



Maribyrnong
CITY COUNCIL

ADVOCACY PRIORITIES BOLD AUTHENTIC





Acknowledgement of Country

Council is proud to represent a municipality filled with important and significant Aboriginal history. It acknowledges the Traditional Custodians of this land, the Wurundjeri Woi Wurrung and Boon Wurrung peoples of the Kulin nation, and acknowledges the rich culture and considerable contributions Aboriginal and Torres Strait Islander peoples have made and continue to make to this City.

Photography: Gianna Rizzo

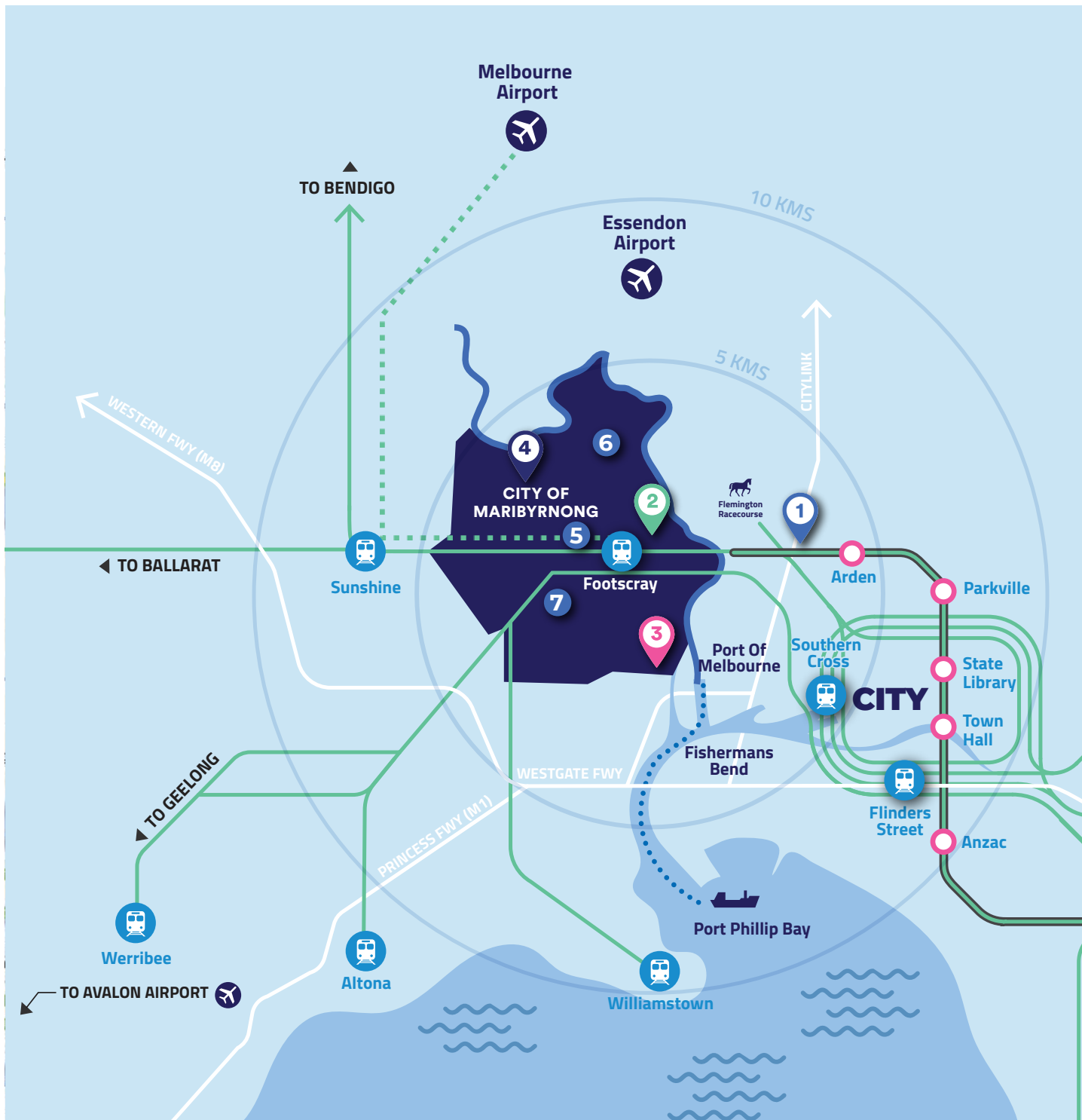
Welcome to the City of Maribyrnong

The City of Maribyrnong sits at the gateway to Melbourne and Victoria's West, approximately five kilometres from Melbourne's central business district.

Maribyrnong is home to residents and workers from a wide range of backgrounds, with a strong culturally diverse community that contributes to the richness and vibrancy of the City. Understanding and valuing our diversity helps us to ensure equitable access to services and provide opportunities to support everyone to participate meaningfully in community life.

Our City is undergoing significant change – population growth, redevelopment, gentrification and a transitioning economy that is bringing an influx of new residents, businesses and opportunities that will drive regional and state economic benefits for decades.





Key

- Freeway
- Rail Line
- - - - Future Rail Link To Melbourne Airport
- New Tunneler Rail Line
- Maribyrnong River

- New Stations Currently Under Construction
- ① Metro Tunnel Project
- ② New Footscray Hospital
- ③ West Gate Tunnel Project
- ④ New Generation Trams & Depot

Future Investment Opportunities:

- ⑤ Old Footscray Hospital Site
- ⑥ Maribyrnong Defence Site
- ⑦ Tottenham Industrial Precinct

Why invest in the West

Maribyrnong City Council is seeking to work in partnership with the State and Federal Governments to deliver a range of transformational projects and to undertake policy reform to deliver on Council and the community's vision for a liveable 20 Minute Maribyrnong. This includes advocacy for infrastructure and investment in the west that underpins our municipality as a 20 minute city.

Our advocacy priorities reflect the need for significant investment in active and public transport, jobs, health, liveability and our climate. We seek solutions to address existing critical service gaps that will only worsen with population growth, and for

targeted initiatives and policy reform that will help strengthen Melbourne's West as a competitive and thriving region.

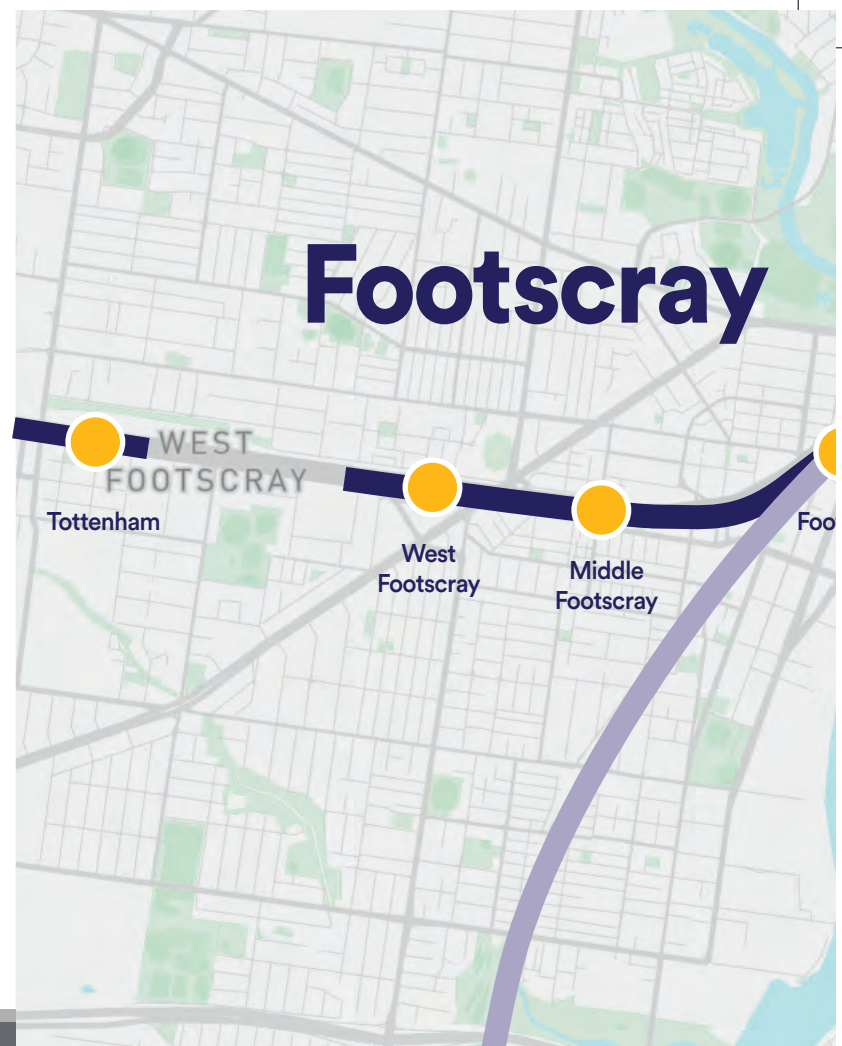
Our proximity to the Melbourne CBD and our thriving hub of arts, culture, retail, education, and innovation has people flocking to the City of Maribyrnong. People are attracted to the vibrant neighbourhoods, 'foodie' culture, the natural environment of the Maribyrnong River and open spaces, access to public transport, and job opportunities.



**Footscray to
Melbourne
Central in**

8 minutes

**with new
Metro Tunnel**



City shaping projects such as the new Footscray Hospital and the Maidstone Tram Depot will provide further economic stimulus and create local employment opportunities for a range of people close to home. Footscray railway station will become a key gateway for Melbourne's West, supported by major projects, including the Melbourne Metro Tunnel and Melbourne Airport Rail.

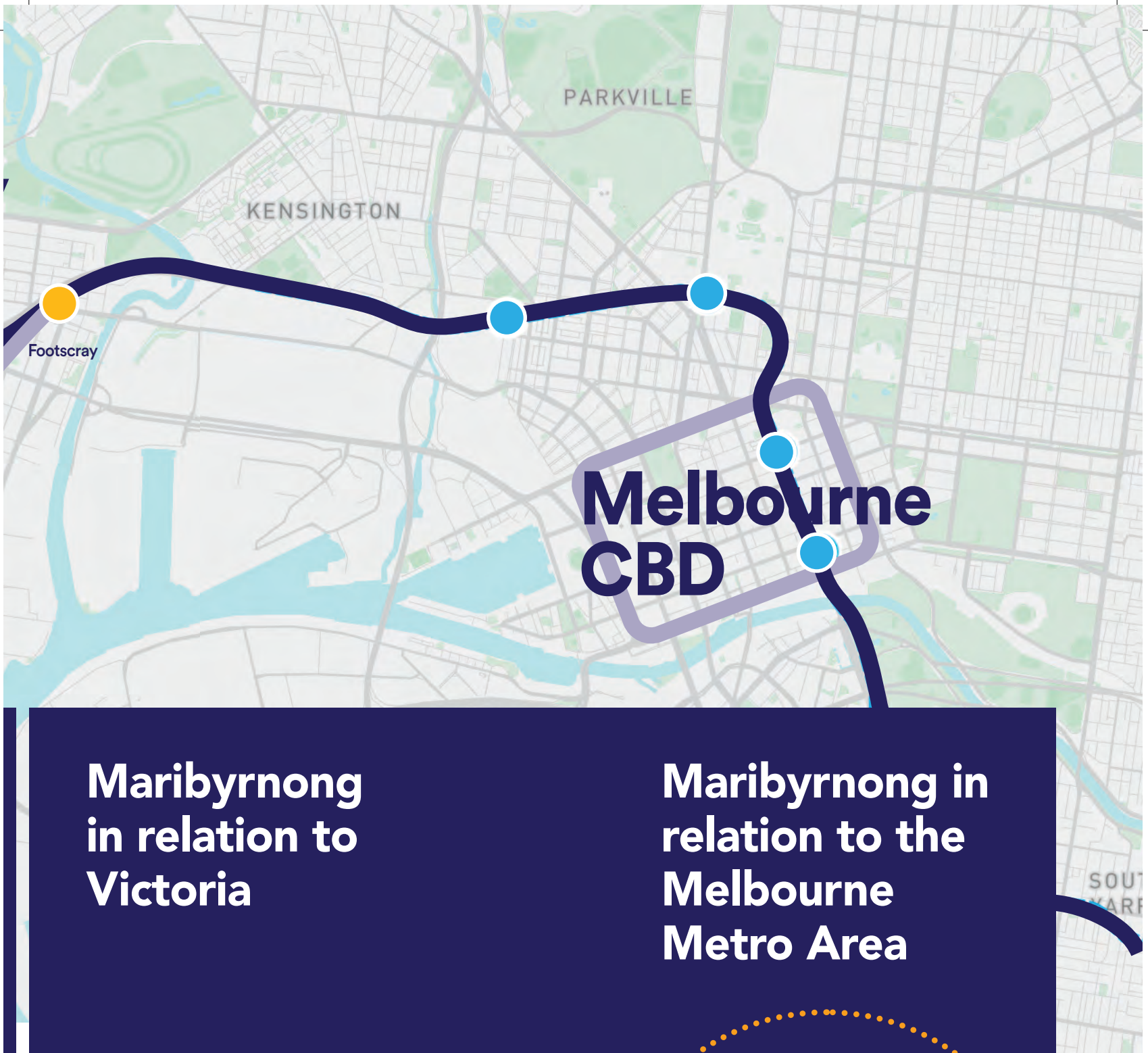
With continued investment in partnership with all levels of government, we will provide social, cultural and economic infrastructure to deliver on our community vision and provide greater access to jobs, services and cultural activities for the broader western region.

With over 60,000 more people expected to choose to live here by 2050, now is the perfect time to invest in Maribyrnong to support our vision for a liveable, inclusive, flourishing, progressive City that cares for both its residents and its environment.

This investment will have reach far beyond our City, accelerating job creation and investment attraction in Melbourne's west and nearby regional centres, including Ballarat, Bendigo and Geelong.

Maribyrnong in relation to Australia





Maribyrnong in relation to Victoria



Maribyrnong in relation to the Melbourne Metro Area



Our Advocacy Asks



Cultural and creative facilities support Maribyrnong's social and economic growth of municipality with over 125 countries represented. We continue to advocate for ongoing investment in spaces and programs that support these communities to thrive.

The Creative West project will be the centrepiece of an urban renewal and revitalisation program, which aims to create a high-quality, vibrant space in central Footscray that will be active day and night.

Why do we need Creative West?

- There are no purpose-built 500-plus-seat performing arts theatres in the greater western area.
- It is a LeadWest regional advocacy priority.
- Activation in central Footscray will help address community safety concerns by driving foot traffic, particularly at night.

Ask:

- ▶ The Federal Government has recognised Creative West's importance by committing \$5 million as part of the urban Precincts and Partnership Program. Council will match the Federal contribution. The combined \$10 million will support the establishment of an advisory steering group and design phase.

Maribyrnong City Council seeks further joint investment between Local, State and Federal governments for the construction phase, which will support greater economic development, employment and urban renewal. Council is ready to contribute funding, land and civic services to the project.



Community facilities have an important role to play, enabling community participation through sports, recreation and events, while providing a safe haven for individuals in the event of an emergency including extreme heat and flooding. It is essential that community facilities remain fit-for-purpose as our population grows.

Many parts of the City of Maribyrnong have significant shortfalls in open space meaning that all spaces need to be maximised for both community and environmental benefits. This can be as low as 4 per cent, as identified in the RecWest/Shorten Reserve redevelopment project. Additionally, many assets, including parks, sports and recreation facilities are ageing and no longer fit-for-purpose.

Ask:

- ▶ Support for the Mclvor Reserve Master Plan, which will include a indoor multi-sport facility and pavilion, upgraded surfacing and new and upgraded community spaces, including meeting rooms and exhibition spaces.



A healthy and liveable community is one that has great access to infrastructure and services, this includes hospitals and mental health services. Access to mental health services is a known barrier for young people in Melbourne's inner west. There is a disproportion of available Headspace hubs in Melbourne's East vs West. The East has ten Headspace centres and the West has just three, despite being one of the fastest growing regions in the country.

Youth mental health services in the inner western suburbs of Melbourne are in crisis with young people (aged-12 - 25) waiting 3-6 months for an appointment. The City of Maribyrnong is seeking to work with the State and Federal Governments to address the youth mental health crisis.

Ask:

- ▶ Establish and provide ongoing funding for a Mental Health Service Hub (Headspace or similar) in Melbourne's inner west.
- ▶ Implement community-based solutions as recommended by the Royal Commission into Victoria's mental health system.
- ▶ Increase sustained investment to reduce wait times for services.
- ▶ Undertake a review and establish a plan to address the mental health impact of housing affordability, climate change and the long term impacts of COVID-19 for our young people.



Residents in our City are less likely to own a car, more likely to catch public transport to work and more likely to travel outside the municipal boundaries for work.

Our residents and businesses stand to benefit from transportation investment that opens up choice in how people move. Active and public transport service uplift must be prioritised to improve wellbeing, access and job opportunities in Melbourne's inner west.

Ask:

- ▶ Implementation of Infrastructure Victoria's recommendation for a bus rapid transit route between Maribyrnong (Highpoint) and Tarneit, via Ashley Street and Tottenham railway station.
- ▶ Build the Irving Street Bus Interchange in Footscray.
- ▶ Public transport service uplift, including increasing the frequency of evening and late night train services, in addition to bus reform to provide fast, frequent and direct services where other services are lacking.
- ▶ Construction of accessible tram stops along route 82.
- ▶ Plan for the extension of tram route 57 into the Maribyrnong Defence site.
- ▶ Enforcement for non-compliance with truck curfew.
- ▶ Review of the freight network to reduce trucks on local roads, including new alternative routes to connect to existing freeways.
- ▶ Funding to support key Active Transport initiatives along major corridors and connection to Westgate Tunnel Cycling Veloway.
- ▶ Delivery of improved pedestrian, bicycle and public transport infrastructure, including a super-stop at the new Footscray Hospital.

Our Advocacy Asks

(continued)



Our City is already affected by floods, excessive heat, and poor air quality, which significantly impacts the physical and mental health of our community and has long-term irreversible impacts. Climate action from all levels of government must be immediately taken to mitigate these effects to provide a safer and cleaner environment for the community.

Maribyrnong City Council has acknowledged that the climate emergency needs an urgent response and seeks to work with our local community, the State Government and the Federal Government to address this.

Ask:

- ▶ Adoption of a net zero emissions target by 2030.
- ▶ Declare and adopt a climate emergency response.
- ▶ Initiate policies that reduce carbon emissions and diesel particulates to address climate change.
- ▶ Greater regulation of industries and building inspections for energy efficiency.
- ▶ Improved energy efficiency design standards and disclosure at the point of sale or rent.



Air pollution has a detrimental effect on our City's public health. We have some of the highest rates of respiratory illness, particularly for children and adolescence. Interventions from all levels of government is needed to reduce air pollution and to improve the public health of those living in Melbourne's West.

Maribyrnong City Council has acknowledged a health emergency relating to poor air quality in Melbourne's inner west. To respond to this we will be partnering with other councils and stakeholders to advocate for policy change at all levels of government.

Ask:

- ▶ Introduction of mandatory vehicle emissions standards and low emission zones for trucks and other heavy vehicles.
- ▶ Initiate a heavy vehicle buy-back scheme focused on incentivising more fuel efficient heavy vehicles.
- ▶ Commit to a rapid shift from diesel and petrol to electric vehicles by promoting, funding and incentivising the electrification of the light vehicle fleet.
- ▶ Transition diesel passenger and freight trains to electro-diesel.
- ▶ Greater air pollution monitoring stations along main roads, outside schools and along bus corridors.
- ▶ Establishment of the Western Intermodal Freight Terminal, to reduce freight traffic in Melbourne's inner west.
- ▶ The installation of air filters in the West Gate Tunnel ventilation stacks.



The City of Maribyrnong is ideally located, only 5km from Melbourne CBD, connected to Melbourne's Western public transport and freeway networks and adjacent to the Port of Melbourne. Our City is also growing fast with an expected population increase of 63 per cent by 2051.

It is important that measures are taken to support this growth including access to jobs, housing, infrastructure and services.

Ask:

- ▶ Plan for the Maribyrnong Defence site. The Maribyrnong Defence site has the potential to support much of the expected population growth and provide a new location for jobs growth, parkland, service provision and innovation. The City of Maribyrnong is seeking to work with all levels of government to make this happen.
- ▶ Work in partnership with Maribyrnong City Council to implement initiatives that will transition the local economy towards clean energy, technology, research and creativity.
- ▶ Provide grants and funding to support the transition of industry to higher density jobs, including advanced manufacturing, agrifood, energy and technology.
- ▶ Introduce programs that will address the skills shortage and attract and retain talent in Australia.

City Snapshot

This snapshot demonstrates our municipality’s most critical challenges and opportunities. Our City has small land area but its population is growing rapidly. Our residents are comparatively more likely to rent, less likely to own a car and are more likely to take public transport to work..

Key challenges include higher than average rates of mental illness and asthma and a community that has already felt the impacts of climate change, with recent and extreme cases of flooding, poor air quality and excessive heat occurring in the municipality.

Opportunity exists within our diverse community, young workforce, and immense population growth. Much of our municipality depends on public and active transport and transformative projects like Melbourne Metro, West Gate Tunnel and Melbourne Airport Rail. Further significant transport investment is still required to support our future population and employment growth. Future investment must improve transport choice, reduce car dependency, reduce pollution and traffic and facilitate shorter journeys and a healthier environment.



Population

95,251
(2024)

155,006
(2051)

63%
Population growth
projection by 2051
(95,029 to 155,006)



Housing

We are typically more affordable, more likely to rent and have more unoccupied dwellings.

WEEKLY RENT:

\$565
Maribyrnong

\$565
Melbourne

\$601
Australia

HOUSEHOLDS RENTING:

41%
Maribyrnong

29%
Melbourne

30%
Australia

HOUSEHOLDS OWNING:

20%
Maribyrnong

29%
Melbourne

30%
Australia

UNOCCUPIED DWELLINGS:

12%
Maribyrnong

10%
Melbourne

10%
Australia



Community

We are typically younger.

MEDIAN AGE:

35	37	38
Maribyrnong	Melbourne	Australia

OVERSEAS BORN:

38%	36%	28%
Maribyrnong	Melbourne	Australia



Health

We have more challenges relating to mental health.

MENTAL HEALTH CONDITION:

9.9%	8.1%	8.8%
Maribyrnong	Melbourne	Australia



Transport

We typically work outside the municipality and are more reliant on public transport.

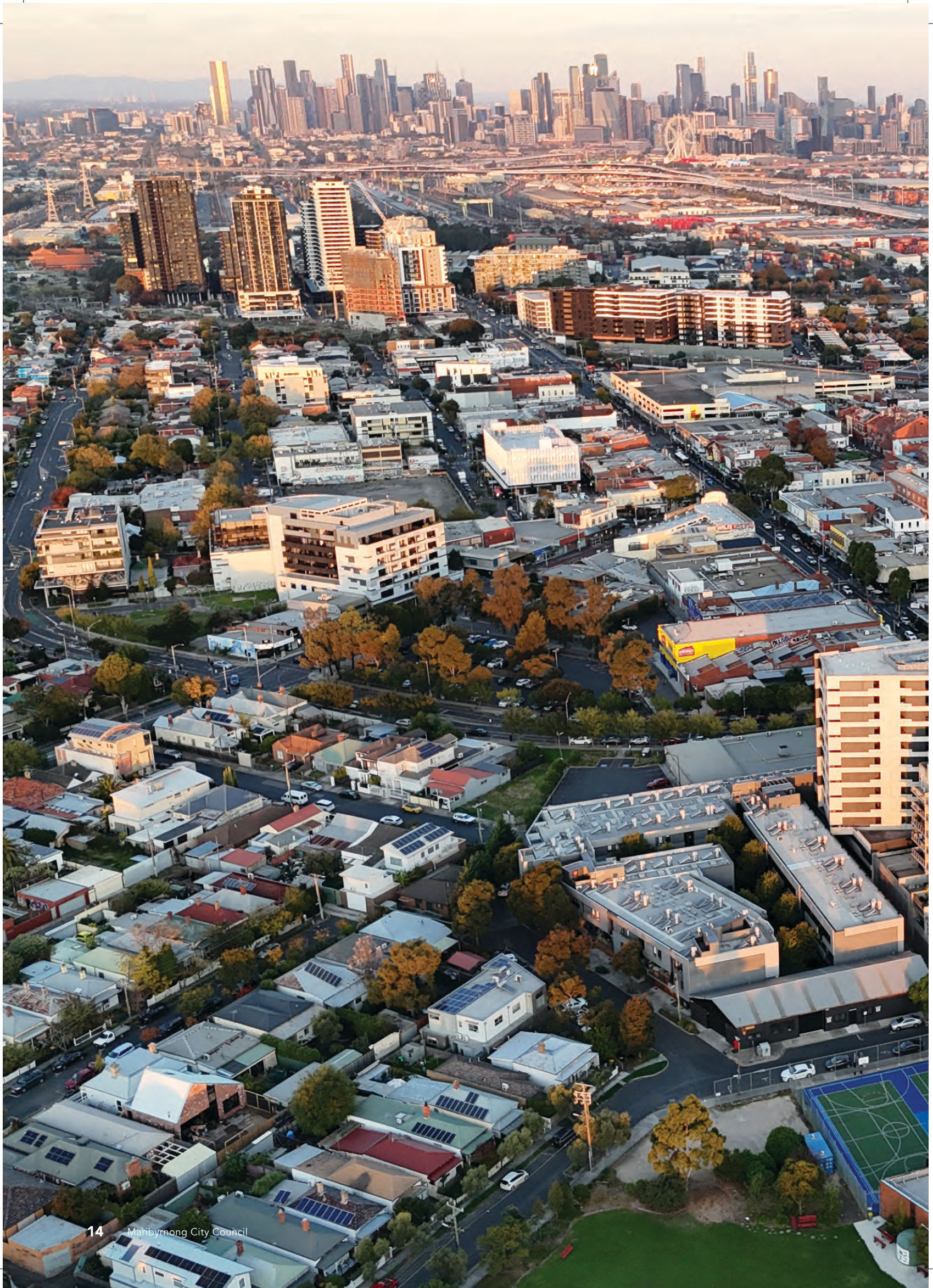
76.2% OF RESIDENTS TRAVEL
OUTSIDE MARIBYRNONG FOR WORK.

ONLY 20.7% WORK WITHIN
MARIBYRNONG'S LOCAL AREA.

HOUSEHOLDS WITHOUT A CAR:

20%	12%	8.2%	7.1%
Footscray	Maribyrnong	Melbourne	Australia

36.4% OF HOUSEHOLDS IN
MARIBYRNONG HAVE TWO OR MORE
CARS, MUCH LESS THAN GREATER
MELBOURNE **(51.5%)**.





Workforce

**ALMOST HALF OF OUR
RESIDENTS HOLD A
UNIVERSITY QUALIFICATION**



41%

Maribyrnong

33%

Melbourne

26%

Australia

54,053

Employed residents (NEIR 2023)

0.96

Job to worker ratio

**BOOMING NIGHT
TIME ECONOMY**

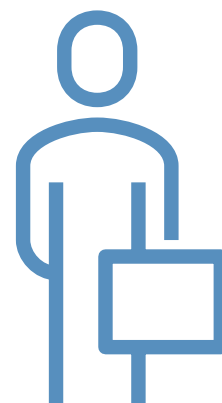


46%

increase in turnover of Night
Time Economy 2015 - 2023

**HEALTH CARE AND
SOCIAL ASSISTANCE**

has the highest ratio of 1.62 jobs
to workers.



Industries

EMPLOYMENT BY INDUSTRY

47,054
local jobs



Health Care and
Social Assistance
18.8%



Retail trade
14%



Construction
8%



Manufacturing
7%

BUSINESS BY INDUSTRY

9,756
local
businesses



Transport, Postal
and Warehousing
16%



Professional
Scientific and
Technical Services
12%



Construction
11%



Rental, Hiring
and Real Estate
Services
9%

**Melbourne refers to Greater Melbourne.*

**Maribyrnong refers to City of Maribyrnong.*

Source: ABS 2021 CENSUS (2021)/ NEIR 2021 / .id community profile 2023

All data is from 2021, unless otherwise specified.



The Maribyrnong Advantage

Our City and community are ready for investment.
We are well-located, diverse and have a fast growing economy.



Great public transport

- ✓ Footscray railway station is the busiest railway station outside Melbourne CBD, moving over 3.9 million commuters annually
- ✓ 73% of locations in our city are near a bus, tram stop or train station



Well-located

- ✓ Only 5km from Melbourne CBD
- ✓ Adjacent to the Port of Melbourne
- ✓ Close to Melbourne Airport, which operates 24/7
- ✓ Well connected to the train and freeway network



Growing and diverse community

- ✓ More than **80 languages spoken**
- ✓ Population growth of **66%** by 2041
- ✓ **76.3%** change in dwellings (2021 to 2051)
- ✓ **43%** of our community was born overseas



GRP \$7.2 billion (2023)

- ✓ 2023 saw an annual **GRP increase of 6.8%**
- ✓ We offer private affordable commercial and industrial land, in close proximity to Melbourne CBD and the Port
- ✓ We are well educated, with **41%** of residents holding a university qualification

Places & Districts



1



Footscray CBD & Priority Precinct

Footscray is unmistakable for its creativity, food and culture. It is where the transport network links Melbourne to the western suburbs and western Victoria.

Footscray Central Business District (CBD) is ideally located 5km from Melbourne CBD and adjacent to the Port of Melbourne. It is a major activity centre and state declared Priority Precinct with a growing population and many major projects currently underway.

Footscray is a place of learning, health and creativity. It has two Victoria University campuses, an established creative scene and a new hospital opening in 2025, which will be the biggest in Victoria. Footscray is known for its thriving food and bar scene. In 2019, Time Out Magazine identified Footscray as the 13th coolest neighbourhood in the world, attributed to its well-known cultural and culinary scene.

2



West Footscray & Tottenham Industrial area

The West Footscray & Tottenham Industrial area is a large precinct in transition. It has a unique set of expansive lots close to the Port of Melbourne and Melbourne CBD. More recently, this precinct has seen technology and sustainability-focused businesses emerge. This industrial area has a large catchment of workers, being located near public transport, including West Footscray and Tottenham railway stations.

3



Maribyrnong & Highpoint

The suburb of Maribyrnong is an evolving locality, which contains Highpoint Shopping Centre. This is Australia's fifth-largest shopping centre, with an annual turnover of \$778 million and over 15 million visitors annually. Council has approved the Highpoint Shopping Centre Development plan, which sets out a development plan for the precinct over the next 20-30 years. This will include 148,065 Square metres of commercial office space and increased retail and residential. Maribyrnong also contains the Maribyrnong Defence Site, a future 127-hectare site that will undergo development.

4



City of villages

Key villages across the City of Maribyrnong include Yarraville, West Footscray, Edgewater and Seddon, which are all known for their hospitality offerings. Like Footscray, Yarraville was named the fifth coolest neighbourhood in the world in 2020 by TimeOut. These villages play an important role in ensuring residents and workers have access to shops, food and bars within a short walk for most of the municipality.

A Smart City for Smart Communities



SMART CITIES
Maribyrnong

We are taking a proactive approach to technology and embracing data-based decision making for better community outcomes, and modernising regulations and policies to mitigate emerging technological risks.

A smart city is designed with people at the centre. Using technology, data and innovation to enhance outcomes such as liveability, prosperity and sustainability. Maribyrnong as a smart city will encourage inclusivity, collaboration, participation and co-designed decision making, promoting creativity and expertise.

The pursuit to become a Smart City will support the City of Maribyrnong to build community trust, become more agile and better connected.

Key themes of Maribyrnong's Smart Cities Strategic Framework includes:

- ✓ A Place of Vibrancy & Activity
- ✓ An Economy for the Digital Age
- ✓ An Empowered & Connected Community
- ✓ A Celebration of Culture & Creativity
- ✓ A Future-Ready Council

While we are only at the start of our Smart City journey, it is an exciting space and will create new opportunities for collaboration. For further information contact a member of our Smart Cities Team via email at smartcity@maribyrnong.vic.gov.au



Partnerships

The City of Maribyrnong is working closely with various advocacy organisations and local service providers to get outcomes that support the growth and development of our community.

Leadwest

An advocacy alliance comprising the western metropolitan municipalities of Brimbank, Hobsons Bay, Maribyrnong, Melton and Wyndham.

Melbourne 9 (M9)

M9 is an alliance of nine inner Melbourne councils that work co-operatively and collectively to advocate for issues and projects of mutual interest.

West of Melbourne Economic Development Alliance (WoMEDA)

WoMEDA's primary objective is to influence economic development opportunities and create more local jobs in western metropolitan Melbourne. WoMEDA undertakes research and engagement and advocates for outcomes that improve the economic development of the western suburbs on behalf of major institutions, employers and local governments.

Australian Smart Communities Association (ASCA)

The Australian Smart Communities Association (ASCA) is a not-for-profit peak body dedicated to advocating on behalf of government for smart communities in Australia.

Victoria University

Maribyrnong City Council and Victoria University have a long-standing relationship through the University Town initiative. This important partnership allows Council to better understand the inner west's job and education needs and provides an avenue for joint advocacy to state and federal governments.

Council Alliance for a Sustainable Built Environment (CASBE)

The Council Alliance for a Sustainable Built Environment (CASBE) is an association of Victorian councils committed to ensuring future generations can enjoy a sustainable built environment. CASBE regularly provides submissions to and engages with the state and federal government. CASBE's advocacy aims for climate focused built environment outcomes with research that reflects local government experiences.

The Western Alliance for Greenhouse Action (WAGA)

WAGA is a partnership between the Cities of Maribyrnong, Brimbank, Hobsons Bay, Melton, Moonee Valley, Wyndham and the Shire of Moorabool. WAGA advocates for climate change action to encourage the transition to a low-carbon society.

Municipal Association of Victoria (MAV)

MAV initiates policy, provides advice to Councils and advocates for local government interests, providing submissions and establishing networks and working groups to inform policy.

Invitation

We are advocating for outcomes that will improve the overall liveability of our community, which can only be achieved through ongoing investment and a joint all-of-stakeholder approach.

Maribyrnong City Council aims to build and develop partnerships to ensure our community is adequately funded, service gaps are addressed and appropriate policy reform and implementation is underway.

We invite you to connect with us to discuss our advocacy priorities.

advocacy@maribyrnong.vic.gov.au

maribyrnong.vic.gov.au/advocacy





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