Community Consultation Report

Clocktower Mural Public Art Project

March 2026

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mvcc.vic.gov.au

City of Moonee Valley

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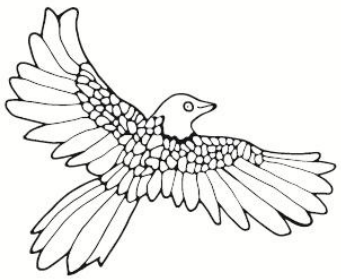


Moonee Valley City Council respectfully acknowledges the Traditional Owners of the land on which Moonee Valley is located – the Wurundjeri People of the Kulin Nation; and we pay respects to their Spirits, Ancestors, Elders and their community members past and present.

Council also extends this respect to other Aboriginal and Torres Strait Islander Peoples who call Moonee Valley home.

Artwork by Wurundjeri artist, the late Judy Nicholson

1 Summary

1.1 Background

Housed inside the former Essendon Town Hall, The Clocktower Centre at 750 Mt Alexander Road is Moonee Valley's premiere performing arts venue.

The venue is a significant site for Council's delivery of its *Igniting Creativity* arts strategy, hosting Council's own arts programming and offering hiring performers and organisations a state-of-the-art facility in which to develop and perform their work.

There have been long standing ambitions to beautify the Pascoe Vale Road-side exterior of the Clocktower Centre. With public art installations an objective outlined in *Igniting Creativity*, there is renewed energy for this project.

As this is a site of significant size, and located in a high-profile and central Moonee Valley location, capturing community feedback about proposed changes to the site was key.

Therefore, Council undertook a four-week public consultation from January 30 to February 28, 2026, to seek feedback from the community about preferred themes/ideas, moods and styles they would like expressed in any mural.

The feedback will inform the brief provided to artists who submit a proposed design during the expression of interest period that follows.

2 Methodology

2.1 Engagement strategies

Community members could contribute to the consultation via:

1. An online survey (Appendix 10.3) hosted on a dedicated Your Say webpage (Appendix 10.1)
2. The SpeakPipe voice recording tool embedded onto Your Say page
3. Responding to an Instagram story asking for preferred themes and ideas
4. Emailing, writing to or phoning Council's Community Engagement team
5. Leaving feedback on two corflutes installed inside the Clocktower Centre for the duration of the consultation

Council officers also attended two February performances at the Clocktower Centre to facilitate the collection of audience feedback on the two corflutes, and answer questions about the mural and engagement process.

In an effort to reach young Moonee Valley residents, school students at nearby Moonee Ponds Primary School were also engaged to provide feedback, participating in a workshop with external facilitator Fiona Cabassi at the Clocktower Centre on February 25, 2026.

2.2 Number of responses

Table 1. Consultation participation

Consultation	Engagement Type	Participation
Your Say website	Page views	353
	Page visits	326
	Unique visitors	262
	Project followers	4
Online survey	Survey responses:	**96**

Speak Pipe	Voice recording	**1**
Instagram	Question responses	**11**
Corflute responses from engagement station on-site	Preferred style Themes/ideas	**79**
Schools workshop	On-site activity In-school activity	**31** **77**
Total respondents: **295**		

2.3 Key engagement questions

Across the suite of engagement methods, participants had an opportunity to provide feedback about:

- their preferred ideas/themes for the mural
- the mood/feeling they would like the mural to evoke
- their favourite visual style

Respondents could also provide additional feedback beyond the scope of these three questions.

Survey respondents were also asked questions about their demographic characteristics, as outlined in Section 3.

2.4 Communication

The Moonee Valley community and other key stakeholders were informed about the consultation opportunity via a number of Council communications channels, including:

- Social media: Instagram story, Facebook ad carousel
- Postcards distributed to key Council facilities, including the Clocktower Centre and Incinerator Gallery
- A postcard drop to businesses and residents adjacent to the mural location
- Your Say webpage
- E-newsletters

2.5 Key findings

2.5.1 Themes and ideas

Across all engagement methods and audiences, there was broad support for three different themes:

- **Flora, fauna and the environment:** plant life and greenery, birds and nature settings, including natural landmarks in and around Moonee Valley – specifically nearby Queens Park and the Maribyrnong River
- **Local people, places and history:** 'famous faces', migrant and First Nations histories, sites of significance, including Queens Park and the Clocktower building itself
- **Arts and culture:** spotlighting renowned performers from Moonee Valley, and the Clocktower's history as a performing arts venue.

There was also significant support in the online survey for the mural to reflect First Nations stories, although this was not as common in engagement activities (on-site activations, school workshops) that asked respondents to write in their ideas.

It is worth nothing that these themes necessarily exclusive of one another. Many responses were coded against more than one theme from this list, suggesting there are synergies across these themes and that there would be broad support for a mural that took inspiration from one or more of these themes.

2.5.2 Visual style

Feedback on visual style differed slightly between engagement methods.

Visitors to the Clocktower who participated in a 'dotmocracy' exercise indicated an overwhelming preference for a 'realistic' mural.

While 'realistic' was a close second among survey recipients, it was an 'illustrative' mural that was ranked first in the online survey (it placed second last the on-site 'dotmocracy' poll).

A text-based mural was the least preferred visual style.

2.5.3 Mood/feeling

While the survey was the only engagement method that explicitly asked for respondents' preferences around mood or feeling, many respondents used other engagement opportunities to identify the mood or feeling they wanted the mural to evoke.

All but three responses to this survey question indicated a preference for what could be categorised as a positive mood/feeling, with the most common responses

including: ‘vibrant’, ‘joyous’, ‘peaceful’, ‘reflective’ and ‘hopeful’.

For some respondents, mood was closely connected to colour, with those suggesting ‘joyous’ mural often also using ‘bright’ and ‘vibrant’ in their responses.

3 Survey demographics

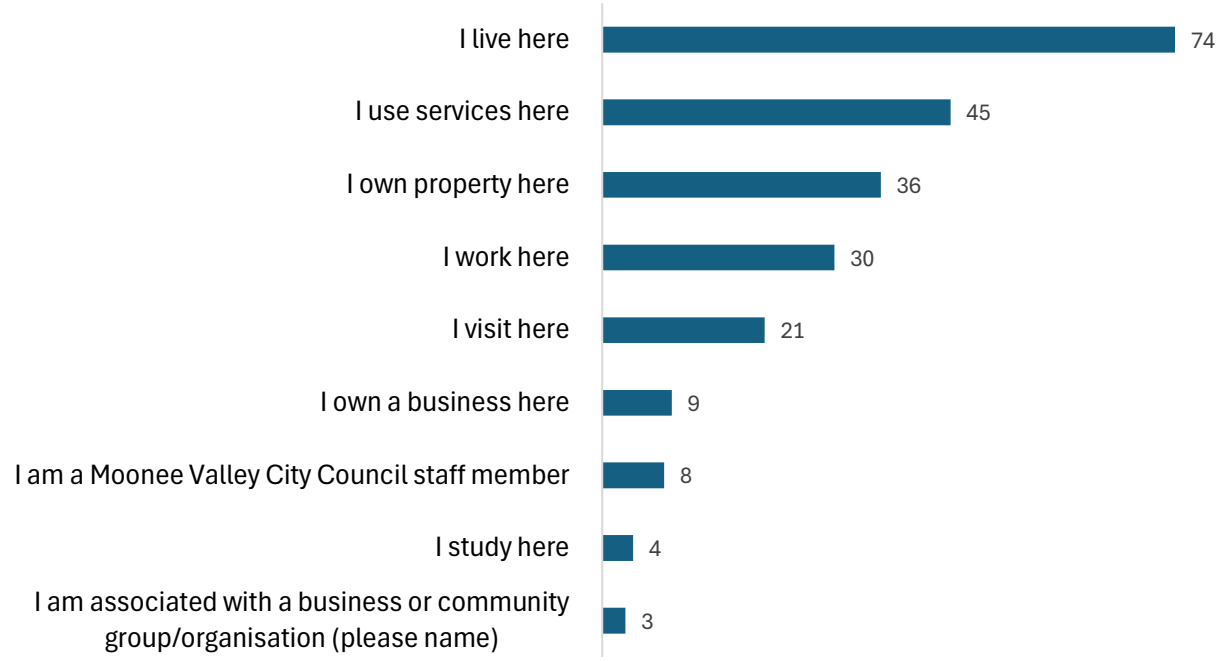
3.1.1 Connection to Moonee Valley

Survey respondents were asked to identify their connection to Moonee Valley, with the ability to select multiple of the following options:

- I live here
- I work here
- I own property
- I own a business
- I am associated with a business or community group/organisation.

Of those who responded to this question, 74 indicated they live in Moonee Valley. There were also a significant number of responses from people who use Moonee Valley services (n=45), own property here (n=36), work here (n=30) and visit here (n=21). All connections to Moonee Valley are in the graph below.

Figure 1. Connection to Moonee Valley



3.1.2 Type of business, community group or organisation association

Respondents (n=3) who were associated with a business or community group /organisation were asked to identify the name of the business or community group /organisation. Two respondents opted to answer this question, with their associations listed in the table below.

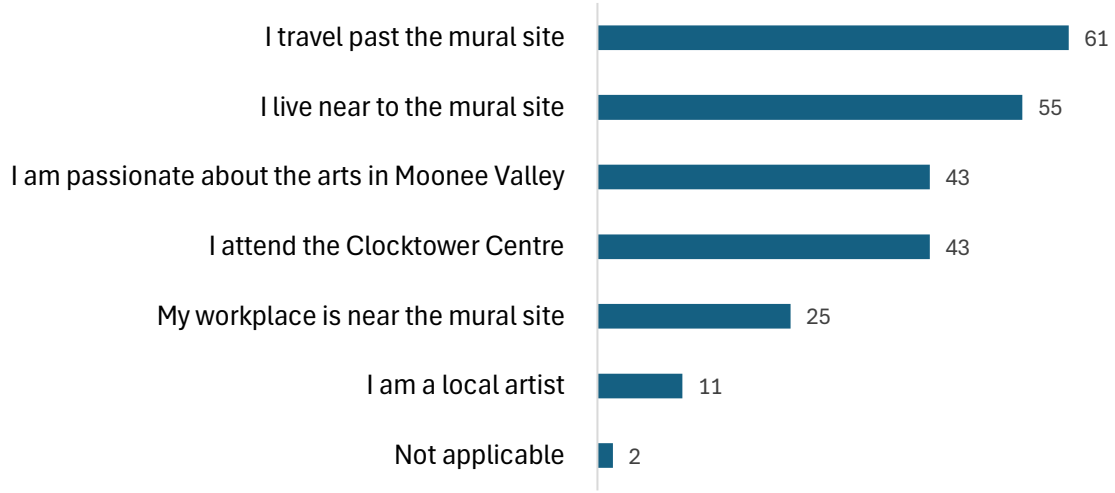
Table 2. Type of business, community group/organisation association

Name of business, community group or organisation	No. of respondents
Maribyrnong Park Football Club	1
"Multiple local sporting clubs"	1

3.1.3 Connection to the Clocktower Centre

Survey participants were asked to identify their connection to the Clocktower sight from a list of suggested categories. Most respondents identified they travel past the mural site (n=61) or live near to the mural (n=55). Many were also passionate about arts in Moonee Valley (n=43), attend the Clocktower Centre (n=43) and work nearby the mural site (n=23).

Figure 2. Connection to the Clocktower Centre

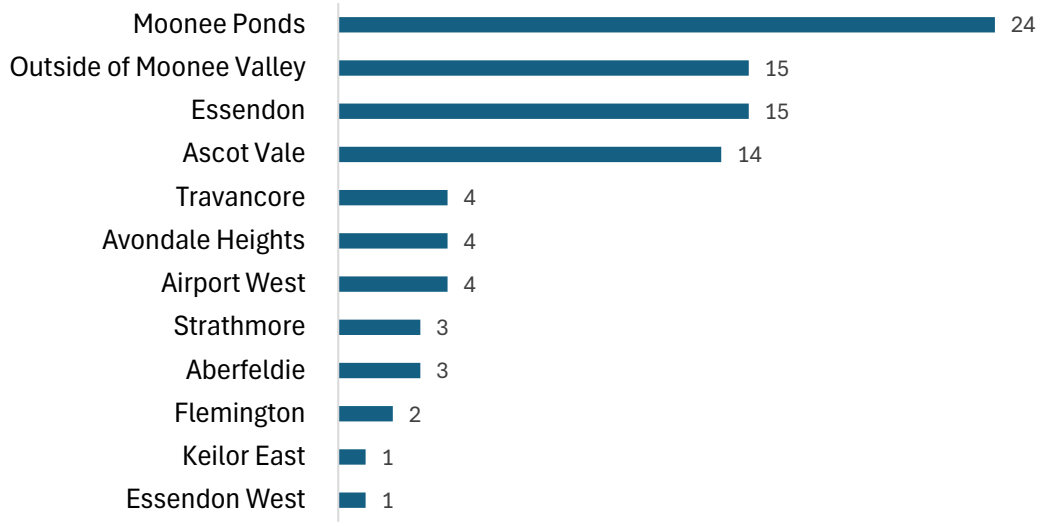


3.1.4 Suburb of residence

Respondents were asked to identify the suburb they live in. Of those who responded to this question (n=90), 75 were from suburbs within Moonee Valley and 15 were from suburbs outside of Moonee Valley. Of the local residents, most were from

Moonee Ponds (n=24), Essendon (n=15) and Ascot Vale (n=14), with smaller numbers from other suburbs in Moonee Valley, as illustrated in the graph below.

Figure 3. Suburb of residence



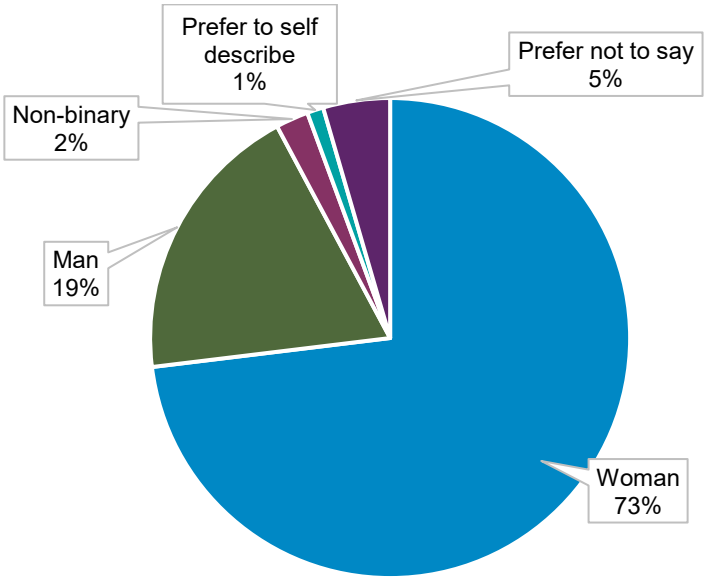
Of those who identified that they lived in a suburb outside of Moonee Valley, the following suburbs were listed:

- Gladstone Park (n=2)
- Ballarat, Brunswick, Brunswick West, Castlemaine, Diggers Rest, Fitzroy North, Glenroy, Maidstone, Maribyrnong, Pascoe Vale, Pascoe Vale South, South Melbourne (n=1)

3.1.5 Gender identity

A much greater percentage of respondents identified as a woman (73%) compared with those who identified as a man (19%). The remainder of respondents either identified as non-binary (2%, n=2), self-described as a “transman” (1%, n=1), or preferred not to say (5%, n=4).

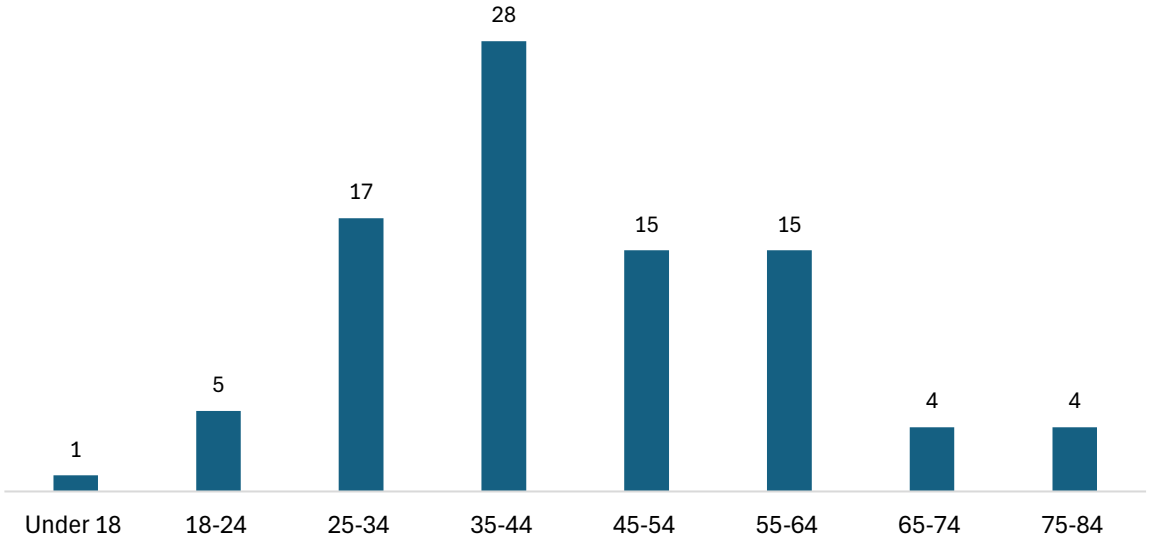
Figure 4. Gender identity



3.1.6 Age

The online survey was completed by respondents from all eight age brackets. The most common age group of respondents was 35-44-year-olds (n=28).

Figure 5. Age



3.1.7 Language

Respondents were asked if they usually speak a language other than English at home, with 82% of respondents reporting they only speak English at home.

Respondents (n=17) who identified that they usually speak a language other than English, reported speaking the following languages: Italian (n=3); Spanish (n=3);

Portuguese (n=2); German (n=2); Greek (n=2); Vietnamese (n=1); Arabic (n=1); Dutch (n=1); Tamil (n=1); Maori (n=1), Macedonian (n=1).

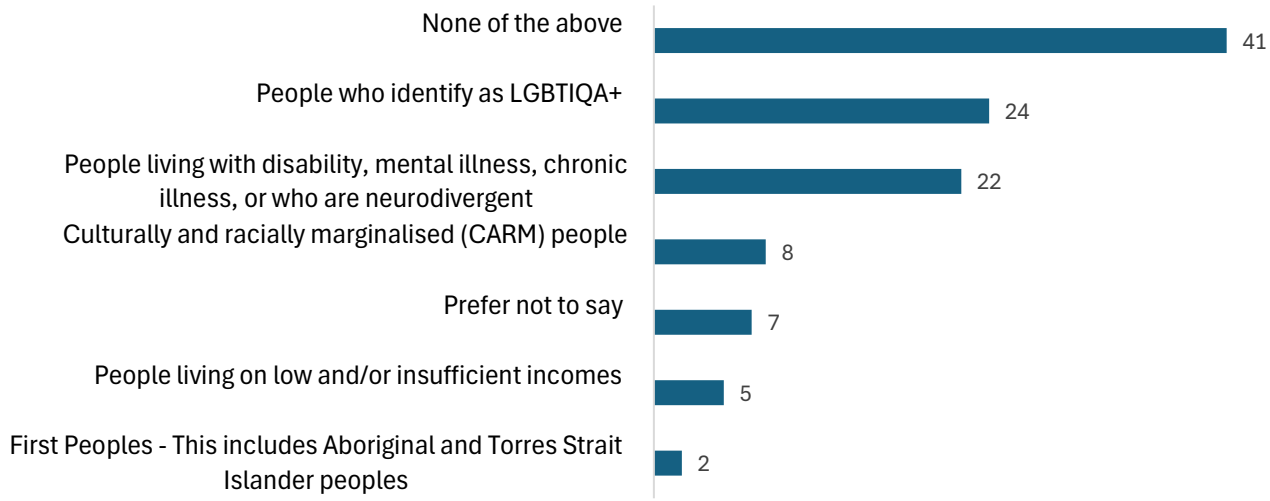
3.1.8 Additional identifiers

Respondents were asked whether they identify with a range of different communities and were able to select multiple from the following options:

- First Peoples - This includes Aboriginal and Torres Strait Islander peoples
- Culturally and racially marginalised (CARM) people - This includes people who face marginalisation due to their race, cultural background or religion
- People living with disability, mental illness, chronic illness, or who are neurodivergent (and/or their carers)
- People who identify as LGBTIQA+
- People experiencing, or at risk of, family violence
- People without stable housing or experiencing housing stress
- People living on low and/or insufficient incomes
- Prefer not to say
- None of the above

Council acknowledges that descriptive names and terminology evolve over time and can differ based on individual preferences, and Council strives to use the most current and respectful language to describe these communities. As depicted in the graph below, a number of people identified as LGBTQIA+ (n=24), a person with a disability (n=22), a culturally and racially marginalised (CARM) person (n=8), a person living on low or insufficient income (n=5), or and First Peoples (n=2). Another seven people selected the option, 'Prefer not to say'.

Figure 6. Additional identifiers



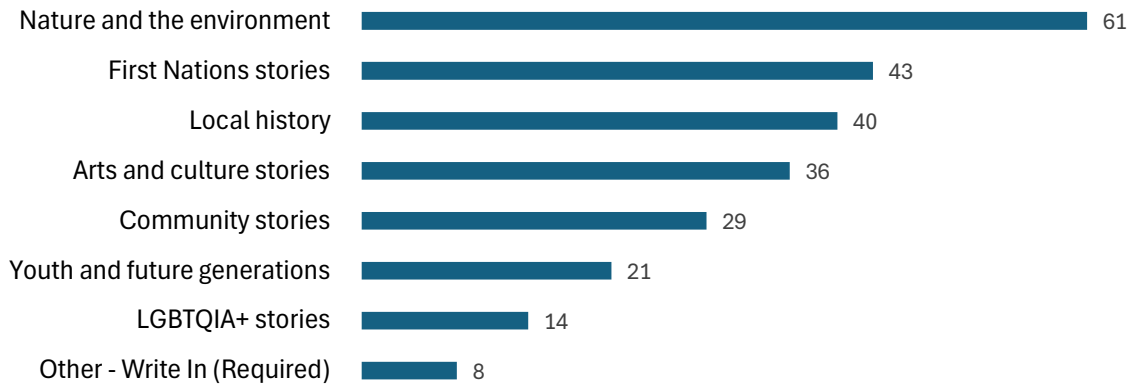
4 Survey findings

4.1 Preferred theme or idea

Respondents were provided with a list of suggested themes or ideas for the mural and asked to select as many as three preferred options. There was also the option to choose 'Other' and name a theme not on the list.

As illustrated in the graph below, "nature and the environment" was clearly the most popular theme (n=61). There was also considerable support for a mural featuring First Nations stories (n=43), local history (n=40) and arts and culture stories (n=36).

Figure 7. Preferred theme or idea



4.2 Preferred visual style

Participants were provided with five visual styles –realistic, illustrative, street art, abstract/colour field and text-based – and asked to rank their preferred visual style from 1 (most preferred) to 5 (least preferred).

Survey results ranked the styles in the following order:

1. Illustrative
2. Realistic
3. Abstract/colour field
4. Street art
5. Text-based

4.3 Preferred mood or feeling

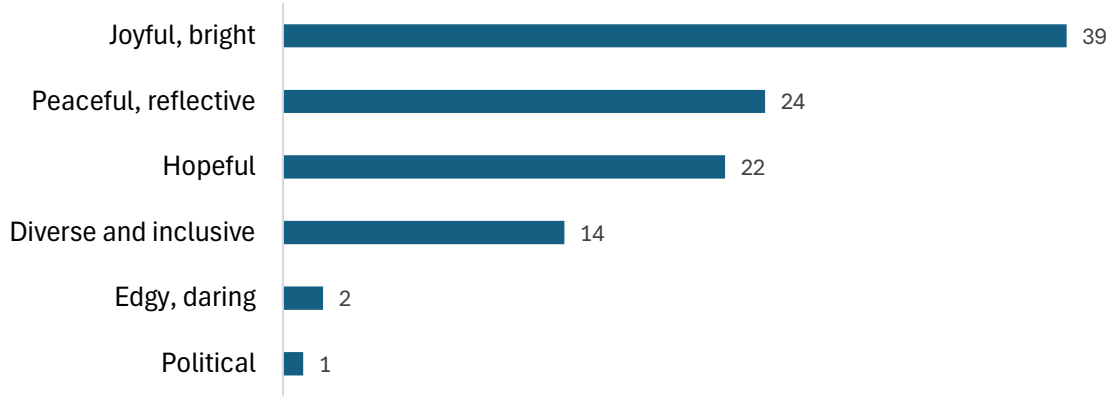
When asked, 'What mood or feeling would you like the mural to express? E.g., hopeful, peaceful, energetic, reflective, joyful, etc.', 86 respondents provided free text comments. Respondents' comments were thematically analysed and coded, which identified six different themes:

- Joyful, bright
- Peaceful, reflective
- Hopeful
- Diverse and inclusive
- Edgy, daring
- Political

Some of these themes were prompted in the question, which would explain why they were recalled so often in the responses collected.

As illustrated in the graph below, the overwhelming majority of respondents indicated a preference for a mural that evokes a positive response (either joyful and bright (n=39), peaceful and reflective (n=24) or hopeful (n=22)). Fourteen respondents (14%) gave responses that could be categorised as "diverse and inclusive".

Figure 8. Preferred mood or feeling



4.4 Additional feedback

Respondents were invited to provide additional feedback in an open text response.

A total of 40 responses were received. Where possible, these responses were coded to match the themes/ideas reported on in section 4.1. In addition to theme and idea suggestions, there were style and artist suggestions, more feedback about preferred mood/feeling, and other suggestions.

First Nations stories (n=8)

- Example comments within this theme include:
    - “As a non-indigenous person I'd love to see indigenous art incorporated into the mural”
    - “I'd like to see Blak faces and bodies on those walls! ✊🏿 ”

Local people, places and history (n=8)

- There were three different mentions of Dame Edna (Everage) in the open text section.
- Example comments within this theme include:
    - “Moonee Ponds and Moonee Valley has so much to be proud of. Trams, the people, our parks and gardens, the race tracks, Dame Edna, shops and businesses, our wonderful food, the local identities. These should be celebrated in any art work.”
    - “There is so much history associated with Moonee Ponds and Queens Park that should be depicted in a mural.”

Style and artist suggestions (n=8)

- Several respondents used the open text section to name artists they appreciate, including:
    - Banksy
    - Rone
    - Adnate
    - Jimmy Buscombe
    - Jack Bromell
    - @katira.art, @textaqueen @tidah_studio

5 Speak Pipe

One (n=1) community member opted to provide feedback via a Speak Pipe voice message.

Their response (transcribed in Appendix 10.5) indicates a preference for several of the same themes or ideas provided to survey respondents, including: First Nations stories, flora and fauna, and local people, places and history.

Their preferred visual style could be interpreted as ‘illustrative’, given their strong preference for a historical narrative or timeline of historical events.

6 Social media commentary

6.1 Instagram

In response to an Instagram story inviting people to provide their ideas for the Clocktower mural, 12 responses were received. While the response rate was low, there was significant support for:

- A mural that reflected local people, places and history (n=5)
- A mural that was vibrant and joyous (n=3)

Comments also included the following suggestions:

- A mural that showcases multicultural (n=2) or Aboriginal perspective (n=2)

All responses are available in Appendix 10.4.

7 On-site engagement

For the duration of the consultation period, two corflutes were installed inside the Clocktower Centre, prompting visitors to contribute feedback. The corflutes contained the following questions:

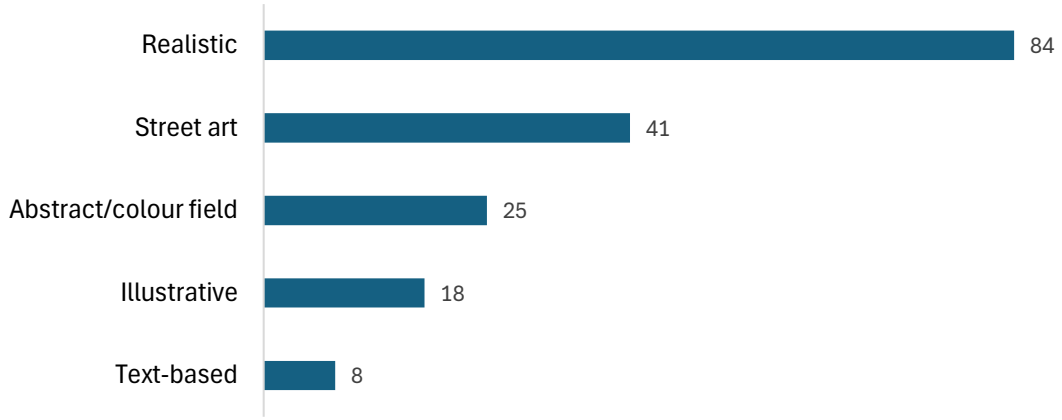
Council officers were on-site before two performances in February to facilitate interaction with this activity.

7.1 Visual style

Visitors to the Clocktower were given the opportunity to participate in a ‘dotmocracy’ exercise, whereby they placed a sticker beside one of five options provided (realistic,

illustrative, street art, colour field/abstract and text based). On this occasion, photos of murals that exemplify that style were provided to help guide respondents' choice.

'Realistic' was by far the preferred style (n=84), with more than double the number of votes of second place-getter, street art (n=41).



7.2 Preferred themes/ideas

Clocktower visitors were invited to record ideas and preferred subject matter on sticky notes, which they affixed to another corflute, also installed inside the Clocktower foyer. Responses provided were then coded according to themes that align as best as possible to those provided as options in the online survey (see section 4.1).

Four almost equally popular themes emerged: local people, places and history (n=19), performing arts (n=18), flora/fauna (n=17) and celebrities and people of renown (n=17).

It is worth noting that several of the responses suggesting a celebrity, named a figure from the performing arts (specifically Dame Edna Everage and Tina Arena), so their response was recorded against both categories.

Similarly, many of the responses 'flora/fauna' also called out nearby Queens Park as a proposed idea, and those responses were also recorded against the 'local people, places and history' theme.

Example comments for each of the four most common themes are provided below:

Local people, places and history

- *"The Maribyrnong River 250 years ago"*
- *"Historical: refleect the era of when the Town Hall first opened"*

Performing arts

- *"Something vibrant and colourful that tells the community what the clocktower does - music, food, cabaret, culture, etc."*
- *"Brighter colours/motifs evoking performing arts"*

Flora/fauna

- *"Native birds and/or native plants"*
- *"A continuation of Queens Park' - nature, green"*

Celebrities and people of renown

- *"Barry Humphries and Dame Edna Everage"*
- *"Aboriginal Aussie Icons"*

Figure 9. On-site engagement - preferred themes or ideas

8 Schools workshop

With young people among the many users of the Clocktower Centre, students at Moonee Ponds Primary School were engaged to provide feedback from the perspective of young people.

Some students took part in the consultation at school (n=77), while another group of students (n=31) attended the Clocktower Centre for a brainstorming workshop. Both groups were asked to provide ideas for the mural in words or pictorial form. Student submissions are available in Appendix 10.6.

The following themes and commentary were identified by workshop facilitator, Fiona Cabassi:

1. Connection to nature: *"Plants, ponds and birds, in particular, due to the proximity of the Clocktower centre to Queens Park. Many referred to the gardens and wanted this theme to continue on the mural."*

2. Local people and places: "Trams, shops, food, buildings and people of Moonee Ponds - reflecting the surrounding streets. Some drawings connected the building with the streets, for example: a musical tram to connect the theatre, and a park where the sun is a clock.

3. Celebrating harmony and diversity: *"Using positive words, colours and drawings that were a mixture of all the things in Moonee Ponds - gardens, shops, buildings, people, trams, food, etc.*"

4. The history of the Clocktower Centre up until what it is used for today, as a theatre.

9 Conclusion

The community consultation for the Clocktower Mural successfully reached a broad range of community members, from different age groups and communities of focus.

The majority of participants were Moonee Valley residents, many of whom share a connection to the Clocktower as an audience member, neighbour or passer-by.

A ‘vibrant, joyous’ mural depicting local subject matter – be it nature, history or the performing arts - in either a realistic or illustrative style would likely be welcomed by community members who contributed to this process.

Indeed, several survey responses expressed satisfaction with plans to install a mural at the site, a sentiment was also shared with Council officers at pop-up events. Although mural installation was not a negotiable of this process, very few people used the consultation to oppose the mural plan.

10 Appendices

10.1 Your Say page

City of Moonee Valley

Home

Clocktower Mural Public Art Project

Thank you for telling us what should feature in a new mural on Pascoe Vale Road!

+ Follow

Home / **Clocktower Mural Public Art Project**

Arts and culture are part of what makes Moonee Valley a happy, healthy place.

Moonee Valley City Council is preparing to commission a large-scale outdoor mural for installation at our premier performing arts venue, The Clocktower Centre.

The mural will be applied on the Clocktower Centre's external wall facing onto Pascoe Vale Road, Moonee Ponds (as seen in the photo at the top of this page) and may also extend onto the interior wall of the children's playspace inside the Clocktower Cafe.

The mural is a response to the objectives of Council arts strategy, ***Igniting Creativity in Moonee Valley, 23-27***.

Have your say

From 30 January to 27 February, 2026, the community were invited to provide input into the look and feel of the mural, so the final design reflects community interests and values.

Feedback is currently being analysed and will shape the brief provided to interested artists.

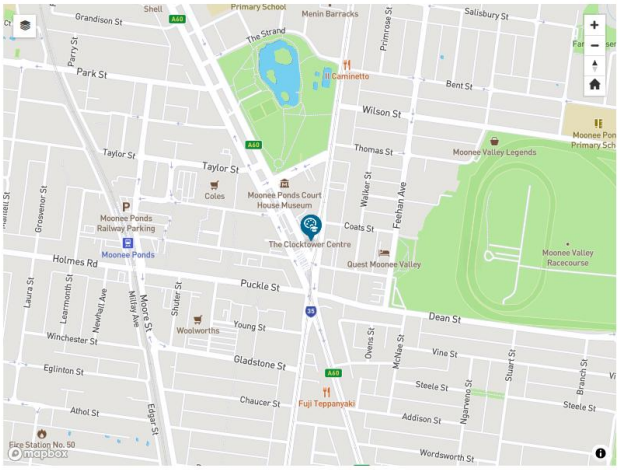
Participants had your say by:

- completing an online survey
- recording feedback via the SpeakPipe tool
- emailing, phoning or writing by mail to Council.

Visitors to the Clocktower Centre also provided feedback via an interactive activity in the foyer, with Council officers on-site before performances of *An Audience with Gerry Connolly* on Tuesday 10 Februrary, and *Flexible Sky* on Friday 27 February, to answer community questions.

About the Clocktower Centre

Housed inside the former Essendon Town Hall, **The Clocktower Centre** is Moonee Valley's premier performing arts venue. It is located at 750 Mt Alexander Road in Moonee Ponds, beside the Moonee Ponds Junction. The venue is a significant site for Council's delivery of its Igniting Creativity arts strategy, hosting Council's own arts programming and offering hiring performers and organisations a state-of-the-art facility to showcase their talent. In addition to the performance space, The Clocktower Centre also features a writing room, a podcast studio and a children's space.



Timeline

Community consultation begins
29 January 2026

Community consultation closes
27 February 2026

Artist Expression of Interest opens
March-April 2026

Artist appointed
June 2026

Mural installed at Clocktower
Late 2026

See less

Contact Us

Have questions or want to learn more about a project, contact us below:

Name Community Engagement Team
Phone 9243 8888
Email yoursay@mvcc.vic.gov.au
In writing 9 Kellaway Avenue
Moonee Ponds, VIC 3039

10.2 Engagement postcard

We're brightening up the Clocktower Centre with a new public art mural! The mural will breathe new life into the Pascoe Vale Road side of the building, and will include outreach to local schools, businesses, residents plus the broader community members.

Keen to get involved? We'd love your input about some of the preferred themes, concepts, motifs, style and 'look' of the mural, which will help narrow shortlisted field to the preferred artist and design. Have your say at the link below or by scanning the QR code.

To go to **Your Say** scan the QR code or visit **yoursay.mvcc.vic.gov.au**

City of Moonee Valley

10.3 Survey tool

1) We'd love to understand your connection to the project. Select all that apply.

[ ] I live near to the mural site

[ ] My workplace is near the mural site

[ ] I travel past the mural site

[ ] I attend the Clocktower Centre

[ ] I am a local artist

[ ] I am passionate about the arts in Moonee Valley

[ ] Not applicable

[ ] Other - Write In (Required):

2) What themes or ideas would you most like to see reflected in the mural? Select up to 3 options below, or add your own.

[ ] Arts and culture stories

[ ] Community stories

[ ] First Nations stories

[ ] LGBTQIA+ stories

[ ] Local history

[ ] Nature and the environment

[ ] Youth and future generations

[ ] Other - Write In (Required):

3) What mood or feeling would you like the mural to express?

E.g., hopeful, peaceful, energetic, reflective, joyful, etc.

4) Which visual styles appeal to you most for this mural?

Rank the following from most preferred (1) to least preferred (5).

_____Realistic

_____Abstract/colour field

_____Street art

_____Illustrative

_____Text-based

5) What kind of artworks or artists are you inspired by? Upload a picture or photo to show us.

6) Is there anything else you would like to share?

7) What is your connection to Moonee Valley? Select all that apply.

[ ] I live here

[ ] I work here

[ ] I study here

[ ] I visit here

[ ] I own property here

[ ] I own a business here

[ ] I use services here

[ ] I am associated with a business or community group/organisation (please name): _____

[ ] I am a Moonee Valley City Council staff member

8) What suburb do you live in?

( ) Aberfeldie

( ) Airport West

( ) Ascot Vale

( ) Avondale Heights

( ) Essendon

( ) Essendon Fields

( ) Essendon North

( ) Essendon West

( ) Flemington

( ) Keilor East

( ) Moonee Ponds

( ) Niddrie

( ) Strathmore

( ) Strathmore Heights

( ) Travancore

( ) Outside of Moonee Valley

9) To which of the following age groups do you belong?

( ) Under 18

( ) 18-24

( ) 25-34

( ) 35-44

( ) 45-54

( ) 55-64

( ) 65-74

( ) 75-84

( ) 85+

10) Do you identify as:

( ) Woman

( ) Man

( ) Non-binary

( ) Prefer to self describe:

_____

( ) Prefer not to say

11) Do you use a language other than English at home?

( ) No, I only use English at home

( ) Yes, I use other languages at home

12) Please specify which languages you use at home. Select all that apply.

[ ] Italian

[ ] Greek

[ ] Vietnamese

[ ] Mandarin

[ ] Arabic

[ ] Cantonese

[ ] Spanish

[ ] Croatian

[ ] Turkish

[ ] Hindi

[ ] I use other languages at home (please specify the other languages you use at home): _____

13) Do you identify with any of the following communities? Please select all that apply.

We acknowledge that descriptive names and terminology evolve over time and can differ based on individual preferences. We strive to use the most current and respectful language to describe these communities.

[ ] First Peoples - This includes Aboriginal and Torres Strait Islander peoples

[ ] Culturally and racially marginalised (CARM) people - This includes people who face marginalisation due to their race, cultural background or religion

[ ] People living with disability, mental illness, chronic illness, or who are neurodivergent (and/or their carers)

[ ] People who identify as LGBTIQA+

[ ] People experiencing, or at risk of, family violence

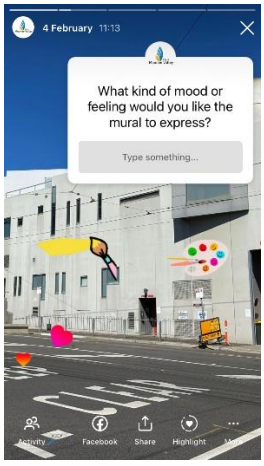
[ ] People without stable housing or experiencing housing stress

[ ] People living on low and/or insufficient incomes

[ ] Prefer not to say

[ ] None of the above

10.4 Social media posts

Date	Channel	Photo	Reach	Interactions
DD/MM/ **Year**	Instagram story	  	3,211 views	• 13 likes • 12 poll responses • 8 shares • 40 link clicks

	Facebook ad carousel (Mural consultation was one of three active engagements promoted simultaneously)	NA	2910 accounts reached	• 164 link clicks/scrolls through the carousel • 76 landing page views

Instagram story poll responses have been transcribed below:

Response
Something green to tie in with Queens Park
The culture and highlights of MVCC…. Showgrounds, racebourse, airport, heritage…
Something bright and colourful
You should get Melanie Caple to do one. She uses bright colours and paints lots of birds.
The ancestral stories of exactly where the building sits. Aboriginal artwork!
Joy!
Definitely something to capture the culture of mv, it's so multicultural, the European and aus roots.
Something to do with Moonee Valley, perhaps iconic moonee valley areas/buildings
An Eye on MoPo inspired creation
Multicultural

“Faces of the community” portrait mosaic. (Grid of large faces from real locals)

10.5 Speak Pipe transcription

Wow, that's a huge wall to put a mural on. It'll be able to fit a lot of different things in there. What I would really like to see is most probably the smoking ceremony. Starting with the smoking ceremony, having a timeline between it, and ending with a forest at the other end with towers, apartment buildings just poking through the forest. Meaning like we're trying to live in harmony with them, with our surroundings. But having some sort of timeline, using animals, because there's so many like you know, I mean the poor seal over the weekend. But the river is just teaming. The other day I was walking down the river about 8 o'clock in the morning and there were some poyntons on the other side of the river, the Maribyrnong side, some poyntons towards the pub. I swear I counted over 40 plate sized bream, truly. And so I mean the river is teaming with bream. And also wouldn't mind like the Burke and Wills camel, we've got them in queens park but just to bring them out a bit more. Just try to put a lot of birds in the mural, a lot of animals. Just try to have some sort of timeline with animals, obviously people in the background and stuff. Something with the river in there. I mean we can have a bit of history about the gold mine/gold rush people going through Mt Alexander road towards Ballarat or the capital yards etc. But I'd like to use animals more in the theme. Our local animals around here. Maybe even a possum, a Dame Edna glasses on just hiding somewhere. Like where's wally but like spot the possum. It's a huge huge wall I mean you can put a lot of things. But yeah, I'd like to see a huge timeline using animals even us humans but more the animals in through there. Represent the animals a bit. A bit more about the river in there. The rivers' getting better, it's getting good the river. People keep on thinking 'oh stinky old river' and all that. But it's getting good, you can see the fish in there. Oh I mean I won't eat it at the moment. It's a bit of catch and release game but give it time, it will get there.

10.6 On-site engagement comments

‘What themes or ideas would you most like to see in the Clocktower Centre mural?’ responses
First Nations/local indigenous people

Barry Humphries and Dame Edna Everage
Plans for a better Essendon Library
Coffee Culture
Tina Arena
Tina Arena
A continuation of greenery; one big design
[peace sign]
Native Australia dinosaurs and megafauna
The Maribyrnong River 250 years ago
Big brain moves
Depict some of our residents who are aged and disabled to be included in a wider mural
How it looked 250 years ago
A mix of different motifs/aspects/styles - street art styles
Dinosaurs
Quirky style/"deceives the eye"
Street art style with people/animals/mixed concepts
Local legends/heros'
Innovation and STEM leadership
Performing arts? Pam the bird
The Your Say artwork/linework of local scenes
Native birdlife

Black and white monochrome
Tell the stories of local people from disadvantaged groups, ie. disability
Native birds and/or native plants
Don't want: buildings, trams, racehorses
Native wildlife
It's a theatre. Celebrate theatre.
Open submission to local artists before consulting public on preferred visual style.
Something vibrant and colourful that tells the community what the clocktower does - music, food, cabaret, culture, etc.
No text in the artwork design
Yes to text!
Represents peace and harmony
A bit of history would be appropriate
Realistic, bright/joyful, birds/lake scene from park then market shopping
Ballet dancers and theatre and look at silo mural artists
Mural like queens park - nature/ducks, etc.
People who came to Moonee Ponds from the beginning - who build the town
Graffiti-proof paint! Something indigenous by a First Nations Artist
Exposure of architecture of building
Community and people and life
I am from out of town. I would like a local history story.
Brighter colours/motifs evoking performing arts

Historical: refleect the era of when the Town Hall first opened
Performing arts. Dance/music/theatre/drama motifs
Audiences of the theatre and queens park
Portrait of John Coleman, No. 10 Essendon Legend
More nature continuation of Queens Park - more green space
Nature - realistic and vibrant
A continuation of Queens Park' - nature, green
History of the building - who built it and why
Aboriginal Aussie Icons
History of the area
Bright, pretty. Not graffiti
Flora and fauna
Wildlife
Performing arts
Nothing 'blaring'; use of green
A mural that allows for community to paritipate in painting
Love concurs over evil ones
Vocal musicians, Maylene Yinarr
Home grown characters… Dame Edna
Sir Les
God's Plan

The Beatles waving from the balcony?
Michael Leunig
Rob Sitch (Mike Moore)
Eric Bana - Kylie Mole
QEII
The late Queen
Native wildlife and fauna
Local flora and fauna
Add another floor looks so dull. Reno! First!
[redacted – distressing content]
[redacted – distressing content]
[redacted – distressing content]
[redacted – distressing content]
Dame Edna
Celebrate the coffee culture

10.7 Survey free text responses

'Is there anything else you would like to share?' responses
I think this will be great to brighten up a dull wall.

Colourful! Abstract! Collaborative
A Merindah-Gunya/Bayley Mifsud Aboriginal artwork would look great there
I love the other mural on one of the building in moonee ponds that's a First Nations woman with beautiful red and blue around her - something along those lines would be amazing ! Even if it's not First Nations based but simply had what country mopo is
I would love to see lots of colour and the wildlife that makes up moonee ponds.
Nothing wishy-washy, floral, animal. Have a point of view. Back an artist of repute. Make a statement.
Acknowledge first nation community of the region
The colour in the picture i uploaded. Make the colours more bright & realistic.
Would love something that celebrates our First Nations peoples and land that we are lucky enough to live on. Bright and eye catching and colourful to show what we stand for.
Paint the Australian flag
Adnate's murals are amazing! I couldn't upload a pic as it wasn't working but that's what I would upload!
Couldn't upload images.@katira.art, @textaqueen @tidah_studio . I'd like to see Blak faces and bodies on those walls! ✊🏿
Dame Edna!!!!
Please use credible mural artists to allow Moonee ponds to feel like an area where art and culture excel. Artists from the Jacky Winter group like Carla McRae, David Booth, Brolga, Beci Orpin, or First Nations Artists like Aretha Brown, would all be wonderful.
I think something that reflects Moonee Ponds, Moonee Valley and not something that just over represents virtue signaling to minority groups. Moonee Ponds and Moonee Valley has so much to be proud of. Trams, the people, our parks and gardens, the race tracks, Dame Edna, shops and businesses, our wonderful food, the local identities. These should be celebrated in any art work.

I love the artwork on the ascot Vale Library and think something similar that expresses the local history an culture would be perfect
Why have upload photo option if I t won't accept regular size files
In full respect to First Nations which I am an advocate for supporting I do feel like Moonee valley has more than enough. The clock tower is a focal point of the suburb that is Moonee ponds, the mural should reflect that it should be art of a landmark of the area. The Europeans who first came and set up shops on puckle street something the future generations can relate to.
Works by Rone are fabulous
It needs to make sure that you understand the gist of it at a glance, anything too complex will cause additional traffic distractions to southbound traffic heading towards the junction on Pascoe Vale Rd. If people in their cards need to look at it and stare to figure it out, it will cause accidents and problems.
I feel that our community is growing and moving forward in 2026, and becoming more diverse than ever before, therefore it's important that a large mural in the heart of our community allows everyone to feel included, recognised and inspired!!
Very excited for this project!
Sort out the crime issues within the communities. Stop putting your head in the sand thinking it will go away. It won't.
Get Banksy to do it
It would be good to share the basic and anonymouse results of this survey before choosing the theme, so the council doesn't pretend to get input but only listen to the input that alights with the councils existing thoughts.
The large murals on the sides of the penny Lane apartments/cinema are magnificent. I'd love to see an extension of this with an arts focus
Love Jack Bromell's style.
As a non indigenous person I'd love to see indigenous art incorporated into the mural

It would be great to get a contemporary art consultant and/or the team at the Incinerator involved
I really do not want to see a LBTQI....themed mural. This is a personal preference and not required to be advertised to the public and children.
Artist Jimmy Buscombe is by far the best mural artist. Jimmy's work with Australian flora and fauna is outstanding !
a great opportunity to have the connections community has with the clock tower If connects people of all ages thought music, dance, the arts and historical events our firts nations people should be included in the mural
Lots of colour!
Realistic nature inspired would be wonderful. Featuring birds, possums, lizards etc. Maybe linked with beautiful indigenous inspired trails.
narritve theme botanical theme anything that will not date with time
we should have Dame Edna mural as she is the reason Moonee Ponds is known world wide
There is so much history associated with Moonee Ponds and Queens Park that should be depicted in a mural.
No further feedback
Great idea
themes of community, sustainability, and local history would be most appropriate. So-called street art is risky as it runs dangerously close to graffiti.

‘What mood or feeling would you like the mural to express? E.g., hopeful, peaceful, energetic, reflective, joyful, etc.’ responses
Inspirational, celebratory, hopeful

Activities, music, plays, children activities should all be included as that's what happens at the clock tower.
Positive, happy, uplifting
Joyful, energetic, playful
I would like to see a homage to Australia. Perhaps to our troops that served
Bright, vibrant, but also remembering / showcasing the BEAUTIFUL original Clocktower. Please have more historic Moonee Valley images displayed throughout the municipality
Hopeful, reflective and joy
Local indigenous history. Youth achievements etc
Joyful , hopeful and peaceful
joyful, peaceful, community
Hopeful, inclusive, celebratory of diversity and our First Nations peoples
Hopeful, peaceful, joyful
Edgy, daring, scene-stealing.
Reflective but joyful
Anti fascist, Anti racist, pro Palestinian, pro migrant. Acknowledgement of first nations history of the region.
Peaceful, reflective, joyful, hopeful, inspiring, & colourful
Joy, colour, celebration
Hopeful
Progress and inclusion
Peaceful, uniting

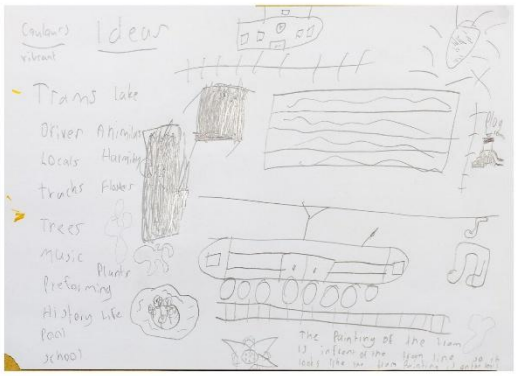
Ancestral, hopeful, powerful
Peaceful, relaxing, happy
It should be of Dame Edna a global icon from Moonee Ponds
Happy, colourful, fun
Inspired, celebrating those that work in the arts and the magic of live performance (on stage and off). The arts industry in Melbourne is going through challenging times and it's filled with dedicated, talented, passionate people who want to bring art and performance to the public. It would be great to have a mural symbolic of why the arts is the heart and soul of this city, and why it's so imperative that we keep it alive.
Natural, friendly, calm
Calming
The artist that you picked had an amazing mural example. Go with that
Energetic, creative, colourful, local
Fun, upbeat and hopeful
It leads into one of the craziest intersections in Melbourne. nothing about horse racing or how gambling ruins lives like lots of the surrounding buildings 😭
i would like it to show maybe some things from past performances
Peaceful and happy
Creative, soulful, energised, whimsical, aspirational. Imbued with movement, joy, optimism.
Energetic colourful vibrant
Playful, surprising, belonging
Hope, joy, unity, liveliness and community.
Realistic

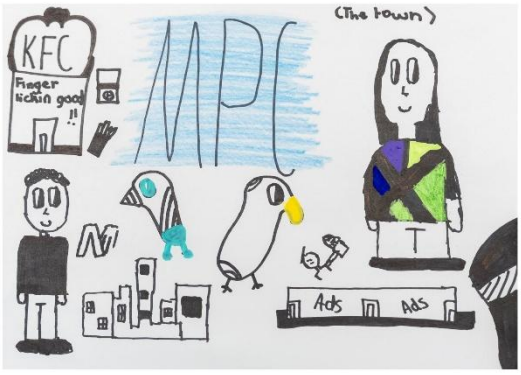
I would like it to incorporate a sense of movement. We visit the Clocktower Centre to watch people move inside the theatre. It would be nice to bring some of that to the exterior of the building
Joyful, fun
Joy and optimism
Mopo is rife with crime and homelessness. Puckle St, don't feel safe anymore so have stopped going with my child. I'd rather you spend the money on security cameras or feeding the homeless.
Honouring First Australians, and building a present and future based on proper acknowledgement of the past
positive, furture focused
Joy and connection to indigenous history and arts, community, unity
Joyful and hopeful. inspire creativity
Future, hope, community, creativity
Hope . Joy
Peaceful, calm, muted, not too in your face
Cultural diversity
Reflective, educational
Fun
Joyful
interesting and political
Joyful
Hope, joy, community, love, respect

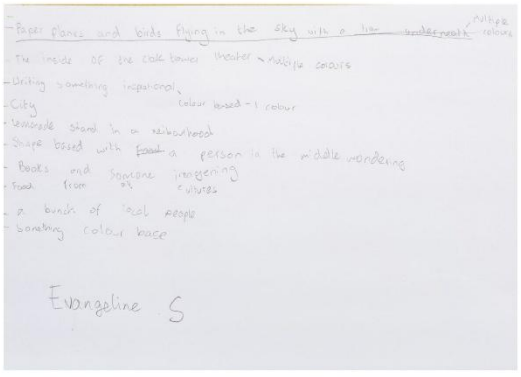
Peace and hope. Life is so busy (and that junction can be so chaotic and stressful!), it would be nice to have a quiet reminder of the beauty of life and community every time I drive/walk past.
Peaceful
Peaceful
Something that complements the existing trees and greenery. Ideally something calming and soft.
Hopeful, peaceful and reflective
Connection to nature, Aboriginal spirituality involving native animals, multicultural and diverse youth.
Zen, nature, peaceful, cheerful
Joyful
Community centric that show everyday life at Moonee valley
Energetic, happy, uplifting, joyful, optimistic, connected
Recognition and hope
Hopeful.
Playful
all of the above mentioned not too distracting and gerish to motorists
Joyful, hopeful, peaceful
joyful
Golden eclectic biscuits of pattern
Peaceful but something that tells the story of the area
peaceful

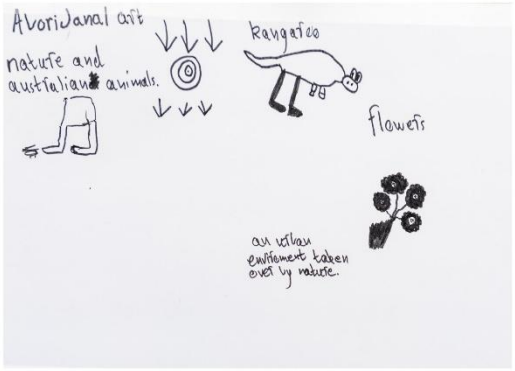
Happiness
Hopeful, joyful, inclusive, happy, colorful, intense
Peaceful
Hope
Vibrant and welcoming
hopeful, peaceful
Peaceful
joyful, lively, connective
Contemporary feel, bright but not overpowering, considerate of the site and context.
Warm and inviting - contemporary and colourful
Calming and contemplative

10.8 On-site school workshop brainstorming

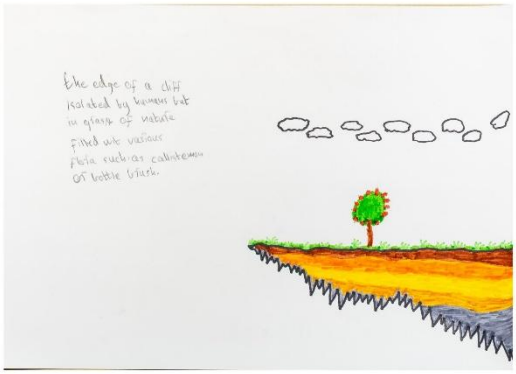






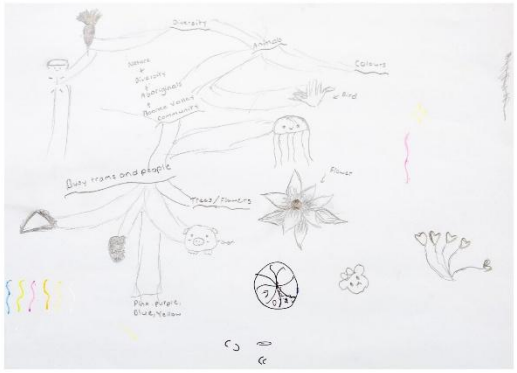

Aboriginal art
nature and
australian animals.
kangaroo
flowers
an urban
environment taken
over by nature.

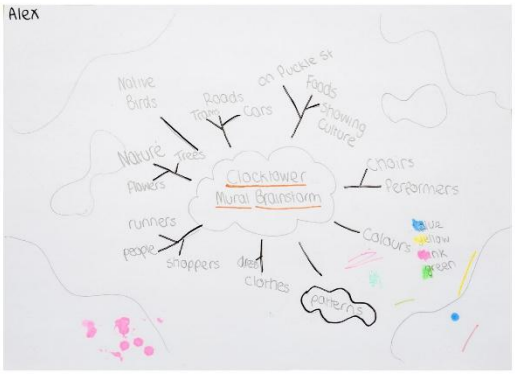
ALL The COLOURS
BARK
AFL


The edge of a cliff
isolated by humans but
in efforts of nature
fixed with various
plants such as cultivation
of bottle brush.

Maddie
Eva

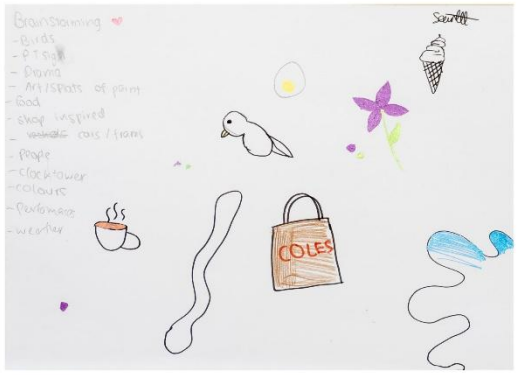
That's why we build bridges,
so we can all get toghether.
Elisa



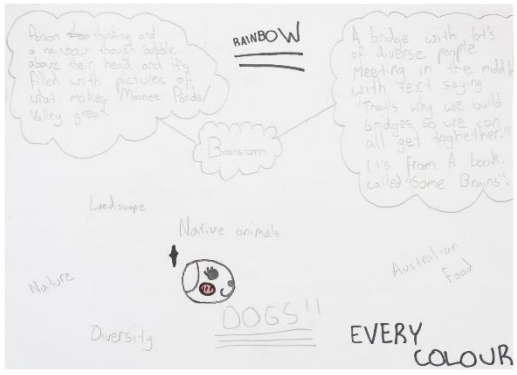

Alex
Native Birds
Roads
Trees
Cars
on Pickle st
Foods
showing
culture
Nature
trees
flowers
Clocktower
Mural Brainstorm
chairs
Performers
runners
people
shoppers
dress
clothes
patterns
colours
blue
yellow
pink
green

MPPS1
HARMONY

MPPS

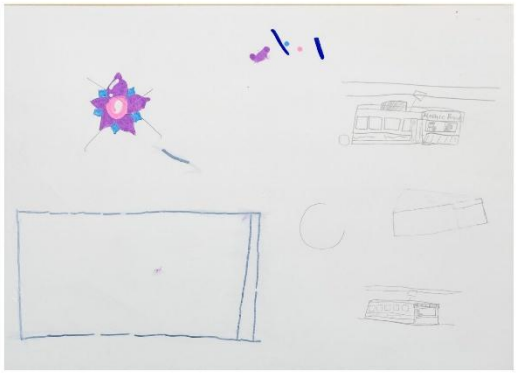

Brainstorming
- Birds
- Art/Prints of palms
- Food
- swap inspired
- people
- clocktower
- colours
- Performers
- weather
COLES

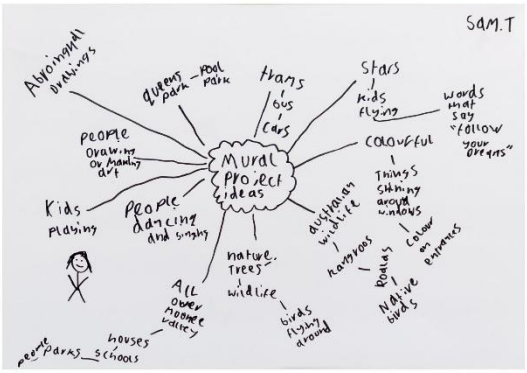
Brainstorm
Aimee
- Birds
- Roads from different places
- people doing things in community (walking dog, gardening etc)
- animals (kangaroos, Koalas)
- Patterns (zebra stripes, tiles etc)
- weather (storms)
- diversity
- plants and nature (flowers, trees, leaves etc)


RAINBOW
Brainstorm
Landscape
Native animals
Nature
Australian
Food
Diversity
DOGS!!
EVERY
COLOUR

Brainstorm
Aimee
1
Diverse
Foods
2
Patterns
3

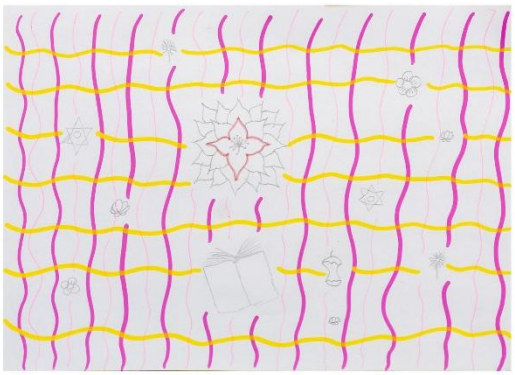
BRAINSTORM
DOGS
food
Kids
shops
nature
people
colour
feelings
hope
Queens park
diversity



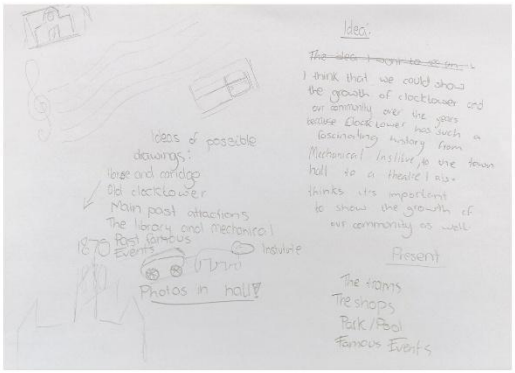

SAM.T
Mural Project Ideas
Aboriginal Drawings
current park - pool park
trams / bus / cars
stars / kids flying
words that say "follow your dreams"
colourful / things shining around windows / colour entrances
people drawing or painting art
kids playing
people dancing and singing
nature. Trees / wildlife / birds flying around
All over Moonee Valley
houses schools
Australian wildlife / kangaroos / koalas / Native birds

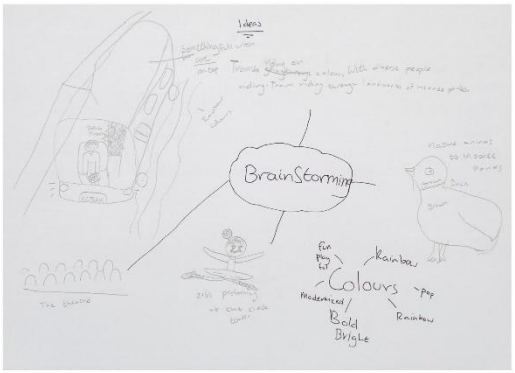
MOONEE PONDS
Welcome back
At Town Hall
mechanical institute
PT
library
learn to fix

DREAM
Big!

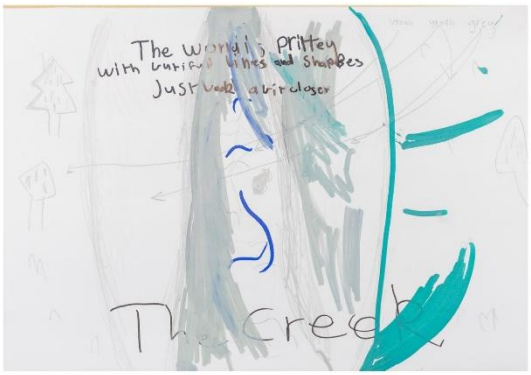


Every day life in
Maoree Ponds
My Ideas:
Pool
Park
Dogs


Ideas:
Ideas of possible drawings:
Old clocktower
Main past attractions
The library and mechanical
Photos in hall
Present
The trams
Tre shops
Park/Pool
Famous Events

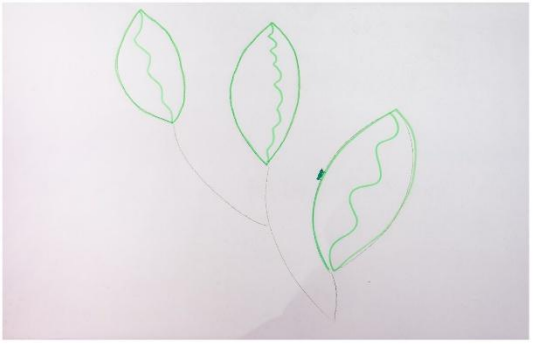

Ideas
BrainStorming
Colours
Rainbow
Pop
Bold
Bright

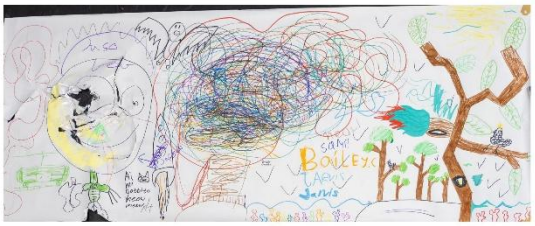
A man going through a jungle with music notes coming out
SHOW TIME
5/6A
Sienna.W-clocktower


The world is pritten
with beautiful lines and Shapes
Just look a bit closer

Alison 5/6A
SHOW TIME
SHOW TIME

DREAM BIG!





Mural
BIG DREAMS

Jues
DREAM BIG

Beautiful sunset
Clock Tower
Falling
The
Birds

Mural
ART

Moonee Valley Language Line

العربية	Arabic	9932 1471	Ελληνικά	Greek	9932 1474	Español	Spanish	9932 1477
廣東話	Cantonese	9932 1472	Italiano	Italian	9932 1475	Türkçe	Turkish	9932 1478
Hrvatski	Croatian	9932 1473	Somali	Somali	9932 1476	Tiếng Việt	Vietnamese	9932 1479

All other languages 9932 1480
National Relay Service 13 36 77 or relayservice.com.au

Please contact us if you need this information in a different format.

03 9243 8888 | 9 Kellaway Ave, Moonee Ponds VIC 3039
mvcc.vic.gov.au

City of Moonee Valley