



MINUTES

Melton Transport Community Reference Group (MTCRG)

Held on 5 February 2019 at 6:30pm in Civic Room 2, Melton Civic Centre

Present:

Councillors

Bob Turner
Kathy Majdlik
Sophie Ramsey

Council Staff

Laura-Jo Mellan, Manager City Design, Strategy and Environment
Matthew Milbourne, Senior Strategic Planner
Sam Romaszko, Manager Engineering Services
Sean McManus, Manager Engagement and Advocacy

Community Representatives

Alan Perry
Alison Richards
Ian Matthews
Lawrence Geyer
Madeleine Connor

Chairperson: Bob Turner, Councillor (Mayor)

Minute Taker: Matthew Milbourne, Senior Strategic Planner

1. Welcome

2. Apologies

Adut Dharurai, Community Representative
Raj Arora, Community Representative
Vinea Fuimaono, Community Representative

3. Declaration of interests and/or conflict of interests

There were no declarations of interest, or declarations of a conflict of interest.

4. General Business

4.1 Welcome to Sean McManus – Manager Engagement and Advocacy

Sean McManus has been with Council since September, and previously worked at the City of Whittlesea.

4.2 Presentation on the Access Denied Campaign in the City of Whittlesea – Sean McManus

The Access Denied campaign in the City of Whittlesea sought a commitment from the Labor and Liberal Parties in the lead up to the 2014 State Government election to build the Mernda Rail extension and the O'Herns Road / Hume Freeway interchange in their first term of Government.

The campaign was extensive, and similar to the campaign run by the City of Melton for the building of a hospital.

The campaign was successful with the Labor party committing to build both of the transport projects, and the Greens and Liberal parties committing to the Mernda Rail extension.

A copy of the presentation can be found at **Attachment 1**.

The presentation was on the type of advocacy campaigns that the City of Melton could run for transport projects.

4.3 State and Federal Government Budget Submission

Sean McManus highlighted that the Labor Government made a pre-election commitment known as the Western Rail Plan. This plan proposes to:

- Electrify two metropolitan rail lines through the western suburbs to growth areas in Melton and Wyndham Vale – separate these lines from the Geelong and Ballarat lines
- Increase track capacity between Sunshine and the CBD
- Undertake major investment in the Geelong and Ballarat lines – separate them from the Melton and Wyndham Vale lines, and run faster trains (160km/h)

Melton City Council has made budget submissions to the State and Federal Governments.

State Government Budget Submission

In the submission to the State Government budget, Council has asked for a commitment to:

- Review the bus service in the City of Melton
- Provide new bus routes in the City of Melton
- Commit to the Western Rail Plan
- Upgrade the Western Highway
- Provide a Roads Package in the City of Melton to upgrade roads such as Melton Highway, Taylors Road, Calder Park Drive, Rockbank Middle Road, Leakes Road, Christies Road, Hopkins Road, and major intersection upgrades.

It was recommended that Council talks to developers in the City of Melton to see if they can put pressure on the State Government to fund the Western Highway Upgrade.

Federal Government Budget Submission

In the submission to the Federal Government budget, Council has asked for a commitment to:



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- Upgrade the Western Highway
- Build the Calder Park Drive / Calder Freeway Interchange

4.4 Federal Government Election / National Growth Area Alliance 'Catch Up' Campaign

In the lead up to the Federal Government Election the National Growth Area Alliance is running a campaign "Catch Up with the Outer Suburbs".

The campaign being run in the City of Melton will be for the upgrade of the Western Highway to an urban freeway standard.

The campaign will go live on 18 February 2019, when it is launched at Parliament House in Canberra.

To campaign for the upgrade of the Western Highway there will be:

- An online petition
- Postcards
- Billboards placed along the Western Highway
- Posters / Corflute Signs / Fact sheets
- Media pitches and Social media
- Drone footage of the Western Highway

Council officers are speaking to Ballarat City Council and Moorabool Shire Council to see if they can get on board with the campaign, as many of their residents and businesses get caught in the traffic in the City of Melton.

Council officers are also speaking to the RACV, freight companies and businesses to see if they can provide letters of support and promote the campaign.

Council officers are speaking to developers in the City of Melton to see if they can provide letters of support, and promote the campaign to their residents.

Council is seeking to have commitments from both the Labor and Liberal parties before the Federal Election.

An extraordinary meeting will be held for the MTCRG to show the collateral produced for the campaign, and to discuss how the community representatives can help promote the campaign.

Consider providing the MTCRG members with 'Catch Up' t-shirts that they can wear when they are promoting the campaign.

4.5 Next meeting date

The next ordinary meeting will be held on Tuesday, 2 April 2019.

5. Close of Business

The meeting closed at 7.34 pm.

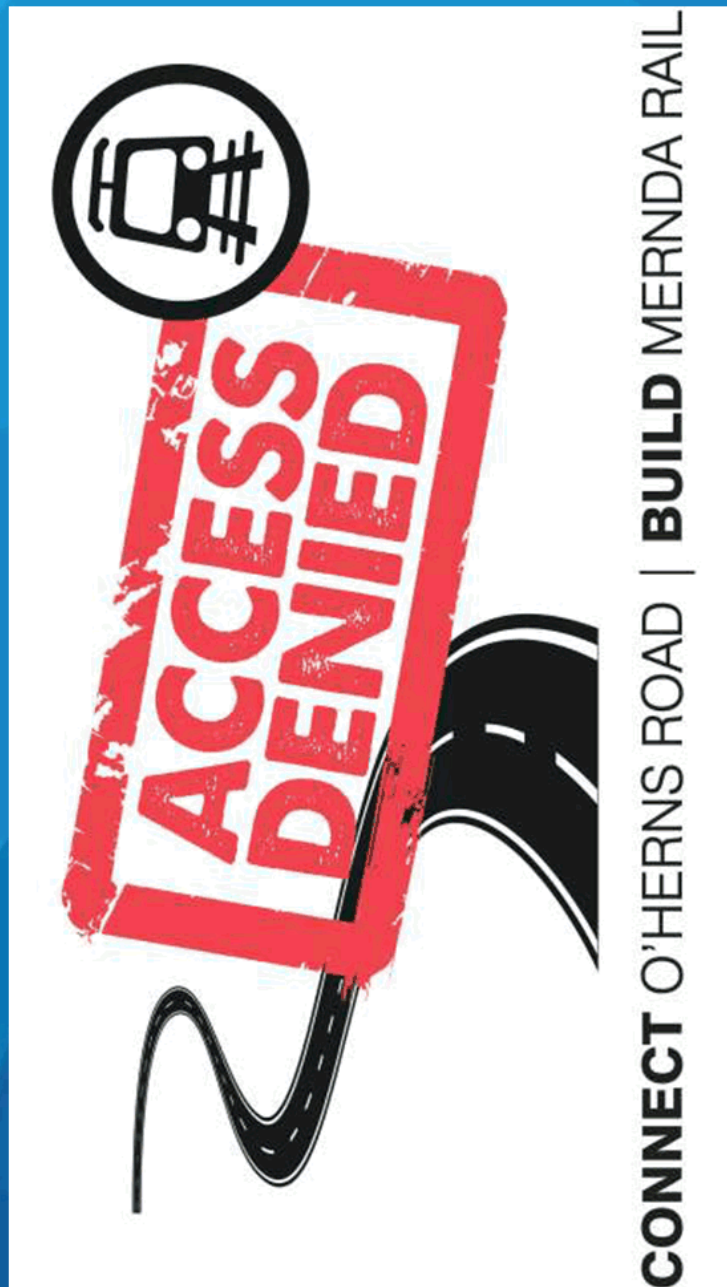
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Attachment 1



Advocacy Campaign 2014

Securing election commitments for two major projects



CONNECT O'HERNS ROAD | BUILD MERNDA RAIL



Video slide

Developing an election campaign



- Opportunity - State Election
- Political Situation
 - Seat of Yan Yean – notionally a 0.1% Liberal lead (Mernda Rail)
 - O’Herns Road in Thomastown (Safe Labor)
 - Develop one community advocacy campaign to focus on a high profile election issue

Campaign Objective



A commitment from both parties to:

- Build an interchange on the Hume Freeway at O’Herns Road in Epping North

AND

- Extend train services from South Morang to Mernda



BUILD BOTH PROJECTS IN THE FIRST TERM OF GOVERNMENT

Key Message



Whittlesea residents are denied access to basic transport infrastructure.

This denies them access to jobs, services and community participation.

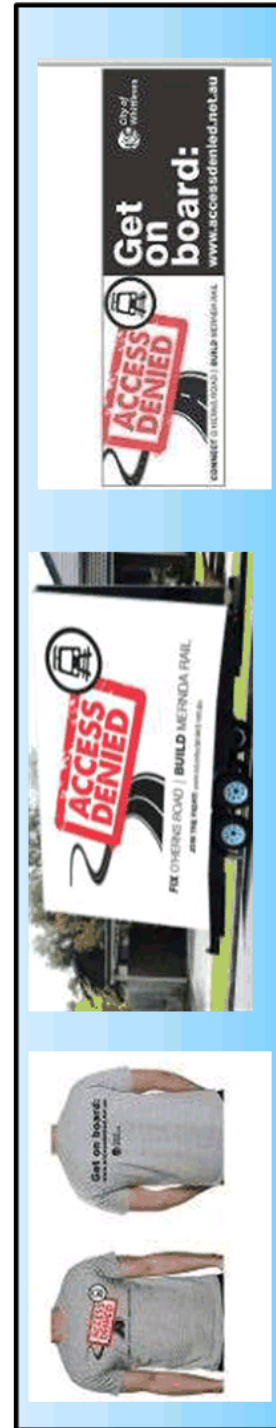




EXAMPLES: ACTIVITY STREAMS AND TACTICS			
COMMUNITY / BUSINESS ENGAGEMENT	GOVERNMENT RELATIONS	MEDIA	ADVERTISING
<ul style="list-style-type: none"> • Conflures for display homes/businesses • Business Advocacy Kit targeted to Epping business precinct (O'Herns Road Focus) • Postcard campaign - collect signed postcards for bulk presentation to parliament • Road Show - mobile staffed roadshow to support postcard campaign and drive interest • Automated letter writing campaign - template on www.accessdenied.com.au • Online petition available at www.accessdenied.com.au • Rates Notice - campaign insert with yearly rates notice • Monthly Campaign Bulletins - electronic newsletter emailed to supported database to keep them updated on campaign activities • Materials handout at Parliament Station - on sitting days in the lead up to the State Election • Community Groups - work with Mernda Rail Alliance and Aurura Community Association to further campaign reach • Badges and Bumper Stickers 	<ul style="list-style-type: none"> • Letters to key Ministers, Shadow Ministers, local MPs, local candidates and staff • Meetings with key Ministers, Shadow Ministers, local MPs, local candidates and staff • Council/Community delegation to State Parliament to lobby for projects and present postcards 	<ul style="list-style-type: none"> • Whittlesea Leader Partnership pipeline of news stories campaign dinkus to brand coverage online competition • Sponsored campaign insert • Metropolitan Media (The Age, Herald Sun, 3AW, ABC774) – monthly stories – ideas include: Comparison with similar suburbs Invite journalists to Mernda and challenge them how to get there Poll of all Victorian MPs to determine awareness and familiarity with project issues • Social Media – dedicated Facebook and Twitter pages Regular updates and original content Build 'Likes' and followers Viral videos (real people telling real stories) and memes Campaign hashtag #accessdenied 	<ul style="list-style-type: none"> • Mobile billboards at key locations around Mernda, Doreen and Epping, as well as State Parliament • Facebook advertising – to drive traffic to online campaign presence • Council Channels – on hold messaging, branded postcard/drop off locations at key Council sites



CONNECT O'HERNS ROAD | BUILD MERNDA RAIL



Success Factors



We launched early
Launched March 2014
More than 8 months before state election



Success Factors



We made it easy for the community to jump on board

Dedicated website

- Automated emails to Premier and Opposition Leader
- Copy to Ministers, Shadow Ministers, local Members



Postcards

- Postage Paid
- Returned to Council



More than 7000 postcards received. More than 4500 emails sent

Success Factors



We were relentless

- Festivals
- Shopping Centres
- Parliament
- Newspapers
- Radio



Success Factors



We were adaptive and responsive



Success Factors



Community Partnerships



Aurora Community Group



Mernda Rail Alliance



Success Factors



Government Relations

- Bipartisan campaign (focussed only on issues) – hard but fair
- “Politician to politician” – Mayor as lead
- About getting commitments from both parties for much needed community infrastructure



Success Factors



Media Partnership

- Campaign branded pages
- March to December 2014 – all but three editions carried Access Denied stories
- Letters to the Editor
- Regular polling of candidates



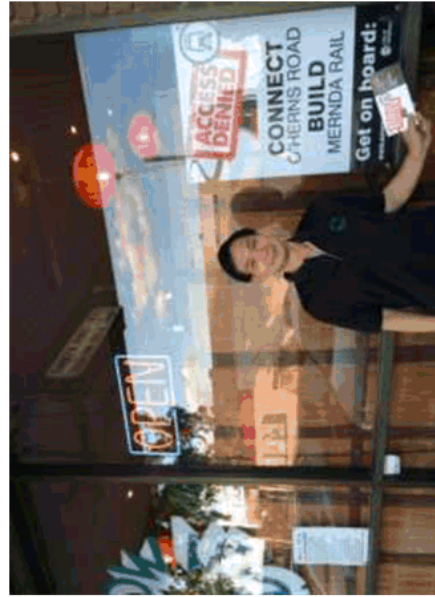
Success Factors



Business Partnership







“I am writing on behalf of the MAB Corporation, the McMullin Group, Pacific Epping, Gibson Property Group and Stockland to request a meeting to discuss the need to build the Hume Freeway Interchange at O’Herns Road and Edgars Road Extension.”

– David Hall, MAB Corporation





Funding commitment recieved

	Labor	Liberals	Greens
Mernda Rail	 Read more	 Read more	 Read more
O'Herns Road	 Read more		

Outcomes



“One of the most satisfying front pages I’ve ever had the pleasure of working on.”

Sandro Olivo
Editor, Whittlesea Leader

Outcomes



Our organisation:

- Evidence that advocacy can deliver results
- Reaffirmation - advocacy is most powerful when community led
- Solid foundations for future advocacy campaigns – benchmark campaign



Outcomes

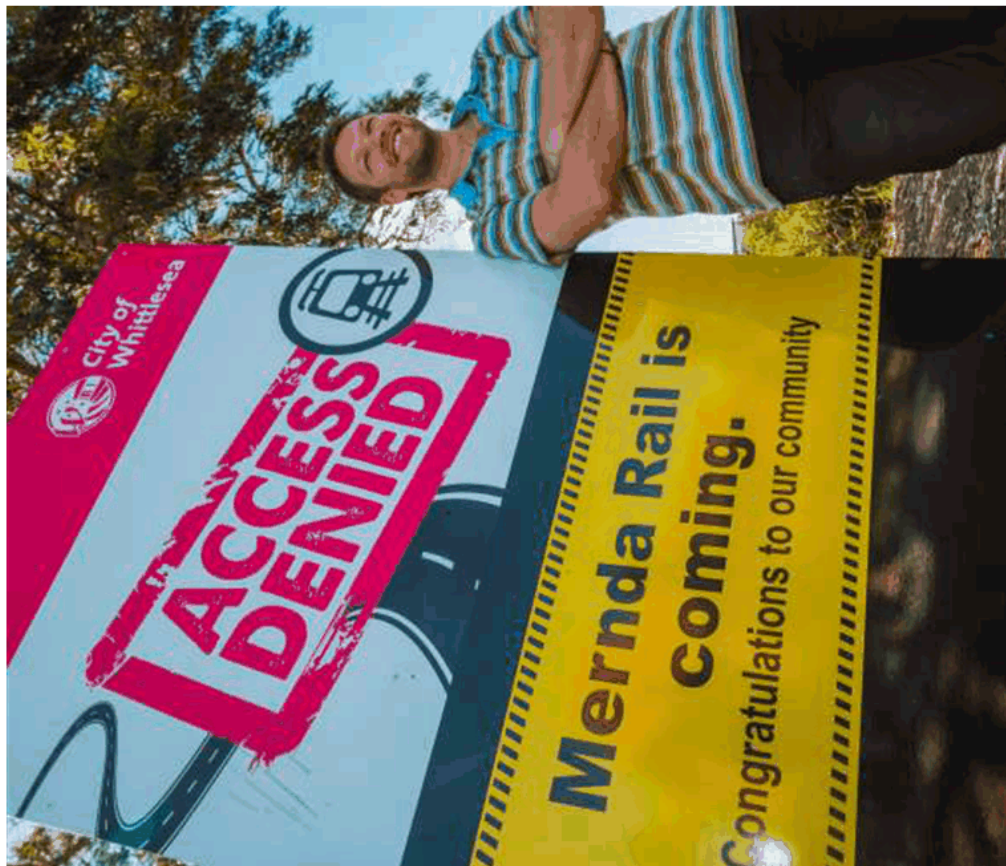


Our community:

- Feels supported and listened to
- Understands politicians are working for them – not other way around
- Are more skilled in engaging with and informing politicians
- Greater appreciation of Council
- Are empowered to act.



The cost



Campaign budget

= \$120,000

Infrastructure promises

= \$750+ million

Aligned promises

(investment in our community)

= \$1 billion approx



CONNECT O'HERNS ROAD | BUILD MERNDA RAIL

- State Budget Submission formally submitted
- Copy to be sent to all local members
- Specific transport asks:
 - bus services review
 - new bus routes
 - commitment to Western Rail Plan
 - Western Highway Upgrade
 - outer western roads package:
 - Melton Highway
 - Taylors Road
 - Palmers Road Corridor
 - Calder Park Drive interchange
 - Rockbank Middle Road
 - Leakes Road
 - Christies Road
 - Hopkins Road
 - Intersection upgrades

SUPPORTING GROWTH
a whole of Government approach
to the City of Melton's
population boom

**2019—2020 State Government
Budget Submission**

Pauline Hobbs | Advocacy Officer
P | 03 9747 5440
E | pauline@melton.vic.gov.au
W | melton.vic.gov.au

A thriving community where everyone belongs

- Federal Budget Submission formally submitted
- Copy to be sent to all local members
- Specific transport asks:
 - Western Highway Upgrade
 - Calder Park Drive Interchange

Federal Election – May 2019

SUPPORTING GROWTH
a whole of Government approach
to the City of Melton's
population boom

**2019—2020 Federal Government
Budget Submission**

CITY OF MELTON
Pauline Hobbs | Advocacy Officer
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A thriving community where everyone belongs

Western Highway Upgrade – election campaign

Our ask

A commitment from both Commonwealth and State governments to fund the upgrade of the Western Highway within the City of Melton to an urban freeway standard.

This section of the highway requires:

- an interchange at Bulmans Road
- an interchange at Harkness Road
- a pedestrian overpass bridge at Arnolds Creek
- an interchange at Mt Cottrell Road
- an overpass at Paynes Road, and
- removal of at-grade access to the highway.



A thriving community where everyone belongs

National Growth Areas Alliance (NGAA) Election campaign



- Online petition on a dedicated *Catch Up with the Outer Suburbs* webpage
- Petition targeting leaders of both major parties and local federal members
- Driving petition uptake through media and social media
- Meetings, letters, delegations to Ministers, Shadow Ministers, cross benchers, Senators
- A national one-day social media event – *Catch up with the Outer Suburbs Day*
- Media liaison and pitches at both the launch and during the campaign
- Ongoing social media across Facebook, Twitter, Instagram and Linked In
- A national launch at Parliament House in Canberra on Monday 18 February.



A thriving community where everyone belongs

Melton City Council Campaign



Upgrade the Western Highway

Aim:

Minimum 3000 people support the Western Highway upgrade

- Mayor attendance at the national launch in Canberra
- Engagement with political leaders
- Community awareness to drive petition uptake:
 - postcards, community activation, billboards, posters, social media and media opportunities
- Fact sheet on the Western Highway - advocacy tool
- Video – engagement and social media
- Seek letters of support
- Engagement with local State members to support the campaign.



A thriving community where everyone belongs

MELTON TRANSPORT COMMUNITY REFERENCE GROUP

Support options:

- Public supporter of the upgrade
- Promotion to members sign online the petition
- Social media campaign linking to the petition
- Media stories
- Letters of support to local state and federal members
- Request meeting with local members
- Letters to relevant Ministers and Shadow Ministers
- Community activation – postcard distribution, posters / corflute signs driving awareness and petition uptake



A thriving community where everyone belongs