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About the Annual Report 2013/14

This Annual Report has been produced in accordance with Section 131 of the Local Government Act 1989, which requires councils to report on achievements with respect to the objectives of the Council Plan.

The Moonee Valley City Council Plan 2013-17 sets out five themes aimed at improving our city, each with specific strategic objectives, strategies and strategic indicators.

The five themes are:

1. Friendly and safe: a community where people feel connected and safe.
2. Green, clean and beautiful: a sustainable environment for future generations.
3. Sustainable living: clear direction for growth and development of the city.
4. Vibrant and diverse: opportunities for all.
5. Excellence in governance: dynamic, effective and accountable.

The plan also sets a framework that supports accountable and transparent reporting of our achievement toward community goals. This is the first year of implementation of the Council Plan 2013-17 and this report presents progress towards achieving the objectives of the plan, the community’s vision and aims for the future.

The purpose of the Annual Report is to:
• reflect on performance against the strategic objectives of the Council Plan
• report on the strategies and activities implemented to meet these objectives
• highlight key achievements and challenges
• provide details of Council’s financial position as at 30 June 2014

If you would like further information on any aspect of this report, please contact Council’s Citizens Services Centre on 9243 8888.

Copies of the Annual Report

Many of Council’s strategies are designed to minimise our impact on the environment. To that end, copies of the annual report can be viewed online at Council’s website at mvcc.vic.gov.au.
Theme 1: Friendly and safe

- Adopted the Moonee Valley Public Health and Wellbeing Plan 2013-17 on 24 September 2013, and implemented the year one action plan. Key achievements included implementing a local planning policy on gambling into the Moonee Valley Planning Scheme, and work towards reducing bullying in Moonee Valley primary schools through the Count Me In wellbeing project.

- Launched the new Avondale Heights Community Precinct Early Years Centre, including a dual preschool, Maternal and Child Health consulting suites and a beautifully landscaped children’s play area.

- Supported community groups with 89 grants to the value of $246,240 in the Annual Community Grants Program.

- Launched a new grant stream, the Community Support Grants. Supported individuals and incorporated not-for-profit organisations with 48 grants to the value of $247,484.

- Supported sport and recreation organisations with four grants to the value of $49,042.

- Developed the Draft Disability Action Plan to provide a whole-of-Council framework to continue to work towards an inclusive community within the City of Moonee Valley.

- Implemented the Healthy Ageing Strategy year two action plan, including opening six new community dining rooms, development of the Flemington Men’s Shed and successful advocacy for additional Home and Community Care funding.

- Took over managing the Flemington Family Inclusive Language and Learning Support (FILLS) Program at Flemington Community Centre. Council employed a regular childcare worker to support parents attending classes.

Theme 2: Clean, green and beautiful

- Invested $20.4 million on 167 infrastructure capital works projects to upgrade roads, bridges, footpaths, bicycle paths, drains, open space, facilities, sporting grounds and shopping centres. Major projects included the construction of Avondale Heights Early Years Centre, and improvements to Flemington Children’s Centre, Flemington Library and Airport West Sports Pavilion.

- Promoted sustainability by introducing a water sensitive urban design policy into the Moonee Valley Planning Scheme.

- Commenced implementation of a rain garden in Maribyrnong Park Lake, and designs were developed for a stormwater treatment for Airport West easement between Parer Road and Fraser Street and flood mitigation works in Glenbervie Road.

- Completed construction of a vegetated swale in Napier Park, and bio-retention swales in Parkside Avenue, Bowes Avenue, Haldane Road and Lincoln Road.

- Adopted the City Sustainability Policy on 27 August 2013 to guide Council in incorporating sustainability into all services.

- Adopted the Waste and Resource Recovery Plan on 27 May 2014 to set the direction for reducing the city’s waste, and increasing recycling into the future.

- Won the Premier’s Recognition Award and the Community Award in the Premier’s Sustainability Awards for 2013 for introducing a ground-breaking program that increased recycling and community engagement in the Ascot Vale Housing Estate.

- Completed works, as part of the staged implementation of the Maribyrnong River Master Plan, to upgrade the playground at Riverside Park to include a pirate ship the ‘Black Sapphire’.

- Adopted the Aberfeldie Park Master Plan on 22 October 2013 to guide future improvements in the park.

- Adopted the Fairbairn Park Master Plan on 24 September 2013 to guide further improvements in the park.
Theme 3: Sustainable living

- Reviewed the Moonee Valley Planning Scheme and adopted the review on 28 January 2014. Adopted Amendment C134 on 24 June 2014, which will update the Moonee Valley Planning Scheme with a new Municipal Strategic Statement. The new Municipal Strategic Statement outlines Council's strategic policy position on sustainable environment, housing, built environment, activity centres, economic development, transport, and social and physical infrastructure.

- Implemented the Keilor Road and North Essendon Structure Plans into the Moonee Valley Planning Scheme through Amendment C117 on 10 April 2014. The changes affected the zoning of selected land and the introduction of a design and development overlay.

- Prepared design and development overlays and applied height controls for Essendon Airport through Amendment C121. Council adopted the amendment on 23 July 2013, and the Minister for Planning approved it on 26 June 2014.

- Adopted the Complete Streets philosophy through the City Sustainability Policy on 27 August 2013, which applies liveable street design and sustainability principles. Complete Streets principles provide access and experiences for all people, including pedestrians, cyclists, motorists and transit riders of all ages and abilities.

- Implemented the Streetlife project to engage with the community, small business and trade associations on how to develop local shopping precincts in Moonee Valley. Feedback from the Streetlife project will inform future place-making in Moonee Valley.

- Implemented the Municipal Parking Strategy, including developing a draft parking plan for Fletcher and St Therese’s precincts, implementing a narrow streets program, amending parking rules in 130 streets and reducing the number of parking permits.

Theme 4: Vibrant and diverse

- Adopted the Arts and Culture Plan 2014-18 on 25 February 2014 to provide a framework to guide the planning and provision for arts and culture services and facilities, for this Council term and beyond.

- Adopted the Diversity, Access and Equity Policy on 25 March 2014 to support an inclusive city that respects the human rights of all its citizens, celebrates their diversity and promotes their participation in all aspects of community life.

- Engaged with the community in the development of the Reconciliation Action Plan 2014, adopted by Council on 25 March 2014, as part of Council’s Reconciliation Policy to continue to respect, recognise, and represent Aboriginal and Torres Strait Islander peoples, culture and history in Moonee Valley.

- Implemented year one of the Leisure Strategy, including delivering sports field lighting at Canning Reserve and Aberfeldie Park and the resurfacing of JH Allan Reserve soccer field.

- Established the independent Learning Community Board in September 2013, comprising leading practitioners from the community, government, education and business sectors. Informed by a learning needs and opportunities assessment, the board is building a network of formal education providers, community learning providers, and others involved in learning and education.

- Adopted the Economic Development Strategy on 27 May 2014 to outline Council’s plan to attract investment and promote Moonee Valley as a great place to live, work and do business.
• Supported local businesses through provision of 23 training sessions attended by 677 people in a range of areas including business mentoring, business planning, networking in business, starting up a business and online and social media marketing.

• Supported residents to reduce greenhouse gas emissions through the My Smart Sustainable City Program, including delivering workshops on how to grow sustainable gardens through My Smart Garden, and advice on retrofitting homes with energy and water saving products through the Eco Home Makeover Program.

• Celebrated our vibrant and diverse community with a range of events, including the Moonee Valley Festival, Carols in Queens Park, youth and children’s events, the Colour-Fest Run and Leisure Challenge, Seniors Festival, Mediterranean Fiesta, NAIDOC Week, Reconciliation Week and Cultural Diversity Week and Winter Music in the Valley.

Theme 5: Excellence in governance

• Achieved a surplus of $8.42 million. This net surplus compares favourably with an operating budget surplus of $4.08 million.

• Reduced impact on the environment through undertaking energy efficient works, including installing 320 solar panels and nine solar hot water upgrades in Council owned buildings. As a result of the works, Council has achieved zero net emissions in 32 facilities, including all childcare, preschool and child health facilities.

• Adopted the Advocacy Agenda 2013-17 on 28 January 2014 to secure partnerships, resources and support from other levels of government, agencies and organisations to obtain positive outcomes for Moonee Valley today and into the future.

• Advocated on behalf of the community in a range of important areas, including transport infrastructure, major developments, managing growth, business investment and health and wellbeing. Key achievements included advocacy work on the East West Link, Moonee Valley Racecourse, urban renewal for Essendon Fields and Airport West, State Government planning strategy (Plan Melbourne) and affordable housing.

• Achieved consistent results and considered feedback from the community from the major surveys, the Local Government Community Satisfaction Survey and the Annual Community Survey.
Acknowledgement of Country

Moonee Valley City Council respectfully acknowledges the traditional custodians of this land – the Wurundjeri people of the Kulin nation, their spirits, ancestors, elders and community members past and present.

Below: Destruction of the Land, the Red River by Marlene Young, Brabralung Dreaming.
Vision and values

Community Vision

Moonee Valley Next Generation 2035 Community Vision (MV2035) states citizens’ shared aspirations and values about the city where they want to live, work or play into the future. It represents an overarching guide for all Council decision-making. The vision highlights interrelated themes reflecting the attributes and aspirations most commonly identified by the Moonee Valley community:

In 2035 Moonee Valley will be a city of clean, green and beautiful, vibrant, diverse and sustainable communities that people experience as friendly and safe to live in.

There are four themes underpinning the community vision which, along with research and analysis, will guide and inform Council through developing plans, providing services, building partnerships and undertaking advocacy during the next four years.

The four themes are as follows:

- Friendly and safe
- Green, clean and beautiful
- Sustainable living
- Vibrant and diverse

Council adopted MV2035 on 4 September 2012. Through the development of MV2035, Council sought to understand both community needs and concerns so that its leadership is transparent and responsive. All of Moonee Valley’s citizens were provided the opportunity to engage in a civic conversation with Council.

MV2035 was used to inform and guide the development of the Council Plan 2013-17 and other strategic documents allowing communities and Council to work towards a shared vision.

A copy of MV2035 is available from the Moonee Valley Civic Centre, Moonee Valley libraries and on Council’s website mvcc.vic.gov.au/mv2035.

Organisation Vision

One dynamic organisation responding to the needs of the community.

Values

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

- Strategic thinking
  Looking ahead, planning for change.
- Communication
  Sharing information and listening.
- Accountability
  Taking responsibility for actions.
- Leadership
  Showing the way by living our values.
- Innovation
  Seeking new ways to achieve better outcomes.
- Teamwork
  Helping and assisting one another.
This financial year was again another busy and productive one. We continued to deliver a range of much-needed services to the community as well as many positive projects including new assets and expanded programs. Council also continued to remain in a strong and healthy financial position.

In 2013/14 we delivered 167 capital works projects with a total spend of over $20 million. These projects included works to roads, bridges, footpaths, bicycle paths, drains, open space, facilities, sporting grounds and shopping centres.

Our largest capital works achievement in 2013/14 was the construction of Avondale Heights Community Precinct Early Years Centre. This $2.475 million centre was launched in March and is part of the Avondale Heights Community Precinct. The centre includes a dual preschool; Maternal and Child Health consulting suites and a beautifully landscaped children’s play area.

Our most interesting capital works project this year was the construction of a large timber pirate ship for younger children at the Riverside Park playspace. The design of the ship was focused on natural play and we are excited to launch it with the community in August 2014.

Other major capital works completed in 2013/14 included:
- Flemington Children’s Centre improvement works including the conversion of existing rooms to accommodate 55 places
- Flemington Library upgrade works
- Airport West Sports Pavilion major improvements
- Canning Reserve sports field lighting
- Aberfeldie Park sports field lighting
- Maribyrnong Park Pavilion change room improvements

A major highlight for us this year was substantially increasing our advocacy activity, which included developing and adopting a new advocacy agenda in January 2014. This agenda outlines our priority issues and goals that we are committed to advocating for on behalf of and with the community.

This work could not have come at a better time with Moonee Valley experiencing major and rapid change in response to Melbourne’s growing population. As our population grows, our landscape changes. In many areas, single dwelling blocks are being replaced with a more diverse housing stock of townhouses and units. In some areas we are starting to see applications for large developments above 20 storeys. This growth also brings challenges in relation to parking, traffic, public transport, use of open space and service demand.

In response to this change, Council had the opportunity to advocate strongly on behalf of the community across a range of large projects that will potentially have major impacts on the local area.

One of these projects was the State Government’s new freeway, the East West Link. Council ran an extensive campaign, opposing the eastern portion of this project and encouraging vital funds to be directed towards much needed public transport projects. Council held several community information sessions, presented at the formal Assessment Committee hearing, wrote letters and met with many government representatives.
This advocacy activity will continue into 2014/15 as Council remains concerned about the high number of unknowns in relation to this project’s design and impacts on the community. We will be seeking a seat at the table to ensure our community’s voice is heard.

A similar sized advocacy campaign was also undertaken for a large development proposal put forward for the Moonee Valley Racecourse site. Again several community information sessions were held and we successfully lobbied State Government to ensure we remained the responsible planning authority for this large proposal. In October 2013, the Victorian Racing Club also announced their plans to undertake a large development on two parcels of land at Flemington Racecourse. Advocacy activity in relation to this proposal has already started and will be a big focus for Council in 2014/15.

Over the past 12 months we were very active in advocating for transport improvements involving projects such as a new rail link to Melbourne Airport and the grade separation of the Craigieburn rail line at Essendon and Moonee Ponds stations.

As our population grows and city changes, Council also needs to ensure we have robust plans in place to guide this growth and subsequent development into appropriate areas. Over the past 12 months, we did some strategic work to help achieve this including completing a review of our Municipal Strategic Statement and participating in the State Government’s residential zone review. The zone review was a challenging project for both Council and the community and expanded the conversation around why our city is changing and where we should be accommodating growth. The Minister is yet to make a decision on the final zones for Moonee Valley so we know that more work still needs to be done in relation to this project in 2014/15.

In 2013/14 we continued to have a strong focus on the environment, which culminated in receiving the Community Award and the Premier’s Recognition Award in the Premier’s Sustainability Awards for 2013. This award was given for an innovative recycling project undertaken on the Ascot Vale Housing Estate. Council, with funding from the State Government, worked closely with Wingate Avenue Community Centre to establish a ground-breaking education model that taught the importance of recycling to the estate residents. The program resulted in 50 tonnes of recyclables (60 kg per household) recovered.

Other environmental projects achieved this year included:

- Introducing a Water Sensitive Urban Design policy into the Moonee Valley Planning Scheme.
- Reaching the target of having all Council childcare, preschool and child health centres being carbon neutral.
- Installing 320 solar panels on Council owned buildings.
- Being the first Council in Victoria to endorse the Complete Streets program which is a people-based approach to transport design in cities and focuses on making our streets great places for people to spend time in.
- Developing a Waste and Resource Recovery Plan to improve waste management diversion through community education and initiatives.
Council developed some important community and health focused strategic documents this year including an updated Diversity, Access and Equity Policy and Arts and Culture Plan.

It is widely recognised that arts and cultural experiences can improve the health and wellbeing of a community. Our Arts and Culture Plan focuses on this health and wellbeing aspect by delivering a range of accessible, educational, entertaining and enriching arts and cultural programs. The plan includes something for everyone!

This year we also expanded our Community Grants, which resulted from a review of the program. In the traditional grants streams a total of 89 grants were awarded to the value of $246,240 for projects to be undertaken during 2014. The new stream, called Community Support Grants, saw an additional 48 recipients receive in total $247,484. All of this money goes towards supporting groups and individuals that provide programs and services to support, educate and connect the community.

This year we continued to run our diverse program of community events which brought together so many people from all walks of life.

Some of these events included the annual Moonee Valley Festival, Carols in Queens Park, Youth Week events, the Colour-Fest Run and Leisure Challenge, Children’s Week, Seniors Festival, Spirit of Moonee Valley Awards, Mediterranean Fiesta, NAIDOC Week and Reconciliation Week, Cultural Diversity Week and Winter Music in the Valley to name a few.

Overall 2013/14 has been extremely productive and positive. This has been confirmed for us through the consistent and solid results achieved in our annual community satisfaction surveys.

The work we do and our achievements would not be possible without the strong relationships we have with community groups and local businesses and the work done by our volunteers and advisory committee members. We would also like to thank the community for their input and feedback, and officers for their hard work and commitment to the local community.

The next financial year is shaping up to be just as busy and challenging. Councillors and the administration will be working hard together to continue to advocate on large issues affecting the community and to continue to deliver hundreds of services and projects while facing funding cuts and declining support from other levels of government. We look forward to the year ahead and reporting many positive achievements back to our community.

Councillor Jan Chantry Mayor
Neville Smith Chief Executive
Our City

Location

The City of Moonee Valley 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.

Located between four and 13 kilometres north-west of Melbourne’s CBD, Moonee Valley is a diverse, primarily established residential municipality. Complementing its residential areas is an eclectic mix of retail strips and centres, combined with offices, some industrial areas and Essendon Airport.

The municipality is ideally situated being well serviced by both road linkages including the Tullamarine and Calder freeways, and public transport including the number 57, 59 and 82 trams and the Craigieburn train line.

History

Moonee Valley is steeped in history, with the traditional owners of the land, the Wurundjeri people, relying on the Maribyrnong River and Moonee Ponds and Steele Creeks for fishing, transport and food.

When gold was discovered in the region in 1851, many hopeful prospectors took to ‘Mt Road’ to try to find their fortunes. Queens Park in Moonee Ponds is recognised as the site where Burke and Wills made camp on the first night of their fateful journey in 1860.
Culture and sport

The renowned Clocktower Centre in Moonee Ponds was officially launched in 2000 following a major refurbishment of the building once known as the Essendon Town Hall. It runs an active program of theatre and performances throughout the year. The historic Incinerator Gallery in Moonee Ponds, designed by Walter Burley Griffin, is one of thirteen such incinerators built across Australia from 1930 to 1938. It is one of six that remain and the only one in Victoria.

The Moonee Valley Festival, now in its 37th year, is a key date on the Moonee Valley calendar and attracts large crowds each year from within and outside the municipality.

With a rich sporting and recreation heritage, the City of Moonee Valley is home to the Australian Football League’s Essendon Football Club and Essendon District Football League at Windy Hill, the Victorian Premier Cricket team at Essendon Cricket Club, the leading Women’s Premier League Cricket team – Essendon Maribyrnong Park, and the Moonee Valley Racing Club with its world famous Cox Plate.

Business

Moonee Valley is an attractive destination to do business, with around 10,000 businesses being located in the municipality. The majority of businesses are small, with more than 85 per cent employing less than five employees.

Snapshot

Population 2014
118,000

Estimated population in 2031
144,000

Median age
41

Average household size
2.5

Proportion Australian born
67%

Most common languages
ITALIAN
GREEK
VIETNAMESE
CANTONESE

Open space (hectares)
528

Land area (SqKm)
43

Primary schools
29

Secondary schools
10

Number of businesses
10,000

Library branches
ASCOT VALE
AVONDALE HEIGHTS
FLEMINGTON
MOONEE PONDS
NIDDRIE
Moonee Valley City Council comprises three wards – Buckley, Myrnong and Rose Hill. Each ward is represented by three Councillors.

The current Council was elected at the General Elections held 27 October 2012 for a four-year term. These elections saw six Councillors returned, with three new representatives, Councillors Nicole Marshall, Cam Nation and Andrea Surace being elected for the first time.

At the Statutory Meeting held 29 October 2013, Councillors Jan Chantry and Nicole Marshall were elected Mayor and Deputy Mayor respectively for the 2013/14 Council year.

The Councillors representing the three wards from 27 October 2012 onwards are listed opposite.
Councillors

2012-16 Council

**Buckley Ward** Aberfeldie | Essendon | Essendon Fields | Essendon North | Niddrie | Strathmore | Strathmore Heights

**Cr Jan Chantry** (Mayor from 29 October 2013)
jchantry@mvcc.vic.gov.au

**Cr Paul Giuliano**
pgiuliano@mvcc.vic.gov.au

**Cr Narelle Sharpe**
nsharpe@mvcc.vic.gov.au

**Myrnong Ward** Ascot Vale | Flemington | Moonee Ponds | Travancore

**Jim Cusack**
jcusack@mvcc.vic.gov.au

**Cr Nicole Marshall** (Deputy Mayor from 29 October 2013)
nmarshall@mvcc.vic.gov.au

**Cr Cam Nation**
cnation@mvcc.vic.gov.au

**Rose Hill Ward** Airport West | Avondale Heights | Essendon West | Keilor East

**Cr Shirley Cornish**
scornish@mvcc.vic.gov.au

**Cr John Sipek**
jsipek@mvcc.vic.gov.au

**Cr Andrea Surace**
asurace@mvcc.vic.gov.au
Executive Team

As at 30 June 2014

Neville Smith
Chief Executive
Neville was appointed as the Chief Executive in November 2010. Prior to this, he was the Chief Executive of the City of Melton for a period of nine years. Neville previously held the position of general manager for Shire of Macedon Ranges (formerly the Shire of Romsey) prior to his role at the City of Melton. Neville also has experience in the private sector having worked with mining and civil construction industries and a private building company in his earlier career. He also worked with State Government authorities.

Having worked over a range of sectors gives him a broad knowledge of the breadth of our community.

Neville is a professional engineer holding a Diploma of Management and Municipal Engineering, a Graduate Certificate in Water Engineering and a Graduate Diploma in Building Surveying.

Bryan Lancaster
Director City Works and Development
Bryan has over 37 years experience in local government, having worked for metropolitan, regional and rural councils. He also worked for a period with Boral Asphalt. Most recently he held the position as Director Asset Management at Yarra City Council and was responsible for the formation of this new division and setting the strategic direction in managing a $1.1 billion asset portfolio. During his career he has been responsible for overseeing the full range of council services including a role as the Director responsible for provision of community services. Bryan is a qualified Civil Engineer and has an additional post-graduate qualification in Municipal Engineering.

Areas of responsibility:
- Capital works and asset management
- Infrastructure maintenance
- Waste management and street cleansing
- Transport planning
- Traffic and parking management
- Road safety
- Town planning permits
- Land use and development
- Heritage controls
- Moonee Valley Planning Scheme

Angela Walter
Acting Director Corporate Services
Angela has worked in both State and Local Government in Victoria and New South Wales for 15 years. She has a Bachelor of Arts with a major in Environmental Management, Graduate Diploma in Public Relations and a Graduate Certificate in Business Management. Angela’s substantive role in 2013/14 was Manager Communications. Angela was given the opportunity to act in the role of Director Corporate Services in May and June 2014.

Areas of responsibility:
- Financial services
- Rates and valuations
- Local laws
- Building, health and property services
- Governance
- Councillor support
- Communications
- Human Resources
Scott Widdicombe
Executive Manager
Environment and Lifestyle
Scott’s career spans more than 28 years in local government and private sectors. His expertise and experience covers the management of public open space and natural environments, leisure and recreation services, urban design, economic development, health and contemporary cultural services. Scott has qualifications in Horticulture and Arboriculture, along with an Advanced Diploma in Business Management and a Graduate Certificate in Applied Business.
Areas of responsibility:
• Parks, gardens and public spaces
• Arts, culture, festivals and events
• Recreation, sport and leisure
• Community facility planning
• Economic development
• Urban design and landscape architecture
• Environment and climate change
• Community halls

Anthony Smith
Acting Executive Manager
Citizen Services and Information Management
Anthony has 27 years of local government experience and 32 years’ experience in financial management. He previously held the position of General Manager Corporate Services at the Cities of Greater Geelong and Stonnington. Anthony has a Bachelor of Business (Administration) and a Graduate Diploma in Accounting. Anthony’s substantive role is Director Corporate Services. Anthony was given the opportunity to act in the role of Executive Manager Citizen Services and Information Management in May and June 2014.
Areas of responsibility:
• Citizen services
• Libraries and learning
• Community development
• Youth services
• Flemington Neighbourhood Renewal
• Community grants
• Community partnerships and sponsorships
• Performance planning and reporting
• Information Technology
• Records management

Tony Ball
Executive Manager
Community Services
Tony was appointed to the position of Executive Manager Community Services in March 2011. He has worked in Local Government since 1988 in the Community Services field. He holds a Diploma of Youth Work, Bachelor in Youth Affairs, Graduate Diploma in Human Services Research and a Diploma of Business Management.
Areas of responsibility:
• Childcare and family day care
• Community transport
• Disability services
• Family services
• Food services
• Healthy ageing
• Home care and personal care
• Home maintenance
• Integrated learning and development for children
• Kindergarten
• Maternal and Child Health
• Men’s Shed
• Municipal Early Years Plan
• Neighbourhood centres
• Respite care
• Municipal recovery management
Organisational Structure

As at 30 June 2014

Chief Executive
Neville Smith
Planning Framework

At the start of each Councillor term (every four years), Council sets out the strategic direction and priorities through the Council Plan. Council adopted the Council Plan 2013-17 on 25 June 2013.

The Community Vision informs Council’s direction within its policy-making, planning and resource allocation responsibilities.

The Council Plan sets out strategic directions and priorities for the next four years in all program areas. The Council Plan consists of five themes, which are:

- Friendly and safe: a community where people feel connected and safe.
- Green, clean and beautiful: a sustainable environment for future generations.
- Sustainable living: clear direction for growth and development of the city.
- Vibrant and diverse: opportunities for all.
- Excellence in governance: dynamic, effective and accountable.

Each theme comprises:

- Four or five strategic objectives that describe the outcomes Council seeks to achieve.
- Strategies for achieving the objectives.
- Strategic indicators for monitoring the achievement of the objectives.
- The services that Council provides that contribute to the outcomes.
- The strategies and policies that contribute to the outcomes.

The Council Plan includes a Strategic Resource Plan that sets out the resources, both financial and non-financial, required to achieve the objectives. The Council Plan supports accountable and transparent reporting of achievements towards community goals.

Major initiatives are developed annually towards achieving the themes in the Council Plan. In addition, annual work plans for each department are developed with actions that are linked to the themes, strategic objectives and strategies of the Council Plan.

This integrated planning process enables:

- alignment of service delivery with organisational goals
- a focus on achieving long-term objectives
- effective allocation and utilisation of resources
- a mechanism to review and measure results against objectives

Council’s planning framework ensures a consistent and clear strategic approach for the organisation so that long-term outcomes are achieved, and supports accountable and transparent reporting of achievements towards community goals.
In 2035 Moonee Valley will be a city of clean, green and beautiful, vibrant, diverse and sustainable communities that people experience as friendly and safe to live in.