



Affordable housing on Wilkinson St, Brunswick

Submissions Research Report

20 August 2021 (D21/332090)

Affordable housing on Wilkinson St, Brunswick

Submissions Research Report

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1. Summary: Key insights from submissions

In June 2021 Moreland Council approved the commencement of a statutory process to consider submissions on the proposal to sell land at 2-12 Wilkinson Street Brunswick to Moreland Affordable Housing Ltd (MAH). MAH is a charitable not for profit company that was set up by Council in 2018. MAH has the express purpose to provide affordable housing options in Moreland. Submissions received in this process are public records.

The land that was proposed for sale is the western portion of the car park at 2-12 Wilkinson Street, Brunswick. Council will not be paid for the land, rather it will have a binding agreement on its future use to benefit the community. The agreement will ensure that 85% of the proposed 34 apartments developed on the site must be affordable housing; at least half of these will be provided as social housing. The agreement means that the apartments must remain as affordable and social housing into the future.

The purpose of this report is to provide an objective summary of the all submissions in response to the proposal to sell land at 2-12 Wilkinson Street Brunswick for the purposes of creating affordable housing.

Between 12 July and 9 August 2021, Moreland City Council received 140 written submissions. These submissions were made via mail, email, and the Conversations Moreland online platform.

Key insights generated from the assessment of these submissions, as outlined in this report, are as follows;

- Of the 140 submissions made, 42% were considered positive, 10% mixed, 47% negative, and 1% neutral with respect to their support or otherwise for the proposal.
- Of all 140 submissions, 59% expressed general support for affordable housing in principle, but all did not necessarily support this proposal.
- Among the submissions considered as 'positive' in their position, key themes were support for location/site (18 submissions) and general support (17 submissions).
- Among the submissions considered as 'mixed' and 'negative' in their position, key themes were Concern related to parking (41 submissions) and Concern related to green space (22 submissions).
- The majority of submitters were local residents (79%). 48% of local resident submitters were considered as being positive towards the proposal.
- Business operators accounted for 12% of all submissions. 100% of business operators were considered as being negative towards the proposal.

Further information on how submissions were assessed and analysed, including the themes identified, are outlined in this report. See also Appendix A for a detailed description of how submissions were collected, managed, and analysed.

2. Purpose of this report

The purpose of this report is to provide an objective summary of the all submissions in response to the proposal to sell land at 2-12 Wilkinson Street Brunswick for the purposes of creating affordable housing.

Note: this report is not intended to provide a response to the submissions, nor elaborate on topics and issues raised, beyond content that was provided in the submissions.

This report and the synthesis of submissions has been developed by the Strategy and Research Unit at Moreland City Council. For further details of the methods applied see Appendix A.

3. Types of submissions and submitter characteristics

This section describes the types of submissions received and characteristics of submitters, including relationship to the Wilkinson St site, age, gender, and tenure status.

Overall, 140 written submissions were made between 12 July 2021 and 9 August 2021.

3.1 Submission type

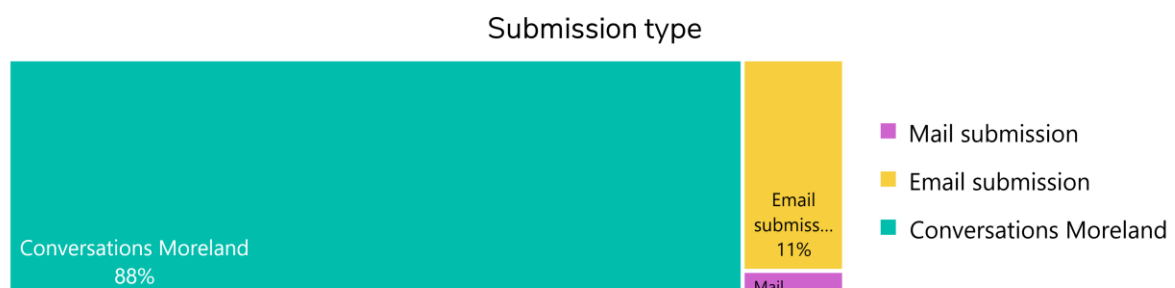
Submissions could be made using the Conversations Moreland online platform, via email submission, or via mail submission.

Figure 1. Submission type table

Submission type	Submissions (#)	Submissions (%)
Conversations Moreland	123	88%
Email Submission	15	11%
Mail Submission	2	1%
Total	140	-

Note: Several duplicate submissions were made via email and Conversations Moreland. These were counted towards the submission type they first used.

Figure 2. Submission type hierarchy chart



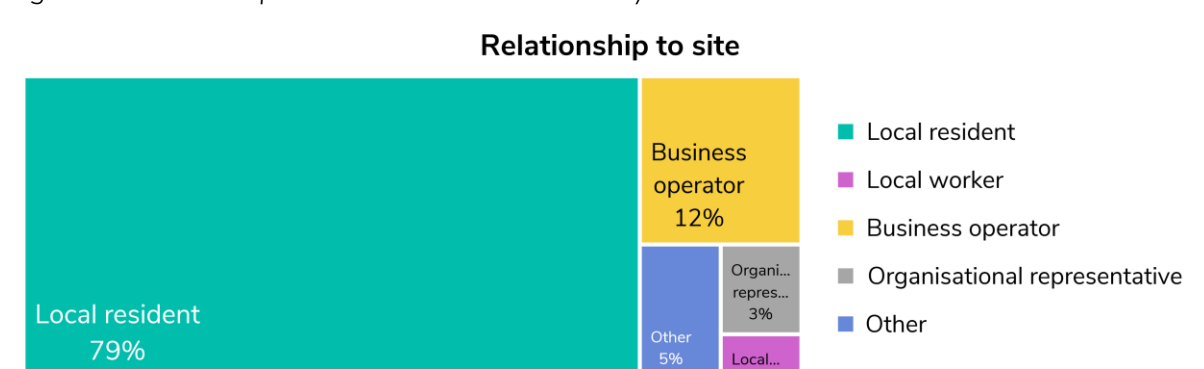
3.2 Relationship to site

93% of submitters indicated their relationship to the Wilkinson St site. The majority of responses came from local residents (79%) followed by business operators (12%). “Other” relationships to site include property owners, former residents, residents of nearby LGAs, and regular visitors.

Figure 3. Relationship to site of submitters table

Relationship to site	Submissions (#)	Submissions (%)
Local resident	103	79%
Business operator	15	12%
Other	6	5%
Organisational representative	4	3%
Local worker	2	2%
Total	130	-

Figure 4. Relationship to site of submitters hierarchy chart



3.3 Age breakdown

84% of submitters provided their age group. When compared with the age breakdown of Brunswick overall, people aged 30 to 79 are overrepresented. This is particularly true for people aged 40-49 (13% of Brunswick vs 25% of submitters). Conversely, people aged 0-29 and 80+ are underrepresented among submitters. There were zero submissions from people aged under 20 and over 80.

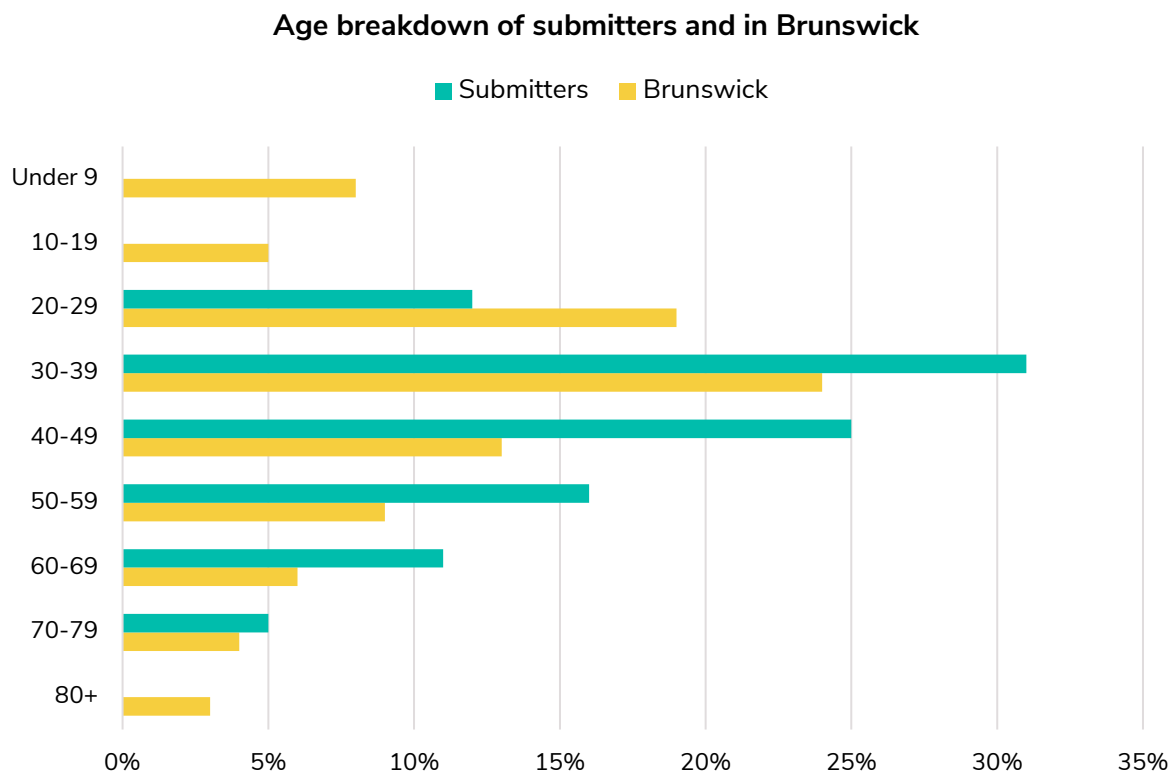
Figure 5. Age breakdown of submitters table

Age (years)	Submissions		Comparison	
	#	%	Brunswick age profile (%)	Moreland age profile (%)
Under 9	0	0%	8%	12%

10-19	0	0%	5%	9%
20-29	15	13%	19%	19%
30-39	36	31%	24%	20%
40-49	29	25%	13%	13%
50-59	18	15%	9%	10%
60-69	13	11%	6%	7%
70-79	6	5%	4%	5%
80+	0	0%	3%	5%
Total	117	-	-	-

Source of comparison data: Australian Bureau of Statistics Population Census 2016

Figure 6. Age breakdown of submitters bar chart



3.4 Gender

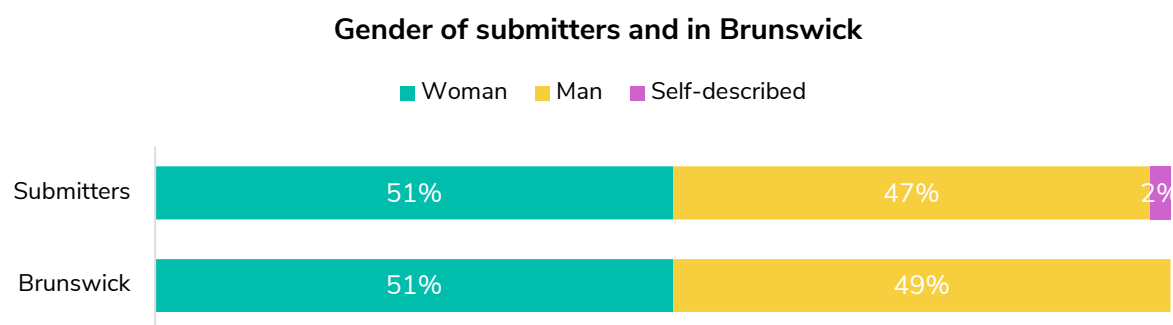
88% of submitters provided their gender. The gender breakdown of submitters was consistent with the breakdown in Brunswick. Note: comparison data for Brunswick does not capture data for “self-described”.

Figure 7. Gender of submitters table

Gender	Submissions		Comparison	
	#	%	Brunswick age profile (%)	Moreland gender profile (%)
Woman	63	51%	51%	51%
Man	58	47%	49%	49%
Self-described	2	2%	Not captured	Not captured
Total	123	-	-	-

Source of comparison data: Australian Bureau of Statistics Population Census 2016

Figure 8. Gender of submitters bar chart



3.5 Tenure

81% of all submitters provided their tenure status. When compared with tenure status in Brunswick, there was an overrepresentation of people paying off their home and an underrepresentation of people renting privately and people renting in public or community housing. There were no submissions from people who are currently unhoused.

Figure 9. Tenure status of submitters table

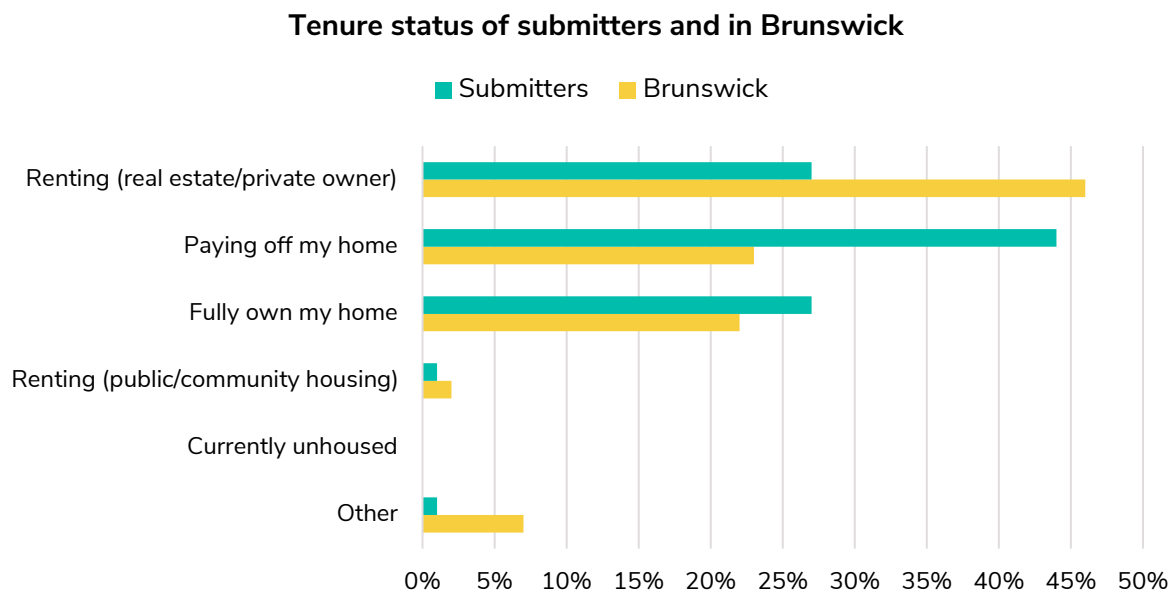
Tenure Type	Submissions		Comparison	
	#	%	Brunswick tenure profile (%)	Moreland tenure profile (%)
Renting (through real estate/private owner)	30	27%	46%	33%
Paying off my home	50	44%	23%	27%
Fully own my home	31	27%	22%	29%

Renting in public or community housing	1	1%	2%	3%
Currently unhoused	0	0%	Not available	<1%
Other	1	1%	0.2%	0.6%
Total	113	-	-	-

Source of comparison data: Australian Bureau of Statistics Population Census 2016; Australian Bureau of Statistics Homelessness Estimates 2016

Note: While only local residents were prompted to provide their tenure status, several submitters with other relationships to the site provided tenure status. These have been included in this analysis.

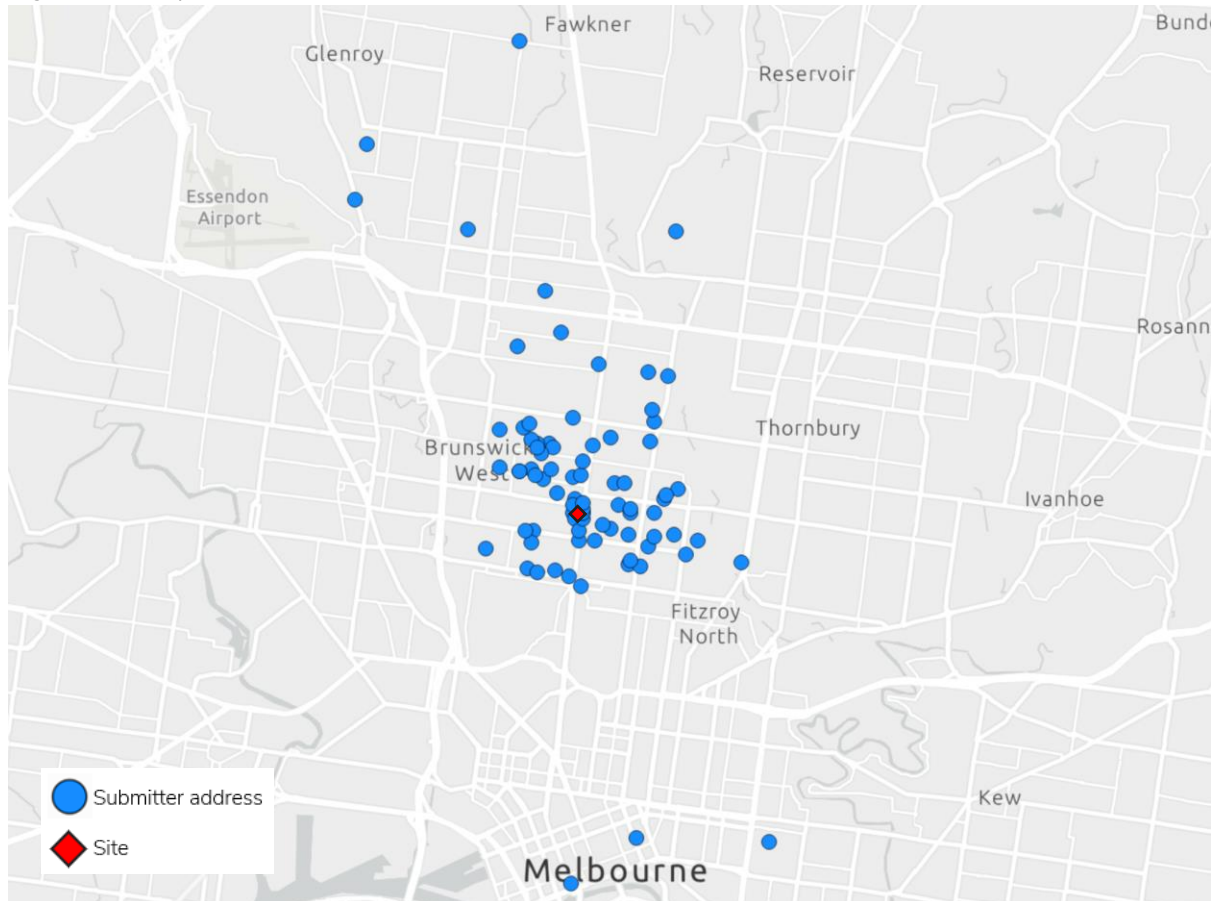
Figure 10. Tenure status of submitters bar chart



3.6 Geography of submissions

94 submitters provided an address, 88 of which provided a complete address that could be plotted. 60% of submitters who provided an address were located in Brunswick. There were also 4 submissions with addresses from outside Moreland.

Figure 11. Map of submissions



4. Assessment of submissions: sentiment

This section describes a summary of overall sentiment towards the proposal and sentiment by different population subgroup including relationship to site, gender, and tenure status. All submissions were assessed for sentiment towards the proposal.

4.1 Sentiment

All submissions were analysed for sentiment. The possible sentiments included:

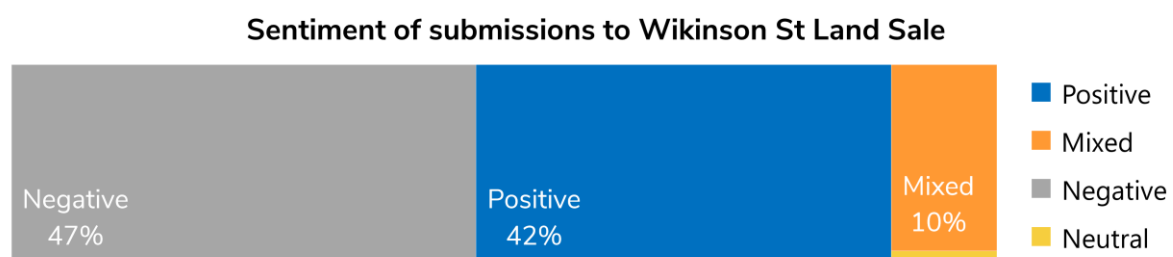
- Positive: Submission was entirely positive toward the proposal
- Mixed: Submission contained both positive and negative sentiment
- Negative: Submission was entirely negative toward the proposal
- Neutral: Submission did not contain positive or negative sentiment

See Appendix A for more detail on how submissions were analysed for sentiment.

Figure 12. Overall sentiment of submissions table

Sentiment	Submissions (#)	Submissions (%)
Positive	59	42%
Mixed	14	10%
Negative	66	47%
Neutral	1	1%
Total	140	-

Figure 13. Sentiment of submissions hierarchy chart



Sample of verbatim responses of different sentiment type:

- “I love the idea. More affordable housing is needed and this site is close to public transport and other amenities; it is not in an undesirable area and values the people who will live there.”
Contribution ID 21940, assessed as **Positive**
- “I strongly support the use of public land to enable affordable housing in the city of Moreland. However I would question why the choice to sell the lane as freehold rather than retain the asset with a long term ground lease – as per the City of Darebin LMCF project?”

Contribution ID 22186, assessed as **Mixed**

- “I strongly stand against this development idea as the area is struggling with parking availability for not just visitors to the area, but for current and upcoming locals with the increase number of developments occurring around the immediate district. The utmost importance and need is more parking facilities to keep the area popular and functioning correctly.”

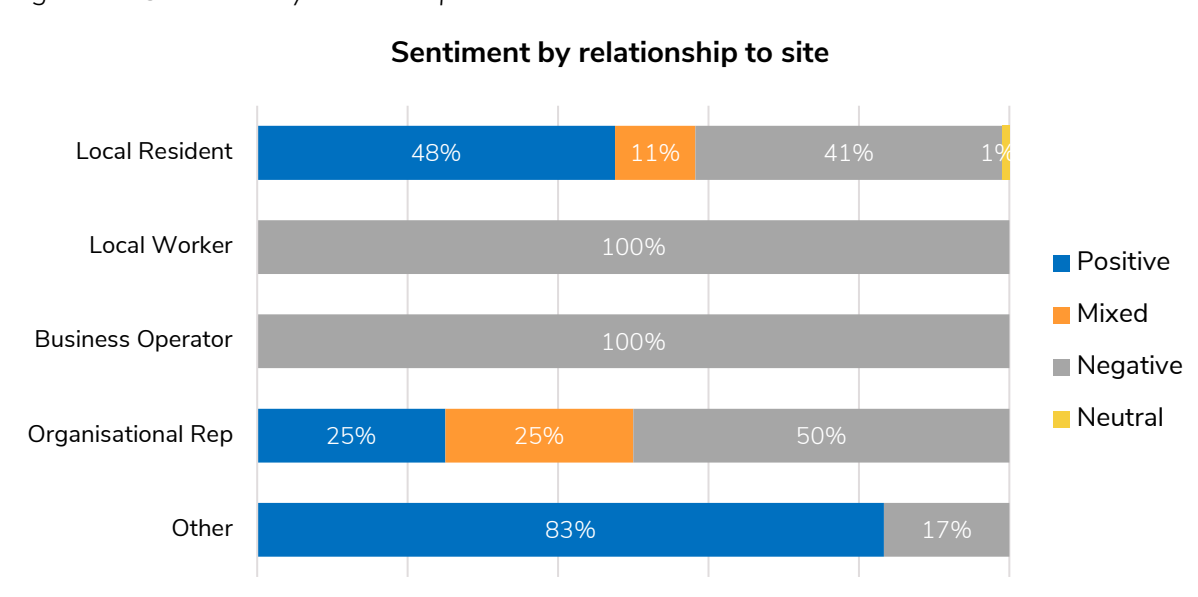
Contribution ID 22010, assessed as **Negative**

4.2 Sentiment by relationship to site

Figure 14. Sentiment of submissions by relationship to site table

Sentiment	Local resident	Local worker	Business Operator	Organisational Representative	Other
Positive	48%	0%	0%	25%	83%
Mixed	11%	0%	0%	25%	0%
Negative	41%	100%	100%	50%	17%
Neutral	1%	0%	0%	0%	0%

Figure 15. Sentiment by relationship to site bar chart



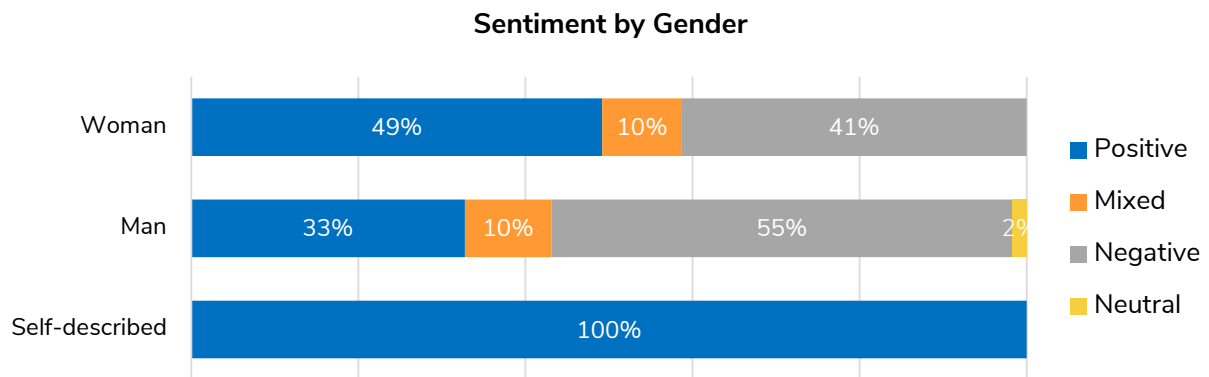
4.3 Sentiment breakdown by gender

Figure 16. Sentiment of submissions by gender table

Sentiment	Women	Men	Self-described
Positive	49%	33%	100%
Mixed	10%	10%	0%

Negative	41%	55%	0%
Neutral	0%	2%	0%

Figure 17. Sentiment of submissions by gender bar chart

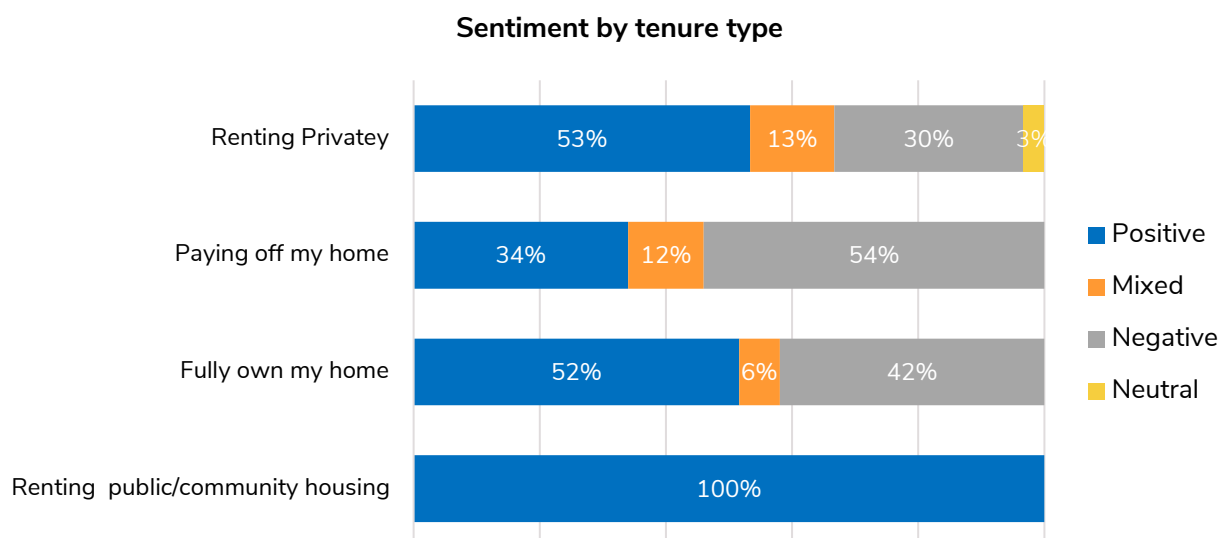


4.4 Sentiment by tenure type

Figure 18. Sentiment of submissions by tenure type table

Sentiment	Renting (through real estate/private owner)	Paying off my home	Fully own my home	Renting (in public or community housing)	Currently unhoused	Other
Positive	53%	34%	52%	100%	-	-
Mixed	13%	12%	6%	0%	-	-
Negative	30%	54%	42%	0%	-	-
Neutral	3%	0%	0%	0%	-	-

Figure 19. Sentiment of submissions by tenure type bar chart



4.5 Overall stated support for Affordable Housing in principle

All 140 submissions were analysed for overall stated support of affordable housing in principle, regardless of sentiment towards this proposal. 59% of submissions stated support for affordable housing in principle. Note: A question on support for Affordable Housing in principle was not asked during the submission process, however many submitters volunteered this information in their submissions. For more details on the analysis for this section see Appendix A.

Figure 20. Overall stated support of affordable housing in principle table

Sentiment	Supports AH in general	Not stated	Total
Positive	59	0	59
Mixed	11	3	14
Negative	12	54	66
Neutral	0	1	1
Total #	82	58	140
Total %	59%	41%	-

Figure 21. Overall stated support for affordable housing in principle hierarchy chart



5. Themes: key issues and topics raised in submissions

This section describes the themes identified in submissions of each sentiment. This includes themes in submissions with negative or mixed sentiment, key sub-themes in submissions with negative or mixed sentiment, and themes in submissions with positive sentiment.

All submissions were analysed for themes based on sentiment. Negative and mixed sentiment submissions were analysed together as they contained similar themes. Positive sentiment submissions were analysed separately, and the neutral submission was not analysed for themes. See Appendix A for description of how themes were developed and analysed.

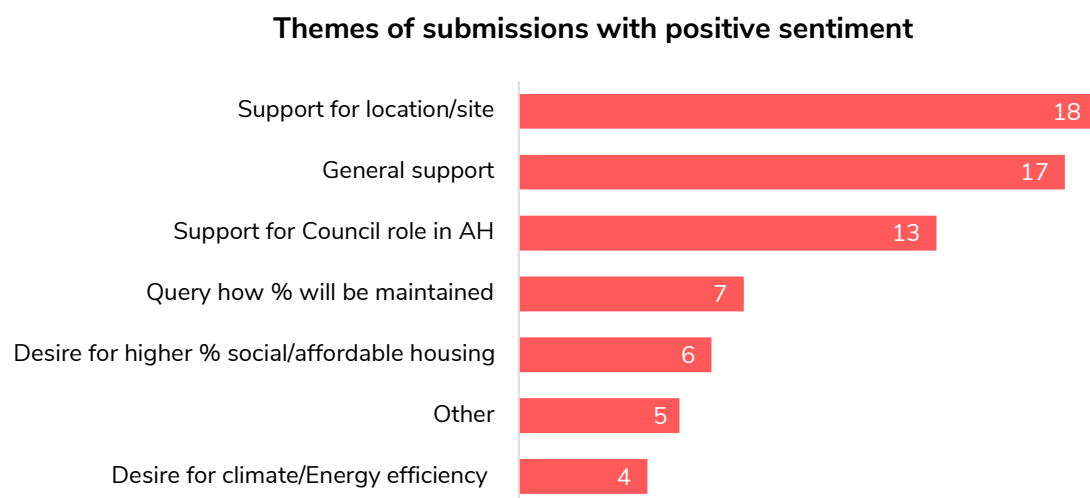
5.1 Themes in submissions with positive sentiment

The most common themes identified in submissions with positive sentiment were **general support** (18 submissions) and **support for location/site** (17 submissions).

Figure 22. Themes of submissions with positive sentiment table

Theme	Submissions (#)
Support for location / site	18
General support	17
Support for council role in affordable housing	13
Queried how portion of social and affordable housing will be guaranteed/maintained	7
Desire for a higher portion of development to be social and/or affordable housing	6
Other	5
Desire for energy efficiency / climate-sensitive design of development	4

Figure 23. Themes of submissions with positive table bar chart



Sample of verbatim responses from different themes:

“Great idea. Brunswick is the perfect location for affordable community housing, being central, close to transport and other amenities.”

Contribution ID 22733, themed as **Support for location/site**

“This is a great idea and as a Moreland resident I fully support it.”

Contribution ID 21935, themed as **General support**

“Excellent initiative. Great to see Council making a difference in this space. As a rate payer, as a member of the community, I support this proposal from Moreland City Council.”

Contribution ID 22624, themed as **Support for Council role in Affordable Housing**

“I think this is a great idea, but could be pushed even further to 100% affordable housing. Given the state of housing affordability and homelessness in Brunswick, the more we can do to support those struggling to afford accommodation, the better. I also think having the housing located in a central area close to services, such as Wilkinson St is the best way to provide realistic and inclusive option for those who need it.”

Contribution ID 22904, themed as **Desire for higher % of social/affordable housing** and **Support for location/site**

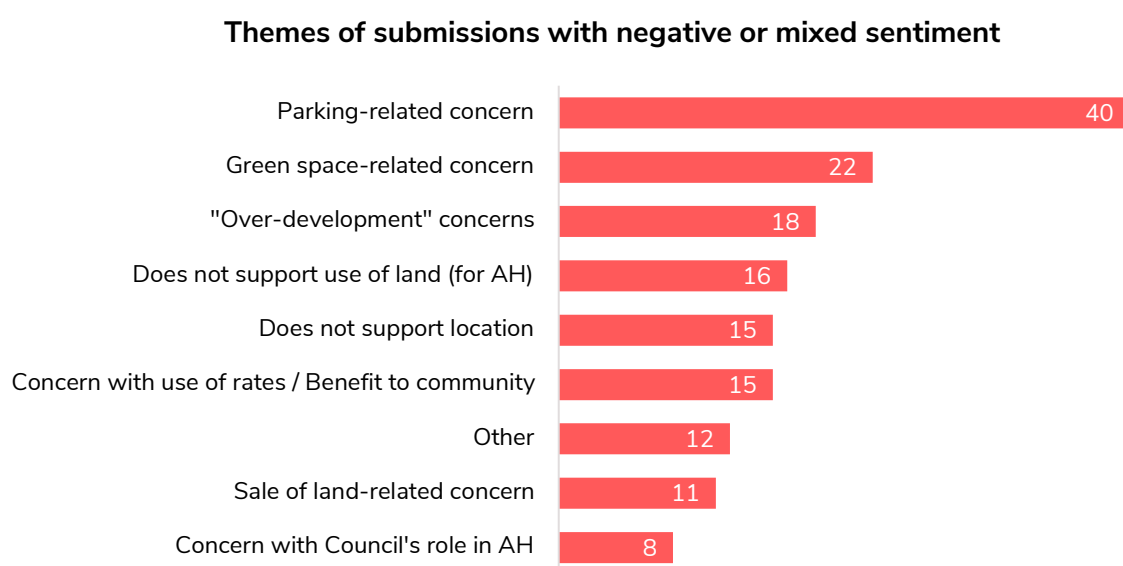
5.2 Themes in submissions with negative or mixed sentiment

The most common themes identified in submissions with negative or mixed sentiment were **Concern related to parking** (41 submissions) and **Concern related to green space** (22 submissions). These themes are further unpacked and analysed in the next section.

Figure 24. Themes of submissions with negative and mixed sentiment table

Theme	Submissions (#)
Concern related to parking	40
Concern related to green space	22
Concern for “over-development”	18
Does not support use of land for affordable housing	16
Does not support location / site	15
Concern with use of rates / Benefit to community	15
Other	12
Concern relating to sale of public land	11
Concern with Council's role in affordable housing	8

Figure 25. Themes of submissions with negative and mixed sentiment bar chart



Sample of verbatim responses from different themes:

"Affordable housing is great, but I strongly object to a development happening in this location at all. I believe this proposal is an abandonment of promises made in DDO18 which have been used to justify other developments in the area."

Contribution ID 21964, Themed with **Does not support location** and **Green-space related concern**

"Brunswick already has a shortage of car spaces and with council supported potential plan to remove some parking from Sydney road removing car parks is extremely short sighted, we use that car park regularly and dispute the peak % utilisation from study, was it done over a period that included lockdown or school holidays. Car parking is one of the few core items council should be providing, developing social housing on ratepayers land is not."

Contribution ID 22797, Themed with **Parking-related concern** and **Concern with Council's role in Affordable Housing**

"I'm opposed to it. I pay incredibly high mortgage and rate fees to live here I feel everyone should do the same."

Contribution ID 22859, Themed with **Concern with use of rates/Benefit to community** and **Does not support use of land for Affordable Housing**

"As a business owner who uses the carpark for business permits, I do not believe this proposal is suitable. The carparking situation in Brunswick is hard enough and to now have to compete with another 35 apartment occupants will add pressure and possibly risk the possibility of getting more fines due to having to move the car every 2 hours."

Contribution ID 22910, Themed with **Parking-related concern**

5.3 Key sub-themes in submissions with negative and mixed sentiment

The most common themes identified in the analysis of submissions with negative and mixed sentiment were analysed for sub-themes to further understand the broad range of ideas presented in submissions.

Parking sub-themes

The most common sub-themes relating to parking were **Not enough parking** (19 submissions) and **Negative impact on business** (16 submissions).

Figure 26. Sub-themes of submissions themed as “Parking-related concern” table

Parking sub-theme	Submissions (#)
Not enough parking	19
Negative impact on business	16
Congestion & traffic concerns	8
Insufficient research on parking need	8
Other	1

Green space sub-themes

The most common sub-themes relating to green-space were **Site should be used as green space** (10 submissions) and **Abandonment of former plan for green space on site** (7 submissions).

Figure 27. Sub-themes of submissions themed as “Green-space related concern” table

Green space sub-theme	Submissions (#)
Site should be used as green space	10
Abandonment of former plan for green space on site	7
General comment on lack of green space in area	6

6. Limitations

This section describes limitations on the data collection process and guidelines on how to interpret the findings in this report. These include demographic gaps in data collection, comments on the reliability of analysis, and an overview of the analysis of mixed-sentiment submissions.

6.1 Gaps in data collection

As the submission process was open to any submitter, it was not possible to ensure submissions were representative of all Brunswick or Moreland residents. As a result, the findings presented in this report only represent the views of submitters and should not be generalised to represent the overall sentiment or views of the Brunswick or Moreland community towards affordable housing. See examples below:

- There were zero submissions from people aged 0-19 and people aged 80+. There were also limited submissions from people aged 20-29 compared with the overall population of 20-29-year-olds in Brunswick.
- There was limited engagement from local workers (2 submissions).
- There was a smaller percentage of submissions from people renting privately than the overall percentage in Brunswick (27% versus 46%).

6.2 Reliability of data analysis

Sentiment analysis and theming of qualitative data can be limited in consistency and reliability. To increase reliability, all submissions were coded for sentiment independently by two researchers and then compared for consistency. Theming was conducted by one researcher and then reviewed. For more information on the data analysis process, see Appendix A.

6.3 Theme analysis of mixed sentiment submissions

Themes from the analysis of submissions with mixed sentiment were compiled together with submissions with negative sentiment. This is because there were many similar concerns in mixed and negative submissions and it was useful to analyse them together to understand the full range of concerns raised by submitters. However, as a result there may be positive sentiments and themes in mixed sentiment submissions that were not captured because they were positive or neutral. In other words, the process has likely under represented, not overrepresented, positive sentiment.

Appendix A - Methods

Submission types

This report contains analysis of written submissions on the proposal to sell land at 2-12 Wilkinson Street Brunswick for the purposes of creating affordable housing. Submitters had three possible ways to make a submission:

- **Conversations Moreland:** Submissions could be made using the online [Conversations Moreland](#) platform. Submitters using this platform were asked to provide their feedback on Council's proposal, share any supporting documents, and indicate whether or not they would like to be present at the Hearing of Submissions. Submitters were also asked to provide a range of personal and demographic details including name, contact details, address, relationship to site, gender, age range, and tenure status.
- **Email submission:** Submissions could be made via email to affordablehousing@moreland.vic.gov.au.
- **Mail submission:** Submissions could be made via mail to Moreland City Council

Note: Oral submissions will be reported on separately.

Data management

All the submissions were entered and stored into a Submissions Master List (D21/293298) in Content Manager. Submissions made via Conversations Moreland were downloaded and entered directly into the Master List. Submissions made via mail and email were saved into Content Manager (SF/21/332) and then manually entered into the Master List. Permissions in the Master List were limited to four staff working directly on the proposal for the privacy of the submitters.

Several submissions were duplicates, meaning the same submission made by the same submitter was submitted twice using multiple tools (e.g., Conversations Moreland and Email). In these instances, both submissions were recorded in the Submissions Master List but they were only counted once in the analysis and overall count of submissions.

Data analysis: Sentiment and theming

A two-stage analysis was undertaken to unpack and understand the 140 submissions made to this proposal. The first stage was a sentiment analysis to classify overall sentiment of submissions, and the second stage was a thematic analysis to identify key themes in submissions.

Sentiment analysis

Sentiment analysis is a form of analysis to classify qualitative data (in this case open-ended written submissions) for their overall sentiment. For this sentiment analysis, four possible sentiments were identified ahead of the analysis: Positive, Mixed, Negative, and Neutral. A submission could only be classified with one sentiment.

Sentiment analysis was conducted independently by two researchers to increase validity of results. After submissions were independently classified, these classifications were compared for consistency. Analysis between researchers was found to be consistent across all submissions made.

Thematic analysis

Thematic analysis is a form of qualitative analysis to systematically identify themes within qualitative data (in this case open-ended written submissions). For the thematic analysis, submissions were separated by sentiment. Negative and mixed sentiment submissions were analysed together as they contained similar themes, whereas positive sentiment submissions were analysed separately. Neutral submissions were not analysed for theme as there was only one submission of this sentiment type.

This thematic analysis used an inductive theming process, meaning the themes were not pre-determined and were identified based on the data itself. Themes were identified from submissions, and once a theme was identified at least three times, it was given its own category or “theme”. Because many submissions contained multiple themes, each submission could be themed multiple times if it fit into multiple categories. For example, a negative sentiment submission could be themed with “Concern related to parking” and “Does not support location/site” if both themes were present in the submission. See Table 1 below for a full list of themes identified.

Figure A. List of possible themes

Sentiment	Themes
Negative and mixed sentiment	Concern related to parking
	Concern related to green space
	Concern for “over-development”
	Does not support use of land for Affordable Housing
	Does not support location / site
	Concern with use of rates / Benefit to community
	Concern relating to sale of public land
	Concern with Council’s role in Affordable Housing
	Other
Positive sentiment	Support for location / site
	General support
	Support for council role in affordable housing
	Concern for how portion of social and affordable housing will be guaranteed/maintained
	Desire for a higher portion of development to be social and/or affordable housing
	Concern for energy efficiency / climate-sensitive design of development
	Other

Data analysis: Overall support for Affordable Housing in principle

The decision was made to identify overall support for affordable housing in principle in the data after multiple submissions with mixed and negative sentiment stated explicit support for affordable housing, but not for this proposal. Because an explicit question was not asked to determine support for affordable housing in principle, these findings do not give a reliable or comprehensive view of overall support for affordable housing among submitters, but does reflect support as stated by submitters.

See Figure 2 below for a summary of how support for affordable housing in principle was determined.

Figure B. Summary of analysis of support for affordable housing in principle

	Themes
Positive sentiment submissions	All submissions with a positive sentiment were considered supportive of affordable housing in principle.
Mixed sentiment submissions	Mixed sentiment submissions were considered supportive of affordable housing in principle if the submission explicitly stated support for affordable housing.
Negative sentiment submissions	Negative sentiment submissions were considered supportive of affordable housing in principle if the submission explicitly stated support for affordable housing.
Neutral sentiment submissions	Neutral sentiment submissions were considered supportive of affordable housing in principle if the submission explicitly stated support for affordable housing.

Appendix B – Engagement process & activities

Community Consultation Activities

This appendix provides an overview of consultation activities conducted as a part of this proposal. All consultation activities provided information on the proposal and details on how to make a written submission. These activities included:

- Public Notice – Notification Letters
- Public Notice – Newspaper
- Conversations Moreland
- Social Media (Facebook)
- Community Information Session


Public Notice – Notification Letter

4,057 notices were sent to residents, leaseholders and property owners within a 500m radius of the site pursuant to S189 of the Local Government Act 1989. This notice contained details of the proposal and how to make a written and oral submission. See Figure A for the Notification Cover Letter and Figure B for the reverse side of the letter containing Notice of Intention to Sell Land.


Figure A. Notification Cover Letter (front page)

Moreland Civic Centre
90 Bell Street
Coburg Victoria 3058
T: (03) 9240 1111

Postal Address
Locked Bag 10
Moreland Victoria 3058
www.moreland.vic.gov.au



12 July 2021



Dear Sir/Madam

Proposed Sale of Land at 2-12 Wilkinson St Brunswick

You are receiving a notice from Moreland City Council pursuant to S189 of the Local Government Act 1989 (The Act) that it intends to sell part of the land at 2-12 Wilkinson St, Brunswick, for the construction of affordable housing.


Council has identified the need for an increase in high quality and suitably supported social and affordable housing in Moreland and as part of its strategic assessment of its property holdings, Council has authorised the commencement of the statutory process to sell the site by private treaty to Moreland Affordable Housing Ltd (MAH).

Information on how to make a submission to this process is detailed in the Public Notice overleaf.


You can access additional information about the proposal for the future use of the land by going to <https://conversations.moreland.vic.gov.au/Wilkinson> or by scanning the QR Code below.

If you need further information or require assistance in making a submission please contact Mike Collins, Principal Advisor Social and Affordable Housing on 92402484.

Yours sincerely,



Kirsten Coster
Director City Futures



Moreland Language Link

廣東話	9280 1910	عربي	9280 1913	हिंदी	9280 1918	All other languages 9280 1919
Italiano	9280 1911	Türkçe	9280 1914	普通话	9280 0750	
Ελληνικά	9280 1912	Tiếng Việt	9280 1915	ਪੰਜਾਬੀ	9280 0751	

This paper is 100% recycled

Figure B. Notice of intention to sell land

NOTICE OF INTENTION TO SELL LAND

At its meeting on 7 June 2021 (Item 7.12), Moreland City Council resolved to commence the Statutory Procedures under section 189 of the Local Government Act 1989 ("the Act"), of its intention to sell a 1007m² parcel of land known as 2-12 Wilkinson Street, Brunswick, being the land contained in certificates of title volume 3169 folio 608, volume 4180 folio 907, volume 5537 folio 271 and volume 8061 folio 911, which is shown bordered red on the plan below (Land).

The proposal is for Council to sell the Land to Moreland Affordable Housing Ltd (MAH) on the following terms:

1. the consideration is MAH entering into the contract of sale (Contract) and an agreement pursuant to section 173 of the *Planning and Environment Act 1987* (173 Agreement);
2. settlement of the Contract will occur on the date which is 60 days after the later of the date on which MAH procures:
 - (a) a planning permit to develop and use the Land for affordable housing (Permit); and
 - (b) construction funding for the development of the Land; and
3. as a condition of the sale, MAH must enter into the 173 Agreement which requires:
 - (a) the Land to be developed in accordance with the Permit and such development to be commenced and practically completed within specified timeframes; and
 - (b) at least 85% of the dwellings constructed on the Land to be used as affordable or social housing following completion of the development

Written submissions will be considered in accordance with section 223 of the Act.


Submissions must be clearly marked "**Submission – Proposed Sale of Land at 2-12 Wilkinson St, Brunswick**" and should be addressed to Moreland City Council, Locked Bag 10, Moreland, 3058 or delivered to the Moreland Civic Centre, 90 Bell Street, Coburg. Submissions can also be made via the Conversations Moreland website or emailed to affordablehousing@moreland.vic.gov.au.

The closing date for submissions is 5pm 9 August 2021. If a person wishes to be heard in support of their submission they must include the request to be heard in the written submission and this will entitle them to appear in person, or by a person on their behalf, at a Hearing Meeting to be held online at 2pm 17 August 2021.

Submissions form part of the public record of the meeting at which Council will consider whether to proceed with the sale of the Land and will be appended to the Council report which is published on Council's website.

For enquiries please contact Mike Collins on 9240 2484.

KIRSTEN COSTER
DIRECTOR CITY FUTURES



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Public Notice – Newspaper

A public notice means a notice published in a newspaper generally circulating in the municipal district of the Council. A public notice was published in the Age Newspaper on 13 July 2021 that contained details of the proposal and how to make a written and oral submission.

See Figure C for a scanned copy of the notice published in the Age

Figure C. Photo of advertisement in The Age, Tuesday 13 July 2021

TUESDAY, JULY 13, 2021 **THE AGE** 33

Public Notices Public Notices Public Notices

NOTICE OF INTENTION TO SELL LAND

At its meeting on 7 June 2021 (Item 7.12), Moreland City Council resolved to commence the Statutory Procedures under section 189 of the *Local Government Act 1989* ("the Act"), of its intention to sell a 1007m² parcel of land known as 2-12 Wilkinson Street, Brunswick, being the land contained in certificates of title volume 3169 folio 608, volume 4180 folio 907, volume 5537 folio 271 and volume 8061 folio 911, which is shown bordered red on the plan below (Land).

The proposal is for Council to sell the Land to Moreland Affordable Housing Ltd (MAH) on the following terms:

1. the consideration is MAH entering into the contract of sale (Contract) and an agreement pursuant to section 173 of the *Planning and Environment Act 1987* (173 Agreement);
2. settlement of the Contract will occur on the date which is 60 days after the later of the date on which MAH procures:
(a) a planning permit to develop and use the Land for affordable housing (Permit); and
(b) construction funding for the development of the Land; and
3. as a condition of the sale, MAH must enter into the 173 Agreement which requires:
(a) the Land to be developed in accordance with the Permit and such development to be commenced and practically completed within specified timeframes; and
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Conversations Moreland

Conversations Moreland is a digital engagement platform where people in Moreland can participate in shaping the city. A page for [Affordable housing on Wilkinson St, Brunswick](#) was set up to provide information on the proposal and for people to make written submissions.

Between 12 July and 9 August 2021, there were **1,540 unique visitors** to the Conversations Moreland page. In that time, **123 written submissions** were made via Conversations Moreland. See Figure D for a summary of page analytics from Conversations Moreland.

Referral types refers to the segment of traffic that arrives on a website through another source. Between 12 July and 9 August, 47% of referrals were from social media, 39% were direct, 9% from websites, and 5% from search engine.

See Figure E for a screenshot of the Affordable housing on Wilkinson St, Brunswick page.

Figure D. Summary of Conversations Moreland page analytics

Metric	Number
Views	2,560
Visits	2,278
Visitors	1,788
Unique visitors	1,540

Figure E. Screenshot of Affordable housing on Wilkinson St, Brunswick page on Conversations Moreland platform (Screenshot taken 18/08/2021)

Affordable housing on Wilkinson St, Brunswick
Council proposes to provide land in Brunswick for an affordable housing development.

Home > Affordable housing on Wilkinson St, Brunswick

About the proposed sale of land

Our community told us they want to see more social and affordable housing options in Moreland so we are taking steps in this direction.

In June this year Council approved the commencement of a process to consider the sale of land at 2-12 Wilkinson Street Brunswick to Moreland Affordable Housing Ltd (MAH). MAH is a charitable not for profit company that was set up by Council in 2018. MAH has the express purpose to provide affordable housing options in Moreland.

The land that is proposed for sale is the western portion of the car park at 2-12 Wilkinson Street, Brunswick. Council will not be paid for the land, rather it will have a binding agreement on its future use to benefit the community. The agreement will ensure that 85% of the proposed 34 apartments developed on the site must be affordable housing; at least half of these will be provided as social housing. The agreement means that the apartments must remain as affordable and social housing into the future. In order for the sale to be finalised, MAH will need to have obtained a planning permit and demonstrate the development is financed.

Map of 2-12 Wilkinson Street Brunswick

Timeline

- 9 June 2021**
Council decision of intention to sell land to Moreland Affordable Housing Ltd.
- 12 July - 9 August 2021**
Submissions open for feedback on proposal to sell land at 2-12 Wilkinson Street Brunswick.
- 17 August 2021**
Hearing of Submissions (pre-registration required to attend)
- 8 September 2021**
Final decision on sale of land made by Moreland Council.

[SEE LESS](#)

Closed

Community Information Session Thursday 29 July 7-8pm
Join us online and ask any question you have on Council's proposal.

Social Media (Facebook)

Three Facebook activities were conducted to spread the word about the proposal and encourage people to make submissions.

Organic Facebook Post, 27 July 2021

An organic post is a post made without payment. One organic post was shared on 27 July 2021 at 9:15am. The post contained the following text:

“You have told us you want to see more social and affordable housing options in Moreland, so we are taking steps to do that. We are proposing to sell land in Brunswick for an affordable housing development led by not-for-profit Moreland Affordable Housing Ltd. They are a charitable not for profit company who provide affordable housing options in Moreland. 85% of the proposed 34 apartments developed on the site must remain as affordable and social housing into the future. The land in question is, the western portion of the car park at 2-12 Wilkinson Street, Brunswick. To find out more details, register for an online information session or provide us with feedback, visit <https://conversations.moreland.vic.gov.au/Wilkinson>”

See Figure F for analytics for this post. See Figure G for a screenshot of this post.

Targeted Facebook Ad, 28 July – 9 August 2021

A targeted ad on Facebook is a paid ad with the option to target specific audiences. This targeted ad was used to target people living within 2km of the site and aged 18-65+. The ad reached 351 men and 448 women within this age range.

See Figure F for analytics for this ad.

Facebook Event Post

An event post is a scheduled event on Facebook that allows users to RSVP. An event post was made to share information and let people know about a Community Information Session about the proposal. The event post contained the following text:

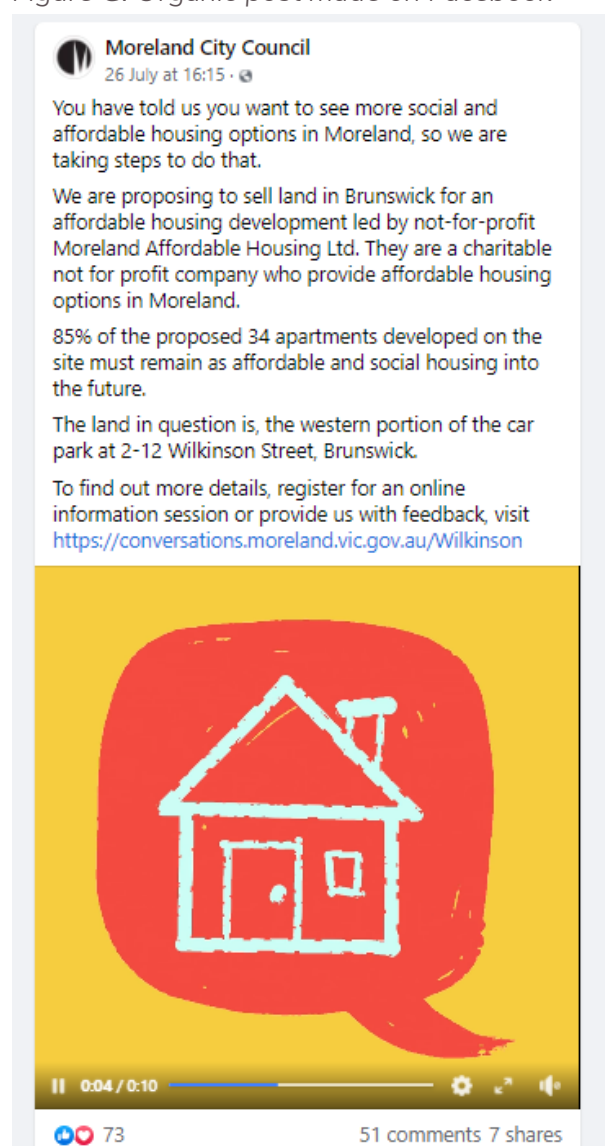
Proposed Sale of land at 2-12 Wilkinson St Brunswick to build affordable housing.
Community Information Session Thursday 29 July 7-8pm. Join us online and ask any question you have on Council's proposal to sell land for an affordable housing development. Register and find out more details at <https://conversations.moreland.vic.gov.au/Wilkinson>

See Figure F for analytics for this event post.

Figure F. Social media analytics for Facebook activities

Metric	Activity 1	Activity 2	Activity 3
Post type	Organic post	Targeted ad	Event post
Post date	27 July 2021	28 July-9 August 2021	-
Reach	9.5k	14k	1.4k
Link clicks	99	823	-
Comments	64	31	-
Shares	7	13	-
Event responses	-	-	5

Figure G. Organic post made on Facebook



Information session

A Community Information Session was held 7-8pm Thursday, 29 July 2021. The session was held online via Zoom. The session was facilitated by an external consultant.

The purpose of this session was to provide people with the opportunity to ask questions about the proposal to help them decide whether to make a formal written submission about the project. A short presentation was made to give an overview of the proposal and then a Q&A was facilitated. Several questions were submitted ahead of time and others were asked during the session.

There were 16 RSVPs to the event and **6 total attendees**.

There were also 6 officers in attendance from the following units:

- Strategy and Research Unit
- Strategic Planning Unit
- Economic Development Unit
- Property Unit

The session followed the following agenda:

7.00 Welcome and Acknowledgement of Country

7.05 Information presentation

7.20 Q&A

7.55 Wrap up, reminder of submissions, deadlines & hearing

8.00 Close