

About Moonee Valley

Moonee Valley is an inner metro municipality, located between four and 13 kilometres from Melbourne's CBD.



The city is primarily established residential, with significant commercial hubs. It encompasses a total land area of about 44 square kilometres, has a population of over 118,000, and around 47,000 households.

The area has a diverse community with more than one in five people being born overseas in countries where English is not the first language. The main groups have migrated from Italy, India, Vietnam and Greece, and there is a growing community of

newly arrived refugees from African countries.

There is also a wide diversity in age groups with almost 30 per cent of the population aged between 20 and 39 years, and a fast growing ageing population, with over 20 per cent being 60 years or older.

More than 10,000 businesses are located in Moonee Valley, many of which are small companies with fewer than five employees. Home ownership and median household income are higher than

the metropolitan average, while unemployment is significantly lower.

Moonee Valley has great access to a range of transport modes including Tullamarine and Essendon Airports, the Craigieburn and Flemington railway lines, bus and tram networks, and major roads including CityLink and the Calder and Tullamarine freeways.

The good transport links and proximity to Melbourne's CBD has meant that Moonee Valley's population has been steadily increasing in recent years, particularly in designated activity centres and key transport corridors.

Major features of the city include:

- Essendon Airport
- Moonee Valley Racecourse
- Queens Park in Moonee Ponds
- Maribyrnong River and Moonee Ponds Creek, including various parklands, walking and cycling trails
- A new employment precinct covering Essendon Fields and Airport West Activity Centre which is expected to generate 25,000 new jobs into the future.

Mayor's Message

Moonee Valley is a city in transition with a growing population and exciting future.



Moonee Valley enjoys a unique location that borders the Melbourne CBD and has great access to the beautiful Maribyrnong River, two airports, major freeways and a range of public transport services. It also means our area acts as the gateway for transport in and out of Melbourne's centre and the port, particularly for those living in the outer north and west which are some of Melbourne's fastest growing areas.

All of which makes our city a desirable place to live and more and more people are choosing to move here. In order to responsibly guide this transition we need to have in place long-term and robust plans to manage growth, while also working to protect more traditional residential areas and those areas that have heritage character and value.

These plans include consolidating growth around key activity centres where there is good access to public transport, shops, services and jobs.

As our fellow inner city councils know, the challenges of this growth include the need to increase community services to match population growth, making sure our increasing population has open space and places

to be active and enjoy the outdoors, advocating to State Government and transport providers to keep up with public transport demand, and managing an increasing number of cars coming into and through the municipality.

This change also brings with it positive outcomes like increased investment in infrastructure, better housing affordability to enable young and ageing people to stay in the area, an expanding business sector and local employment pool, and a more active community as people become less car dependant by living closer to services and transport options.

We know that change is not easy and have been working hard to ensure residents are kept informed, involved and understand the

bigger picture. There has been strong community collaboration in projects that will have a long-term impact like Moonee Valley Racecourse's Proposed Master Plan and the proposed East West Link road project. We recently adopted an Advocacy Agenda where we can partner with others to create opportunities for our residents, such as the recently announced Essendon Fields and Airport West Employment Precinct, which has the potential to create 25,000 jobs.

As our city continues to grow and change, Moonee Valley City Council will work hard to ensure our services rise to meet the needs of our community now and into the future.

**Cr Jan Chantry
Mayor**

Advocating for better outcomes

One of the primary roles of Local Government is to provide leadership to the local community through advocacy.

As Moonee Valley continues to grow and evolve the pressure for improved infrastructure, new and upgraded facilities, and improved community

services is increasing. As we can't deliver these alone, we are actively seeking partnerships and support from other levels of government, private

organisations and the community to deliver vital projects to our area.

To help us achieve our objectives, we recently developed an Advocacy Agenda that provides a proactive, strategic and ambitious three-year framework to manage the challenges and capitalise on the opportunities of our growing city.

Since adopting the agenda we have been busy meeting with ministers, advocating on community issues and achieving positive outcomes.

As part of this agenda we worked closely with the Metropolitan Planning Authority about potential employment precinct locations. In March, the Minister for Planning

announced that Airport West and Essendon Fields were to become a new employment precinct. This initiative was a major objective highlighted in our advocacy agenda and will generate economic growth to Moonee Valley around 25,000 new jobs.

We continue to advocate on behalf of our community to mitigate the negative

impacts the East West Link road project will have on our municipality and are working hard to ensure positive community outcomes from a number of other major projects including the Moonee Valley Racecourse Master Plan, which proposes 1,000 new dwellings, and the CityLink-Tullamarine widening.

Growing Airport West and Essendon Fields

Council has successfully advocated to expand and grow Airport West and Essendon Fields into an exciting new aviation and employment precinct.

Launched by Minister for Planning Matthew Guy in March, the initiative has the potential to bring 25,000 new jobs to Moonee Valley within a vibrant business precinct focused on aviation, research, technology and retail.

Council has been committed to pushing the growth of this precinct through our Advocacy Agenda, Economic Development Strategy and the Airport West Structure Plan, all of which have strong links with the State Government's 'Plan Melbourne' and the Essendon Airport Master Plan.

The two precincts are already very successful and the plan is to build

and capitalise on what is already there.

Currently the two areas combined accommodate over 600 trading enterprises, including several head offices of nationally significant companies and account for 27 per cent of all jobs within Moonee Valley.

The initiative is a great example of how all levels of government can work together with businesses and the community to achieve positive outcomes that will benefit many families, locally and in the north of Melbourne.

The area is only 12 kilometres north west of Melbourne's CBD and has

great access to transport, roads, airports as well as a diverse local employment pool. The two precincts cover approximately 688 hectares with plenty of land and green field opportunities to grow and expand.

Council will continue to work closely with the local community, Essendon Airport and the Victorian and Federal Governments to bring the vision to life.

Essendon Fields was recognised as a suburb in 2008 and its importance to the north west is growing. Today the precinct provides 4,200 jobs compared to only 500 when the airport was privatised in 2001.



Mayor Cr Jan Chantry with Minister for Planning Mathew Guy and Essendon Airport CEO Chris Cowan

A community hub for all ages

With the opening of the new Avondale Heights Community Precinct Early Years Centre, Council moved a step closer to realising its long-term vision to create vibrant, all-ages community hub in Avondale Heights with a neighbourhood focus.

The \$2.475 million early years centre, funded by Council with the support of the State Government, was opened in March this year by Mayor, Cr Jan Chantry and the Hon Wendy Lovell MLC, Minister for Children and Early Childhood Development.

The new facility includes a double unit kindergarten with a landscaped play area and two maternal and child health consulting rooms. With population projections for young children in the area set to grow significantly over the coming years, the centre has increased the capacity of four-year-old kindergarten and three-year-old programs in the Avondale Heights area, providing spaces for 126 children.

Its location next to Avondale Heights Library and Learning Centre within the Avondale Heights Community Precinct allows families to access a variety of services in the one location.



The community precinct is an important project for Council and the community. It will grow over the coming years to include a piazza to function as a neighbourhood park, an outdoor youth space, a multipurpose facility for training, recreational, social and cultural activities, and

a cafe/kiosk.

This co-location of services will create a versatile hub with a range of integrated services, allowing our community to access the kindergarten, attend the maternal or child health centre, visit the library, participate in an event, go to a workshop or

catch up for a coffee.

With a 135-dwelling development proposed by Places Victoria and Australand for the adjacent land, the precinct is a proactive approach by Council to provide the growing Avondale Heights community with important services.

Planning for the future

Like many other councils, Moonee Valley has been wrestling with the difficulties of competing priorities, the need to plan for a growing population, maintain ageing assets and balance ever diminishing budgets.

As an organisation we needed a roadmap to show us how to get from where we are today to where we need to be in 10 years time, with minimal detours and adequate resources to make this happen.

Earlier this year, we decided to move away from decentralised planning with an annual cycle focus, to an integrated model with a 10 year cycle, to help balance immediate needs with those of the longer term.

This integrated service planning approach provides an organisation wide, strategic planning process that helps us to better understand each other's service issues and creates a system where we work together to prioritise and set direction for the short, medium and long term.

Planning for the long term will help us meet the service

demands of the future and ensure we deliver the right services in the right way and provide services that people will actually want 10 years from now.

The service plans will be reviewed in context of each other and through a range of filters, such as what the service will be doing in five and 10 years time, the estimated cost of delivering the service over that time, whether we can afford it, how we will manage change and whether we are investing resources in the most effective manner.

Based on these reviews, cross-Council issue papers with options and recommendations will be developed, together with long-term financial and capital works plans, and will form the basis of our Council Plan and Strategic Resource Plan for 2017 to 2021.

Big plans for Burley Griffin gallery

The Incinerator Gallery in Moonee Ponds is one of Victoria's significant architectural gems originally designed as a rubbish incinerator by internationally acclaimed architect Walter Burley Griffin. The heritage listed building is one of only six left in the country and the only remaining one in Victoria.

Council has recently embarked on an important campaign to advocate for proper recognition of the gallery's cultural and heritage significance and hopes to secure financial support towards its \$5 million plans for the building's preservation and refurbishment.

The gallery's importance to Council, the local community and businesses cannot be understated due to its potential to attract visitors who are interested in heritage, architecture and visual arts.

The incinerator was constructed in 1929 in response to community health concerns about the existing Essendon tip.

Arthur Fenton, mayor of the time, wanted a building "in keeping with the tone of the locality". Griffin's design philosophy fitted the criteria perfectly, as he believed that just because something has an industrial purpose doesn't mean it cannot exhibit stunning architecture.

The incinerator's original purpose of burning rubbish was abandoned in 1942. The building was used as Council's depot and store room up until the early '80s, when it was converted into a community theatre.

In 2004, it reopened as the Incinerator Arts Complex, dedicated to a range of multidisciplinary art forms. It became a dedicated visual arts gallery in 2011 with professionally curated exhibition spaces, a community access gallery, public programs and art workshops for children and adults.

Ultimately, it is an important facility that honours innovative architecture while embracing its new direction as an important arts venue and destination for Melbourne's north and west.

To that end, Council will continue to advocate for the gallery to gain public accreditation, so that it will attract national and international touring exhibitions.

From the Chief Executive

Doing more with less and planning ahead for a growing population is the challenge, and opportunity, facing us today.

At Moonee Valley City Council, we have a strong focus on community engagement and we continue to work hard to provide high quality community services that meet the needs and expectations of our diverse and growing population.

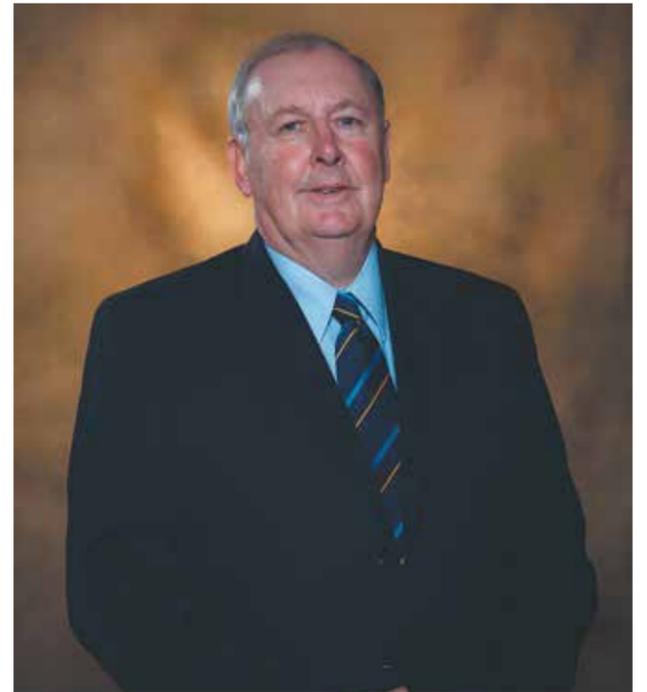
This is particularly challenging given our rapidly changing landscape where, in many areas, single dwelling blocks are being replaced with a more diverse housing stock of townhouses and units. In some areas we are starting to see applications for large developments above 20 storeys.

To keep up with this change and growing service demand we recently opened a new early years centre to provide integrated services for families, installed new technology into our five libraries, opened a new

centrally located youth centre, and undertook major upgrades to our open spaces and sporting facilities.

As our population grows we have continued to focus on the environment and sustainability to help Moonee Valley become a better place to live and work. Our work was recognised with a number of awards including the Premier's Sustainability Award for our innovative approach to public housing recycling. Our work in the treatment and reuse of stormwater continues through a new policy to formalise Water Sensitive Urban Design requirements as a key component of future planning applications.

Like other inner metropolitan councils, we are facing increasing pressure on traffic management and parking around the city. We



recently adopted a bold parking strategy that clearly communicated to residents and business our urgent need to change behaviour in relation to car dependency. We continue to push for improvement to public transport to reduce congestion and improve liveability, and we are taking an active advocacy role around the East West Link road project, from which our community will certainly be impacted.

Another major piece of work is our new Economic Development Strategy which provides a clear roadmap for sustainable, long-term economic growth for our city. Moonee Valley is very well positioned to drive economic growth in the west, particularly by attracting new businesses which can provide a greater range of services and employment opportunities.

Like all councils, we need to plan our annual budget diligently and strategically to ensure we can provide increased services as our local population continues to grow in an environment of declining levels of funding from other levels of government. Through our cross-organisational service planning initiative, we have started a process to better balance these competing demands and ensure we can afford to deliver the right services to our community now and into the future.

This is a significant period of change for Moonee Valley and this organisation will continue to work closely with residents and other stakeholders to harness this change for the benefit of our municipality and community over the long term.

Neville Smith
Chief Executive

Prioritising Water Sensitive Urban Design

Council recently introduced new Water Sensitive Urban Design (WSUD) requirements into the Moonee Valley Planning Scheme.

The Stormwater Management (WSUD) Policy requires development applications to demonstrate best practice when it comes to managing runoff including harvesting, treating and reintegrating stormwater into the landscape.

Urban development typically creates impervious surfaces – e.g. roads and roofs – which prevent water infiltrating into the ground and evaporating

(or transpiring) into the atmosphere, upsetting the natural water cycle and creating excess runoff. This deprives our urban landscape of the water it requires to stay cool, green and healthy and detrimentally affects downstream waterways through increased pollutants, runoff frequency and volumes.

The new policy will significantly combat these

issues and make better use of stormwater as a resource to improve the sustainability, liveability and health of our municipality. It will help create a city that is greener, more attractive and cooler, facilitating increased recreation, social interaction and resilience against climate change and improving habitat and urban ecology outcomes.

Moonee Valley is proud to be amongst the first

councils in Victoria to initiate such a progressive stormwater management planning policy to deliver these sustainability and liveability outcomes.

The policy applies to all land in the municipality where a planning permit application is made for new buildings, extensions to existing buildings which are 50 m² in floor area or greater, and subdivisions in a commercial zone.

Council also has an Environmental Sustainable Development Officer to help applicants meet the new policy requirements, which include incorporating onsite stormwater treatment into the design of a development using such measures as rainwater tanks, rain gardens, porous pavements, buffer strips, vegetated swales, sediment basins, wetlands, ponds, retarding basins and gross pollutant traps.

Public housing recycling a winner

Council's initiative to introduce recycling to State Government-managed public housing using community educators received the Premier's Sustainability Awards top honour and the Community Award late last year.

The Ascot Vale Housing Estate Household Recycling Project will hopefully dispel the belief that effective public housing recycling services are simply too hard and not worth attempting.

The project delivered recycling services to over 1,500 residents on the estate and, in its first six months, recovered nearly 50 tonnes of recyclables and drastically reduced litter on the estate.

Wingate Avenue Community Centre, in partnership with Council,

enrolled and trained 'community educators' of different backgrounds from the estate to deliver the community education program in multiple languages.

The educators held face-to-face conversations by door knocking households to explain the service and conducted fun and informal training sessions with local residents. This personal approach, together with effective signage and the distribution of education materials, ensured the

program's success.

The project has defied the many failed attempts to introduce public housing recycling. It provides a replicable model using targeted education, communication and the active engagement of culturally and linguistically diverse residents and lower socio economic status groups to generate behaviour change.

Another great outcome is that three people secured full time jobs as a direct result of the new skills gained from



participation in the project.

These and other recycling initiatives are delivering great results for our municipality.

The latest audit figures by an independent auditor showed that Moonee Valley's contamination rate was just

10.6 per cent, the lowest recorded contamination rate since the contract commenced in 2005.

Moonee Valley Festival goes viral

Every February thousands of people converge on Queens Park to enjoy the Moonee Valley Festival; the biggest event on the local calendar.



This year Council developed an ambitious social media campaign to help build community awareness and excitement in the lead up to the festival. We also hoped the event would increase the number of followers on our social media channels and encourage more meaningful community engagement.

Our online competition to get people thinking about, and sharing, what the festival means to them was a great success because every time someone created an

entry, it was seen by all their followers.

Entrants had to write one word on a balloon that describes the festival, take a photo and post it to Twitter, Facebook or Instagram with the hashtag #myMVFestival. To encourage involvement, 15 balloon stands were set up where residents could create an entry.

We received hundreds of entries and the top six words that surfaced were community, family, food, fun, diversity, unity.

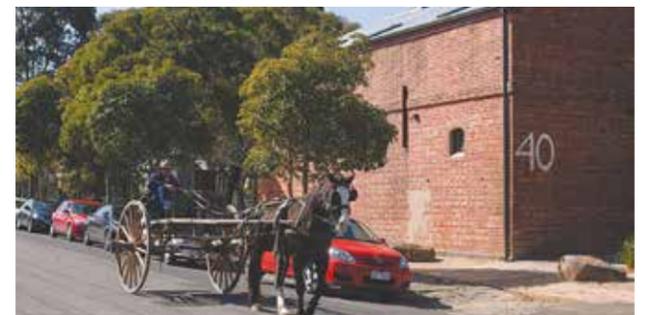
The competition was widely promoted across Moonee Valley, including on YouTube, our corporate website and external sponsors and supporters' Facebook and Twitter sites, which shared and retweeted entries.

When we counted the followers/subscribers to these online channels we found the total reach was 93,740 individuals. In addition to that, our paid Facebook advertisement reached 59,771 unique users (vs. organic or free reach - 14,872). All up this campaign reached a total of 153,511 people. On tracking the origins of clicks through to our festival webpage, we found that by far the highest number of visitors was from our Facebook advertisement.

The long-term benefits of our social media campaign allowed us to obtain a valuable insight into our community and their feelings on the festival, has enabled us to communicate Council's messages to a wider audience, created greater engagement with our followers, and developed stronger relationships with external supporters which will benefit future campaigns.

Crown Street Stables link to the past

Crown Street Stables is one of the oldest stable buildings in Moonee Valley; a municipality rich in racing history. Built in 1886 as part of a large private property, the stables were initially designed to lodge six horses. Since then the building is reported to have had many uses, including storing produce and accommodating the Light Horse Brigade during World War II.



Following intensive community consultation about the future of the recently restored stables, this historical community facility will function as a cafe offering training and job opportunities for people with a disability, and as a hall for hire for community programs and local engagement initiatives.

The Stables Learning and Development Centre, the working name for the social enterprise, will be run by Council's Aged and Disability Services team in partnership with registered training providers, disability services, employment outreach services and local groups.

Crown Street Stables is located within historical Coronet Park, one of Flemington's most popular public open spaces. The park has also recently undergone a major restoration by Council, including new entrances, planting of an edible garden, upgrade of the children's play area, improvements to pathways and fencing and landscaping of the park setting to include terraced seating areas.

The combined upgrades of the stable complex and surrounding parkland is providing locals with a versatile public space that will provide current and future generations with an evocative link to Moonee Valley's history as a racing city.