Imagine Moreland 2040

Broad Engagement Summary Report
Engaging on the community vision and corporate plans

March 2021
Internal purposes only

Executive Summary

Conversation Caravan was engaged by the City of Moreland to design and support the delivery of their wider community consultation program. To consult with those that live, work, study, invest in or visit the municipality to understand the priorities and aspirations for the future of the city.

There are four engagement phases in this project. Each stage builds on the previous stage, both in the specificity of data collected and the intensity of engagement. The four engagement stages are:
- Stage 1 Wider engagement (mixed method: digital engagement, online surveys, pop-up engagement events, targeted stakeholder interviews, CALD focus groups, postcards, Youth activities)
- Stage 2 Short form deliberation with community panel (3 days of deep conversation sessions)
- Stage 3 Target dilemma conversations with the community panel (6 X 2.5 hour online deliberative sessions)
- Stage 4 Building ownership (launch event).

This stage of consultation (Stage 1) was focused on engaging the wider community in a broad conversation about their priorities and aspirations for Moreland in 2040. Feedback from this process will be used to inform the later stages of the project and through two processes of deliberation used to develop the Imagine Moreland 2040 Community Vision, Council Plan 2021-2025 (incorporating the Municipal Public Health and Wellbeing Plan), Long Term Financial Plan and Asset Plan 2021-31.

Close to 1000 people provided feedback through one or more of the seven engagement methods offered. Participation was promoted through City of Moreland's corporate website, social media channels and a direct mail campaign to residents and businesses.

Participation was supported by the Conversations Moreland online platform, distribution of postcards sent to homes, and hosting COVID-safe community pop-ups in public spaces in each area of Moreland.

Conversations across seven topics
All comments from the community consultation have been coded into seven topics. Where a number is shown in brackets, it relates to the number of responses. For example, *Climate change (34)* means there were 34 comments mentioning or referencing climate change. Raw data from each engagement activity is provided within Attachment 1 Data Collection Spreadsheet.

The most discussed themes were:
- Equity and Health (1058)
- Climate and Nature (891)
- Neighbourhoods (685)
- Democracy and Governance (673)
- Getting Around (658)
- Economy and the Arts (514)
- Pandemic Recovery (180).

Within these themes there were aspirations and priorities raised across all locations. These included:
- Improved and increased community facilities that are appropriate for all ages, abilities and cultures.
- A desire for more green open spaces, for passive and active recreation.
- Increased tree cover, particularly as part of streetscaping.

- Residential developments that are of high quality and incorporate adequate shared open space for residents.
- Safe and accessible cycle and walkways that connect people to logical destinations such as schools, shops and parks.
- Well managed car parking and traffic congestion that includes provisions for car ownership into the future.

Tensions across some topics

While there is strong agreement within many of the priority topics and subcategories there are clear tensions that exist between some topics:

- Prioritisation of active transport over private vehicles:
  - Providing carparking as part of new developments, versus limiting number of car spaces and making other modes of transport easier.
  - Keeping vehicles moving in streets, or slowing vehicles down to make it more pedestrian friendly (speed humps, speed limit changes, bike lanes).
  - Building multi storey carparks or making it easier to access on foot or bike.
- Role of streets and roads in Moreland:
  - Keeping Sydney Road as a main arterial road of Moreland or making it a destination for people.
  - Prioritising carparking on roads and streets, or making space for parklets and outdoor dining through road closures and temporary activation.
- Best approach to accommodate growth:
  - Maintaining the affordability of the area through new developments or limited growth and development.
  - Putting higher density housing along major roads or putting them two streets back to humanise the streetscape.
- Planning for sport or recreation:
  - Prioritising formal sport with infrastructure, or keeping spaces natural for passive recreation and informal sport.
- Controlling private businesses:
  - Doing more to control private vacant shopfronts (fines, incentives, policy), leaving it up to the free market.

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Introduction

Conversation Caravan was engaged by the City of Moreland to design and support the delivery of their wider consultation program. To consult with those that live, work, study, invest in or visit the municipality to understand the priorities and aspirations for the future of the city.

Feedback from this process will be used to inform the later stages of the project and through two processes of deliberation to develop the Imagine Moreland 2040 Community Vision, Council Plan 2021-2025 (incorporating the Municipal Public Health and Wellbeing Plan), Long Term Financial Plan and Asset Plan 2021-31. This will inform the way Council makes decisions and delivers services, programs and infrastructure in line with community aspirations and expectations.

This first stage of consultation was focused on engaging the wider community in a broad conversation about their priorities and aspirations for Moreland in 2040. This consultation program was scheduled from 18 Jan 2021 to 1 March 2021 and included rescheduling of some pop-up engagements to accommodate a four-day snap COVID lockdown in Victoria and changed regulations about indoor gatherings.

Purpose of engagement was to:
- Seek input from those that live, work, study, invest in and visit Moreland to understand immediate priorities and future aspirations for the municipality.
- Ensure the resulting vision and community priorities represent the wider Moreland community.
- Encourage community ownership and connection to the Community Vision.
- Increase the level of community understanding as to the role of Council and its limitations.

Process to engage across Imagine Moreland 2040 and Council's key plans
There are four engagement phases in this project. Each stage builds on the previous stage, both in the specificity of data collected and the intensity of engagement. The four engagement stages of Imagine Moreland are:
- Stage 1 Wider engagement (mixed method: digital engagement, online surveys, pop-up engagement events, targeted stakeholder interviews, CALD focus group, postcards, Youth Activities)
- Stage 2 Short form deliberation with community panel (3 days of deep conversation sessions)
- Stage 3 Target dilemma conversations with the community panel (6 X 2.5 hour deliberative online sessions)
- Stage 4 Building ownership (launch event).

This report provides an analysis of Stage 1. The findings from this report will be used to inform Stage 2 and 3 of the Imagine Moreland project. This report will also be released to the wider Moreland community and those that participated in the process to effectively close the loop.

Engagement Methodology

Consideration was given to the timing of this consultation and its proximity (location and timing) to COVID-19. We knew at this time, both social and economic recovery was going to be front of mind as community members deal with the global pandemic and its flow-on effects.

With this in mind a strengths-based approach to community engagement with the title: 'Imagine Moreland' to acknowledge how Moreland City has changed over this period, and how our community has:

- uncovered and needed to find areas of inspiration and joy within their immediate local areas
- at times felt displaced and needed to find new ways to care for or connect with family and friends
- connected in with services or assistance that they may not have used before
- made stronger connections within their immediate communities or supported others through this time.

The engagement approach aimed to use the community's shared experiences to identify a future that inspires, while striving to close any economic and social gaps that may have widened as a result of COVID-19.

Engagement Questions

Below are the questions and focus topics explored throughout this consultation phase.

Conversations focused on the strengths and value of Moreland to elicit the community vision:

- What do you value about Moreland?
- What is needed to create a future Moreland you are proud of?

Conversions focused on seven topic areas:

- **Equity and Health:** What's needed to improve health, wellbeing and equity in our community?
- **Democracy:** How do we best manage resources to deliver great services and facilities?
- **Climate and Nature:** How should Moreland address climate change?
- **Neighbourhoods**: What does your future neighbourhood look and feel like?
- **Getting around:** What is needed to make moving around Moreland safer and easier for everyone?
- **Pandemic recovery:** How can Council partner with our community to recover stronger from COVID-19 stronger?
- **Economy and the Arts:** What is needed to create a thriving arts industry and local economy?

Conversations focused on the key strategic plans:

- **Budget:** Tell us your idea for the next 4-year budget?
- **Council Plan 2021-25:** What do you think are the top priorities for Moreland over the next 10 years? What do you think Council should be doing less of?

Conversations with stakeholders were structured around the following questions:

- What do you think are the top priorities for Moreland over the next 10 years?
- What do you think Council should be doing more of?
- What do you think Council should be doing less of?
- How can we strengthen our partnership with the Moreland community?
- Do you have any other feedback for Council to improve its services and projects over the next ten years?

Engagement Methods

Seven engagement methods were used to engage the Moreland community. Method and participation by method is summarised in Table 1.

Participation was promoted through City of Moreland's corporate website, social media channels and a direct mail campaign to residents and businesses.

Participation was supported by the Conversations Moreland digital engagement platform, distribution of postcards sent to homes (to ensure those without access to internet and computers participate), and hosting COVID-safe community pop-ups in public spaces in each area of Moreland.

Close to 1000 people participated in stage 1 of this project. Given the interest in this project, we expect that some duplication occurred across the multiple methods, for example someone attending a pop up and completing a survey, likewise not everyone that attended a pop up provided demographic details so have not been counted.

Table 1 Method and Participation by Method

Method	No.	Notes on Participation
Conversations Moreland digital engagement platform Participants were invited to share their thoughts as a comment or photo. They could respond to existing comments or up/down vote on a comment. Translated pages were available in Arabic, Italian, Greek and simplified Chinese.	276	Participants made 264 submissions, responded with 130 comments, and cast 647 votes. This platform was viewed 2131 times.
Postcards Postcards were distributed to addresses within the City of Moreland asking "When you imagine your future Moreland, what does it look like?"	350	350 postcards were returned within the engagement period. This ensured access to participate for community members without internet and devices (computers/laptop/tablet).
Pop-up engagement events 10 pop-ups were held over 5 dates, including a variety of work days and weekends, business hours and evenings. Participants were guided to answer 7 themed and 2 ideation questions with their responses recorded and displayed at the event. Pop-ups were held in all 3 council wards and several utilised multilingual staff.	240+	This included a broad range of ages, genders, languages and suburb of residence. We estimate participation was closer to 300 as at some pop-up locations (Brunswick Town Hall, Pentridge Shopping Centre) we were unable to collect demographic information.
Online surveys An online survey was made available via QR code at pop-ups.	50	Participants were not required to answer every question. The online survey was available in English, Arabic, Greek, Italian

		and Chinese languages.
Stakeholder targeted interviews Council staff contacted individuals for telephone interviews.	89	Individual stakeholders were nominated by Imagine Moreland Working Group members (Moreland staff). 1 x focus group was held with Moreland Youth Ambassadors.
Focus group Council staff facilitated a discussion with a CALD women's group over Zoom. This was organised for women only to accommodate cultural requirements.	9	The group was comprised of women living in Fawkner and Oak Park, most of whom have been in Australia for less than 10 years.
Youth Activity A printed worksheet and coloured pencils were provided. Young people were prompted to "Draw a Moreland that is equal for everybody" and write their idea for improving health and wellbeing in the community.	78	Participants for this activity were aged 8-12 years and participated at the in school pop ups.

Drawing meaning from the data

A tool for future projects
Feedback collected from the Imagine Moreland project elicited a range of responses, specific projects with immediate action; projects that require more consideration and investigation; and priorities that require a significant investment or State or Federal policy change. The data set in Attachment 1 will provide Council with a resource to continue to refer to and use as a starting point for future projects.

For this project feedback is reported by key priority areas, by topic and subcategory to assist Council to understand the priorities across Moreland and aspirations for consideration as part of the Vision. Location specific projects or projects with an infrastructure consideration have been coded and summarised to assist Council with its preparation of the Council Plan 2021-25 and Asset Plan. We recommend the project teams review the data set in greater detail to drill deeper into areas of interest.

Limitations
All elements of participation in stage 1 were voluntary which means there are inconsistencies and gaps in the collected data. Participants could answer any number of questions, could choose to provide or withhold demographic information. For this reason, demographic data is not known across all methods.

Duplication in participants
Participants were able to participate across different methods in stage 1. Considering the level of interest in this project we expect that some people participated more than once, for example, by completing an online survey and attending a pop up.

Who Participated?

Demographic data such as gender, age, place of residency was not obtained across all engagement activities. Participants had a choice to provide or not provide this information. Where it was collected and recorded, it is presented. This decision was made by Moreland City Council as a way to remove potential barriers to participation.

By Demographic Descriptor

Where collected the demographic questions sought to gather information about participants' gender, age, postcode, and connection with the following identified communities: Living with a disability; LGBTQIA+; Aboriginal and/or Torres Strait Islander; Insecure housing or homelessness; speaking a language other than English at home.

Table 2 compares participation in stage 1 data with Australian Bureau of Statistics data for the City of Moreland (2016) to identify demographic groups who were over or underrepresented in stage 1 of the project. This is also graphically represented in Figures 1, 2 and 3. School aged participants were targeted through pop-ups hosted at three schools, which explains the demographic overrepresentation in the 0-17 year old category.

Table 2 Comparison of participation across 2016 Census Data

| Demographic Identifier	% of stage 1 participants (where reported)	% 2016 Census Data (Moreland)	Gap of >10% of the census data
Male	42.9%	48.9%	underrepresented
Female	50.6%	51.1%	-
0-17 yrs	37.5%	16.0%	overrepresented
18-14 yrs	1.1%	12.0%	underrepresented
25-35 yrs	8.5%	22.0%	underrepresented
35.49 yrs	15.8%	22.0%	underrepresented
50-59 yrs	7.4%	10.0%	underrepresented
60-60 years	7.0%	7.0%	-
70+ years	16.2%	11.0%	overrepresented
Aboriginal and/or Torres Strait Islander	0.4%	0.5%	underrepresented
Speaks a language other than English at home	22.7%	38.1%	underrepresented
Experiencing insecure housing or homelessness	2.2%	0.5%	overrepresented

Figure 1 Gender Breakdown
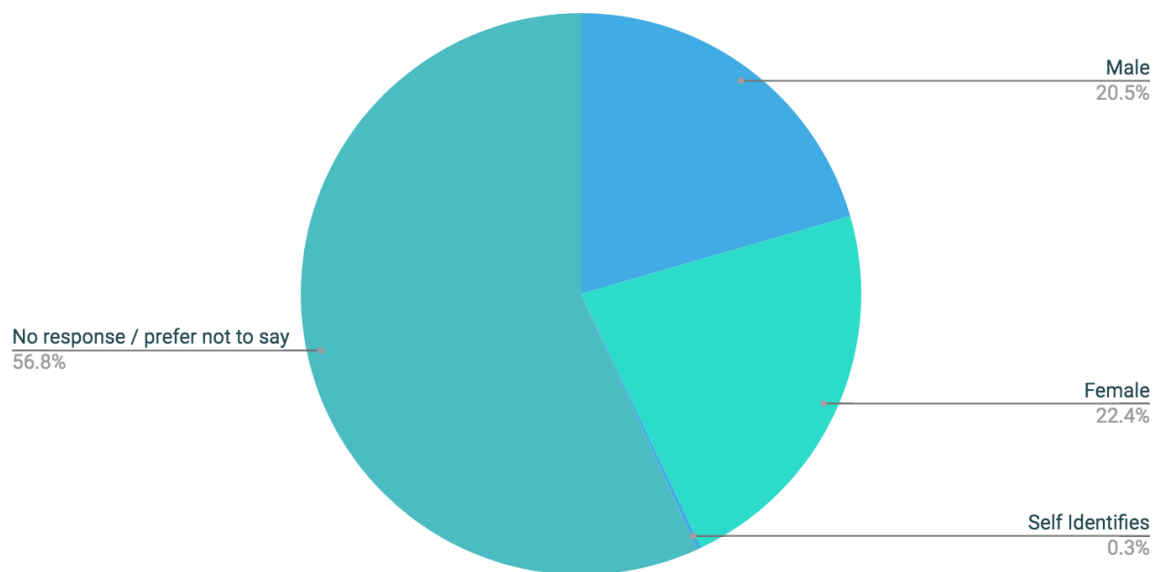
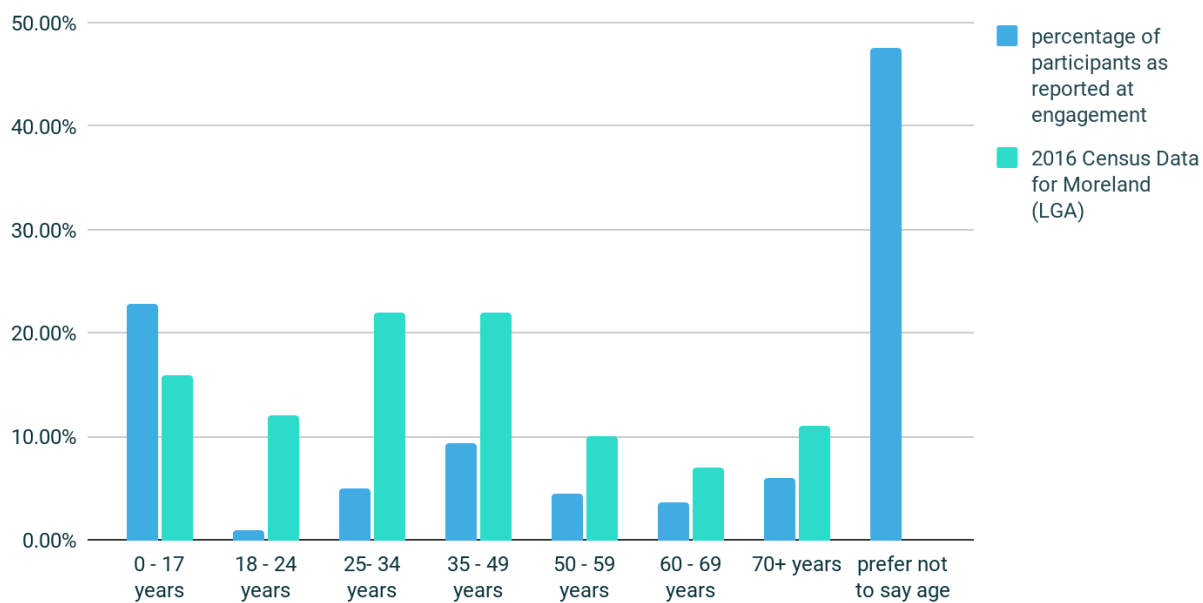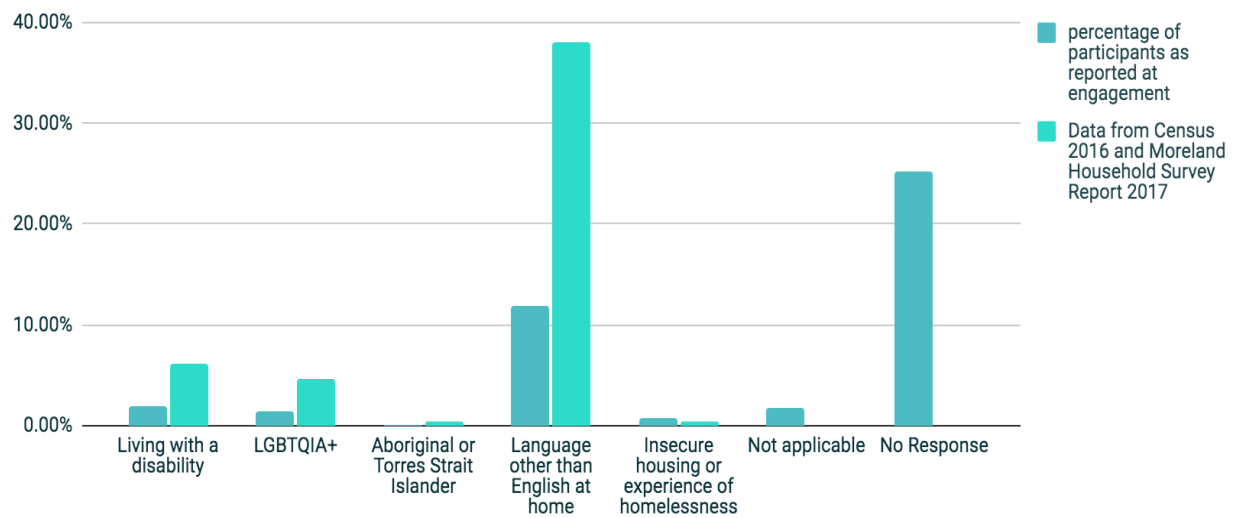**Figure 2 Participation by age and 2016 Census Comparison**

Figure 3 Participation by demographic descriptor and 2016 Census Comparison

By Suburb of Residence

Where participants provided a postcode as part of the response we have mapped participation across each area of Moreland using the wards as the basis for our mapping:

- North West Area
- South Area
- North East Area
- Outside Moreland.

Figure 4 maps the distribution of participation. Table 3 shows the count of participants' where they participated, not necessarily their suburb of residence.

Participation was highest in the North East and lower across the South and North West. Participation from people residing outside of Moreland accounts for 6.17% (49).

Figure 4 Distribution of Participants
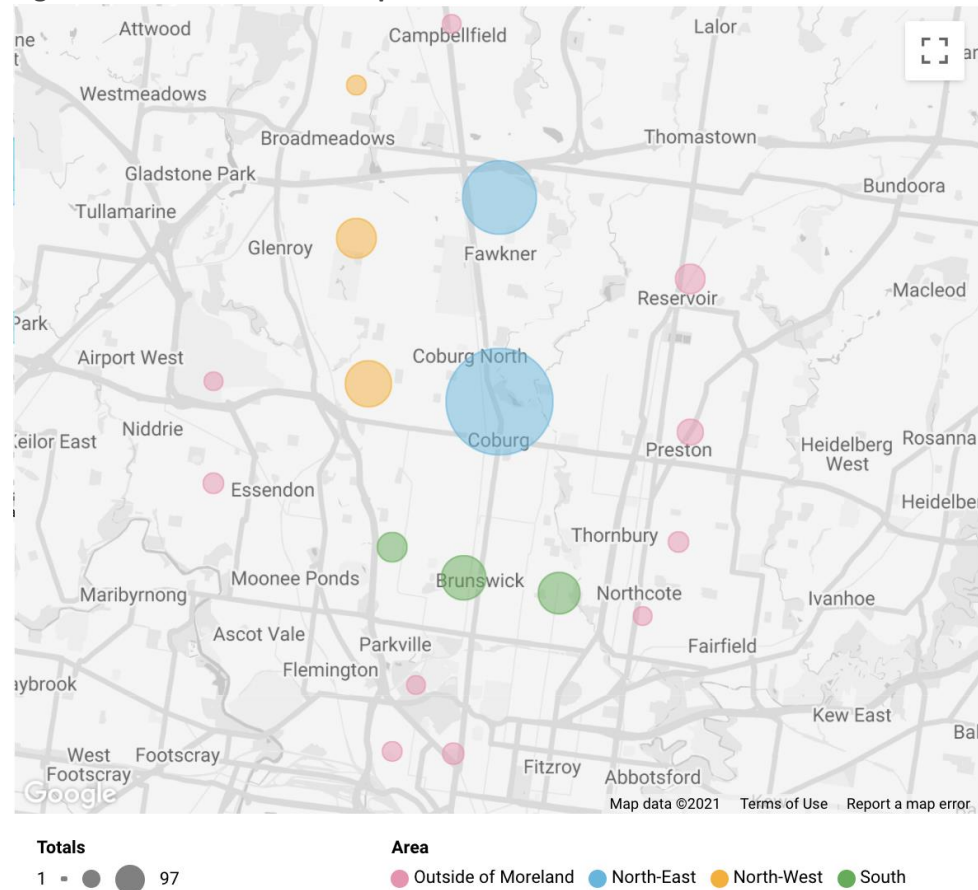
Table 3 Participation in Pop-Ups by Reported Postcode of Residence

Suburb	Postcode	No. Pop-Up Participation	% Participation
Gowanbrae	3043	19	2.33
Tullamarine (small section)			
Pascoe Vale	3044	19	2.33
Pascoe Vale South			
Hadfield	3046	14	1.72
Glenroy			
Oak Park			

North West Area Total =		**52**	**4.53**
Brunswick West	3055	6	0.73
Brunswick	3056	12	1.47
Brunswick East	3057	17	2.08
South Area Total =		**35**	**4.28**
Coburg	3058	73	8.94
Coburg North			
Fawkner	3060	56	6.85
Fitzroy North (small section)	3068	0	0
North East Area Total =		**98**	**15.79**
Essendon	3040	3	0.37
Broadmeadows	3047	2	0.24
Meadow Heights	3048	2	0.24
Royal Melbourne Hospital	3050	4	0.73
North Melbourne	3051	2	0.24
Greenvale	3059	2	0.24
Campbellfield	3061	1	0.12
Craigieburn	3064	1	0.12

	3071	3	0.37
	3072	8	0.98
	3073	12	1.47
	3166	1	0.12
	3195	1	0.12
	3337	1	0.12
Other Areas Total =		**43**	

Legend: North West Area North East Area Southern Area
Outside Moreland

Participation across different methods

In-Person Pop-Ups
Pop-up locations were selected to target residents from different areas across the City of Moreland and others who visit or work in the area. We received responses from residents in all City of Moreland suburbs except North Fitzroy. Table 4 provides more detail around the number of Moreland residents, their location and participation in the pop ups.

Table 4 Participation through Engagement Location

Engagement Locations	Details	Proportion of Responses (Expressed as %)
Pop-Ups in North West Area	Bonwick Paper Survey Bonwick Street Pop-Up Glenroy Skate Park Sussex Pop-Up	333 Comments (10.17% of total comments)
Pop-Ups in South Area	Brunswick South West Primary School Brunswick Town Hall Fleming Park Pop-Up	682 Comments (20.82% of total comments)
Pop-Ups in North East Area	Coburg High School Fawkner Library Pop-Up Moreland Primary School Pentridge Shopping Centre	780 Comments (23.82% of total comments)

Other Engagement Methods	See table 5 below	1236 Comments (37.74% of total comments)

In stage 1 participants had opportunities to participate across different methods. Table 5 shows this participation across methods and proportion of contribution.

Table 5 Participation through Engagement Methods other than Pop-Ups

Method	No. of Participants	% of participation (n992)
Imagine Moreland Tool type: *Form* **9 Question Online survey**, *via pop up accessed through QR code at pop ups and on promotional material. (Includes in-language paper surveys)*	50 (including 7 in other languages)	5.04%
Conversations Moreland Tool type: *Conversation* **Threaded online discussion**, *grouped by theme/topic question*	84 unique contributors (IP and emails checked)	8.46%
Conversations Moreland Tool type: *Gather* *Front page of Imagine Moreland.* **Ideas wall** *in response to ideation questions.*	220 unique contributors (IP and emails checked)	22.17%
Total Conversations Moreland	304 unique contributors	30.65%
Pop Ups	240	24.19%
Stakeholder interview	89	9.07%
Postcards (by mail)	243	24.50%
Youth Activity	78	7.86%
CALD Focus Group	9	0.09%
Budget project survey asked questions relating to the next 4-year budget	74	7.46%

How we supported participation

An important part of our practice is to reflect upon where and how engagement with our target stakeholders could be improved; to improve both our practice and provide more information about your stakeholders for future engagement programs run by Council.

Participation in stage 1 activities were supported through a 'mixed method' strategy including:

- **Paper based surveys:** Participants were able to complete a paper based survey and return it by reply-paid mail.
- **Multilingual conversation facilitators:** attended several pop-up events across key languages Mandarin, Arabic, Italian, Spanish and Greek.
- **Scribing:** all our conversation facilitators were available to scribe answers for participants in English.
- **In language surveys:** were developed Arabic, Greek, Italian and Simplified Chinese. These were available as paper based surveys at pop-ups and online.
- **In language signage:** was used at pop-ups to direct participants to answer in their own language via the online survey.
- **School connections:** pop-ups were hosted at three schools to include the voices of young people and their families.
- **Inclusive project branding:** Images for this project were selected to represent a variety of demographic groups.
- **Incentives:** to incentivize participation, coffee (or choice of hot beverage) was offered at community pop ups; fruit and/or food vouchers were offered at school pop ups.

Key findings by Topic

Community feedback is presented across seven topic areas set by the Moreland City Council Project Team.

The seven topic areas and focus questions were:
- **Equity and Health:** What's needed to improve health, wellbeing and equity in our community?
- **Climate and Nature:** How should Moreland address climate change?
- **Neighbourhoods**: What does your future neighbourhood look and feel like?
- **Democracy:** How do we best manage resources to deliver great services and facilities?
- **Getting around:** What is needed to make moving around Moreland safer and easier for everyone?
- **Economy and the Arts:** What is needed to create a thriving arts industry and local economy?
- **Pandemic recovery:** How can Council partner with our community to recover stronger from COVID-19 stronger?

All comments from the community consultation have been coded into these seven topics. Where a number is shown in brackets, it relates to the number of responses. For example, *Climate change (34)* means there were 34 comments mentioning or referencing climate change. Raw data from each engagement activity is provided within Attachment 1 Data Collection Spreadsheet.

Most discussed themes

Across all engagement locations and activities, the most discussed themes were:
- Equity and Health (1058)
- Climate and Nature (891)
- Neighbourhoods (685)
- Democracy and Governance (673)
- Getting Around (658)
- Economy and the Arts (514)
- Pandemic Recovery (180).

Within these themes there were aspirations and priorities raised across all locations. These included:
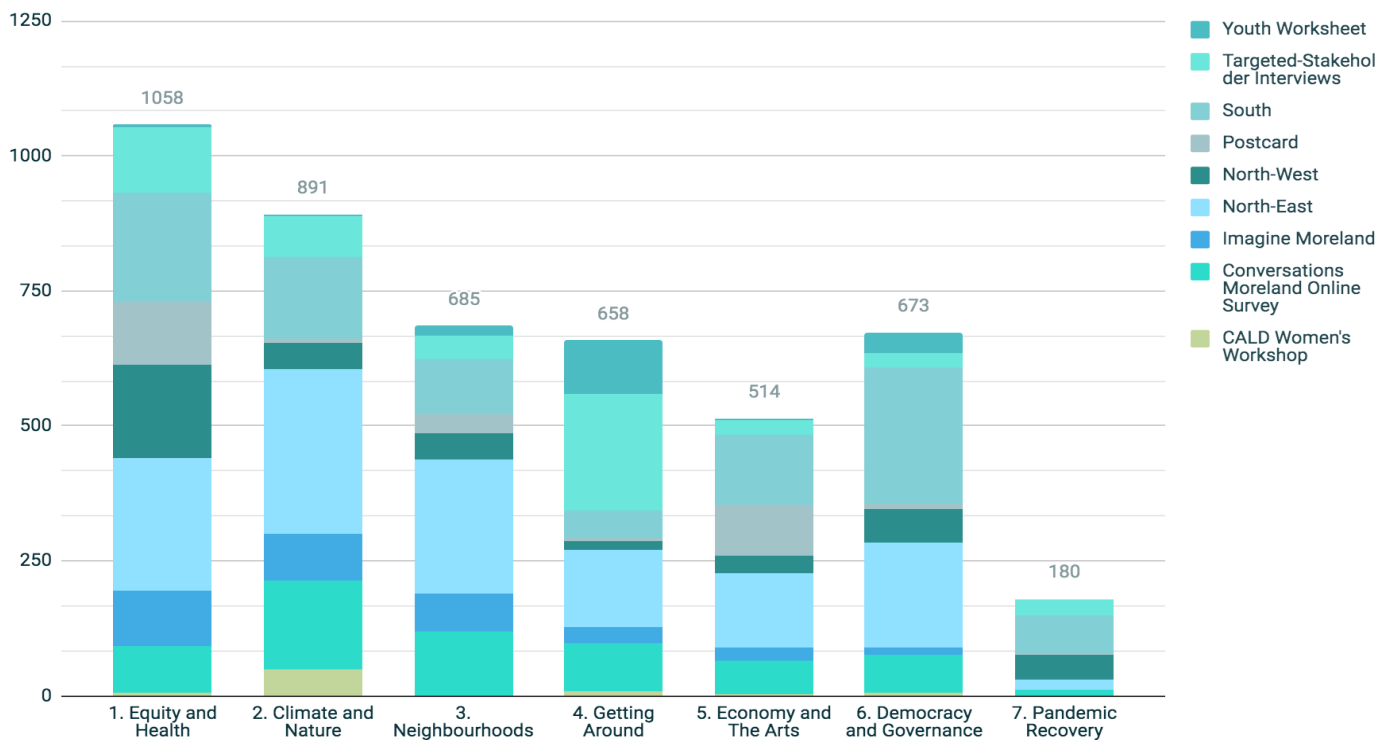- Improved and increased community facilities that are appropriate for all ages, abilities and cultures.
- A desire for more green open spaces, for passive and active recreation.
- Increased tree cover, particularly as part of streetscaping.
- Residential developments that are of high quality and incorporate adequate shared open space for residents.
- Safe and accessible cycle and walkways that connect people to logical destinations such as schools, shops and parks.
- Well managed car parking and traffic congestion that includes provisions for car ownership into the future.

Table 6 shows the level of interest, based on the number of comments collected for each topic by location. Equity and Health and Climate and Nature attracted the most comments at the pop ups and online; young people were most interested in engaging about movement in and around Moreland (Getting Around). Participation via the digital engagement conversation tools attracted most interest in Climate and Nature and Neighbourhoods. Pandemic Recovery attracted the least amount of interest across the engagement. Figure 5 represents this information graphically.

Table 6 Topic interest across participation methods

Method	Theme with most engagement (Climate, economy etc.)	Theme with second most engagement (Climate, economy etc.)	Theme with least engagement (Climate, economy etc.)
Pop-Ups (all)	Equity and health (624)	Climate and nature (553)	Pandemic Recovery (133)
Conversations Moreland	Climate and nature (166)	Neighbourhoods (120)	Pandemic Recovery (12)
Online surveys	Equity and health (102)	Climate and nature (85)	Pandemic Recovery (0)
Youth Activity	Getting Around (98)	Democracy and Governance (38)	Pandemic Recovery (0)
Targeted Interviews + Focus groups	Getting Around (214)	Equity and Health (120)	Economy and the Arts (27)
Postcards returned by mail	Equity and Health (116)	Economy and the Arts (94)	Pandemic Recovery (4)

Figure 5 Topic interest across participation methods

Tensions across some topics

While there is strong agreement within many of the priority topics and subcategories there are clear tensions that exist between some topics:

- Prioritisation of active transport over private vehicles:
  - Providing carparking as part of new developments, versus limiting number of car spaces and making other modes of transport easier.
  - Keeping vehicles moving in streets, or slowing vehicles down to make it more pedestrian friendly (speed humps, speed limit changes, bike lanes).
  - Building multi storey carparks or making it easier to access on foot or bike.
- Role of streets and roads in Moreland:
  - Keeping Sydney Road as a main arterial road of Moreland or making it a destination for people.
  - Prioritising carparking on roads and streets, or making space for parklets and outdoor dining through road closures and temporary activation.
- Best approach to accommodate growth:
  - Maintaining the affordability of the area through new developments or limited growth and development.
  - Putting higher density housing along major roads or putting them two streets back to humanise the streetscape.
- Planning for sport or recreation:
  - Prioritising formal sport with infrastructure, or keeping spaces natural for passive recreation and informal sport.
- Controlling private businesses:
  - Doing more to control private vacant shopfronts (fines, incentives, policy), leaving it up to the free market.

Equity and Health

Equity and Health covered the broadest range of topics and gathered the most interest. Sub-categories within this theme include:
- affordable housing and homelessness
- access to nutritious food
- social cohesion, diversity, accessibility and inclusion
- Aboriginal and Torres Strait Islander partnerships
- community safety
- physical health & health services
- aged care, services and activities
- community services (inclusive of volunteering and mental health services)
- arts and culture
- early years and youth
- community activities/events/groups.

This includes tagged comments in response to the question "What's needed to improve health, wellbeing and equity in our community? Also included are comments raised and related across other topic areas, particularly in relation to neighbourhoods and climate change and nature.

Figure 6 shows the distribution of feedback across sub-category by location or engagement method. Social cohesion, diversity, accessibility and inclusion were the highest priority for participants accounting for 25% of tagged comments within this topic. Followed by community activities, events and groups with 17% of tagged comments with this topic. This topic was most important to those engaged in the North West of Moreland where 51% of comments are in relation to Equity and Health.

Community aspirations

In addition to broad topic and sub category tagging, comments that expressed a higher level sentiment 'more of' or 'support for' were tagged as aspirational. The top three aspirations for Equity and Health are:

1. Social cohesion, diversity, accessibility and inclusion (77 aspirational responses)

    "The thing I love about Moreland is its commitment to caring for all residents, young, old, from all backgrounds and colours of the rainbow. I value this and think it's the most crucial thing to keep and foster."

2. Early years and youth (44 aspirational responses)

    "With the growth of the community and the roll out of 3 year old kindergarten, there is an increased need to provide more integrated child care, kindergarten and early years services in our community. This includes infrastructure, workforce development and education for families on the value of early childhood education and care."

    "[We need] skateboard parks for this age group - impacts on their mental health as they need to feel validated."

3. Community Services & Volunteering, Including Mental-Health Services (28 aspirational responses)

    "More staff on the ground assisting community groups with projects aimed at building community cohesion, inclusion and volunteer support."

Community priorities

There were clear identifiable trends relating to the community priorities received for Equity and Health:
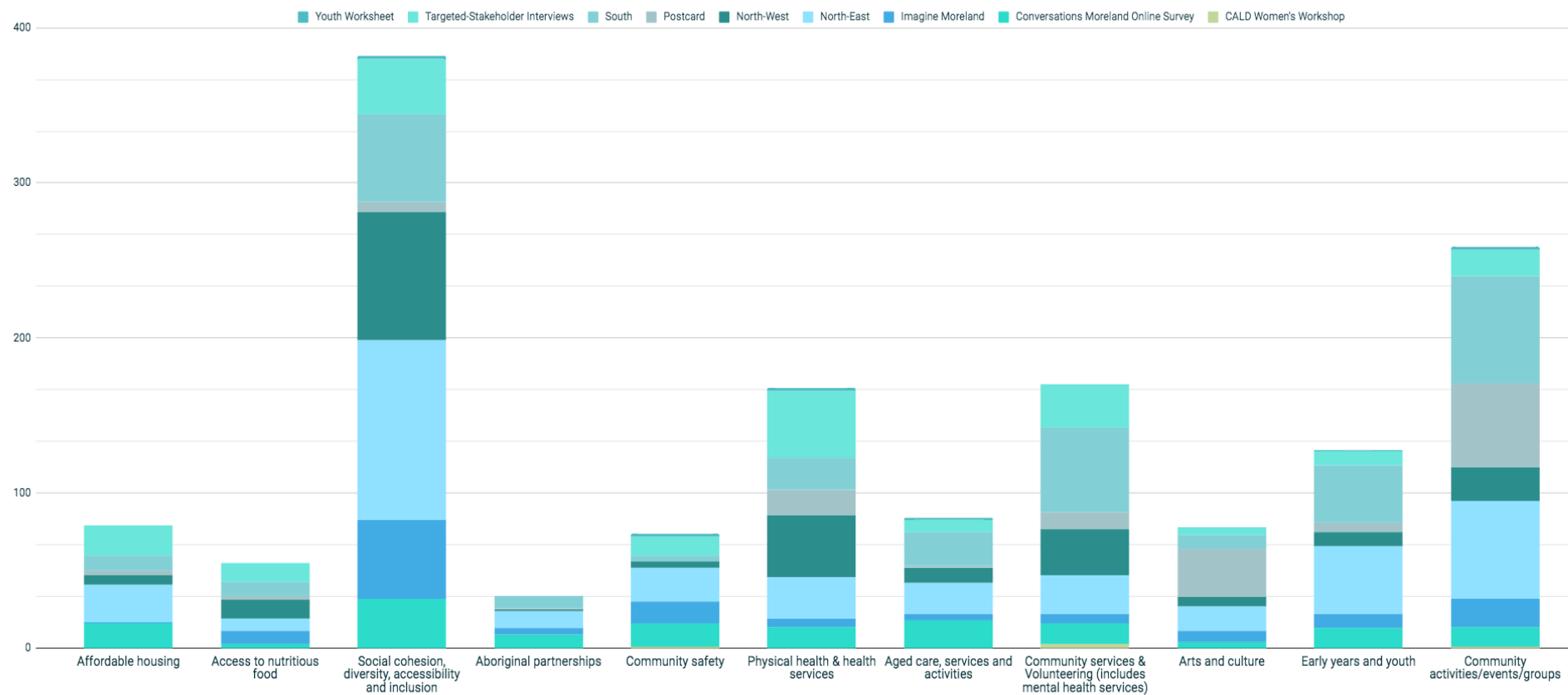
- Increasing community programs and events (e.g. seniors activities, young people activities).
- Developing community gardens and kitchens.
- Ensuring access to swimming pools and programs.
- Supporting vulnerable groups (e.g. people experiencing homelessness, culturally and linguistically diverse groups).
- Proving early childhood and family services.

Gaps in community understanding

Areas which require more communication or engagement with community:

- Some participants perceived local government as playing a major role in COVID testing operations.
- There is a great deal of program or activity specific suggestions for addressing equity and health. It will be important to consider these suggestions alongside current best-practice and Council resources.

Figure 6 Breakdown of Sub Category under Equity and Health by Engagement Areas/Metho

Legend: Youth Worksheet ■ Targeted-Stakeholder Interviews ■ South ■ Postcard ■ North-West ■ North-East ■ Imagine Moreland ■ Conversations Moreland Online Survey ■ CALD Women's Workshop

Location specific community priorities

The following are location-specific priorities which were provided under the sub-categories for Equity and Health. There were many more generic responses that would fit into these categories (non-location specific). To get a full understanding of the community needs it is recommended to view the data in its entirety via Attachment 1.

Access to nutritious food
- Develop garden beds at Jacana station.
- Increase communal gardens, specifically around flats and housing commission accommodation.
- Introduce community kitchens/gardens in every school.
- Continue Coburg Farmers' Market.

Social cohesion, diversity, accessibility and inclusion
- Improve disability access to Allard (or any) park.
- Retain the Brunswick market or street markets.
- Increase acknowledgement of multicultural residents in Fawkner.

Community safety
- Fence off Sewell Reserve.
- Pedestrian crossings across Glenroy Road.
- Upgrade Harmony Park and improve safety.
- Address graffiti, specifically on noise walls bordering the Tullamarine Freeway.
- Engage the services of artists to replace the graffiti with murals/art work (reference to Silo Trail in rural Victoria).

Physical health & health services
- Keep Hosken Reserve publicly accessible (2).
- Increase emergency services in Fawkner (e.g. small General Hospital).
- Provide dental health service in Merri Health Centre in Fawkner.
- Expand Brunswick Community Medical Service (run by St Vincents) to include Coburg and Fawkner.
- Extend Pascoe Vale Pool hours of operation and season.
- Upgrade Pascoe Vale Pool heating to extend the season and upgrade change room facilities.
- Develop bbq and playground facilities (including water play area for kids) at Pascoe Vale Pool.
- Introduce aqua-aerobics, hydro-therapy sessions and learn-to-swim classes at Pascoe Vale Pool.
- Consider gender specific sessions at Pascoe Vale Pool to promote inclusiveness.
- Extend Coburg Pool open hours.
- Redevelop the Coburg Olympic Pool and provide heat so it becomes accessible all year.
- Increase swimming lanes at Fawkner Leisure Centre redevelopment.
- Develop a calisthenic park around Glenroy.
- Improve amenities at Hadfield, Glenroy and Merlynston e.g. shade over picnic facilities and addition of toilets.
- Develop gym infrastructure for Fleming Park.
- Partner with Sussex Community Centre e.g funded to run activities after hours and weekends.

Aged care, services and activities

- Redevelop Harding Street precinct into a seniors hub.

Community services (inclusive of volunteering and mental health services)
- Improve utilisation of Coburg and Brunswick libraries (consider events).
- Provide financial support to the Merlynston area for community action and activities.

Arts and culture
- Extend Brunswick Music Festival into other areas.

Early years and youth
- Introduce a Learning Centre space with a cafeteria for young people in Fawkner.
- Provide alcohol and drug education programs in schools.

Climate and Nature

Climate and Nature includes the subcategories of:
- carbon emissions and renewable energy
- climate resilience
- provision of open space
- nature
- waste management and waste reduction.

This includes tagged comments in response to the question "How should Moreland address climate change?" Also included are comments about green space, nature and climate where this was raised across other topic areas, particularly in relation to neighbourhoods and getting around.

Figure 7 shows the distribution of feedback across sub-category by location or engagement method. Nature (flora and fauna) were the highest priority for participants accounting for 35% of tagged comments within this topic. Followed by Open Space with 23% of tagged comments with this topic. This topic was most important to those engaged in the North East of Moreland where 39% of the comments are in relation to climate and nature.

Community aspirations

In addition to broad topic and sub category tagging, comments that expressed a higher level sentiment 'more of' or 'support for' were tagged as aspirational. The top three aspirations for Climate and Nature are:

1. Nature (trees, plants, animals, greening) (101 aspirational comments)

    "I love our creek corridors and open space areas and I want to see these enhanced with more biodiverse mixed species plantings, more paths (formal and informal) through them, more seating, nature based play areas, more art that helps us understand the ecology, history (indigenous and contemporary) and biodiversity of these areas, more places for people to gather in small groups for a picnic, a chat, a contemplation."

2. Open Space (63 aspirational comments)

    "More open spaces. With the fast medium to high density housing rapidly growing in the City of Moreland in particular Brunswick, young families no longer have the backyards for fresh air and for their children to play. They should be a requirement where each high-rise apartment should be required to provide a shared open space."

3. Waste Management and Reduction (48 aspirational comments)

    "I would like to see more house-proud residents keeping their yards and streets cleaned. Not dumping rubbish constantly. Our parks are cleaned and maintained…"
    "Make Moreland the top Council that is the most environmentally conscious forward looking place in Victoria."

Community priorities

There were clear identifiable trends relating to the community priorities received for Climate and Nature:
- Increasing "greening" and planting throughout Moreland.
- Enhancing the environment and cleanliness of Moonee Ponds Creek and Merri Creek.
- Promoting responsible waste disposal.
- Promoting and facilitating sustainable behaviours.

- Increasing access to open space.
- Address public access issues at Hosken Reserve.

Gaps in community understanding

Areas which require more communication or engagement with community:
- Some participants presumed that the level of enforcement was directly correlated with the amount of litter and dumped rubbish (seen as Council's role rather than individual behaviour).
- The community panel could spend time discussing how Council prioritises its role in education versus service delivery.
- Differing views on the hard rubbish collection service should be further explored.

Figure 7 Breakdown of Sub Category under Climate and Nature by Engagement Areas/Method
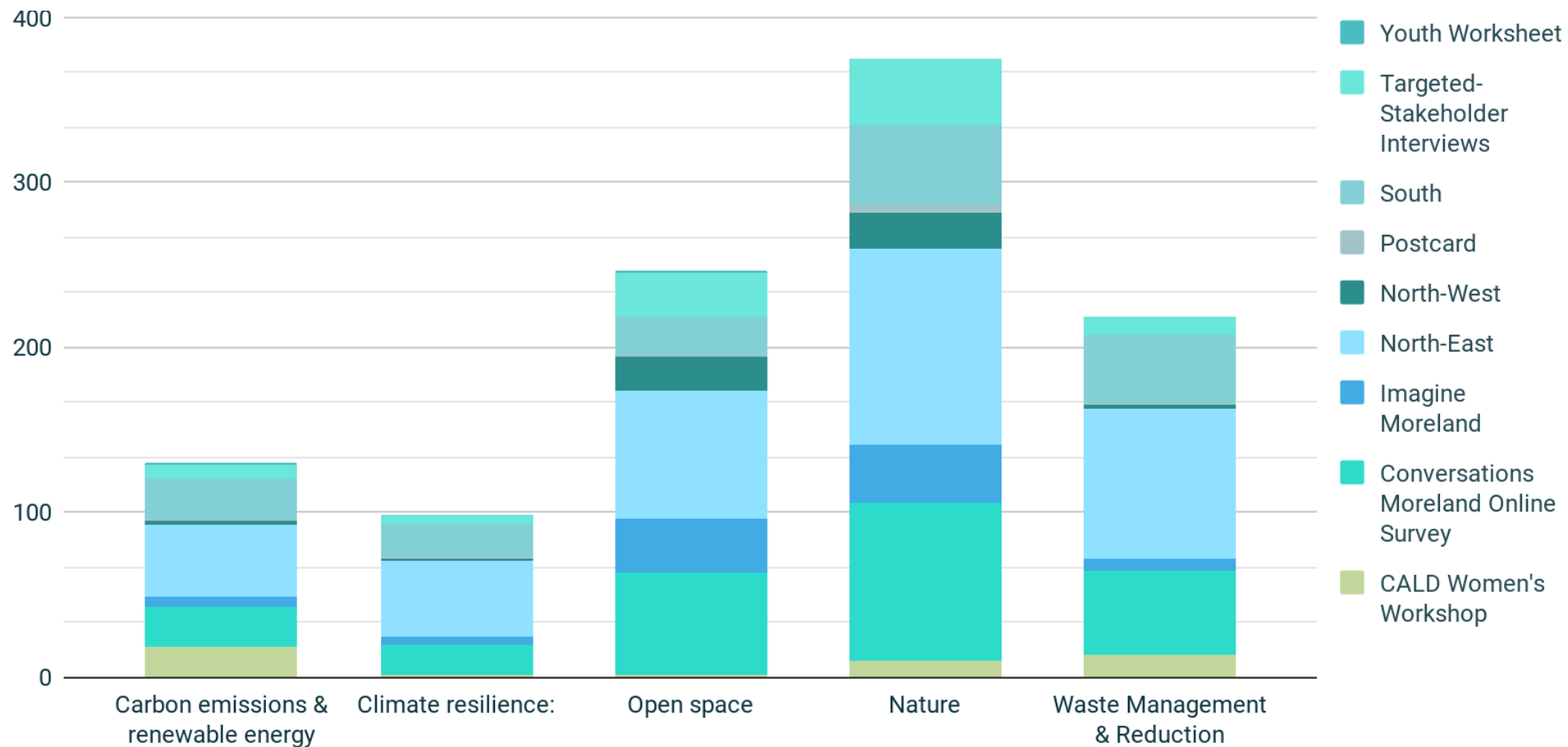
Location specific community priorities

The following are location-specific priorities which were provided under the sub-categories for Climate and Nature. There were many more generic responses that would fit into these categories (non-location specific). To get a full understanding of the community needs it is recommended to view the data in its entirety via Attachment 1.

Carbon Emissions and Renewable Energy
- Enforce solar panels on Council-owned public buildings.
- Improve the process for solar installation subsidy to make it easier for Fawkner residents to purchase.
- Increase investment in renewable energy producers.

Open Space
- Reduce or remove the landscaped oval area from Fleming Park, sentiment that Balfe Park is more suitable for sport (2).
- Retain natural greenspace at Hosken Reserve and Parker Reserve.
- Provide public access to Hosken Reserve.
- Improve playground at Fawkner Library.
- Upgrade local Hadfield Parks with shade and equipment for young families.
- Utilise the areas bound by Pentridge Boulevard, Stockade Avenue and Wardens Walk for open space.
- Improve the Upfield Bike Bath with native trees, fix the fencing, improve lighting, remove the rubbish and recycle.
- Increase green spaces specifically in Brunswick.
- Upgrade and fence children's play areas at Morris Reserve.
- Revegetate Fleming Park and add water features and picnic areas.
- Increase green spaces in Glenroy including nature inspired play spaces.
- Increase shade at Cole reserve.
- Improve open space in Hadfield, Glenroy and Merlynston - ie shade over BBQ's, toilets, tables.
- Upgrade and improve safety at Harmony Park.

Nature
- Rehabilitate and revegetate the Moonee Ponds and Merri creek corridors (2).
- Water trees and vegetation that are vulnerable to drought or just planted (Methven and Fleming Park).
- Protect vegetation in Derby Street where trees are being replaced with non-local plants.
- Increase shade trees in Coburg, Fawkner, Oak Park (JP Fawkner Reserve) and Brunswick.
- Improve amenity along Moonee Ponds Creek - better paths, seating, artwork and creative spaces, weed control and planting.
- Remove concrete sections along creeks (movement and habitat for fish, frogs and other native aquatic creatures).
- Plant green leafy trees along Dawson Street down to Tullamarine Overpass and replace trees more regularly where needed.
- Plant green leafy trees along main roads around built up areas e.g. Sydney Road.
- Plant trees along Dawson Street to replicate Glenlyon Road.
- Convert the land on Champ Street alongside Pentridge into an urban orchard.

Waste Management and Reduction
- Clean up the creeks and waterways (Merri Creek included).

- Implement clean up days and encourage volunteering.

Neighbourhoods

Neighbourhoods included the subcategories of:
- creating sustainable neighbourhoods
- housing and development
- Moreland's heritage and character
- facilities
- urban design and streetscapes
- planning (permits, planning scheme, development).

This includes tagged comments in response to the question "What does your future neighbourhood look and feel like?" Also included are comments about green space, nature and climate where this was raised across other topic areas, particularly in climate and nature and getting around.

Figure 8 shows the distribution of feedback across sub-category by location or engagement method. Facilities were the highest priority for participants accounting for 30% tagged comments within this topic. Followed by Urban Design and Streetscape with 19% of tagged comments with this topic. This topic was most important to those engaged in the North East.

Community aspirations
In addition to broad topic and sub category tagging, comments that expressed a higher level sentiment 'more of' or 'support for' were tagged as aspirational. The top three aspirations for Neighbourhood are:

1. Urban design and streetscape (53 aspirational comments)
   > "More green spaces. More park benches for the elderly. More spaces with open air cafes so that one can sit outside even if it rains."
   > "I imagine a Moreland where it is possible to walk or ride through swathes of green public space with great shady trees and habitat gardens to get to PT or school or shops or playgrounds, paths of discovery with artworks and birdlife and a cooler heatmap."

2. Housing and development (52 aspirational comments)
   > "I imagine a community benefiting from architectural developments that promote community living ,where the council has stopped supporting high rise development by developers that are only chasing the dollar leaving us with slum like structures that nobody wants to live in and no business wants to be in."

3. Heritage, character and planning (37 aspirational comments)
   > "Particular care and protection of Heritage Overlay including some of the houses, old warehouse and factories and of course our laneways."
   > "consistent and better building standards"
   > "more support to the planning department"

Community priorities

There were clear identifiable trends relating to the community priorities received for Neighbourhood:
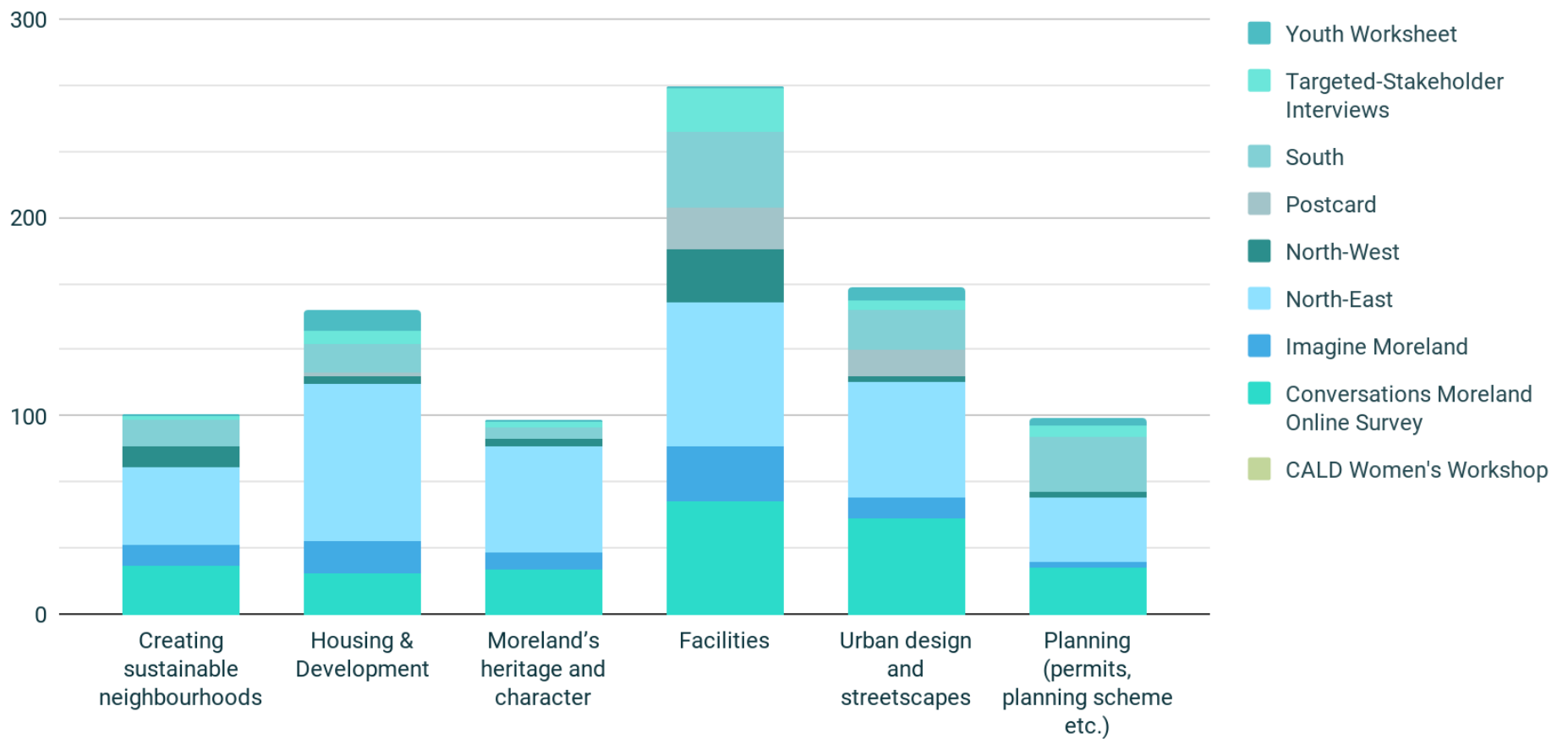
- Improving access to community facilities.
- Increasing access to pools and swimming programs.
- Improving access to library services.
- Access to affordable and appropriate housing.
- Ensuring developments are consistent with the Moreland character.
- Less high-rise high density residential growth.

Gaps in community understanding

Areas which require more communication or engagement with community:

- Potential need for community education regarding Council's role in enforcing buildings codes (including design, sustainability).
- With a vast array of potential projects for Council to consider it will be crucial for the Community Panel to determine an order or importance or criteria for assessing budgetary spending.

Figure 8 Breakdown of Sub Category under Neighbourhoods by Engagement Areas/Method

Legend:
- Youth Worksheet
- Targeted-Stakeholder Interviews
- South
- Postcard
- North-West
- North-East
- Imagine Moreland
- Conversations Moreland Online Survey
- CALD Women's Workshop

Location specific community priorities

The following are location-specific priorities which were provided under the sub-categories for Neighbourhoods. There were many more generic responses that would fit into these categories (non-location specific). To get a full understanding of the community needs it is recommended to view the data in its entirety via Attachment 1.

<u>Facilities</u>
- Develop a council run leisure centre in Moreland Rd.
- Update Fawkner Leisure Centre.
- Improve the gym and equipment at Fawkner Leisure Centre.
- Develop a gym setting for Fleming Park.
- Extend operating hours for Coburg Pool.
- Keep the Pascoe Vale Pool.
- Utilise the space outside the Pascoe Vale Community Centre.
- Invest in Coburg-Olympic pool.
- Ensure Oak Park pool is available all year round (retractable roof).
- Update Merlynston Tennis Club.
- Develop a dog park in the Glenroy Skate Park.
- Improve the Brunswick Citizen Services venue, with clear, updated signage and accessible toilets (when the venue is closed).
- Develop a library in Pascoe Vale.
- Reinvent and modernise Fawkner library.
- Provide adequate computers and books in the library (e.g. Glenroy library).

<u>Creating sustainable neighbourhoods</u>
- Improve public transport in Fawkner.
- Maintain (water and trim) nature strip trees Fawkner, McBryde Street.
- Revitalise the Moonee Ponds Creek.

<u>Planning</u>
- Limit units being built in Pascoe Vale South (traffic in neighbourhood, massing of units, loss of vegetation, site lines into homes).
- Assist Pentridge development (placemaking, green scaping).

Getting Around

Getting Around included the subcategories of:
- road use
- congestion
- parking
- public and active transport
- safety, accessibility and connectivity.

This includes tagged comments in response to the question "What is needed to make moving around Moreland safer and easier for everyone?" Also included are comments about public and active transport, accessibility and connectivity where this was raised across other topic areas, particularly in climate and nature, and neighbourhoods.

Figure 9 shows the distribution of feedback across sub-category by location or engagement method. Public and active transport were the highest priority for participants accounting for 50% tagged comments within this topic. Followed by safety, accessibility and connectivity with 25% of tagged comments with this topic.

Community aspirations

In addition to broad topic and sub category tagging, comments that expressed a higher level sentiment 'more of' or 'support for' were tagged as aspirational. The top three aspirations for Getting around are:

1. Public and Active Transport (78 aspirational comments)

   "Improve bike paths and pedestrian infrastructure to encourage more active transport and support for local living – for the safety, wellbeing and community strengthening."

2. Safety, Accessibility and Connectivity (48 aspirational comments)

   "More walkable city of Moreland particularly for those who need mobility support. More rest seats and toilets in our streets and creek trails. More trees to reduce the heat impact on our neighbourhoods so that it encourages residents to move more and know they can take a break on a seat under a tree."

3. Parking (20 aspirational comments)

   "Providing affordable car parks to support our small businesses."

Community priorities

There were clear identifiable trends relating to the community priorities received for Getting Around:
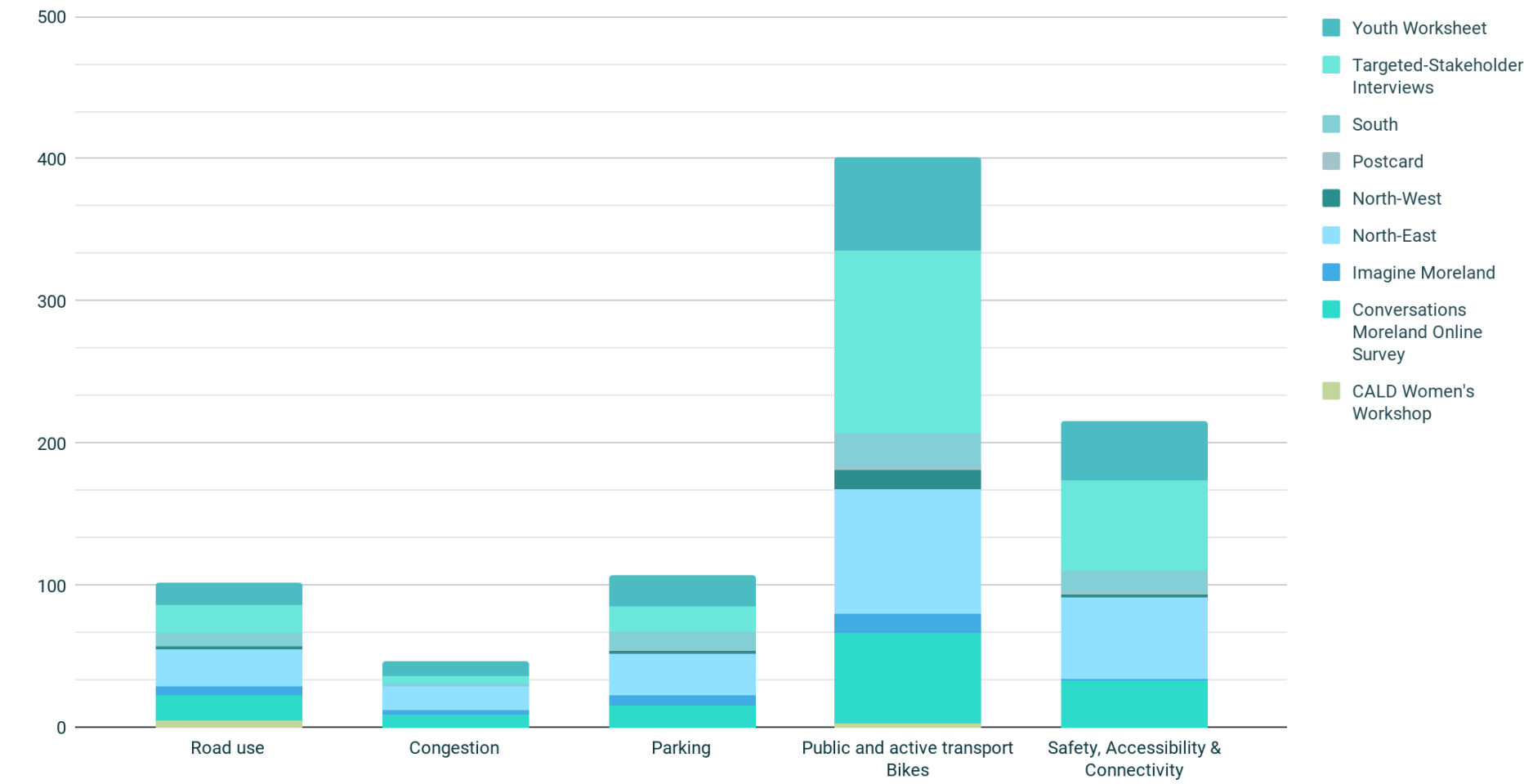
- Improving access to and quality of bike and pedestrian paths.
- Advocating for increased public transport.
- Improving road safety conditions.

Gaps in community understanding

Areas which require more communication or engagement with community:

- Council's role in road crossing removal.
- Council's role in providing public transport and its associated infrastructure.
- There is tension between the community's desire for public and active transport and increased parking. This tension would be good to discuss with the community panel to better understand how Council can assist with two conflicting priorities.
- A parking permit system was suggested by some community members. Council may wish to explore the merit of a permit system being implemented within the community.

Figure 9 Breakdown of Sub Category under Getting Around by Engagement Areas/Method

Legend:
- Youth Worksheet
- Targeted-Stakeholder Interviews
- South
- Postcard
- North-West
- North-East
- Imagine Moreland
- Conversations Moreland Online Survey
- CALD Women's Workshop

Location specific community priorities

The following are location-specific priorities which were provided under the sub-categories for Getting Around. There were many more generic responses that would fit into these categories (non-location specific). To get a full understanding of the community needs it is recommended to view the data in its entirety via Attachment 1.

Public and active transport
- Provide an alternative (and or proper drainage) to the Upfield Bike Path.
- Develop a bike path that connects Darebin to Moreland.
- Improve the sharing of paths along Merri Creek between pedestrians and cyclists.
- Create an overbridge for pedestrians and cyclists at Melville Road and Bell Street.
- Create bike paths along Bell Street.
- Widen the Merri Creek footpath.
- Remove the railway level crossing at Gaffney Street in Pascoe Vale and Devon Road, Oak Park.
- Advocate to bring the tram line to Kmart Campbellfield.
- Advocate to Public Transport Victoria to improve Upfield Train line and bus links in Fawkner.
- Revegetate the carpark at Glenroy Station.

Road use
- Develop an overpass for Bell Street and Melville Road intersection.
- Fix the corner of West Street and Glenroy Road corner.
- Advocate to Vicroads to address congestion on Sydney Road.

Parking
- Reinstate unlimited car parking in back car park in Bondi Street.
- Develop a double storey car park behind Bonwick Street shops.
- Indent nature strips with parking to allow cars on both sides in Daley Street.

Congestion
- Address the school traffic on Boundary Road outside the Federation Village Retirement home.

Economy and the Arts

Economy and the Arts includes the subcategories of:
- economic development and business support
- arts, culture and creative industries
- sole traders
- precincts and placemaking
- employment
- education
- adoption of technologies.

This includes tagged comments in response to the question "What is needed to create a thriving arts industry and local economy?" Also included are comments about the economy and arts where this was raised across other topic areas, particularly in relation to health and equity.

Figure 10 shows the distribution of feedback across sub-category by location (pop-up) or engagement method. Economic development and business support were the highest priority for participants accounting for 28% of tagged comments within this topic. Followed by arts, culture and creative industries with 24% of tagged comments with this topic.

This topic was most important to those living in the North West of Moreland where 51% of comments are in relation to this topic.

Community aspirations

In addition to broad topic and sub category tagging, comments that expressed a higher level sentiment 'more of' or 'support for' were tagged as aspirational. The top three aspirations for Economy and the Arts are:

1. Economic Development and Business Support (31 aspirational comments)
   "A vibrant bustling economy with local shops that doesn't favour any ethnicity."
   "Building the Visitor Economy, especially that associated with the food and beverage sector, which is a strength of Moreland."

2. Precincts and Placemaking (31 aspirational comments)
   "Continue to beautify shopping strips with aesthetically pleasing street art/utility art opportunities. Install hardy but beautiful street planters in some streets. "

3. Arts, Culture and Creative industries (28 aspirational comments)
   "Support for artists including: local group shows, grants for exhibitions, art classes, drawing in community."
   "Promote more multicultural arts events including purpose set up facilities or spaces for art incubation and development."

Community priorities

There were clear identifiable trends relating to the community priorities received for Economy and the Arts:
- Revitalise Sydney Road (cleaning and place activation).
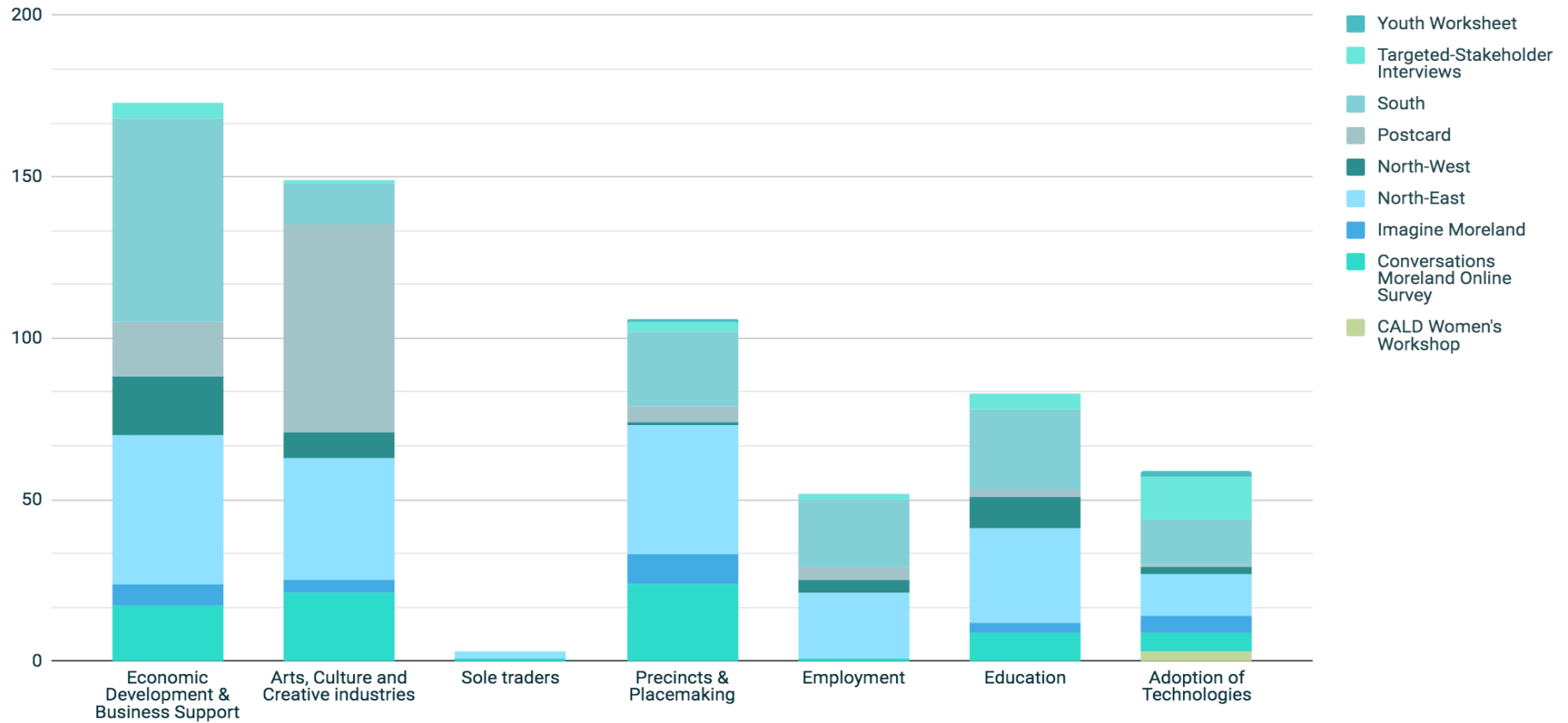- Provide venues for arts and creative industries (including grants).

- Provide economic support for businesses and the arts industry (particularly in response to impact of the pandemic).
- Increasing local employment opportunities (particularly for young people).
- Assisting business to commence and thrive.
- Providing public art across Moreland.
- Repurposing vacant shops (potentially for artists).

Gaps in community understanding

Areas which require more communication or engagement with community:

- Availability of grants for business and art community. There may be a need for advocacy for increased funding for this area.
- Graffiti and its use as a tool for art or an act of vandalism.

Figure 10 Breakdown of Sub Category under Economy and the Arts by Engagement Areas/Method

Legend:
- Youth Worksheet
- Targeted-Stakeholder Interviews
- South
- Postcard
- North-West
- North-East
- Imagine Moreland
- Conversations Moreland Online Survey
- CALD Women's Workshop

Location specific community priorities

The following are location-specific priorities which were provided under the sub-categories for Economy and the Arts, this category received the most location-specific priority comments as people reflect on local venues and precincts.. There were many more generic responses that would fit into these categories (non-location specific). To get a full understanding of the community needs it is recommended to view the data in its entirety via Attachment 1.

Economic development and business support
- Provide support for local businesses to fill currently vacant shop-fronts along Sydney Road.
- Promote other shopping strips/areas other than Sydney Road.
- Retain the Brunswick Market and street markets.
- Improve retail near Coburg.
- Build business precincts and clusters e.g. Brunswick Design District (BDD) and Coburg Town Centre redevelopment.

Arts, culture and creative industries
- Negotiate short term lease for artists to use empty shops along Sydney Road (2).
- Subsidise arts venues in Brunswick and beyond (2).
- Provide small grants for locals music events such as Brunswick Music Festival and Sydney Road street party.
- Establish a live music hub in Brunswick East.
- Develop abandoned industrial spaces, like the Kangan Tafe in Coburg North, into climate-friendly incubator hubs.
- Engage the services of artists to replace the graffiti with art work on the Tullamarine Freeway (See the Silo Trail in rural Victoria).
- Offer artists a fee for exhibiting at the Council gallery.
- Partner with Transurban, Dulux and local graffiti artists to run a yearly competition and festival at Dawson St park.
- Create more exhibiting opportunities for artists, including the Library in Brunswick.
- Encourage artists to put community events on at the Pavillion at Fleming Park.
- Activate Glenroy and Fawkner with creative entertainment.
- Provide evening performances and activities in Brunswick West.
- Partner with artists to give Coburg "facelift".
- Utilise the Brunswick Town Hall and include a museum celebrating our history.
- Provide more opportunities for graffers to do paid murals e.g Sydney Road.

Sole traders
- Enforce policies that support small businesses to avoid multiple shop types (2).
- Provide Christmas decorations for shopping strips (Bonwick Street).
- Support the Hadfield businesses and shops.

Precincts and placemaking
- Improve aesthetics of Sydney Road and surrounding streets (7).
- Increase shops on the Merlynston strip (2).
- Increase off street parking, this could help establish greenspace and outdoor dining areas as in Lygon Street.
- Develop more pedestrian malls in Coburg.
- Develop Sydney Road into a Mall.

- Improve disability access in public places, specifically Sydney Road.
- Invest in the Glenroy Business District.
- Address graffiti (tags not streetart) in Coburg and Brunswick strips.
- Improve aesthetics of Coburg Mall.
- Improve public business/education/entertainment hubs particularly in Glenroy

Employment
- Employ an outreach Youth Worker to address young people begging in shopping precincts.
- Increase Indigenous specific positions at Council.

Education
- Increase early childhood development and school readiness (particularly in Glenroy where over a third of children are starting school developmentally vulnerable).

Democracy and Governance

Democracy and Governance includes the subcategories of:
- council processes and outcomes
- stewardship; managing assets, resources and finances responsibly
- customer experience
- community participation and partnership
- advocacy to other levels of government, agencies and private companies

This includes tagged comments in response to the questions "How do we best manage resources to deliver great services and facilities?" and "How can we strengthen our partnership with the Moreland community?" Also included are comments about the community partnerships when this was raised across other topic areas, particularly in relation to health and equity and neighbourhoods.

Figure 11 shows the distribution of feedback across sub-category by location (pop-up) or engagement method. Community participation and partnership was the highest priority for participants accounting for 27% of tagged comments within this topic. Followed by council processes and outcomes with 25% of tagged comments with this topic.

This topic was most important to those living in the South of Moreland.

Community aspirations

In addition to broad topic and sub category tagging, comments that expressed a higher level sentiment 'more of' or 'support for' were tagged as aspirational. The top three aspirations for Governance and Democracy are:

1. Community Participation and Partnership (42 aspirational comments)
   "Ensure all residents in any impacted area are properly consulted and have various platforms available to them to provide their feedback. Consider the elderly and their limited ability to use technology or have access to it."

2. Council Processes and Outcomes (51 aspirational comments)
   "We want Council to lead and take risks for the future on sustainability rather than getting caught up in politics or being captive to squeaky wheels."

3. Stewardship: managing assets, resources and finances responsibly (45 aspirational comments)
   "[Stick] to plans & budget, Report progress against existing plans instead of failing to act [on them] them & replacing them."

Community priorities

There were clear identifiable trends relating to the community priorities received for Governance and Democracy:
- Community Engagement and information for non-English speaking residents
- Community engagement with young people
- Ensure multiple community engagement and communication methods and utilised by Council
- Ensuring finances are used appropriately and equitably

Gaps in community understanding

Areas which require more communication or engagement with community:
- The community has a clear desire to understand Council's priority setting process and budget allocation. This could be explored through the Community Panel.
- Some comments indicate a lack of trust regarding the collection of data and how Council's process protects the privacy of the community. There may need to be further exploration or community education on this topic.

Figure 11 Breakdown of Sub Category under Democracy and Governance by Engagement Areas/Method
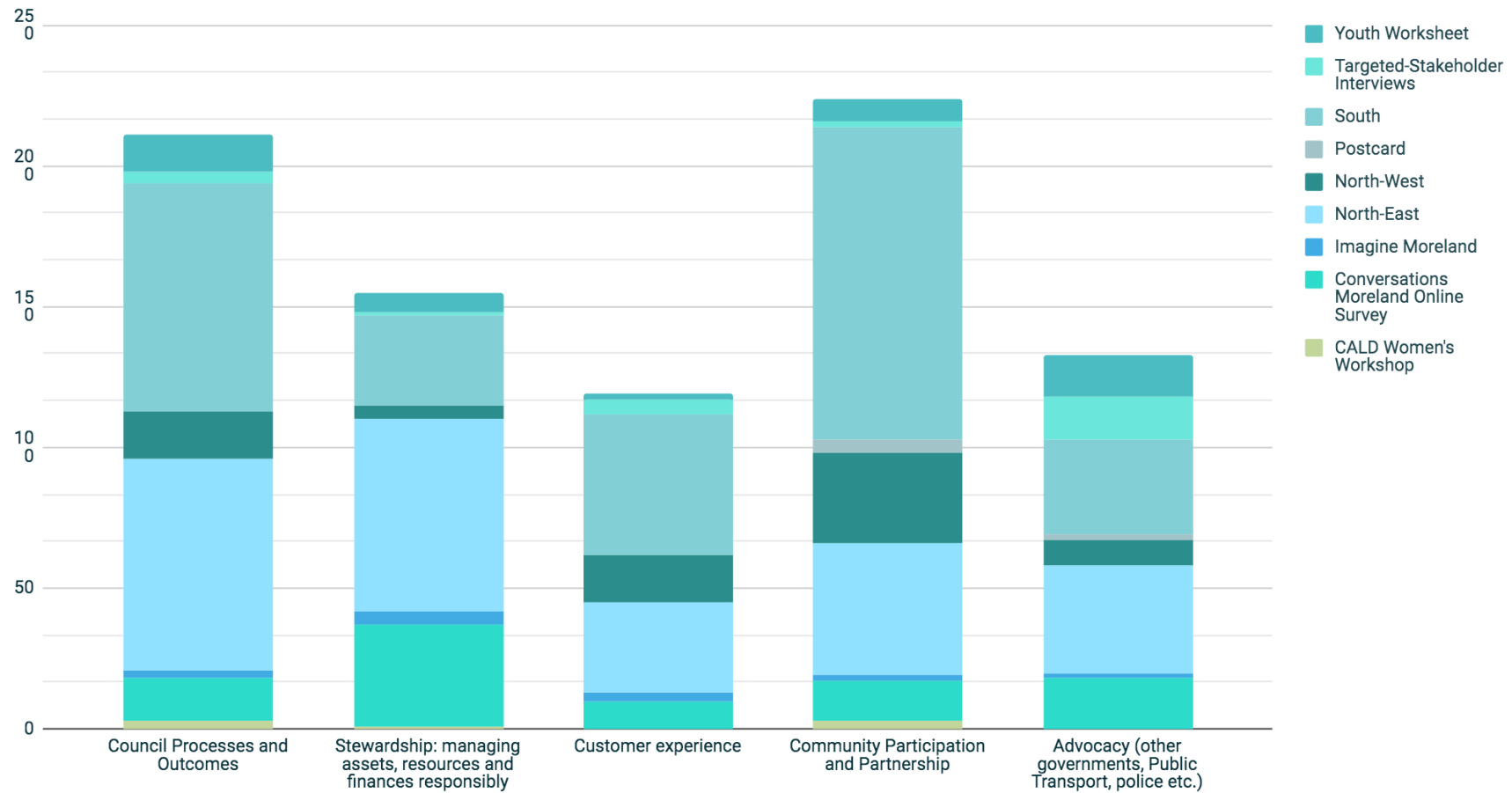
Location specific community priorities

The following are location-specific priorities which were provided under the sub-categories for Governance and Democracy. There were many more generic responses that would fit into these categories (non-location specific). To get a full understanding of the community needs it is recommended to view the data in its entirety via Attachment 1.

Council processes and outcome
- Provide information on relative spend per postcode and rationale.

Stewardship
- Provide financial support to Brunswick Design District.
- Provide financial support to the Coburg Farmers' Market (and potential extensions).

Advocacy
- Advocate to the MAV and Vic ALP branch to abandon the system of allocating electorates to particular factions, particularly in Pascoe Vale electorate.
- Advocate to Government for grant funding, NorthLink willing to assist

Customer experience
- Increase Council staff in local areas, particularly Brunswick West.
- Move Customer Services from Brunswick Town Hall, and give it a street presence or coverage. Then re-imagine the town hall.
- Improve the quality of the online Council Meetings.

Pandemic Recovery

Pandemic Recovery includes the subcategories of:
- financial effects
- mental health and wellbeing
- digital access and inclusion
- social inequalities and vulnerabilities
- pandemic relates health services, facilities and items
- pandemic restrictions.

This includes tagged comments in response to the questions "How can Council partner with our community to recover from COVID-19 stronger?" Also included are comments about the community partnerships when this was raised across other topic areas, particularly in relation to health and equity.

Figure 12 shows the distribution of feedback across sub-category by location (pop-up) or engagement method. Pandemic-related health services, facilities and items was the highest priority for participants accounting for 28% of tagged comments within this topic. Followed by social inequalities and vulnerabilities with 18% of tagged comments with this topic.

Community aspirations

In addition to broad topic and sub category tagging, comments that expressed a higher level sentiment 'more of' or 'support for' were tagged as aspirational. The top three aspirations for Pandemic Recovery are:

1. Pandemic-related health services, facilities and items (50)
   > "The impacts of the pandemic are going to be long term so it is important to keep checking in with the community and ensuring that any funding for projects is actually realising outcomes and the measures are more than just outputs."
   > "I would like to see a pandemic recovery plan incorporated into the Council Plan, so there is just one main Plan that is reported on every 3 months."

2. Social inequalities and vulnerabilities (33)
   > "Financial help for mental health support! Age care support, more doctors offices that offer bulk billing."

3. Financial Effects (31)
   > "Creating opportunities to support people who have been made redundant due to covid."

Community priorities

There were clear identifiable trends relating to the community priorities received for Pandemic Recovery:
- Financial support for businesses and individuals who have been negatively impacted by the pandemic (particular focus on people experiencing homelessness)
- Supporting the arts industry
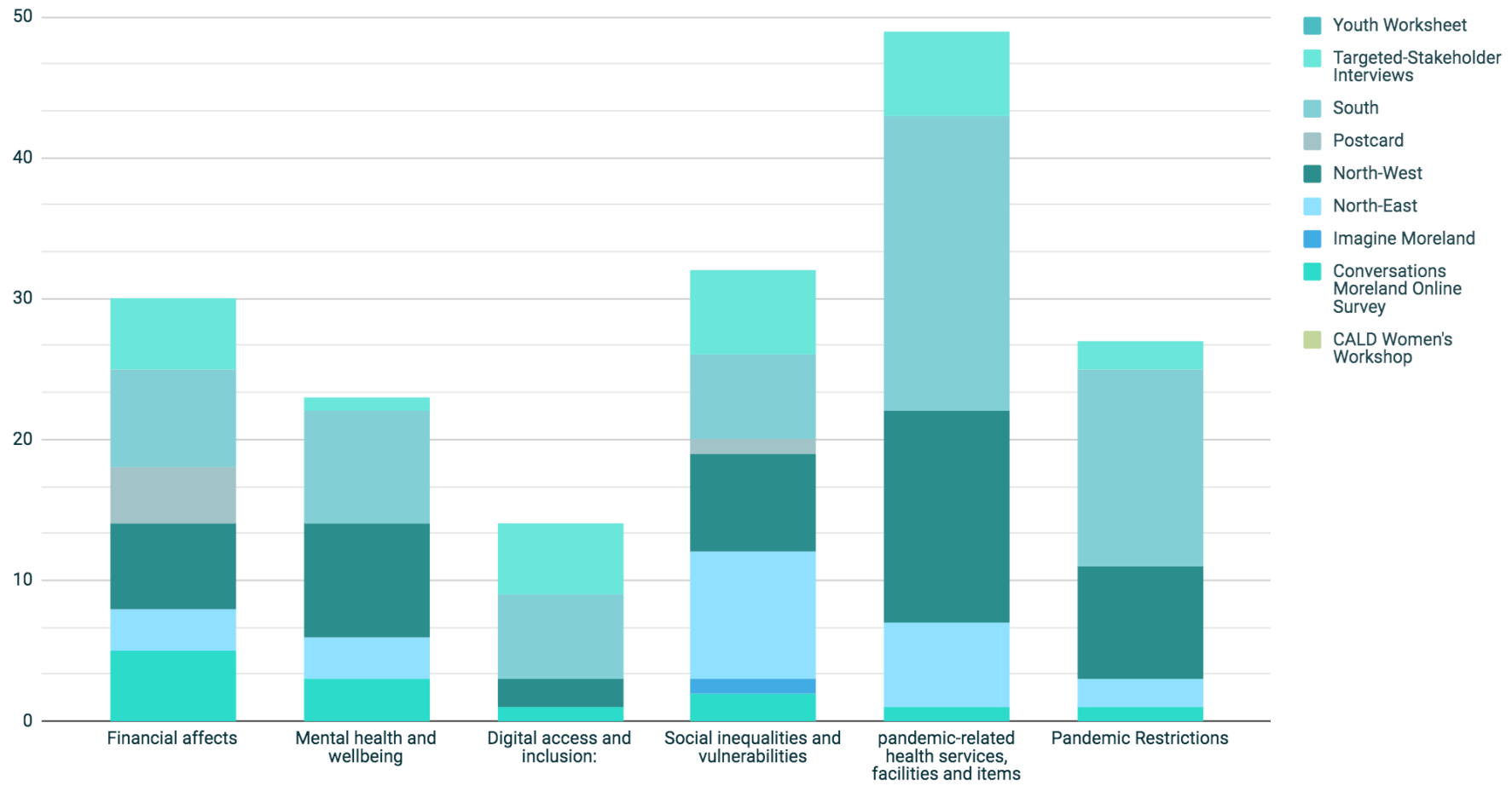- Supporting health services

Gaps in community understanding

Areas which require more communication or engagement with community:
- Community expressed a need for increased communication about COVID.

- As vaccinations are rolled out in Moreland, Council should consider providing clear information (in multiple formats and languages) on who is providing vaccination and how to access.
- Council could further explore how the response and recovery from COVID is integrating within its core strategic documents.

Figure 12 Breakdown of Sub Category under Pandemic Recovery by Engagement Areas/Method

Legend:
- Youth Worksheet
- Targeted-Stakeholder Interviews
- South
- Postcard
- North-West
- North-East
- Imagine Moreland
- Conversations Moreland Online Survey
- CALD Women's Workshop

Categories: Financial affects; Mental health and wellbeing; Digital access and inclusion:; Social inequalities and vulnerabilities; pandemic-related health services, facilities and items; Pandemic Restrictions

There were no location-specific priorities identified for Pandemic Recovery. This reflects the community's understanding that the COVID-19 pandemic impacted across the whole municipality.

Infrastructure considerations

To assist with the preparation of the long-term asset plan and level of specificity required for this report, comments that have an infrastructure or asset considerations were tagged and coded according to the relationship with key assets.

Key asset types recorded:
- Community Infrastructure (building and spaces): ranging from Maternal Child Health centres and preschools, to senior citizens centres and sports pavilions.
- Open Space: parks, sporting and non-sporting reserves
- Pedestrian and bicycle paths
- Drainage: stormwater drains
- Roads: locally owned and state managed.

Table 7 shows the number of comments by asset category. Community interest was highest for open space (by number of comments) and assets associated with movement and getting around.

Table 7 Interest by Asset Category

Asset Category	Number of comments with an asset consideration
Community Infrastructure (building and spaces): ranging from Maternal Child Health centres and preschools, to senior citizens centres and sports pavilions.	165
Open Space: parks, sporting and non-sporting reserves	296
Pedestrian and bicycle paths	182
Drainage: stormwater drains	8
Roads: locally owned and state managed.	171

Considerations by Asset Category

Following are priorities by asset category where there is a specific project or concern. Where there is a more tangible request. Consideration has not been given to the role of Council in regards to the management or ownership of the asset category or infrastructure priority. Moreland City Council will need to consider its role and level of authority for each suggestion and how it approaches the priority (advocacy, delivery, partnership).

Community Infrastructure Projects or Priorities
This section looks at the infrastructure and assets that contribute to community life. Of course there is crossover with some elements and that of the other categories (open space and pedestrian access).

Play (29 requests):
- Increased availability and suitability of playspaces.
- Enhanced maintenance and upkeep of playspaces and play equipment.
- Increase the variety of play spaces for different ages and abilities.
- Focus on nature based play opportunities as an alternative to plastic materials.
- Investing in toy libraries (2 request).
- Fencing (or barrier) around play equipment to provide separation from vehicles and dogs.

Space for artistic and cultural expression (20 requests)

Overall a desire to see more locations created throughout Moreland city for family and cultural gatherings, music, and relaxation. This could be achieved through:

- Addition of needed equipment and facilities within existing community spaces, sound proofing, three-phase power, hanging system, mess areas for ceramics, painting etc.
- Planning outdoor spaces with music or artistic programming in mind, shelter or soundshell, access to power for performance, water for food trucks.

Adding art into the everyday, along walls and buildings or within properties.

Places for social wellbeing (9 requests):

- Places to support vulnerable community members (shelter, food donations, serving meals).
- Maintenance and upkeep of community centres (keyless system, security).
- WiFi in community spaces and halls.
- Modifications to community centres that support community access and use (community hire and shared use of facility).
- Increased programming and use of community centres for festivals and events, use by emerging arts or business.
- Upgrading the libraries as meeting spaces for the community with multiple uses.
- Investing in tool libraries.

Shared facilities (9 requests):

- Work with other community infrastructure providers to increase the sharing of spaces inclusive of schools and sporting facilities.

Open Space Infrastructure Projects or Priorities

This section looks at the parks, sporting and non-sporting reserves that help to keep Moreland fit, healthy and green. There is crossover with some elements and that of the other categories (community infrastructure and pedestrian access).

Greening Moreland - 115 requests

A strong desire to see Moreland become greener and retain the vegetation in Moreland.

"You have made Moreland a concrete jungle. Shame on you."

- Plant more trees (251 mentions) across data. Please refer to the infrastructure section in the Climate and Nature section.
- Vertical gardens along new developments.
- Increasing the available greenspaces in buildings and community centres.
- Increased native planting in parks and reserves.
- Maintenance of parks and reserves, weeding, watering and quality of planting.
- Planting along road reserves and along streetscapes.

Parks, parklets and pocket parks - 86 requests

Within and in addition to greening Moreland participants would like to see more focus put into:

- quality and upkeep of parks.
- addition of parks, parklets and pocket parks replacing car parking, closing roads and finding spaces for outdoor dining and seating (Glenroy Station, Sydney Road).
- cleaning up of parks and ways to reduce littering.

Community gardens (edible and relaxation) 44 requests

Community gardens were seen as providing a dual purpose (in addition to greening Moreland) they help to provide places for play and socialisation, as well as spaces to connect with and learn about food growing.

"Residents should have access to community gardens and kitchens where our residents can learn to grow, prepare and share fresh healthy food."

"A network of community gardens and kitchens will improve our access to healthy nutritious food, build skills in growing and preparing foods, green our neighbourhoods, improve community cohesion, food security and mental health."

"They could be incorporated into our early childhood centers, schools, leisure facilities, community houses, residential developments and parks and gardens."

"Our older generation in Moreland is an untapped knowledge resource in this area. There are so many home kitchen gardeners in our community."

Caring for Merri Creek - 33 requests
- Revegetation of the creek with plants that support the ecosystem.
- Investment to reduce the waste and litter in the creek.
- Increasing facilities along the creek to increase and encourage enjoyment.

Places to keep fit and health – 19 requests
- Additional sport and fitness opportunities and facilities (gymnasium in Fawkner, ladies only training opportunities) and extension of existing services (increased hours of operation, decreased entry fees).
- Heat and redevelop the Coburg Olympic Pool so it becomes accessible all year round.
- Renovate Fawkner leisure centre (facilities are outdated and rundown, especially outdoor pool but also indoor).
- Upgrade the tired change room facilities and add BBQ facilities within pools and recreation reserves (4).
- Increased areas for water play across the municipality included into sport and recreation facilities
- Facilities for rehabilitation (water based and treatment) with wheelchair access.
- Outdoor fitness in parks connected with trails and tracks (Fleming park).
- Basketball courts and informal sporting facilities.
- Water and drinking facilities.

Steering clear of synthetic turf - 9 requests
- Retaining natural grass within public and sporting facilities (Hosken Reserve).

Pedestrian and bicycle paths
This section contains assets and infrastructure that keeps Moreland moving on foot, bike or mobility aid.

More bike lanes, shared paths, footpaths, pedestrian crossings - 115 responses
- Increase bike lanes that connect into other bike paths and trails.
- Increase bike lanes that run alongside main routes, not avoid them due to traffic.

- More shared paths, with opportunity for sharing without conflict.
- More bike paths separated from cars (Glenlyon Rd, Sydney Rd).
- Better connection and storage of bicycles to access public transport.
- Treatment of bike lanes and materiality to create a better visual separation.
- Upgrade pedestrian access across main roads through increased crossings or a reduction of speed (John St intersection, Glenlyon Road, Lygon St, Nicholson St and Sydney Rd).

Traffic calming (walking/cycling specific) - 39 requests
- Street art along and on roads to aid cyclings and walkers.
- Greening road verges and footpaths for shade and traffic calming.
- Narrowing roads at crossing junctions to slow drivers.

Maintenance and evenness - 32 requests
- Repairing unevenness for people with mobility difficulties and an ageing population.
- Making it even for children learning to ride.
- Tree roots and tree stumps lifting pathways.
- Damage to footpaths from developers or builders.

Lighting along pathways - 8 requests
- Increased lighting along street paths and bike paths.
- Use festive lighting to create atmosphere and encourage walking.

Drainage: stormwater drains
This section contains assets and infrastructure that keeps Moreland clean and with adequate drainage:
Improve water quality - 2 requests
- Implement filters at the drains before going into the creek.
- improve the quality of stormwater before discharging into the Merri Creek, including litter management to enhance aquatic health.

Clean and repair drains- 3 requests
- Clean graffiti of drain assets.
- Repair concrete surrounding drains.
- Ensure drains are appropriately operating to avoid overflow in parks.

Use of stormwater- 1 request
- Re-use of local storm water.

Roads
This section contains assets and infrastructure that keeps Moreland moving via road vehicles. This section is highly linked with the infrastructure comments regarding active transport:

Location of bicycle paths/lanes- 14 requests
- Increase bicycle lanes on major roads.
- Remove dedicated bike lanes and put them on the footpath.
- Separate walking and bike paths.

Improve quality of roads and cycling lanes- 6 requests
- Improve surface of roads and road verges.
- Improve cycling lanes on roads (separation from cars, line marking).

- Develop over-passes for pedestrians and cyclists (both for safety and for efficiency for drivers).

Improve road safety- 27 requests
- Improve and increase safety infrastructure such as pedestrian lights, traffic lights, fencing, speed humps, zebra crossing.
- Block off roads (peak times, for temporary events, pocket parks).
- Reduce speed limits.

Increased parking- 28 requests
- Increase parking around train stations.
- Increase parking around hospitals.
- Increase parking around shopping precincts.
- Increase parking around residential areas and new developments.
- Increase disabled parking.

Decrease parking- 7 requests
- Replace carparking with bike lanes.
- Replace carparking with parklets and continued outdoor dining, trading.

Next Steps

Engagement on this project has created significant interest and aspirations for a reimagined Moreland. Goodwill has been created between the Council and the residents, community groups and organisations who have taken their time to provide feedback on the project. As a courtesy to participants Conversation Caravan recommends the following next steps:

Thank Participants
Issue a statement and update Conversations Moreland Imagine Moreland page to thank participants for participating in the project and for sharing their ideas and contributions to the project. Consider ways to recognise their involvement from the higher levels of the Council for example a thank you letter or email from the CEO or Mayor.

Share the data
Provide the community with a snapshot of the engagement data; bring the data to life with infographics to help participants digest the information in an easy form. Consider ways to share the raw data with other agencies and community organisations that can work alongside Moreland City Council to help deliver the vision and community aspirations.

Close the Loop
Keeping participants informed in engagement and the project is called 'closing the loop', the information loop is currently open. Participants have shared their ideas and their feedback through the engagement process and are waiting for what happens next.

Participants that provided information to the Governance topic would like the Council to be more forward in sharing information and explaining to the community how the data is and is not used and next steps for community involvement. This is your opportunity to demonstrate this change, tell them, share what you are working on, dates of the Council Meeting and keep them informed with next steps.