

Draft Community Vision, Council Plan and Health Plan

2021-2025

YOUR VISION, YOUR NEIGHBOURHOOD





ACKNOWLEDGEMENT OF COUNTRY

Moonee Valley City Council respectfully acknowledges the Traditional Custodians of the land on which Moonee Valley is located – the Wurundjeri Woi-wurrung People of the Kulin Nation; and we pay our respects to their Spirits, Ancestors, Elders and Community Members past and present. Council also extends this respect to other Aboriginal and Torres Strait Islander Peoples who call Moonee Valley home.



Statement of commitment

Statement of Commitment to the Wurundjeri Woi-wurrung People and to all Aboriginal and Torres Strait Islander Peoples.

Wanganyinu ngarr-gu Wurundjeri Woi-wurrung Gulinj ngargunin twarn biik wenerop Moonee Valley dharri, wanganyinu gahgook Nanggit baambuth ba yalingbu.

We acknowledge the Wurundjeri Woi-wurrung People as the Traditional Custodians of the Country on which Moonee Valley is located, we pay our respects to Elders past and present.

This Statement of Commitment was updated in 2017 and reaffirms the partnership between Moonee Valley City Council and Wurundjeri Woi-wurrung Council and renews our commitment to the Wurundjeri Woi-wurrung People and to all Aboriginal and Torres Strait Islander Peoples.

RESPECT GAHGOOK

Moonee Valley City Council respects:

- the Wurundjeri Woi-wurrung People as the first Australians on this land
- the unique status of Aboriginal Peoples as the original custodians of traditional lands and waters
- the special and distinctive spiritual and material relationship that Aboriginal Peoples have with the land, water, trees, rocks, hills and valley creeks, rivers and flood plains of the Moonee Valley area
- the value of the diversity and strength of Aboriginal and Torres Strait Islander Peoples and cultures to the heritage of all Australians.

RECOGNITION NGARNGAITH

Moonee Valley City Council recognises:

- Aboriginal and Torres Strait Islander Peoples as having a distinct culture, history and legacy with vibrancy, diversity and richness that all Australians can share in
- the unique spirit and contribution of Aboriginal and Torres Strait Islander Peoples, and the richness of traditional Indigenous languages
- the historical and environmental importance of the significant and sacred sites, and special places within the city
- the past injustices inflicted on Aboriginal and Torres Strait Islander communities by this and previous generations of non-Aboriginal Australians, and expresses our profound regret that these injustices occurred. In particular, Council is sorry for the forced removal of Aboriginal and Torres Strait Islander children from their families, confiscation of their traditional lands, the implementation of policies designed to extinguish Aboriginal and Torres Strait Islander practices, language and culture and for the pain these actions have caused and continue to cause the Aboriginal and Torres Strait Islander communities.

RELATIONSHIPS DJERRI

Moonee Valley City Council will advocate for:

- respect towards and recognition of the contribution of Aboriginal and Torres Strait Islander Peoples to Australian society, past and present
- the rights of Aboriginal and Torres Strait Islander Peoples
- increased opportunities and self-determination for Aboriginal and Torres Strait Islander Peoples
- the sustainability of Aboriginal and Torres Strait Islander organisations and programs.

Executive summary

The Council Plan is a medium-term strategic plan that sets out our strategic direction and future focus for the four-year Council term.

The Municipal Public Health and Wellbeing Plan (the Health Plan) is integrated within this document and outlines actions to enable people living in the municipality to achieve optimum health and wellbeing, and prevent and minimise public health dangers.

This plan addresses legislative requirements in the *Local Government Act 2020* and the *Public Health and Wellbeing Act 2008*.

The following diagrams provide a high-level summary of the MV2040 Community Vision, the 2021-2025 Council Plan and the 2021-22 Major Initiatives, along with the Strategic Indicators by which our progress in achieving the Plan will be monitored and reported.

DRAFT

MV2040 COMMUNITY VISION

In 2040 Moonee Valley is a great place to live, work and visit, strengthened by a network of 20-minute neighbourhoods.

Our neighbourhoods allow all people, at all stages of life, to live locally, accessing most of their needs close to their home.

Our neighbourhoods are beautiful, sustainable and hold strong community connections which enable citizens and the environment to be healthy and resilient.

1. A city that fosters local identity
2. A city of high-quality design
3. A city with vibrant and safe public spaces
4. A city in a beautiful landscape setting



1. A city that is low carbon
2. A city that is green and water-sensitive
3. A city that rethinks waste
4. A city that is cool and climate adapted



1. A city that celebrates diversity
2. A city with a dynamic network of services and facilities
3. A city where people are healthy and safe
4. A city where residents can engage, participate and influence change
5. A city with housing for all



FAIR QEENTE BOORDUP

A fair city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.



1. A city with opportunities to learn and work
2. A city that responds to a changing economic landscape
3. A city with things to see and do
4. A city that is technology ready



BEAUTIFUL NGA-ANGO GUNGA

A beautiful city that celebrates its identity, heritage and open spaces.



THRIVING BANDINGITH

A connected city of accessible, active and sustainable transport options.



MOONEE VALLEY MV2040 OUR VISION FOR A HEALTHY CITY

GREEN WUNWARREN

A green city that is ecologically healthy and environmentally responsible.



CONNECTED MOONG-MOONGGAK

A thriving city with access to jobs, lifelong learning, vibrant and dynamic activity centres.



1. A city where sustainable transport is the easy option
2. A city with streets and spaces for all people
3. A city at the forefront of transport technology

4 YEAR COUNCIL PLAN STRATEGIES

FAIR QEENTE BOORDUP

A fair city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.

- F1.** Celebrate Wurundjeri Woi-wurrung culture and heritage and promote social justice for Aboriginal and Torres Strait Islander peoples, by delivering the Reconciliation Plan.
- F2.** Promote social inclusion and support the mental health needs of our community, by delivering targeted initiatives and programs.
- F3.** Prevent violence against women and families and support those experiencing it to access appropriate help, by working with partner organisations.
- F4.** Support people living with a disability, the elderly and carers to have healthy, active and independent lives, by delivering the Disability Action Plan.
- F5.** Support local families to give children the best possible start in life, by developing and delivering a Family and Children's Framework.
- F6.** Provide safe, accessible and welcoming places for all to access services, by delivering environmentally sustainable community hubs.
- F7.** Develop a framework for reporting the delivery of MV2040 to the community.



BEAUTIFUL NGA-ANGO GUNGA

A beautiful city that celebrates its identity, heritage and open spaces.



Your vision.
Your neighbourhood.
Our commitment to Moonee Valley.



- B1.** Improve community access to nature by creating new parks and enhancing and upgrading existing open spaces.
- B2.** Develop Neighbourhood Plans in order to implement appropriate land use controls across the city, including reformed residential zones.
- B3.** Continue to identify and protect places of local heritage significance.



GREEN WUNWARREN

A green city that is ecologically healthy and environmentally responsible.

- G1.** Help reduce our city's carbon emissions, by supporting community led projects with the Community Climate Emissions Reduction Reserve.
- G2.** Cool our city, by growing our urban forest and delivering integrated water management strategies.
- G3.** Reduce waste going to landfill, by working with community partners, other councils and the state government.



CONNECTED MOONG-MOONGGAK

A connected city of accessible, active and sustainable transport options.



- C1.** Encourage active transport and physical activity, by providing a safe, accessible and connected network of walking and cycling paths.
- C2.** Improve sustainable and accessible transport options across the city, by strongly advocating for better access to reliable public transport.
- C3.** Reduce road trauma, congestion, pollution, travel times and parking issues, and increase road safety, by developing and delivering targeted solutions.



THRIVING BANDINGITH

A thriving city with access to jobs, lifelong learning, vibrant and dynamic activity centres



- T1.** Help local businesses recover from the COVID-19 pandemic, grow the local economy and create more local jobs, by providing support through targeted programs and other initiatives.
- T2.** Support all members of the community to take part in sport and recreation, by developing and delivering sustainable facilities.
- T3.** Encourage our community to continue learning throughout their life, by expanding the reach of our library collections, services and programs.
- T4.** Develop and implement initiatives that support local creative industries and celebrate our local community.

A RESILIENT ORGANISATION

Customers and communications

People

Systems and knowledge

Finance and assets

Governance



2021/22 MAJOR INITIATIVES

BEAUTIFUL NGA-ANGO GUNGA



A beautiful city that celebrates its identity, heritage and open spaces.



Your vision.
Your neighbourhood.
Here's what we're doing for 2021/22.

THRIVING BANDINGITH

A thriving city with access to jobs, lifelong learning, vibrant and dynamic activity centres.

FAIR QEENTE BOORDUP



A fair city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.



- B1.1** Commence the naturalisation of Moonee Ponds Creek in collaboration with key partners and stakeholders.
- B1.2** Complete community engagement and draft a concept plan for a regional playground in Rosehill Park.
- B2.1** Progress plans for the Airport West and Keilor East neighbourhoods.



- T1.1** Evaluate the Outdoor Trading Program and identify programs and policies that would benefit businesses in Moonee Valley in the future and help them recover from the impacts of COVID-19.
- T1.2** Progress the Moonee Ponds Activity Centre Streetscapes and Public Spaces Plan.
- T1.3** Complete the designs for the Keilor Road (Niddrie) Precinct.
- T2.1** Progress the delivery of key sporting and recreation projects within the municipality.
- T3.1** Launch Council's mobile library van to extend the reach of our library and learning opportunities and services.
- T3.2** Complete the designs for the upgrade of the Flemington Library to increase accessibility of the facility.
- T4.1** Commence engagement with the community and the creative sector to develop a draft Arts and Culture Plan.



CONNECTED MOONG-MOONGGAK



A connected city of accessible, active and sustainable transport options.

- C1.1** Progress the delivery of key active travel projects and programs, for example along Moonee Ponds Creek, Rosehill Park to Steel Creek Path.
- C2.1** Advocate for a Western Gateway train station in Airport West and optimise opportunities that align with our advocacy strategy.
- C3.1** Progress the delivery of key transport projects and programs, for example the delivery the Better Moves Around Schools and the Local Area Traffic Management program.



GREEN WUNWARREN



A green city that is ecologically healthy and environmentally responsible.

- G1.1** Support the community to reduce carbon emissions through programs, education and other initiatives.
- G2.1** Plant more trees in streets and reserves to increase canopy cover and reduce urban heat island impacts.
- G2.2** Deliver projects that improve integrated water management outcomes, by increasing stormwater harvesting for irrigation and reducing waterway pollution.
- G3.1** Develop an action plan to increase diversion of key materials from landfill for recycling.



INTEGRATED MV2040, COUNCIL AND HEALTH PLAN STRATEGIC INDICATORS

Your vision.
Your neighbourhood.
These indicators help us measure our achievements.

FAIR QEENTE BOORDUP

A fair city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.

| | | |
|---|--|--|
| <p>A city that celebrates diversity</p> <ul style="list-style-type: none"> Reduced economic inequality. Foster respect and appreciation of diversity. | <p>A city with a strong network of accessible community facilities and services</p> <ul style="list-style-type: none"> Increased access to services and facilities. | <p>A city where people are healthy and safe</p> <ul style="list-style-type: none"> Positive mental and physical health. Safe environments for families and children. |
| <p>A city where residents can engage, participate and influence change</p> <ul style="list-style-type: none"> Increased democratic participation. Increased participation in community engagement activities. | <p>A city with housing for all</p> <ul style="list-style-type: none"> Increased access to affordable and suitable housing | |

GREEN WUNWARREN

A green city that is ecologically healthy and environmentally responsible.

| | | | |
|--|---|--|--|
| <p>A city that rethinks waste</p> <ul style="list-style-type: none"> Increase waste diverted from landfill. | <p>A city that is cool and climate-adapted</p> <ul style="list-style-type: none"> Increased ability for households to adapt to the health impacts of climate change. | <p>A city that is low carbon</p> <ul style="list-style-type: none"> Reduced Council carbon emissions Reduced Community carbon emissions. | <p>A city that is green and water sensitive</p> <ul style="list-style-type: none"> Increased size and health of our urban forest. Reduced Council water use. Increased stormwater harvested for irrigation. |
|--|---|--|--|

BEAUTIFUL NGA-ANGO GUNGA

A beautiful city that celebrates its identity, heritage and open spaces.

| | | |
|--|---|---|
| <p>A city that fosters local identities</p> <ul style="list-style-type: none"> Preservation and appreciation of our unique cultural heritage. | <p>A city of high quality design</p> <ul style="list-style-type: none"> Increased accessibility of Council facilities. | <p>A city with vibrant and safe public spaces</p> <ul style="list-style-type: none"> Increased safety and attractiveness of public spaces. |
| <p>A city in a beautiful landscape setting</p> <ul style="list-style-type: none"> Increased accessibility and quality of open space. | | |

CONNECTED MOONG-MOONGGAK

A connected city of accessible, active and sustainable transport options.

| | |
|---|--|
| <p>A city with streets and spaces for all people</p> <ul style="list-style-type: none"> Zero injuries and fatalities on our roads. Increased availability and connectivity of active transport infrastructure. Uptake of new transport technology. | <p>A city where sustainable transport is the easy option</p> <ul style="list-style-type: none"> Increased access to public transport. Increased levels of sustainable commuting. |
|---|--|

THRIVING BANDINGITH

A thriving city with access to jobs, lifelong learning, vibrant and dynamic activity centres

| | |
|--|---|
| <p>A city with opportunities to learn and work</p> <ul style="list-style-type: none"> Increased opportunities for professional and volunteer work. Increased early education participation. Increased number of residents engaged in lifelong learning. Reduced financial insecurity and stress. | <p>A city that responds to a changing economic landscape</p> <ul style="list-style-type: none"> Sustainable local economy. |
| <p>A city with things to see and do</p> <ul style="list-style-type: none"> Increased number and diversity of arts and cultural activities. Increased range and quality of sporting facilities. | <p>A city that is technology ready</p> <ul style="list-style-type: none"> Utilisation of Smart City technologies. |



A message from the Mayor

Mayor Cam Nation

On behalf of Moonee Valley City Council, I welcome you to our strategic blueprint for the next four years: the *Draft Community Vision, Council Plan and Health Plan 2021-25*.



This document will be our guiding framework over the coming four years, building off our *MV2040 Strategy* - our long-term plan for improving the health, vibrancy and resilience of our city over the next two decades.

The *MV2040 Strategy* vision statement is that in 2040 we want Moonee Valley to be a great place to live, work and visit, strengthened by a network of 20-minute neighbourhoods. These neighbourhoods will allow all people, at all stages of life, to live locally, accessing most of their needs close to their home. These neighbourhoods are beautiful, sustainable and hold strong community connections, which enable citizens and the environment to be healthy and resilient.

Since Council adopted this strategy to be our guiding document for our long-term future the world has undoubtedly changed. As such, this Council plan takes on an added importance as we address the short- and long-term challenges of the pandemic on our city. We will no doubt continue to feel the social, cultural, economic, and recreational impacts for the entire period of this Council Plan. It will be a long road to recovery for our community, particularly for our local businesses.

Informed by two phases of extensive community and stakeholder engagement, this draft document identifies initiatives that will help us address the challenges we are facing as a Council, and ensure we reflect the values, needs and interests of our community in everything we do.

During consultation, we learned that our community's outlook for 2040 has shifted in-line with the wide-spread impacts of the pandemic, and that the past 18 months had completely changed the way we live, work and play. Despite this new-normal, the engagement process reaffirmed our community's endorsement of our *MV2040* vision and reinforced priorities that now form key areas of focus for our plans.

These include:

- maximising access to beautiful green spaces and optimising our opportunities to create useful open space.
- recognising the importance of social connection for coping with the pandemic, improving our mental health and wellbeing, preventing violence against women, and tackling family violence.
- supporting our local businesses to adapt to the COVID-normal environment, while appreciating that small businesses are the backbone of our local economy.
- encouraging healthy lifestyles, by developing community hubs, upgrading sporting facilities and creating connected pedestrian and cycle paths.
- maintaining a strong awareness of the impacts on the environment and climate through everything that we do.
- advocating for improved access to public transport for residents.

The themes, strategies and initiatives contained within these pages form a roadmap that will guide all of Council's actions, budgeting, and decision-making during our four-year term. They also outline the targets for measuring our progress each year.

I thank our community, the individuals, business owners, volunteers, community group members, Council staff, and my fellow Councillors whose input helped create this plan. Your insights have been invaluable as we shape the future of our city together.

I look forward to hearing from you during our final phase of consultation and engagement on this draft document, and then ultimately working with our community to bring our shared vision to life.

A message from the Chief Executive Officer

Helen Sui, CEO

After a year of unprecedented disruption and accelerated change, there has never been a more critical time for strong foundational planning as we look to the future.



On behalf of Moonee Valley City Council, I am extremely proud to present the draft of our foundation for the next four years: *The Draft Community Vision, Council Plan and Health Plan 2021-25*.

This integrated plan is the strategic blueprint that will inform all of Council's actions for the next four years. It will set us on the road to recovery and help us bring our MV2040 community vision for a 'Healthy City' in 2040 to life.

The *Local Government Act 2020* has introduced a requirement for councils to produce a community vision that: 'describe(s) the municipal community's aspirations for the future of the municipality'. We are fortunate to have already developed our community vision in consultation with our community when we developed MV2040.

The Act requires that councils take an 'integrated approach to planning' that ensures all of documents we develop, including the Council Plan, annual budget and workforce plan have a clear link to our community vision and demonstrate how we are planning on meeting our MV2040 goals.

This approach allows every part of our organisation to work towards a common goal, in a transparent manner to deliver our community vision.

In building the *Draft Community Vision, Council Plan and Health Plan 2021-25*, we faced the challenge of balancing the long-term needs and aspirations of our city, with the need to address the impacts of the COVID-19 pandemic on the local economy, and the mental and physical wellbeing of our community. Council has worked hard to ensure that we are planning for the Moonee Valley of the future, while delivering the support and services that our community needs now.

Our plan features foundational infrastructure strategies including the Keilor East Leisure Centre and the Flemington Community Hub, alongside more targeted items to help residents and local businesses recover from the pandemic and build resilience for the future.

The pandemic continues to challenge residents, families, and communities in ways we could have never imagined. It impacts our ability to connect socially, work, study, volunteer, run our businesses and maintain our physical and mental health. Despite the widespread changes to our community's way of living, our community still wants to focus on being a healthy city.

The lived experience of our community over the past 18 months is reflected in the key themes and priorities revealed in the thousands of pieces of feedback received during consultation. Our community told us:

- they have a greater appreciation for our beautiful, green, open spaces and want to see more of them.
- the Black Summer Bushfires of 2020 confirmed that it is more important than ever for Council to act on climate change.
- people are riding bikes and walking around their neighbourhoods more and want to see better active transport infrastructure.
- they have seen local businesses struggling and want us to support them as they adapt and recover.
- they have witnessed the mental and emotional toll that the pandemic has had on the community and want us to help support and protect residents experiencing vulnerability.

The objectives, targets, strategies, and themes set out in this document are our commitment to the community for the next four years. They are the areas where we will focus our efforts, the goals we will strive for and the targets that we will measure our progress against. We are dedicated to delivering these initiatives and maintaining the services, facilities and programs that safeguard the health, safety, and wellbeing of our community.

I would like to thank our Mayor and Councillors for their leadership and acknowledge the tremendous energy and hard work displayed by our staff in delivering a comprehensive engagement program and resulting plan during unprecedented times. Together with the invaluable input of our community members, local businesses, volunteers, and community groups we have created a plan that will guide us as we continue to build a healthy city that is fair, thriving, connected, green and beautiful.

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Our vision for a healthy city

In 2040 Moonee Valley is a great place to live, work and visit, strengthened by a network of 20-minute neighbourhoods. Our neighbourhoods allow all people, at all stages of life, to live locally, accessing most of their needs close to their home.

Our neighbourhoods are beautiful, sustainable and have strong community connections which enable citizens and the environment to be healthy and resilient.

MV2040, our community vision, is an aspirational description of what our residents and ratepayers want for the future of Moonee Valley. It captures what community members most value about their community and sets out the future vision and aspirations for the community for the next 20 years.

MV2040 was developed with the community through an extensive program of engagement between 2016 and 2018. The community told us that their top priority was that Moonee Valley is a healthy city, where we work together to ensure we enjoy the highest level of health and wellbeing possible. As a result, Council's objectives for health and wellbeing and the outcomes we are aiming to achieve are embedded throughout this plan which integrates the Municipal Public Health and Wellbeing Plan.

Building blocks for a healthy city

We all deserve to live in a city where we are not just surviving, we are thriving. Our MV2040 themes also serve as Council's health and wellbeing focus areas, as they are the building blocks of our healthy city:

- A fair city that values diversity, where everyone feels safe, is included, is healthy, and has access to services and housing.
- A thriving city with access to jobs, lifelong learning, and vibrant and dynamic activity centres.
- A connected city of accessible, active and sustainable transport choices.
- A green city that is ecologically healthy and environmentally responsible.
- A beautiful city that celebrates its identity, heritage and open spaces.

Principles

MV2040 outlines four key principles that guide all decisions and actions by Council in the delivery of a healthy city:

Principle 1 – 20-minute neighbourhood planning

Focusing Council delivery through a neighbourhood empowerment approach will underpin the delivery of MV2040. Using the principles of 20-minute neighbourhoods, Moonee

Valley's residents will have access to services and community facilities within a pleasant 20-minute walk of their homes.

Principle 2 – Access, inclusion and equity

Equity makes our communities stronger. Our commitment to social inclusion and equity seeks to advance a fair and just society and promote respect for every person. This will benefit everyone in our city.

Principle 3 – Sustainability

We acknowledge the pressing need to reduce carbon emissions to avoid the worst impact of climate change. Our commitment is to ensure all programs, services and infrastructure are delivered and operated to achieve environmental sustainability and resilience. Financial sustainability will also be crucial.

Principle 4 – Effective and transparent governance

Long term planning allows Council to set our big-picture direction and then both proactively and opportunistically deliver it over time. To do this we will need to be disciplined, but also agile. We will actively work towards making our processes and systems as fair and transparent, and as easy to access and understand as possible.

A network of 20-minute neighbourhoods

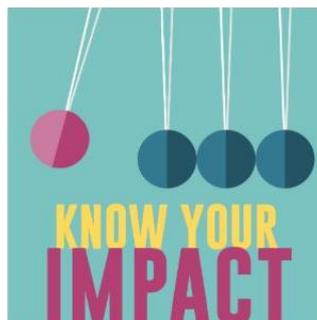
Council's move to a neighbourhood-based approach to service delivery is focused around thirteen, 20-minute neighbourhoods. Each of our neighbourhoods has a distinctive character and identity, with individual challenges and opportunities for improving liveability. The neighbourhood approach ensures we can identify local priorities and tailor responses to improve the health and vibrancy of all parts of our city. Over time, this network of neighbourhoods will be transformed to ensure we deliver services and infrastructure that encourage living a healthy life in a city that is fair, thriving, connected, green and beautiful.

A central element of strengthening our neighbourhoods are community hubs. These spaces provide indoor and outdoor facilities to support different services and activities. The ideas of hubs is that residents can have many of their needs met at one convenient location.

Hubs can include indoor and outdoor spaces for a wide range of services and activities, considering the needs of the local neighbourhood. Council proposes an integrated hub in each of our thirteen neighbourhoods.

Our values

Our values guide the way we operate as an organisation and work with our citizens. Our values are:



About Moonee Valley

Our municipality

Moonee Valley is located in the inner and middle north-western suburbs of Melbourne, between 4-13 kilometres from the CBD. The city covers 43 square kilometres and encompasses the suburbs of Flemington, Travancore, Ascot Vale, Moonee Ponds, Aberfeldie, Niddrie, Essendon West, Essendon, Essendon North, Avondale Heights, Keilor East, Strathmore, Strathmore Heights, Airport West and the locality known as Essendon Fields.

Moonee Valley is a diverse, primarily established, residential municipality. Complementing its residential areas are an eclectic mix of retail strips and centres, combined with offices, some industrial areas and Essendon Airport. The main industries include manufacturing, rental, hiring and real estate services, construction, transport, postal and warehousing and the retail trade.

Our diverse community

The population of Moonee Valley is forecast to increase from 131,750 residents in 2021, to around 166,000 in 2041. This is an increase of almost 26 per cent over 20 years.

The infographics on the following pages provide a snapshot look at who Moonee Valley's residents are, their health and wellbeing, social and neighbourhood connection and living and working conditions.

Note: Percentages have been rounded up to the whole number where applicable. Unless stated otherwise, the above statistics are from data collected before the COVID-19 pandemic. More information on Moonee Valley's health and wellbeing status can be found in the Moonee Valley Health and Wellbeing Profile 2021, available at mvcc.vic.gov.au.

IF MOONEE VALLEY WAS 100 PEOPLE

OUR PEOPLE

29

aged under 25



16

aged over 65



8

identify as LGBTIQ+



- 6 speak Italian at home
- 3 speak Greek at home
- 2 speak Vietnamese at home
- 2 speak Mandarin at home
- 1 speaks Cantonese at home
- 1 speaks Arabic at home



13 live with a disability



1 International Student



28

were born overseas



1 identify as Aboriginal or Torres Strait Islander



HEALTH AND WELLBEING

70% rate their health as good or very good



30% have ever been diagnosed with anxiety or depression



58% met physical activity guidelines



47% have risky levels of alcohol consumption



30 would be experiencing psychological distress



3 eat the daily recommended amount of fruit and vegetables



15 smoke



SOCIAL AND NEIGHBOURHOOD CONNECTION

67% feel connected to their community (pre-COVID)



82% trust their neighbours



18 volunteer

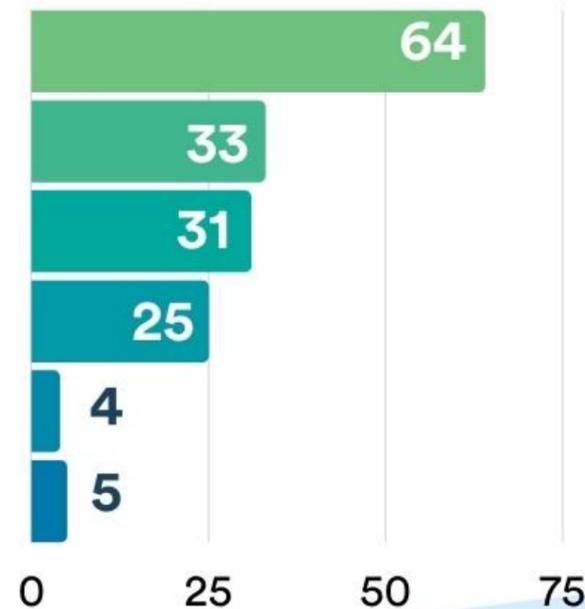
19

travel to work via public transport



LIVING AND WORKING CONDITIONS

- Live in their own home
- Rent their home
- Live with partner and children
- Live alone
- Live in public housing
- Are unemployed

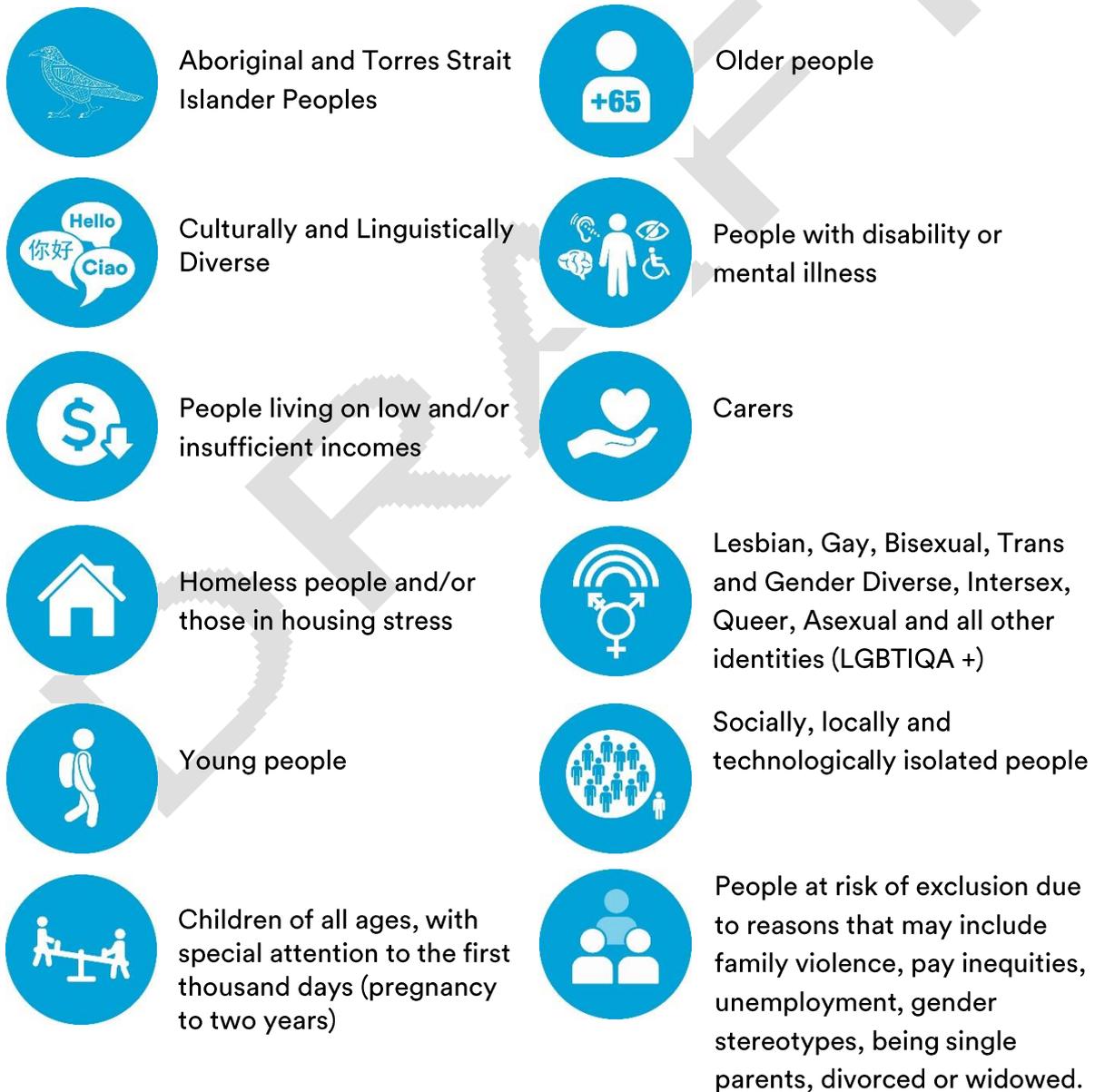


Target populations

Central to MV2040 and this plan is the recognition that some community members experience disproportionate levels of disadvantage. Council recognises that it is only through tackling inequity that we can reduce barriers and allow all community members to live full and healthy lives. At the core of the Council Plan is a respect for human rights.

Equity is about reducing the differences in health and wellbeing experienced by different groups and communities, so that everyone has the same opportunity to feel included and able to participate in community life. Council must be proactive in reducing health, social and economic inequity between groups and communities.

This plan prioritises and targets those who are likely to experience the greatest inequities in health and social outcomes. These target populations include:

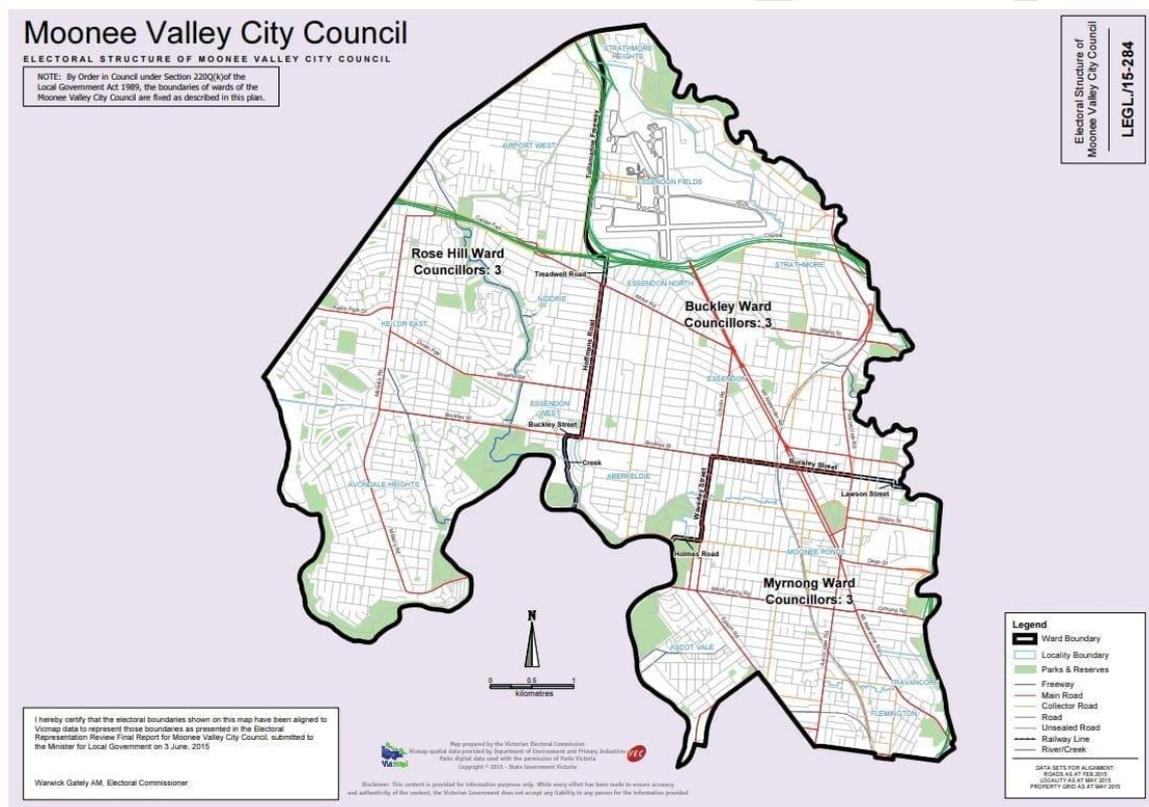


Your Council

Councillors

Nine Councillors are elected every four years by the residents and ratepayers of Moonee Valley to provide leadership for the good governance of the city. Moonee Valley is divided into three wards: Buckley, Myrning and Rose Hill, with each ward represented by three Councillors. To ensure voters are represented fairly and equitably, the Victorian Electoral Commission conducts electoral representation reviews at regular intervals.

The Mayor heads the Council and is elected annually by the Councillors. On 24 November 2020, Cr Cam Nation was elected Mayor and Cr Katrina Hodgson was elected Deputy Mayor for 2020-21.



Buckley Ward comprises Aberfeldie, Essendon Fields, Essendon North, Strathmore, most of Essendon and Strathmore Heights, and parts of Moonee Ponds and Essendon West.



Cr Cam Nation (Mayor)
Phone: 0402 222 378
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Cr Ava Adams
Phone: 0417 551 110
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aadams@mvcc.vic.gov.au



Cr Narelle Sharpe
Phone: 0429 977 171
Email:
nsharpe@mvcc.vic.gov.au

Myrnong Ward comprises Ascot Vale, Flemington, Travancore, most of Moonee Ponds and part of Essendon.



**Cr Katrina Hodgson
(Deputy Mayor)**
Phone: 0492 452 726
Email:
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Cr Jacob Bettio
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Our organisation

The Chief Executive Officer (CEO) is appointed by Councillors to manage the day-to-day activities of the organisation. The CEO, three Directors and two Managers who report directly to the CEO form an executive team that leads the organisation, with support from other managers and staff.

CHIEF EXECUTIVE OFFICER – Helen Sui

- Helen has more than 20 years’ professional experience in Local Government, State Government and not-for-profit sectors.
- Helen, a Certified Practising Accountant, is known for valuing, developing and engaging staff to deliver positive community outcomes.
- Helen has a Master of International Politics (Beijing University), Master in Professional Accountancy (University of Southern Queensland), a Graduate Diploma in Local Government Law (Monash University), and EMBA (University of Sydney).
- Helen proudly oversaw the development and implementation of the People Strategy and Plan at the City of Whittlesea which was awarded the 2020 IPAA Leading Employers Award. She was also finalist for the 2015 Telstra Business Women's Awards and more recently, a judge for the 2020 Telstra Business Women's Awards.

DIRECTOR SERVICE DELIVERY Ben Harries

- Ben has 20 years’ experience in Local Government.
- Ben has lifted the capital works delivery rate from 60 percent to over 90 percent. He champions a health, wellbeing and equity-focussed lens into infrastructure delivery.
- Ben has a Masters of Business Administration, Masters of Infrastructure Engineering and a Bachelor of Applied Science Environmental Engineering.

DIRECTOR STRATEGY AND PLANNING Brett Walters

- Brett has extensive senior management experience across the Local Government, higher education and manufacturing sectors in a career spanning more than 26 years.
- Brett’s previous roles in Local Government have included project design and delivery, environmental sustainability policy and programs, transport planning and safety engineering.
- Brett has tertiary qualifications in engineering, humanities and business fields.

DIRECTOR ENABLING SERVICES Sanjib Roy

- Sanjib has more than 30 years’ senior executive experience with the Victorian Public Sector, in Local Government, the not-for-profit sector and in management consulting.
- Sanjib has a Masters in Economics, Bachelor of Science (Pure Maths), Bachelor of Arts (Germanic and Indian Studies) and a Diploma of Corporate Directors - Management / Governance.

| | | |
|--|---|--|
| <p>Ben oversees:</p> <ul style="list-style-type: none"> Community Development Aged and Disability Services Family and Children Services Asset and Major Projects Engineering Services Works and Emergency Management Parks and Gardens | <p>Brett oversees:</p> <ul style="list-style-type: none"> Planning and Building City Futures Community and Corporate Planning Sport and Recreation | <ul style="list-style-type: none"> • Sanjib is a Fellow of the Australian Institute of Management, Fellow of the Corporate Directors Association, Associate Fellow of the Australian College of Health Service Executives, member of the Australian Institute of Company Directors, and member of the Australian Human Resource Institute. <p>Sanjib oversees:</p> <ul style="list-style-type: none"> Finance People and Culture Enterprise Project Management Office and Accountability Corporate Transformation Information Technology City Safety and Amenity |
|--|---|--|

MANAGER CORPORATE AFFAIRS
Nicole Laurie

- Nicole has more than 30 years' experience across the State Government, water sector and the private sector in communications and customer roles.
- Nicole has a Bachelor of Arts (Professional Writing), a Post Graduate Certificate in Marketing and an Advanced Diploma of Leadership and Management.

Nicole leads the Customer Service, and Advocacy and Communications teams.

MANAGER LEGAL AND GOVERNANCE
Maria Weiss

- Maria has worked in the not-for-profit and Local Government sectors for over 22 years.
- Maria holds a Bachelor Applied Science (Intellectual Disability) as well as a Diploma in Project Management. She has further qualifications in Frontline Management and Workplace Training and Assessment.

Maria leads the Legal and Governance teams.

Our role

Over the life of the plan, Council will need to play a range of roles to ensure our strategies are delivered. The roles Council will play in achieving these actions are:

- **Provider** – takes full responsibility for funding and carrying out services.
- **Partner** – funds and carries out services in formal partnership with other organisations.
- **Funder** – funds other organisations to carry out services, for example through grants and service delivery contracts.
- **Regulator** – has statutory responsibilities and directs these activities as required.
- **Monitor** – gathers information on activities and checks against progress.
- **Facilitator** – encourages others to be involved in activities by bringing interested parties together to progress identified issues.
- **Advocate** – promotes the interests of the community to other decision-making bodies, for example State and Federal Governments.

Our advocacy approach

One of the most important roles of local government is to advocate on behalf of our community for better outcomes from other levels of government. We will continue to consult with you and refresh our advocacy approaches throughout the term of the Council Plan. Our Advocacy Strategy will set out our big goals and objectives to garner support from external funders and providers to help reach our community's vision and Council priorities.

Our services

The extensive range of services we provide to the community form the foundation for delivering the Council Plan. The bulk of our operations consist of these services.

Council's services have an impact on the social determinants of health, including people's lifestyles, community connections, local economy, education, learning, the built and natural environment, and global environment¹. The following descriptions summarise the role of Council according to the MV2040 themes.

Fair

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|-------------------------------------|--|
| Aged and disability services | We support older adults, people living with disability and carers to have healthy, active and independent lives. |
| Early years services | We support local families to give children the best possible start in life. |
| Family wellbeing | We support local families through our free maternal and child health services, immunisations and playgroup facilitation. Helping to keep families healthy and connected, and assisting those who need extra support. |

¹ Local Government Association (UK), July 2020. *Social determinants of health and the role of local government*

| | |
|---|---|
| Local laws and city compliance | We enforce local laws to keep our community safe and orderly. |
| Young communities (Valley Youth) | We run programs, events and support services for young people aged 12 to 25. |
| Community development and welcoming neighbourhoods | We celebrate the diversity in our Moonee Valley community. We deliver programs and support our most vulnerable people, including cultural and linguistically diverse communities and LGBTIQ+ communities. We consult and partner with our traditional custodians, elders and local Aboriginal networks. |
| Community and corporate planning | We research who lives in our community and community need. We plan services and facilities in line with our research, and report on Council's commitments. |
| Community safety and emergency management | We work with partners and our community to keep you safe. We help you recover from emergencies, including natural disasters, major incidents, the COVID-19 pandemic and more. |

Thriving

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| Economic development | We help local businesses succeed and grow. We support vibrant activity centres. We run workshops, business training sessions and events. |
| Council property management | We look after Council's land, buildings and centres. We help residents and groups use them too. |
| Festivals and events | We run local events and festivals so we can celebrate and connect with each other. |
| Leisure, sport and recreation | We partner to provide access to sport, fitness and leisure activities and facilities that help you keep active and healthy. |
| Libraries and learning | We keep our community reading and learning, no matter your age. We run libraries that are the heart of our communities. |
| Performing and visual arts | We bring our rich culture to life, through art, music and theatre programs. We run the Clocktower Centre and Incinerator Gallery. |

Connected

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| Engineering and infrastructure maintenance | We plan and maintain Council's roads, footpaths, drains and other public infrastructure that keep Moonee Valley going. |
| Traffic and transport | We help residents drive, walk, cycle and access public transport. We want transport to be safe, environmentally friendly and available for everyone. |

Green

| | |
|-------------------------------------|--|
| Environmental sustainability | We help protect our environment and enhance our urban forest. We work with the community to tackle climate change. |
| Waste management | We keep Moonee Valley clean and tidy. We manage street sweeping, recycling, rubbish collection and the Moonee Valley Transfer Station. |

Beautiful

| | |
|--|---|
| Capital works planning and delivery | We plan, build and improve Council roads, paths, drains, buildings, public facilities and spaces to meet the needs of our community. We work with external partners on major transport and building projects. |
| Statutory planning and building enforcement | We oversee growth and development in Moonee Valley. We protect what makes our neighbourhoods unique. |
| Strategic land planning | We support Moonee Valley's growth. We make sure plans, investment and decisions meet community needs now, and in the future. |
| Parks and gardens | We keep Moonee Valley beautiful, green and leafy. We look after our local parks, gardens, nature reserves, sports grounds, and the trees in our streets. |

Resilient organisation

In addition to the above services, Council has a set of core corporate services that support Council staff, teams and management to meet our commitments and obligations. These services ensure we are a resilient organisation that is sustainable, innovative, engaging and accountable.

| | |
|-------------------------------------|--|
| Customers and communications | We provide customer service to the community. We promote and provide information about Council services, events, programs and decisions. |
| People | We support our managers and staff, give employment-related advice and recruit, on-board and off-board staff. |
| Systems and knowledge | We provide services including information technology, records and applications. We support our staff to have the right technology to do their jobs. We ensure our systems are stable, secure and up-to-date. |
| Finance and assets | We provide financial services including procurement, fleet management and accounts payable. We undertake financial and management reporting. |
| Governance | We make sure we comply with the <i>Local Government Act 2020</i> and all our statutory reporting obligations. We provide advice on service planning and risk. |

About this plan

What is the Council Plan?

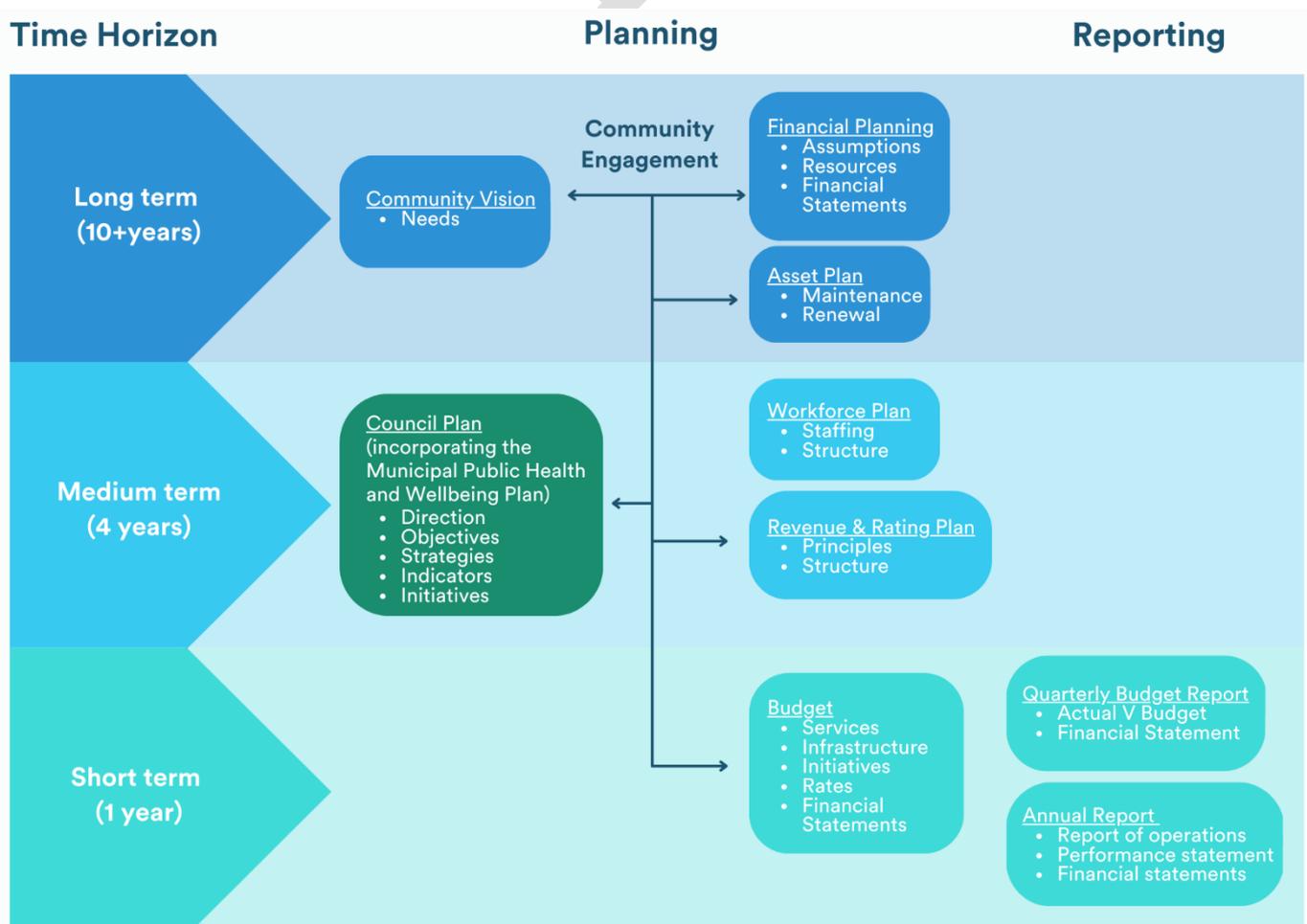
The Council Plan is a medium-term strategic plan that sets out Council’s strategic directions for the four-year Council term.

For the second time, Council has chosen to integrate our Health and Wellbeing Plan into the Council Plan, highlighting our commitment to the vision of a healthy city. This plan outlines actions to enable people living in the municipality to achieve optimum health and wellbeing, and prevent and minimise public health dangers.

The Council Plan and the integrated Municipal Health and Wellbeing Plan addresses legislative requirements in the *Local Government Act 2020* and the *Public Health and Wellbeing Act 2008*.

A multi-level response is required to improve the health and wellbeing of everyone in Moonee Valley and to achieve our vision of a healthy city by 2040. Health and wellbeing are a significant feature of all MV2040 themes and strategic directions. As a result, all strategies outlined in this plan contribute to addressing our city’s health and wellbeing needs.

Where does the Council Plan 2021-25 sit?



Development of the plan

As a starting point in the development of the plan, we reviewed the strategic and policy context in which Local Government operates, including relevant legislation and guidelines.

We also reviewed demographic data, research findings, as well as priorities and evidence regarding health and wellbeing identified in the Moonee Valley Health and Wellbeing Profile 2021 (available on [Council's Your Say website](#)).

This plan has also been informed by:

- Community engagement data, including on the impacts of COVID-19 on health and wellbeing to inform recovery
- Engagement with stakeholders and partner organisations as well as staff across Council
- Moonee Valley's community vision set out in MV2040, that has been reaffirmed through the development of this Plan
- 2019-2023 Victorian Health and Wellbeing Plan
- Victorian Public Health and Wellbeing Outcomes Framework
- *Climate Change Act 2017*
- *Gender Equality Act 2020*
- *Victorian Charter of Human Rights and Responsibilities Act 2006*
- The Victorian Royal Commission into Family Violence recommendation that councils "report on the measures they propose to take to reduce family violence and respond to the needs of victims"
- World Health Organization's Health in All Policies Framework
- Victorian Environments for Health: Municipal Public Health Planning Framework
- Best practice recommendations from MAV and health and wellbeing partnerships.

How to read the plan

Strategies

The strategies contribute to addressing our city's health and wellbeing needs and are structured according to MV2040 themes. These strategies will also help us recover from the COVID-19 pandemic over the next four years. These strategies address the priorities that the community has asked us to focus on throughout our engagement activities.

Appendix A outlines the health and wellbeing outcomes addressed in this plan via the strategies, and the relationship with the 2019-23 Victorian Health and Wellbeing Plan and other State Government legislation.

Major initiatives

The major initiatives to achieve each strategy will be developed and reviewed annually. These are specific actions that we will work on each year to deliver on our four-year strategies. Our 2021/22 major initiatives, and subsequent years, can be found on [Council's website](#).

Strategic indicators

This plan identifies strategic indicators that are guided by frameworks, including the *Victorian Public Health and Wellbeing Outcomes Framework*. These indicators allow Council to measure progress against its goals over time, including both the Council Plan strategies and the longer-term MV2040 strategic directions.

How we report on our progress

We report on our progress of the Council Plan's implementation annually through Council's Annual Report.

We also provide a statement of progress regarding the initiatives in Council's Annual Budget, and report the results we achieved against an extensive suite of performance indicators.

This plan is evaluated and reported on in accordance with the *Public Health and Wellbeing Act 2008* and *Local Government Act 2020*.

This plan is supported by annual work plans and annual reviews. Council is looking to strengthen our evaluation practices to provide more opportunities for our community, and health and wellbeing stakeholders, to be involved in the process. Our evaluation will:

- identify and track progress against desired health outcomes
- monitor health and wellbeing trends
- review the effectiveness of our processes and partnerships
- align with State Government directions.

Health and wellbeing

Our commitment to health and wellbeing

In 1946, the World Health Organization defined health as ‘a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.’ The 1986 Ottawa Charter further elaborates health is created and lived by people within the settings of their everyday life; where they learn, work, play, and love. The 1998 World Health Assembly (of which Australia is a member) stated in its World Health Declaration that ‘the enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being... we affirm the dignity and worth of every person, and the equal rights, equal duties and shared responsibility of all for health.’

Moonee Valley City Council takes a holistic view, aligned with Aboriginal and Torres Strait Islander communities’ understanding that health and wellbeing comprises the way in which individuals and the whole community experience physical, mental and spiritual, emotional and social wellbeing. As the tier of government closest to our community, Local Government is uniquely placed to respond positively to opportunities to improve the health and wellbeing of its residents.

Council is also committed to promoting diversity, social inclusion, integration and collaboration in local communities and neighbourhoods, firmly grounded in social justice principles including human rights, access, equity and participation.

To achieve a whole-of-Council focus on health and equity, Council will consider the Social Determinants of Health model and apply the World Health Organization’s ‘Health in All Policies’ framework.

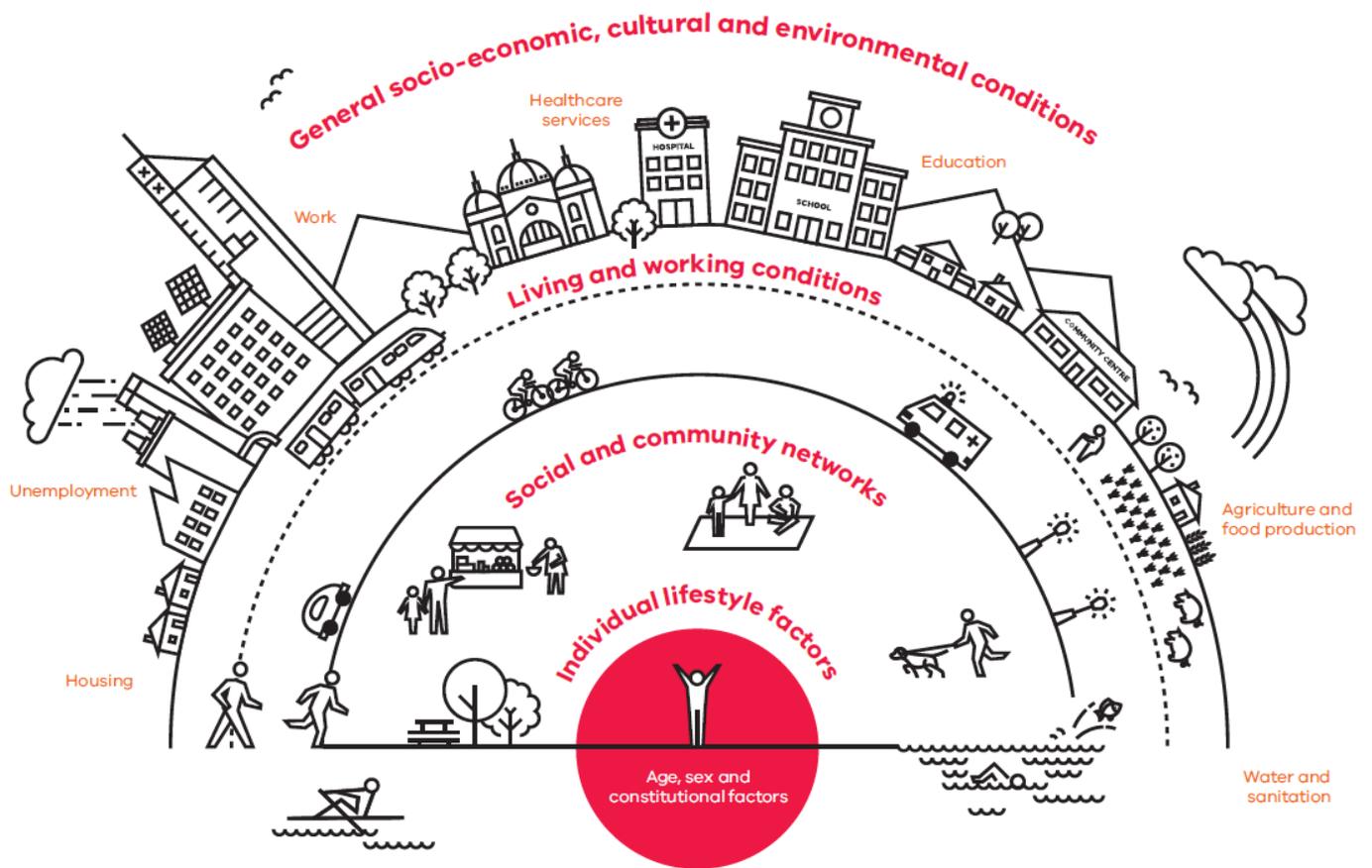
The ‘Health in All Policies’ framework acknowledges that public policies and decisions made outside the health sector can have significant impacts on people’s health. It recognises:

- prevention is at the centre of efforts to deliver lasting improvements; and
- good health generally helps achieve the goals of other sectors.

The social determinants of health

The conditions in which we live explain, in part, why some people are healthier than others and why some groups of people are not as healthy as they could be. In essence, a ‘social determinant’ is a factor in the community, economy or environment that can influence the health and wellbeing of people and places.

By focusing our attention on the social determinants of health, we are more likely to address the causes of avoidable health problems and health inequalities. The following diagram outlines the social determinants of health framework.



Source: Adapted from Dahlgren & Whitehead 1991

Implementing a healthy city

Health and wellbeing activities are implemented through annual work plans. The work plans focus on a small number of evidence-based priorities, targeting and using resources effectively for a more significant impact.

Council acknowledges we work within a local, state, national and global community. The work we undertake in our aim to achieve a healthy city is not done alone as we work collaboratively with partners who play a leadership role in delivering local health and wellbeing initiatives. They include:

- cohealth
- Women's Health West
- North Western Melbourne Primary Health Network
- Moonee Valley Legal Service
- Moonee Valley Family Violence Network
- Victoria Police
- West Metro Elder Abuse Prevention Network
- Q-West
- Local service providers

- Local community organisations and groups
- Local businesses
- Education and early childhood providers
- Other councils
- Council reference and advisory groups
- State Government departments, including the Department of Health.

Council also actively participates in regional health partnerships to promote joint action, including Preventing Violence Together, Action For Equity and the Inner North West Melbourne Primary Care Partnership.

DRAFT

Challenges and opportunities

Long term challenges and opportunities

Population growth and change

Changes in our population size and age structure also mean we need to allow more people to have access to shared amenities so our city can support people of all ages to live a good life. Our housing needs will change over time and Council must consider where the most suitable locations for convenient living are.

Access to open space, public transport, community facilities and retail/lifestyle precincts are all contributors to liveability. Taking a critical look at community needs now and into the future will allow us to be more planned in our approach and to build on the things we love about our city in advance.

Climate resilience

Our existing natural assets, built environment, and lifestyles will all be impacted by climate change, population growth and diversification, and changes in the global and local economy.

Between 1950 and 2016, the average annual temperature of greater Melbourne has increased by 1.2- 1.4°C and the average annual rainfall has dropped by 100-200mm². Average annual temperatures will continue to rise and average annual rainfall will continue to decline. Extreme weather events (especially bushfires, storms and flooding) are going to become more frequent. It is estimated that by 2040 the average annual temperature will have risen by 0.9 -1.2°C and the average annual rainfall will have dropped by between 4-9%. By 2060, the average annual temperature is expected to increase by 1.6-1.9°C and will be coupled with more extreme weather including flooding³. This will have an enormous impact on our city and the lives we lead.

We need to consider how we can efficiently manage water as temperatures rise and rain becomes less frequent. Water sustains our trees, parks, wetlands and our natural assets that cool and shade our city. These assets also play an important role in mitigating flooding and are essential to the health, wellbeing and safety of our community.

To both lessen our impact on the climate and adapt to inevitable changes in temperature and rainfall, we need to transition to a low carbon, climate resilient city. This means we need to transform the way we live in, move around, design and build our city.

² CSIRO and Australian Bureau of Meteorology 2015, *Climate Change in Australia Information for Australia's Natural Resource Management Regions: Technical Report*

³ Clarke JM, Grose M, Thatcher M, Round V & Heady C. 2019. Greater Melbourne Climate Projections 2019. CSIRO, Melbourne Australia

Protection and enhancement of open space

Our open spaces are highly valued by our community. Open space improves the liveability of our city by providing a place to connect with the natural environment and recreate. Our open spaces attract visitors from wider Melbourne and are important tools for improving the health and wellbeing of our residents. High quality open space is critical in enabling healthy lifestyles and community participation, and will help to cool our city as the climate changes.

Open space is under increasing pressure to accommodate growing infrastructure needs as it is seen as available space, however, we know the benefits of open space for the current and future community. A challenge for our city is to expand and improve quality of open space for our growing population. We will need to improve access to open space in the future to meet even higher community demands. To maintain and increase levels of access to open green spaces, we need innovative design solutions and greater efficiencies in the way we use infrastructure.

Changing technology and ways of working

We need to prepare for changing work habits as the global economy becomes even more digitised. The Airport West and Essendon Fields technology precinct will provide valuable opportunities for local employment, especially in the aviation, retail and technology industries.

Business creation and the development of the technology industry are important for Greater Melbourne's growth and resilience⁴. Changes in the way we work might also help us to reconsider what our workspaces look like. As home-based work is set to increase, people might find interpersonal connections in their day-to-day life become less frequent.

Localised co-working spaces can offer a balance of social interaction and support, and can help separate work/home life⁵. The added benefit of reduced travel times to and from local co-working spaces would also allow people to fit more leisure time into their lifestyles.

Health and wellbeing

Moonee Valley will continue to diversify and experience a range of challenges that impact on the health and wellbeing of its residents. These include increases in the cost of living and decreased access to affordable housing, contributing to higher levels of housing stress. Living alone is also projected to increase. Moonee Valley is experiencing a growing and ageing population, and rates of Alzheimer's disease are increasing.

Data shows the community are also experiencing increasing levels of family violence, alcohol-related hospital admissions and psychological distress. Self-reported general health is also worsening. and climate change impacts. Increase in health impacts of climate change is also being experienced and predicted to further worsen, including heatwaves and extreme heat, flooding and storm events, drought and reduced rainfall, and variations in air quality.

⁴ City of Melbourne and others 2016, *Resilient Melbourne*, viewed at: <http://resilientmelbourne.com.au/>

⁵ D. Jones and others 2009, *I'm Outta Here: How Co-Working is Making the Office Obsolete*

More information on Moonee Valley's health and wellbeing status can be found in the Moonee Valley Health and Wellbeing Profile 2021 and on [Council's Your Say website](#).

The impacts of the COVID-19 Pandemic

COVID-19 has had far reaching consequences across the globe and Moonee Valley is no exception. The effects of COVID-19 are felt on our city's social, cultural, economic and recreational fabric, as well as on Council's finances and model of service delivery. In addition to the above long-term challenges and opportunities, there are a number of significant shorter-term impacts on residents.

We know that the pandemic disproportionately impacts those who are already isolated, vulnerable and in poor health. The impact COVID-19 will continue to have on levels of domestic and family violence, mental health and social inclusion, general health and wellbeing, the wellbeing of people living with a disability, and the economy, are described below.

Domestic and family violence

The need to socially isolate has meant victims of domestic and family violence could be at greater risk in their homes. A survey of 15,000 women undertaken by the Australian Institute of Criminology found that almost one in ten women in a relationship experienced sexual or physical violence between March and May 2020. For a third of these women, this was the first time they had experienced domestic violence in their relationship.⁶

Mental health and social inclusion

It has been widely reported that COVID-19 has caused detrimental impacts on the mental health and wellbeing of society. A study by VicHealth found that during Victoria's second lockdown, more than half of Victorians had low to medium life satisfaction, compared with just 1 in 5 in 2017. The proportion of Victorians experiencing high psychological distress was 17 per cent, while in 2017, 15 per cent of Victorians reported experiencing high psychological distress.⁷ Another Australian study found a majority of people registered at least mild levels of anxiety and depression, with 30 per cent registering moderate to high levels.⁸ While many Australians have reported significant recovery from mental health issues since the height of the pandemic, for people under the age of 45 psychological distress is still at a higher level than it was prior to the spread of COVID-19.⁹ Many mental health services shifted to offering telehealth services during the pandemic.

Victorians' sense of community connectedness has also been impacted negatively by the COVID-19 pandemic and associated lockdowns. A VicHealth study found only 1 in 3 Victorians felt part of a community and 2 out of 5 found it hard or very hard to stay connected with friends and family during the second wave of the pandemic in 2020. This loss of connection caused 1 in 3 Victorians to feel worried. Involvement in community

⁶ Australian Institute of Criminology (2020). The prevalence of domestic violence among women during the COVID-19 pandemic, accessed at: <https://www.aic.gov.au/publications/sb/sb28>

⁷ VicHealth Coronavirus Victorian Wellbeing Impact Study: Follow-up survey (2020), Victorian Health Promotion Foundation, Melbourne https://www.vichealth.vic.gov.au/-/media/ResearchandEvidence/20201208_VicHealth-Coronavirus-Wellbeing-Impact-Study_Survey.pdf?la=en&hash=2DBCCB47862FA5E07109C20611A06140496E727E

⁸ ABC News, Mental health and COVID-19 — how the coronavirus is affecting our way of life, April 2020.

<https://www.abc.net.au/news/2020-04-18/mental-health-and-coronavirus-how-australia-is-reacting-covid19/12159750>

⁹ ANU, Mental health and relationships during the COVID-19 pandemic, July 2020

groups and clubs reduced significantly. The impact of this was particularly strong amongst Victorian women, with 3 out of 4 ceasing their involvement with sports clubs during COVID-19 restrictions.

General health and wellbeing

People with a pre-existing health condition, such as diabetes, asthma, heart and lung conditions, or immune problems, are at higher risk of developing a severe illness associated with COVID-19. Non-urgent (or elective) surgeries were postponed to free up beds and equipment¹⁰ and people delayed visits to the GP for health check-ups¹¹. VicHealth found during the second lockdown in 2020, Victorians ate more vegetables and less takeaway because they were cooking more, and drank less alcohol. The study also found half of Victoria's school-aged kids and 1 in 5 toddlers and pre-schoolers were less active during the second wave of the pandemic. Residents of inner metro Melbourne were likely to exercise less, because they didn't have anywhere to exercise at home (1 in 3) or there was no suitable park or path for them to exercise on nearby (1 in 4). Of those who did exercise more, 1 in 5 said it was because they liked their local area.¹²

People living with a disability

The World Health Organization highlights that those with disability may be at greater risk of contracting COVID-19, have barriers to accessing information about the virus, and be disproportionately impacted by disruptions to services.¹³ Australian disability advocates have highlighted that those with disabilities are struggling to obtain medication and affordable groceries amid shortages associated with the lockdowns. A survey undertaken by People with Disability Australia (PWDA) found that over 91 per cent of people with disability said their expenses had increased since the beginning of the COVID-19 crisis, due to factors such as delivery costs, shortages of goods, and spending on personal protective equipment.¹⁴

Economic impact

Rates of income inequality rose over the course of the pandemic with gaps widening between all income levels. Many younger people and older people, especially those living on a fixed income or reliant on casual employment, have experienced impacts on income during periods of lockdown. Workers with postgraduate qualifications and those who enjoy high socioeconomic status were least likely to have had their income significantly impacted by the pandemic.¹⁵ A widening digital divide among socio-economically disadvantaged people and older adults has also been observed.

¹⁰ Australian Broadcasting Corporation, 2020

¹¹ Ivynian et al., 2020

¹² VicHealth Coronavirus Victorian Wellbeing Impact Study: Follow-up survey (2020), Victorian Health Promotion Foundation, Melbourne https://www.vichealth.vic.gov.au/-/media/ResearchandEvidence/20201208_VicHealth-Coronavirus-Wellbeing-Impact-Study_Survey.pdf?la=en&hash=2DBCCB47862FA5E07109C20611A06140496E727E

¹³ World Health Organisation, Disability considerations during the COVID-19 outbreak, April 2020.

¹⁴ People With Disability Australia, People with disability and COVID-19, June 2020

¹⁵ ANU, Tracking wellbeing outcomes during the COVID-19 pandemic, November 2020

Understanding the demands of the community

A key part of the development of the plan was the extensive engagement with community, Councillors, Council staff and other stakeholders, including health and wellbeing sector partners. The engagement was undertaken in three phases during 2021: Phase 1 (March-April), Phase 2 (May-July) and Phase 3 (September).

Opportunities to participate in conversations about Council's priorities included both face-to-face and online engagement activities. The full summary of engagement activities for each of the three phases can be found in Appendix B.

The key findings from the engagement have been categorised by MV2040 theme, plus additional categories relating to the Community Vision and Resilient Organisation. This information helped to shape the directions of the Plan.

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 considered to be important.

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 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, physically 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 were 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 meant that the community were spending 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 were 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.

Green

Support the community to take action on climate change

The community was generally supportive of Council taking action on climate change, with many agreeing finding ways to fight climate change, especially supporting and encouraging the update of renewable energy, is important. However, consensus was 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 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. People want to see more trees, parks, green spaces and playgrounds in their neighbourhoods, especially in Airport West. Biodiversity preservation and supporting community gardens was seen as key ways to achieve the MV2040 vision. Protecting our waterways and ensuring buildings, developments and streetscapes provide sufficient green space was 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 was also a priority. Improved building design, both in the private and public domain (such as community facilities), was also seen as an essential for Moonee Valley to become cool and climate adapted.

More environmental sustainability community education

The community told us it is important to invest in environmental sustainability initiatives and education around waste reduction. There was a 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.

Connected

With exercise and physical activity providing one of the only ways that community members could get out of the house during lockdowns, the community noted that there was a substantial 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.

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 were 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.

Beautiful

More parks and open space

As a result of ongoing COVID-19 related restrictions, our community 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 was 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 were seen as essential community assets. Nature strips were 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 were 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.

Community Vision

Continued support for MV2040's vision statement

Our community maintained 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 embraced the principle of the 20-minute neighbourhood, and many felt during the 2020/2021 COVID-19 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 varied greatly among community members.

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 felt they have no idea what services and programs 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.

Our focus 2021-25

The Council Plan 2021-25 consists of 20 strategies which are framed around MV2040's themes. Further information on the MV2040 Strategy can be found at <https://mv2040.mvcc.vic.gov.au>

The delivery of each strategy is supported by annual major initiatives and will be measured by a number of strategic indicators, as detailed in the following pages.

DRAFT

Fair theme - Qeente boordup

This means 'fair' in Woi-wurrung language.

A fair city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.

The following strategic directions, four-year strategies and strategic indicators provide the framework to realise a fair Moonee Valley.

MV2040 Strategic Directions

The Fair strategic directions are:

1. A city that celebrates diversity
2. A city with a dynamic network of services and facilities
3. A city where people are healthy and safe
4. A city where residents can engage, participate and influence change
5. A city with housing for all

What you told us

- 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.

Our 2021-25 strategies

After considering community feedback and other key considerations, the following strategies have been identified as priorities for the next four years.

- F1. Celebrate Wurundjeri Woi-wurrung culture and heritage and promote social justice for Aboriginal and Torres Strait Islander peoples, by delivering the Reconciliation Plan.
- F2. Promote social inclusion and support the mental health needs of our community, by delivering targeted initiatives and programs.
- F3. Prevent violence against women and families and support those experiencing it to access appropriate help, by working with partner organisations.
- F4. Support people living with a disability, the elderly and carers to have healthy, active and independent lives, by delivering the Disability Action Plan.
- F5. Support local families to give children the best possible start in life, by developing and delivering a Family and Children's Framework.
- F6. Provide safe, accessible and welcoming places for all to access services, by delivering environmentally sustainable community hubs.

F7. Develop a framework for reporting the delivery of MV2040 to the community.

How we will measure our success

Our success in achieving the MV2040 Community Vision and Council Plan strategies and will be measured by the following strategic indicators:

- Reduced economic inequality
- Foster respect and appreciation of diversity
- Increased access to services and facilities
- Positive mental and physical health
- Safe environments for children and families
- Increased democratic participation
- Increased participation in community engagement activities
- Access to affordable and suitable housing

DRAFT

Thriving theme – Bandingith

This means ‘doing well’ in Woi-wurrung language

A thriving city with access to jobs, lifelong learning, vibrant and dynamic activity centres.

The following strategic directions, four-year strategies and strategic indicators provide the framework to realise a thriving Moonee Valley.

MV2040 Strategic Directions

The Thriving strategic directions are:

1. A city with opportunities to learn and work
2. A city that responds to a changing economic landscape
3. A city with things to see and do
4. A city that is technology ready

What you told us

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

Our 2021-25 strategies

After considering community feedback and other key considerations, the following strategies have been identified as priorities for the next four years.

- T1. Help local businesses recover from the COVID-19 pandemic, grow the local economy and create more local jobs, by providing support through targeted programs and other initiatives.
- T2. Support all members of the community to take part in sport and recreation, by developing and delivering sustainable facilities.
- T3. Encourage our community to continue learning throughout their life, by expanding the reach of our library collections, services and programs.
- T4. Develop and implement initiatives that support local creative industries and celebrate our local community.

How we will measure our success

Our success in achieving the MV2040 Community Vision and Council Plan strategies and will be measured by the following strategic indicators:

- Increased opportunities for professional and volunteer work
- Increased early education participation
- Increased number of residents engaged in lifelong learning
- Reduced financial insecurity and stress

- Sustainable local economy
- Increased number and diversity of arts and cultural activities
- Increased range and quality of sporting facilities
- Utilisation of Smart City technologies

DRAFT

Connected theme – Yanoninon Maggolee

This means ‘travel here’ in Woi-wurrung language

A connected city of accessible, active and sustainable transport choices.

The following strategic directions, four-year strategies and strategic indicators provide the framework to realise a connected Moonee Valley.

MV2040 Strategic Directions

The Connected strategic directions are:

1. A city where sustainable transport is the easy option
2. A city with streets and spaces for all people
3. A city at the forefront of transport technology

What you told us

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

Our 2021-25 strategies

After considering community feedback and other key considerations, the following strategies have been identified as priorities for the next four years.

- C1. Encourage active transport and physical activity, by providing a safe, accessible and connected network of walking and cycling paths.
- C2. Improve sustainable and accessible transport options across the city, by strongly advocating for better access to reliable public transport.
- C3. Reduce road trauma, congestion, pollution, travel times and parking issues, and increase road safety, by developing and delivering targeted solutions.

How we will measure our success

Our success in achieving the MV2040 Community Vision and Council Plan strategies and will be measured by the following strategic indicators:

- Increased access to public transport
- Increased levels of sustainable commuting
- Zero injuries and fatalities on our roads
- Increased availability and connectivity of active transport infrastructure
- Uptake of new transport technology

Green theme – Wunwarren

This means 'green' in Woi-wurrung language

A green city that is ecologically healthy and environmentally responsible.

The following strategic directions, four-year strategies and strategic indicators provide the framework to realise a green Moonee Valley.

MV2040 Strategic Directions

The Green strategic directions are:

1. A city that is low carbon
2. A city that is green and water-sensitive
3. A city that rethinks waste
4. A city that is cool and climate-adapted

What you told us

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

Our 2021-25 strategies

After considering community feedback and other key considerations, the following strategies have been identified as priorities for the next four years.

- G1. Help reduce our city's carbon emissions, by supporting community led projects with the Community Climate Emissions Reduction Reserve.
- G2. Cool our city, by growing our urban forest and delivering integrated water management strategies.
- G3. Reduce waste going to landfill, by working with community partners, other councils and the state government.

How we will measure our success

Our success in achieving the MV2040 Community Vision and Council Plan strategies and will be measured by the following strategic indicators:

- Reduced Council carbon emissions
- Reduced Community carbon emissions
- Increased size and health of our urban forest
- Reduced Council water use
- Increased stormwater harvested for irrigation
- Increase waste diverted from landfill
- Increased ability for households to adapt to the health impacts of climate change

Beautiful theme – Nga-ango gunga

This means ‘breathtaking’ in Woi-wurrung language

A beautiful city that celebrates its identity, heritage and open spaces.

The following strategic directions, four-year strategies and strategic indicators provide the framework to realise a beautiful Moonee Valley.

MV2040 Strategic Directions

The Beautiful strategic directions are:

1. A city that fosters local identity
2. A city of high-quality design
3. A city with vibrant and safe public spaces
4. A city in a beautiful landscape setting

What you told us

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

Our 2021-25 strategies

After considering community feedback and other key considerations, the following strategies have been identified as priorities for the next four years.

- B1. Improve the community’s access to nature by creating new parks and enhancing and upgrading existing open spaces.
- B2. Develop Neighbourhood Plans in order to implement appropriate land use controls across the city, including the reformed residential zones.
- B3. Continue to identify and protect places of local heritage significance.

How we will measure our success

Our success in achieving the MV2040 Community Vision and Council Plan strategies and will be measured by the following strategic indicators:

- Preservation and appreciation of our unique cultural heritage
- Increased accessibility of Council facilities
- Increased safety and attractiveness of public spaces
- Increased accessibility and quality of open space

MV2040 strategic indicator framework

The *Local Government Act 2020* outlines the requirement for councils to develop an integrated framework of indicators to measure their progress on delivering their Community Vision. By using these indicators and metric to measure our progress, Council will be better able to measure the effectiveness of its activities in creating positive change in the community.

Council has drawn on a wide range of data and best practise examples to develop its strategic indicator framework, including external data sources such as the Census, other State and Federal Government data sets, and internally collected data gathered through community surveys. As new data and technologies become available, Council will investigate ways to update and improve its data collection and reporting processes.

Understanding the extent to which Council can drive change in these metrics will require collection and analysis of data from several rounds of reporting. Once this analysis is complete, Council will be able to more effectively allocate resources to projects and set achievable targets.

DRAFT

Appendix A – Health and wellbeing focus areas

MV2040 themes of Fair, Thriving, Connect, Green and Beautiful serve as Council’s health and wellbeing focus areas, in recognition of our commitment to creating a healthy city.

The following table demonstrates the range of health and wellbeing outcomes addressed in each MV2040 theme. They are achieved through MV2040’s strategic directions, this plan’s strategies, Council’s annual major initiatives and other ‘business as usual’ work undertaken by Council’s service areas.

| MV 2040 theme | Health and wellbeing outcomes addressed in each MV2040 theme (Outcomes directly addressed by Council’s 2021-25 strategies marked with *) | Council’s 2021-25 strategies | 2019-23 Victorian Health and Wellbeing Plan priorities featured (State government focus areas marked with *) | Other state government legislation addressed |
|---------------|---|---|--|--|
| Fair | <p>Social justice for Aboriginal and Torres Strait Islander Peoples*</p> <p>Support for target populations including CALD, youth, older people, LGBTIQ+ communities and more*</p> <p>Improved gender equality*</p> <p>Increased access to services*</p> | <p>F1. Celebrate Wurundjeri Woiwurrung culture and heritage and promote social justice for Aboriginal and Torres Strait Islander peoples, by delivering the Reconciliation Plan.</p> <p>F2. Promote social inclusion and support the mental health needs of our community, by delivering targeted initiatives</p> | <p>Reducing injury</p> <p>Preventing all forms of violence*</p> <p>Increasing healthy eating*</p> <p>Increasing active living*</p> <p>Improving mental wellbeing</p> | <p>Gender Equality Act 2020</p> |

| MV 2040 theme | Health and wellbeing outcomes addressed in each MV2040 theme (Outcomes directly addressed by Council's 2021-25 strategies marked with *) | Council's 2021-25 strategies | 2019-23 Victorian Health and Wellbeing Plan priorities featured (State government focus areas marked with *) | Other state government legislation addressed |
|---------------|---|---|--|--|
| | <p>Increased social inclusion*</p> <p>Improved mental health*</p> <p>Improved maternal and child health*</p> <p>Increased immunisation rates*</p> <p>Improved tobacco control</p> <p>Harm from alcohol and other drugs minimised</p> <p>Improved sexual and reproductive health</p> <p>Increased access to healthy food</p> <p>Increased community safety, including safe streets and resilience during emergencies*</p> <p>Improved prevention of violence against women and family violence*</p> <p>Improved housing access</p> | <p>and programs.</p> <p>F3. Prevent violence against women and families and support those experiencing it to access appropriate help, by working with partner organisations.</p> <p>F4. Support people living with a disability, the elderly and carers to have healthy, active and independent lives, by delivering the Disability Action Plan.</p> <p>F5. Support local families to give children the best possible start in life, by developing and delivering a Family and Children's Framework.</p> <p>F6. Provide safe, accessible and welcoming places for all to access services, by delivering environmentally sustainable community hubs.</p> | <p>Improving sexual and reproductive health</p> <p>Reducing tobacco related harm*</p> <p>Reducing harmful alcohol and drug use</p> | |

| MV 2040 theme | Health and wellbeing outcomes addressed in each MV2040 theme (Outcomes directly addressed by Council's 2021-25 strategies marked with *) | Council's 2021-25 strategies | 2019-23 Victorian Health and Wellbeing Plan priorities featured (State government focus areas marked with *) | Other state government legislation addressed |
|-----------------|--|--|---|--|
| | | F7. Develop a framework for reporting the delivery of MV2040 to the community. | | |
| Thriving | <p>Increased access to lifelong learning*</p> <p>Libraries as community hubs and safe spaces*</p> <p>Increased support for our changing economic landscape*</p> <p>Increased volunteering*</p> <p>Improved spaces for recreation, leisure, sport and entertainment*</p> <p>Stronger local identity*</p> <p>More arts and community run-events*</p> | <p>T1. Help local businesses recover from the COVID-19 pandemic, grow the local economy and create more local jobs, by providing support through targeted programs and other initiatives.</p> <p>T2. Support all members of the community to take part in sport and recreation, by developing and delivering sustainable facilities.</p> <p>T3. Encourage our community to continue learning throughout their life, by expanding the reach of our library collections, services and programs.</p> <p>T4. Develop and implement initiatives that support local creative industries and celebrate our local community.</p> | | |

| MV 2040 theme | Health and wellbeing outcomes addressed in each MV2040 theme (Outcomes directly addressed by Council's 2021-25 strategies marked with *) | Council's 2021-25 strategies | 2019-23 Victorian Health and Wellbeing Plan priorities featured (State government focus areas marked with *) | Other state government legislation addressed |
|------------------|--|--|---|--|
| Connected | <p>Increased sustainable travel, including walking and cycling*</p> <p>Cyclists and pedestrians prioritised*</p> <p>Safe and connected walking and cycling paths*</p> <p>Advocacy for increased public transport services*</p> | <p>C1. Encourage active transport and physical activity, by providing a safe, accessible and connected network of walking and cycling paths.</p> <p>C2. Improve sustainable and accessible transport options across the city, by strongly advocating for better access to reliable public transport.</p> <p>C3. Reduce road trauma, congestion, pollution, travel times and parking issues, and increase road safety, by developing and delivering targeted solutions.</p> | <p>Reducing injury</p> <p>Increasing active living*</p> | |
| Green | <p>Increased renewables use and low carbon living*</p> <p>Improved urban forest and waterways*</p> <p>Community connection with nature increased*</p> <p>Increased sustainable waste management*</p> <p>Increased climate resilience</p> | <p>G1. Help reduce our city's carbon emissions, by supporting community led projects with the Community Climate Emissions Reduction Reserve.</p> <p>G2. Cool our city, by growing our urban forest and delivering integrated water management strategies.</p> | <p>Tackling climate change and its impact on health</p> | <p>Climate Change Act 2017</p> |

| MV 2040 theme | Health and wellbeing outcomes addressed in each MV2040 theme (Outcomes directly addressed by Council's 2021-25 strategies marked with *) | Council's 2021-25 strategies | 2019-23 Victorian Health and Wellbeing Plan priorities featured (State government focus areas marked with *) | Other state government legislation addressed |
|------------------|---|---|---|--|
| | | G3. Reduce waste going to landfill, by working with community partners, other councils and the state government. | | |
| Beautiful | Increased welcoming and safe public spaces* More open space that meets community needs* | B1. Improve the community's access to nature by creating new parks and enhancing and upgrading existing open spaces. B2. Develop Neighbourhood Plans in order to implement appropriate land use controls across the city, including the reformed residential zones. B3. Continue to identify and protect places of local heritage significance. | Increasing active living* | |

Appendix B – Engagement stages

Engagement summary

Consultation and engagement on the Council and Health Plan was undertaken in multiple stages.

Phase 1 engagement: March to April 2021 included:

1. A survey about priorities was included in the winter edition of Council's Valley View magazine and distributed to residents throughout the municipality in May 2021 as part of the Winter edition of Council's Valley View magazine. It received with over 490 responses.
2. Council's engagement activities reached over 22,700 people. This included Online engagement on Your Say Moonee Valley and through council's social media platforms resulting in over 22,700 people reached through the activities, 5,600 people reached through our social media platforms, with 911 people informed of the work and the receipt of 83 specific leaving comments.
3. Key stakeholder interviews including a cultural conversation with Wurundjeri Woiwurrung Elders, 18 eighteen local service agencies, and an engagement session with young people.
4. eNewsletters were distributed to over 22,000 people, and 800 emails were sent to service users, networks and community groups.

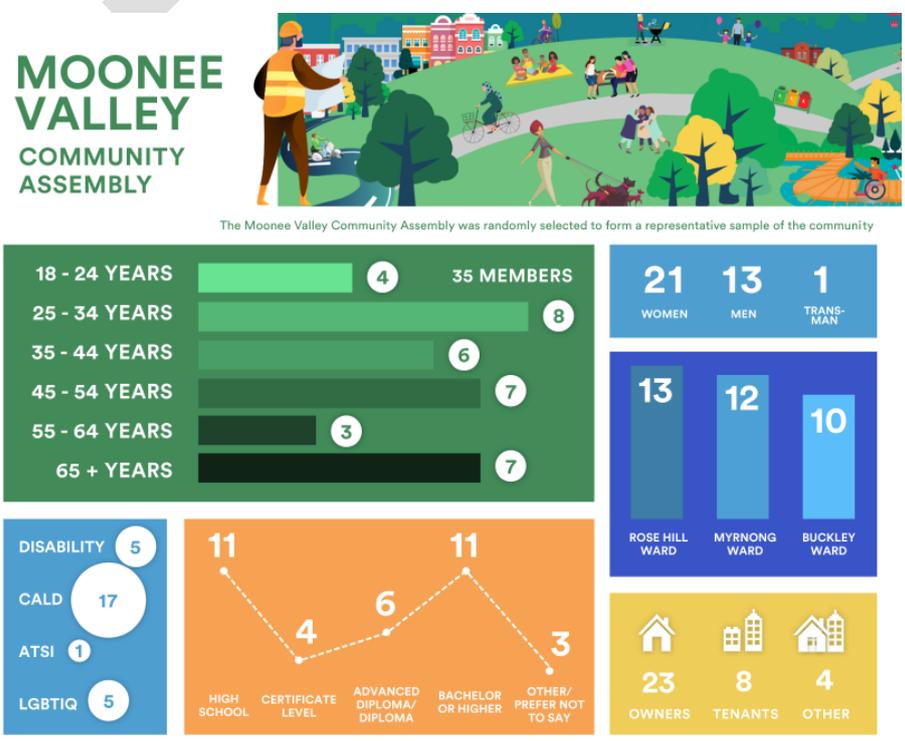
Phase 2 engagement: May to July 2021 included:

1. 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. The survey was also hosted on the Your Say page. 411 community members completed and returned the survey mailer while 81 opted to complete the survey online.
2. Online engagement on Your Say Moonee Valley website opened on Tuesday, 1 June with a quick poll testing the current community vision and hosting a discussion about living locally and accessing what community communities need in their neighbourhoods. With more than 1,600 page views, more than 516 people were informed of the work and 269 people left comments.
3. Hosted conversations guides were made available and promoted to the community. These allowed Councillors, community groups and community members to hold their own grassroots consultations. A 'How to' guide' was created and hosted on the Your Say website, complemented by a webinar taking the community through how to use the guide and host a conversation in their community. Mayor Cr Cam Nation

also created a short introduction promoting community participation in hosting a conversation. 29 community members hosted conversations, engaging 166 people. Councillors ran an additional three sessions, one per ward, engaging 62 people who were not selected to participate in the Community Assembly but still wanted to provide meaningful feedback.

4. Six neighbourhood 'pop up chat' events were hosted across Moonee Valley in June – two events per ward. These were an opportunity for the community to come and chat to with staff and consultants about the community vision and what they felt was important to include in the Council and Health Plan 2021-2025. 122 people were directly engaged.
5. Seven community and health and wellbeing stakeholder workshops were held in June with 61 participants doing undertaking a deeper dive into the issues identified in phase one engagement. Five workshops had a focus on the MV2040 themes, Fair, Thriving, Connected, Green and Beautiful. Two additional workshops were held on specific health and wellbeing priorities identified of particular concern to the community, mental health and prevention of family violence and violence against women.
6. Council's community and stakeholder list was 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. Nine in-depth stakeholder interviews were conducted.

7. 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. They met to discuss the relevance of Council's 2040 vision and shape the future priorities of the Council and Health Plan. An invitation was sent to 25,000 randomly selected households across Moonee Valley.



Recruitment and stratification undertaken by Deliberately Engaging

Phase 3 engagement is scheduled to commence upon endorsement of the draft Council and Health Plan for public exhibition in September 2021.

WHAT YOU SAID



COUNCIL PLAN ENGAGEMENT: PHASE ONE



635 PEOPLE PARTICIPATED

PURPOSE: TO UNDERSTAND COVID-19 IMPACTS ON THE COMMUNITY AND IDENTIFY PRIORITY AREAS TO IMPROVE COMMUNITY HEALTH AND WELLBEING DURING RECOVERY.

HOW WE ENGAGED YOU:

- 480 people participated in the Your Say survey
- 18 community stakeholder interviews
- 30 students engaged through a youth pop up event
- Cultural Consultation with Wurundjeri Elders
- 83 comments on social media
- 12 email submissions

OUR REACH:

- 3,500 visits to the Your Say webpage
- 911 people informed about the project on Your Say
- 22,784 people reached through Facebook ads
- Valley View magazine article distributed to 52,000 households
- Council e-newsletters distributed to over 22,000 people
- 5,809 people reached through Council services social media platforms
- 800 emails sent to service users, networks and community groups
- Posts on Council Instagram, Twitter and Linked in

WHO WE SPOKE TO ON YOUR SAY:



GENDER

62.4% Female
32.7% Male
4.1% Other
.8% Prefer not to say



AGE GROUP

1% <17
3.3% 18-25
28.6% 26-40
38.2% 41-55
18.4% 56-65
10.2% 66-80
.4% >80



SURBURBS WE HEARD MOST FROM

20% Essendon
19% Moonee Ponds
15% Ascot Vale

HOW COUNCIL CAN RESPOND TO EMERGING COMMUNITY PRIORITIES

- Help residents and community groups to identify and access the support and services they need
- Facilitate and create opportunities for community members to take the lead on initiatives, build social connections, and support community organisations and groups to connect

"I think the City of Moonee Valley has an opportunity to be the trusted source for community members. Commit to communicating well, simplifying information and engaging meaningfully"
- community member

"The lockdown of Flemington Public Housing had a significant impact on community. We learnt that communities need to lead on priorities.... Communities themselves need to lead on issues, not only in crisis"
- interview participant

[YOURSAY.MVCC.VIC.GOV.AU/COUNCILPLAN](https://yoursay.mvcc.vic.gov.au/councilplan)

WHAT YOU SAID



COUNCIL PLAN ENGAGEMENT: PHASE ONE

EMERGING COMMUNITY PRIORITIES



NEXT STEPS

Community feedback is being used to identify community priorities that align with our long-term Community Vision MV2040. We will continue to work with community to do a deeper dive into the priority areas identified which will then contribute to the actions delivered over the next 4 years of the Council Plan to build a healthy city.

[YOURSAY.MVCC.VIC.GOV.AU/COUNCILPLAN](https://yoursay.mvcc.vic.gov.au/councilplan)



You spoke, and we listened.

COMMUNITY VISION, COUNCIL & HEALTH PLANS 2021-25

Here's what you said in phase two engagement.

PURPOSE: To test our Community Vision, MV2040 and identify community priorities and actions to deliver through the Council and Health Plan over the next four years to build a healthy city.



1800+ people participated

HOW WE ENGAGED YOU:

- 994 engagements on facebook via likes, comments and shares
- 492 people participated in the Valley View survey
- 227 people participated in instagram polls
- 166 people participated in the 29 community hosted conversations
- 122 people chatted at the six neighbourhood pop ups
- 62 people participated in the three Councillor hosted conversations
- 61 people participated in the seven community workshops
- 36 residents participated in the Moonee Valley Community Assembly
- 28 email submissions
- Nine stakeholder telephone interviews
- One Cultural Consultation with Wurundjeri Elders

OUR REACH:

- 1637 visits to the Your Say webpage
- 516 people informed about the project on Your Say
- 269 people engaged in activities on Your Say such as quick polls, maps, surveys and discussion forms
- 46,953 people reached through Facebook ads
- 33,871 people reached through Facebook posts
- Valley View magazine article and survey distributed to 52,000 households
- Council e-newsletters distributed to over 22,000 people
- 5,609 people reached through Council services social media platforms
- 800 emails sent to service users, networks and community groups
- Posts on Council Instagram, Twitter and Linked In

www.yoursay.mvcc.vic.gov.au/councilplan





You spoke, and we listened.

COMMUNITY VISION, COUNCIL & HEALTH PLANS 2021-25

Here's what you said in phase two engagement.

- 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

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

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



- Support the community to take action on climate change
- Invest in and protect open spaces and waterways
- Encourage low carbon living
- More environmental sustainability community education

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



You spoke, and we listened.

COMMUNITY VISION, COUNCIL
& HEALTH PLANS 2021-25

Here's what you said in
phase two engagement.

VISION STATEMENT

In 2040 Moonee Valley is a great place to live, work and visit, strengthened by a network of 20-minute neighbourhoods. Our neighbourhoods allow all people, at all stages of life, to live locally, accessing most of their needs close to their home.

Our neighbourhoods are beautiful, sustainable and hold strong community connections which enable citizens and the environment to be healthy and resilient.

TESTING THE COMMUNITY VISION - MV2040:

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.

RESILIENT ORGANISATION:

Better communication about 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 about 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.

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