Moonee Valley City Council

Advocacy Strategy
2018-21
Advocacy Strategy 2018-21

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Introduction

One of the primary roles of Local Government is to provide leadership to the local community through advocacy. The Local Government Act 1989 sets out the role of councils which includes “advocating the interests of the local community to other communities and governments.” Advocacy is undertaking actions that seek to influence those with power and authority to act in certain ways. In a Local Government context it is most often seeking to get the support of State and Federal Governments for services and infrastructure that Council believes are a high priority for their community. It can mean listening to and strongly representing the views and needs of the community, seeking funding or support for major projects and even raising awareness of issues to create change. The main goal of Council’s Advocacy Strategy 2018-21 is to do all of these things in a strategic way to obtain positive outcomes for Moonee Valley today and into the future.

Advocacy is such an important activity for Council because it often does not have the resources or means as one organisation to achieve everything it wants for the community. Advocacy helps to secure partnerships and support from other levels of government, agencies and organisations.

Objectives

This document outlines key advocacy priorities Council is committed to focusing on as part of its advocacy strategy over the next three years. The projects identified in this document align with the themes and objectives of the Council Plan 2017-21 and the draft MV2040 strategy which sets out the long term vision for the city.

Many of the projects in the agenda relate to the way Moonee Valley is changing and growing in response to Melbourne’s population growth. In line with Victorian Government policy, Moonee Valley is and will continue to take on a percentage of this growth, which brings with it both challenges and opportunities. All councils face similar challenges and it is important to recognise that Council cannot, and does not, act alone - but works in partnership with all areas of society and other levels of government to deliver on the vision for the future.

Council continuously works with other levels of government, agencies and organisations to achieve its goals for the city and the community. The projects identified in the Strategy are not the only advocacy issues for the Moonee Valley Council and community. Work will continue on a number of other advocacy issues as outlined in the Council Plan 2017-21, draft MV2040 strategy and adopted policies and strategies as usual. However the upcoming Victorian election in November 2018 and the Federal election due to be held by May 2019, present a significant opportunity to gain the support of other levels of government to deliver on key advocacy priorities. This context has informed the Advocacy principles which guided the development of the Strategy.
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Advocacy Principles:

- The priorities have been identified in the Council Plan 2017-21, the draft MV2040 strategy, and other policies, plans and strategies adopted by Council.
- The priorities are realistic and attainable, in the short to medium term. We will stage or breakdown bigger priority projects.
- The priorities have a clear community need and benefit and are backed up by evidence.
- The priorities have broad community support.
- The priorities align with those of state and federal government and Council will seek to work in partnership with other levels of government to deliver these priorities.
- Council has indicated the resources it will commit to these priorities as a partner.
- Council will also work with other advocacy organisations and local community groups where our interests align, to build support for our priorities.

Advocacy activities:

Council will undertake a variety of activities to deliver our advocacy objectives. These activities will be undertaken by council officers, the executive team and Councillors as appropriate. Activities may include:

- Developing partnerships with key stakeholders, local and regional organisations, and peak bodies whose interests align with the Advocacy Strategy objectives.
- Liaising with government bodies and departments to develop partnerships, gain support to deliver projects, and influence policy.
- Promoting the advocacy priorities to local Members of Parliament, state and federal ministers, shadow ministers, opposition and cross bench members, and local state and federal election candidates.
- Aligning Council activities and participating in the advocacy work of peak bodies and regional organisations including the Municipal Association of Victoria (MAV) and Victorian Local Governance Association (VLGA).
- Making submissions to government and parliamentary enquires to advance the goals of the Advocacy Strategy.
- Identifying and applying for grants to secure funding in order to deliver the advocacy priorities.
- Undertaking public campaigns and producing collateral to raise awareness of the issues in the community and encouraging their involvement in advocacy efforts.
- Engaging with media on advocacy priorities.

Monitoring and evaluation

Over the next three years, Council will ask other levels of government as well as various agencies and organisations to join in developing and delivering these vital projects. The strategy is designed to be a live document and remain relevant as work on the advocacy priorities develops. Council will monitor progress towards delivery of these priorities on an ongoing basis, with regular updates provided to Council and the community through Council reports and a formal annual review.
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Advocacy priorities:
As a result of applying the advocacy principles outlined above, the following advocacy priorities have been identified in the Strategy:

- Flemington Community Hub
- East Kellor Leisure Centre
- Riverside Golf and Tennis Centre
- Moonee Ponds Junction and bus interchange
- Maribyrnong River bridge (Raleigh Road) pedestrian and cycling infrastructure
- Moonee Ponds Creek revitalisation
- Increased tree canopy
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Flemington community hub

Advocacy request

Council is seeking $20 million to support the delivery of a vibrant new community hub at Debneys Park. The multipurpose hub would include space for education and learning, health and social services, recreation and sports (including provision for two multi-purpose indoor courts), social enterprise, employment and business support, cultural events, art spaces, and youth friendly spaces. Council will match this funding with a $20 million contribution towards its completion. The location and development of the new hub will not result in the net loss of open space.

Timeframe: Short-term

Community need

The Flemington community and the surrounding area is experiencing rapid population growth. The Victorian Government’s Flemington Public Housing Renewal Program is expected to almost double the population on the estate alone to close to 3,800 people, and the population of Flemington expected to almost double to 15,665 by 2036. A further 15,000 people are also expected to move into the neighbouring Arden-Macaulay in the coming years. New community infrastructure is vital to meet the needs of this growing community into the future.

The new Flemington Community Hub would incorporate sports facilities including capacity for two indoor netball and basketball (highball) courts. Moonee Valley is the only municipality in greater Melbourne without a competition compliant highball facility and there is strong community demand, particularly to support the growth of women’s sport in the municipality.

There is an existing community centre located near the Flemington Housing Estate, which supports a range of community services and activities. Demand for most services is high, with significant patronage from Flemington housing estate residents. However the building is old and at the end of its useful life. It is already struggling to meet the existing community need. A new modern facility, in a more accessible central location is needed to continue and expand this vital service delivery, while benefiting the whole Flemington community.

Strategic justification

Council believes a new state of the art community hub is needed to achieve the Victorian Government’s goal for the Flemington Public Housing Renewal Program to deliver ‘vibrant, integrated mixed tenure communities which create greater opportunities for health, employment and education.’

The Victorian Government has also invested heavily in the future job opportunities and economy of Flemington community through the Flemington Revitalisation project. A new modern community hub will provide spaces for the creation of new social enterprises and micro-businesses to boost the local economy, and create lasting alternative employment pathways, particularly for young people, which aligns with the State Government’s stated objectives for the Flemington housing estate residents and the whole community.
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The Flemington Community Centre: Community infrastructure needs assessment, prepared by Capire Consulting for Council in 2014 identified that the following community infrastructure and services are required to meet the future needs for the residents in Flemington and Travancore:

- childcare
- formal meeting spaces
- informal meeting spaces
- youth specific spaces and programs
- lifelong learning program space
- library outreach services
- consultation space for outreach services

Moonee Valley City Council strategies:

- Council Plan 2017-21, themes:
  - Friendly and safe
  - Clean, Green and Beautiful
  - Vibrant and diverse
- Draft MV2040 strategy, themes:
  - Fair

Victorian Government strategies:

- Plan Victoria, outcomes:
  - Melbourne provides housing choice in locations close to jobs and services
  - Melbourne is a city of inclusive, vibrant and healthy neighbourhoods
- Active Victoria

Council commitment and community support

Council is strongly committed to the delivery of this infrastructure. It has begun work of the concept designs and is proposing to commit $150,000 in the draft Annual Budget 2018/19 for the preliminary design and investigation works.

The total cost estimate for the new facility is $40M. Council is seeking matched funding support.

The community was extensively consulted to inform the draft MV2040 strategy, which sets out the long term vision for the city. The Flemington Community Hub was drawn from the community’s ideas and has been identified as a ‘Big Idea’ for the neighbourhood which will transform Flemington.

Key supporters and partners

- Essendon District Netball Association
- Netball Victoria
- Basketball Victoria
- Newmarket Phoenix Soccer Club
- Moonee Valley Cricket Club
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<table>
<thead>
<tr>
<th>East Keilor Leisure Centre</th>
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<tr>
<td>Advocacy request</td>
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<tr>
<td>Council is seeking $10 million for the $49.9 million redevelopment of the East Keilor Leisure Centre into a vibrant community hub and to establish the precinct for future recreation and leisure needs. Council will commit the $39.9 million needed to complete the project.</td>
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<tr>
<td>Timeframe: short-term</td>
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<tr>
<th>Community need</th>
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The East Keilor Leisure Centre plays a pivotal role in catering for the health and wellbeing of the residents in the northern sector of the municipality. The East Keilor Leisure Centre was originally built in the 1950s. Over the years it has been improved and upgraded but the condition of such an old facility and particularly the pools will soon be beyond repair. In addition, the centre now has an outdated layout and poor accessibility and no longer meets the needs of our community. A new modern facility which is fully accessible, and includes rehabilitation (hydrotherapy pool) and dedicated children’s aquatic play space is vital to meet the changing needs of our community, particularly, families, people with disability, and our aging population.

<table>
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<tr>
<th>Strategic justification</th>
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The redevelopment of the East Keilor Leisure Centre is a key priority to deliver on Council and both the Victorian and Australian Government’s shared commitment to supporting active communities. It has been identified as a key priority across a number of Council’s strategies including the Council Plan 2017-21, draft MV2040 strategy, and Aquatic Leisure Centre Plan.

Moonee Valley City Council strategies:
- Council Plan 2017-21, themes:
  - Friendly and safe
  - Vibrant and diverse
- Draft MV2040 strategy, themes:
  - Fair
  - Thriving
- Leisure Strategy 2013-2023
- Aquatic Leisure Centre Plan
- East Keilor Leisure Centre Feasibility Study

Victorian Government strategies:
- Active Victoria
- Healthy Choices Policy – Policy guidelines for sport and recreation centres
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Council commitment and community support

Council is strongly committed to the redevelopment of the East Keilor Leisure Centre and has commenced the detailed design for the project. The total cost estimate for the new leisure facility is $49.9 million. Council’s proposed draft Annual Budget 2018/19 includes $1.1 million for works including the completion of design and documentation for the project. Planning for the project has commenced with the appointment of Peddle Thorp Architects to lead the design.

Council undertook extensive community consultation on the planned redevelopment in 2015. It is a well-loved facility and the community is passionate about the project. There will be opportunities for the community to provide further feedback as the design progresses.

Key supporters and partners

- East Keilor Leisure Centre Redevelopment Community Reference Group – the group is comprised of local residents and a representative of Essendon Keilor College along with Council officers.
- East Keilor Leisure Centre Steering Group – the group includes representatives from Sport and Recreation Victoria alongside Council officers.
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Riverside Golf and Tennis Centre

Advocacy request

Riverside Golf and Tennis Centre
Council is seeking $1.5 million of funding for a $6 million upgrade and expansion of netball and other sports facilities at Riverside Park Golf and Tennis Centre (Riverside). The new infrastructure would include 16 new courts (replacing the existing seven completion non-compliant courts) and the ancillary infrastructure needed to support competition and training including dedicated player and spectator features. It would also include a new community sports pavilion which would provide appropriate change rooms for female players and other facilities to support the growth of netball participation as well as tennis, and golf at Riverside. The Victorian Government have already committed $1.5 million of funding towards the project. Council will commit $3 million of matched funding towards the completion of the project.

Timeframe: Short-term

Community need

Netball is one of the most popular sports in Moonee Valley and participation rates are only growing and are expected to increase by over 40 per cent by 2041. However there is insufficient netball infrastructure to meet demand for junior and senior competition, and many of the tennis facilities are also at capacity.

The Riverside Golf and Tennis Centre is a popular sports venue attracting over 80,000 visitations across its golf, netball and tennis facilities each year. However the existing infrastructure is ageing and needs to be updated to meet the community’s needs. The existing seven multi-use netball and tennis courts at Riverside Golf and Tennis Centre are not competition compliant and are in poor condition.

Many players and families travel out of the municipality to play netball which has economic as well as social impacts for the community. The Victorian Government is committed to a major redevelopment of the State Netball and Hockey Centre in Parkville. According to Netball Victoria, 37 per cent of netball participants that use the State Netball Hockey Centre, reside in the City of Moonee Valley. This makes Moonee Valley the perfect place to invest in netball infrastructure to facilitate the temporary move of training and competition from the State Netball and Hockey Centre, once the construction phase of the project begins.

Strategic justification

There is insufficient sports infrastructure in Melbourne’s western suburbs, particularly to support women’s participation. Investing in netball infrastructure in Moonee Valley is a priority to deliver on Council and both the Victorian and Australian Government’s shared commitment to supporting active communities and increasing women’s participation in sport.

The need for a new community sports pavilion and multi-purpose courts was identified in the Riverside Golf and Tennis Centre Master Plan. The draft MV2040 strategy which sets out our long term vision for the city, also identifies a new community sports pavilion and new netball courts at Riverside as a ‘Big Idea’.
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Moonee Valley City Council strategies:

- Council Plan 2017-21, themes:
  - Friendly and safe
  - Vibrant and diverse
- Draft MV2040 strategy, themes:
  - Thriving
- Leisure Strategy 2013-2023
- Sports Development Plan 2014-2023
- Fairbairn Park Master Plan
- Riverside Golf and Tennis Centre Master Plan

Victorian Government strategies:

- Active Victoria

Council commitment and community support

There is a strong and passionate netball community in Moonee Valley who are pushing for greater investment in netball infrastructure, particularly to support the participation of women and girls in sport.

Council is committed to providing upgraded netball and other sports facilities at Riverside. It has begun planning for the removal of the existing courts and the design and construction of the new multi-purpose courts. Council has been working closely with Netball Victoria and Sport and Recreation Victoria to advance the project. The Victorian Government have already committed $10,000 towards the feasibility study and a further $1.5 million of funding towards the construction of the netball courts. Council is proposing to commit $2.1 million towards construction in the draft Annual Budget 2018/19 towards the project.

The community was consulted extensively to develop the Riverside Golf and Tennis Centre Master Plan which identified the need for a new pavilion and new tennis and netball courts. Council will be undertaking further consultation with stakeholders and the community to seek their input on the configuration of the new courts and to develop the designs for the new infrastructure.

Key supporters and partners

- Netball Victoria
- Basketball Victoria
- Essendon District Netball Association
- Keilor Basketball Association
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Moonee Ponds Junction and bus interchange

Advocacy request

Council is seeking a commitment to improve the operation, safety and accessibility of the Moonee Ponds Junction and the bus interchange.

Timeframe: Medium-term

Community need

The Moonee Ponds Junction is a busy intersection and a key transport interchange for buses and trams. The complexity of the current seven way intersection is unsustainable and unsafe, slowing traffic movements through the area and presents a critical barrier to cycling and pedestrian movement in the activity centre.

The Moonee Ponds Junction is the worst location in Moonee Valley for pedestrian crashes and the third worst in the state. Accident data shows that of the 14 reported traffic accidents in the Moonee Ponds Junction area between January 2013 and April 2016, half of them occurred at the transport interchange and half of these involved pedestrians being struck.

There is a substantial volume of new development planned within the Moonee Ponds activity centre in the short to medium-term future. These developments are situated to both the east and west of Moonee Ponds Junction. The volume of pedestrians, cyclists and public transport users accessing the Junction bus and tram interchanges as well as the Moonee Ponds Station and the Moonee Ponds Creek Trail is expected to increase significantly. Improving the operation and safety of the Junction is vital to make sustainable travel options as appealing as possible to reduce the impact of these developments on the surrounding road network.

While the tram interchange was upgraded in 2016, the bus interchange remains particularly unsafe for pedestrians and is not Disability Discrimination Act compliant. The movement, through the bus interchange leading to Hall Street is dangerous for pedestrians. Traffic signage is ignored, leading to illegal movements, including entering the bus interchange from the wrong direction which is extremely dangerous.

Upgrading the Moonee Ponds Junction will help transform the activity centre into a vibrant, safe and pedestrian-friendly area with improved public transport services, better pedestrian facilities, and less traffic congestion.

Strategic justification

Upgrading the Moonee Ponds Junction is a priority project in the Moonee Ponds Activity Centre Structure Plan. This plan was developed in line with Melbourne 2030, the Victorian Government’s policy for managing development and population growth. The project remains a priority to meet the goals of Plan Melbourne to improve public transport with the expectation that the majority growth is accommodated in activity centres such as Moonee Ponds.
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The draft MV2040 strategy, which sets out our long term vision for the city, identifies ‘improving the operation of the Moonee Ponds Junction and the bus interchange, as a ‘Big Idea.’

Council’s Walking and Cycling strategy 2012-2022 identified improving accessibility and safety at the Moonee Ponds Junction and the bus interchange as a key priority for the community.


**Moonee Valley City Council strategies:**

- Council Plan 2017-21, themes:
  - Friendly and safe
  - Sustainable living
- Draft MV2040 strategy, themes:
  - Connected
- Moonee Ponds Activity Centre Structure Plan
- Disability Action Plan 2014-2023
- Walking and Cycling strategy 2012-2022

**Victorian Government strategies:**

- Plan Melbourne
- Towards Zero 2016-2020, Victoria’s road safety strategy and action plan
- Absolutely Everyone, State Disability Plan 2017-2020
- Accessible Public Transport in Victoria action plan 2013-2017

**Australian Government strategies:**

- Disability Standards for Accessible Public Transport 2002

**Council commitment and community support**

Significant work has been done over the years to scope different design options for the project. Council is committed to working with Transport Victoria, VicRoads, and Public Transport Victoria and other key stakeholders to develop design solutions to improve the operation, safety and accessibility of the Moonee Ponds Junction and the bus interchange. Council is proposing to commit $20,000 in the draft Annual Budget 2018/19 towards a preliminary feasibility study.

The community was consulted extensively to develop the draft MV2040 strategy, the Moonee Ponds Activity Centre Structure Plan and the Walking and Cycling strategy 2012-2022 and identified improving the operation of the Moonee Ponds Junction and bus interchange as a key priority.

**Key supporters and partners**
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- Bus Association Victoria (BusVic)
- Tullamarine Bus Lines
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**Maribyrnong River bridge (Raleigh Road) pedestrian and cycling infrastructure**

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<th><strong>Advocacy request</strong></th>
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<tr>
<td>Council is seeking a $350,000 commitment to widen the existing pedestrian footpath on the Raleigh Road bridge over the Maribyrnong River to improve safety and separate cyclists.</td>
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<td>Timeframe: short-term</td>
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<tr>
<td>Council is seeking a $5 million commitment to fund the development of a new separated pedestrian bridge parallel to the existing road bridge.</td>
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<td>Timeframe: medium-term</td>
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**Community need**

The Raleigh Road Bridge is a VicRoads asset and provides an important crossing of the Maribyrnong River for vehicles, trams, cyclists and pedestrians. The bridge currently carries significant volumes of east-west traffic and services nearby Highpoint Shopping Centre. It also forms a key link in pedestrian and bicycle commuting routes along the Maribyrnong River and into the CBD.

The existing pedestrian pathway on the road bridge is narrow and immediately adjacent to the roadway, without any physical separation. Often pedestrians need to step onto the roadway to pass others, in particular if there are prams or scooters. Cyclists are required to share the roadway with vehicles or share the narrow path with pedestrians. With trams also sharing the centre of the roadway, the Raleigh Road Bridge can become congested and dangerous for road users, cyclists and pedestrians.

The pathway is heavily utilised by both commuters and recreational walkers/joggers and cyclists visiting the Maribyrnong River. On average 2000-3000 people use the pedestrian path each day. The proposed development of the former Maribyrnong Defence Site and the expected population growth in the area will only strengthen the need for improved pedestrian and cycling infrastructure.

The Raleigh Road Bridge forms a key link in the 4km Maribyrnong walking and jogging circuit, which is acknowledged as one of Melbourne’s great walks. Providing a safe crossing for pedestrians and cyclists, while improving the efficiency of the road crossing for vehicles and trams is an essential project, required to improve connectivity across the river, enhance community safety and encourage community health and wellbeing through walking, jogging and cycling.

**Strategic justification**

Council's Maribyrnong River Master Plan identifies the Raleigh Road Pedestrian Bridge as a priority project. Council developed the master plan to provide a clear vision for the future short, medium and long term design, development and management of the area as the city undergoes housing and population growth. The master plan recognises and responds to the expected increase in demand on the parklands adjacent to the river that will require a substantial improvement in amenity and function.
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Implementing the Maribyrnong River Master Plan is a key priority for the Council Plan 2017-2021. Widening the footpath on the bridge was also identified as a priority project in Council’s Walking and Cycling strategy 2012-2022.

Providing a safe crossing for pedestrians and cyclists is a vital project to meet Council and the Victorian Government’s shared goal of encouraging community health and wellbeing through walking, jogging and cycling.

**Moonee Valley City Council strategies:**
- Council Plan 2017-21, themes:
  - Friendly and safe
  - Clean, green and beautiful
  - Sustainable living
- Draft MV2040 strategy, themes:
  - Connected
  - Beautiful
- Maribyrnong River master plan
- Walking and Cycling strategy 2012-2022

**Victorian Government strategies:**
- Plan Melbourne
- Victoria’s 30-year infrastructure strategy
- Towards Zero 2016-2020, Victoria’s road safety strategy and action plan
- Victorian Cycling Strategy 2018-2028
- Active Victoria

**Council commitment and community support**

Council is strongly committed to the project and has worked in partnership with VicRoads, Melbourne Water, Maribyrnong City Council and other agencies previously to develop detailed designs and costings for both the widening the existing pedestrian footpath on the Raleigh Road bridge and the construction of a new separated pedestrian and cycling bridge. Council proactively engaged the local community in the scoping and planning phases of the project and there is widespread support for this project and the benefits it will deliver.

Community consultation undertaken by Council on our Maribyrnong River Master Plan in 2011 revealed that ‘improving bridge connections for pedestrians and cyclists’ was the community’s highest priority for improvement to the river and its surrounding environment.
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### Moonee Ponds Creek revitalisation

#### Advocacy request

Council is seeking a $6 million commitment to fund the removal and revegetation of the concrete northern section of the Moonee Ponds Creek around Brosnan Crescent, Strathmore as a first step in a long term plan to revitalise and naturalise the Moonee Ponds Creek to create a healthy, biodiverse waterway and open space corridor.

**Timeframe:** Medium-term

Council is seeking support for a Moonee Ponds Creek catchment wide governance structure and planning controls to better plan for improvements to the catchment and creek corridor.

**Timeframe:** Short-term

Council is seeking a dedicated senior Moonee Ponds Creek project manager at Melbourne Water, to undertake the catchment and flood studies needed to drive the eventual revitalisation of the whole catchment. Council would continue to work in partnership with this role and invest resources in work across the Moonee Ponds catchment.

**Timeframe:** Short-term

Council is seeking an expansion of Melbourne Water's Reimagining Your Creek pilot project which funds the design and restoration of sections of existing waterways across Melbourne back to their natural form, to include Moonee Ponds Creek.

**Timeframe:** Short-term

#### Community need

The Moonee Ponds Creek is a place of recreation for the community and is a well-used cycle route. It is also one of Melbourne’s most urbanised and modified creek systems which reduces its open space amenity. The revitalisation project has the potential to reinvigorate the catchment as an attractive and well-loved destination, much like the Merri Creek is today.

The northern section of the creek at Brosnan Crescent was the last to be concreted in the 1970s and the community protest at the time ensured no further sections of the creek were concreted. This makes it an important symbolic project which could showcase world-class revitalisation.

Moonee Ponds Creek before naturalisation and artist impression of after naturalisation:
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With the impending impacts of climate change, urban consolidation and population growth the revitalisation project will help to address issues such as flooding and water pollution.

In particular, with the major urban renewal proposed at Arden Macauley, there is a pressing need to address flood risk from the creek. Arden-Macaulay sits in low-lying, flood prone land at the lower end of the catchment. Removing sections of concrete
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higher in the catchment will slow the water flow and increase permeability the water, reducing the flood risk.

Strategic justification

The revitalisation of the Moonee Ponds Creek is a priority project to meet Council and the Victorian Government’s shared commitment to create healthy and liveable cities. In particular it delivers on commitments to create climate adapted spaces, mitigate urban heat, improve the quality and access to public open space, provide active transport corridors, undertake flood management and create healthier waterways.

Council has undertaken extensive planning for the future of the creek in developing the draft Moonee Pond’s Creek master plan. Developing and implementing the plan is a key priority in the Council Plan 2017-21. Revitalising and naturalising the Moonee Ponds Creek to create a healthy, biodiverse waterway and open space corridor has also been identified as a ‘Big Idea’ in Council’s draft MV2040 strategy which sets out our long term vision for the city.

Moonee Valley City Council strategies:
- Council Plan 2017-21, themes:
  - Friendly and safe
  - Clean, green and beautiful
  - Sustainable living
- Draft MV2040 strategy, theme:
  - Green
- Draft Moonee Ponds Creek master plan
- Walking and Cycling strategy 2012-2022

Victorian Government strategies:
- Plan Melbourne
- Water for Victoria
- Maribyrnong catchment Healthy Waterways Strategy
- Victoria’s 30 Year Infrastructure Strategy

Council commitment and community support

Council has demonstrated a strong commitment to the project. Over the last two years, Moonee Valley and its partners at Moreland City Council and Melbourne Water have invested considerable resources in developing the draft Moonee Ponds Creek Master Plan, undertaking extensive consultation with the community, and working through the Moonee Ponds Creek Collaboration Group to plan for the creek’s future.

There is strong community buy-in to this project, with 18 stakeholders working together through the Moonee Ponds Creek Collaboration Group over the past year. Collaboration Group members include:
- Melbourne Water
- City of Melbourne
- Moonee Valley City Council
- Moreland City Council
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- Hume City Council
- Friends of Moonee Ponds Creek
- Friends of Upper Moonee Ponds Creek
- Kensington Association
- Living Colour Studio
- Swinburne University
- RMIT
- Parks Victoria
- Yarra Valley Water
- Conservation Volunteers Australia
- Greening the West/City West Water
- Victorian Planning Authority
- Moonee Bicycle Users Group
- University of Melbourne PhD candidate
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<th>Increased tree canopy</th>
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<td><strong>Advocacy request</strong></td>
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| Council is seeking the creation of new funding opportunities and support from the Victorian and Australian governments for urban greening projects, and increased tree canopy initiatives to assist Council to meet its goal to increase tree canopy cover to 30 per cent by 2040. This may include:  
  - Funding for tree planting on Council land  
  - Policy initiatives to extend canopy coverage along key corridors such as waterways and active transport routes managed by a variety of government agencies.  

  **Timeframe:** Short-term  

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<th>Community need</th>
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| People in Moonee Valley place a high value on the city’s tree-lined streets, private and public gardens, open spaces and natural environments. These green assets contribute greatly to the city’s character and play critical roles in cooling our city, filtering air and stormwater and enhancing ecology.  
  
  As the city faces the combined pressures of a growing population, a hotter, drier urban environment and more extreme weather, Council wants to halt the decline in canopy cover and significantly increase tree and other vegetation cover. Enhancing our urban forest provides much needed shade and cooling for occupants of buildings, encourages recreation, walking, cycling and attracts people to local shopping strips.  
  
  The urban forest is critically important to both mental and physical health as these cool, green environments encourage people to recreate and socialise outdoors, to walk, cycle and spend time at their local shops and in nature. A healthy urban forest is one of the most effective ways to mitigate urban heat and as a result improve health outcomes in the community.  
  
  The urban forest includes all trees and vegetation across Council managed land, private properties and land held by other government agencies. Maintaining and expanding this community asset requires coordinated effort and support from other levels of government as well as Council and residents.  

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| Melbourne’s western suburbs, including Moonee Valley, are experiencing rapid population growth. These areas also have the lowest tree canopy coverage in Victoria. As the population increases, so too does pollution, heat stress and pressure on the environment.  
  
  Increasing tree canopy coverage in the municipality and providing greater funding opportunities for tree planting is vital to meet Council, the Victorian and Australian Government’s shared commitment to create healthy and liveable cities. In particular it delivers on commitments to create climate adapted spaces, mitigate urban heat,
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improve the quality and access to public open space, and provide active transport corridors.

Increasing the tree canopy cover is a key strategy in the Council Plan 2017-2021 and Council’s Walking and Cycling Strategy 2012-2022.

Through the draft MV2040 strategy, Council has proposed an ambitious target to increase tree canopy cover from around 11 per cent currently, to 30 per cent by 2040 in order to maximise the many benefits provided by an urban forest. This target poses a challenge and will require a significant and coordinated effort across Council land, the private realm and land held by other government agencies. Council’s draft Urban Forest Plan 2018-2022 outlines the actions to be taken over the next four years to work toward achieving our target.

Council, along with other western councils and key Victorian and Australian government agencies are partners in the Greening the West initiative which has set a target to double tree canopy cover in the west by 2050.

Infrastructure Victoria’s 30 year Infrastructure Strategy sets targets for Increasing the amount and quality of green infrastructure in urban settings.

Resilient Melbourne is currently drafting the Metropolitan Urban Forest Strategy which aims to extend and link existing urban greening, reforestation and nature initiatives across Melbourne.

Moonee Valley City Council strategies:
  - Council Plan 2017-21, themes:
    - Clean, green and beautiful
  - Draft MV2040 strategy, theme:
    - Green
  - Draft Urban Forest Plan 2018-2022
  - Walking and Cycling strategy 2012-2022
  - Draft Tree Management Plan 2018-2012

Victorian Government strategies:
  - Plan Melbourne
  - Victoria’s 30 Year Infrastructure Strategy

Australian Government strategies
  - National Climate Resilience and Adaptation Strategy

Council commitment and community support

Council is committed to growing and protecting our urban forest and working with other levels of government to maximise the opportunities on public and private land and across Moonee Valley. It is establishing an ambitious target to increase tree canopy cover to 30 per cent by 2040 through the draft MV2040 strategy which sets out the long term vision for the city. Council proposes to increase its annual street tree planting program by 28 percent to $640,000 in the draft Annual Budget 2018/19. We
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are also proposing to commit $90,000 for our Neighbourhood Greening program which provides planting works in our parks and open spaces.

Council consulted the community extensively to develop the Council Plan 2017-21 and the draft MV2040 strategy. Residents value highly the amenity, cooling and character that trees provide to their streets, parks and neighbourhoods. The community also expressed concern that pressures from development and competing infrastructure is leading to a loss in trees.