



Maribyrnong
CITY COUNCIL

MARIBYRNONG 2040

GROWING THE FUTURE *TOGETHER*



We acknowledge the Australian Aboriginal and Torres Strait Islander peoples of this nation. We acknowledge the people of the Kulin nation as traditional custodians of the lands on which Maribyrnong City Council is located and where we conduct our business. We pay our respects to ancestors and Elders, past and present. We are committed to honoring Australian Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society.

Cranwell Park – winter morning

Photographed by: Gemma James



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OUR VISION
IS FOR A
CITY WHERE
HISTORY AND
DIFFERENCES
ARE EMBRACED,
FORMING THE
FOUNDATIONS
FROM WHICH
VIBRANT,
DIVERSE AND
SUSTAINABLE
COMMUNITIES
THRIVE.

Introduction

The history of Maribyrnong has been shaped by its river and is home to the Kulin nation and more recently European, Asian and African migrants and refugees. Our physical history saw grasslands and plains make way for industry and meat works drawn to the river. Later as Australia was drawn into the wars of the twentieth century, Maribyrnong became a cornerstone of munitions and ordnance manufacturing. Our working class communities grew and changed as Maribyrnong left behind much of its industrial and manufacturing past. This historical diversity has been our strength which we will build on as we look to 2040.

Maribyrnong 2040 is the first Community Plan for the City of Maribyrnong. It will be an overarching strategic document that will guide Council's development of four year Council Plans as well as long term planning. It has been written by the community for the community.

This vision has drawn upon broad community engagement to find out what things were important to the Maribyrnong community now and in the coming 20 years.

To ensure a broad range of perspectives from the community were captured, a wide range of techniques were utilised to uncover their priorities for the future. The community were invited to provide feedback via an online survey available on Council's Your City, Your Voice digital platform.

Community Conversation kits replicating the questions posed in the online survey were provided to interested community members and made available at community centres. Language ambassadors from Chinese, Vietnamese, Persian, Indian, Bangladeshi, Eritrean and Sri Lankan backgrounds were trained to conduct conversations with established and emerging cultural groups. The Disability Advisory Committee and the Older Persons Reference Group also conducted conversations.

The Wishing Tree concept was brought to life over three days in central Footscray where Council staff and a community artist worked with over 130 community

members to create a stunning mural depicting cultural icons from across the municipality. The mural was embellished with leaves painted by the public which contained their hopes and wishes for the City in 2040.

Wishing tree decals were also set up in nine key locations - Yarraville Festival Youth Stage, Yarraville Library, Footscray Library, Maidstone Community Centre, West Footscray Library, Maribyrnong Library, Maribyrnong Community Centre, Braybrook Library and Town Hall. The public were invited to contribute their wishes for 2040 by adding leaves to the wall art.

The 100 Story Building worked with students aged 10 -11 years old to find out their hopes and dreams. Students were encouraged to discuss what they thought was important for children of their age in 10 and in 20 years' time. Students then worked in groups to create dioramas of their favourite ideas and finally they wrote a Time Travelling Postcard to Maribyrnong City Council with their reflections and ideas for the future.

A Community Panel was then formed, comprised of 30 residents. Each one of us was independently selected to represent the diversity of the Maribyrnong community.

We committed to come together over four occasions in a two month period, guided by an independent facilitator and supported by Council.

We heard from a number of subject matter experts covering areas such as population forecasts, social demographics, urban and regional planning, climate change, and were provided with facts and figures on a wide range of topics to inform our discussions.

As a group, we decided on a set of values and decision making criteria. We ensured that this document would be future focussed, encompass Maribyrnong as a whole, be mindful of the global context, that the interests would be balanced, and mindful that we were making decisions on the knowledge available at the time.

We considered the findings from engagement with the broader community, as well as the engagement

conducted for the Council Plan 2017/21, and other mechanisms for ascertaining the views of others.

What follows is a community inspired and led plan for how we see our city in 2040.

This document will be used to inform future strategic directions of Maribyrnong Council and can also be used by the wider community to guide civic participation and engagement.

We sincerely hope that this document will be used by Council now and into the future and that it will be reviewed throughout its life.

We believe that it reflects the concerns and the hopes of the community and that its success will be measured by the uptake of the document in planning for our future.



01 Enabling active citizenship

Our city will be a place where people from all backgrounds, ages and income levels can represent their needs and concerns and can take part in decisions that affect them. Local government and services will be effective and accountable to users and there will be clear avenues for feedback. People's views and voices will be heard through democratic means, including digital platforms, citizen panels, public forums, and user surveys. Decision making processes will be fair, transparent and inclusive. Corruption will have no place in our city. All residents will feel safe and at home here, and visitors will be welcome.

**"I WOULD
LIKE TO SEE A
STRONG FOCUS
ON CREATING
RESPECTFUL
AND ENGAGING
DIALOGUE
ACROSS THE
DIFFERENT
CULTURES AND
LIFESTYLES."**

What we heard

We felt Council could improve on how it consults with the community and should establish more ways to engage local populations in decision making through diverse methods, including the use of new technologies.

We want to work with Council on matters that affect our lives but there is an underlying feeling that we aren't sure how to participate or don't feel that Council does enough to include us.

What we know

Maribyrnong will continue to have a predominantly young and transient population. However there will also be a segment of Maribyrnong's population that will have increasing healthcare and social support needs as they age in place. Maribyrnong will also continue to be a culturally diverse community.

Innovations in democracy are occurring globally and around Australia. For example, participatory budgeting has been adopted in some local governments allowing for citizen participation in the allocation of resources by local government. At the same time, communities are undergoing significant change, posing greater needs for social integration with emerging communities that are young, culturally diverse and not necessarily affiliated with conventional religious or cultural networks.



56% OF RESIDENTS AGREE THAT THE CITY OF MARIBYRNONG IS A CLOSE-KNIT NEIGHBOURHOOD WHICH IS SLIGHTLY BELOW THE METROPOLITAN AVERAGE OF 58%.



IN THE 2015 VICHEALTH INDICATORS SURVEY 70% OF MARIBYRNONG RESIDENTS AGREED THAT PEOPLE IN THEIR NEIGHBOURHOOD ARE WILLING TO HELP EACH OTHER OUT.



THE NUMBER OF VOLUNTEERS IN MARIBYRNONG INCREASED BY 3,337 PEOPLE BETWEEN 2011 AND 2016 BUT REMAINED SLIGHTLY LOWER THAN THE METROPOLITAN AVERAGE.

Trends

- Only 46.3% of residents in Maribyrnong did not change address between 2011 and 2016 compared to 52.4% Australia-wide indicating that Maribyrnong's population is more mobile than the rest of the country.
- The City of Maribyrnong welcomed a larger percentage of overseas arrivals (27.7%) between 2011 and 2016, higher than Greater Melbourne (23.5%)
- This higher than average mobility of our population may present challenges for developing strong social and civic trust. Nevertheless, the City is home to several home-grown initiatives that support refugees and asylum seekers, which are well supported by local residents.
- The Maribyrnong community overall exhibits a relatively solid to strong sense of community however there is significant variation across suburbs, as well as by age, gender and language spoken at home.

"MORE DIGITAL OPTIONS AND APPS TO GIVE FEEDBACK AND SUGGESTIONS."

What we can do

Information

- promote the use of digital technologies to disseminate objective information and enable timely feedback from local residents and service users
- ensure that information is available in community languages as needed
- continue to measure customer service satisfaction through the annual community survey, as well as through service-specific initiatives

Engagement

- lead fair and transparent consultation processes appropriate to the type of decision to be made, including those that relate to important infrastructure or service changes
- use a wide variety of methods and tools, appropriate to the audience, to obtain public feedback on proposals
- work closely with local community groups that reflect or represent the needs of specific constituencies, to ensure that public concerns and aspirations are understood and considered
- promote and encourage participation in community engagement opportunities

Participation

- provide platforms for everyone to have a voice and representation on issues that affect them
- facilitate community participation to ensure that plans and programs are targeted to meet community needs
- promote flexible opportunities for volunteering and civic participation
- increase participation in community leadership programs
- build a sense of local identity and civic responsibility through encouraging community-owned spaces for reporting and discussion of local issues



02 Living well

Our City will be a healthy community where diversity is maintained, equity is promoted and the emphasis of wellbeing is embraced.

Good health and wellbeing is more than just exercise and diet. It is the mental attitude we have about ourselves and the connectivity with people and surroundings.

Health is a state of complete physical, mental and social wellbeing, and not merely the absence of disease or infirmity. (World Health Organisation, 1948)

**"MATERNAL
AND CHILD
HEALTH
SERVICES ARE
ESSENTIAL
TO HELPING
PARENTS AND
BABIES."**

What we heard

We want council to consider connectivity, liveability and environment at the core of health and wellbeing and that services matching the age, ethnic and cultural diversity of our community be considered in all infrastructure and program initiatives.

What we know

It is anticipated that the population of Maribyrnong will increase by up to 60% by the year 2040 with more than half of the population under the age of 40 years. Subsequently there will be pressure on infrastructure, free open spaces and many of the lifestyle factors that will affect our health and well-being. There is a growing awareness of importance of the natural world and the links to human physical and mental health.



40% OF RESIDENTS WERE BORN OVERSEAS



132 COUNTRIES ARE REPRESENTED AND MORE THAN 80 LANGUAGES ARE SPOKEN ACROSS THE MUNICIPALITY



THE LARGEST INCREASE BETWEEN 2016 AND 2040 IS FORECAST TO BE IN LONE PERSON HOUSEHOLDS, WHICH WILL INCREASE BY 9,384 HOUSEHOLDS AND ACCOUNT FOR 29.4% OF ALL HOUSEHOLDS.

Trends

- Technology is changing the way we interact and use community infrastructure and there is increasing pressure on aging infrastructure due to population growth. As such there is a trend towards colocation of services, the development of community hubs and the creative reuse of existing infrastructure.
- In City of Maribyrnong between 2016 and 2040, the number of persons aged under 17 is forecast to increase by 11,018 (68.4%). The number of persons aged over 60 is expected to increase by 15,010 (127.9%). Our increasing populations of older residents and younger residents over the next 20 plus years will require age appropriate infrastructure and amenities.
- Plan Melbourne 2017 – 2050 seeks to create 20 minute neighbourhoods for all Melburnians meaning that most of their everyday needs can be met locally. Strong neighbourhood activity centres are identified as creating the conditions for strong social connections, vibrant local economies and healthy active lifestyles.

"WE SHOULD CONTINUE TO IMPROVE THE AMOUNT AND ACCESS TO HIGH-QUALITY OPEN SPACES AND ENSURE KEY ISSUES SUCH AS TRAFFIC AND AIR POLLUTION ARE ADDRESSED."

What we can do

Provide infrastructure and services to support the mental, emotional, physical and social health of our city

- create, maintain and promote green open spaces
- ensure civic facilities are accessible to all
- advocate and promote good nutrition and healthy minds
- support centres for community use including men's/women's sheds and well-resourced libraries
- provide services to address social isolation
- actively communicate and promote civic services
- ensure maternal and child health support services are readily accessible for all
- support clean air initiatives
- review global and local trends to address emerging major health concerns

Ensure the safety of our community

- prioritise physical safety of the community
- adequately light pedestrian and foot traffic areas
- use technology to improve public safety in communal areas
- provide designated and wide cycle paths
- provide and promote physical and social activities
- tailor programs and early interventions using global and local data for engaging and helping with vulnerable groups

Improve air quality

- encourage active transport such as walking, cycling, and public transport
- encourage low emissions transport
- locate schools, childcare facilities, aged care and hospitals well away from high traffic volume transport corridors
- work with State Government to get trucks out of residential areas
- increase truck curfews for duration of school hours
- plant more trees to improve air quality



Thank-you!

NATIONAL DONATION LINE
Phone: 1 800 433 565

03 Shaping our natural and built environments

Our City will be a place where people can experience nature as part of their everyday lives.

It will be part of an 'ecosystem' supported by green infrastructure - conserving energy and conserving the environment, which in turn will enhance the wellbeing of people and other living beings.

Our city has a rich and diverse history, we need to protect the places that tell our stories.

"HAVE HIGH QUALITY OPEN SPACE WITH A STRONG FOCUS ON NATIVE VEGETATION FOR PEOPLE OF ALL AGES TO CONNECT WITH."

What we heard

As a community, we value our natural environment, especially our river, and want to maintain and improve our open and green spaces.

Our history is a source of pride and we value inclusive and diverse communities.

We want our residential areas and public spaces to be safe, accessible and enjoyable places to live today and for future generations.

What we know

Our city has changed from indigenous beginnings, through industrial activity to current service industries and contemporary neighbourhoods.

The population is predicted to grow rapidly, increasing housing densities and pressure on infrastructure. The climate is becoming warmer and drier with more extreme weather events, and our resources are finite.

Our future living, working, playing and learning spaces need to be appropriate, flexible, able to withstand heat and weather extremes, and be accessible and usable by all. A cleaner, greener city is a cooler and more liveable city.

We need to develop long-term strategies and interventions with a new focus to become stewards of the earth rather than consumers.



BY 2040 THE POPULATION OF OUR CITY
WILL INCREASE BY 67%

39 > 50

ESTIMATED POPULATION DENSITY IN THE
CITY OF MARIBYRNONG IS EXPECTED TO
RISE FROM 39 PEOPLE PER HECTARE IN
2027 TO 50 IN 2041



ONLY 28M² OF OPEN SPACE ARE
EXPECTED PER PERSON IN 2031

Trends

- The effects of climate change will see our city become warmer, drier and experience more intense rainfall events
- Population growth is expected to continue as older industrial sites are redeveloped

"I LOVE THE MARIBYRNONG RIVER AND THE BEAUTIFUL PARKLANDS. I LOVE THE MULTICULTURALISM AND DIVERSITY IN PEOPLE. I LIKE THE BIKE RIDING PATHS. I FEEL SAFE HERE."

What we can do

Heritage and history

- protect and share the stories of sacred sites and culturally sensitive areas, with the help of traditional owners and their communities
- ensure important industrial, cultural and public heritage sites are maintained and accessible and the community is educated on our city's origins
- protect the diversity and history of architecture in our suburbs

Green and open space

- preserve and enhance our parks and gardens, existing open space, wildlife habitats and increase open space where opportunities arise
- support community involvement in caring for open space
- maintain and increase vegetation, including street trees, and gardens through planting, maintenance, and canopy protection
- ensure that development along the waterways preserves and enhances the natural environment, and ensures access to our community for public enjoyment

Waste reduction and use of natural resources

- educate schools, businesses and residents to adopt a proactive mindset to avoiding waste
- improve resource recovery and waste service delivery

Building

- raise awareness of the advantages of sustainable practices such as reducing energy costs and water use
- encourage new and retrofitted building enhancements to increase sustainability and minimise negative environmental impacts
- encourage new structures to complement the surrounding aesthetic
- ensure new housing developments have a range of options that cater to different needs, socioeconomic situations and stages of life
- encourage mixed use business/leisure and residential facilities in the same location, including shared community spaces
- encourage safety and community connection measures like placement of ground floor shopping/activities, adequate lighting, building and surrounding spaces that are open and visible
- work with other councils, levels of government, businesses and communities to increase Green Infrastructure and facilitate shared community uptake of emerging technologies



04 Working and learning

Our City will be a city where you spend where you live. We believe a strong education infrastructure is fundamental to building a robust economy which means a happy and healthy community.

With the population expected to almost double by 2040, new businesses should be encouraged to set up, to stay and to grow.

"I REALLY APPRECIATE THE FOCUS ON THE EDUCATION PRECINCT BEING DEVELOPED IN FOOTSCRAY"

What we heard

Village precincts and shopping strips are a source of enjoyment and the walkable nature of local shopping precincts is appreciated. We love the variety of shopping and dining options as well as the services and education facilities available.

We like to work closer to where we live.

What we know

Maribyrnong is set to become one of the most densely populated municipalities in Melbourne, with planning underway for a number of high density residential developments.

The changing face of the city, from heavy industrial to smaller style employment, poses challenges including maintaining an industry base for local jobs, transitioning land use to open up employment activities and buffering neighbouring industrial and residential areas.

>3,000

**GREATER THAN 3,000 NEW BUSINESSES
REGISTERED IN THE CITY EACH YEAR**



53.9%

**OVERALL, 53.9% OF THE POPULATION
AGED 15 AND OVER HELD EDUCATIONAL
QUALIFICATIONS, AND 36.1% HAD NO
QUALIFICATIONS, COMPARED WITH 52.2%
AND 38.6% RESPECTIVELY FOR GREATER
MELBOURNE.**

Trends

- growth in population is expected to exceed growth in jobs
- a technology boom is expected to tip the balance of employment away from industrial to home/office-based business

"KEEP SUPPORTING OUR NEW COMMUNITIES AS THEY OPEN UP RESTAURANTS AND BUSINESSES THAT ARE COMPATIBLE WITH THEIR HOME CULTURE."

What we can do

Local business

- encourage businesses to come, stay and grow
- encourage employers to employ locally
- provide incentives through the procurement system to support local business
- promote the advantages of opening businesses in the local area
- encourage small family business
- promote local industry capabilities, locally made products and local businesses

Education

- recognise Victoria University as of continuing importance to the local economy
- support the provision of adequate training and education to support the needs of the community as it grows
- ensure the provision of affordable, quality childcare/ kinder facilities
- ensure that State Government authorities are providing adequate learning opportunities for school children in the local area



05 Linking people and places

For a sense of connection, we need access to services, employment, education, shops, cafes, parks and open space. We need the ability to move safely and easily around our neighbourhoods, our city and beyond. Walking encourages us to engage with our surroundings and provides many health benefits.

Throughout the City, we can access technology to communicate quickly and easily with council and their world.

"THE ESTABLISHMENT OF A CONNECTED BIKE PATH SYSTEM WITH MAJOR ROUTES TO AND THROUGH THE CBD."

What we heard

The way we move around the municipality - in cars, on foot, or by bicycle - is an important consideration for the future.

We are keen for Council to invest in the provision and maintenance of active transport infrastructure, including wider footpaths, safer cycling lanes and a commitment to ongoing maintenance of infrastructure, to help us get around the city and to and from public transport.

Reliability, cost and safety of public transport are also important.

While moving towards improved digital engagement, we also want a mix of traditional methods of communication.

What we know

As our neighbourhoods become more crowded there will be more pressure on existing transport infrastructure, particularly roads and trains. While walkability and active transport are fundamental indicators of a city's liveability, extra traffic also puts those using active transport at risk.

While more than three quarters of our community can access the internet, technology changes quickly and we need to be flexible and able to adapt.

We expect to be able to contact council using a range of communication methods, including the technology that they use.



APPROXIMATELY 12% OF OUR ADULT POPULATION USES CYCLING AS A FORM OF TRANSPORT AND 57% WALKS TO GET AROUND, WHICH IS ABOVE THE METROPOLITAN AVERAGE BUT BELOW THE LEVELS OBSERVED IN MOST OTHER INNER CITY AREAS.



73% OF LOCATIONS IN MARIBYRNONG ARE NEAR A BUS OR TRAM STOP OR TRAIN STATION

Trends

- Although safety perceptions have increased significantly in many locations in our municipality in the last decade, our residents feel slightly less safe walking alone during the day and night than the average Melburnian in 2015.
- The number of households in the City of Maribyrnong with an internet connection has grown from 70.6% in 2011 to 78.5% in 2016 but this percentage is still lower than that of the inner Melbourne area in 2016 (80.5%)
- People are changing the way they work. The increasing proportion of younger workers, combined with technological change, is creating new work practices such as co-working, 'hot desking' and greater opportunities to work outside of a traditional office setting.

"FREQUENT, WELL-COORDINATED AND WELL-OPERATED SERVICES, ENSURING SERVICE DISRUPTIONS ARE MINIMISED OR ALTERNATIVES PROVIDED ARE FREQUENT AND RELIABLE."

What we can do

Getting around

- provide plenty of safe walking and cycling options, combined with public transport system to enable residents to access most of their daily needs within twenty minutes walking distance
- improve road design, traffic flow and traffic speed to provide safe and efficient motorised transport
- expand transport networks to accommodate the growing population
- strengthen transport connections into the city , including ensuring quick rail links and improved cycling routes
- ensure public transport options are accessible and affordable for all
- ensure access to car sharing arrangements
- consider the liveability of the local setting in the design of transport infrastructure, including pedestrian-centric lights and reduced traffic speed limit within built up areas

Staying connected

- access and embrace world-leading technology
- provide appropriate platforms in areas such as council buildings, youth shelters, nursing homes so that residents can communicate easily with council at any time
- automate basic administrative tasks as much as possible to free up council staff for better customer relations
- communicate and connect with other councils and electorates to share and use data to improve use of resources with proximity to actual locations of resources





Maribyrnong
CITY COUNCIL

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