

Community Consultation Report

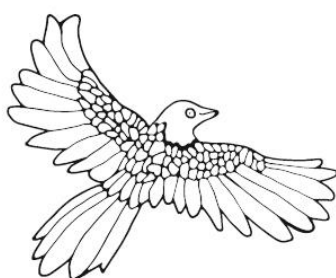
# Mason Square Mural

September 2025



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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

Market Mural by Raf McDonald is a public art installation located on the north-facing exterior wall of Everage Street in Moonee Ponds. The area is due for a new artwork and has been allocated funding in Council's recent budget through the Developing our Art Scene program.

From 18 August – 7 September 2025, Council consulted with community to hear their ideas about what they would like to see in the space. Council asked community for their thoughts on:

- Themes or ideas that would suit the space
- Visual styles that are most appealing
- Your interests and aspirations to help inspire the next artwork

Feedback received will inform the development of an artist brief, so that the mural for the area is reflective of community desires. Once the brief is developed, artists will be invited to respond. It is planned that the new artwork will be installed by the end of 2025.

## 1.2 Engagement strategies

Community members could contribute to the consultation via:

1. A dedicated Your Say webpage (Appendix 6.1), which linked participants to the online survey (Appendix 6.2)
2. A QR code included on an onsite poster which linked participants to the online survey (and associated information) via the Your Say page.

A total of 128 people participated in the consultation.

## 1.3 Key findings

The majority of respondents indicated that they live in an apartment in Moonee Ponds near the mural site.

The most popular themes that respondents wanted to see reflected in the mural were:

- Local histories and place-based heritage

- Nature and the environment
- Community life and connection

The overwhelming theme in the community feedback received was a desire for the mural to express joy, peace, colour, and vibrancy.

The preferred visual style for the mural was realistic followed by illustrative/whimsical.

Additional feedback provided by respondents reinforced a strong desire for the new mural to be clear, meaningful, and connected to Moonee Ponds' identity, rather than abstract or confusing.

There was division around Dame Edna Everage being incorporated into the mural – some saw a tribute as a fitting nod to Moonee Ponds' cultural history, while others strongly opposed it. A number of people suggested that the mural should avoid being divisive by excluding celebrity figures, religion, or politics

## 2 Introduction

### 2.1 Key engagement questions

Participants were invited to provide feedback about the proposed upgrade to Mason Square Mural.

The survey asked respondents:

- Their connection to the project
- The themes and ideas they would like to see reflected in the mural
- The mood or feeling they would like the mural to express
- What visual styles appeal to them most
- Anything else they would like to share

The survey also allowed for respondents to upload a picture of a mural that they like to share inspiration.

Survey respondents were also asked questions about their demographic characteristics, as outlined in Section 3.3 below.

# 3 Methodology

## 3.1 Communication

Participants were informed about the engagement project via the onsite posters, Your Say page, social media posts, and a direct email to nearby residents through body corporate.

## 3.2 Participation

The table below provides information about consultation participation.

*Table 1. Consultation participation*

| Consultation                  | Engagement Type                                                           | Participation |
|-------------------------------|---------------------------------------------------------------------------|---------------|
| Your Say website              | Page views                                                                | 458           |
|                               | Page visits                                                               | 415           |
|                               | Unique visitors                                                           | 352           |
|                               | Project followers                                                         | 8             |
| Online survey                 | Survey responses:                                                         | <b>122</b>    |
| Email submissions             | Emails sent to Council                                                    | <b>2</b>      |
| Voice Recordings              | Audio recordings submitted using the Speak Pipe tool on the Your Say page | <b>2</b>      |
| Total respondents: <b>126</b> |                                                                           |               |

## 3.3 Survey respondent demographics

### 3.3.1 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, 91 indicated they live in Moonee Valley. There were also numerous respondents who owned property in Moonee Valley (n=30), and several with other local connections, as illustrated in the graph below.

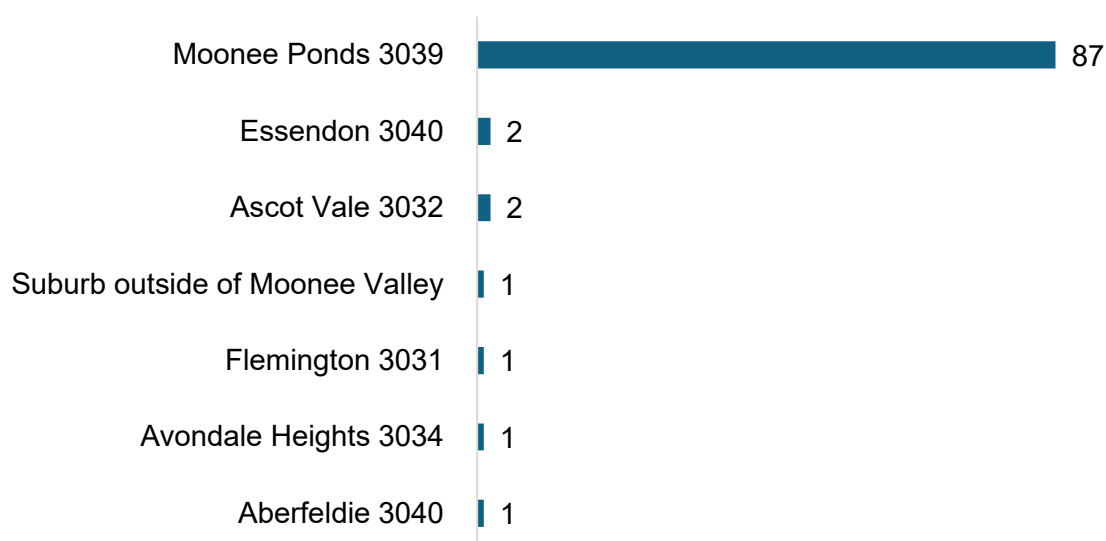
Figure 1. Connection to Moonee Valley



### 3.3.2 Suburb of residence

Respondents were asked to identify the suburb they live in. Of those who responded to this question (n=95), 94 were from suburbs within Moonee Valley and 1 were from suburbs outside of Moonee Valley. Of the local residents, most were from Moonee Ponds (n=87), with smaller numbers from other suburbs in Moonee Valley, as illustrated in the graph below.

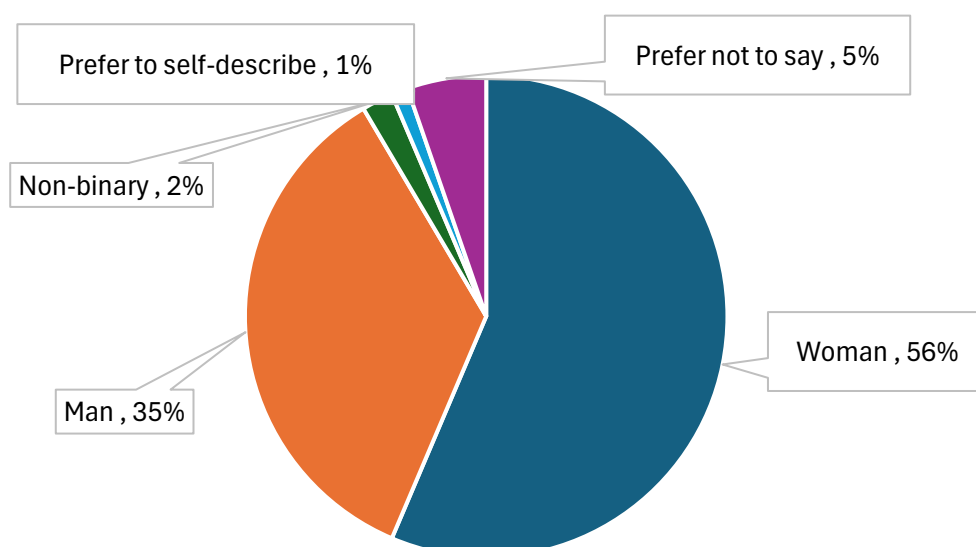
Figure 2. Suburb of residence



### 3.3.3 Gender identity

Respondents were asked their gender identity. A greater percentage of respondents identified as a woman (56%) compared with those who identified as a man (35%).

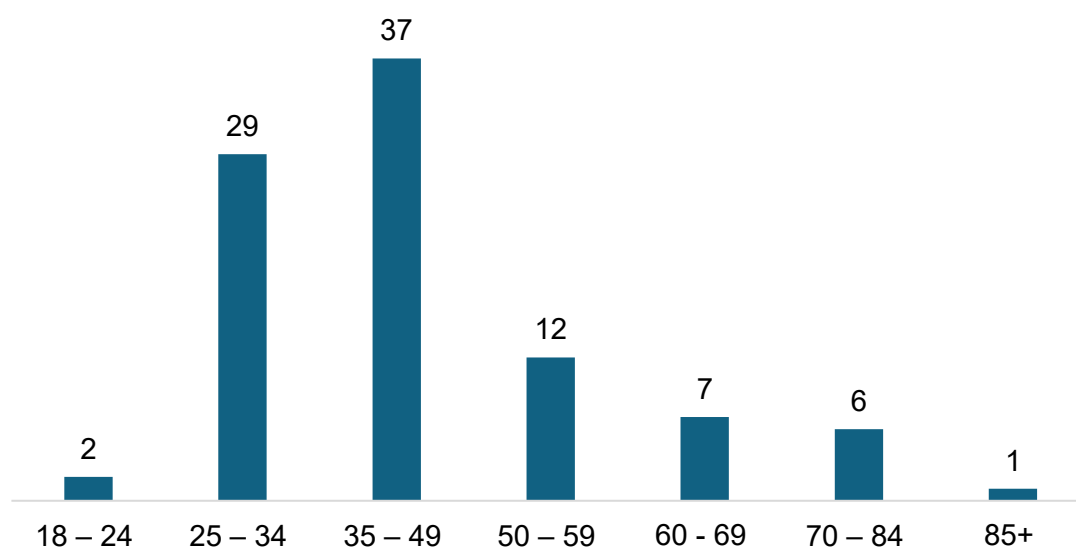
Figure 3. Gender identity



### 3.3.4 Age

Respondents were asked to identify which age group they belong to, with representation across 7 age brackets. Most respondents were between 35-49 years old (n=37).

Figure 4. Age



### 3.3.5 Language

Respondents were asked if they usually speak a language other than English at home. The majority (85%, n=82) indicated they only speak English at home.

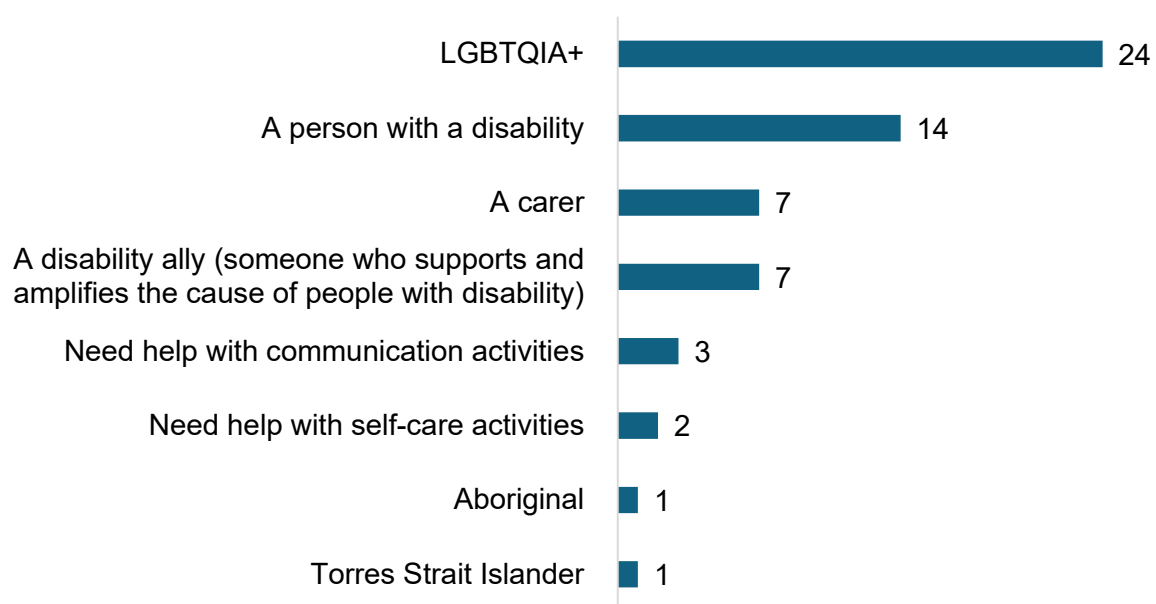
Respondents (n=14) who identified that they usually speak a language other than English at home were asked to specify the main language they speak at home, with responses including Dutch, French, Italian, Portuguese, Serbian, Turkish and Vietnamese.

### 3.3.6 Additional identifiers

Respondents were asked whether they identify with a range of different options including Aboriginal, Torres Strait Islander, LGBTQIA+, a person with a disability, a carer, a disability ally, or a person needing assistance with self-care activities/movement and communication. Respondents could select multiple options.

As depicted in the graph below, a number of people identified as LGBTQIA+ (n=24), a person with a disability (n=14), a disability ally (n=7), and a carer (n=7)

Figure 5. Additional identifiers



# 4 Findings

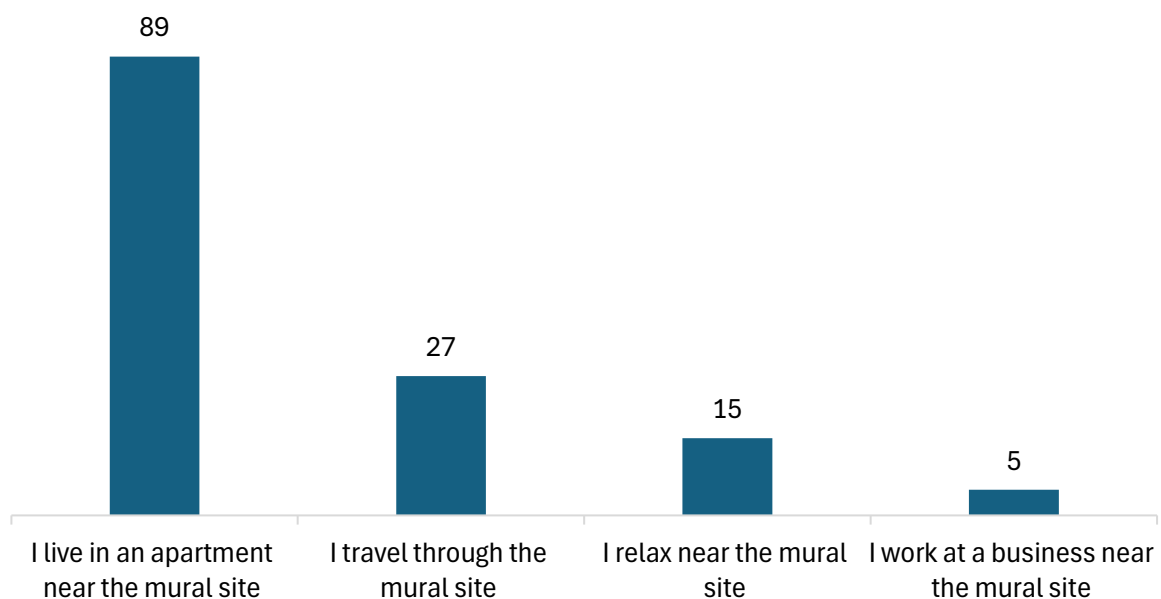
## 4.1 Connection to project

Respondents were asked what their connection to the Mason Square Mural project, with the ability to select multiple options from:

- I live in an apartment near the mural site
- I travel through the mural site
- I relax near the mural site
- I work at a business near the mural site

As shown in the graph below, the majority of respondents indicated that they live in an apartment near the mural site (n=89).

*Figure 6. Connection to project*



## 4.2 Preferred themes or ideas to be reflected in the mural

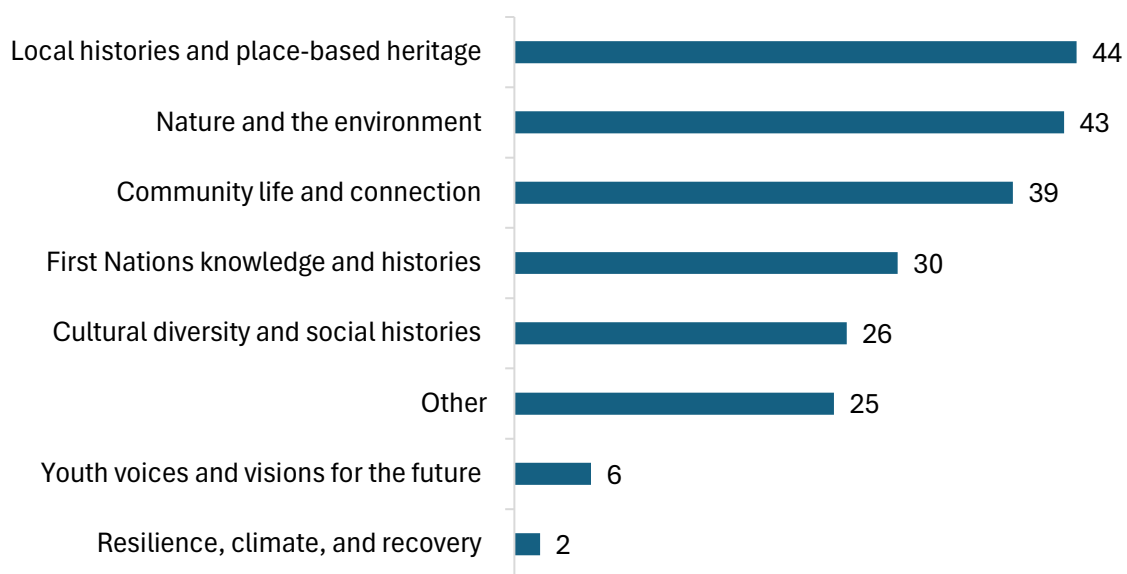
Respondents were asked to select their top three themes or ideas that they would most like to see reflected in the mural from the following options:

- Local histories and place-based heritage
- Nature and the environment

- Community life and connection
- First Nations knowledge and histories
- Cultural diversity and social histories
- Other
- Youth voices and visions for the future
- Resilience, climate, and recovery

The most popular theme was 'local histories and place-based heritage' (n=44), followed by 'nature and the environment' (n=44), and 'community life and connection' (n=39).

Figure 7. Preferred themes or ideas to be reflected in the mural



Of the respondents who selected 'other' (n=25), the most popular request was for a mural of Dame Edna (n=14). Other requests included:

- *1900s to 2025 history of moonee ponds left to right timeline piece / make it artistic*
- *A Bible verse to love one another "This I command you, that you love one another." John 15:17*
- *Anything but Dame Edna*
- *Australian native flora and fauna of the area, with a First Nation's message*
- *Critically endangered animals and plants*
- *Images reflecting the long-term connection of the site to the community as the Moonee Ponds Market*
- *Landmarks, Buildings*
- *Minimalism, clean color*
- *Non - don't want it*
- *Something beautiful to look at.*

- *The Mason Square Facebook Groups most common posts about banal issues in the complex, an interpretive word cloud perhaps*

## 4.3 Preferred mood or feeling expressed by the mural

Participants were asked what mood or feeling they would like the mural to express. 95 people left a comment in relation to this question. This feedback is summarised below with some representative comments following.

The overwhelming theme in the community feedback received was a desire for the mural to express joy, peace, colour, and vibrancy. Many respondents emphasised feelings of happiness, optimism, inclusivity, and community pride, with repeated calls for the artwork to be bright, uplifting, and reflective of the area's energy. A strong emphasis was placed on creating something joyful and welcoming, with soft, peaceful tones also suggested to promote calmness, safety, and connection. Animals, nature, and local references (such as the Moonee Ponds Market, history, and heritage) were also proposed as ways of grounding the mural in place and community identity.

While opinions were divided on specific subjects, there was consensus that the mural should be meaningful and avoid repeating past mistakes. Several community members firmly opposed featuring Dame Edna Everage, describing it as outdated or unrepresentative, though a number also expressed support given the street's naming connection. Others suggested First Nations themes, references to local culture and history, or playful imagery that celebrates Moonee Ponds' diversity. Across all responses, the clear message is that the new mural should be engaging, uplifting, and reflective of community spirit while enhancing the character of the space.

- *Lively and colourful mural done by a well known mural artist. Subject should reflect the vibrant MP community. NOT Edna Everage please as some have suggested. This would just be a caricature.*
- *I would like it to be bright and Instagram worthy so it attracts people to it. Bright Edna flowers (Gladdies) and horses on a racetrack, flowing manes and jockey saluting!*
- *I think it should be fun. Celebrate the community and the great area we live in and have a bit of fun with it. It is great that this is geared toward a lot of great causes. But this is a fresh precinct that has a lot of community and positivity. Use it as a chance to enhance that! If you can celebrate and include more in a final mural, great!*
- *I'd like the mural to be hopeful and joyful and relatable for the diverse population that calls this area home.*

## 4.4 Preferred visual style

Participants were asked to rank which visual style appeals most to them for the mural. The final ranked list is below:

1. Realistic
2. Illustrative/whimsical
3. Traditional/heritage-inspired
4. Street art/graffiti
5. Abstract

## 4.5 Additional information

Respondents were asked if there was anything else they would like to share in response to this consultation.

The additional feedback reinforced a strong desire for the new mural to be clear, meaningful, and connected to Moonee Ponds' identity, rather than abstract or confusing. Many respondents emphasised the importance of commissioning something uplifting, beautiful, and community-focused. Suggestions included celebrating local history (such as the old Moonee Ponds Market, Puckle Street, or Queens Park), cultural influences (particularly Italian heritage and First Nations art), or natural elements like animals, greenery, and native plants to soften the urban landscape.

There was again division around Dame Edna Everage: some saw a tribute as a fitting nod to Moonee Ponds' cultural history, while others strongly opposed it. A number of people suggested that the mural should avoid being divisive by excluding celebrity figures, religion, or politics. A consistent theme was the desire for the mural to be bright and engaging and draw people into the square, celebrate community pride, and bring joy to the space. Overall, respondents want a design that feels welcoming, reflective of Moonee Ponds' past and present, and something the community can be proud of.

## 4.6 File uploads

Survey respondents were invited to upload a photo of a mural that they like. 33 files were uploaded.

## 4.7 Written submissions

Two respondents provided feedback about the Mason Square Mural via email to Council, as summarised below:

- A request for Dame Edna to be the focus of the mural
- Suggestion that the mural should focus on connecting residents by highlighting the diversity and history of the neighbourhood
- Suggestion that the artwork be sustainable (using eco friendly paints) and that local artists and/or First Nations artists be engaged
- Suggestion that the mural be linked to the upcoming mural renewal in Hallkeeper Lane to create a stronger identity of the area

## 4.8 SpeakPipe Recordings

Two respondents provided an audio recording utilising the SpeakPipe recording tool on the Your Say page. This feedback noted:

- An electronic mural which is vibrant and engaging could be beneficial, with space for local community groups to also promote themselves on the screen.
- Council should focus on traffic concerns in the area instead of spending money on a mural.

## 4.9 Social media comments

Four people provided comments in response to Council's social media posts about the Mason Square Mural. These comments noted:

- The new mural should be positive and vibrant
- Dame Edna was suggested as a focus

# 5 Conclusion

In total, 128 people contributed feedback to the consultation, with most respondents living in nearby apartments. The responses highlight a strong community desire for the new mural to be meaningful, uplifting, and reflective of Moonee Ponds' identity. The most popular themes included local histories and heritage, nature and the environment, and community life and connection. People consistently called for an artwork that conveys joy, colour, peace, and vibrancy, with many emphasising inclusivity, optimism, and community pride.

The preferred visual styles were realistic or illustrative/whimsical, with opposition to abstract designs that feel disconnected from place. Many respondents suggested a design that grounds the artwork in local culture, history, and natural elements. While opinions on featuring Dame Edna Everage were divided, there was consensus that the new mural should avoid being divisive and instead unite the community by celebrating shared identity. Suggestions ranged from incorporating the old Moonee Ponds Market and Queens Park to recognising Italian and First Nations cultural influences. Overall, the consultation makes clear that the community wants a mural that is bright, engaging, welcoming, and deeply connected to the spirit of Moonee Ponds.

# 6 Appendices

## 6.1 Your Say page

Home Projects **My profile** 

### Mason Square Mural

The Mason Square mural in Moonee Ponds is ready for a new look. Have your say!

[+ Follow](#)



Home / Mason Square Mural

#### Background

Market Mural by Raf McDonald is a public art installation located on the north-facing exterior wall of Everage Street in Moonee Ponds. The area is due for a new artwork and we want to hear your thoughts about what comes next. This project has been allocated funding in our recent budget through Council's *Developing our Art Scene* program.

#### Have your say

We know that this space is important for the local community and that is why we want to invite ideas at this early stage. We want to hear about:

- Themes or ideas that would suit the space
- Visual styles that are most appealing
- Your interests and aspirations to help inspire the next artwork

Feedback received will inform the development of an artist brief, so that the mural for the area is reflective of community desires. Once a brief has been developed, artists will be invited to respond. It is planned that the new artwork will be installed by the end of the year.

You can provide feedback in a variety of ways:

- Complete our online survey before 7 September,
- Recording your feedback using the SpeakPipe tool on this page,
- Emailing, calling, or writing to Council.

#### Have your say!

This survey will be open until 7 September 2025.

[Click here for the survey](#)

Record your feedback about the Mason Square mural!

to your smartphone needs?

[Start recording](#)

[Record](#) [Listen](#) [Send](#)

[Powered by SpeakPipe](#)

#### Location of Mason Square Mural



#### Timeline

- 18 August 2025 Consultation open for feedback
- 7 September 2025 Consultation closes
- September 2025 Consideration of community feedback received to inform artist brief
- Late 2025 Installation of new mural

[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](mailto:yoursay@mvcc.vic.gov.au)

 In writing Community Engagement Team

Moonee Valley City Council  
9 Kellaway Avenue  
Moonee Ponds, VIC, 3039

Moonee Valley City Council respectfully acknowledges the Traditional Owners of the land on which Moonee Valley is located - the Wurundjeri Woi-wurrung People of the Kulin Nation, and we pay respects to their spirits, ancestors, Elders and community members past and present.



#### Contact Us

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

 Phone 03 9243 8888

 Email [yoursay@mvcc.vic.gov.au](mailto:yoursay@mvcc.vic.gov.au)



## 6.2 Survey tool

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

- ☐ I live in an apartment near the mural site
- ☐ I work at a business near the mural site
- ☐ I travel through the mural site
- ☐ I relax near the mural site
- ☐ Not applicable

**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.**

- ☐ Community life and connection
- ☐ Cultural diversity and social histories
- ☐ First Nations knowledge and histories
- ☐ Local histories and place-based heritage
- ☐ Nature and the environment
- ☐ Resilience, climate, and recovery
- ☐ Youth voices and visions for the future
- ☐ 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
- Street art/graffiti
- Illustrative/whimsical
- Traditional/heritage-inspired

**5) Is there anything else you would like to share?**

## 6.3 Social media

### Comments

Brick island with greenery is nice. Black paint of elements is not bringing any vibe. Do it something vibrant, silver, gold, yellow green, white, cerulean blue

How about something as simple as the words 'Be kind.'

We can all do with a bit more of that in the world.

I am often referred to as square, so the mural should definitely be of me.

Dame Edna?

## 6.4 SpeakPipe

### Transcription

Hi there. My name is [REDACTED] and I've been in Moonee Ponds many many many years. I would love something electronic and changing. I know electronic costs but as you walked past you are encouraged to look up, what's going on in the neighbourhood, what is changing, different groups that could promote themselves, for a couple of minutes here and there. Really engaging, educational, community information.

Can we push for a better railway crossing from Gladstone Street turning left. Every morning is an absolute disaster. Lived in the area for 40 years and it is horrific. Especially if you are trying to turn left into Holmes Road and you need to get to your child's school or kindergarten, on Holmes Road, it is absolutely impossible. Possibly spending more time and energy into that rather than a mural for it to look pretty, that would be my say and I think that 99.9% of the people the live on this side, the Gladstone Street side of Moonee Ponds, would agree.

## 6.5 Written submissions

### 6.5.1 Written Submission One

For local/historical/community purposes, it should be of the faces of Dame Edna Everage & ideally include a life-size statue of this local and international legend.

### 6.5.2 Written Submission Two

Thank you for the opportunity to provide input on the public mural located at Mason Square. I am a resident of Mason Square and appreciate being involved in shaping our shared spaces.

It would be wonderful if the mural could feature the work of local artists, or even be co-created with emerging artists from the area. Workshops with community groups, schools, and cultural organisations could also help ensure the artwork reflects a shared story.

I'd love to see the mural celebrate the diversity, history, and environment of our neighbourhood in a way that connects residents. A rotating or temporary mural space could also give different artists and groups the chance to contribute over time.

Some other ideas worth considering include:

- Using sustainable practices such as eco-friendly paints, or exploring themes about caring for the environment.
- Highlighting underrepresented voices, including First Nations artists, migrant communities, and youth groups.

This would not only build community pride but also support local creativity.

I also note the recent consultation on nearby Hallkeeper Lane which included mural walls. Linking these two sites could strengthen the sense of identity across our precinct.

Finally, I'd suggest that this wider public area in the middle of Mason Square, currently underutilised, has great potential for other community activities such as theatre performances or market days, further enhancing its role as a vibrant gathering space.

#### 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](http://relayservice.com.au)