

The city you
imagine...
MELTON CITY 2036



Phase 1 Community Consultation Report November 2016

Melton City Council

October 2016

Melton City Council acknowledges that the land it now occupies has a history that began with the Indigenous occupants, the Kulin Nation.

Council pays its respects to the Kulin Nation people and their Elders and descendants past and present.

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Melton City Council Policy Statement:

Melton City Council recognises that community engagement and participation processes are a vital part of local democracy. Effective engagement is good business practice and is critical to good governance. For this reason, Council is committed to meaningful engagement with our community.

Executive summary

At the beginning of 2016, Melton City Council decided it was timely to develop a long-term community vision. By doing so, it would embark on an extensive community engagement process to better understand what the community values, hear their hopes for the future, as well as identify priorities for upcoming strategic plans.

The engagement process was designed by Council to facilitate the development of a shared 20 year community vision and ensure that input was sought for the development of the Council Plan 2017-21 (incorporating the Municipal Public Health and Wellbeing Plan) and the Municipal Strategic Statement.

The first phase of the engagement process commenced in April 2016 and was finalised in September 2016. Over 1,800 people participated in phase 1, either through their participation in the 2016 Household Survey, by responding to a short postcard or online survey, participation in a children's survey or via the online engagement forum oursay.org/cityofmelton/meltoncity2036.

Questions asked during the first phase of the community engagement included: 'What do you love about the City of Melton?', 'What don't you like about the City of Melton?', 'What are your hopes for the City of Melton in 20 years time?' and 'What needs to happen for those hopes to become a reality?'

Respondents stated that they love the parks and green spaces, local shopping opportunities, libraries and leisure facilities and the 'sense of community'. Respondents valued the affordability and the country feel in an area close to Melbourne.

Respondents mentioned that Melton City lack good and well-connected public transport, a hospital, education and employment opportunities. They were not happy with the roads, traffic management and littering and very concerned about the crime.

During the consultation a number of vision themes emerged including the hope for a safe, peaceful and connected community with a good reputation, growing local businesses, employment and tourism, well-connected public transport, good roads and great education opportunities, and a clean place where the natural environment is protected.

Actions suggested that could make these hopes for 2036 a reality included planning and development, additional funding from state and federal government, community consultation and collaboration.

The outcomes from Phase 1 will help inform the content of the engagement process Phase 2. The second phase aims to develop the shared 20 year community vision and identify priorities for the next four years.

The third phase of the community engagement is expected to occur in February/March 2017 giving the community an opportunity to provide feedback on the final draft of the community vision.

The last phase of the engagement process is scheduled to commence in April 2017 with public exhibition of the draft Council Plan 2017-2021 (incorporating the Municipal Public Health and Wellbeing Plan).

1 Introduction

1.1 Background

Our City is growing fast and with growth comes change. While change provides new and exciting opportunities it also presents challenges.

At the beginning of 2016, Melton City Council decided it was timely to develop a long-term community vision. By doing so, it would embark on an extensive community engagement process to better understand what the community values, hear what they would like the future to be as well as identifying priorities for the next four years. This is the first time a community vision has been developed for the municipality.

The community vision will be designed to drive the next four-year Council Plan 2017-21 (incorporating the Municipal Public Health and Wellbeing Plan) ¹, the Municipal Strategic Statement, as well as provide guidance to planning and delivery of programs, infrastructure, and services.

1.2 Engagement process

The engagement process has been designed by Council to facilitate the development of a shared 20 year community vision and ensure that input is sought for the development of the Council Plan 2017-21 and the Municipal Strategic Statement.

In order to make it easy and relevant for people who live, work, study or visit the municipality to participate, the engagement process incorporates online as well as face-to-face interactions where information from one engagement opportunity feeds into the next. The process is outlined in the table below.

¹ The Council Plan 2017-21 incorporating the Municipal Public Health and Wellbeing Plan will, in the rest of this report, be referred to as the Council Plan 2017-21.

Table 1: Engagement process phases

Phase	Objectives	Outcomes
Phase 1 Sharing ideas April – September 2016 (Complete)	Identify the community's values and aspirations Identify aspects of the community to be improved and aspects to be protected	To use the outcome of the engagement process to: <ul style="list-style-type: none"> - formulate themes for the community vision - provide input to be explored in phase 2 of the engagement
Phase 2 Creating the community vision and identifying priorities September 2016 – February 2017	Explore the community's input provided in phase 1. Identify opportunities. Provide the community the opportunity to: <ul style="list-style-type: none"> - develop a shared 20 year vision - identify priorities for the next four years 	To use the outcome of the engagement process to: <ul style="list-style-type: none"> - finalise the community vision - provide input to the development of the Council Plan 2017-21 and the Municipal Strategic Statement
Phase 3 Public comments on the draft community vision February – March 2017	Provide opportunity for the community to provide feedback on the final draft of the community vision Validation of the draft vision	To use the outcomes of the engagement process to: <ul style="list-style-type: none"> - finalise the community vision
Phase 4 Public exhibition of key strategic documents April – June 2017	Provide opportunities for the community to comment on the draft Council Plan.	To use the outcomes of the engagement process to: <ul style="list-style-type: none"> - finalise the Council Plan 2017-21 - finalise the Municipal Strategic Statement

PHASE 1: SHARING IDEAS

Throughout phase 1 of the engagement process participants were asked four key questions:

What do you love about the City of Melton?

What don't you like about the City of Melton?

What are your hopes for the City of Melton in 20 years time?

What needs to happen for those hopes to become a reality?

The first phase of the engagement process commenced in April 2016, with initial dialogue with the community taking place in the smaller townships at a number of 'My

City My Say – Join the Conversation' events (also referred to as 'listening posts') and evaluation sessions for Council's LEADS (Lead Educate Advocate Demonstrate Sustainability) program.

A media release 4 August launched a six weeks intensive campaign inviting the community to share their answers to the four key questions through a short survey on a postcard or online.

1.3 Purpose of this report

The purpose of this report is to provide an overview of the inputs provided by the community in the first phase of the engagement process. Council made a conscious effort to reach out to as many people as possible with information about the project and strongly encouraged participation; however it was peoples' own responsibility to use the opportunity to provide input.

This report is summarising the input received. The aim is for the reader to understand the values and aspirations of the participants.

While many different population groups have provided input, the findings may not represent the opinions of everyone. The feedback is not comparable to an opinion poll as the majority of feedback came from self-selected participants.

The report does include input from the 2016 Household Survey where participants were randomly selected (and therefore can be seen as a fair representation of the community) but their responses play a smaller part of the findings in this report.

The findings from this report will inform the engagement process Phase 2: Creating the community vision and identifying priorities.

2 Engagement approach

During the first phase of the community engagement process different methods were used to inform the community about the project and different techniques were used to get them involved. People were provided with the opportunity to provide input by filling in a postcard and returning it to Council, filling in a short online survey, participating in the online dialogue or providing comments on Facebook.

In order to reach people that do not regularly participate, Council staff were mobilised to help spread the information and get people involved.

Techniques used to inform the community about the project:

- two page article in Council's community newsletter **Moving Ahead** in August 2016
- **media release** distributed to local media on 4 August 2016 to officially launch the project
- **emails were sent out** to Council's contacts to inform them about the project and ask them to get involved as well as to encourage friends and family to get involved
- **information flyer** was sent out with the rates notices to all ratepayers at the end of August informing people about the project and how to get involved
- **posters** telling people about the project and how to get involved were placed in Woodgrove Shopping Centre in Melton as well as in CS Square shopping centre in Caroline Springs.
- **postcards and information sheets** were placed in the libraries and Melton Council Civic Centre reception
- **project webpage²** was established on Council's website which links to the online engagement forum
- **Facebook** was used to keep the community informed and encourage them to get involved

Please refer to Appendix A for examples of communication material.

Techniques used to consult the community:

- **postcards and information sheet** were distributed at various events and Council run activities and further explained by Council staff
- **online survey** was available on Melton City Council's website
- **one-to-one dialogue and postcards/survey fill-in** at 'listening posts' in the smaller townships in April and May 2016, home visits and Council run activities
- **special question worksheets for primary school children** in year 4-6 were developed and shared through Council's school contacts
- **special question worksheets for children in family day care** were developed and shared through Council's contacts
- an **online engagement forum (OurSay)** provided a moderated space for the community to share their thoughts

² www.melton.vic.gov.au/Council/Join-the-conversation/The-city-you-imagine.-Melton-City-2036

- **Facebook** posts directing people to the online engagement forum OurSay and Facebook comments were also received and referenced in the findings

The **online engagement forum** was hosted by OurSay³. The four key questions were posted to get the conversation started. Ideas were shared and all registered users had the opportunity to show their support for the different ideas/comments by sharing a vote.

Comments from the online engagement forum are included where relevant with some reference to how much support the comment got from other registered participants.

Information was also collected during the annual **Household Survey** conducted in April 2016. Eight hundred randomly selected households from across the municipality were involved.

The 2016 Household Survey didn't directly address the four key questions formulated for the phase 1 engagement. The Household Survey is commissioned to capture the community's satisfaction, it establish the needs and expectations, identifies issues of importance, explores community attitudes and assist Council to identify and priorities areas for improvement.

While the Household Survey isn't designed to assess community likes and dislikes, valuable information is collected to assist in the identification and priorities of issues and areas for improvement. Level of agreement in relation to a range of statements was put to respondents. Based on the results, we have for the purpose of this report concluded that very high levels of agreement with positive statements equate to an aspect of what the community like about the City of Melton. Household Survey respondents were also asked to identify 'Issues to be addressed' which for the purpose of this report are used to indicate dissatisfaction with the present condition, corresponding to aspects they dislike.

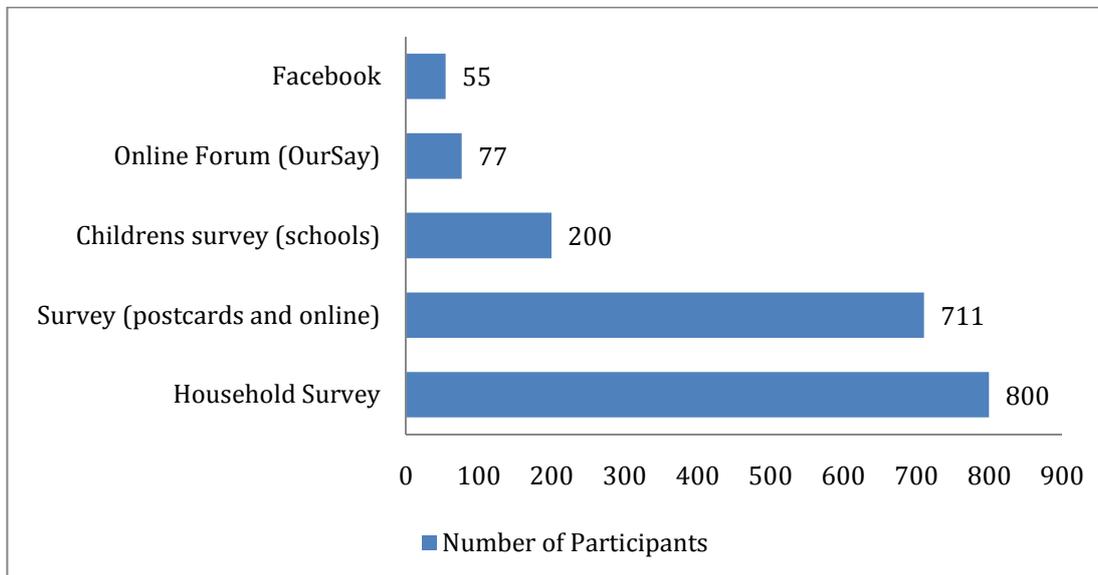
Feedback from the Household Survey is included where relevant and appropriate.

³ www.oursay.org/cityofmelton/meltoncity2036

3 Who got involved?

A total of 1,843 people participated in phase 1. The table below illustrates how people chose to participate.

Table 1: Levels of participation



Eight hundred randomly selected people participated in the 2016 **Household Survey**. Of the 800 respondents:

- 50.4 per cent were male and 49.5 per cent female
- 3.4 per cent were aged 15-19 years, 20.8 per cent were ages 20-34 year, 27.3 per cent were aged 35-44 years, 27.4 per cent were aged 45-59 years, 21.2 per cent were aged 60 years and over
- 27.0 per cent from non English speaking backgrounds
- 3.4 per cent identified as Aboriginal & Torres St. Islander
- 12.1 per cent had a household member with a disability

Seven hundred and eleven people participated in the **survey** either by filling in and returning a postcard or filling in the survey online:

- 38 per cent of the respondents were living in Melton township (Brookfield, Melton, Melton South, Kurunjang, Melton West), 30 per cent were living in Eastern Corridor (Burnside, Burnside Height, Caroline Springs, Taylors Hill, Hillside), 7 per cent were living in the smaller townships (Diggers Rest, Toolern Vale, Rockbank, Plumpton, Eynesbury and Exford), almost 15 per cent were living outside the municipality and approximately 10 per cent didn't inform the suburb they live in.
- Just over 50 per cent were female.
- Around 70 per cent of respondents were aged between 25-69.
- Around 35 per cent from non English speaking background

Family day care providers and three different primary schools chose to be involved: Kurunjang Primary School, Melton Christian College and Kororoit Creek Primary School. The involvement resulted in responses from 200 children.

Seventy seven people signed up for the online discussion forum:

- Majority of participants live in Melton (postcode 3337)
- 62 per cent female and 38 per cent male
- 7 per cent were aged between 16 - 25, 49 per cent between 26 – 40, 37 per cent from 41 – 60 and 7 per cent 60+

For more information about the survey participants and the online forum participants please refer to Appendix B.

4 What did we hear?

This chapter summarises feedback gathered during the Phase 1 engagement. The feedback is presented under the heading of the four key questions asked during the period.

4.1 What do people love about the City of Melton?

Respondents love the parks and green spaces, local shopping opportunities, libraries and facilities and the 'sense of community'.

PARKS AND GREEN SPACES:

Parks was the word most commonly used in response to the question 'What do you love about the City of Melton?' Almost 15 per cent of the survey respondents mentioned that they like the green spaces the parks provide. They mentioned the lakes, walking tracks, and that national parks are close by.

Parks were particularly mentioned by respondents living in the Eastern Corridor. Specific comments included 'the parks and lakes for the ducks and the families' (Female, aged 70–84, Hillside), 'the open spaces with lots of lakes and parks to enjoy' (Female, aged 50–69, Burnside), and 'open spaces, parks and water ways' (Female, aged 25–49, Caroline Springs).

Many respondents described the parks as great and beautiful and remarked that the parks are well planned and maintained, open, and quiet. Comments included that the City of Melton is a 'Well planned city with lakes, parks, gardens and playgrounds' (Female, aged 50–69, Caroline Springs) and one respondent living outside the municipality mentioned 'Trees, parks and green. Well done' (Male, aged 70–84, Altona).

In particular, respondents from the smaller townships mentioned that they like the parks because they are family friendly. Comments included 'Parks for kids. Kids programmes/activities during school holidays.' (Female, aged 25–49, Plumpton).

Almost 20 per cent of the children participating in the survey mentioned parks and nature in their responses to the question 'What do you love about the City of Melton?' Comments included 'There is lot of nature. And lots of areas to run' (Boy, 10 years, Brookfield) and 'I like Melton because it is filled with parks and the nice lakes' (Girl, 10 years, Melton).

THE SHOPS AND SHOPPING OPPORTUNITIES:

Shopping and shops were mentioned by 15 per cent of the survey respondents with 45 per cent of these respondents living in Melton. Respondents mention that they like the shopping and describe it as good, nice and central. 'The shops are close to everyone' (Male, aged 50–69, Melton West), and one commenting that 'I live so close to many great places. I enjoy shopping and seeing movies at Woodgrove Shopping Centre' (Female, aged 50–69, Hillside).

Shopping was often not mentioned by itself but as one of several positive things about the City of Melton. Comments include 'Nice and quiet, many shopping centres, close

to the city' (Female, aged 50–69, Taylors Hill), 'Shopping. Parks. Friends.' (Male, aged 15– 24, Melton South), and one respondent wrote that the City of Melton 'has everything! Shops, doctors, amazing library' (Female, aged 25–49, Kurunjang).

Shopping, shops and Woodgrove were also mentioned by 44 per cent of the children. This topic was most often mentioned as one thing of many as illustrated by the following comment: 'Woodgrove shopping centre, athletics tracks, tennis courts, take away shops' (Girl, 12 years, Kurunjang).

LIBRARIES AND LEISURE FACILITIES:

Approximately 12 per cent of the respondents mentioned services and facilities in their responses. Libraries were mentioned by 8 per cent of the Survey respondents. Libraries were often mentioned as an example of the services and facilities. Comments include 'Services, good library, peaceful people, environment' (Male, aged 0–14, Brookfield), 'Good facilities eg. Library, good services' (Male, aged 50–69, Taylors Hill), and there were also some comments specifically describing the appreciation of Melton library.

Approximately 23 per cent of the children mentioned sports and leisure facilities like the pools, skateparks and sport grounds as the things they love about the City of Melton. Comments included 'I like my home, the basketball courts and Melton Waves' (Boy, 10 years, Brookfield), 'Football oval, skateparks, milkbars, football, Rugby, fish and chip shop (Burleigh Rd.), Reading Cinema' (Boy, 11 years, Kurunjang) and 'I love that Melton has a variety of things to do on the school holidays, like lots of parks, Melton Waves, Woodgrove. And I also like that Melton has the Djerriwarrh Festival and that it is an? Aboriginal word, that is why I love Melton' (Girl, 12 years, Melton).

The Household Survey respondents were asked to rate their level of satisfaction with Council services and facilities. Respondents were satisfied with the following services: sport ovals; local library; services for seniors; services for children; health services for babies, infants and toddlers; recreation and leisure centres; regular garbage collection; regular recycling; green waste collection.

COUNTRY FEEL CLOSE TO MELBOURNE:

Respondents of various age and gender valued the country feel in an area close to Melbourne. Participants mentioned 'Very close to the city but still feels like a friendly country town.' (Female, aged 50–69, Melton Central), 'Country lifestyle but close to the city' (Male, 50 – 69, Melton), 'Still has country feel. Spacious. Diverse.' (Female, aged 25-49, Diggers Rest), 'Great people. Fresh country feeling close to Melbourne' (Female, aged 50–69, Melton) and that it is 'Not too big. Clean atmosphere. Everything we need is available.' (Male, aged 70–84, Kurunjang).

52 per cent of the survey respondents mentioning that they like the rural, small town feel live in the Melton township, 16 per cent of these respondents live in the smaller townships while only 9 per cent of these respondents live in the Eastern Corridor mentioned this in their responses.

Among the respondents living outside the municipality working, visiting or studying in the City of Melton, the open space, rural environment, and country feel was especially remarked. 'The rural feel' (Female, aged 25–49, Riddells Creek), 'It is a metropolitan city with a rural character' (Male, aged 50–69, Bundoora) and 'Vast,

open spaces and pockets of forest. The small town feel of Melton, and its easy access to Melbourne' (Female, aged 25–49, Ballarat North).

Affordability is also captured in comments like 'I was able to buy an affordable house' (Male, aged 50–69, City of Melton) and 'Not too far from Melbourne city. Affordable' (Female, aged 25–49, Melton West). The affordability was linked to a good place to live with one participant writing 'Melton is about Melton with lots of sporting opportunities and local events, markets and some great parklands for my children and I to enjoy. Melton is a very affordable place to raise my children solely' (Female, aged 25–49, Melton South).

Some respondents also mentioned the potential opportunities that the development of the area brings. 'It's an affordable area that shows great potential' (Female, aged 25–49, Melton South).

PRIDE AND SENSE OF COMMUNITY:

Pride was also touched upon in the responses. Comments include 'The general appearance of Melton has improved dramatically over the 40 years we have lived here' (Male, aged 50–69, Kurunjang), 'I love how we as a city have changed the old (bad) perception of the city. We are a great community and are always striving for better one' (Female, aged 25–49, Melton South) and 'Growing community and the council offers so much. I only work here and have seriously considered moving to the area' (Female, aged 25–49, Footscray).

The sense of community emerged as a theme in the responses with comments like 'The sense of community and the fact I don't need to go far for anything' (Female, 25 – 49, Melton West) and 'That in some ways it is still a small community, very caring and sharing' (Female, aged 50–69, Melton West).

The Household Survey showed that an overall a sense of community pride and connections with the environment were prominent themes and were closely linked to what people loved about the City of Melton.

The Household Survey respondents were strongly or very strongly agreeing that 'In times of need I/we could turn to the neighbours for help', 'There are adequate opportunities to socialise and meet people in the local area' and that 'My/our neighbourhood has a distinct character, it's a special place.'

Additionally, the majority of the Household Survey respondents believe that 'the City of Melton is a child-friendly community', 'the Melton community is accepting of people from diverse cultures', 'Melton is an age-friendly community' and that 'Melton is accessible and inclusive for people with a disability'.

15 per cent of the children used words like friends, friendly, kind, nice to describe what they love about the City of Melton. Comments included 'I love my street because I can play with all my friends and I like Woodgrove' (Girl, 11 years, Melton South), 'All the nice people. The environment. All the different cultures. How people are donating money to charities' (Girl, 11 years, Melton West), and 'There is a lot of places to play and that lot of your friends live near you' (Boy, 10 years, Brookfield).

4.2 What don't people like about the City of Melton?

Respondents don't like the public transport, roads, crime, lack of education and employment opportunities.

LACK OF PUBLIC TRANSPORT AND CONNECTIVITY:

Lack of public transport and connectivity was mentioned by 14 per cent of the survey respondents in response to the question what don't you like about the City of Melton – 54 per cent of these responses come from female respondents.

Majority of responses included comments about the lack of public transport and that they don't like the transport system. This was expressed through comments like 'Lack of public transport and the waiting times to catch what is here' (Female, aged 70 – 84, Hillside) and 'The lack of regular public transport – trains only regular at peak during the weekdays and buses too infrequent to be reliable' (Male, aged 25 – 49, Brookfield).

Transport connectivity was in particular mentioned by respondents living in the smaller townships with one respondent stressing 'My town Diggers Rest (& perhaps other parts of Melton) are somewhat cut off from one another for example I can't get from Diggers Rest to Melton by public transport' (Female, aged 50 – 69, Diggers Rest) and 'Public transport is lacking to outer suburbs (Eynesbury)' (Male, aged 25 – 49, Eynesbury).

Household Survey respondents were asked to identify 'Issues to be addressed' which indicate dissatisfaction with the present condition, corresponding to aspects of the community they dislike. Public transport was mentioned by 9.6 per cent of respondents as an issue.

ROADS AND TRAFFIC MANAGEMENT:

The survey respondents mentioned traffic and roads in their responses to what they don't like. 9 per cent of the survey responses discussed road safety, traffic congestion at peak time and growth. Comments included that there is 'Not enough infrastructure in Caroline Springs the roads are always clogging up at peak times' (Female, aged 50 – 69, Caroline Springs) and that 'Traffic is becoming a problem at peak hours and at school time' (Male, aged 50 – 69, Melton South).

Other respondents express concern about the growth with comments like 'Roads can't cope with extra population' (aged 50 – 69, Diggers rest – gender not informed), 'The traffic is outgrowing the roads' (Female, aged 70 – 84, Brookfield), 'and that the 'Infrastructure (is) not keeping up with the growth. State of roads, repairs insufficient' (Male, aged 70 – 84, Melton West) and few respondents mention that roads need to be sealed.

Traffic was the single most used word in the children's responses. They mentioned traffic and cars in general and some respondents mentioned the traffic around the school as expressed in the following comment 'Traffic always get stuck in around Kurunjang Primary School' (Boy, 12 years, Kurunjang).

The Household Survey revealed a number of issues in relation to satisfaction with Council services and facilities. Issues rated as highly important but with low satisfaction

indicate what people don't like and where there is a need for improvement. These issues included bike paths; disabled services; playgrounds; litter collection; footpaths; traffic management and road (maintenance).

Traffic management was mentioned by 29.8 per cent of the Household Survey respondents and traffic management came up as a Council service that respondents were least satisfied with.

'Road maintenance and repairs' were identified by 9.6 per cent of the Household Survey respondents and 'sealed road management and repairs' were mentioned as one of the top six service areas that the respondents were least satisfied with.

Footpaths and bike tracks were also mentioned by respondents of the survey and in the Household Survey. Footpath management was mentioned as one of the Council services that people were least satisfied with. One survey respondent mentioned that bike tracks are not meeting up and one online forum respondent suggested 'safe bike routes to major travel points'.

SAFETY AND CRIME:

Crime, gangs and not enough police were mentioned by 8 per cent of the survey respondents.

Some comments referred to fear connected with crime directly expressed as 'Fear of crime' (Male, aged 50–69, Caroline Springs) and 'It no longer feels a safe place to be as before' (Female, aged 70 – 84, Melton). Other comments express how the fear can affect the individual's whereabouts: 'Gangs, feel unsafe catching public transport at night' (Female, aged 50 – 69, Melton South) and that it is 'Getting unsafe, becoming inprotective for individuals walking on the roads..' (Female, aged 50 – 69, Caroline Springs). Others referred to the increasing crime taking place: 'The crime at the moment – the gangs breaking in' (Male, aged 25 – 49, Caroline Springs), and 'Increasing of crime and lack of police' (Male, aged 25 – 49, Melton)

Safety and crime was also linked to the reputation of the City of Melton as 'Safety concerns, certain areas are deemed dodgy and it taints the reputation of Melton as a whole' (Female, aged 25 – 49, Burnside).

Crime and violence was also mentioned by 16 per cent of the children and in particular by girls. Comments included problems and fears connected with crime with respondents writing that 'In Melton there is major problem involving violence, drugs and abuse' (Girl, 10 year, Kurunjang), 'I don't like that you can get robbed and mugged' (Boy, 9 years, Melton West) and 'I don't like crime because people get hurt' (Boy, 10 years, Melton). Other comments directly referred to the crime and violence taking place including that I don't like 'all the crimes and robberies that go on' (Girl, 9, Diggers Rest).

Safety, policing and crime was identified as an issue by 8.8 per cent of the Household Survey respondents.

RUBBISH AND LITTER:

Hard rubbish collection was identified by 8.8 per cent of the Household Survey respondents as an issue and hard rubbish collection, Melton Recycling Facility and litter collection in public areas were all among the top 10 Council services that they were least satisfied with.

Rubbish and litter was also mentioned by the survey respondents and 13 per cent of the children identified rubbish, litter and trash in their response to the question 'What don't you like about the City of Melton'. Majority of these responses came from girls. Children wrote 'What I don't like about Melton is that lots of trees are getting cut down and lots of rubbish on the floor' (Girl, 11 years, Kurunjang), 'People not respecting the environment (Rubbish)' (Girl, 11 years, Kurunjang) and the 'Mess when people dump rubbish on the side of the road and any place for that matter' (Boy, 12 year, Melton).

THE BAD REPUTATION:

Several respondents mentioned that they don't like 'peoples bad perception' (Female, aged 25–49, Melton South), 'the reputation that the City of Melton has' (Male, aged 25–49, Caroline Springs), and that 'I don't like the negative publicity that Melton gets and it being called the bogan town' (Female, aged 50–69, Melton West).

4.3 What are the hopes for the City of Melton in 20 years time?

In planning for the future, it will be important to preserve the things that people love about the City of Melton and aim to improve the things that the community don't like.

Respondents hope that the Melton City 2036 will be a safe and peaceful place with parks, green space and nature, connected infrastructure, a hospital, good education, local activities and facilities, local businesses and employment.

PARKS, GREEN SPACE AND NATURE:

People clearly like the parks, lakes and the green spaces and they hope that Melton City 2036 will have more parks and green spaces.

The children were very clear about their wish to see parks, lakes and nature as an important part of the future city with 20 per cent of the responses mentioning this.

The most supported idea shared on the online forum is addressing the hope for more parks and woodland: 'Space, flora and fauna. Let's not make the mistake of [other areas] by allowing developers to cram the units onto a small block means congestion for so many..... More parks and woodland will create a more sustainable community for the future and ensure that there is "room to breathe" in the future' (OurSay, 12 August).

QUALITY AND WELL CONNECTED INFRASTRUCTURE:

Public transport was mentioned by 11 per cent of the respondents. They mentioned that they would like to see more and better public transport and public transport connectivity, better timetables and new train stations. Especially women mentioned transport in their answers and the age group between 25 and 49.

The responses in relation with transport often included other aspects like the following comments illustrate: 'A city with good transport, safety, clean and modern' (Male, aged 50–69, Caroline Springs), 'More infrastructure and public transport. More beautification of the suburbs. More activities for seniors and teenagers' (Female, aged 50–69, Hillside), 'Melton will be a happy city with parks, walkways and community facilities and free flowing traffic with reliable public transport and multicultural community living in harmony' (Female, aged 70–84, Brookfield).

Modernisation and development was expressed as 'I hope that it becomes a modern city that embraces changes taking place in terms of transport particularly. But also pollution control, type of housing etc. Less emphasis on noisy congested traffic and more emphasis on quiet and greenery and open spaces' (Male, aged 50–69, Melton South).

In the Household Survey, well functioning and connecting infrastructure also came through as a strong hope for the future, in terms of well maintained footpaths and road networks, effective traffic management and car parking.

The word 'road' was the most frequently used word in the online forum comments both on Facebook and the online discussion forum. The online participants would like to see better roads and improved traffic management. Better public transport was also discussed online.

The need for additional and improved parking was also discussed online, in particular additional parking at the Melton train station and schools as well as additional disabled parking was mentioned.

LOCAL SCHOOLS AND TERTIARY EDUCATION:

Approximately 11 per cent of the respondents mentioned school and education in their hopes for the future. Many simply hope to see more and better schools as illustrated in comments like 'more schools both primary and secondary' (Female, aged 25–49, Caroline Springs), and 'more schools and better education for students' (Male, aged 50–69, Taylors Lakes). Tertiary education was also mentioned with one hoping that 'tertiary education is provided within the City of Melton – both TAFE and university courses' (Male, aged 25–49, Melton).

One respondent hopes 'to have schools for my children to go to that have outdoor spaces where kids can play' (Female, aged 25–49, Taylors Hill) another hopes to see 'world class schools' (Female, aged 25–49, Caroline Springs).

School for children with special needs was mentioned by several respondents and on the online forum the second most supported idea was 'expanding the Melton special school'.

HOSPITAL AND SERVICES:

Almost 11 per cent of the respondents mentioned a hospital in their vision for the future and in particular the respondents aged from 50 to 84 would like to see a hospital in the City of Melton - 'to have its own general hospital' (Female, aged 85+, Brookfield).

The majority of respondents mentioned a hospital among a number of other things they would hope to see in the City of Melton in 2036. Comments included 'Public hospitals, public dentists, more aged care centres' (Female, 50 – 69, Taylors Hill) and 'More parks. Hospital. More help for seniors' (aged 70–84, Melton – gender not specified).

The need for a hospital was also specifically mentioned in several comments on the online forum and in the Facebook comments with the word 'hospital' being the second most frequently used word in the Facebook comments.

A SAFE AND PEACEFUL PLACE TO LIVE AND VISIT:

Almost 10 per cent of respondents mentioned that they hope the City of Melton will be a safe place in 2036. 65 per cent of these respondents were women. Comments included 'Pleasant and friendly safe environment. Employment for our grandchildren. Better facilities for seniors' (Female, aged 70–84, Caroline Springs), 'To be a friendly and safe city for everyone. Hospital. Employment (Female, 70 – 84, Melton), 'To continue to grow into a safe neighbourhood again. Somewhere I would feel safe raising my kids in' (Female, aged 25–49, Caroline Springs) and 'I hope that Melton becomes a friendlier place for young people to be' (Female, aged 15–24, Melton).

Other respondents hope for an 'inclusive and connected communities' (Male, aged 25–49, Melton), 'more tolerance towards other people as this is a multi-cultural country' (Female, aged 50 – 69, Melton) and a 'connected and culturally diverse community. Great social gathering places. No ghettos' (Female, aged 25–49, Brookfield). One survey respondent wrote that we need to 'make use of the people in our community for the benefit of each other. Want everyone to feel accepted and safe and sense of belonging (Female, aged 50-69, Melton). Also respondents living outside the municipality have commented on Melton City being 'An active, connected, safe place to live in with opportunities for all age groups to participate' (Female, aged 25–49, Tarneit).

The children would also like to see a safe, peaceful future city with less crime and violence. 14 per cent of the children mentioned this and in particular the girls. Comments included the wish for the City of Melton 'To be a safe and happy place to live' (Girl, 12 years, Melton West) and 'a nice peaceful place where no one will have to suffer' (Girl, 10 years, Brookfield).

LOCAL JOBS AND BUSINESSES:

Growing businesses and jobs were also mentioned in the survey responses. Almost 9 per cent of the respondents mentioned local jobs and employment as hopes for the future. 'It should be a city which provides a balance of residential and employment nodes so residents can work and play locally without travelling large distances' (Male, aged 50–69, Melton West) and a hope that it will be a city 'fully developed with job opportunities, construction of roads, schools, hospitals.' (Male, aged 25–49, Melton West). One respondent hopes to see 'development of business centres and more local employment opportunities' (Male, aged 25–49, Taylors Hill).

Space activation and business development was linked to the attraction of people and businesses. 'I would like to see more spaces activated that support economic

growth and positive use of public space. I would like to see businesses thrive that are geared towards providing high quality services and products. I would love to see places and spaces that we can live in, socialise in and be proud of' (Female, aged 25–49, Caroline Springs). Another respondent hopes that the City of Melton will be a 'tourist area in Australia. Green city. Creating more jobs. Well developed city in Australia' (Male, aged 25–49, Melton West). One respondent hopes 'It will be able to employ more of its own young people in meaningful positions' and for that to become a reality the council needs to 'Promote a friendly and welcoming City and encourage businesses to employ locals and promote Melton City as a place to either set up or start a business in' (Female, aged 50 – 69, Melton West).

One online forum participants shared his vision for Melton City 2036: 'Melton as a clean city ie. run on 100 per cent renewable energy. Similar to Broke Hill. It would be an investment in local Universities and create employment. It would also change the reputation of Melton from one of the past to one of the future' (OurSay, 1 September).

A GOOD REPUTATION

A better reputation and more pride was also addressed directly in responses like 'I would like people to consider living in Melton because it is a great place to live, not because it is a cheap place to buy house and land' (Female, aged 25–49, Brookfield), 'that it has a reputation for being a great place to live with lots of work opportunities' (Female, aged 25–49, Melton), 'I would like to see places and spaces that we can live in, socialise in and be proud of' (Female, aged 25 – 49, Caroline Springs) and 'I hope in 20 years time Melton will be somewhere everyone will be proud to live in' (Female, aged 0–14, Caroline Springs).

Respondents had strong views on the need to clean up the city and beautifying the city which includes ensuring that rubbish is disposed of and nature strips are kept. Several respondents shared the hope that all residents will take pride in their homes.

Suggestions for how to develop the City of Melton were shared online. 'The area along the banks of the Melton Reservoir needs to be developed with parks and gardens along with good restaurants that will enable diners to enjoy eating and have a great view across the water, there should be cafes to cater for those that wish to have a snack or casual meal. There should be a tourist/caravan/cabin park in the Reservoir area. With the current rate of housing development in the Reservoir area the chance to have a great recreational attraction will be lost to a privileged few. Come on let's get the "Original Melton" on the tourist map' (OurSay, 17 August). Another online forum participant wrote: 'Develop a feature waterside on the Werribee River - down through Waterford or nearby. Bring in tourists with weekend water activities and festivals and riverside markets. Cafes and everyday places to add a new, modern yet natural site. An up-and-back river boat or something / 'night restaurant precinct (in 20yrs there'll be enough traffic!)' (OurSay, 15 September).

LOCAL ACTIVITIES AND FACILITIES

Many survey respondents mentioned that they would like more things to do locally, more leisure centres and sports facilities in the future. Comments included 'public team sports grounds (e.g. cricket/football, biking tracks and good public gym and swimming facilities' (Male, aged 25 – 49, Taylors Hill), 'better basketball facilities and

updated leisure centre (Female, aged 25 – 49, Melton South) and 'recreation venues, theatre and film and sports facilities' (Male, aged 50 – 69, Burnside). Few respondents mentioned the need for arts and culture facilities.

Concrete suggestions for an Olympic sports centre was shared and supported at the online forum.

The children would like to see waterparks, amusement parks, skateparks and leisure centres. 26 per cent of the children included this in their vision for the future. Children also mentioned that they hope it will be a fun place with one child hoping that it will be 'a enjoyable place and very fun. Lots of new people to meet and a lot of new places to visit. Also it's a friendly city to be in' (Girl, 9 years, Melton South) and one child hope to see 'a chocolate fountain in town hall and lots of fun' (Girl, 11 years, Melton West).

Survey respondents also mentioned that they hope for more activities for youth and the request for 'more activities for young people' was the third most voted for idea on the online engagement forum.

4.4 What need to happen for these hopes to become a reality?

Actions to achieve peoples' hopes for 2036 included planning and development, additional funding, community consultation and collaboration.

PLANNING AND DEVELOPMENT:

Almost 15 per cent of the respondents mentioned planning and development in their responses. Comments include 'Better planning. Better connectivity around town centres' (Male, aged 25–49, Caroline Springs), 'strategic planning to ensure that the growing population is managed appropriately' (Female, aged 25–49, Melton)

Town planning was mentioned in comments like 'Very thoughtful town planning to ensure the areas being built are considering future traffic flow, ensuring the environment is being considered and highlighted through appropriate 'out of the box' thinking to ensure the natural environment can support people and wildlife' (Male, aged 25–49, Caroline Springs).

Developers were described as having a role. 'The developers of these new housing estates need to be engaged beyond a profit margin. We need to show them examples that incorporate real social infrastructure into their planning' (Male, aged 25–49, Ocean Grove)

FUNDING FROM STATE AND FEDERAL GOVERNMENT FOR IMPROVEMENT OF TRANSPORT AND FACILITIES:

Several respondents mentioned funding from the state and federal government in connection with improvement of transport and facilities. One respondent hopes 'that the road and rail transport are greatly improved to cope with the expected population increase by 2036' and believes that it can become a reality with 'Good town planning and lots of money from state and federal governments' (Male, aged 50–69, Melton West). Another respondent mentions that he hopes for 'Better

infrastructure especially a hospital' and that it can become a reality with 'More funding from Central Government' (Male, aged 50–69, Diggers Rest).

COMMUNITY CONSULTATION, WORKING TOGETHER AND A SHARED VISION:

Several respondents mentioned the importance of community consultation to make the vision a reality. This was expressed in comments like 'Consultation with community. Sharing stories' (Female, aged 25–49, Eynesbury) and that Council 'need to get information from various people [from the community]' (Male, aged 25–49, Melton West). It was also mentioned that the community should be involved with comments like 'community engagement and community participation in development activities' (Male, aged 50 – 69, Melton) and 'Council to listen and consult with older citizens when planning for seniors.' (Female, aged 50–69, Caroline Springs).

There were some strong messages about working together, supporting each other and getting the community involved. Comments included 'Involve community where possible and practical' (Female, aged 25–49, Diggers rest), 'I think that council, government, police and community need to become a team and work together' (aged 25–49, Melton West – gender not specified), and that 'It needs community and council to work together to develop Melton area' (Male, aged 50 – 69, Caroline Springs).

One respondent hopes that the City of Melton will be 'an enjoyable place to live' and believes that it can become a reality with 'community and Council involvement' (Male, aged 50–69, Hillside). Another respondent believes that we need to continue 'working with leaders in our community with common goal-setting... using their particular strengths to contribute towards well being, safety, respect, tolerance, inclusion, empowerment (Female, aged 50-69, Melton).

The responsibility and action of the community was also mentioned. One of the young respondent hopes for a 'healthier environment and people' and wrote that 'People taking responsibilities and action' (Female, aged 15–24, Melton) is needed.

The need for a shared vision was also mentioned. One respondent wrote that there is a need for 'A vision to strive for and everyone to get involved so they feel invested in the outcome' (Female, aged 25–49, Melton South) and another respondent believes that 'We need the community to be involved and work in tandem with the council, the long-term vision set by council needs to become a community vision to allow input' (Male, aged 70–84, Taylors Hill). Another wrote that 'Community leaders and Council need the vision to recognise and develop areas with potential for a unique identity e.g. Eynesbury for its nature' (Female, aged 25–49, Melton)

MORE POLICE:

More police was mentioned by 7 per cent of the respondents as something that need to be in place for the hopes for the future to become a reality. Respondents in particular mention increase of the police force.

5 Next steps

The engagement outcomes from Phase 1 will help inform the content of the engagement process Phase 2. The second phase aims to develop a shared 20 year community vision and identify priorities for the next four years.

Activities planned for Phase 2:

- The **online engagement forum** oursay/cityofmelton will continue and be boosted with new questions
- Melton City Council will **pop-up at the Djerriwarrh Festival** in Melton Saturday 5 November to engage people in the conversation
- **Four small group conversations** will be conducted during the first two weeks of November to present the outcomes from the Phase 1 and work with the community to develop the community vision
- **Two larger community forums** will be facilitated to identify priorities for the next four years key strategic plans. The first one in Caroline Springs on Saturday 26 November and the second in Melton on Saturday 3 December

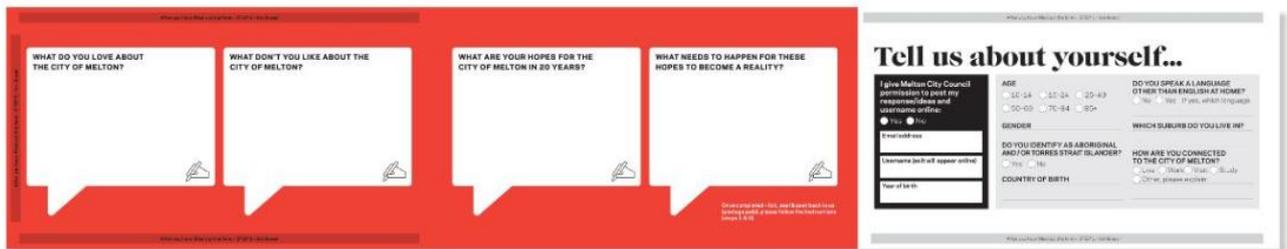
The third phase of the community engagement is expected to occur in February/March 2017 giving the community an opportunity to provide feedback on the final draft of the community vision.

The final community vision will be presented to Council in March/April 2017.

For further information and updates about the engagement process and the activities please visit www.melton.vic.gov.au/meltoncity2036

Appendix A: Communication material

Postcard



The city you imagine...
MELTON CITY 2036

Share your ideas – create a vision

Our community is growing fast and we need your help to make the City of Melton an even better place now and in the future.

We want you to tell us how you see our City in the future: a vision for *Melton City 2036*.

Your thoughts will help shape our community vision and provide direction for the 2017–2021 Council Plan and other future plans and documents.

Join the conversation now

- ▶ **Find out more**
melton.vic.gov.au/meltoncity2036
- ▶ **Fill out a postcard or complete a short survey online at**
melton.vic.gov.au/meltoncity2036
(closes 18 September)
- ▶ **Email**
meltoncity2036@melton.vic.gov.au
- ▶ **Phone 9747 7200**

MELTON



The city you imagine...Melton City 2036

Share your ideas – create a vision

Our community is growing fast and we need your help to make the City of Melton an even better place to live now and in the future.

Most importantly, we want you to tell us how you see our City in the future: a vision for Melton City 2036.

Melton City 2036 will be the first long term community vision describing the City in which the community aspires to live, work and play. It will be shaped by input from you and others who live, work, study or visit the City of Melton.

Melton City 2036 will be a shared community vision designed to drive the next four-year Council Plan (incorporating the Municipal Public Health and Wellbeing Plan) and other future plans and strategies.

Join the conversation now

- ▶ Find out more about the project at: melton.vic.gov.au/meltoncity2036
- ▶ Fill in a short survey (closes 18 September) at: melton.vic.gov.au/meltoncity2036
- ▶ Take part in the online forum at: oursay.org/cityofmelton
- ▶ Email meltoncity2036@melton.vic.gov.au
- ▶ Phone 9747 7200

Project Timeline

APRIL –
SEPTEMBER '16
Sharing your
ideas

SEPTEMBER '16 –
FEBRUARY '17
Creating the
collective vision
and identifying
priorities

FEBRUARY –
MARCH '17
Public comments
on the draft
community vision

APRIL –
JUNE '17
Public exhibition
of key strategic
plans and Council
adoption

-  FIND OUT MORE AT MELTON.VIC.GOV.AU/MELTONCITY2036
-  /CITYOFMELTON





A new vision for the future

So, what do you love about living in the City of Melton? What do you like least? And, what are your hopes for the City in 20 years time?



Timeline

April-June 2016

Residents share their ideas

July-August 2016

Council to report back to community about ideas

September-February 2017

Develop Our Community Vision, Council Plan and Municipal Public Health and Wellbeing Plan

February-March 2017

Public comments on Our Community Vision

April-May 2017

Public comment on Council Plan and Municipal Public Health and Wellbeing Plan

These are the three key questions Council asked residents to help guide the development of a community vision for the future.

Council started working with residents, businesses and community organisations in April to develop a community plan, designed to drive the next four-year Council Plan and Municipal Public Health and Wellbeing Plan.

The City of Melton is home to 157,000 people and is Victoria's fifth fastest growing municipality. Young families have largely driven growth

but the region has experienced exponential rises across all age groups, which is unique.

One of the largest challenges faced by residents is a lack of local job opportunities with one job for every 2.4 residents, compared to one for every 1.9 residents in other growth areas. Most residents also rely on their cars for commuting with 76 per cent driving to work as opposed to 65 per cent of residents in Greater Melbourne.

Over the next 12 months there will be many more ways in which residents

can have their say both online and at face-to-face events. Residents will be asked what they'd like to see in the future and also empowered to suggest how to make their vision a reality.

City of Melton Mayor, Cr Kathy Majdik encouraged community members to participate.

"These community events are a fantastic way to ensure Council understands community perspectives when we plan for the future of our City," she said.

"Why not come along, enjoy the atmosphere, and let us know how you think we can build a proud, strong and growing community?"

- For more information on how you can get involved in developing our community vision contact Council's Community Engagement Officer at pernilise@melton.vic.gov.au or 9747 7200.

Snapshot of the City of Melton



137,000
residents



Fifth fastest growing
municipality in Victoria



Tenth fastest growing
municipality in Australia



6,800 registered
businesses



2,300 births
in 2015



22% born in non-
English speaking
countries



More than
40 faiths
represented

Connection key to revitalising Melton

The next stage of revitalising the Melton township is focused on helping pedestrians and cyclists move around easily and safely.

Construction on Stage 2 of the Melton Town Centre Redevelopment Project has commenced. This stage includes improvements to pedestrian connections and access with the installation of new footpaths connecting the Visitor Information Centre, taxi rank and amphitheatre.

Additional trees, street furniture and public lighting will improve the streetscape in Palmerston Street, between High and McKenzie streets.

The amphitheatre is also undergoing a revitalisation which will provide a space for events and play, along with an enjoyable seating area for locals and visitors when it is not in use.

A new outdoor decking area at the Visitor Information Centre is also being constructed during Stage 2 of the project, which is scheduled for completion in September 2016.

Melton Town Centre Redevelopment Project is a \$13.5 million project that includes the redevelopment of the Visitor Information Centre, which opened earlier this year,



An artist's impression of the Melton Town Centre Redevelopment Project.

and works on McKenzie Street between Palmerston and Alexander streets. It also includes Bakery and Wallace squares.

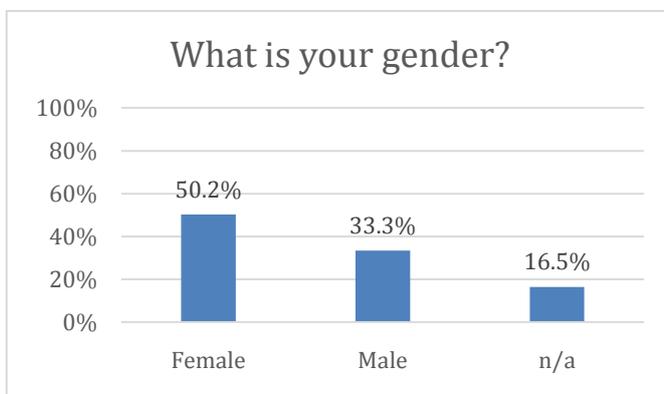
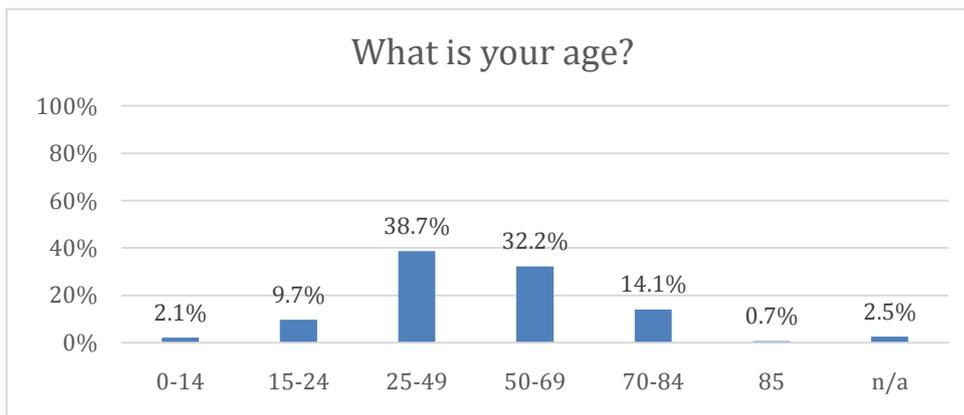
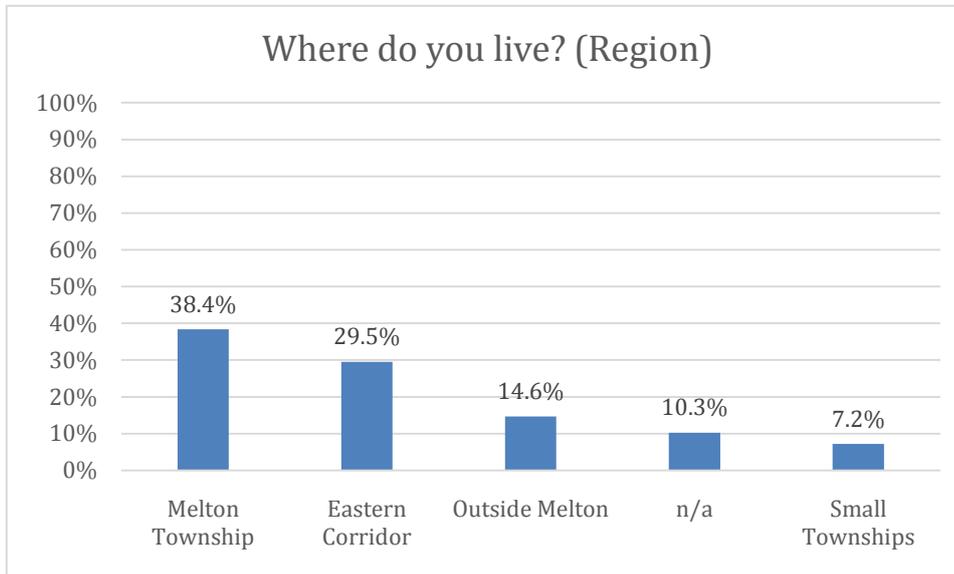
Melton City Council received \$5.45 million in funding from the Australian Government and \$5.3 million in funding from the State Government under its Interface Growth Fund towards the completion of the project.

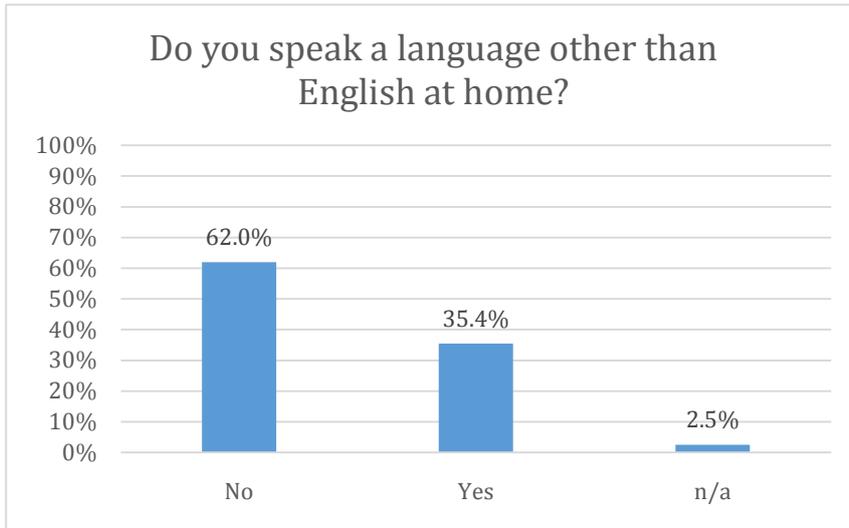
Stage 3 works, which include McKenzie Street between Palmerston and Alexandra streets, are planned for later this year.

Local businesses are open as usual during construction of the Melton Town Centre Redevelopment Project.

Appendix B: Who got involved?

WHO GOT INVOLVED IN THE SURVEY (POSTCARDS AND ONLINE)

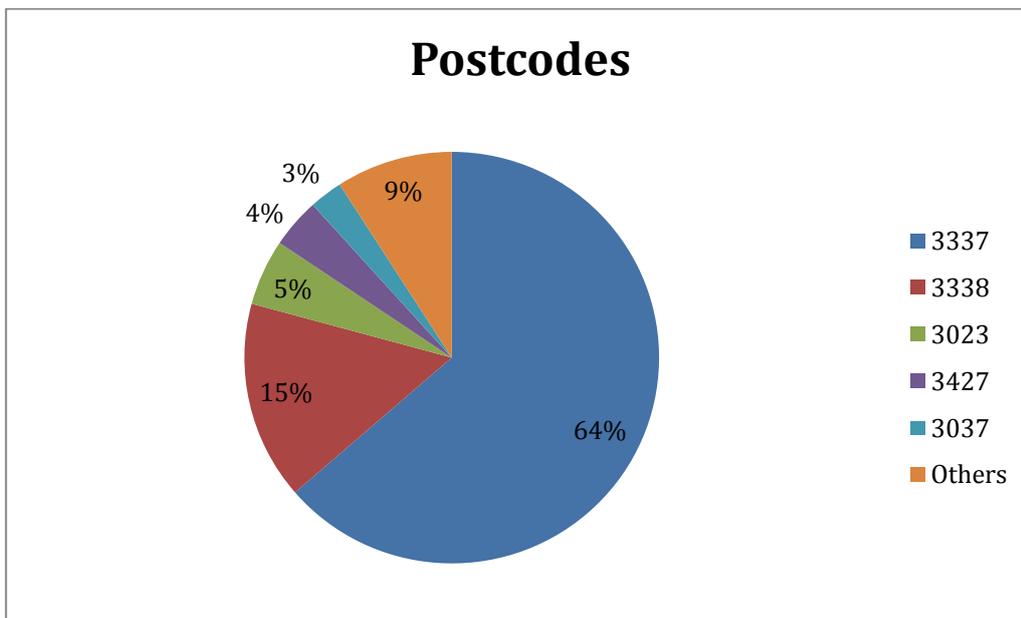




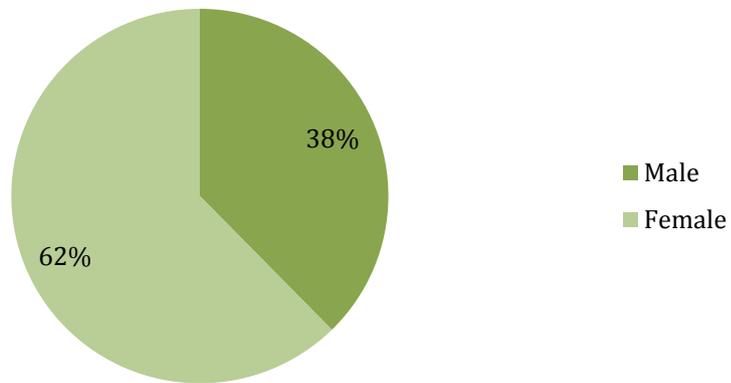
WHO GOT INVOLVED IN THE ONLINE FORUM OURSAY?

77 people signed up on OurSay.

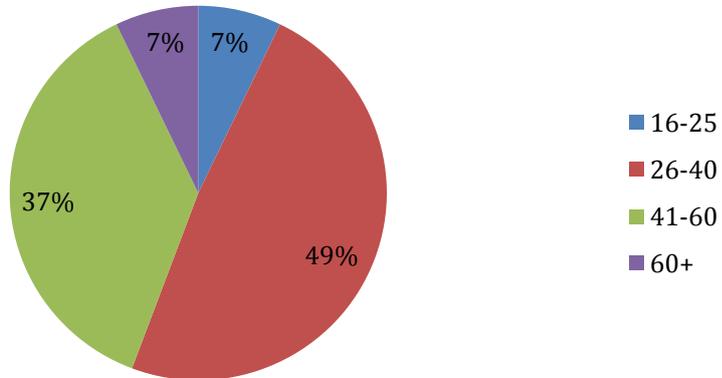
Where do they live? What is their gender? What age groups got involved?



Gender



Age groups



I hope in 20 years time Melton will be somewhere everyone will be proud to live in.

An active connected, safe place to live in with opportunities for all age groups to participate.

It will be able to employ more of its own young people in meaningful positions.

Tertiary education is provided within the City of Melton – both TAFE and university courses.

An enjoyable place and very fun. Lots of new people to meet and a lot of new places to visit.

A city with good transport, safety, clean and modern.

Open spaces with lots of lakes and parks to enjoy.

I would like to see places and spaces that we can live in, socialise in and be proud of.

Very thoughtful town planning to ensure the areas being built are considering future traffic flow, ensuring the environment is being considered and highlighted through appropriate 'out of the box' thinking to ensure the natural environment can support people

I want everyone to feel accepted and safe and sense of belonging