for the 2021-2025 Council Plan followed, and was informed by, the first phase of engagement (from 8 March to 11 April).

Council undertook a targeted campaign of online and in-person engagement activities that sought to canvas views from across the municipality, to get a deeper understanding of key themes identified in phase one, reveal additional priorities, and obtain deeper reflection on the Community Vision. The variety of engagement activities were essential to continue community consultation during Victoria's fourth and fifth lockdowns, which occurred during this engagement phase.

Your Say was again engaged, with a variety of polls, surveys, discussions and mapping tools used. An online version of the winter Valley View survey was also hosted on Your Say.

Council hosted six neighbourhood 'pop up chat' events across all three wards, and seven community workshops for community members and stakeholders. Hosted Conversations guides were made available and promoted, so the community could run their own consultations with family, friends, neighbours and community groups. Finally, the Moonee Valley Community Assembly was held on 17 and 18 July, made up of 35 community members that represent a range of different ages, suburbs, cultures and backgrounds and reflect the diversity of Moonee Valley. Due to the timing of Victoria's fifth lockdown, this was rapidly moved from being face-to-face to an online event.

Council's community and stakeholder networks were also engaged to promote wider participation in the community engagement activities, and complement the promotion done by staff through Council's existing Council communication channels, networks and programs.

Council also ran a Synthetron online dialogue event for Council officers, to give staff an opportunity to provide feedback on the Council's direction for the coming four year in an anonymous, real-time conversation. A follow up survey was also distributed to officers unable to attend.

Community priorities

Through our conversations with the community, a number of items emerged as priority areas for Council to consider addressing through the strategies and major initiatives in the 2021-2025 Council Plan/Health Plan. These items areas fell across all five MV2040 themes, the MV2040 Vision Statement and our 'Resilient Organisation' services.

The below short summaries reflect views heard consistently through the various forms of community feedback. Longer summaries can be found in the Key Insights Report section.

Fair

Although the majority of community respondents felt they had everything they needed within an easy walking distance (i.e. 20 minutes) there were several suggestions for improvements. These included more multigenerational spaces and facilities across the municipality. Demand for open space and more community gathering spaces were frequently expressed. A focus on delivering services and supporting the most vulnerable community residents was highlighted.

Key themes identified were:

- More neighbourhood hubs
- Take action to prevent violence against women and family violence
- Provide support to improve mental health and social inclusion
- Encourage and support healthy living
- Advocate and support policies and systems to create equity.

Thriving

Community members are concerned about the impact that lockdowns have had on their local shopping strips with shops and restaurants forced to close and facing ongoing uncertainty and financial hardship. Leisure, sport, arts and cultural events and activities create important opportunities for social connection and are a contributor to positive mental health.

Key themes identified were:

- More support for local businesses
- More local arts and cultural activities
- Improve access to sporting and community facilities.

Connected

With exercise and physical activity providing one of the only ways that community members could get out of the house during lockdown, there has been a noticeable increase in the use of walking and bike trails, and support for expanding and improving our active transport network. It was recognised that some areas of the municipality are better connected than others.

Key themes identified were:

- Provide safe and better connected walking and cycling paths
- Improve access to active and sustainable transport options.

Green

The community is generally supportive of Council taking action on climate change, especially to support the community achieve low carbon living. The community told us it is important to invest in environmental sustainability initiatives and education around waste reduction. There was a strong belief that Council needs to keep investing in existing parks and open spaces as outdoor activity spaces are highly valued by the community.

Key themes identified were:

- Support the community to act on climate change
- Invest in, and protect, green and blue spaces
- Encourage low carbon living
- More environmental sustainability community education.

Beautiful

Community members are asking for more open space to be provided and for improvements to existing parks, reserves and our river and creek environs. There was a call for our open spaces to be multipurpose places that have appropriate infrastructure, such as intergenerational play spaces. There were many requests to review existing planning controls along our waterways and open spaces and provide more streetscape design.

Key themes identified were:

- More open space
- Better use of existing open space
- Review planning controls
- More neighbourhood beautification.

Resilient Organisation

Better communication around Council's existing services, programs and initiatives was seen as a key way to achieve the MV2040 vision

Key themes identified were:

- Many did not know or understand the full complement of Council's services and programs
- Local organisations and services also find it hard to reach the community
- The loss of the local newspaper has had a negative impact.

Community Vision

Our community maintain their support of Moonee Valley's community vision.

Key themes identified were:

- 'A healthy city' is still relevant
- The vision statement is supported with a variety of suggestions made to strengthen it further
- 20-minute neighbourhood principle is embraced but needs clearer definition.

Summary of Phase Two Community Engagement tools and participation

PURPOSE OF PHASE TWO

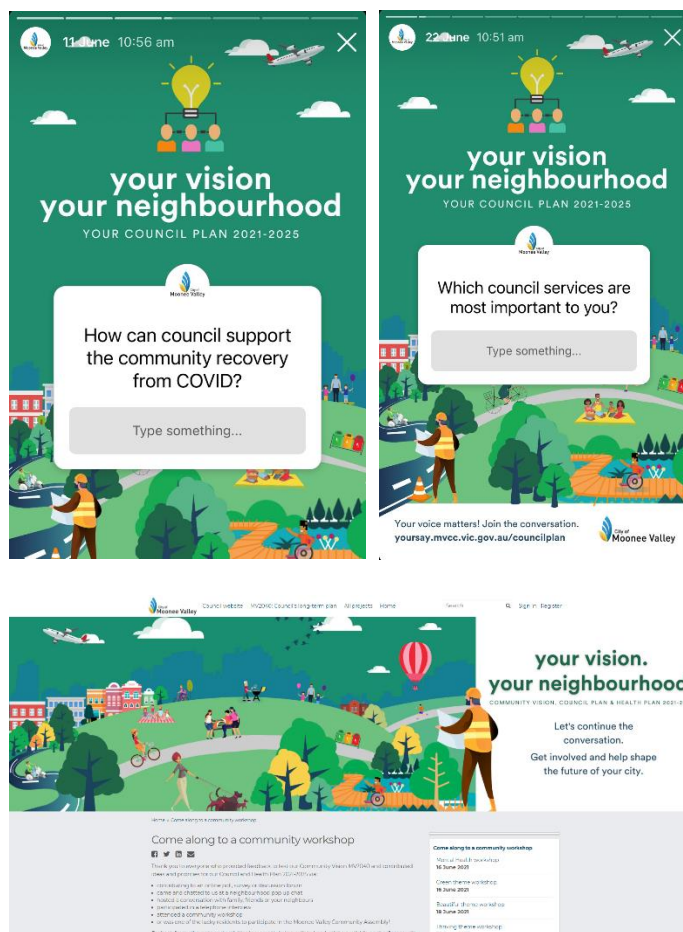
The objectives of the Phase Two Community Engagement were as follows:

- gain insight and understanding around the community priorities that emergence in Phase One engagement
- more deeply understand community priorities, including health and wellbeing priorities
- identify what role Council can play in recovery from COVID-19
- build and strengthen relationships with community to help Council to achieve MV2040
- identify actions to include in the Council Plan (integrating the Municipal Public Health and Wellbeing Plan)
- pilot and evaluate a deliberative engagement process with the community
- create broader community awareness around Council's vision to create a healthy city
- build awareness of MV2040 and the Council Plan process
- build awareness of the need to move from an action-based to an outcomes-based planning approach.

HOW DID WE INVOLVE COMMUNITY IN THE CONVERSATION?

Building on insights from the Phase 1 Engagement undertaken by Council, the Phase 2 Engagement Program was delivered in eight weeks, from Monday 31 May to Sunday 18 July 2021. Over 1,800 community members and stakeholders participated through the range of activities summarised below.

Online Engagement



The following online engagement opportunities were provided for the Community:

- **Facebook posts:** 2 posts, 15 people engaged, 24 comments
- **Facebook Advertisements:** reached 46,953 people
- **Instagram Polls:** 7 polls conducted, 227 people participated
- **Feedback via Email:** 28 people emailed Council feedback
- **Valley View self-mailer survey – Your Say Moonee Valley online:** 81 people engaged
- **Your Say Moonee Valley Project Page:** 1,637 page visits, 516 people more informed, 269 people engaged in the tools
- **Your Say Moonee Valley – Quick Poll MV2040:** 51 people engaged
- **Your Say Moonee Valley places tool – getting around:** 111 pins on the map, 29 people engaged
- **Your say Moonee Valley online discussion forum Living Locally:** 47 contributions, 23 people engaged
- **Your Say Moonee Valley – online discussion forums and ideas tools:** 7 forum topics, 3 ideas

	<p>tools, 52 page visits, 27 contributions and 14 people engaged</p>
<p>Targeted Engagement</p> 	<p>A number of communications and engagement activities were delivered to the community and stakeholders including:</p> <ul style="list-style-type: none"> - Valley View self-mailer survey hard copy: distributed to 52,000 households with 411 people engaged - Neighborhood Pop Up Chats: 6 pop ups and 122 people directly engaged - Hosted Conversations: 29 hosted conversations, 166 people engaged - Councillor Hosted Conversations: 3 online Councillor hosted conversations, 62 participants - Community Workshops: 7 workshops held, 61 people engaged - Stakeholder Interviews: 9 stakeholders engaged - Community Assembly: 25,000 households invited, 36 people participated
<p>Staff Engagement</p> 	<p>To leverage the extensive insights and experience of Moonee Valley City Council's staff, all employees were invited to participate in the following:</p> <ul style="list-style-type: none"> - Staff Synthetron Session: 312 staff members engaged, 1767 ideas and comments generated, 457 agreements. - Staff Synthetron follow up survey: 20 staff members engaged.
<p>Summary</p> <p>Moonee Valley City Council invited community members to continue the conversations started in the Phase 1 Engagement Program and participate in a diverse range of activities to inform their 2021-25 Council and Health Plans. Over 1,800 community members and stakeholders responded to this call, contributing their local knowledge, expertise and insights to the Phase 2 Engagement Program.</p>	

Key Insights Report

Detailed summaries for these engagements are available in the Appendix of this report. These being:

- [Appendix 1: Community Assembly](#)
- [Appendix 2: Community Workshops](#)
- [Appendix 3: Stakeholder Interviews](#)
- [Appendix 4: Neighbourhood Pop Up Chats](#)
- [Appendix 5: Hosted Conversations](#)
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- [Appendix 8: Staff Synthetron](#)

Detailed summary of community priorities

The following are synthesised findings from all community engagement activities held as part of Phase Two.

Fair

More neighbourhood hubs

There was support for neighbourhood hubs to encourage social connection with neighbours as well as to access information - especially among those who may be digitally excluded or vulnerable to other forms of social exclusion (i.e. age, gender, CALD, disability etc.). Libraries in particular were seen as having significant potential to be places for community gathering and meeting, safety, service referral and some service provision.

Take action to prevent violence against women and family violence

Several community agencies, stakeholders and community members observed a significant increase in family violence during the pandemic. Many agencies are now reporting that much work needs to be done to connect women to services and support, and to continue promoting gender equality and preventing violence against women. An increased focus on prevention of elder abuse was also highlighted. It was suggested that council grants and community programs consider a gender lens.

Provide support to improve mental health and social inclusion

Overwhelmingly, community members and service providers reported mental health and social inclusion among their top health and wellbeing priority. Community members (especially for youth and older adults) are looking for Council to facilitate opportunities to improve and maintain good mental health and community connectedness through festivals, drop-in spaces, events and community-led art, physical activity and food/healthy eating programs. Supporting access to support groups and mental health practitioners was also desired. Volunteering was frequently mentioned as an opportunity to contribute to community, and improve personal self-worth, social connections and mental wellbeing. Volunteer 'buddy' programs and intergenerational social/play/visiting groups were seen as key ways to improve social inclusion. It was suggested that Council should develop an external facing volunteer strategy.

Encourage and support healthy living

Increasing physical activity and healthy eating were among the leading priorities for individual health and wellbeing. Leisure centres operated by Council were highly valued. It was felt that walking and cycling infrastructure for community access and transport could be improved. Similarly access to

healthy food (especially among vulnerable people during lockdowns) was seen as important priorities.

Advocate and support policies and systems to create equity

Many stakeholders and residents recognised the importance of policy in reducing health disparity. There were suggestions that council support and auspice working/advisory groups such as LGBTIQ+, housing affordability and age friendly neighbourhoods.

Thriving

More support for local businesses

Community members are concerned about the impact that lockdowns have had on their local shopping strips with shops and restaurants forced to close and facing ongoing uncertainty and financial hardship. Moreover, recent 5km travel restrictions have meant that the community have spent a lot more time shopping locally and feel a greater connection with the businesses in their neighbourhood.

Support for local businesses was identified as the top priority for Council to focus on in order to support the Moonee Valley community in the immediate term. There were a broad range of suggestions for ways in which Council could support businesses to recover from the impacts of the pandemic including:

- Communicating more with local businesses and providing more opportunity for businesses to be work with Council on new initiatives
- Supporting businesses with grants, rent rebates or by removing red tape
- Helping businesses to be more dynamic and able to adapt to an online environment
- Ensuring streetscapes are kept clean and safe, and incorporating more art, planting and signage
- Delivering activations across the neighbourhoods and in smaller shopping strips
- Facilitating street closures and creative use of vacant retail spaces to provide opportunities for pop-ups, markets and outdoor dining
- Encouraging retail diversity and developing local business directories or campaigns to encourage local shopping.

More local arts and cultural activities

Art and cultural events and activities create important opportunities for social connection and are a contributor to positive mental health. Local artists, and arts and cultural organisations, have been severely impacted by the pandemic and the ongoing uncertainty of lockdowns. Similarly, local community groups have been impacted by loss of volunteers, income and the inability to meet face-to-face.

The community identified many ways that arts and culture, and community-based groups, could play a role in Moonee Valley's recovery from the pandemic and how the Council could support this to happen. More community events and festivals was the top suggestion for increasing people's belonging or connection to their community post pandemic. Other suggestions included:

- More local meeting spaces for community groups, extended library opening hours and reduced fees for hire of Council facilities
- Reimagining the Moonee Valley festival, street art by local artists and live music by local musicians
- Incentives for artists to run local activities and provide networking opportunities for local artists

- Street parties or meet your neighbourhood events
- Walking tours, school holiday activities, pop-up workshops and a mobile library/activity caravan
- Facilitate workshops on grant writing and funding applications for local groups.

Improve access to sporting and community facilities

Community members were generally supportive of providing new sports facilities and upgrading existing ones, however, there was a significant amount of feedback specifically in relation to the need for a dedicated highball stadium. The main reason that was provided to support this was a lack of options for children to play basketball or netball over the lockdown period.

The community also felt that with the changes to ways of working that there was a need for more local co-working spaces so that people could continue to work close to home instead of in crowded office spaces. Longer library opening hours and an increase in meeting spaces across Council's facilities were also seen as opportunities for supporting these changing ways of working.

Leisure centres were identified as the most important facilities for supporting the health and wellbeing of the community. In particular, affordable access to leisure centres and spaces for young people to be active and reconnect were viewed as priorities.

Connected

Provide safe and better connected walking and cycling paths

Some key issues identified from the community engagement were:

- Age and safety of existing paths and trails
- Need for more bike lanes
- Connection to community facilities, activity centres, open space, public transport and the city
- Reducing barriers for children getting to and from school in an active way

Improve access to active and sustainable transport options

Other suggestions for improving connection were around access and mobility. Improved public transport connection, access, service provision and frequency was a key priority. Provision of accessible/disability car spaces was important. The Community bus was a valued service and feedback for improved and expanded use was given, as a means of enabling older adults and disabled people a way to better connect with services, facilities and activities in the municipality, as well as to train stations. There were also suggestions to do more to support the uptake of Electric Vehicles, including a proactive plan for increased public charging stations, and policies for on-street charging and charging points at high density dwellings to avoid neighbourhood disputes.

Green

Support the community to take action on climate change

The community is generally supportive of Council taking action on climate change, with many agreeing finding ways to fight climate change, especially supporting and encouraging the uptake of renewable energy, is important. However, consensus is lacking amongst the community with regards to where Council can directly influence a reduction in community emissions, where it can influence, where it does not have control, as well as whether Council should focus efforts on climate change mitigation, adaption, or both.

Invest in and protect open spaces and waterways

There is a strong belief that Council needs to keep investing in existing parks and open spaces as outdoor activity spaces are highly valued by the community. People want to see more trees, parks, green spaces and playgrounds in their neighbourhoods, especially in Airport West. Biodiversity preservation and supporting community gardens are seen as key ways to achieve the MV2040 vision. Protecting our waterways and ensuring buildings, developments and streetscapes provide sufficient green space is considered key in creating a city which is green and water sensitive.

Encourage low carbon living

Low carbon living is considered a priority for many, with assistance for investing in solar technology and residential building upgrades, transitioning away from gas heating and provision of electric vehicle charging points sited as important considerations for Council to investigate. Encouraging active and public transport use via improved infrastructure is also a priority. Improved building design, both in the private and public domain (such as community facilities), is also seen as an essential for Moonee Valley to become cool and climate adapted.

More environmental sustainability community education

The community have told us it's important to invest in environmental sustainability initiatives and education around waste reduction. There is also strong belief that more could be done in supporting community groups, schools and businesses to tackle climate change in a more direct way. Volunteering opportunities could be used to bolster grass-roots sustainability action.

Beautiful

More open space

As a result of ongoing COVID-19 related restrictions, our community has conveyed a greater appreciation for the importance of open space for maintaining both physical and mental health. Community members are asking for more open space to be provided and for improvements to existing parks, reserves and our river and creek environs.

Better use of existing open space

There is a call for our open spaces to be multipurpose places that have appropriate infrastructure such as intergenerational play spaces, adequate seating and toilet provision as well as multipurpose facilities. Dog parks and community gardens are seen as essential community assets. Nature strips are seen as a key opportunity, however current policy and application forms are seen as a barrier by residents. The community would also like to see more walking and bike trails and increasing the city's tree canopy.

Review planning controls

We received many requests to review existing planning controls along our waterways and open spaces. The reasons were twofold: to protect these spaces' important environmental values and to also consider community uses, such as cultural events and farmers markets, in spaces that are currently dominated by sporting uses. Allowing outdoor activities that facilitate the community to come together is seen as an essential aspect of a Council-led pandemic recovery.

More neighbourhood beautification

Planning controls are also seen as an important tool for Council to employ in ensuring private development includes sufficient greenery, preserves our heritage and respects neighbourhood character. Streetscape design in the public realm is also a priority. Airport West, in particular, has been identified as a neighbourhood which needs beautification and investment.

Resilient Organisation

Improved communications

Better communication around Council's existing services, programs and initiatives was seen as a key way to achieve the MV2040 vision. Residents spoke about the challenges of hearing about, and sharing, local news and initiatives due to the closure of the local newspaper. They felt less likely to hear about Council services and programs, as well as finding it difficult to promote their own initiatives and activities to the community. Community members are consistently impressed with the breadth and depth of Council's work, however overwhelmingly they feel they have no idea what services and program exist, and for whom. Ideas of how improve Council's communication and promotions to the community included:

- Electronic noticeboards in high-traffic locations and community noticeboards in parks and near supermarkets
- More regular Valley View publications, with more local stories included
- Digital copies of information brochures like the Libraries' What's On
- Publicising services in rates notices
- Ensure promotions are done via a range of channels from online to post, and in different languages, to reach the broadest audience possible
- Phone, email and online were the most preferred methods of communication with Council.

Community Vision

Continued support for MV2040's vision statement

Our community maintain their support of Moonee Valley's community vision. A clear majority of Your Say survey respondents (63 per cent) agreed Council's MV2040 vision of 'A Healthy City' is still relevant. No major changes to the vision statement were proposed, rather suggestions were made to strengthen and give more depth. They included:

- Mention of inclusion of the word 'safe'
- Mention of a commitment to taking action on climate change
- Mention of cultural diversity, as an area of Melbourne with long, proud links to non-English speaking and migrant communities. Including the words 'inclusive' and 'diverse' was also recommended as a deliberate gesture towards those often excluded and discriminated against. Some sections of the community disagreed this was required, due to feeling it was implied in the current vision statement.
- Mention of a commitment to reconciliation and our traditional custodians.

Appreciation of 20-minute neighbourhoods

The community embrace the principle of the 20-minute neighbourhood, and many felt during the 2020/2021 COVID pandemic lockdowns they could get their basic needs met within 20 minutes (noting this excluded employment and high education). However clearer explanation of what 20-minute neighbourhoods are and their boundaries was a theme, as even a 20 minute walk varies greatly among community members.

Appendix 1: Community Assembly

The Community Assembly process was completed in accordance with the requirements of the Local Government Act 2020. This Act requires Council to utilise deliberative engagement practices for the development of their Community Vision, Council Plan, long-term Financial Plan and long-term Asset Plan.

Who did we talk to?

The Assembly was selected through a three-stage process.

1. The Assembly, and the opportunity to register to be involved, were promoted widely through the community, with an invitation sent to 25,000 randomly selected households in the Council area.
2. Individuals interested in joining the Assembly registered online, providing demographic information to support stratified sampling. A total of 463 people registered.
3. Assembly members were selected by random sampling to match (as closely as possible) the broad demographics of the community, and demographic goals developed with Council - this is called a proportional stratified random sample. This process was completed independently of Council by specialist recruitment firm *Deliberately Engaging*.

A total of 45 people were initially selected for the Community Assembly. This is higher than what is required for a 40-member Assembly, however the Consultants (Max Hardy Consulting and i.e Community) deliberately over-recruit for these processes due to the inevitability of late resignations and unforeseen life events that impact recruited members.

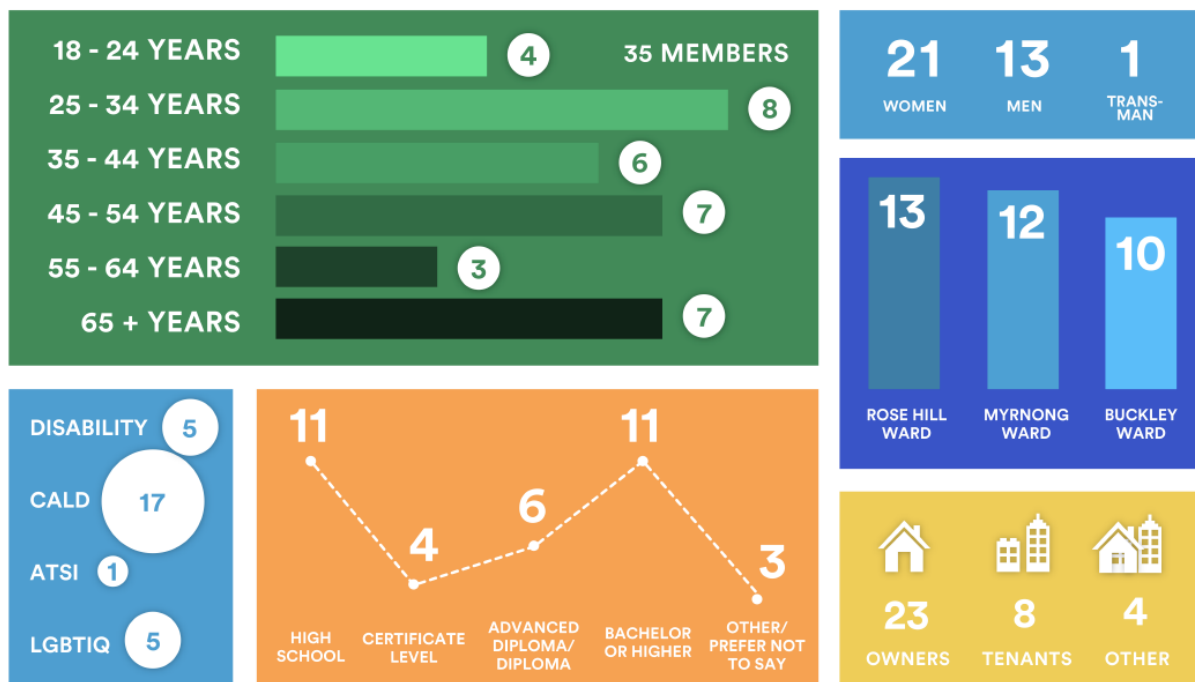
This proved beneficial with two participants withdrawing before the Online Briefing Session, one unable to participate due to illness and a further six participants withdrawing after announcement of COVID lockdown. One participant did not confirm attendance, and did not attend the Assembly.

In the end, 35 community members participated in the Moonee Valley Community Assembly. The demographic characteristics of the Community Assembly are represented in the following infographic.

MOONEE VALLEY COMMUNITY ASSEMBLY



The Moonee Valley Community Assembly was randomly selected to form a representative sample of the community



Recruitment and stratification undertaken by Deliberately Engaging

What do we ask?

The Community Assembly was tasked with the following overarching remit:

The way in which we live our lives has been significantly impacted in recent times. These impacts have changed how we live, work and interact with our local facilities and spaces, and the services that we need.

It has highlighted the importance of our neighbourhoods, and the need to test the resilience of our community vision for "A 'healthy city' that is fair, thriving, connected, green and beautiful."

We will consider what Council and our Community can do from 2021 to 2025 to build a healthier city in this new environment.

To explore this remit, the Community Assembly met on three occasions during July:

- Online Briefing Session - Wednesday 14 July, 7.00pm - 8.30pm
- Session 1 - Saturday 17 July, 10.00am - 3.30pm
- Session 2 - Sunday 18 July, 10.00am - 3.30pm

A COVID-19 lockdown announced for Victoria on Thursday 15 July forced Community Assembly Sessions 1 & 2 to be moved from in-person to online, at very short notice. These decisions impacted the ability of previously committed members to participate in the process.

In addition to their overarching remit to test the resilience of Moonee Valley's 2040 Vision for 'A Healthy City', Community Assembly members deliberated over the following remits:

Open space

- How should Council go about prioritising so many requests and opportunities?
- What principles or criterion should Council use when assessing opportunities?

Services and facilities

- What kinds of services do you believe we should be providing and in what proportions given available resources?
- What principles should apply to how we deliver these services?
- Which areas might/should Council review in order to ensure we are focused on priorities and delivering valued services?

Health and wellbeing

- What local services, activities and experiences are most important to enrich our health and wellbeing?
- What places and spaces can be used to support these?
- What key actions can be taken in our neighbourhoods to increase people's sense of community and social connection?

Summary of responses

Remit 1 – Community Vision

The Community Assembly were supportive of the existing MV 2040 Community vision.

Suggested amendments made were minor wording refinements to further strengthen it:

- The strongest level of support among the assembly was for inclusion of the word "safe"
- They suggested changing "Our neighbourhoods are beautiful" to reference a "community that is friendly and sustainable", and sustainability was viewed as more important than, and a precursor to, being beautiful
- Reference to action on climate change was suggested
- There was some disagreement over the words "inclusive" and "diverse". Some believed they were superfluous, whereas others strongly believed these terms should be included in recognition of those who are often excluded and discriminated against.

A suggested strengthened MV2040 Community Vision is as follows:

"In 2040 Moonee Valley is a great place to live, work and visit, strengthened by a network of 20-minute neighbourhoods. Our community allows everyone, at all stages of life, to access most of their needs close to their home. Our neighbourhoods are friendly, diverse, inclusive, sustainable, vibrant, safe and beautiful, and hold strong community connections which enable citizens and the environment to be healthy, resilient and more climate safe."

Remit 2 – Open Space

The Community Assembly felt the following criteria was the most important for Council to consider when prioritising *new* open space. (Criteria is not ranked in order of importance):

- Invest in open space offering greatest environmental and sustainability benefit (natural green spaces/water/canopy)

- Accessibility/easy to get to open space
- Consider multi-generational and multi-use
- Increase open space where there are gaps (spaces for all within 400m walking distance)
- Encouraging active and healthy lifestyles
- Expanding the size of existing open spaces
- Sites with opportunities to acknowledge and celebrate Aboriginal historical and cultural heritage.

The Community Assembly felt the following criteria was the most important for Council to consider when prioritising *existing* open space. (Criteria is not ranked in order of importance):

- Upgrades that improve natural and environmental values
- Make optimum use of our open spaces by offering multiple facilities
- Accessibility - getting there easily
- Upgrade fewer open spaces to a higher level
- Provide equally distributed open space facilities across Moonee Valley
- Complete the implementation of master plans
- Balancing recreational needs with nature/habitat
- Sites with opportunities to acknowledge and celebrate Aboriginal historical and cultural heritage
- Provide single use facilities across Moonee Valley for different members of the community
- Repurposing existing sites
- Investing in pop-up activations and community events versus long term infrastructure improvements.

Remit 3 – Services and Facilities

The Community Assembly Groups were divided into four groups and asked to consider whether they would increase, maintain or decrease budget allocations for a list of service areas under each MV2040 theme.

The following findings for each theme are based on the average results produced across the four groups of Community Assembly members.

Fair

Current Services	Current \$ (% Investment)	Community Assembly allocation (average %)		Notes
Childcare services	7	↑	11.25	Early childhood education deemed really important particularly with amount of families in Moonee Valley.
Kindergarten services	6	↑	10.75	
Maternal Child Health, Immunisation and Integrated Family Services	18	-	17.75	A need to ensure budget allocated for vulnerable cohorts, such as aged and disability, was expressed.
Youth Development / Welcoming Neighbourhoods	40	↓	28.5	Ageing population needs

Aged and Disability Services	4	↑	9.25	<p>additional support.</p> <p>Some confusion and lack of clarity around what Youth Development / Welcoming Neighbourhoods did, and how and where money was being spent.</p> <p>Wondered if research efficiencies could possibly be found.</p>
Crime and Safety (income positive)	Net positive	N/A	N/A	
Enviro Health	3	↑	4.75	
Research and facilities planning	22	↓	17.75	
\$12.4M in TOTAL	100	100		

Thriving

Current Services	Current \$ (% Investment)	Community Assembly allocation (average %)		Notes
Arts and Culture	14.9	↓	12.93	Festivals, events, leisure, recreation and libraries all identified as important for community health and wellbeing, especially due to COVID. Arts, culture and events play an important part in celebrating diversity of community. Could be self-sustaining.
Festivals and Events	9.2	-	9.4	
Leisure, Sports and Recreation	15.9	↑	19.68	
Libraries and Lifelong Learning	38.4	↓	36.55	
Facility and Property Management	21.6	-	21.44	
\$12.8M in TOTAL	100	100		

Connected

Current Services	Current \$ (% Investment)	Community Assembly allocation (average %)		Notes
Engineering services	22.5	-	21.88	<p>All changes less than 1%.</p> <p>Would like Council to deliver services in-house instead of outsourcing.</p>
Infrastructure maintenance	48.4	-	49.66	
Traffic and transport	29.1	-	28.46	

Current Services	Current \$ (% Investment)	Community Assembly allocation (average %)	Notes
\$8.4M in TOTAL	100	100	Spend more money in walking and cycling infrastructure.

Green

Current Services	Current \$ (% Investment)	Community Assembly allocation (average %)	Notes
Environmental Sustainability	2.5	↑ 13.13	Important to invest in environmental sustainability initiatives and education around waste reduction. This could lead to less waste expenditure required.
Parks and Gardens	38.1	↓ 35.05	
Waste and Street Cleansing	59.3	↓ 51.82	
\$28.1M in TOTAL	100	100	<p>Parks and Gardens could use volunteers to support maintenance.</p> <p>Need to keep investing in parks and open spaces as they are important to community.</p> <p>Waste outsourcing should be reviewed as it is not up to public expectation and may be costing too much.</p>

Beautiful

Current Services	Current \$ (% Investment)	Community Assembly allocation (average %)	Notes
Capital Works Planning	21.2	↑ 23.9	Would like to balance investment between infrastructure planning and delivery.
Capital Works Delivery	15.5	↑ 21.12	
Planning and Building	28.6	↓ 25.7	

Current Services	Current \$ (% Investment)	Community Assembly allocation (average %)		Notes
Strategic Planning and Economic Development	34.7	↓	29.28	
\$8.4M in TOTAL	100	100		

After reviewing Councils' current percentage of spend across each of the MV2040 themes, the Community Assembly reduced the level of investment in Green slightly (5%) to increase investment in Fair (1%) and Connected (4%):

How would you allocate 100 points (in chunks of 10) for each of these themes?		
MV2040 Theme	Current %	Community Assembly allocation %
Fair	17.6	19
Thriving	18.3	18
Connected	12	16
Green	40.1	35
Beautiful	12	12

Remit 4 – Health and Wellbeing

The below were identified by the Community Assembly as key ways to improve individual and community health, and increase happiness, prosperity and resilience in Moonee Valley.

The Community Assembly believed the following Council services, activities and experiences as the most important to enrich community health and wellbeing:

- Provision of services, events and activities for vulnerable communities to facilitate social connection
 - Clearly defined and promoted spaces for people to go to when they are in need
 - Drop-in centre for people for vulnerable members of the community to connect, especially those with mental health concerns, lonely, disconnected
 - More spaces for different demographics of the community. Men's Shed, Children's room at Clocktower is a good start. More intergenerational community connection, especially organised activities for older members in the community to connect with younger members of community - e.g. connecting residential care with kindergartens for outings
 - Parents groups for men and other parenting groups/types
 - Libraries to be a safe place for the vulnerable and include counselling, intergenerational activities, volunteering information, referral services.
 - Seniors Expo and Carers Festival.
- Provide open space and recreation facilities for community to use and meet
 - Leisure and recreation facilities (parks and gardens, libraries, sports facilities, leisure centres)
 - Parks and gardens - access and quality
 - Enhancing good quality outdoor spaces (especially the smaller parks, bike tracks.)
- Support pet ownership

- Pets provide companionship. Council should support owners following the surge of pet ownership during COVID. Council should remove barriers for pet ownership to be accessible to all.
- Provision and promotion of volunteering opportunities
- Support and promote community groups
 - Improving social connections through more community groups - Men's Shed, exercise groups, neighbourhood houses, libraries
 - Support groups and activities
 - Information sessions and council initiatives which educate people about opportunities in the community to connect and get involved in new things. Should be low/no cost and low commitment.

The Community Assembly believed the following actions would increase people's sense of community and social connection in our neighbourhoods:

- Deliver, and support community to organise, interest and activity groups
 - Networking groups, dog walking, outdoor exercise groups, book clubs were strongly mentioned. Council could support community champions to organise this.
- Deliver festivals, events and street parties
 - Promote street parties and park gatherings. Streamline/ease any approval processes
 - School holiday programs and festivals
 - More local festivals, e.g. Centreway, yearly Moonee Valley festival, Flemington Cultural Diversity Week festival.
- Promote and coordinate volunteering opportunities
 - Volunteer program to help support neighbours - neighbourhood 'buddy' program, especially for social isolated and older adults
 - Volunteer groups for tree planting, meal distribution
 - Volunteer groups to help with community service exchange/trade. You suggest what you can offer: I can mow lawns, and need a lift to the doctor. I can cook, and need help to weed my gardens. I have surplus veggies in my garden, and need a babysitter.
- Support participation in sport
- Deliver environmental sustainability programs
 - Support regular home harvest swaps to share surplus produce
 - More community gardens
 - Wildlife education programs in parks and garden
 - Council tree-planting services
- Support programs for vulnerable communities
 - Support services to assist people without support, e.g. L drivers paired up with volunteers to build driving hours, service to call elderly to check they are safe, emergency service to assist people who may have had an injury and unable to get to shops or services
 - Homework club and mentoring program.

- Better communication and promotion of ways community can get together, participate and be active.
 - Electronic community noticeboards in community centres and public spaces. Option for this to be self-funding via advertising from local businesses
 - Noticeboards in parks and in/near supermarkets
 - Better promotion and communication about existing services. Information needs to be available all of the time and kept up to date (e.g. what's on newsletter, specific website). Valley View is good. Info Xchange could also be used on Council website
 - Celebrating the success - Promotion of positive things that happen (e.g. of the great programs Council delivers)
 - Promote keeping in touch with neighbours, e.g. What's App group of neighbours, and encourage neighbours to share knowledge with each other about what options exist.

Appendix 2: Community Workshops

Methodology

A series of seven, two-hour independently facilitated themed workshops were conducted as part of the Phase 2 Engagement Program. These online and in-person workshops were designed to provide community members and stakeholders a safe space to deep-dive on key issues identified during earlier phases of engagement. Each workshop was centred around one of the MV2040 themes of Fair, Beautiful, Green, Thriving and Connected, with an additional two workshops dedicated to mental health and prevention of family violence and violence against women under the Fair theme.

The Community Workshops followed a consistent format whether in-person or online and included:

- Acknowledgement of Country & Introductions
- Strategic context for how the workshops fitted into the broader Phase 2 Engagement Program approach to help inform the 2021-25 Council and Health Plans.
- Presentation of material from Council subject matter experts to best position participants to discuss and address the agreed objectives of the session.
- A series of activities and independently facilitated discussions to explore the objectives of the session.

Who did we talk to and what did we ask?

The Community Workshops attracted a total of 85 registrations and 61 participants. Attendances for the individual workshops along with the engagement objectives (co-designed with Council subject matter experts) for each session are detailed below.

In addition to the workshops, online discussion forums replicating the Community Workshop themes and questions were published on the Your Say website and promoted to the community and stakeholders. Overall this added an additional 17 respondents, mostly under the Green theme, with 24 comments.

Theme	Session Objectives	Date & Time	Registered	Attended
Fair: Mental Health	<ul style="list-style-type: none"> • To understand what idea or approaches our Community think would be most valuable for Council to deliver to meet these actions, and why? • Understand what other things Council and community can do (that's not currently being done) to promote and support mentally healthy communities? 	Wednesday 16 th June 10am- 12pm	17	8
Green	<ul style="list-style-type: none"> • To understand community expectations as to what actions should be the priority for Council to achieve the following strategic directions around climate change over the next four years? <ul style="list-style-type: none"> ○ City that is low carbon (examples from action plan) 	Wednesday 16 June, 6.30- 8.30pm (online)	18	11

	<ul style="list-style-type: none"> ○ Green and water sensitive (examples from action plan) ○ Rethinks waste (examples from action plan) ○ Cool and climate adapted (examples from action plan) ● To understand how Council and the community work together to achieve the actions that support our strategic directions (MV2040)? e.g. incentives, support, etc. 			
Beautiful	<ul style="list-style-type: none"> ● To explore whether upgrades to existing open space or unlocking new open space is more important to address gaps in access to open space across the municipality. ● To identify specific locations where Council could improve or increase open space, including ideas for what Council might do. ● To identify the decision criteria which could be used by Council deciding how to allocate its limited open space resources. 	Friday 18 June, 10am-12pm (in person)	14	4
Thriving	<ul style="list-style-type: none"> ● Identify and prioritise COVID -19 business recovery initiatives that need to be included in the 2021-25 Council Plan. ● Identify key initiatives/ activations that will create vibrancy and drive visitation/usage in our local centres over the next four years. ● Identify key opportunities/ game changes that will increase the effectiveness of the working relationship between Council and the Business community for consideration in the 2021-25 Council Plan. 	Tuesday 22 June, 8.30am-10.30am (online)	15	8
Fair	<ul style="list-style-type: none"> ● To identify actions/approaches Council can invest in over the next four years to promote awareness and access to Council services, particularly for harder to reach segments of the community. ● To identify and prioritise key actions Council can take to better support community-led initiatives over the next four years. 	Wednesday 23 June, 6-8pm (in person)	20	8
Fair: Prevention of Family	<ul style="list-style-type: none"> ● To understand where Council should focus its efforts in regards to violence prevention and response? How does 	Thursday 24 June, 10am-	15	7

Violence and Violence against women.	<p>the community wish to engage in prevention and response efforts?</p> <ul style="list-style-type: none"> How can council support the community to identify the different forms of violence and support help seeking among the community? 	12pm (in person)		
Connected	<ul style="list-style-type: none"> Draw on participant experiences to identify opportunities and issues regarding 'getting around'. Develop criteria for determining how Council should prioritise projects/works for improving active transport/ability to get around. Suggest ways Council can encourage MV residents to walk/cycle more. 	Wednesday 30 June, 6-8pm (online)	32	15

Attendance at the workshops, particularly the in-person ones was lower than anticipated, with attendee numbers representing only 40 to 50 percent of registered attendees. This can be attributed to a number of factors, with the most obvious being the heightened concerns and health risks around meeting in-person given the unfolding COVID situation across Victoria.

It should be noted that the smaller attendance numbers were not without their advantages. In fact, the smaller groups proved particularly well-suited to managing and allowing air-time for frustrations to be heard as acknowledged in the Thriving workshop discussions, and enabling facilitation of more intimate, open and honest conversations around sensitive topics such as those explored in some of the Fair themed workshops.

Summary of responses

Fair workshop

Participants discussed and supported the groups and individuals Council presented that are most disconnected or in need of greater awareness and support to access Council services. Participants were unable to identify gaps in this list or groups they believed were missing.

When it came to solutioning how Council can better support the residents and community groups identified to seek and access support and services when needed, there was no shortage of specific solutions with some general themes emerging around:

- Council being more accessible and prevalent in the community including direct interactions and visits with key community groups in need.
- Leveraging and building capability of staff and supplementing resources in existing points of contact such as frontline Council services and points of community contact such as libraries to better respond to different community segments and vulnerability issues.
- Council building a better understanding of how individuals and particular groups access information and responding to these needs by leveraging existing channels and building other communication channels/platforms and content accordingly. Suggestions were made that consistent and repetitive messaging through preferred channels would help achieve desired outcomes regarding support awareness and service access.
- Taking a partnership approach and co-designing the best solutions with key groups identified.

- Council providing localised community hubs and places for residents to access Council services, going beyond traditional focus on City and Civic centres.
- Focusing Council efforts on CALD translation and communications to aid dissemination of information in a culturally sensitive manner and increase service awareness and access.

In terms of how Council could best support community-led initiatives participants proposed the following six ideas:

- Promoting biodiversity to create greater connections to country
- Community tours to exchange information and highlight the services in specific areas i.e. libraries, parks etc,
- MV Sustainability and other interest groups working in partnership with Council
- Creating a new grants category for supporting social connection initiatives.
- Capacity building programs (skills and resources) to support the establishment, growth and sustainability of community organisations.
- Strengthening what we already have so social connections are deeper and there is less fragmentation.

Of these recommendations, strengthening existing projects regarding social connection and MV sustainability and other interest groups working in partnership with Council garnered the highest levels of support closely followed by a new grants category for supporting social connection.

Mental health workshop

Suggestions of how to support young people around mental , clear themes included:

- A greater need for Council in driving awareness raising initiatives and education to encourage broader community acceptance and understanding
- The need for Council to play a role in facilitating education and services that enable young people to construct social identities is key. This was identified as a big challenge, especially for those from CALD backgrounds, specifically recent immigrants. Gender also factored into this equation, with men who are socially conditioned not to speak about emotional issues needing greater support.
- Council having a role in ensuring this issue is tackled in early years of development (preschool and early education years)
- Better Council support for community-led initiatives to encourage dialogue and action that reduces pressure on community service providers
- Maintaining holiday and school programs that engage youth was seen as important.

There were a number of suggestions regarding what the community and Council can do to promote and support mentally healthy communities. From a community-led perspective these included:

- Acknowledging needs of encouragement that facilitate openness and sharing of lived experiences that reassures and encourages others.
- Facilitating education and information sharing by leveraging storytelling of lived experiences to cut through barriers.

From a Council perspective, the key areas of focus identified by participants included:

- Education and awareness raising that's culturally appropriate and builds greater acceptance and understanding
- Creating opportunities and events for people to connect

- Providing safe and accessible meeting spaces where people can casually connect from parks and local centres, to libraries and other Council facilities
- Supporting those with disabilities or confining health concerns with online social inclusion options to ensure they are connected.
- Better promotions and marketing of opportunities to connect
- Better leveraging community lived and /or shared experiences in promotion and communications to achieve cut through, especially for hardest to reach segments.

Prevention of family violence and violence against women

In terms of where Council and community can focus its efforts in regards to violence prevention and response, participants had no trouble identifying areas for Council to address, however identifying areas for community to focus on proved more challenging for some participants.

Participants suggested Council should focus prevention efforts around:

- Creating opportunities to connect before a crisis point.
- Improving education and awareness in the community through programs and resources and ensuring these are culturally appropriate/ sensitive to better engage CALD groups
- Creating safe spaces and places for connection and support consider partnering with businesses to achieve this.
- Breaking down systemic barriers preventing people from connecting with services including work with the community to change barriers around discussing family violence or violence against women (less taboo)
- Framework for Council to staff (particularly frontline/customer facing employees) to respond to disclosure of family violence or violence against women, similar to that provided for early years educators.

Areas of focus for community efforts in prevention included:

- Lived experience advocates and story-telling
- Community organisations such as sporting clubs having compulsory education programs on gender equity, bystander intervention etc.
- Messaging targeted at males, engaging men (perpetrators) is a priority, having relevant/hard conversations (can't just be about healthy relationships)

In terms of response to family violence and violence against women, participants suggested Council could:

- Help address CALD challenges, such as issues and lack of confidence in interpreters and limitations of culturally appropriate health services
- Consider funding outcomes
- Increase awareness of available services and address gap in elder abuse services
- Look at tailored responses to meet individual needs
- Holding to account to ensure good service delivery and continuation of care to prevent people falling through the cracks,

Suggestions for community efforts to violence response were limited to the community supporting services to do their work.

In relation to Council and the Community working together to support help seeking when needed, participants agreed on the following key initiatives:

- Community groups and clubs, specifically sporting clubs and CALD groups embedding compulsory training and education programs in relation to key issues (elder abuse, violence prevention and response, gender equity etc).
- Community grants: gender equity stream full-time, grants support objectives/outcomes in this space.
- Promotional campaigns (kits) that could be tied to grants (i.e. they have to commit to promotion).
- Council advocacy (affordable housing, temporary visa scenarios) is really important given Council is well connected to the community.
- Addressing issues created by 'service in silos' - looking at the service model holistically.

Thriving workshop

Participants suggestions and discussions centred on four main themes, that if addressed would also help improve the vibrancy and presentation of local centres and positively transform the working relationship between Council and the business community.

1. Ongoing communication and engagement.

Participants highlighted the need for frequent, effective, ongoing communication and engagement to better understand individual business needs and overcome the existing disconnect between Council and traders. As opposed to one-off or point in time consultation (which Council was acknowledged for doing well), ongoing consultation and engagement was seen as a way to help ensure projects deliver on much needed objectives, key issues are understood and Council staff making decisions are more informed of the impacts these may have on traders and local communities. There was also a desire for communication and engagement to be more holistic by encompassing different business/industry types and expanded to include different suburbs not just City centres to understand what makes them unique and better understand individual needs.

2. Addressing basic needs and easy wins.

There were a number of very specific yet small localised issues raised throughout discussions that were a clear point of frustration for businesses. These focussed on basic needs or hygiene factors such as lighting to improve safety, fixing local roads and drainage, providing adequate directional signage, ensuring the cleanliness of streets and existing infrastructure all of which are seen to be 'easy wins' within Councils control. Given presentation and sense of place is so important to traders and local centres, there is much angst and frustration in these issues not being addressed by Council with many highlighted as being outstanding for years. There was a general sentiment that perhaps Council is taking on more than it can deliver and is hampered by larger project issues with smaller, easier wins consistently overlooked.

3. Less strategy, more action and accountability.

From lengthy delays and lack of traction on larger scale projects to frustrations around the inability to get smaller 'easy' wins addressed, there was a strong sense of inaction by Council amongst participants. These concerns centred-around the perception Council spent too much time strategizing and developing plans and not implementing them. To overcome this, participants want to see Council more outcome focussed in its approach with relevant committees and governance in place to drive greater accountability for delivery.

4. Reducing bureaucracy (red-tape) and encouraging innovation.

From accessing grants, Council permit approval processes to local laws, participants cited a number of examples of how bureaucracy (red-tape) has hampered business-led innovations and activations to increase patronage and the vibrancy in local centres. Businesses want to see Council encourage and foster a culture of innovation that supports ideation and embraces new or improved ways of doing things. With the COVID-19 pandemic forcing Council to be dynamic, cut through red tape and pivot to respond, there's hope key learnings will result in reviews to how they approve and move through low-risk projects and activation requests from businesses in future.

Connected workshop

When asked to map their experiences relating to active and public transport, participants provided experiences and insights at 35 sites across Moonee Valley. Of these pins, 25 were related to areas in the municipality needing improvement to better support cycling. These insights covered areas requiring better connectivity to community places, provisions of bike stands and addressing safety concerns for cyclists and enabling children to safely cycle to school. Out of all the pins placed the need for better connectivity to community places was most prevalent.

To prioritise opportunities to improve connections across Moonee Valley, participants raised a number of individual and group suggestions which were voted on to demonstrate broader group sentiment and support. The highest supported were:

- Increasing connection to existing facilities/activity centres
- Reducing active transport barriers for children to and from schools
- Provision of missing links/connections to existing paths.

To encourage more people to become active walkers and cyclists, suggestions included the provision of:

- Safe cycling programs in schools
- Looking towards state and federal funding for initiatives
- Focussing on the provision of supporting infrastructure such as more covered bicycle racks and parking facilities for public transport users
- Council incentives such as local rewards systems for people being more physically active similar to those previously conducted in corporate industries to support more active lifestyles.

Green workshop

While there were a number of specific suggestions as to how Council and the community can work better together to achieve 'green' strategic objectives there were some general observations in the suggestions provided by participants.

- There is a clear desire for improving staffing in environment-related departments to enable Council to be more involved, accessible and prevalent in the community
- Participants expect Council to partner with the community to drive change, including Council representatives visiting schools, workplaces and community groups to educate and create dialogue around 'green' solutions and staff being available for consultation and support on community-led initiatives.
- There's also an expectation that Council is more solutions-focussed, facilitating greater support for community-led initiatives, easier access to grants and reviewing barriers to action such as existing policies and permits.

Nature strip landscaping/planting permits were often cited as an example of Council deterring community-driven initiatives to maximise verges for better green and social outcomes. While a very specific example, it is worth noting that nature strip landscaping permits and facilitating better use of verges has emerged as a point of contention across various engagement activities during Phase Two.

Beautiful workshop

Participants made the following insights for Council to consider:

- Leveraging airspace above high rise buildings, similar to the NYC Highline
- Improving safety of open spaces, particularly for women and children
- Enhance access and amenity of key areas
- Making the most of our naturestrips

Suggested open space improvements centred around unlocking space to improve access, tree planting and landscaping to green key spaces, improved maintenance and enhancement of existing spaces, multi-purpose and multi-generational developments to increase use such as combined facilities instead of separate structures and parks that appeal to younger and older children. The mapping exercise also demonstrated that participants considered ecology (biodiversity), connectivity and beautification as key criteria for open space decisions.

Appendix 3: Stakeholder Interviews

Who did we talk to?

Nine community stakeholders, out of 14 identified by Council, participated in targeted one-on-one phone interviews. Conducted by the same independent facilitators who ran the Community Workshops from 5 to 14 July, this targeted outreach was designed to capture insights and experience from key stakeholders unable to attend specific Community Workshops.

While multiple attempts were made to reach the remaining five stakeholders identified during the defined timeframe, these were unsuccessful. As a consequence, no interviews were conducted around Mental Health for the theme of Fair, however successful outreach was achieved for the topics of social connection and prevention of family violence and violence against women.

Workshop Theme	Number of Stakeholders interviewed
Green	1
Beautiful	1
Thriving	4
Fair	3 (1x Social connection, 2x Prevention of family violence and violence against women)

What did we ask?

The questions for each stakeholder phone interview were tailored to align with those explored in the themed Community Workshop they were unable to attend. The questions covered for relevant workshop themes are summarised below:

Fair:

- Are there vulnerable or hard to reach groups where improvements to social connection should be a focus?
- How can Council support residents and community groups to identify and access support?
- Based on your experience, where should Council focus its efforts in regards to violence prevention and response?
- How can Council and the community work together to support people seeking help?

Thriving:

- What can Council do to better support business and local centres to recover from the pandemic?
- What needs to change or happen to ensure Council and the business community are working together effectively to make our centres thrive?

Green:

- What do you consider are the key actions to achieve a greener Moonee Valley?
- How can Council and the community work together to support our strategic directions?

Beautiful:

- Council will need to invest in both, but are new spaces or existing spaces more of an immediate priority for Council investment?
- What do you consider the key priorities for open space?

Summary of responses

Fair:

- CALD communities have been identified as being particularly vulnerable and harder to reach, and therefore requires greater focus of effort by Council to engage, particularly around providing social connections and violence prevention initiatives in the current COVID environment
- Increasing education, and facilitating community discussions through activities and events that bring people together is important for Council to help facilitate people to seek support and assistance
- Council should partner with others with respect to violence prevention and provide ongoing support for programs
- Council to continue to provide safe spaces for social connection through neighbourhood houses and community centres at community hubs.

Thriving:

- Targeted grants and funding were priority needs for supporting businesses
- 'Buy local' schemes were suggested to help support all local businesses, not just hospitality
- Would like Council to work with the business community on solutions to help create stronger and more unique local centres in addition to improving the amenity of shopping areas
- Want Council to actively engage with the traders and have a strong visual presence
- Require leadership from Council to provide a clear long-term vision for the business sector which is aimed to help businesses survive.

Green:

- Reduce carbon emissions through improving active transport and planting more trees in grey areas
- Council to facilitate environment and business groups to work together
- Want to see Council working more with environmental and community groups to work proactively on environmental initiatives.

Beautiful:

- Need to ensure that existing open spaces are protected and enhanced
- Ecological / biodiversity is a priority for Council resources in open space
- Would like to have environmental overlays in place for protecting existing open spaces
- Suggested having more environmental events such as tree planting days
- Utilising nature strips was suggested as a way of increasing valuable open space.

Appendix 4: Neighbourhood Pop Up Chats

Methodology

The Pop Ups Chats provided a range of activities for community members of all ages to engage with including:

- A survey covering key questions explored in the Hosted Conversations
- A vision board to test the current MV 2040 Vision
- Feedback on experience of living locally through COVID.

These activities were designed to obtain feedback on:

- What makes Moonee Valley a great place to work, live or visit
- Drivers of community connection and sense of belonging
- The current MV2040 Community Vision including and potential changes or improvements
- Big ideas to bring Moonee Valley closer to the Vision
- Barriers to “living locally” and making 20-minute neighbourhoods a reality
- How Council can best support the community to recover from the impacts of COVID.

Two activities were held in each of Moonee Valley’s three wards.

Suburb	Location	Time	Number directly engaged
Moonee Ponds (Myrnong Ward)	Moonee Ponds Shopping Strip – 75 Puckle St	Thursday 17 June, 9-11am	19
Keilor East (Rose Hill Ward)	Milleara Shopping Centre- 235 Milleara Rd	Thursday 17 June, 4-6pm	15
Aberfeldie (Buckley Ward)	Maribyrnong River – Corner of the Boulevard & Holmes Road	Saturday 19 June, 9-11am	35
Essendon (Buckley Ward)	North Essendon Farmers Market- Lincoln Park	Sunday 20 June, 9-11am	21
Airport West (Rose Hill Ward)	Westfield Airport West Shopping Centre- 29-35 Louise Street	Wednesday 23 June, 10am-12pm	16
Flemington (Myrnong Ward)	Flemington Library – 313 Racecourse Road	Wednesday 23 June, 4-6pm	11

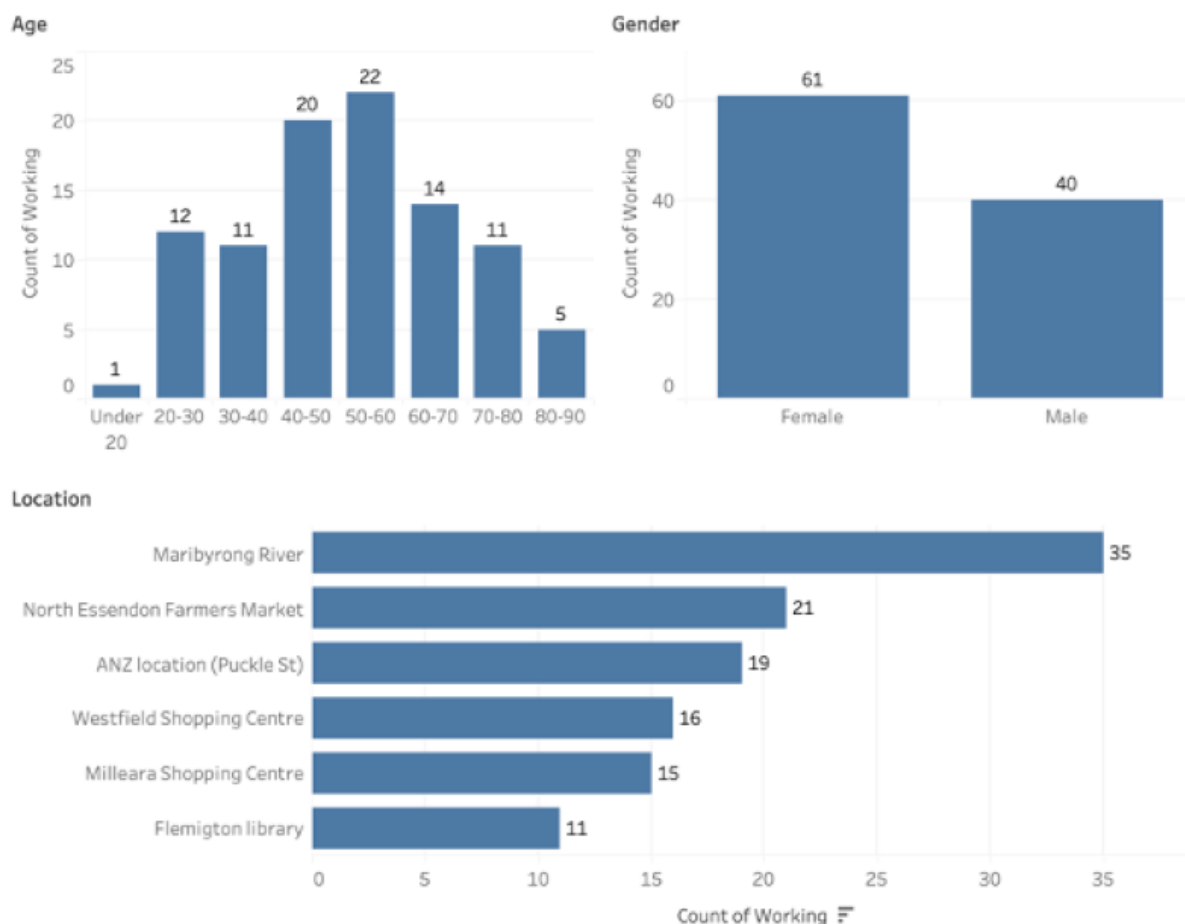
Who did we speak to?

A total of 122 people were engaged through the activations. While demographics were not captured for every person engaged, there was a broad spread of locations, and most age groups were covered to some extent.

Participants

Participants:

122



What did we ask them?

Questions asked were:

1. What do you think makes Moonee Valley a great place to work, live or visit?
2. What would give you a greater sense of belonging or help make you feel more connected to your community?
3. What do you like about our current vision for the future of Moonee Valley? Is there anything you would suggest changing?
4. What's one big idea that you think will bring us closer to this vision?
5. Are you able to access all you need within a 20 minute walk from your home? If not, what is missing or needs improvement?
6. How can Council best support the community to recover from the pandemic and its impacts?

Summary of responses

Parks and open spaces were the key reason participants love Moonee Valley, which they want to see preserved, enhanced, maintained and protected. This is closely followed accessibility and proximity to services and Melbourne's CBD, public transport access, the Maribyrnong River, local cafes, bars and shops, and the sense of community.

More community events and festivals was the most popular suggestion of ways Council could create a greater sense of community and belonging, followed by programs around getting to know your neighbours and overcoming cultural barriers.

Respondents were very supportive of the current Moonee Valley 2040 Community Vision, with comments made around the need for transparency around implementation. Suggestion to strengthen the vision further related to particular resident interests, including:

- Improvements to transport (including parking and public transport)
- Emphasis on sustainability and appropriate development for the area
- Community engagement - with a focus on building community connections.

More than two third (68 per cent) of participants were able to access all they needed within a 20-minute walk from home. Improving access to fresh produce, more extensive retail options, key services such as hospitals and education facilities including schools and kindergartens were suggested as improvements.

More financial support for local businesses featured prominently as a way to support the community to recover from the pandemic and its impacts. Other responses included more support for target populations, more festivals and events, and better communication of Council's existing services to reach more people.

Appendix 5: Hosted Conversations

Methodology

Community members were invited to ‘host a conversation’ with family members, work colleagues, friends and/or special interest groups. To support individual members to host conversations, a How to Guide was developed with tips and tricks on how to host a conversation, the guide was also translated into Arabic, Chinese, Turkish and Vietnamese to encourage cultural diversity of conversations. A short five-minute video was also developed with the Mayor Cr Cam Nation to support those keen to host a conversation.

Who did we talk to?

There were 29 different groups who submitted their responses to this engagement activity. Most of the groups participating were small groups of families and residents typically between three and 10 people each. A total of 166 people participated.

This includes three online conversations which were run by Councillors across the three wards of Moonee Valley with community members who registered, but missed out, on a place in the Community Assembly. A total of 62 people participated.

What did we ask?

The Hosted Conversation guide explored a number of questions as detailed below. Respondents were provided the choice as to whether they answered one, a few or all of the questions included in the guide.

1. Moonee Valley is a very diverse city and we’re keen to understand what you and your community love about our city. What do you think makes Moonee Valley a great place to live, work and visit?
2. We would like your feedback on our current vision for the future of Moonee Valley. Please let us know what you like about the Vision? Is there anything you would suggest changing?
3. As we continue to navigate the challenges of COVID-19 with lockdowns and travel restrictions, living locally is more important than ever. From your experience, are you able to access all you need close to home? If not, what is missing or needs improvement?
4. How can Council best support the community to recover from the pandemic and its impacts?
5. What would give you a greater sense of belonging or help make you feel more connected to your community?
6. How can Council help the Community to more easily access support and services needed to improve health and wellbeing?
7. Council and the community need to work together to create the Moonee Valley we all want to see. We want to know what needs to happen to make our City the best it can be. What’s one big idea that you think will bring Moonee Valley closer to the current vision?

Community members were invited to host and submit their conversations through an online survey form, hardcopy via post or by email from 11 June to midnight 18 July 2021.

Summary of responses

Councillor Hosted Conversations

Access to city, public transport, services and facilities was a key reason Moonee Valley was a great place to live, work and visit. Parks and open space were very highly valued, especially Maribyrnong River and Queens Park. The village/community feel and individual character of neighbourhoods was also consistently raised. Others included good shopping areas and cultural amenities, good schools, good walkability.

There was strong support for the Community Vision. Participants liked the concept of 20-minute neighbourhoods, particularly that access to services and facilities should be achievable through walking. Some participants would like more explicit mention of climate change and social inclusion/connection initiatives in the vision statement.

Most people said they have everything they need close to home. Improvements included more open space and more community gathering spaces to get to know their neighbours and other locals. The character of neighbourhoods is strongly valued and was seen as something to be protected. Residents also want to be able to 'age in place' and not have to move as they get older, so Council's services and access to them must reflect this. Concern was raised over the impact of development on neighbourhood character and service access due to increasing traffic congestion and car parking demand. Some participants felt current development levels felt at odds with the intention of the vision. There was also requests for more open space and community gathering spaces get to know neighbours/locals.

Outdoor activities, facilities and events for social connection, and business and youth support were seen as key to community recovery from COVID recovery. Key suggestions included:

- More consultation with, and facilities and support for, young people
- Creative use of vacant retail spaces for pop-ups, markets, co-working spaces
- Markets, arts and cultural, recreation activities to provide fun and social connection opportunities
- Events and activations to bring people to shopping areas. However car park reductions increases demand and can impact accessibility
- Return of the Moonee Valley Festival in Queens Park
- More playgrounds, especially spaces for youth, and non-commercial parklets/pop-up parks
- Safe, free outdoor places for congregation - including more, and more frequent, farmers markets, more activations along the river, community gardens

Council can influence improved health and wellbeing in a range of holistic ways, including:

- Providing safe and welcoming spaces where residents can go and participate or socialise at no cost
- Community sharing initiatives, such as time, food, materials
- Support more volunteering
- Mental health campaigns
- Community kitchens for people experiencing homeless to use
- Develop a policy statement on reducing alcohol consumption and reducing smoking rates
- Use the library network as a source for accessing other services
- Create intergenerational playgrounds where adults / older adults can 'play' alongside children
- Public toilets are needed to encourage people to be outdoors

Big ideas to achieve the MV2040 vision included:

- Acknowledging traditional custodians through translations in streets, parks and community spaces
- Supporting target populations – such as via a volunteer 'buddy' program for socially isolated, support for youth mental health, programs for older adults
- More community hubs across all wards with more activities for local people to connect
- Planning the infrastructure that will be needed to support an expanded population by 2040 (e.g. schools, recreation facilities, public transport, roads)
- Cultural and recreational enrichment - bringing back Moonee Ponds market, Moonee Valley Festival at Queens Park, walking tours of the river, making leisure centre memberships cheaper
- More active and sustainable transport - A new train station / service and a public transport plan to ensure that all services connect, interconnecting paths and trails for walking and cycling and make sure they are safe to use at night, traffic master plan to reduce congestion
- Beautification/greening initiatives - Improve the standard of landscaping at new developments, more street trees, increase the planting of trees and vegetation with a focus on increasing habitat for wildlife, underground powerlines, permanent decorative lighting of the Maribyrnong river, purchase and develop North park
- Support the community to take more action on climate change, be sustainability leaders, support solar uptake
- Lower density development.

Community-submitted Hosted Conversations

The most appreciated qualities of Moonee Valley were its close proximity to the CBD and to the airport, localised open spaces, strong sense of community and the ability to get around on public transport.

Common suggestions to strengthen to Community Vision included improvements to transport and congestion, building community connection, improving environmental sustainability and environmental protection, and more reference to cultural diversity, reconciliation and formal reference to Moonee Valley's indigenous heritage to have truly inclusive neighbourhoods.

Transport and parking was a heavily discussed topic. Parking in Moonee Valley particularly around Sam Merrifield Library was listed as an accessibility issue. Improving pedestrian walkability and cycle ability in Moonee Valley was noted as a major priority, with removing obstacles, clearer signage, improving safety and solving missing connections to activity centres were listed most commonly.

. Environmental sustainability improvements like renewable energy and electric vehicle charging infrastructure were suggested. Participants were also concerned with the general cleanliness of the municipality, improving green spaces, shopping and retail strips upgrades, park amenity improvements and building developments in the area.

Participants were positive about their local neighbourhoods with groups responding that they had all they needed close to home. Suggestions for improvements focused around neighbourhood hubs and how these would be vital in rebuilding a sense of community, lifelong learning and fostering social connections in Moonee Valley.

Responses regarding pandemic recovery were much more varied. However, there was a general theme of supporting business through direct support and through encouraging customers to get back to spending with them. While it was clear supporting local business to rebuild was key to

recovery for participants; it was also suggested Council focus on supporting job seeking activities, continue to engage the community and provide services, look at repurposing existing facilities/buildings and look at activity centres to reactivate.

Responses to questions about community connection demonstrated communication, advertising and knowing 'what's on' is vital to participation and connecting with existing programs and opportunities. It was observed the loss of local newspapers has impacted on this negatively. Better communication from Council was a heavily discussed theme, with participants suggesting:

- Longer lead up time and advertising before events
- Newsletters
- Using rates notices to promote Council initiatives
- Supporting community groups to self-promote/market
- Speaking to communities with limited internet
- Providing accessible promotions with varying formats and languages
- More digital options i.e. Libraries 'what's on'.

Many participants also provided feedback and improvements on existing Council services and facilities. Responses included:

- Continue investing in thriving libraries
- Reassessing environmental sustainability and recycling practices
- Improving support of experiencing homelessness or poor mental health
- Providing more spaces for community to meet and co-work
- Better support young people, families and those looking for work in Moonee Valley.

Big ideas to achieve the community vision included:

- More activities for children and young people (outdoors and online)
- More festivals and events i.e., waterway activations, street parties, pop ups and arts events
- More outdoor cinemas and cultural events activating outdoor spaces like Woodlands Park
- Environmental events like tree planting days
- Opportunities for community connection and intergenerational activities, including pairing aged care facilities with kindergartens for visits
- Reconciliation and Indigenous culture sharing opportunities.

Appendix 6: Valley View Survey

Methodology

To further explore insights revealed from the Phase 1 engagement conducted, Council developed a survey mailer which was distributed to 52,000 households through its winter Valley View newsletter.

Who did we talk to?

During the Phase 2 Engagement Program, **411 community members** completed and returned the survey mailer to Council while **81 respondents** opted to complete the survey online. This is an again an impressive response rate, with a total of 492 respondents in the Moonee Valley municipality completing the survey promoted through the Valley View newsletter.

In terms of the response rate, there was a higher than the population proportion of female respondents (62 per cent) and a healthy rate of ethnic diversity in the results, with one in 10 respondents speaking languages other than English at home. Indigenous respondents accounted for 1%. From the people who responded to the question on the suburb they lived in, there is some evidence of a good geographic spread of responses, with more in the east of the municipality however, given response rates to this demographic question weren't mandatory response rates were low.

What did we ask?

The survey provided a series of optional demographic identifiers for respondents and explored the following questions:

1. Council runs health and wellbeing services including physical activity programs, social groups for a wide-range of our community including carers, new parents and seniors and healthy food programs. Which services or areas of health and wellbeing are most important to you?
2. Last year, we lived in 5km restrictions during lockdown. From your experience could you get everything you needed close to home? If not, what could be improved?
3. How can Council best support community to recover from the pandemic and its impacts?
4. What are three things Council does best?
5. Are there services you think Council should not provide at all?

Summary of responses

Results across the survey questions detailed above indicate that people living in Moonee Valley value open space, health and recreation, and the services and facilities Council provides.

Again, approximately two thirds of respondents felt their local neighbourhood has everything it needs (62 per cent).

The community also sees supporting local business as an important path to recovery from the pandemic, with investment in public open space, community connectedness and supporting health and wellbeing also common themes. Further top priorities for Council to focus on in supporting the Moonee Valley community to recover from the pandemic included:

- Providing events and opportunities for social interaction and recreation,
- Support for the most vulnerable in the community like the elderly and the young, and
- better provision of information to the community.

Respondents were asked to identify what Council does best, the most common answers being:

- Aged care services
- Listening and consulting residents
- Childcare, kinder and family support programs
- Community engagement activities
- Providing important information.

When asked to identify services important for health and wellbeing respondents listed the following as services to protect:

- Libraries
- Waste management
- Arts and culture
- Activities programs and services for youth and older people
- Leisure facilities including pools, leisure centres and parks and recreation amenities,
- Maternal and child health services
- General mental health initiatives to support residents.

Whilst there was a very small response rate (22 responses) to the question around services Council should no longer deliver, it was suggested Family/child maternal health services and Migrant/refugee services should be a federal or state government responsibility.

Appendix 7: Online Engagement (Your Say)

Methodology

To provide quick and easy online engagement opportunities for the community during the course of the Phase 2 Engagement Program a number of online ‘spot’ activities were posted on *Your Say*, Moonee Valley’s online engagement platform.

Who did we talk to?

The Your Say activities attracted 119 participants. As demographic details were not mandatory, further details on participants are not available.

What did we ask?

The activities were designed to gauge and/or quantify broader community sentiment on emerging themes and topics of interest. The included:

- A quick poll on the relevance of Moonee Valley’s 2040 Community Vision for a ‘Healthy City’ (51 respondents)
- A ‘living locally’ live discussion forum on the concept of 20-minute neighbourhoods and what is needed to support living locally (34 comments, 22 respondents)
- A ‘getting around map’ to drop pins in relation to what’s good or needs work to support moving around the City by public transport or more active means such as walking and cycling. (111 pins from 29 respondents)

Many of the digital engagement activities which were run did not achieve a critical mass of participation to be considered indicative of community views. Care must be taken when reading any one result, as the thoughts of a small number of people (who are self-selected) although important individually, can’t be generalised to the Moonee Valley community. As part of this exercise, this report takes a higher-level view of the feedback in order to make some generalisations.

Summary of responses

Quick Poll

Nearly two thirds (63 per cent) of community members answered yes when asked "Do you think our 2040 Community Vision of a 'Healthy City' is still relevant?"

Connected “getting around” map (111 pins)

The ‘Getting around’ online map received 111 pins dropped across the map by 29 unique respondents. Pins were dropped on the map to indicate areas where there are both areas people appreciate as well as those that they want more work done on. Pins were themed positive or negative relating to: cycling, public transportation, walking/running, accessibility and ‘other’.

Living Locally

This forum encouraged participants to discuss the experience of living in their local neighbourhood and their ideas for what they would like to have close to them if they could change anything. Responses were varied, however there were some strong themes around making best use of the outdoors with more sports facilities and equipment mentioned along with more usable public open space. Transport was also frequently mentioned, especially improving public transport, reducing traffic congestion and improving cycle paths.

Some comments about acting on climate change and protecting the natural environment were mentioned a few times, but collected quite a few 'agree' votes (7 each - equal most), so we can assume that this is a theme that is on respondents' minds.

Appendix 8: Staff Synthetron

Methodology

Synthetron is an online engagement platform that enables participants to engage in an anonymous real time conversation. It allows participants to share their opinions about issues raised by the session moderator, comment on the ideas of other people and indicate their level of agreement with the ideas of others. When ideas receive support at a “virtual table”, they are shared with other tables to comment on and score. This enables an “evolutionary” discussion to build that engages other virtual tables in real time.

Who did we talk to?

332 staff members were engaged via the Staff Synthetron online session on 15 June. Participation in the online session was impacted by some technical difficulties, staff commitments and access to technology. A subsequent follow up survey for those unable to participate online was distributed.

What did we ask?

Participants were asked six key questions:

1. What do you most like about working in Moonee Valley?
2. What do you see as being the main challenges facing our community in being a healthy city?
3. What do you think Council should prioritise in the next 4 years to respond to these challenges?
4. What opportunities can you see for Council in building a healthier city for the community?
5. What is one thing that you find most useful from the current Community Vision, Council Plan, Health Plan & MV2040 which helps to support the work you do?
6. What is one thing that you think is missing from the current Community Vision, Council Plan, Health Plan that could help to support the work you do more?

Summary of responses

Development scale

Staff felt the scale of development should be better managed with less high-rise developments and more affordable housing. Need to improve existing social housing and consider the impact of development on the municipality as a whole was expressed.

Infrastructure improvements

Aging or inadequate infrastructure was expressed as a barrier to progress, including bike lanes, foot paths, lighting, connected open spaces, kindergartens. Staff felt more infrastructure and services need to be fit-for-purpose and future focussed.

More, and more nuanced, community engagement

Staff expressed a desire for improved community engagement, especially including those Council doesn't usually reach, so feedback is more widespread and varied. A view that too many 'usual suspects' are heard the loudest too often was identified. Staff felt more community partnerships and consultations are also needed.

No one-size-fits-all approach and community self-determination

Staff recognised that diverse communities have diverse needs improves staff work and community outcomes. Initiatives need to be community-led to be most effective.

Open space and climate action

Staff felt priority must be given to increasing and upgrading open space to be accessible, enjoyable and fit-for-purpose, as COVID has proven how essential these are to the community. Active spaces as well as places for rest and contemplation. Supporting the community to take action on climate change was also identified as a key priority.

Physical/mental health and safety services

Staff expressed a need for increased service delivery around community health and safety, beyond sport. Mental health support, education, early intervention and prevention was mentioned very strongly. Staff also felt a trauma-informed approach needs to be used given the effects of the COVID-19 pandemic on the whole community.

Target populations

Staff expressed a need to prioritise community services, support and facilities for target populations, especially older adults, youth, CALD and Indigenous communities, and those socially isolated. More multigenerational spaces and facilities were felt to be needed across the municipality. Staff felt Moonee Valley's ageing population and residents living in higher density housing need to have adequate access to support and facilities to maintain a good quality of life. Staff also felt young people in the municipality already had comparatively poor mental health before COVID, and that even more youth services and support are needed.

Walking, cycling and public transport

Staff felt walking and cycling infrastructure for community access and transport needs to be a key transport priority. Increasing participation in physical activity among those with the lowest participation rates, particularly through walking was also desired, including initiatives to encourage walking such as rest points / seating, good quality paths and linked paths, walking groups, an app to map walks, design themed walks. Improved public transport connection, access/service provision and frequency and revising the traffic management plan were also seen as priorities.