

Key findings arising from consultation on MV2040

Purpose

The MV2040 Strategy is Council's long-term plan for improving the health, vibrancy and resilience of our city over the next two decades. It has been prepared to shape the type of city and neighbourhoods we want to live in.

Commencing in early-2024, Council undertook broad community engagement to understand what was most important to community when thinking about the future, and what priorities they would like to focus on. This consultation informed the review of MV2040, and consequently, also influenced the Council Plan (integrated with the Municipal Health and Wellbeing Plan and the Disability Action Plan) and other key Council documents including the Financial Plan and Asset Plan.

This brief report shares the most common themes that arose from this consultation:

- Environmental responsibility and climate action
- Accessible transport
- Inclusive communities
- Services and amenity
- Accountable governance
- Health and safety
- Growth and infrastructure
- Local economy
- Green and open spaces
- Diverse housing

Decisions informed by consultation

Stage	Decisions informed
Stage 1: Community visioning April – July 2024 – 931 participants	Community vision Priority outcomes Stage 2 Community Advisory Panel

Understanding what 2040 looks like to as many different people as possible.	
Stage 2: Community Advisory Panel community vision November 2024 – 33 Panel members Remit: Much about our lifestyles has changed since MV2040 was developed six years ago. What, if anything, needs to change in the community vision to reflect the community's aspirations and needs for the future?	Community vision
Stage 3: Vision feedback and priority outcomes December 2024 – January 2025 – 1376 participants Understanding what priority outcomes are important to as many different people as possible.	Priority outcomes Stage 4 Community Advisory Panel
Stage 4: Community Advisory Panel priority outcomes February 2025 – 37 Panel members Remit: We want to understand what a thriving community looks like in Moonee Valley. To achieve the MV2040 vision what should be the top 15 priority outcomes?	Priority outcomes
Stage 5: Public Exhibition of MV2040 and Plans July – August 2025	MV2040 Review Community Vision Council Plan and Health and Wellbeing Plan

Understanding what priority outcomes are important to as many different people as possible.	Financial Plan Asset Plan
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Findings Theme 1: Environmental Responsibility and Climate Action

Defining Theme 1: Environmental Responsibility and Climate Action

Theme 1 is titled Environmental Responsibility and Climate Action. This theme encompasses the following subthemes:

- Climate resilience
- Sustainable living
- Climate adaptation
- Waste management
- Sustainable infrastructure
- Environmental education

Analysis Key Findings Theme 1: Environmental Responsibility and Climate Action

Community places a high value on environmental sustainability, recognising the importance of preserving green spaces, tree canopies, and natural habitats. Within the comments received, community emphasised the need for urban greening and climate adaptation strategies, such as increasing tree planting and creating sustainable infrastructure. Community notes that this can contribute to aesthetic appeal of the area but also contributes to the overall health and well-being of residents by providing cleaner air and cooler environments.

Climate action is another critical concern for the community. They advocate for initiatives that reduce carbon emissions and promote renewable energy solutions. The community supports the implementation of sustainable infrastructure and practices, such as public recycling programs and environmental education, to foster a culture of sustainability. By taking proactive measures to address climate change, the community hopes that Council can contribute to creating a more resilient and sustainable future.

Environmental education plays a pivotal role in empowering individuals and communities to take action towards sustainability. It equips people with the knowledge and skills needed to make informed decisions about their environment and resources. Community places value on educational programs that promote awareness about the interdependencies between ecological, economic, and social systems. Such programs encourage critical thinking and can enable individuals to engage in sustainable practices and contribute to local sustainability efforts.

Sustainable living is a key aspect of the community's vision for the future. They advocate for sustainable development practices that integrate environmental responsibility into planning processes. This includes promoting eco-friendly infrastructure, supporting green urban design, and maintaining responsible density near transport hubs.

Waste management is also a significant concern for the community. Community highlight the importance of effective waste management systems, including expanded recycling services and initiatives like purple bins for bottle recycling. The community supports efforts to reduce waste and promote responsible consumption. By implementing comprehensive waste management strategies, the community aims to minimise environmental impact and create a cleaner, healthier environment for all residents.

While many community members emphasise the importance of climate action, there are varying opinions on how to achieve it. A minority of residents suggest more aggressive measures, such as banning petrol cars and increasing the use of electric vehicles and renewable energy sources. Others have expressed concerns about the economic impact and practicality of implementing such changes.

There are also differing views on urban development and its impact on the environment. Some community members support higher density housing and urban greening initiatives to reduce carbon footprints and promote sustainable living. However, others are concerned about the potential loss of green spaces and the impact of increased density on the quality of life.

Findings Theme 2: Accessible Transport

Defining Theme 2: Accessible Transport

Theme 2 is titled Accessible Transport. This theme encompasses the following subthemes:

- Public transport
- Parking
- Mobility solutions
- Active transport
- Traffic management

Analysis Key Findings Theme 2: Accessible Transport

The community's comments on accessible transport reveal several key priorities. Accessible transport is a significant concern, with many emphasising the need for better public transport options, including more frequent and reliable bus and tram services, accessible tram routes, and the introduction of new train stations in underserved areas like Keilor East and Avondale Heights. There is also a strong call for improved accessibility for people with disabilities, prams, and older adults. Parking is another major issue, with residents highlighting the need for better parking management, more parking spaces, and longer-term parking options. The need for more resident parking permits is also a common theme.

Some community members noted their support for the transition to electric vehicles, with calls for more EV charging stations and community batteries. Active transport options are strongly supported, with a focus on developing safe and accessible bike lanes and paths. Some community envision a future where walking and cycling are the preferred modes of transport, supported by well-maintained and connected infrastructure. Traffic congestion and safety are major concerns, with calls for better traffic management, including the removal of level crossings, improved road conditions, and safer pedestrian crossings. There is also a desire for reduced car dependency and the promotion of sustainable transport options.

Overall, community seek a future with improved accessibility, better parking solutions, innovative mobility options, and effective traffic management to create a safer and more sustainable urban environment.

In the community's comments on accessible transport, parking, mobility solutions, active transport, and traffic management, there are several divergent viewpoints. While many residents support the transition to electric vehicles and the development of safe and accessible bike lanes, some express concerns about the impact of high-density housing and increased traffic congestion. For instance, some community members advocate for more parking spaces and better parking management, while others call for reduced car dependency and the promotion of sustainable transport options.

Additionally, there are differing opinions on the development of dual occupancy and high-rise buildings. Some residents are concerned about the loss of green spaces and the impact on the character of the area, while others believe that dense housing is necessary to accommodate population growth and support active transport strategies. There are also varying views on the enforcement of parking regulations, with some residents emphasising the need for more resident parking permits.

Overall, while there is a general consensus on the importance of improving public transport, accessibility, and active transport options, the community's views on how to achieve these goals and balance them with other priorities, such as housing density and parking, are diverse and sometimes conflicting.

Findings Theme 3: Inclusive Communities

Defining Theme 3: Inclusive Communities

Theme 3 is titled Inclusive Communities. This theme encompasses the following subthemes:

- Community wellbeing
- Local community spaces
- Cultural diversity
- First Peoples culture and knowledge
- Local events

Analysis Key Findings Theme 3: Inclusive Communities

The comments highlight a strong sense of community and the importance of inclusivity in Moonee Valley. Many residents appreciate the vibrant community spirit and the efforts to create inclusive events and festivals that bring people together. There is a clear emphasis on the need for more family-friendly events and spaces, as well as activities that cater to diverse age groups and cultural backgrounds. The community values the green spaces, parks, and recreational facilities that provide opportunities for social interaction and promote community wellbeing.

Cultural diversity is celebrated, with residents expressing appreciation for the multicultural nature of the community. There is a desire for more cultural events and programs that reflect the diverse backgrounds of the residents, including those of First Peoples. The comments also highlight the importance of acknowledging and respecting the culture and knowledge of First Peoples, with suggestions for more initiatives that promote understanding and inclusion of their heritage.

Local community spaces are highly valued, with many comments emphasising the need for well-maintained parks, playgrounds, and community hubs. These spaces are seen as essential for fostering social connections and providing a sense of belonging. The community also values the accessibility of these spaces, ensuring that they are welcoming and usable for people of all abilities.

Overall, the comments reflect a community that is committed to inclusivity, cultural diversity, and the wellbeing of its residents. There is a strong desire for more local events and activities that bring people together and celebrate the unique characteristics of Moonee Valley.

While many residents appreciate the vibrant community spirit and the efforts to create inclusive events and festivals, some express concerns about overdevelopment and the loss of public land to private use. There are also differing opinions on the focus of community initiatives. For example, some residents feel that there is too much emphasis on environmental sustainability at the expense of economic opportunities and social inclusion.

Additionally, there are concerns about the accessibility and inclusivity of community spaces and events. Some residents feel that more needs to be done to ensure that facilities and activities are accessible to people of all abilities and backgrounds. There are also calls for more mental health services and support for families living in poverty, with some residents feeling that the current focus on sports funding is misplaced.

Overall, while there is a strong sense of community and a desire for inclusivity, there are also divergent views on how best to achieve these goals and what the priorities should be for the future.

Findings Theme 4: Services and Amenity

Defining Theme 4: Services and Amenity

Theme 4 is titled Services and Amenity. This theme encompasses the following subthemes:

- Accessible services and information
- Public facilities and amenities

Analysis Key Findings Theme 4: Services and Amenity

Comments highlighted several key aspects that are important to the community regarding services and amenity. Community members place a high value on access to green spaces, parks, and recreational facilities. They appreciate the availability of leisure centres, swimming pools, and sports fields, which provide opportunities for physical activity and social interaction. There were significant overlaps between this theme and that of accessible transport. The presence of well-maintained public transport networks and safe, walkable neighborhoods is also important, as it allows residents to move around easily and access essential services without relying on cars.

Accessible services and information are vital for the community, with a strong emphasis on the need for inclusive and well-maintained public facilities. Ensuring that public facilities, such as tennis courts and playgrounds, are kept in good condition is a priority.

Public facilities, including community centres, libraries, and leisure centres, are seen as essential for fostering a sense of community and providing spaces for social and cultural activities. Libraries were particularly valued throughout the consultation for their role in providing educational resources, community programs, and a safe space for people of all ages. There is also a strong desire for more public toilets in parks and other public spaces to enhance convenience and accessibility. Overall, the community's priorities revolve around maintaining and improving public infrastructure to ensure a high quality of life for all residents

Comments reveal a few divergent viewpoints. In terms of accessible services and information, there is a strong consensus on the value of inclusive and well-maintained public facilities. However, some community members express concerns about the condition of specific facilities, such as public tennis courts and playgrounds, which they feel are not adequately maintained. Additionally, there are calls for more public toilets in parks and other public spaces to enhance convenience and accessibility.

Regarding public facilities, there is a general appreciation for community centres, libraries, and leisure centres. However, some residents feel that certain areas are underserved and require more investment in public infrastructure.

Findings Theme 5: Health and Safety

Defining Theme 5: Health and Safety

Theme 5 is titled Health and Safety. This theme encompasses the following subthemes:

- Health prevention
- Safety in public spaces
- Road, pedestrian and cycle safety
- Personal safety and injury prevention
- Family violence
- Health and wellbeing services and programs

Analysis Key Findings Theme 5: Health and Safety

The community places a high value on safety and cleanliness in their neighbourhoods. Many comments highlight the importance of having safe play areas for children and families, well-maintained footpaths, and roads without potholes. There is a strong desire for improved public lighting and better public transport to enhance safety, especially for pedestrians and cyclists. The community also emphasises the need for safe cycling routes and pedestrian connectivity to ensure that everyone can move around safely.

Personal safety and injury prevention are also significant concerns. Residents express the need for a stronger police presence to address issues such as youth crime and general disturbances. There are calls for better street lighting, particularly in areas like Milleara Mall, to reduce violence and improve safety at night. The community also wants more proactive measures to combat graffiti and anti-social behaviour.

Health and wellbeing services are crucial to the community's overall satisfaction. Access to health services, including mental health support and aged care, is highly valued. The community appreciates the availability of libraries and recreational facilities, which contribute to their overall wellbeing. There is also a desire for more community events and activities that promote health and wellbeing, as well as better access to healthy food options.

Family violence is a critical issue that the community wants to address. There is a call for more support services and resources to help those affected by family violence. The community also emphasises the importance of creating a safe and supportive environment for all residents, particularly women and children.

While many community members emphasise the importance of safety and cleanliness, there are differing opinions on how to achieve these goals. Some residents prioritise the need for more police presence to address issues such as

youth crime and general disturbances, while some others believe that a thriving community can be achieved without an increased police presence.

In terms of road pedestrian and cycle safety, some residents advocate for improved cycling infrastructure and pedestrian connectivity to ensure safe movement around the community, while others are more focused on the need for better public transport and access to a personal vehicle to get where they need to go.

Findings Theme 6: Diverse Housing

Defining Theme 6: Diverse Housing

Theme 6 is titled Diverse Housing. This theme encompasses the following subthemes:

- Housing affordability
- Housing strategies
- Urban density

Analysis Key Findings Theme 6: Diverse Housing

The community's feedback on diverse housing reveals a strong desire for a balance between development and maintaining the character of the area. Many residents express concerns about overdevelopment, particularly the construction of high-rise apartments and dense housing, which they feel is leading to congestion and a loss of the area's charm. They advocate for more green spaces, better public transport, and infrastructure that supports the existing community without overwhelming it.

Affordable housing is a significant concern, with many residents emphasising the need for housing options that are accessible to all income levels. There is a call for more social housing and support for those experiencing homelessness, as well as a desire for housing that accommodates diverse needs, including those of the elderly and people with disabilities. The community also values the preservation of heritage buildings and the integration of new developments that respect the historical and cultural significance of the area.

Overall, the community's feedback highlights a desire for thoughtful, inclusive, and sustainable housing development that enhances the quality of life for all residents while preserving the unique character of the area.

There are several divergent views regarding diverse housing in the community. Some residents are strongly opposed to high-rise and dense housing developments, expressing concerns about overdevelopment, congestion, and the loss of the area's character. They advocate for maintaining green spaces, preserving heritage buildings, and ensuring that new developments are in harmony with the existing neighbourhood.

On the other hand, there are residents who support higher density housing, particularly in areas with good public transport links. They emphasise the need for affordable housing options and believe that well-planned, higher density developments can help address housing shortages and provide more opportunities for diverse communities.

Overall, while there is a shared desire for thoughtful and inclusive housing development, opinions vary widely on the best approach to achieve this balance.

Findings Theme 7: Accountable Governance

Defining Theme 7: Accountable Governance

Theme 7 is titled Accountable Governance. This theme encompasses the following subthemes:

- Transparent governance
- Trust in Council
- Informed decisions

Analysis Key Findings Theme 7: Accountable Governance

The community has expressed a strong desire for accountable governance. Many comments highlight the need for councillors and the CEO to be held accountable for their actions. There is also a call for more transparency in council decisions, particularly regarding community facilities and spending. Residents want to see clear and transparent decision-making processes that are free from conflicts of interest.

Trust in the council is a recurring theme, with several comments emphasising the importance of ethical behaviour and the need to rebuild trust. The community wants reassurance and transparency from the council. There is a strong sentiment that the council should prioritise the needs of the community and not be influenced by political or personal interests.

Informed decisions are also crucial to the community. Residents want the council to gather good data and use it to improve systems within the council. They also emphasise the importance of community engagement and consultation in the decision-making process. The community wants to be involved in shaping the vision and strategies of the council, ensuring that decisions are made with their input and reflect their needs.

Overall, the community values accountable and transparent governance, ethical behaviour, and informed decision-making processes that involve and prioritise their needs.

There are several divergent views expressed by the community. Some residents are focused on practical concerns such as ensuring that bins are collected on time, grass is mowed, and neighbourhoods are kept clean. Others are frustrated with what they perceive as unnecessary spending.

Additionally, there are differing views on the role of the council in relation to state government changes. Some residents want the council to resist state government changes, while others emphasise the importance of the council being responsive and engaging with the community. There are also concerns about the council's involvement in political and cultural movements, with some residents calling for the council to focus solely on services.

Overall, while there is a general consensus on the need for transparency, accountability, and community engagement, there are varying opinions on specific issues and priorities.

Findings Theme 8: Local Economy

Defining Theme 8: Local Economy

Theme 8 is titled Local Economy. This theme encompasses the following subthemes:

- Local economy
- Technology
- Business
- Community events
- Retail and commercial areas (activity centres)

Analysis Key Findings Theme 8: Local Economy

The community places a high value on the vibrancy and accessibility of local businesses and retail areas. Many comments highlight the importance of thriving local businesses, with a preference for small, independent retailers over large chains. There is a strong desire for diverse shopping options, including more cafes, restaurants, and retail stores. The community also emphasises the need for better support for local businesses, such as reducing rents and encouraging the leasing of vacant commercial properties.

Community events and activities are also highly valued. Residents appreciate the variety of community events, festivals, and family-friendly activities that bring people together. There is a call for more events that cater to different age groups and interests, including arts and cultural events. The community enjoys the sense of connection and engagement that these events foster.

Overall, the community values a vibrant, accessible, and sustainable local economy with diverse businesses and retail options, a strong sense of community through events and activities.

While many community members appreciate the vibrant local economy and the variety of small businesses, there are concerns about the dominance of large chains and the need for more diverse shopping options. Some residents feel that there are too many food outlets and would prefer to see other retailers open. Others emphasise the importance of supporting small, independent retailers to maintain a community feel.

In terms of community events, while many residents enjoy the variety of festivals and activities, there are calls for more events that cater to different age groups and interests. Some residents feel that there are not enough events for young adults without children, while others would like to see more family-friendly events.

Overall, while there is a general appreciation for the local economy, community events, and infrastructure, there are differing views on the balance between

supporting small businesses and attracting larger retailers and the types of community events needed.

Findings Theme 9: Green and Open Spaces

Defining Theme 9: Green and Open Spaces

Theme 9 is titled Green and Open Spaces. This theme encompasses the following subthemes:

- Recreation areas
- Green spaces
- Parks
- Playgrounds
- Tree canopy
- Nature strips

Analysis Key Findings Theme 9: Green and Open Spaces

Feedback from community highlights several key aspects that are important to the community regarding green and open spaces. The community places a high value on having green spaces on every street and emphasises the need for medium and high-rise developments to supply enough green space to offset any loss of grass and trees in the locality. There is a strong sentiment that the character and identity of the area should be protected from overdevelopment.

Tree-lined streets and the presence of parks, gardens, and trees are enjoyed by the community, contributing to the area's appeal and liveability. The community also values access to leisure facilities such as swimming pools, ovals, and green spaces, which are seen as essential for maintaining a healthy and active lifestyle.

Additionally, there is a desire for more dog-friendly areas and off-lead dog parks, which are important for pet owners.

There is a call for more trees to be planted and for the preservation of existing green spaces to ensure that the area remains attractive and environmentally friendly. The community also highlights the importance of recreation facilities such as playgrounds and sports fields which contribute to the overall quality of life.

Overall, the community's priorities include maintaining and enhancing green and open spaces, increasing tree canopy cover, promoting naturestrip planting, and ensuring that recreation and playground facilities are accessible and well-maintained.

There weren't many divergent views within this theme with the majority of respondents supportive of all green space but wanting it to be expanded.

Some community members place value on playgrounds, sports fields and other active recreation zones, whereas some other community members value untouched nature areas where they can relax.

Overall, while there is a strong consensus on the value of green spaces and recreational facilities, there are varying perspectives on how to balance development and preservation.

Findings Theme 10: Growth and Infrastructure

Defining Theme 10: Growth and Infrastructure

Theme 10 is titled Growth and Infrastructure. This theme encompasses the following subthemes:

- Placemaking
- Urban planning
- Infrastructure to support growth
- Balance growth with liveability

Analysis Key Findings Theme 10: Growth and Infrastructure

The community of Moonee Valley places a high value on preserving green spaces and maintaining the area's character amidst growth and development. Many residents express concerns about overdevelopment and the impact it has on the environment, particularly the loss of trees and green spaces. They emphasise the need for sustainable growth that includes adequate infrastructure to support the increasing population. This includes better public transport, improved road infrastructure, and more parking facilities to manage congestion.

Residents also highlight the importance of maintaining the unique identity of Moonee Valley, with a preference for medium-density housing that does not exceed five stories. There is a desire to protect heritage features and ensure that new developments are in harmony with the existing character of the area. The community values open spaces, parks, and recreational facilities, which are seen as essential for a healthy and connected community.

Additionally, there is a call for more community engagement and transparency in council decisions, particularly regarding planning and development. Residents want to be involved in shaping the future of Moonee Valley and ensuring that growth is managed in a way that benefits everyone. This includes creating more community spaces, improving public amenities, and ensuring that new developments contribute positively to the community's well-being.

Some residents feel that Moonee Valley is being treated unfairly by the State government. They believe there is no understanding or interest in the history of the area. They believe that the area is being too impacted by overdevelopment, particularly in Essendon, Glenbervie, and Strathmore, and that the transport infrastructure is inadequate to support the growth.

Others express a strong desire to protect the character and identity of Moonee Valley, emphasising the importance of green spaces, parks, and recreational facilities. They are concerned about inappropriate development and the slow creep of public land into private hands. They want to maintain the unique identity of the area and ensure that new developments are in harmony with the existing character.

There are also concerns about the impact of high-rise apartments on the community. Some residents feel that high-rise developments lead to congestion, lack of sunlight, and a loss of the area's charm.

Additionally, some residents highlight the need for better public transport and improved road infrastructure to manage congestion. They emphasise the importance of sustainable growth that includes adequate infrastructure to support the increasing population.

While members are focused on sustainability and environmental impact, calling for green spaces, better public transport, and housing that supports sustainable living, others are concerned about the impact of new developments on infrastructure and services, such as roads, schools, and public transport.