



Moreland City Council

Moreland embraces change

From Moreland Mayor Oscar Yildiz JP

The City of Moreland sits eight kilometres north of Melbourne's CBD and is one of Australia's most culturally diverse communities. 40% of our 156,000 residents speak a language other than English at home.

Our community is constantly changing, presenting Council with new challenges. At one end of the demographic spectrum we have an ageing population, ever more dependent on our support to stay in their own homes, while at the other, Moreland is experiencing a baby boom with many young families moving into flats and apartments. These new residents not only use our Maternal and Child Health Services but increase the demand for public space and recreational facilities, libraries and a range of other services.

We are keeping pace with community needs in an environment of increasing costs. In this tight budgetary environment we delivered one of the lowest rate increases in metropolitan Melbourne for the financial year. This result was particularly



Sydney Road in Brunswick floods with people each summer for the Sydney Road Street Party

important for many of our residents who for the first time paid the State Government Fire Services Levy through their rates notice to directly fund Victoria's fire fighting agencies.

November 2012 saw a new Council elected, with four sitting Councillors returned. Like any new group we have been working hard to develop our agenda for, and respond to community needs. It has been an interesting and challenging year, but I'm happy to say that we are coming together well and getting some runs on the board.

Moreland's new Council is also keen to continue the tradition of facilitating genuine

local democracy. Our strong belief in these principles has ensured that we listen to our community. Earlier this year we voted to accept a State Government grant to install CCTV cameras to increase public safety after a long and vigorous community debate. Only last month, Council voted to make Moreland a Bluestone City by moving to preserve all bluestone lanes, curbs and channels and other bluestone features around our suburbs. While this wasn't the cheapest option, we heard the community's voice asking us to preserve this highly important heritage feature.

While we keep our

eyes focused on delivering key services to the community and maintaining infrastructure we also take our advocacy role seriously. We are continuing to pressure State and Federal Government over a range of issues, from the installation of noise walls around our arterial freeways, to the more humane treatment of refugees.

We have won the Australian Local Government Association award for communications materials designed to engage culturally and linguistically diverse communities. Moreland was also named Victoria's Most Sustainable City, in the same year that we

announced Council's achievement of carbon neutrality. We have played a leading role in the White Ribbon campaign, raising awareness of violence against women, which has had particular resonance after the tragic death of Jill Meagher.

In 2013 Moreland opened a multimillion dollar youth centre; a facility which was designed from the ground up in consultation with local kids and youth agencies.

We also use the latest technologies including the National Broadband Network to engage with our community. Citizens can now make a video

call to Council and also take part in webinars about Council services. We believe we are leading Australia in this space.

I'm proud to be the Mayor of a city that has five libraries, six leisure centres and over 75 sporting clubs to keep our residents active mentally and physically. Our mandate is clear – we are progressive in the way we serve our community but remain respectful of our heritage.

Moreland is a great place to live, play and study.

About Moreland's Mayor



Cr Oscar Yildiz was one of four Councillors re-elected in 2012 and is in his second mayoral term.

As well as serving the Moreland community Cr Yildiz is one of nine Mayors on the Minister's Advisory Panel for Local Government which advocates for the 79 Councils in Victoria.

Mayor Yildiz is a Justice of the Peace, a White Ribbon Ambassador and a vocal advocate for

improving safety on our streets.

Mayor Yildiz is the CEO and founder of Bully Zero Australia Foundation, an organisation dedicated to fighting bullying.

Mayor Yildiz was born and raised in Moreland.

He keeps active by cycling and participates in many sports including AFL, soccer, tennis, taekwondo, volleyball and a range of water sports.

About Moreland

Sitting north of Melbourne's CBD, Moreland covers an area of 59 square kms. Its population of 156,000 includes 33.8% of residents who were born overseas.

The most common languages spoken, other than English, are Italian, Turkish, Greek and Arabic. Moreland's

most populous suburbs are Coburg (25,001), Brunswick (21,874) and Glenroy (19,479).

81% of residents agreed there is a positive sense of community in their local area; while 92% felt that cultural diversity enriches community life.





Back row left to right: Mayor Oscar Yildiz JP, Cr Sue Bolton, Deputy Mayor Lita Gillies, Cr Michael Teti, Cr Rob Thompson, Cr Lambros Tapinos and Cr Samantha Ratnam. Front row left to right: Cr Helen Davidson, Cr Meghan Hopper, Cr John Kavanagh and Cr Lenka Thompson.

Moreland's team of Councillors

North West Ward

Cr Oscar Yildiz JP Mayor

Councillor Oscar Yildiz is in his second mayoral term, known for developing engaging networking initiatives.

"I want us to be a city that cares for its residents and a leader in introducing initiatives which provide the best return for residents' rates.

"Moreland must continue to be a strong leader and advocate for progressive change by serving the community, effectively and efficiently."

Cr Lita Gillies Deputy Mayor

Councillor Lita Gillies was elected to Council in 2012 and was voted Deputy Mayor by her colleagues. She has a vision to be a voice for the Moreland community.

A Union Organiser for the Australian Services Union, Cr Gillies prides herself in helping

others every day and has accumulated extensive knowledge in regard to the very best practices in Council service provision.

Cr Helen Davidson
Councillor Helen Davidson was elected in 2012. A Victoria Legal Aid lawyer, she grew up in and was educated in Moreland.

Cr Davidson would like to see greater communication and engagement between Council and the community.

Cr John Kavanagh
Councillor John Kavanagh comes from a family with a long history of political involvement and activism. A Moreland Councillor since 2004, he has a long-standing passion for, and commitment to, community service. He was Mayor in 2012.

"Every decision I make as a Councillor is what I believe to be in the best interests of the Moreland community."

North East Ward

Cr Sue Bolton

Councillor Sue Bolton has already had a long record of community involvement and advocacy for a range of causes relating to social justice and economic disadvantage.

"It's important as a Councillor to go out into the community. Moreland can only be strong if we have active residents."

Cr Michael Teti
Now in his second term, Councillor Michael Teti is passionate about serving the community and making sure ratepayers get value for money.

Michael passionately advocates for quality services, such as Moreland's in-house meals-on-wheels service.

"Moreland residents must receive good value for their rates."

Cr Lenka Thompson

A Hydro-geologist and environmental scientist, Cr Thompson is in her second term. She is a strong advocate for ecological sustainability, refugees, peace, non-violence and social justice.

"Council and the community need to work together for a shared goal of zero emissions for the whole community."

Cr Rob Thompson
Elected in 2012, Cr Thompson works as an executive for an infrastructure, construction and waste management company.

He has young family and a strong belief in getting involved to help shape the Moreland community.

"Many of us wish things were done differently. Some of us complain, others protest, some shrug and do nothing. I wanted to be part of the process and solution."

South Ward

Cr Meghan Hopper

Councillor Meghan Hopper has a long Moreland lineage; her great-grandmother, grandmother and both of her parents grew up in the municipality.

"I feel strongly about the history and culture of this area, and preserving that exciting and diverse community we all love."

"As Portfolio Councillors for Social Development, Cr Ratnam and I have really tried to seek out a community safety approach that addresses the whole of the problem and identifies gaps within our current strategy

Cr Samantha Ratnam

Councillor Samantha Ratnam was elected in 2012 and has always had an interest in community work and politics.

"As a social worker, I have seen first-hand the difference that strong and well supported communities can play in people's lives," said Cr Ratnam.

Cr Lambros Tapinos
Councillor Lambros Tapinos lives in Brunswick West and works in Higher Education. He is an advocate for public transport, community safety and local heritage.

"Things take time, we can't change the world right away but we can get things started and it's great to see projects come to fruition when Councillors, Council and the community work together."



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What's happening in Moreland



The iconic Brunswick Baths was recently redeveloped.

The redevelopment of the iconic Brunswick Baths - \$16.6 million

The Brunswick Library renovation - \$3 million

Construction of Fawkner's CB Smith Reserve sports hub - \$4.25 million



The Brunswick Baths children's splash pool.

Moreland's shopping strip renewal program - \$2.36 million

Climate-change initiatives - \$1.08 million

Dedicated youth oxygen centre - \$1.2 million



Moreland's first dedicated youth space at Oxygen Youth Centre.

Our Meals-on-wheels service makes and delivers 400 hot meals daily for elderly residents

Our Maternal and Child Health service caters for more than 2,000 babies born annually

Our arts and culture program saw almost 63,000 people attend a festival or event last year



Our Meal on Wheels food is prepared by a team of qualified cooks and chefs.

Budget win for residents

Council delivered Moreland residents the lowest rate increase possible to offset the shock of the Fire Services Levy. We have produced a plan which will see a 3 per cent increase.

Council's ability to deliver this outcome was the return the \$1.9 million that Council has raised as part of your annual rates to pay the Metropolitan Fire Brigade Levy.



The Gowanbrae Community Centre and Kindergarten.



Planning for the future

From Moreland City Council CEO Peter Brown.

Moreland has changed considerably since I assumed the role of Chief Executive Officer in 2002. These changes have presented me with new and emerging challenges which make the job as engaging and satisfying today as the day I started.

During my time as CEO, Moreland has experienced significant demographic changes with new waves of residents arriving.

This has created an even more polyglot cultural picture when added to the older cultural groups that came to Moreland in the post-war migration from Europe.

In the south of the municipality we are also seeing the influx of young professionals attracted to suburbs like Brunswick because of its proximity to the CBD and its inner urban culture. Public transport, digital connectedness, access to first-rate open space, recreational facilities and quality education are priorities for these new residents.

This change of the social make-up of the municipality comes with increased pressure for medium and higher density housing, which in turn creates issues around development and the adequacy of public infrastructure for a growing population.

Council is balancing community concerns with appropriate residential development and the preservation of commercial and local shopping areas. All of this necessarily occurs within the envelope of state planning codes

On the economic front, traditional manufacturing industries are being replaced with creative and niche industries

and we are seeing old factories and warehouses transformed into creative hubs.

Culturally, Moreland has been recognised for its vibrant arts scene and, while many local artists don't need any encouragement, we fund the Counihan Gallery and Mechanics Institute, which are dedicated to furthering the arts culture in Moreland.

Like other inner city municipalities in Melbourne, Moreland must be able to meet the needs of residents while keeping a lid on spending and, of course, rates.

To make sure that Council programs and projects were truly aligned with community wishes, we embarked on our first Community Plan. This has provided us with a wealth of information and data to inform our planning and strategy as we build a road map for the next generation. The process itself has been enlightening and we'll soon have an endorsed vision that will have the 'buy in' of the entire community.

We are constantly refining our processes to improve efficiency. With a staff establishment of more than 1000, and a complex range of activities and services, we have adopted the Results Based Accountability methodology, which has been specifically designed for the government and not-for-profit sector. So far, the Council has integrated RBA into the organisation's business plans and is being followed by areas of staff.

Regionally, Moreland has played a significant role advocating for change to improve major infrastructure

across Melbourne's northern region. Over the past two years we have embarked on a number of delegations to Canberra where we met federal politicians and discussed key projects for all northern municipalities.

To complement this direct action we also produced a regional digital strategy, complete with an agreed charter to give all municipalities the necessary tools to be ready to embrace the digital economy.

We see working in partnership with our colleagues at other Northern metropolitan Councils and significant organisations, such as Latrobe University, as vital to achieving proper planning for our collective future. Grade separation at key points in our arterial road network is a common issue for all councils in our region, and one which requires the urgent attention of the State Government.

We are attempting to follow in the footsteps of Melbourne's original planners and early local government authorities, which truly saw over the horizon and anticipated what the communities would need not just a few years hence but generations on. That is why I'm pleased to say that we are now working together and presenting our case to the State government as a united body.

We are currently developing a feasibility plan that addresses four dangerous railway intersections in the two municipalities. The feasibility plan will look at opportunities to leverage public land in these areas which is owned by local, state and federal governments.



Moreland City Council

Taking the digital road

Moreland Council has embraced the rise of digital communications and is developing new ways to engage the community.

Developments in this space have provided Moreland with new tools to reach its diverse audience and bridge the digital divide.

Moreland Video Connect

Moreland Video Connect is a Federal Government-funded project run by Moreland City Council facilitated by National Broadband Network (NBN) using video calls as a customer service portal and webinars to facilitate broad digital community engagement with Council.

Similar to FaceTime or Skype, Moreland Video Connect allows users on a computer or device with a webcam to see and speak to a Citizen Services Officer face-to-face. Webinars are conducted on a range of subjects from waste and recycling, to using the new digital content

in our libraries to young mothers learning about the health of their babies.

Social Media direction

Moreland has made a major step into the social media sphere. We understand that an increasing number of our citizens only interact on platforms such as Facebook and expect to interact with Council in the same way.

It is also an important opportunity for Moreland to interact with its community dynamically and to get an immediate sense of what people think of Council initiatives and performance.

Moreland's social media presence comprises Moreland City Council Facebook, Twitter and YouTube accounts, as well as separate social media accounts for individual business units, eleven channels in all.

Video production

A vital part of



Left: Moreland Mayor Cr Oscar Yildiz participates in an online webinar and answers residents' questions who log in. Right: Moreland's customer service team is now available to take calls from residents using our video call service

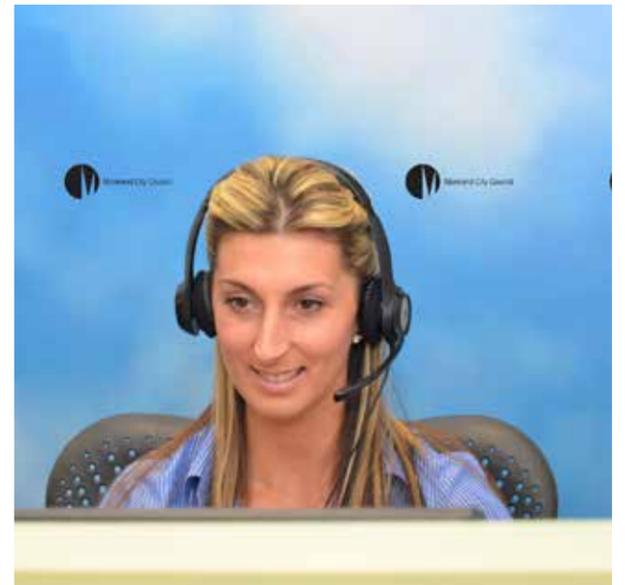
Moreland's digital strategy, both via social media and the corporate website, is to engage residents with compelling multimedia content. Video is proving the medium of consumer preference.

Council has developed the internal capability to produce professional quality video for a range of purposes - organisational branding, increasing community of contentious issues, community consultations, instructional clips and

programs for internal staff development. This medium has proved extremely effective in articulating complex messages and there are now many thousands of views registered on the Council YouTube Channel.

Corporate Website Redevelopment

Moreland is currently developing a new corporate website that will be Web 2.0 compliant and will provide the platform for



a dynamic interaction with the community.

As well as hosting multimedia such as video, it will also allow for online polls, forums and the functionality to live-stream Council meetings in an interactive manner.

It will also provide the platforms for innovations such as a virtual dog pound, to which residents can upload photos of, and look for lost pets.

The new site will be seamlessly linked to

Council's social media platforms to offer deeper knowledge of Council to that audience.

The new website will also offer further enhancements to our e-payments portal which is growing quickly as the favoured transaction method. Since 2007 the number of transactions has grown by 80 per cent and now account for the bulk of all our payments.

Moreland named sustainable city of the year

Moreland is the 2013 Victorian Sustainable City of the Year, after winning the honour at the Keep Australia Beautiful Awards in July.

Moreland was selected from more than 105 entries. The awards recognise diverse groups and individuals, including high school students, councils, environmental groups and local community groups.

Moreland City Council Mayor Cr Oscar Yildiz was ecstatic about receiving such a prestigious honour.

"We are delighted to

be named 'Sustainable City of the Year.' This is a collaborative achievement and huge thanks and congratulations go out to the community and all our partners, particularly the Moreland Energy Foundation and CERES Environment Park.

It has been a long road, but to win such a prestigious award that recognises Moreland as a leader in addressing climate-change inspires us to work harder and smarter in this incredibly important area. This award not only highlights the efforts of this Council but also the vision of previous Councils and the

energy of our officers who have passionately driven many of our climate-change initiatives," Mayor Yildiz said.

This has been a huge year for environmental milestones, beginning with achieving carbon neutrality and, most recently, opening up the first Electric Vehicle fast-charge hub in Victoria.

As well as taking out the top award, Council and its partner Moreland Energy Foundation (MEFL) won the Community Government Partnership award for our Moreland Energy Partnership.

CERES also won the Cultural Heritage Award for their Indigenous Program - Living Heritage.

Moreland will now compete in the national KAB Awards where they will vie for the title of Australian Sustainable City 2013. The national awards will be held in Perth in November this year.

Top right: Cr Lenka Thompson at CERES after Moreland was named Sustainable City of the Year for 2013.

Bottom right: Minister for Roads and Transport Terry Mulder with Mayor Oscar Yildiz at the launch of Victoria's first Electric Vehicle fast charge station.

