

Developing the Council Plan and Health Plan 2021-2025

Phase Three Community Engagement Report
August 2021



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Executive Summary

Moonee Valley City Council is required to produce a Council Plan that considers the needs and aspirations of the community. The community engagement undertaken to inform the Council Plan and Health Plan in 2021 sought to:

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

This report summarises the findings from community engagement conducted in September 2021. This was the last of three stages of engagement and was based on considering the community's feedback on the draft Community Vision, Health and Council Plan 2021-2025

This report summarises the comments provided on the draft Community Vision, Council Plan and Health Plan 2021-25 as it related to the document structure, presentation, content and purpose. Feedback provided that was of an operational nature, relating to Council programs and services that are regarded as 'business as usual', has not been included. This feedback has been addressed with individual work areas.

In considering the merits of suggested changes to the draft Plan, priority was given to amendments that:

- made a distinct improvement to the draft Plan, provided clarity, or filled an omission (providing that any added implications were budgeted and deliverable)
- were not extensive changes to the document content or structure
- would not require re-submission to the Department of Health for an exemption to prepare a stand-alone Municipal Public Health and Wellbeing Plan, or further public exhibition / community consultation.

What we did

The third and final phase of engagement was informed by, and followed the preceding two phases (in March-April and May-July 2021).

The purpose of the engagement was to test the draft Community Vision, Council Plan and Health Plan 2021-25, to see if the priorities and initiatives proposed in the Plan were supported by the community. To seek this feedback, the draft Plan was broadly promoted, and community members and stakeholders involved in earlier engagement were provided with access to the draft Plan. The key engagement questions were around what was liked about the draft Plan, and whether any improvements could be suggested.

Council's engagement was solely online, to best reach and engage the community during Victoria's sixth lockdown, which occurred during this engagement phase.

Over 800 community members, groups and stakeholders were emailed to provide their feedback and promote the draft Plans, complementing promotion through Council's existing communication channels, networks and programs.

Online engagement on Your Say Moonee Valley website opened on Thursday 2 September with a quick poll testing support for the Draft Community Vision, Council Plan and Health Plan, and a feedback form for more detailed feedback. Some community members also provided email feedback. With over 900 page views, 435 people were informed of the work, over 180 people were engaged and 111 people provided written feedback.

Two information webinars were held. The webinars provided an overview of the key information in the draft Plans to help readers better understand the document and give considered feedback. In total, 14 people attended the webinars. A video recording of the webinar was also viewed 22 times on YouTube.

A Public Forum was held on Tuesday, 21 September to close the engagement period. Five community members presented their views on the draft Plan to Councillors.

Community feedback

While feedback received was on the draft Plan as a whole, for the purpose of collation and review, it is categorised by MV2040 theme, Council Plan Strategic Direction, feedback on Strategic Indicators, and other feedback. Within each category, the report summarises what respondents liked about the draft Plan, improvements that were suggested, and consideration of amendments to the draft Plan.

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

Fair

The community liked the focus on:

- Mental health and social inclusion
- Disability access
- Aged care
- Community hubs
- Early childhood
- Prevention of violence against women and families.

Suggested improvements related to:

- Youth and target populations
- Social inclusion and mental health programs
- Early years and kinder infrastructure.

Thriving

Suggested improvements related to:

- Activity centres
- Sport and recreation facilities and infrastructure

Connected

The community liked the focus on:

- Active transport
- Activities that improve environments for walking, cycling and safe pedestrian movement.

Suggested improvements related to:

- Active transport by walking and bike riding

- Integrated transport
- Public transport advocacy
- Traffic management.

Green

The community liked the focus on:

- Climate change and decreasing carbon emissions
- Empowering the community to take action
- Environmental protection of local waterways
- Increased urban forest
- Better waste management.

Suggested improvements related to:

- Climate change targets
- Waste collection
- Community environmental programs
- Biodiversity.

Beautiful

The community liked the focus on:

- Green and open spaces
- 20-minute neighbourhoods
- Local community identity.

Suggested improvements related to:

- Parks and public open space
- Landscape, amenity and activation
- Development and density.

Strategic Indicators

The community liked the focus on:

- Having clear ways to measure and monitor our progress towards outcomes.

Suggested improvements related to:

- Indicator timeframes and detail.

Other feedback

The community liked:

- Evidence of community consultation and seeing it reflected in the draft Plan
- The wide array of things Council seeks to improve
- The use of Wurundjeri Woi-wurrung language throughout the document.

Suggested improvements related to:

- The breadth and depth of the draft Plan
- The structure of the draft Plan
- Further operational details
- Document accessibility.

Summary of Phase Three Community Engagement tools and participation

PURPOSE OF PHASE THREE

The objectives of the Phase Three Community Engagement were to:

- test support for the draft Community Vision, Health and Council Plan 2021-2025
- understand what the community liked about the draft Plan
- receive final feedback to ensure the draft Plan had the correct detail and emphasis
- identify any further improvements ahead of completing the final Plan.

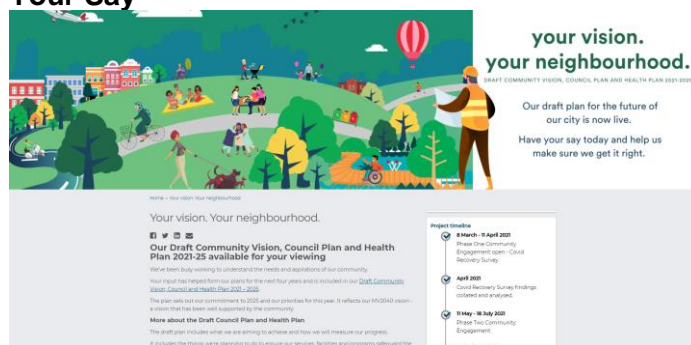
In considering the merits of suggested changes to the draft Plan, priority was given to amendments that:

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- were not extensive changes to the document content or structure
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HOW DID WE ENGAGE THE COMMUNITY?

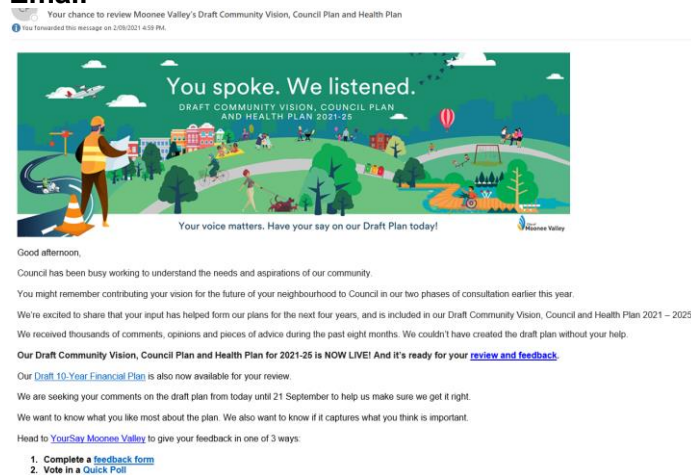
Building on insights from the Phase 1 and 2 Engagement undertaken by Council, the Phase 3 Engagement Program was delivered from 2 September to 21 September 2021.

Your Say



- 911 visits to the Your Say Moonee Valley webpage
- 88 people submitted an online feedback form
- 120 people participated in the online quick poll.

Email



- More than 800 community members, groups, service users, partners and stakeholders were emailed and invited to provide feedback
- 16 email submissions were received.

<p>Public Forum</p> 	<ul style="list-style-type: none"> - Five people presented their feedback, further to their Your Say feedback forms, to Councillors at the 21 September Public Forum.
<p>Online information session</p> 	<ul style="list-style-type: none"> - 14 people attended two online information sessions - 22 people viewed a recording of the information session posted on YouTube.
<p>Social media</p> 	<ul style="list-style-type: none"> - 8 posts on Council's Facebook, Instagram, Twitter and LinkedIn accounts - 12,396 people reached - 518 link clicks - 25 comments on Facebook posts.
<p>Summary</p> <p>Over 180 community members and stakeholders participated in the range of activities summarised above. A total of 111 people (including Councillors and Council officers) provided written feedback.</p>	

Key Insights Report

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

[Appendix 1: Feedback Dashboard](#)

[Appendix 2: Online Engagement \(Your Say\)](#)

[Appendix 3: Quick Poll](#)

[Appendix 4: Public Forum](#)

[Appendix 5: Email Submissions](#)

Detailed summary of feedback

The following are synthesised findings from community, staff and Councillors received during Phase Three.

Fair

What the community liked:

Community comments reported they liked seeing a focus on health and wellbeing especially mental health, disability access, aged care, social inclusion, community hubs, early childhood and domestic violence. There were a number of comments about being pleased community feedback was reflected in the Draft Plan.

“I am pleased that MVCC has continued to focus upon health and wellbeing in its Plan. I believe it is critical to include the health and wellbeing needs of the community as a significant feature and theme in the Council's strategic plan and direction on an ongoing basis.” Keilor East resident.

Suggested improvements related to:

Youth and other target populations – There was some concern about a lack of visibility of young people in the current draft. While acknowledging youth are a target population, and that their involvement and engagement should be across all themes (like climate programs, having access to employment and arts opportunities in Thriving), the lack of the word ‘youth’ in any strategies or initiatives attracted comments.

There was also feedback that target populations should feature more strongly in the wording of all strategies and initiatives.

Social inclusion and mental health programs – Feedback included significant concern the framing of mental health and social inclusion work as ‘leisure’ programs (initiative F2.1) meant a shift in Council programmatic and service delivery, suggesting education and support programs were excluded or no longer seen as a priority.

Feedback also included accessibility as a key factor in participation, not just availability.

Early years and kindergarten infrastructure – Feedback included identifying a gap in early years and kindergarten service infrastructure, where sports and recreation and community hub facilities were present, at a strategy level. A possible misalignment between the Draft Plan and Draft Advocacy Strategy was flagged by officers.

Some comments also wondered how a Family and Children’s Framework would create tangible outcomes.

Other issues – Feedback also included support for affordable housing, community safety in specific areas, and equity in specific programs. Some feedback indicated a lack of support for the improvement of social outcomes, as they felt it detracted from other forms of service and infrastructure delivery.

Thriving

Suggested improvements related to:

Activity centres – Feedback suggested the Plan could further support the improvement of activity centres through streetscape improvements, management of appropriate development, creation of pedestrian-friendly environments and increased support for outdoor dining.

Sport and recreation facilities and infrastructure to support participation – There was a call for the Plan to prioritise the development of a highball stadium. The community also sought confirmation the previously committed BMX and mountain bike facilities were proceeding in 2021/22. Other suggested inclusions were more facilities to support participation by women and older adults.

Other issues – Feedback suggested prioritising projects to create co-working spaces for residents and community groups and employment opportunities for young people. Suggestions were also raised to include visibility of early years, kindergarten and children and parent education in the lifelong learning component of the Plan.

Connected

What the community liked:

Community comments reported they liked seeing a focus on active transport. Residents were supportive of activities that contributed to improved environments for walking and cycling, and safe pedestrian movement.

"I like the active transport plans, especially bike riding. Prioritising active transport over cars and creating child safe streets concretely delivers on Fair, Beautiful, Green, and Connected. In 2025, will my then 9 year old be able to ride his bike to the shops safely?" Moonee Ponds resident.

Suggested improvements related to:

Active transport by walking and bike riding – Suggestions included prioritising active transport over cars and to create safe cycling environments for the community, increasing on- and off-road bike paths. A suggestion was made to clarify the inclusion of cycling paths in strategy C1.

Feedback also included improvements to existing bike/shared paths to ensure they are wide enough and safe enough for use at all times of the day. In support of 20-minute neighbourhoods, feedback suggested the Plan should consider strategically reducing traffic in activity centres to create improved pedestrian environments.

Car parking actions should consider underground car parks and charging points for electric vehicles.

Integrated transport – Feedback included the suggestion the Plan could identify key transport sites where public transport converges, and create connected and integrated transport nodes.

Public transport advocacy – Suggestions were made for the Plan to prioritise the need for public transport infrastructure improvements, including a train station at Airport West and Keilor East, level crossing removal at Holmes Road (Puckle Street), a tram line in Avondale Heights.

Using the Council Plan to advocate for the provision of E-class trams throughout Moonee Valley was also suggested.

Traffic management – An issue was raised with the design for traffic management in multi-dwelling developments and the increase in conflicts between pedestrians and vehicles. Some commenters would like to see the Plan address appropriate traffic management to improve safety in high use zones.

Other issues – Clarification was sought as to whether the inclusion of transport technology in the Plan could relate to encouraging electric vehicles ownership. A suggestion was made for the Plan to advocate for a curfew at Essendon Airport.

Green

What the community liked:

Community comments reported they liked seeing a focus on climate change and decreased carbon emissions, empowering the community to take action, environmental protection of local waterways, increased urban forest and better waste management.

"I'm glad that there is a strong emphasis upon sustainability and climate change." Ascot Vale resident.

Suggested improvements related to:

Climate change targets – Local community group Moonee Valley Sustainability had two key asks: To update the Community Vision to have an increased focus on climate action and articulate a specific long-term emissions target; and to amend strategy G1 to include the interim greenhouse gas emissions reduction target adopted by Council in September 2020 and specific wording around projects to achieve this.

Waste collection – Feedback suggested studies and improvement of Council's waste collection services would be welcome, including bin inspections and incentives for residents.

Community environmental programs – Feedback reiterated suggestions on ways the community could take action on climate change and green their neighbourhoods, including planting natives, greater ease in planting on nature strips, more community gardens, 'green subsidies', volunteering, rooftop gardens and engaging young people, schools and businesses.

Biodiversity – Feedback requested biodiversity go beyond tree canopy and urban forest, and look at habitat preservation, bush reserves, wildlife-friendly street lighting, naturalisation of waterways. Concern about the use of Roundup was also raised. Suggestions to stop beautification works of some areas, and resist adding pathways, sculptures or carparks, were also made.

Beautiful

What the community liked:

Community comments reported they liked seeing the emphasis on green and open spaces, 20-minute neighbourhoods, with a focus on local community identity.

“It appears all encompassing and well thought out. The focus on green space is promising.”
Avondale Heights resident.

Suggested improvements related to:

Parks and public open space - Much of the feedback was based on the use and development of parks and public open space. Requests for more open space amenities (e.g. seating, under cover areas, BBQs and seating along the Maribyrnong river) and utility (e.g. turning parks into multiuse spaces for markets and coffee carts, upgrading playgrounds, the provision of playground equipment for older children, the provision of more outdoor gym equipment in conjunction with playgrounds) was again reiterated. Airport West was featured as an area of specific need, especially for the development of play facilities for older children in that neighbourhood.

Landscape, amenity and activation – Feedback identified the opportunity for the Plan to prioritise the appearance of activity centres with improved signage, paint colour scheme usage, plantings and removal of graffiti.

Traffic management, pedestrianisation of some streets, and landscaping were also suggestions to create more places for safe public gatherings. The use of indigenous planting was encouraged in streetscapes and public open spaces.

Development and density – Feedback from some community members sought more detail to acknowledge development and density of development. There were differing views as to what tolerance was suggested for the Plan. Support for family group housing and affordable housing was requested to be considered. Feedback also flagged support for residential amenity and neighbourhood character and provides support for the management of traffic and car parking. Airport West and Strathmore (“over the freeway”) were identified as areas of specific need.

Strategic Indicators

What the community liked:

Community comments reported they appreciated the inclusion of Strategic Indicators to measure and monitor progress towards the Plan’s outcomes.

“The plan includes measurable goals which Council can be held accountable to.” Moonee Ponds resident.

Suggested improvements related to:

Clearer Indicator timeframes – Comments included ensuring it was clear the integrated MV2040 and Council Plan feedback were long-term focussed, with the Council Plan seeking to work towards their achievement. Suggestions that short-term targets could be developed were also made.

More detail on Indicators – Feedback showed a broad curiosity as to the detail and specifics relating to the measures behind the strategic indicators, especially relating to climate action, active transport, target populations (including young people), and green and open space. Ensuring baselines could be established for all measures was flagged.

Feedback also queried whether indicators were designed to be aspirational or achievable, especially concerning climate change and road trauma.

Other Feedback

What the community liked:

Community comments reported they liked the evidence of bottom-up consultation with the community, the vast array of things Council seeks to improve and the use of Wurundjeri Woi-wurrung language throughout the document.

“The overall vision and intent covers what is important to me and my family, and what I believe is important to the community.” Essendon resident.

Other feedback improvements related to:

Breadth and depth of the Plan – Some feedback praised the Plan for being comprehensive and detailed, specifically its inclusive nature. Other feedback was concerned the Plan was too large and ambitious and should have fewer strategies and initiatives.

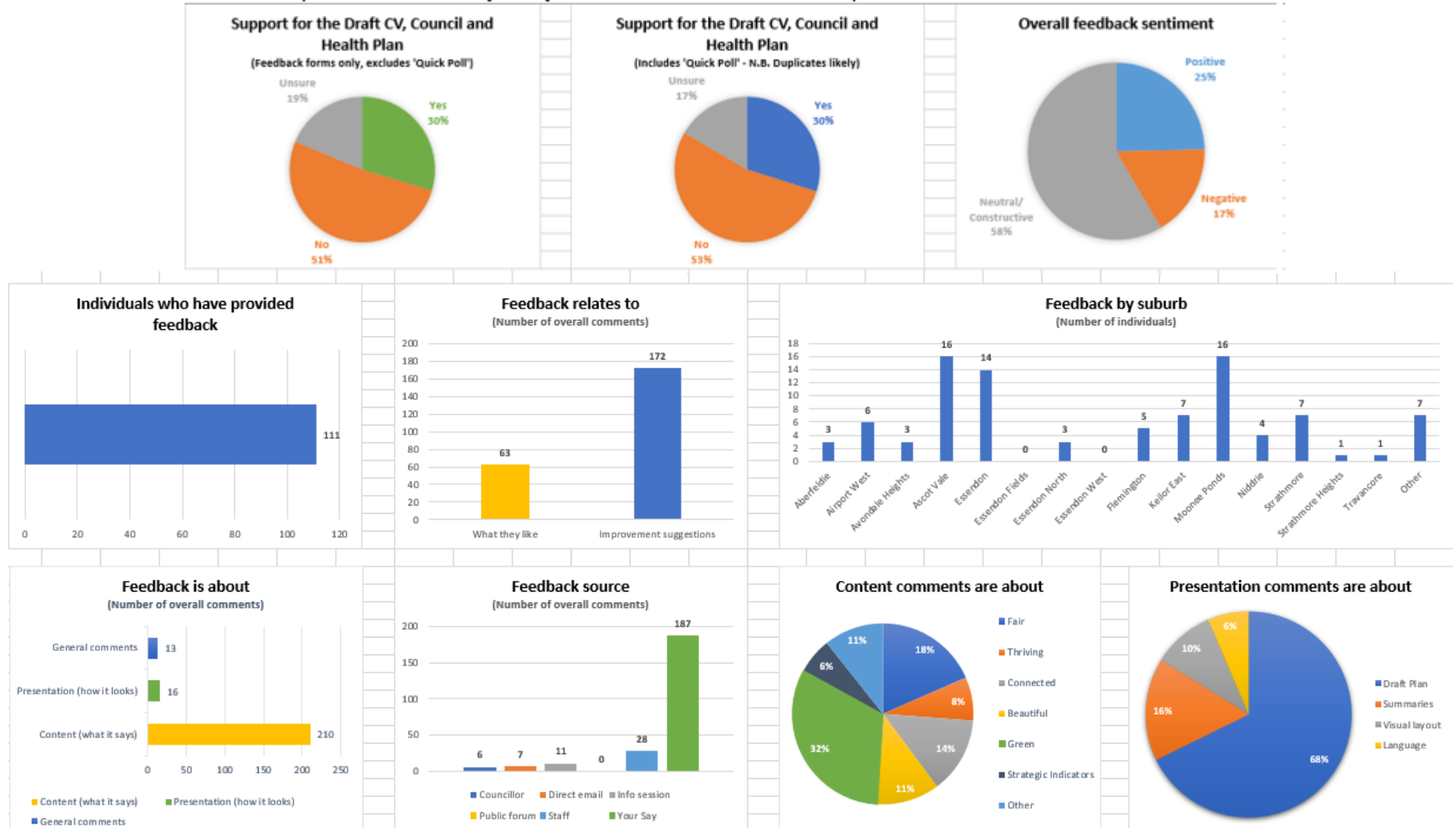
Structure of the Plan – Councillor feedback was received to amend the numbering of the Council Plan Strategic Objectives to match the relevant MV2040 Strategic Direction.

Further operational details – Feedback included a desire to see more detailed and specific plans and financial breakdown around issues including Neighbourhood Plans (especially Airport West), service and facility provision, rezoning, affordable housing, climate action, road safety and the Moonee Ponds Creek Trail.

Document accessibility – Feedback regarding readability and accessibility of the document was made by residents living with a disability.

Appendix 1: Feedback Dashboard

The following provides a summary analysis of all feedback received as part of Phase Three Engagement.



Appendix 2: Online Engagement (Your Say)

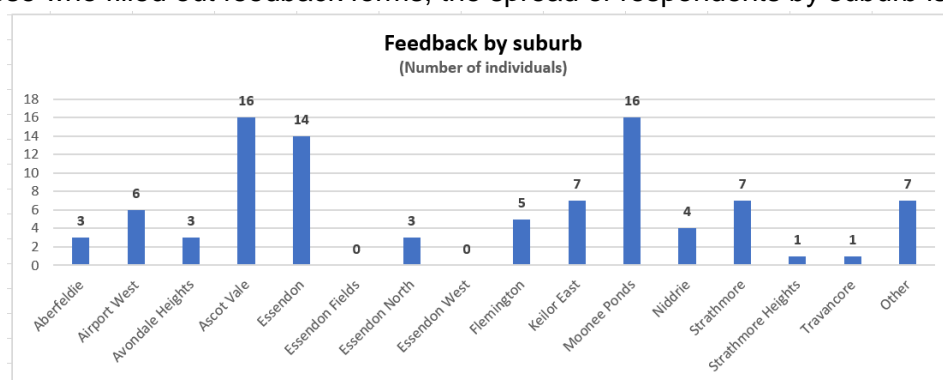
Methodology

A number of online engagement activities were posted on *Your Say*, Moonee Valley's online engagement platform, providing quick and accessible online engagement opportunities for the community during the course of the Phase Three Engagement Program.

Who did we talk to?

The *Your Say* activities attracted 911 page views. Eighty-eight people completed feedback forms, and 120 people participated in the online Quick Poll. Twenty-two people watched the recorded information session video.

Of those who filled out feedback forms, the spread of respondents by suburb is as below.



As demographic details were not mandatory, further participant details are not available.

What did we ask?

A quick poll on the relevance of Moonee Valley's 2040 Community Vision for a 'Healthy City' (51 respondents)

A feedback form asking the following questions:

1. Are you supportive of the draft Community Vision, Council Plan and Health Plan 2021-2025?
2. What do you like about the draft Community Vision, Council Plan and Health Plan 2021-2025?
3. What improvements could be made to the draft Community Vision, Council Plan and Health Plan 2021- 2025?
4. Do you have any feedback about the draft 10 Year Financial Plan?

Summary of responses

Quick Poll

Over half (55 per cent) of Quick Poll respondents answered no when "Are you supportive of the draft Community Vision, Council Plan and Health Plan 2021-2025?" Further analysis is provided in Appendix 3: Quick Poll.

Feedback form

Further detail on the feedback form responses can be found in the Key Insights report.

Appendix 3: Quick Poll

Due to the way the Quick Poll was set up on Your Say, and duplications to the question in the feedback form, results of this phase of engagement's Quick Poll can be analysed as follows:

Duplication

A Quick Poll was set up on the front page of Your Say Moonee Valley's Council Plan engagement page with the question "Are you supportive of the draft Community Vision, Council Plan and Health Plan 2021-2025?" Voters were not required to register to give their response, which means individuals could vote multiple times.

The feedback form on Your Say also had the question for the community members to answer. Respondents were able to answer the question on the feedback form, as well as vote in the Quick Poll.

Results

Overall support of the draft Community Vision, Council and Health Plan 2015-2025, when **combining results from the Your Say feedback forms and Quick Poll**, is as follows:

- No: 53% (113 votes)
- Yes: 30% (63 votes)
- Unsure: 17% (35 votes).

Quick poll only results are as follows:

- No: 55% (66 votes)
- Yes: 30% (36 votes)
- Unsure: 15% (18 votes).

Many 'No' votes related to comments calling for an increased focus on climate action and articulation of specific long-term emissions targets.

Appendix 4: Public Forum

A total of 14 community members RSVPed to present their feedback at a Public Forum on Tuesday 21 September 2021 at 6pm.

Five community members presented feedback to Councillors on issues as follows:

- A representative of the Aberfeldie Jets, regarding a highball stadium in Moonee Valley
- The visibility and inclusion of youth in the draft Plan
- Rates and pet registration discounts, the provision of affordable housing, social housing and temporary housing, and the use of Roundup by Council
- A representative of Moonee Valley Sustainability, regarding climate change and greenhouse gas emission targets in the draft Plan
- Removal of level crossings on the Craigieburn line.

Appendix 5: Email Submissions

A total of 16 email submissions were received.

- One submission related to the request of an accessible Word document version of the draft Plan, for their screen reader to access the content.
- Fifteen emails were from community members calling for an update of the Community Vision to have an increased focus on climate action, and to amend strategy G1 to include greenhouse gas emission targets.