



Moreland City Council

BRUNSWICK MAJOR ACTIVITY CENTRE

SOCIAL AND CULTURAL NEEDS ASSESSMENT BACKGROUND AND ISSUES PAPER

May 2007



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0 Executive Summary

Introduction

The *Social and Cultural Needs Assessment Draft Issues Paper* has been prepared to identify infrastructure needs of the current and projected population of the study area for the Brunswick Structure Plan, in Brunswick and Brunswick East. A Sport and Recreation Needs Study for this area is currently being conducted separately.

The Executive Summary provides information about the Needs Assessment objectives and methodology, an overview of key themes identified to date, proposed social planning principles to guide service planning for the Brunswick Major Activity Centre and information about further work required.

Background

The objectives of the Social and Cultural Needs Assessment are:

- To identify the key principles and policies that will guide the development of social and cultural service planning for Brunswick.
- To identify the needs for social and cultural services, programs and facilities based on the current and projected population profile of the area and the desired characteristics of the Brunswick Major Activity Centre, as identified through the Structure Planning process.
- To identify core social and cultural services and facilities which should ideally be available and/or located within Brunswick to best address identified community needs.
- To identify the most appropriate locations for social and cultural services to maximise access, amenity, efficiency and synergies of local services and facilities.
- To identify opportunities for funding and funding models to support the development of appropriate social and cultural services and facilities in or near the Brunswick Major Activity Centre.

This *Social and Cultural Needs Assessment Draft Issues Paper* is based on State Government and Council social policy analysis, demographic data and population projections, feedback from Council's Social Development service managers, a survey of community organisations and consultations with key stakeholders.

Issues identified

Issues identified through consultations with key stakeholders, a survey of community organisations and feedback from Council's Social Development service managers relate to the following themes:

- Lack of affordable housing, in particular affecting youth, older people and people/families on lower incomes.
- The Area's significant role as creative hub in the areas of fashion, arts and music is at risk due to lack of affordable housing and increasing rents for arts spaces.
- Families with pre-school aged children face a number of issues, including waiting lists for child care and lack of outdoor play space.
- Council's facilities are ageing and unable to meet high demand for access to community meeting space. This is particular an issue for older people from diverse backgrounds and young people.
- Informal meeting spaces in shopping strips, outside community/ Council facilities and in Public Open Spaces are important to facilitate community connectedness and should be encouraged.
- Community services experience change related to ageing of the workforce, high rental/ property prices and clients moving away due to lack of affordable housing.
- Opportunity seen for the 'civic precinct' with Brunswick Town Hall and other Council buildings in close proximity to expand its role as an arts, community and leisure hub.
- Vision for Brunswick should translate environmental sustainability and social diversity into built form, for example by maintaining diverse housing stock, green living requirements for new developments, and making public transport, walking and bike use a priority.
- Appropriateness of new residential developments needs to consider existing, historical narrow roads that seem to be unable to cope with traffic, parking and garbage removal issues arising from these developments.
- Lack of residential support facilities for young people with disabilities, older people with low income and people from non-English speaking backgrounds.
- People with disabilities face significant disadvantages in relation to accessing public transport, participation in leisure activities and employment opportunities.
- Lack of services for people, including young people, with complex mental health and other needs, including supported accommodation and mental health services – suggestion to investigate integrated service model.
- Public transport issues regarding difficulties for users to access and inadequate services in East/West direction.

Conclusion and Recommendations

The proposed social planning principles below have been developed to guide Council's decision-making regarding the planning and provision of social, cultural and leisure facilities and services for the Brunswick Major Activity Centre. They are based on Council and State Government social policies, principles developed for Central Coburg 2020 and stakeholder feedback and promote the Centre's role as a focus for civic, community and economic

activities and the strengthening of the area’s social diversity and creative industries through local partnerships:

- To establish a network of potential neighbourhood precincts within the Brunswick Major Activity Centre that provide access to information and services and facilities to meet day-to-day needs.
- To integrate municipal and regional community services that will support the potential neighbourhood precincts.
- To provide diverse transport modes (private, public, community) into the neighbourhood precincts and facilitate their integration and use.
- To optimise the pedestrian and cycling connectivity of the neighbourhood precincts with surrounding areas.
- To promote the value of social diversity through the provision of affordable housing and a mix of services and facilities in the neighbourhood precincts.
- To develop the role of neighbourhood precincts in building community capacity and engagement through community access to space, resources, knowledge and learning/ participation opportunities.
- To facilitate local partnerships and joint planning for sustainable models of service delivery that are effective and responsive in addressing changing needs.
- To optimise the use of public space for informal social and leisure interaction.
- To provide opportunities for the expression and integration of cultural heritage and identity.
- To recognise and strengthen the important contribution of the local fashion, arts and music industries for the area’s creative image, employment and community capacity building.
- To recognise the special role of Brunswick Town Hall and other Council buildings in close proximity for the provision of community, cultural and leisure activities and examine opportunities to raise the profile of this civic precinct.

Further work required

Following consideration by Council the Needs Assessment will be completed, including consultation with State Government Departments (Education, Victoria Police), mapping of existing services and more detailed infrastructure planning, an update of the demographic profile based on the 2006 Census of Population and Housing data that will be made available later this year, a review of earlier identified key themes/ issues and a discussion of opportunities for Council to incorporate social objectives into land use planning. The final needs assessment will also incorporate the findings of the Sport and Recreation Needs Study which is currently being conducted.

1 Introduction

- Moreland Council’s vision is to create an environmentally sustainable and liveable city, where people can shop, work and socialise locally. A city, where a car and high income are not necessary for a rich and rewarding quality of life. A city, which will continue to provide a range of opportunities and choices for a diverse and prosperous community. The focus for Council’s vision are three potential ‘activity centres’ in Coburg, Brunswick and Glenroy, as identified in the Victorian Government’s Melbourne 2030 strategy. These centres are characterised by a mix of activities, good access to public transport, a medium-sized catchment and potential to grow and support housing development.
- Council is currently developing a Structure Plan for Brunswick, which will provide the long-term guide for land use planning, building and public spaces for the Brunswick Major Activity Centre. The study area for this plan includes the postcode areas ‘3056’ (Brunswick) and ‘3057’ (Brunswick East). This area is characterised by a considerable proportion of presently under-utilised industrial properties that would provide significant opportunities for housing development.
- An assessment of the social, cultural and leisure infrastructure needs of the current and projected population of the study area is important to assist in the development of the Brunswick Structure Plan. The assessment is being undertaken in two stages. Firstly, development of a *Social and Cultural Needs Assessment Draft Issues paper* based on social policy analysis, demographic data and population projections, feedback from Council’s Social Development service managers, a survey of community organisations and consultations with key stakeholders at the end of February. Secondly, mapping of existing services and more detailed infrastructure planning, an update of the demographic profile based on the 2006 Census of Population and Housing data that will be made available later this year, a review of earlier identified key themes and a discussion of opportunities for Council to incorporate social objectives into land use planning. The final needs assessment will also incorporate the findings of a Sport and Recreation Needs Study which is currently being conducted.
- This approach draws on learnings from the development of the Social, Cultural and Leisure Needs Assessment for Central Coburg that was completed in March 2005. Further, it provides an opportunity to continue the development of a framework for social needs analysis as part of Council’s development of a social planning framework.

2 Objectives and Methodology

- The objectives of the Brunswick Social and Cultural Needs Assessment are:
- To identify the key principles and policies that will guide the development of social and cultural service planning for Brunswick.
- To identify the needs for social and cultural services, programs and facilities based on the current and projected population profile of the area and the desired characteristics of the Brunswick Major Activity Centre, as identified through the Structure Planning process.
- To identify core social and cultural services and facilities which should ideally be available and/or located within Brunswick to best address identified community needs.
- To identify the most appropriate locations for social and cultural services to maximise access, amenity, efficiency and synergies of local services and facilities.
- To identify opportunities for funding and funding models to support the development of appropriate social and cultural services and facilities in or near the Brunswick Major Activity Centre.

As outlined in the introduction, A Sport and Recreation Needs Study for the study area is currently being conducted separately, but its findings will be incorporated into the final Social Needs Assessment paper.

A detailed list of tasks and timelines for this *Social and Cultural Needs Assessment Draft Issues Paper* is provided below, including future work required to finalise the Assessment.

Brunswick Social, Cultural and Leisure Needs Assessment Methodology

Task	Timelines
Review relevant social policies and service plans 1) State Government: - Melbourne 2030 - Fairer Victoria - Services – arts, children, families, multi-cultural communities, recreation, youth 2) Council: - Council Plan - Municipal Public Health Plan - Municipal Strategic Statement - Services: arts and culture, early years, leisure, older people, youth - Social Issues: affordable housing, community safety, disability, multicultural communities, responsible gambling	
Prepare overview of demographic and socio-economic population profile, including population projections	
Consultation of Council's Social Development services: - Aged & Disability, Arts & Culture, Children, Leisure, Maternal & Child Health, Youth	
External Stakeholder Consultation, including: 1) Written survey to 220 community groups and organisations (October 2006) 2) Focus group with multicultural services and Churches (February 2007) 3) Focus group with health, youth, education, housing, community support services etc. (February 2007) 4) Focus group with arts community (February 2007) 5) Focus groups with other communities (October 2006) 6) Consult State Departments - (Education regarding primary school planning) and Victoria Police	TBC
Prepare Draft Social and Cultural Leisure Needs/ Issues Paper including proposed Social Planning Objectives/ Principles as part of Brunswick Structure Plan update for Council's consideration	April 2007
Finalise DRAFT Social, Cultural and Leisure Needs Assessment, including: 1) Mapping of local services and facilities, including: A) Council facilities, incorporating information from Council's Building Audit B) Community facilities 2) Undertake social, cultural and leisure infrastructure planning 3) Update demographic profile when 2006 Census data becomes available 4) Prepare discussion paper regarding opportunities for Council to incorporate social objectives into land use planning	TBC
Seek feedback from participants of earlier consultations and other stakeholders	TBC
Finalise Social, Cultural and Leisure Needs Assessment	TBC

3 State Government Policy Context

Victorian key policies that provide the context for social planning in Brunswick include the *Melbourne 2030* strategy, the *Fairer Victoria* social policy and policies that guide the State's service delivery regarding arts, children, families, maternal and child health, multi-cultural communities and youth.

These policies promote local partnerships involving service providers, the community and local and State governments; a focus on community capacity building and a place-based approach and co-location to enhance service coordination/ integration and community building.

Melbourne 2030

"Melbourne 2030 is a plan for the growth and development of the metropolitan area. (...). The main thrust is to continue to protect the liveability of the established areas and to increasingly concentrate major change in strategic redevelopment sites such as activity centres and underdeveloped land."¹

The policy's vision is based on nine directions, including 'a more compact city', 'better management of metropolitan growth', 'networks with the regional cities', 'a more prosperous city', 'a great place to be', 'a fairer city', 'a greener city', 'better transport links' and 'better planning decisions, careful management'.

- Direction five ('a great place to be') promotes the creation of neighbourhoods in walking distance (400-500 metres) of train stations and other major public transport, with the following characteristics:²
- networks of neighbourhoods are clustered to support larger activity centres;
- compact neighbourhoods oriented around 'walkable' distances between activities and where neighbourhood centres provide access to services and facilities to meet day-to-day needs;
- reduced dependence on car use because public transport is easy to use, safe and attractive spaces for walking and cycling, and subdivision layouts allow easy movement through and between neighbourhoods;
- a range of lot sizes and housing types to satisfy the needs and aspirations of different groups of people;
- integration of housing, workplaces, shopping, recreation, and community services to provide a mix and level of activity that creates a safe environment, stimulates interaction and provides a lively community focus;

¹ http://www.dse.vic.gov.au/melbourne2030online/content/introduction/02_summary.html

² http://www.dse.vic.gov.au/melbourne2030online/content/policies_initiatives/05e_policy55.html

- a range of open spaces to meet a variety of needs, with links to open space networks and regional parks where possible;
- a strong sense of place, with an emphasis on existing cultural heritage values, attractive built form and landscape character;
- environmentally friendly development that includes improved energy efficiency, water conservation, local management of stormwater and waste water treatment, less waste and reduced air pollution;
- protection and enhancement of native habitat.

Fairer Victoria

The Victorian Government's *A Fairer Victoria* Social Policy aims to address disadvantage due to "low income, poor health, unemployment, poor housing, lack of skills, family breakdown and poor access to services."³ The policy promotes the following objectives:

- Shift the emphasis to prevention and early intervention;
 - Focus on community capacity building;
 - Provide better coordinated services through building local partnerships;
 - Make guidelines and bureaucratic rules more flexible and provide a streamlined, single 'face' for the community's dealing with government.
-
- Five action areas with fourteen strategies are included in this policy (see overview below).

³ [http://www.dpc.vic.gov.au/CA25608000278102/Lookup/SocialPolicyActionPlan/\\$file/fairer%20vic.pdf](http://www.dpc.vic.gov.au/CA25608000278102/Lookup/SocialPolicyActionPlan/$file/fairer%20vic.pdf)

Overview of Fairer Victoria Policy

Key Action Area	Strategies
Ensuring that universal services provide equal opportunity for all	<ol style="list-style-type: none"> 1. Giving children the best start in life 2. Getting young people back on track 3. Responding to family violence more effectively 4. Helping older Victorians stay independent
Reducing barriers to opportunity	<ol style="list-style-type: none"> 5. Providing fairer access to services 6. Making services more affordable 7. Boosting access to affordable housing 8. Improving access to justice
Strengthening assistance to disadvantaged groups	<ol style="list-style-type: none"> 9. Building a new partnership with Indigenous Victorians 10. Creating new opportunities for people with a disability 11. Increasing support for mental health services
Providing targeted support to the highest risk areas	<ol style="list-style-type: none"> 12. Building stronger communities
Involving communities in decisions affecting their lives and making it easier to work with Government	<ol style="list-style-type: none"> 13. Changing the way we work with communities 14. Developing better ways of working together at regional and local level.

Policies regarding Community Services

Victorian policies regarding community services relevant for the Brunswick social, cultural and leisure needs assessment relate to the areas of arts, children, families, maternal and child health, multi-cultural communities, sport and recreation and youth.

Arts and Culture

The State Government's *Creative Capacity+, Arts for all Victorians* policy⁴ recognises the role that the arts play to achieve social, economic and cultural objectives. The policy has three goals, including increasing the community's access to and participation in arts and cultural activities, foster the economic development of creative industries, and promote the arts' contribution to the exploration of cultural identity and projecting an attractive image of Victoria

⁴ <http://www.arts.vic.gov.au/arts/publications/publications/creativecapacity+.htm>

overseas. The policy's four strategies focus on developing artists, ideas and knowledge; engaging creative communities; building creative industries; and creating engaging physical spaces and places.

Children and Family Services

Four State Government policies related to children's and family services are most relevant for this needs assessment, including the Office for Children Policy and Funding Plan 2006-2009, Future directions for the Victorian Maternal and Child Health Service, Best Start, and A new strategic framework for Family Services - 2006.

The Office for Children's Policy was established in 2005. It brings together early years services, child protection and family services, juvenile justice and youth services and State concession programs.⁵ The policy principles guiding this work include (p. 19)⁵:

- Within a universal framework, additional resources should be directed towards communities where outcomes for children are poor or where the risk factors for poor outcomes are high.
- Services should be more integrated with each other, co-located physically where this meets local needs, and delivered within a coordinated system-wide and multidisciplinary approach to service planning and development.
- Investment in children should ensure activities and services that are responsive to diverse local needs, promote community collaboration and give local communities a significant say in planning, developing and delivering services at a local level.

The Department of Human Services and the Municipal Association of Victoria jointly developed the Future directions for the Victorian Maternal and Child Health Service.⁶ These promote a number of principles, including (p.vi-viii):

- Universal access and participation for all children from birth to school age and their families;
- A focus on the prevention, promotion, early detection and intervention of health and wellbeing concerns of children;
- A partnership approach involving service providers, State and local governments;
- Flexibility for local governments to design service models in response to identified needs, promoting service collaboration/ integration and a place-based approach;
- Introduction of municipal early years plans;

⁵ <http://www.office-for-children.vic.gov.au/children/ccdnav.nsf>

⁶ <http://www.office-for-children.vic.gov.au/children/ccdnav.nsf/LinkView/D7F4CC4626A4D3F0CA256EAE00052996581ECF35F96F3A0ECA256E67002283DE>

- A protocol with maternity services to support continuity of care for recent parents.

The State Government's *Best Start* program is a "whole of government early years project jointly auspiced by the Department of Human Services (DHS) and the Department of Education and Training (DE&T) and aims to improve the health, well-being, learning and development of all Victorian children across Victoria from 0-8 years of age".⁷ This program has been implemented at approximately thirty sites in recent years and project outcomes are currently being evaluated. The program places an emphasis on the following objectives:

- Partnerships between government departments centrally and regionally;
- Partnerships between parents, community and service providers;
- Stronger linkages across existing services, for example, maternity and maternal and child health services, long day care, child care, preschools, neighbourhood houses, schools and family support services;
- Service innovation to engage those not currently using services;
- A service system that engages with all children and parents, particularly those at greatest risk and with special needs, and is easier for parents to negotiate.

The Department of Human Services *new strategic framework for Family Services - 2006* promotes the following principles:⁸

- A primary focus on the "best interests" (safety, stability and development) of the child or young person in the context of their family and community;
- A flexible response which recognises families' diverse needs;
- A focus on meeting the needs of vulnerable children and families from Aboriginal and culturally and linguistically diverse communities;
- Earlier intervention to protect children and young people and improve family functioning;
- Services to focus on building the capacity of parents, carers and families;
- Integration/ coordination of children's and family services.

Multicultural Communities

The State Government's multicultural policies' framework *Valuing Cultural Diversity* includes four key principles: valuing diversity, reducing inequality, encouraging participation and promoting the benefits of cultural diversity to all Victorians.⁹

⁷ <http://www.beststart.vic.gov.au/docs/projectsummary-0902.pdf>

⁸ [http://www.office-for-children.vic.gov.au/children/ccdnav.nsf/fid/-670C24448652EE2ECA2570210008E32B/\\$file/fs_strategic_framework_2006.pdf](http://www.office-for-children.vic.gov.au/children/ccdnav.nsf/fid/-670C24448652EE2ECA2570210008E32B/$file/fs_strategic_framework_2006.pdf)

⁹ [http://www.voma.vic.gov.au/Web17/voma/rwpgslib.nsf/GraphicFiles/0806-62ValuingCulturalDiversity/\\$file/0806-62ValuingCulturalDiversity.pdf](http://www.voma.vic.gov.au/Web17/voma/rwpgslib.nsf/GraphicFiles/0806-62ValuingCulturalDiversity/$file/0806-62ValuingCulturalDiversity.pdf)

Sport and Recreation

The Victorian Strategic Plan for *Sport and Recreation 2005-2010*¹⁰ highlights the role of sport and recreation in reducing disadvantage, as outlined in the State Government's *A Fairer Victoria Social Policy*. The Plan includes four strategic directions and specifies their desired outcomes:

- 1st Direction: 'Active People and Active Communities'.
Aim: A culture of inclusiveness and participation;
- 2nd Direction: 'Building Capacity for Tomorrow'.
Aim: Access to sustainable activities and facilities in all Victorian communities;
- 3rd Direction: 'Collaboration for Development'.
Aim: A cooperative approach to improved service delivery;
- 4th Direction: 'A State of Achievement'.
Aim: A leading sport and recreation sector providing opportunities for all Victorians to achieve their goals

Youth

The Victorian Government's *Future Directions – An Action Agenda for Young Victorians* is based on five principles, including:¹¹

- Young people's voices are central to youth policy and services;
- Institutions that young people rely on should collaborate and take a shared approach;
- Young people should be considered in their family and community context;
- The diversity of young Victorians must be acknowledged; and
- Interventions and programs need to be put in place early, because prevention approaches work best.

¹⁰ [http://www.sport.vic.gov.au/web9/rwpgslib.nsf/GraphicFiles/StrategicPlan/\\$file/StrategicPlan.pdf](http://www.sport.vic.gov.au/web9/rwpgslib.nsf/GraphicFiles/StrategicPlan/$file/StrategicPlan.pdf)

¹¹ [http://www.dvc.vic.gov.au/Web21/ofy/rwpgslib.nsf/GraphicFiles/0806-36FutureDirections/\\$file/0806-36FutureDirections.pdf](http://www.dvc.vic.gov.au/Web21/ofy/rwpgslib.nsf/GraphicFiles/0806-36FutureDirections/$file/0806-36FutureDirections.pdf)

4 Moreland Council Policies

There are a number of key Council documents that guide activity centre planning and the provision of social and cultural facilities and services in Moreland, including the Council Plan, Municipal Strategic Statement, Municipal Public Health Plan, and policies focusing on specific social issues and/or life stage needs related to affordable housing, arts and culture, community safety, disability, early years, leisure, multicultural communities, older people, responsible gambling and youth.

These policies promote cultural diversity; better access to local services; social inclusion and equality; community participation and capacity building; local partnerships involving service providers, the community and other tiers of Government; and a place-based approach.

Council Plan

The Council Plan includes strategic objectives and priorities linked directly with Council's approved budget. Council's strategic objectives are improving social conditions; improving the built and natural environment; creating a sustainable employment base; and open, responsive and consultative government. The development of structure plans and planning scheme amendments for the Coburg, Brunswick and Glenroy Activity Centres by December 2007 is included as one of the targets in the current *Council Plan 2005-2009*.

Municipal Public Health Plan

Under the Victorian Health Act councils are required to develop a Municipal Public Health Plan every three years. Based on a 'social model of health' and a 'triple bottom line approach' the *Moreland Municipal Public Health Plan 2003: Health, Safety and Wellbeing in Moreland* comprises an action plan over a ten-year period with a wide range of strategies that address social, economic and environmental objectives to achieve the following health, safety and well-being outcomes:

- A Healthy Social Environment – People living healthy lifestyles; easy access to appropriate services when needed; a well-connected, equitable and democratic society; convivial and harmonious community life.
- A Healthy Physical Environment – Clean food, water and air; liveable and safe built environments and open space; affordable housing; viable and sustainable systems.
- A Healthy Economy – Adequate prosperity and worthwhile employment; a vibrant and sustainable local economy; access to lifelong learning.
- Healthy Leadership and Processes – Integrated whole-of-Council, whole-of-Government and whole-of-community approaches; enhanced personal and organisational capability to strengthen factors that support health and reduce factors

that harm health; trustworthy and viable organisations; equity and democratic processes for decision making

The Brunswick Structure Plan is included in the Moreland Municipal Public Health Plan as a local area planning priority to improve population health, safety and wellbeing outcomes through an integrated approach.

The Public Health Plan, with its focus on social outcomes, complements the Moreland Municipal Strategic Statement with its focus on the built and natural environments.

Municipal Strategic Statement

Together with a series of local planning policies the Municipal Strategic Statement forms the Local Planning Policy Framework of the Moreland Planning Scheme that sets out Council's vision for the municipality's land use and development. The Moreland Municipal Strategic Statement 2006 addresses ten themes related to housing; industry and commerce; retail; heritage; urban design; urban character and street landscapes; open space and outdoor recreation; community and leisure services and facilities; tourism and entertainment; integrated transport systems and infrastructure. Each issue is considered from its environmental, social and economic perspective.

Social objectives relevant to the Brunswick Major Activity Centre include:

Social Objectives regarding Housing Theme:

- To ensure new development provides high quality amenity and makes a positive contribution to the preferred character of the neighbourhood.
- To ensure housing caters for the needs of residents at various stages in their lives, and for different mobility, income and cultural groups.
- To ensure increased density development is appropriately located and designed to contribute to achieving environmental sustainability.
- To encourage new development to contribute to achieving environmental sustainability.
- To encourage the development of well designed housing in activity centres/ urban villages.

Social Objectives regarding retail Theme:

- To increase and maintain the range and accessibility of shops and services available to the local community and to maintain the distribution of local retail centres to meet local needs and achieve environmental sustainability.
- To make retail centres more diverse and strengthen their economic viability.
- To minimise the adverse amenity and environmental impacts of retail activity.
- To create pleasant, safe, flourishing centres that allow people to shop and meet locally.
- To boost Sydney Road's diverse and distinct shopping, social and cultural activity.

Social Objectives regarding Heritage Theme:

- To conserve and enhance buildings, places, archaeological sites, landscapes and other elements that contribute to Moreland's rich cultural heritage.
- To foster an appreciation of heritage assets as an expression of Moreland's history and identity.
- To recognise and celebrate the multi-cultural heritage of the community.

Social Objectives regarding Urban Design Theme

- To ensure good quality urban design outcomes from development.
- To ensure that development contributes to and reinforces local identity, sense of place and a sense of safety.
- To ensure building form responds to the surrounding townscape and landscape of the site and its context.
- To improve the synergy between private and public spaces to enliven street life and promote social interaction.

Social Objectives regarding Open Space and Recreation

- To create a network by linking different open space areas.
- To ensure that all areas have access to local parks and district parks.
- To provide an appropriate range of open space types to reflect community expectations.

Social Objectives regarding community and Leisure Services

- To maintain the availability of high quality community services and facilities, to maximise the quality of life and local amenity for residents and community members while minimising any amenity impacts on adjacent areas.
- To ensure community infrastructure is equitably distributed and accessible across the municipality.
- To ensure the availability of a range of community services and facilities, which meet the changing needs of Moreland's diverse community, including people from non-English speaking backgrounds, older people, families and people with disabilities.

Social Objectives regarding Tourism and Entertainment

- To support and promote tourism and entertainment activities in locations that will minimise impact on individuals, the local community and the population at large.

- To increase the range of entertainment options for the local community.
- To promote Moreland's natural and cultural heritage tourism assets to maximise social and economic benefits.

Social Objectives regarding Integrated Transport Systems

- To ensure land use development and transport systems are integrated.
- To reduce the impact of the current transport system on energy use, greenhouse gas emissions and the local environment.
- To minimise the impact of through traffic on local residents and businesses.
- To reduce reliance on car travel and increase use of public transport, bicycle and pedestrian transport networks.

Social Objectives regarding Infrastructure

- To ensure new development does not jeopardise the safe, efficient and reliable provision of infrastructure services.
- To encourage the development of current environmental best practice infrastructure in new development.
- To reduce the impact of infrastructure on the health of the community, and the natural and built environments.
- To ensure new development contributes to the improvement of municipal infrastructure for the community.

Council Social Policies

A number of Council's social policies are relevant to planning for the Brunswick Major Activity Centre, including policies focusing on specific social issues and/or life stage needs related to affordable housing, arts and culture, community safety, disability access, early years, leisure, multicultural communities, older people, responsible gambling and youth.

Affordable Housing

The *Moreland Affordable Housing Strategy 2006* provides the underlying principles for future residential development and states Council's preference for the location of affordable housing options across the municipality through links to land use policies and strategic planning, including activity centre planning.

The Strategy highlights the following housing-related social issues in Brunswick (see community profile below for further details):

- Median house prices in Brunswick have increased by 34% since 2001 and are significantly higher than in the neighbouring suburb of Coburg and the metropolitan Melbourne region - around \$420,000 compared to around \$380,000 respectively.

- Anecdotally Brunswick is a significant location for students. Around 20% of young people (aged 24 years and younger) in Brunswick live in group households.
- The number of tenants in Moreland that receive rent assistance, which is paid to residents with low incomes in private rental accommodation, has been highest in Brunswick. Around 1,900 tenants in Brunswick and 560 tenants in Brunswick East received rental assistance in December 2003, representing around 23% and 7% respectively of all rent assistance payments in the municipality.

Another social issue identified relates to youth refuges located in Brunswick. Hope Street Youth and Family Services Inc. reported that they are operating at capacity and were unable to meet eighty-five per cent of requests for accommodation. Further, there is a 12-months wait for young people seeking public housing who have been classified as ‘priority’ and a lack of mental health services and other specialist support to assist young people to sustain independent living without relapsing.

Arts and Cultural Development

The 2006-2010 Moreland Arts Strategy identifies Brunswick as the area in Moreland that is most strongly associated with professional artists. According to the 2001 Census sixty-seven per cent of Moreland residents who identified their employment as artists and related professionals lived in Brunswick.

The Strategy is based on the following ‘cultural principles’:

- Understanding and expression of the area’s Indigenous culture is fundamental to the integrity of the City;
- The cultural identity of the City is based on the recognition, understanding and support of the many cultural heritages of its people;
- The recognition, awareness and celebration of the ever-evolving diversity represented in the City is a cornerstone to building and nurturing a strong and shared cultural identity for Moreland;
- Active participation and representation by the City’s diverse community in the City’s cultural life is an important ingredient in developing and promoting wellbeing, a sense of place and belonging for all citizens;
- Arts and cultural expression have the potential to engage, to educate and to challenge, and therefore to strengthen and contribute to the development of individual and community identity as well as to a shared culture across the municipality;
- Artists and arts organisations producing and presenting quality work within the City play an important role in contributing to Moreland’s economic and social vitality;
- Ongoing discourse and debate are vital to the health and vitality of arts and culture within Moreland.

The Strategy identifies five key themes, including:

- Diversity – “The historical, political, industrial and environmental influences on the various neighbourhoods of Moreland have been, and continue to be, important factors affecting the social and cultural identity of the city.”
 - Engaging communities and cultural development – “Cultural and arts projects have the potential to build strong communities and to create community vitality and a shared identity.”
 - Places, spaces and assets – “Council will continue to provide arts infrastructure that articulates Moreland’s unique identity. Council will support activities taking place in the public realm that celebrate Moreland’s culture and its diverse and shared identity.”
 - Festivals, events and community celebrations – “Festivals and events animate public spaces, celebrate and build community identity and promote cultural expression through arts activity.”
 - Communication and critical debate – “Council actively seeks the contribution of its citizens in the development of the ideas, values and principles that shape the cultural identity of the city.”
- A number of actions under theme three ‘Places, Spaces and Assets’ relate directly to activity centre planning, including:
 - Ensure that arts venue provision and the commissioning of public art projects are discussed in the development of Principal and Major Activity Centre Structure Plans.
 - Develop an Art in Public Places Strategy, with the establishment of a Developer Contribution Scheme for public art as a key objective, for endorsement by Council. This Scheme is to be implemented as part of the Activity Centre Structure Planning process.
 - Develop a public art kit, which includes models for community engagement and advice on the engagement of artists and which provides guidelines in regard to the installation of public art, for use within Council and by independent developers.

Community Safety

Moreland Council recently endorsed a Community Safety Plan Framework 2006-2009. The framework’s principles are based on the Moreland Municipal Public Health Plan 2003: Health, Safety and Wellbeing in Moreland. They include:

- People’s perception of safety and their actual experience has a significant impact on people’s quality of life and health;
- Community safety requires actions across different dimensions; it is influenced by the social, economic, built and natural environments in which people live;

- Community safety initiatives need to engage a wide spectrum in approaches relevant to individuals, families, neighbourhoods, community groups, the wider community, governments, businesses and other organisations;
- Community safety initiatives require partnerships in the community and between organizations.

Council is in the process of developing actions based on this framework to address four identified key action areas:

- Perceptions – recognising the importance that people feel safe and listening to what makes them feel safe;
- Prevalence - understanding the prevalence of community safety issues and incidents to inform the development of actions;
- Prevention – identifying and implementing strategies to minimise risks to community safety;
- Promotion - increasing people’s awareness and skills to promote community safety.

Disability

The objectives of the Moreland City Council Disability Policy and Action Plan 2003-2006 are:

- To improve the physical environment so it is safe, accessible and inclusive for all.
- To improve access to information and community participation in decision making for people with a disability, their carers and their community at large.
- To improve access to services and to opportunities for people with a disability in all areas across Council and the community.

Key action areas include the physical and natural environment, employment and workforce development, strengthening community, service delivery and management and implementation. A number of actions under action area one ‘physical and natural environment’ are relevant to activity centre planning, including:

- Provide a disability access checklist to new building permit applicants for retail and residential developments.
- Provide information to housing developers of the requirements of the Disability Discrimination Act, and of other Disability access issues through forums organised by Moreland City Council and through distribution of appropriate documentation.
- Advocate to the Building Control Commission and to the Australian Building Code Board for lifts to be installed in apartment buildings with three floors and above and new housing developments to apply universal design standards.

- Undertake audits on a four yearly basis of Council buildings and offices, open spaces, shopping precincts, footpaths, roads and playgrounds to identify access barriers and to ensure that access is provided to people with a range of disabilities.
- Review the Moreland Street Landscape Strategy to ensure that appropriate species of trees are planted, which are less likely to damage the footpaths and whose debris does not dangerously obstruct pathways.

Early Years

The *Moreland City Council Early Years Strategy 2004-2008* identifies the northern end of the municipality as the area of highest concentration of children aged 0-12 years. The southern end of the municipality (comprising of Brunswick, Brunswick East and Brunswick West) is characterised by a generally low density of children aged 0-12 years, with pockets of higher density to the north and east (see community profile below for further details).

Principles underpinning the Early Years Strategy include:

- Respect for individual dignity – provision of health and community services in a way that respects individual dignity, within a reasonable time, with courtesy and consideration, in an appropriate environment and with attention to the quality of care and service provision.
- Equitable access and responsiveness to diversity – individuals should have access to services and community resources according to need and be confident they are not discriminated against. Responsiveness to diversity will be entrenched in all aspects of service provision including use of interpreters and culturally appropriate programs.
- Health promotion and disease prevention – recognising that health promotion is about more than treating particular illnesses. It is the process of enabling people to increase control over, and to improve their health.
- Participation and engagement in decision-making – participation of individuals in their community is good and mutually beneficial for the individuals and the community. Individuals will be provided with information to enable them to make appropriate choices and responses.
- Strengthening communities and enhancing social capital – ‘social capital’ is the level of cooperation, trust and goodwill between people, organisations, all spheres of government and neighbourhoods. Community-based organisations are the building blocks for sustaining local communities and local governments, in partnership with others, is in a strong position to strengthen social capital.
- Effective resource use, accountability and Best Value – wise and cooperative use of limited resources that will maximise health and wellbeing for the community. Council provides some services directly. It acts as a central point for information and feedback about service standards and is able to facilitate collaboration and advocate on behalf of the people of Moreland. Council also observes the six principles of Best Value in Victoria.

- Sustainability – all health and wellbeing activities will be undertaken with a view to sustainability and meaningful health gain for the community.
- Addressing the triple bottom line – Council will explore and consider social, economic and environmental factors in its analyses and decision-making for improving health and wellbeing.

The objectives of the Moreland City Council Early Years Strategy 2004-2008 are:

- To improve early childhood care, education and health outcomes for all young children and their families in Moreland.
- To improve access for all families with young children to the support systems they need.

Under these objectives broad actions have been included that are relevant to activity centre infrastructure planning. These relate to the aims to 'provide a safe built and natural environment' and to 'provide facilities', including maintenance of children's services' buildings to ensure compliance with State regulations; prioritising Council building upgrades to ensure accessibility for all abilities over an agreed time frame; development of a Moreland Playground Strategy to ensure access for all abilities; development of an Early Years Facilities Strategic Plan; and encouraging co-location of early years services to support greater service integration and effectiveness.

The Early Years Facilities Strategic Plan is currently being developed. It contains an audit of Council facilities and reviews early years services funded by Council related to maternal and child health, long day child care, occasional care and preschool services.

The following objectives are proposed for Council's Early Years Facilities:

- High quality, flexible, adaptable facilities which are well managed and promote integration.
- Facilities where the design of the centre enhances functionality and is consistent with Council's preferred service delivery models for each facility type.
- Facilities that are accessibly located and optimally used.
- Facilities which are accessible to people with disabilities and other special needs.
- Facilities which are located in community focal points.
- Facilities which are sustainable in terms of demand and maintenance.
- Facilities which provide safe environments for staff and clients.
- Facilities developed, where feasible, in partnership with other agencies.



Leisure

The Moreland Leisure Plan 2001-2006 has the following objectives:

- To enable and support equity of access to all Council leisure, community recreation and sporting resources across the municipality.
- To support and strengthen the capacity of local community groups to improve the quality of life of the Moreland community.
- To be a leader in identifying and assessing needs and developing recreational opportunities through a program of continuing community development and best value.
- To adopt an integrated approach to recreational planning by linking with other social, environmental and economic planning activities.
- Key themes that emerged from the Leisure Plan development include:
- Adopting a “whole of Council” approach to dealing with the breadth of leisure issues in the community.
- Improving information dissemination and communication.
- Improving strategies that focus on access for people and groups with special needs.
- Adopting, where at all times possible, a strategic, influencing, value adding service delivery role.
- Providing a coordinated approach to developing, supporting and improving organisations in the community.
- Providing a coordinated approach to the allocation of grounds, pavilions and clubhouses/facilities and addressing tenancy arrangements with all sport and recreation organisations.
- Developing an integrated planning approach to the implementation of capital works projects, master planning projects and the operation of leisure and aquatics facilities, ensuring that social, environmental and economic factors are taken into consideration.

The Plan includes an assessment of Council’s sport and recreation facilities in Brunswick and Brunswick East and identifies the following strategic issues:

- **Brunswick City Baths** - strengthen focus as a ‘health & fitness’ destination and not to further develop the existing site (or its surrounds) to provide for the casual swimming market, due to the site constraints, lack of adequate and safe car parking and the good availability of “leisure” pools in the catchment.
- **Brunswick Park, Temple Park and Warr Park** – categorised as historical parkland with formal design and European planting style that requires “ to be sensitive to and, as much as possible, to conserve this style of park.” (p. 119)
- **Gillon Oval** – the site is currently used for local football (high standard) and sub-district turf cricket. The site is part of a master planning study to be undertaken in 2000-2001 to determine the development of facilities in the Gillon Oval precinct in the future.

- **West Brunswick Tennis Club** - St Joseph's parish be asked to make a substantial financial contribution to the development of tennis facilities in Brunswick as part of the redevelopment of the West Brunswick Tennis Club.

Multicultural Communities

The Moreland Multicultural Policy and Action Plan 2006-2010 identifies that the number of residents in the municipality from non-English speaking backgrounds varies considerably and that Brunswick and the northern suburbs of Coburg, Coburg North, Fawkner, Hadfield and Glenroy have the highest proportion of residents from non-English speaking backgrounds.

Principles underpinning this Policy include:

- Residents from culturally and linguistically diverse backgrounds will not experience barriers to access and participation.
- Council services and programs shall be equitably distributed and culturally sensitive.
- The expression, sharing and preservation of cultural heritage is valued by Council.
- Community engagement and community capacity building opportunities with culturally and linguistically diverse communities, including new and emerging communities, is to be fostered.
- Opportunities for celebrating and promoting the benefits of cultural diversity and the development of a cohesive and fair society are to be embraced and nurtured.
- All residents will have the opportunity to live in peace and harmony free from racism, bigotry and discrimination to reach their full potential in life.

The objectives of the Moreland Multicultural Policy and Action Plan 2006-2010 are to:

- improve participation of culturally and linguistically diverse (CALD) individuals and communities in all facets of Council life.
- improve information and communication between Council and the CALD communities.
- improve Council's advocacy role and development of relationships with CALD communities including new and emerging communities across all Council areas.
- improve access to services by CALD communities, including new and emerging communities.
- continue to improve Council's capacity to respond appropriately to the needs of CALD communities.
- continue to support and promote community respect, inclusion and celebration of cultural diversity and multiculturalism.

Key action areas include community capacity building, Council staff training and development, culturally sensitive service delivery and promoting an inclusive and harmonious community.

Older People

The Moreland City Council Older Years Profile 2003 identifies the following characteristics of the older population in Brunswick and Brunswick East:

- Twenty-four per cent of Moreland residents aged fifty-five years and older live in the Brunswick Statistical Local Area, which comprises Brunswick, Brunswick East and Brunswick West.
- Twenty per cent of the Brunswick Statistical Local Area's population is aged fifty-five years and older compared to twenty-five per cent in the Coburg Statistical Local Area and thirty per cent in the northern part of the municipality (Glenroy, Hadfield, Oak Park and Fawkner).
- There is evidence that the older population in the Brunswick Statistical Local Area is ageing in place and will continue to rise (see population projections below for further details).
- Almost eighty per cent of Moreland residents aged fifty-five years own their home. Seven per cent rent.
- As the table below shows the proportion of overseas born Moreland residents is higher in the older population than across all age groups:

Country of Birth	Proportion of total population	Proportion of 55 years and older population
Australia	60.6%	36.1%
Italy	8.7%	25.6%
Greece	3.4%	9.1%
United Kingdom	2.2%	3.3%
Malta	1.0%	2.9%

The Profile also identified a lack of residential care facilities in Moreland based on estimated demand of beds per 1,000 persons aged seventy and older. In response, Council developed the Moreland City Council Residential Care Strategy to provide a strategic framework for Council's role as aged care planner, facilitator and advocate. The strategy includes the following objectives:

- To enhance the quality of life of frail and older Moreland residents and those with disabilities by advocating for the provision of sufficient good quality local residential care choices.
- To ensure that Commonwealth funding for aged care is meeting local needs.
- To seek improvements in the inter-government processes for planning and funding aged care.

- To provide good community planning by integrating the strategic, statutory and social planning processes and advice to prospective providers.
- To enhance the integration of residential facility-based care with community support and care networks in the Moreland community.
- To include residential care as an integral part of the fabric of life of the Moreland community rather than as a ‘last resort’ alternative to/exclusion from community life.

Responsible Gambling

Moreland City Council was the first Victorian local government to adopt a Responsible Gambling Strategy in 1998 in response to community concerns about the adverse social and economic community impacts of excessive electronic gaming machine gambling, which have increasingly been observed since gaming/poker machines were introduced in Victoria in 1992. Council’s Strategy has supported a harm minimisation approach and was recently revised.

One of the key issues identified in the *Moreland Responsible Gambling Strategy and Action Plan 2005-2008* has been the very high density of electronic gaming machines in the study area for the Brunswick Structure Plan, Brunswick and Brunswick East – around sixteen machines per 1,000 adults compared to around seven machines for the whole municipality and across the metropolitan Melbourne region. There is research evidence that people tend to gamble locally and accordingly a high density of gaming machines is likely associated with a high level of gaming losses and potential detrimental social and economic impacts in the affected area.¹²

Reducing electronic gaming machine losses and density in Moreland, in particular in suburbs such as Brunswick and Brunswick East, is one of the objectives of Moreland Council’s Responsible Gambling Strategy. The other objectives are to minimise the adverse effects of excessive gambling on the Moreland community by:

- Reducing the incidence of problem gambling in the City of Moreland.
- Achieving an equitable distribution of funds allocated through the State Community Support Fund based on areas where gambling has the greatest social impact.
- Promoting a healthy, safe and inclusive community with diverse leisure, participation and learning opportunities.

The Strategy’s key action areas relate to:

¹² [Gambling Research Panel 2004: ‘2003 Victorian Longitudinal Community Attitudes Survey’, GRP report no. 6, http://www.grp.vic.gov.au/CA256902000FE154/Lookup/Longitudinal_ANU/\\$file/LongitudinalSurveyReportweb.pdf](http://www.grp.vic.gov.au/CA256902000FE154/Lookup/Longitudinal_ANU/$file/LongitudinalSurveyReportweb.pdf)

- Enhancing Council planning control to facilitate Moreland Council’s assessment of local economic and social gambling impacts when applications by gambling venues are considered.
- Developing responsive Council policies and services based on enhanced understanding of the impact of problem gambling on people at risk and identified connections between excessive gambling and socio-economic, health and community safety issues.
- Promoting partnerships with community support services and gambling venues with the aim to explore and address issues of mutual concern and to promote responsible gambling.
- Working in partnership with other Councils to support local government networking and joint advocacy to the State Government.
- Advocacy to the State Government for effective responsible gambling measures to raise awareness of the impact of gambling on the Moreland community and inform the development of the State’s responsible gambling policies and harm minimisation measures.

The State Government recently announced that the number of gaming machines in Brunswick, Brunswick East and Brunswick West will be capped in addition to the existing area with a cap on the number of gaming machines, which covers Fawkner, Coburg and Coburg North. No gaming machines will be removed though, as the machine density across these six suburbs is just below the threshold of ten gaming machines per 1,000 adults. The State Government also introduced changes to the Victorian Planning Provisions that enable councils to give consideration to the social and economic effects of applications for new gaming machines and consult with the local community through the planning permit process.

Youth

Young people between eleven and twenty-five years make up nearly nineteen per cent of the City of Moreland’s population (see community profile below for further details). The *Moreland Youth Strategy 2004 - 2009* promotes a whole-of-Council approach and partnerships with other tiers of government and community service providers to address the Strategy’s objectives. Moreland Council’s role includes strategic planning, coordination and collaboration, brokerage funding, program implementation and advocacy.

The objectives and outcomes of the Moreland Youth Strategy are:

Theme	Objectives	Outcomes
Access to services and facilities	To improve access to services and opportunities for young people in Moreland.	Increased access to services and facilities by young people in Moreland and increased

		opportunity for participation.
Physical environment	To improve the physical environment so it is safe, accessible and inclusive of young people.	<ul style="list-style-type: none"> . Increased access to the built environment by improving safety and physical accessibility. Increase the community's understanding of young people's rights to the physical environment.
Strengthening community	To improve access to information and community participation in decision-making.	Young people are better informed and actively participate in civic life.
Education and employment	To improve access to quality education, employment and training for young people in Moreland.	<ul style="list-style-type: none"> . Retention at secondary school for young people in Moreland is increased. . Increase in the number of training opportunities for young people . Decrease youth unemployment. . The well-being of young people at school in Moreland improved.
Management and implementation	To monitor the implementation of the Moreland Youth Strategy.	. Effective implementation of the youth strategy in partnership with community agencies and networks

The Strategy identifies a shortage of non-commercial and commercial entertainment spaces for young people, such as a youth centre, permanent music venue for under 18 year olds, video and computer game arcade, cinemas and pool parlours.

Other Relevant Council Policies

Other Council policies relevant to the Social, Cultural and Leisure Needs Assessment for the Brunswick Structure Plan include relate to Council's building assets, open space and urban village precincts.

Building Assets Management

Buildings relevant to this needs assessment relate to the following categories: Major Civic Buildings, Libraries and Cultural Buildings, Community Halls and Buildings, Maternal and Child

Health, Kindergarten and Child Care, Senior Citizens Centre and Buildings not owned by Council.

Council has adopted the Moreland Draft Building Asset Management Strategy in February for public consultation. The Draft Strategy has been developed in response to community concern about adequate infrastructure maintenance to enhance “resource allocation and utilisation with the objective of better decision-making based on quality data and well defined objectives.”

A condition assessment completed in 2004 confirmed that “in overall terms the condition of Council’s buildings is degraded”, with the overall score for Council’s 238 buildings falling between ‘acceptable’ and ‘deteriorating’ (see section 7 regarding services and facilities below for further details). The Draft Strategy’s five-year aim is to establish systems and processes for the better management of building assets. The goals over twenty years are:

- Buildings conform to useability expectations.
- Application of sustainability practices where justified by life-cycle costing analysis.
- Equity of access to all Council buildings.

Open Space

The Moreland Open Space Strategy 2004 considers the following types of ‘public open space: parks, reserves, playgrounds, sports playing fields, creek corridors and civic/urban spaces. The Strategy’s objectives include:

- To ensure that local parkland for informal recreation is accessible to all.
- To provide district parks offering diverse and accessible recreation opportunities, natural and cultural heritage features, special events and high quality park facilities and landscape settings.
- To provide an appropriate range and proportion of open space types to reflect community expectations for informal recreation, sporting opportunities, nature conservation and other open space functions.
- To design, develop, redevelop and enhance public open space in order to satisfy current and future community needs.
- To diversify play environments and open space facilities to meet the needs of children and youth.
- To encourage the active involvement of Moreland residents and organisations in planning, re/developing and using the open space network.
- To manage and maintain Moreland’s open spaces in a cost-effective, ecologically sustainable, and, wherever appropriate and feasible, community responsive manner.
- To ensure that new residential development provides for open space needs created by the development.

The Strategy identifies a deficiency in regards to access to a large local park in the area in Brunswick between Sydney Road and Lygon Street. The Strategy includes actions to address this needs by developing a small local park as part of open space provision for the Anstey Urban Village and to develop a portion of the former Council nursery site in Heller Street as local open space.

Urban Villages

Eight local centres within the Brunswick Major Activity Centre study area were identified in Council's Urban Villages Policy 1998 as potential 'urban villages', characterised by good public transport links and a mix of residential development, employment and open space that can provide a range of local services and "encourage a lively and active community". A policy review undertaken in 2004 recommended to assess the local centres' capacity and hierarchy in relation to their potential role as neighbourhood centres within the Brunswick Major Activity Centre.

Local centres within the study area identified as potential neighbourhood centres include: Anstey Station, Brunswick Station, Jewell Station, Nicholson Street and Brunswick Road, Grantham Street and Union Street and Lygon Street and Albion Street. Local centres identified as not having the capacity of stand alone neighbourhood centres include Lygon Street and Albert Street and Nicholson Street and Blyth Street.

5 Identifying Community Needs

The second objective of this Needs Assessment is to identify requirements for social, cultural and leisure services and facilities in the study area for the Brunswick Major Activity Centre. The methodology includes an analysis of demographic data and population projections (Refer to Separate Report), a survey of community organisations, feedback from Council’s social and cultural service unit managers and focus groups with local stakeholders.

Community Service Provider Survey

Over 200 community groups and service providers in the Brunswick Major Activity Centre Study Area (Brunswick & Brunswick East) were sent a questionnaire in September-October 2006. The questions asked about the services provided and issues/concern in relation to future service planning (see appendix 1).

Survey participants were identified through Council’s Community Database for the postcode areas 3056 and 3057 (Brunswick and Brunswick East). This database includes the following broad categories: aged care facilities, arts & culture venues and groups, business development, child care centres and kindergartens, health services (GPs, community health, maternal & child health), multicultural communities, police, religious/faith groups, schools (primary and secondary), sports clubs and welfare support services.

Twenty-six surveys were returned, representing the following categories:

No.	Respondents’ Service Category
3	Aged care facilities (Kanella, Bapcare Nursing Home, Patricia Gladwell)
2	Arts & culture venues and groups (The Push, Moreland City Band)
1	Business development (Brunswick Business Incubator)
6	Child care centres and kindergartens (Park Street CC, Brunswick Creche & Nursery, Brunswick Kinder, Dawson Street CC, Melbourne City Mission CC, East Brunswick Kinder & CC)
5	Health services (Moreland Medical Group, M&CHS Lygon St, Alpha Omega College, East Brunswick Medical Centre, Richmond Fellowship Victoria St)
2	Multicultural communities (African Australian Welfare Council, Toscana Social Club)
0	Neighbourhood House
0	Police
2	Religious/faith groups (St Ambrose’s Parish, Anglican Parish of Christ Church)
1	Schools (Our Lady of Help of Christians Primary School)
2	Sports clubs (Aikido, Brunswick Athletics Club)
2	Welfare support services (JobCo Employment, Salvation Army)
26	TOTAL

Services related to multicultural communities, primary school education, sports clubs, arts and cultural development and community health were under-represented in this survey and targeted through focus group and other consultations conducted in February 2007 (see below).

The majority of respondents (81%) is located in Brunswick. Five respondents (19%) are located in Brunswick East. Seventy-two per cent of respondents have been in the area for more than ten years, indicating a strong local connection:

No.	Proportion	How many years located in Brunswick/Brunswick East
2	8%	1-5 years
5	19%	6-10 years
4	15%	11-20 years
4	15%	21-50 years
6	23%	51-100 years
5	19%	Over 100 years (Brunswick Creche & Nursery, St Ambrose's Parish, Salvation Army, Anglican Parish of Christ Church, Moreland City Band)

Respondents with more than one location within the City of Moreland include: Council's Maternal and Child Health Service, St Ambrose's Parish, Salvation Army, Patricia Gladwell Aged Care and Richmond Fellowship. Respondents with other locations outside Moreland include JobCo Employment.

Below is an overview of local organisations identified as part of the respondents' local networks/ close relationships with local organisations:

Networks/ close relationships with these local organisations	No.	Proportion
Aged Care – Kanella, Aged Care Assessment Service	3	6%
Centrelink	1	2%
Churches - St Margaret Mary Church, Brunswick Inter-Church Group	2	4%
Community Health	4	8%
Council – Children's Services, Interfaith Gathering, Youth Services, Library, M&CHN	11	22%
Education – local secondary school, ACFE, RMIT, Kangan TAFE	4	8%
GPs	1	2%
Kinders	1	2%
Local businesses – general, cafes, hairdresser	4	8%
Mental health – NWAMHS, Avalon Exchange, Moreland Hall	5	10%
Moreland Energy Foundation	1	2%
Multicultural Agencies – CoAslt, Greek Welfare Soc., Migrant Resource Centre, Victorian Elderly Chinese Welfare Soc., Foundation House	6	12%
Private Hospitals, Specialist Medical Service & RDNs	3	6%
Recreation - Brunswick Baths, local park	2	4%
Welfare Agencies - City Mission, Hope St Refuge, Boarding houses	2	4%
TOTAL	50	100%

The majority of the respondents' clients/members live locally, in Brunswick or within Moreland. Approximately twenty per cent of clients/ members live outside Moreland, which indicates that a significant proportion of these organisations provide regional or statewide services.

No.	Proportion	Where clients/ members live
19	33%	Brunswick
5	9%	Brunswick East
3	5%	Brunswick West
10	17%	Coburg
1	2%	Defined Church Parish within Brunswick
2	3%	Glenroy
2	3%	Pascoe Vale & Pascoe Vale South
2	3%	All suburbs in Moreland
10	17%	Moreland's neighbouring suburbs
4	7%	Statewide
58	100%	TOTAL

Below is an overview of service gaps identified by the respondents, including child care, specialist and general health services, home care and mental health services.

Identified gaps and Access Issues	No.
Alcohol and Drug Services - more places are needed to respond to need	1
Banking facilities, incl. ATMs	1
Child Care, particularly long-day	4
Crisis Accommodation - more accommodation needs to be available locally	1
English classes for settlers – more are required, in particular for older settlers	1
Family support/crisis service with a spiritual base	1
GPs	2
Home Care Services, incl. evening nursing/personal care services	2
Housing – more affordable options need to be available locally	1
Lack of information for CALD about available services & transport options	1
Maternal & Child Health Service - access restricted	1
Mental health service, incl. case management for clients with complex needs	2
Networking b/w community organisations and businesses	1
Parent & pram-friendly cafes (East Brunswick)	1
Performance space/opportunities lacking	1
Playgrounds/ garden space for children's playgroups	2
Psychiatric support for low-incomes needed	1
Recycling bin - too small	1
Relief support – travel, food, rent assistance required	1
Residential care – long waiting lists	1
Services/ programs for young people from CALD backgrounds	1
Specialists – podiatry, speech therapy, physiotherapy etc.	4
Waiting lists for community health services too long	1
TOTAL	33

Several organisations are in the process of planning for new programs and services, including new programs at The Push, Brunswick Business Incubator, Salvation Army and Moreland City Band; building of a new facility on the corner of Chefs Way and Percy Street (Kanella Aged Care); and establishing a new mission in East Brunswick (Anglican Parish of Christ Church).

As the tables below shows location issues of highest importance to organisations/clubs in Brunswick and Brunswick East include being close to public transport (81%), safety (77%), parking space (69%) and rental affordability (65%). Location issues considered as highest importance to clients/ members include being close to public transport, safety, parking and being close to related services.

Perceived Importance of Location Issues	High	Medium	Low	No reply/ Don't know	Total
Affordable Rent	17 (65%)	2 (8%)	3 (12%)	4 (15%)	26
Office Space	6 (26%)	8 (31%)	6 (26%)	5 (19%)	26
Shared Facilities with other organisation/ group	5 (19%)	3 (12%)	13 (50%)	5 (19%)	26
Close to related services	12(46%)	5 (19%)	4 (15%)	5 (19%)	26
Parking	18 (69%)	5 (19%)	1 (4%)	2 (8%)	26
Close to Public Transport	21 (81%)	4 (15%)	0	1 (4%)	26
Disability Access	13 (50%)	9 (35%)	0	4 (15%)	26
Safety	20 (77%)	4 (15%)	1 (4%)	1 (4%)	26
After hours safety and access	14 (54%)	9 (35%)	1 (4%)	2 (8%)	26

Perceived Importance of Location Issues for Clients/ Members	High	Medium	Low	No reply/ Don't know	Total
Close to related services	7 (27%)	3 (12%)	2 (7%)	14 (54%)	26
Parking	8 (31%)	2 (7%)	2 (7%)	14 (54%)	26
Close to Public Transport	10 (38%)	2 (7%)	0	14 (54%)	26
Disability Access	5 (19%)	6 (23%)	1 (4%)	14 (54%)	26
Safety	10 (38%)	2 (7%)	0	14 (54%)	26
After hours safety and access	4 (15%)	4 (15%)	3 (12%)	15 (54%)	26
Other location issues identified: -Lack of performance space for hire -Traffic management – fewer cars & better trams					

Below is an overview of other issues raised by the survey respondents:

Affordable/ public housing is key issue for clients (Salvation Army)

Child Care Centre extension required in response to demands (Dawson Street)

Music industry in the area is developing and needs support (The Push)

Musicians require local low cost venue for hire (Moreland City Band)

Parking issues have increased (East Brunswick Medical Centre)

Partnerships desirable to conduct more events for home residents (Patricia Gladwell Aged Care)

Residential developments - high density - should be limited (East Brunswick Kinder)

Residential developments should have safe play space for children close by – roof space is not suitable (Maternal and Child Health Centre Lygon Street)

Traffic safety needs to be enhanced – cars frequently drive through traffic lights (Brunswick Creche)

Traffic safety needs to be improved on Sydney/Glenlyon Roads and Dawson Street, so that there is less through traffic and no u-turns after piazza area, with dangerous impediments to pavements or open spaces (Anglican Parish of Christ Church)

Consultations

To be included.

Council Social Development Department

Consultations were conducted with Council's Social Development Service Managers and Unit Managers: Aged and Disability (Derryn Wilson), Arts and Cultural Development (Tim Bruwer), Children (Annette Polites), Maternal and Child Health (Helen Rowe), Youth (Nuray Yarkan) and Leisure (Tony Oulton).

Aged and Disability Service

Population

As outlined in the Community Profile and Populations Projections above the size of the older population (aged 65 years and older) in the Brunswick Statistical Local Area will remain relatively stable, with a dip between 2006 to 2011 by about 215 people (4.2%) and an increase to 2006 levels by 2021.

- The projected increase of the older segment (80 yrs+) within the older population is considered significant, because of the higher incidence of age related disability that can be expected to need health and aged care services. The 80 years and older population is projected to increase by 94 people (7.5%) by 2011 and another 166 people (12.3%) by 2021.

Cultural Diversity

As outlined above in the Community Profile a significant proportion of Moreland's older population (aged 65 years and older) is from migrant backgrounds, mainly Italy and Greece, at present. Cultural identity and speaking the same language are drivers for the formation of seniors groups to preserve cultural links.

- Currently, and supposedly in future, older people from diverse migrant backgrounds are likely to form social groups and require meeting spaces. These seniors groups are less neighbourhood based and are often quite large, with 100 and more members that are very interested in being able to provide their own food and need to be more centrally located, with access to north-south and east-west transport routes. .

In contrast, English speaking seniors clubs seem to be declining in popularity and it is more likely that in the future older English speaking Australians in Moreland will choose group activities consistent with lifelong interests and friendships and to preserve health and wellbeing through exercise.

Senior Citizens Centre

There is currently one Council Seniors Citizens Centre (Clarrie Wohlers) in the study area, in Albert Street, East Brunswick. The building is old and rather basic – issues include no offsite parking (site is adjacent to parkland), inadequate storage for multi-group use and a poor standard kitchen.

- It would be worth considering an assessment regarding the potential/costs of upgrading this well-used building.

A number of Council venues are used by seniors and other groups, including:

- Brunswick Town Hall – suitable, but hard to book for regular use by seniors groups, due to demand from other groups because of the well-equipped kitchen).
 - Fleming Park Community Hall – used by a couple of senior groups. Bocce Court and building next door also heavily used by Italian Seniors. They put a proposal to Council for residential care, seniors housing, medical centres as well as community/ seniors meeting space, but Council was unable to support donation of parkland and nursery. Bowling club has under-utilised meeting space which is another option being explored for seniors groups.
 - Warr Park Community House - not well-equipped amenity.
- New facilities proposed at CERES and Mercy Health (Parkville) include multi- use community meeting rooms that could provide opportunities for groups in the future (though it appears that self-catering/ cooking will not be available at CERES).
 - Another option currently explored include to work with existing commercial clubs, e.g. Abbruzzo Club and Fleming Park Bowling Club.

- Any opportunity in a new development for meeting space able to take up to 100 people, with good shared use amenity (e.g. cupboard storage) and capacity for meal preparation and serving and/or upgrade of Clarrie Wohlers Senior Citizens Centre should be considered.

Residential Aged Care

There are currently four Commonwealth funded facilities that serve the area and two new facilities are being proposed/ built – service provision is thus likely to be near adequate for the next ten years (and beyond???):

- Boyne Russell House, Victoria Street (30 high care beds) – building is old and small, but is part of Melbourne Health so any transfer of beds would likely be within the region, if not at this locality.
- Kanella, Mitchell Street, West Brunswick - new facility is being built in Hope Street with around thirty additional beds and transfer from late 2007.
- Patricia Gladwell, Moreland Road (Vaucluse Hospital) – relatively new; sixty beds - both high and low care, but half of these are extra service and have higher fees. They sometimes have free beds at the higher rates, but have a great demand for the low cost beds.
- Aboriginal Community Elders Service, East Brunswick - aboriginal specific service that serves a statewide catchment.
- Mercy Health is building a large new facility on Commonwealth Games site in Parkville.

Other Residential and support services

Brunswick has Moreland's highest proportion of aged renters, both in private and public housing. Council's Affordable Housing Strategy has identified a need for affordable housing in this area, as evident from the high number of tenants that receive rent assistance due to low income (see above). An overview of low-cost housing and other residential support services in Brunswick is provided below.

- Office of Housing: Older persons' units, Barkly Street; low-cost housing and Commonwealth Government funded Home and Community Care (HACC), including Planned Activity Groups (PAG).
- Brotherhood of St Laurence: low-cost housing, Glenlyon Road (Keble Court?).
- Stewart Lodge: supported residential care for older people and people with disabilities, Stewart Street; property is leased and thus long term future an issue; wide range of support programs, including Acquired Brain Injury Service (Headway), mental health, Moreland Community Health, Council Planned Activity Group.
- Baptist Community Care: supported residential care and community care, Blyth Street; residential facility currently leased by Yooralla for younger people with disabilities; Community care services include nursing, personal care and podiatry.

- Moreland Community Health Service: runs planned activity groups (PAG) for frail older people and people with disabilities. The majority of groups operate from Coburg, the Service is currently negotiating the establishment of a Brunswick-based group.
- Churches and community organisations in Brunswick provide support programs, including for older people, e.g. Catholic Churches St Ambrose and Our Lady Help do home visits. There are two Greek orthodox churches in Brunswick as well as Australian Greek Welfare Society, which runs social support groups for older people.

Arts and Cultural Development Service

Affordable spaces for artists' to work and exhibit are at risk due to rising rents and conversion of warehouses into residential housing. This has been a growing concern for the last ten years.

Concern that the considerable number of established life music venues in the area will be at risk if the increasing number of residents in new developments has noise and other issues. The State Government's *Live Music – The Way Forward policy* promotes the principle that “the onus of responsibility should fall upon the agent of change”.¹³

Council's Arts Strategy looks for opportunities to support artists as part of residential developments, e.g. related to the provision of arts venues and the commissioning of public art projects as part of residential developments (see above).

Brunswick Library response to observed gentrification process, with increasing proportion of time-poor users, has been to promote the library as a space to relax and/or be entertained, including an expansion of the variety of magazines.

Children's Service

A total of twelve child care centres and kindergartens are located in the Brunswick area (Brunswick, Brunswick East and Brunswick West). Five of these centres operate out of Council owned buildings, managed by the community:

1. Dawson Street Child Care Co-Op (31 Dawson Street, Brunswick)
2. East Brunswick Kindergarten and Child Care Centre (2 Noel Street, East Brunswick)
- 3 & 4. Moreland Community child Care Co-Op (49 Everett Street, West Brunswick, and 77 Tinning Street, Brunswick)
5. Park Street Child Care and Kindergarten Co-Op (785 Park Street, Brunswick).

- All of these centres are old and require substantial maintenance.

¹³ [http://www.dse.vic.gov.au/CA256F310024B628/0/DF422499A1B2CA04CA2570A8000B5129/\\$File/Live+Music++The+Way+Forward.pdf](http://www.dse.vic.gov.au/CA256F310024B628/0/DF422499A1B2CA04CA2570A8000B5129/$File/Live+Music++The+Way+Forward.pdf)

- It is not known what the capacity of privately operated centres is, but all community managed child care centres are at capacity and have long waiting lists. A need for long-day care places is a particular issue.
- Council's Family Day Care service in the Brunswick area has long waiting lists as well and has difficulties to recruit new carers. It is believed that smaller houses and the gentrification process with a higher proportion of young families on higher incomes are contributors.
- There is a trend that parents use more part-time care than full-time child care, which requires more administrative work.
- Occasional child care at the Brunswick Neighbourhood House is highly utilised too.
- There is anecdotal evidence that affordability of child care is an issue for newly arrived migrant parents that are full-fee paying students and are not eligible for Government child care subsidies.
- Kindergartens in Brunswick appear to be able to meet the present needs, but additional resources may be required in the near future.
- Lack of outdoor play group space is an issue.
- The possibility of co-locating senior citizens with child care in a multi-purpose building should be investigated.
-

Maternal and Child Health Service

Council operates four Maternal and Child Health Services in the area:
Brunswick Centre, Moreland Community Health Service, 11 Glenlyon Road
Brunswick East Centre, 320 Lygon Street
Brunswick North East Centre, 320 Lygon Street
Brunswick West Centre, 482 Victoria Street.

Issues discussed include:

- The study area has the lowest density of children 0-4 years old. A ten per cent increase in births was recorded in 2005-2006. It is believed that the number of births has peaked. Nurses have also observed an influx of approximately 100 families with babies/ young children in the area.
- Developer contributions for early years facilities/ child care should be investigated.
- All centres are able to meet present needs. An increase in demand could be met through increasing the hours at the Brunswick West Centre and, to a lesser extent, at the Lygon Street sites. The lease for the rooms at the Moreland Community Health Service is annually renewed. The Health Service's long-term plans for these rooms are not known.

Youth Service

The unit undertakes strategic policy development and direct service provision to facilitate local youth and recreation services for people aged 12-25 years.

Current major projects include the bi-annual Youth Summit that provides young people with an opportunity to have a say about their community; after school activities and personal development program YouthLinx; music programs and events; a teenage holiday program; personal support; education support (funds homework groups and a book bursary); and community strengthening project in Brunswick West (Moonah);

Issues identified in relation to Brunswick Structure Planning include:

- The area has a lower density of 12-17 year olds compared to the municipality, but a higher density of young people aged 18-25 years in tertiary education.
- The lack of youth space/s in the municipality is widely acknowledged.
- There also appears to be a lack of mental health services for young people, in particular those at risk of/ affected by homelessness.
- A significant proportion of students in secondary schools in Moreland require support with learning, settlement (refugee and migrant backgrounds) and other welfare issues. Brunswick Secondary College provides an orientation program for students that attend their English language program.
- Youth Services work with primary and secondary schools programs to enhance students' personal development, negotiation and leadership skills in after school programs.

Leisure Service

The Unit is conducting a Leisure Needs Assessment based on feedback from local sports clubs and schools regarding the use and capacity of local sports grounds. The findings will be available in early March. This needs assessment will not review the use of Council's leased properties.

- It is recommended to undertake a review of Council's leased facilities in the study area to facilitate a coordinated approach to the allocation of grounds, pavilions and clubhouses/facilities for multiple users.

Community Stakeholder Focus Groups

A number of focus groups with community stakeholders were held in October 2006 and February 2007. The focus groups targeted community service providers, multicultural communities and Churches and artists. Participants representing people with physical disabilities, people with drug and alcohol issues, indigenous Australians and people with mental illness were also consulted.

Arts Community

Identified Issues

- How to ensure that scale of development is appropriate for limited infrastructure abilities, e.g. garbage and traffic issues due to narrow streets. Residential development is rapid compared to slow catch-up of infrastructure.

- Dramatic rent increase for housing and studio space (up to 36%) push artists out of the area. Also need of affordable space for exhibitions, performances and rehearsals, classes, storage etc.
- Vision for Brunswick Town Hall as a community and arts facility with more exhibition space for the Counihan Gallery (additional smaller galleries), studio spaces for artists, and performance/ rehearsal space, linked with a commercial enterprise, e.g. a café.
- Area's strength as creative hub in the areas of fashion, arts and music needs to be developed. In particular, historical and present connection with textile industries should be promoted – potential partnership opportunity with RMIT and Council Economic Development Unit in supporting young artists and designers, e.g. business start-up – gallery, fashion design etc. This would also raise the profile of Council's Counihan Gallery.
- Stronger Council role as 'enabler' of local arts activities required, e.g. expanding Counihan Gallery and Mechanics Institute, facilitating opportunities involving local businesses (e.g. using vacant shops on Sydney Road for installations) and connecting artists with local community groups regarding access for exhibitions and performances.
- Investigate possibilities to reduce market rents for artists.
- Another issue identified relates to the look of Sydney Road and potential for promoting historical the architectural features of shops and remove cluttering related to advertising etc.

Community Service Providers

Strengths of the current location

- Close to tertiary education and training institutes
- Public transport access, including good access/network for people with disabilities
- Well served by GPs from non-English speaking backgrounds
- Other services, in particular ethnic-specific services, in close proximity
- Partnerships with local services (case management)
- Access of affordable meeting space in Council's Brunswick Town Hall.

Demand and Supply Issues

- General practitioner (GP) shortage due to retirement, shorter work hours and that not enough have been trained in recent years. Also, a declining number of GPs participate in alcohol and drug treatment and do home visits.
- Carer numbers are declining due to ageing workforce.
- Lack of supported residential facilities in the area for people with disabilities, in particular for young people – as a result they remain in nursing homes.

- Lack of affordable housing in the area reported by all participating services. As a result there has been a trend that clients move to northern suburbs (e.g. in the Cities of Hume and Whittlesea), as they cannot afford local rents. It has also been observed that family carers of older people in the area are moving to northern suburbs. Services may have to follow clients?
- Rising property prices hinder expansion plans.
- Trams do not have low floor and are difficult to access for people with disabilities, prams and older people.
- Lack of residential support facilities for clients from non-English speaking backgrounds and for clients with low incomes.

Vision for Brunswick

- Vision for Brunswick Town Hall to become an affordable community service hub, e.g. for co-location of outreach services.
- Expand community transport system to help older people to get around (doctors' appointment, shopping, social outings).
- Make housing affordable for young people.
- Promote social diversity.
- Aged services responsive to the needs of clients from non-English speaking backgrounds.
- Clean footpaths to address perceptions of neglect and lack of safety.
- Provide accommodation and support to young people with disabilities currently cared for by ageing parents.
- Provide community access to facilities after hours.

Partnership Opportunities

- Give community groups access to facilities (e.g. after hours), example Melbourne Citymission.
- Potential co-location/ outreach opportunity in connection with redevelopment/ expansion of Brunswick Industries Association for people with disabilities.
- Investigate integrated service for young people, located on transport node and based on Frontyard Model (medical, legal, case management etc.). Should also be examined as an option for aged service model.
- Organise forum with lifestage based services to explore service delivery options, co-location and outreach beyond existing partnerships (example Moreland Community Health Service coordination regarding mental health).

- Division of General Practitioners to implement a campaign focusing on alcohol and drug treatment issues.
- Moreland Hall – focus on dual diagnosis, mental health and drugs.

Cultural Diversity and Faith Community

Strengths of the current location

- Good accessibility for clients (young people, people on low income) – good public transport (train, tram & bus), close to city, close to educational institutions (RMIT & Melbourne University), close to sporting opportunities, close to hostel style accommodation (which is in decline though), close to community services accessed by clients.
- Local economy is thriving - small businesses and workshops; arts and culture; shopping strips provide variety, affordable items and opportunities for social interaction
- Community belonging - social diversity, resourceful community
- Walking distance/ easy to get around - close to public car park, close to open space in East Brunswick
- Sustainability potential, as the area was built before cars dominated cities.

Weaknesses/What is missing?

- Active community information centre
- Affordable housing
- Mental health services
- Older people need opportunities to meet, e.g. in shopping centres. Barkly Square made approach regarding such gathering space, but did not follow through. Public spaces like in front of the Mechanics Institute should be more frequent across the area, but Council discourages gatherings in public places.
- Recreational facilities need to be relevant to diverse community.
- Service-based spaces preferred to location based spaces.

Demand and Supply Issues

- Lack of affordable housing and mental health services for 30-40 year olds - requires Council's advocacy.
- Poor standard of rooming houses – regulatory and other roles for Council?
- Affordability of rent not only an issue for clients but also for services
- Impact of families with young children below school age on waiting lists for child care etc.

- Bike use should be facilitated
- More public toilets are needed.

Vision for Brunswick

- Vision for Brunswick Town Hall to become a community information centre and service hub
- Sustainable community as model for sustainable practices – role for Council as environmental leader, e.g. Centre for Education and Research in Environmental Strategies (CERES)
- Diversity maintained/ strengthened based on culture and socio-economic structure. Requires strategic planning to achieve housing affordability and diverse housing stock, recognition of Aboriginal heritage and promotion of cultural heritage and identity.
- Sydney Road should become a more local road (is supported by evidence that most of the traffic is local).

Partnership Opportunities

- General interest is there
- Baptist Church looks at using property more efficiently to pay for maintenance/ upgrade (currently undertake feasibility study)
- Uniting Church Concept Plan – relevant to community – in process of identifying needs and affordable housing & mental health
- VICSEG – Provide formal child care training for workers from diverse backgrounds. Can provide access to computers and occasional child care.
- AGWS – need for space for activity groups for older people, as demand is growing.

Other Communities

Consultations, including nine focus groups and additional one-on-one meetings, were conducted in September-October 2006 with participants representing people with physical disabilities, people with drug and alcohol issues, indigenous Australians and people with mental illness. Several artists, who make up a significant proportion of the Brunswick community, were also consulted (please refer above to additional consultations with the arts community). The purpose of these consultations was to provide community awareness and input from a variety of community members that are less likely to participate in standard consultation forms, such as surveys and public forums.

Questions discussed related to the following topics:

What people value most about Brunswick.

What people would change about Brunswick.

What issues and opportunities should be addressed in the Structure Plan.

The table below provides an overview of the issues raised related to different themes, ranked according to frequency of mention (inferred as relevance or importance).

Theme: Arts and Culture		
What residents value	What could be improved	Vision for Brunswick
Visible Aboriginal Presence - heritage and present day		Visible Aboriginal presence for Brunswick incorporating art works, garden and festivals
'Arty-funky', 'grungy and eclectic feel'	More opportunities for public art; shopfront exhibits, murals, sculpture	Art everywhere! A large village of 'left wing' thinking
Diversity, tolerance, multicultural		Future planning and development should encourage these aspects
Events and festivals – they provide something for everyone.	More information on what is happening in Brunswick and other suburbs.	
Theme: Buildings		
Heritage	"Large residential developments are designed by people with bad taste (Lygon Street!) Is there anything Council can do to ameliorate this?"	All large developments have off street parking, including visitor parking. As much old character visible in 2030 as now. Strict height limits enforced.
Amenities/ Sustainability	Large developments should incorporate a childcare centre or other public amenity/ service Requirement for apartment buildings to have a bike room	Energy self-sufficient suburb. Green/ sustainable living requirements for all new developments.
Theme: Transport and Traffic		
Public Transport (PT) in Brunswick is adequate to good.	Improvements to PT needed in East/West direction Tram should have priority before cars in Sydney Road (cars slow it down) Trams, and Trains are good, train stations need to look nicer and be clean - maybe use art to give stations a "Brunswick Feel"	PT has priority over cars. Fewer cars, more bikes and walking tracks
PT Accessibility	Buses and trams need to be lower for accessibility (more would shop via PT if it was easier to put a trolley	Public Transport is accessible for disabled, ageing population and prams.

	onto a tram or bus)	
Parking	Change narrow roads to one-way and/or parking only on one side of street. Ensure adequate on-site parking for new developments, incl. visitor parking. More accessible parking spots for people with disabilities (ask permit holders and services)	
What residents value	What could be improved	Vision for Brunswick
Bike path along rail line	Shared paths dangerous – better build additional paths and separate pedestrians from bikes.	Network across Brunswick of walking paths and separate bike paths. East to west and North to south. Bicycles have priority over cars.
Footpaths	Pedestrian crossings too infrequent. When crossing outside marked crossing, islands in middle of road do not provide enough space. Cut curbs and make crossings safer and more accessible for everyone, not just someone who uses a wheelchair.	Slowed down lifestyle. Walk to the shops. Pedestrians have priority over cars.
Road Infrastructure	Better maintenance of traffic signs.	
Theme: Open Space and Leisure		
Parkland with BBQ and toilet within walking distance Merri Creek Little gathering spots along Sydney Road and Lygon Street	More open space accessible for those with disabilities A need for more and different types of open space (not just for sports, but also for gathering and relaxing) Better maintained spaces Lighting, so that places feel safe when dark Better maintained gym and equipment, e.g. water slides at swimming pools Better access for people with a disability More free stuff for young people, e.g. sports competition, cheaper entry for young people	Thriving street trees and green pockets throughout Brunswick Clean Merri Creek More open space

Theme: Retail/ Shopping		
Variety of shops on Sydney Road (SR) Variety of restaurants (all prices and cultures) Convenience of Barkly Square	Fewer \$2 shops Worries that bridal hub will transform SR similar to Brunswick St (which no longer belongs to the local community but has been overtaken by people from suburbia). Try to get new businesses into empty shops.	Maintain the lively hustle and variety
Theme: Employment/ Jobs		
What residents value	What could be improved	Vision for Brunswick
More opportunities for people with disabilities	Creation of more local jobs, work experience and training for people with a disability.	
Theme: Indigenous Community		
Recognition of traditional owners	Process to ascertain if a site is significant, consideration of its sensitivities and appropriate action taken. 'Concrete' recognition of the traditional owners of the land should be considered, e.g. signage, plaques, artwork, murals, street/place names, heritage trails – consultation and collaboration with Elders and the Indigenous community is essential. The Aboriginal flag flying on Brunswick Town Hall is great, but needs to be complemented by actions that highlight that this land is Aboriginal land/ that there is an Aboriginal presence in Brunswick.	Important to point out that preserving and valuing indigenous culture is important to Brunswick residents across all demographics
Merri Creek	Aboriginal Community Elders Service is very important – its tranquil, peaceful, 'spiritual' bushland setting should not be compromised in any way. It should be honoured, protected and enhanced.	

	Other areas on the Merri Creek are important (with or without official heritage status) they also should be acknowledged, protected and enhanced.	
Theme: Other		
Valued the opportunity to be consulted	More affordable public housing, not necessarily separate to mainstream Actively involve youth in their community Access key issue for people with disabilities in relation to housing, shops, work and transport	Museum of the history of Brunswick Fully green suburb

Victorian Government
Introduction to be included

Department of Education
To be included.

Victoria Police
To be included.

6 Proposed Social Planning Principles

The proposed social planning principles below have been developed to guide Council's decision-making regarding the planning and provision of social, cultural and leisure facilities and services for the Brunswick Major Activity Centre. They are based on Council and State Government social policies, principles developed for Central Coburg 2020 and stakeholder feedback.

The principles below promote the Brunswick Major Activity Centre's role as a focus for civic, community and economic activities and the strengthening of the area's social diversity and creative industries through local partnerships:

- To establish a network of potential neighbourhood precincts within the Brunswick Major Activity Centre that provide access to information and services and facilities to meet day-to-day needs.
- To integrate municipal and regional community services that will support the potential neighbourhood precincts.
- To provide diverse transport modes (private, public, community) into the neighbourhood precincts and facilitate their integration and use.
- To optimise the pedestrian and cycling connectivity of the neighbourhood precincts with surrounding areas.
- To promote the value of social diversity through the provision of affordable housing and a mix of services and facilities in the neighbourhood precincts.
- To develop the role of neighbourhood precincts in building community capacity and engagement through community access to space, resources, knowledge and learning/ participation opportunities.
- To facilitate local partnerships and joint planning for sustainable models of service delivery that are effective and responsive in addressing changing needs.
- To optimise the use of public space for informal social and leisure interaction.
- To provide opportunities for the expression and integration of cultural heritage and identity.
- To recognise and strengthen the important contribution of the local fashion, arts and music industries for the area's creative image, employment and community capacity building.
- To recognise the special role of Brunswick Town Hall and other Council buildings in close proximity for the provision of community, cultural and leisure activities and examine opportunities to raise the profile of this civic precinct.

7 Emerging Key Issues

The table below contains an overview of themes and key issues identified based on policy and data analysis and consultations conducted as part of the Social and Cultural Needs Assessment for the Brunswick Structure Plan (please refer to the methodology and tasks undertaken in section 2 for further details).

<i>Theme – Lack of Affordable Housing</i>	
Key Issues identified:	Reference
High number of tenants in the study area that receive rental assistance	Council's Affordable Housing Strategy
High proportion of students in the area that rent	Council's Affordable Housing Strategy
High proportion of tenants aged 55 years and older with low incomes in private and public housing	Council - Aged & Disability Service
Clients move to northern suburbs because cannot afford rent	Focus Groups - Community Services; Diversity & Faith
Hostel accommodation stock is declining and is generally of poor quality – potential advocacy role for Council	Focus Groups - Community Services; Diversity & Faith
Family carers of older people move to northern suburbs because cannot afford rent	Focus Group - Community Services
<i>Theme - Area's Future as Creative Hub is at Risk</i>	
Market rents for housing and arts space increasingly unaffordable – “artists just try to hang in there”	Focus Group – Arts; Council – Arts & Cultural Development
The profile of the Counihan Gallery would be raised if there were more galleries (commercial or community based) in the area. A commercial enterprise in the same building, e.g. a café, would be beneficial too.	Focus Group – Arts
Extensive demand continues to exist for affordable performance, rehearsal, exhibition and studio, classes and storage spaces despite Council facilities (Counihan Gallery, Mechanics Institute)	Focus Group – Arts; Council – Arts & Cultural Development
Unique quality of the area as a creative hub for emerging artists – mainly fashion and arts (based on history and local education facilities), but also music should be supported and developed.	Focus Group – Arts; Council – Arts & Cultural Development
Council advocacy for the arts and as ‘enabler’ required	Focus Group – Arts, Other Communities; Council – Arts & Cultural Development

<i>Theme - Child Care Waiting Lists and related Issues</i>	
Key Issues identified:	Reference
Council owned centres are old and require substantial maintenance	Council – Children’s Service
Community managed centres have long waiting lists	Community Survey; Focus Group – Diversity & Faith; Council – Children’s Service
Family Day Care has long waiting lists too	Council – Children’s Service
Affordability an issue for full-fee paying migrant students	Council – Children’s Service
Lack of outdoor play group space	Community Survey; Council – Children’s Service
Possibility of co-locating senior citizens and child care services should be investigated	Council – Children’s Service
Developer contributions for child care facilities should be investigated	Focus Group – Other Communities; Council – Maternal & Child Health
<i>Theme – Community Meeting Space Access</i>	
Older people from culturally diverse backgrounds require access to big meeting spaces for 100 plus people and kitchen for meals preparation	Council - Aged & Disability Service
Senior Citizen’s Centre requires upgrade/ extension	Council - Aged & Disability Service
Lack of spaces for young people issue across the municipality	Council – Youth Service
Community organisations could provide community access to facilities after hours (example Melbourne Citymission)	Focus Groups – Community Services
Review of Council’s leased facilities required to coordinate access to Council’s facilities by multiple users and ensure its relevance to diverse community	Council – Leisure Service; Focus Group - Diversity & Interfaith
Opportunities for older people for informal gathering in public spaces needed, e.g. in shopping strips and in front of community and Council facilities.	Focus Groups – Diversity & Interfaith, Other Communities
People with disabilities need more opportunities to participate in leisure activities and access to open space	Focus Groups – Other Communities
A need for more and different types of open space (not just for sports, but also for informal gathering and relaxing)	Focus Group – Other Communities
<i>Theme - Community Services experience Local Change</i>	
Shortage of General Practitioners due to ageing workforce and other workforce issues	Focus Groups – Community Services
Declining number of aged carers due to ageing workforce	Focus Groups – Community Services

High rental/ property prices in the area hinder service expansion – potential for co-location/ outreach beyond existing partnerships. Interest in exploring this further, e.g. forums with lifestage based services	Focus Groups – Community Services, Diversity & Faith
Services experience clients moving away due to lack of affordable housing – consider whether should follow	Focus Groups – Community Services
<i>Theme - Council Leadership/ Vision for Brunswick</i>	
Key Issues identified:	Reference
Expansion of Brunswick Town Hall as community service hub and arts centre should be explored	Focus Groups – Arts, Community Services, Diversity & Faith
Developing the area as model for an environmentally sustainable community should be explored, building on Council's leadership with CERES, e.g. facilitate more bike use and walking by improving foot- and bike paths, give priority to pedestrians, bikes and public transport before cars and make Sydney Road a more local road	Focus Group – Diversity & Faith, Other Communities
Social diversity should be promoted (incl. diverse housing stock, recognition of Aboriginal heritage and promotion of cultural heritage and identity)	Focus Groups – Community Services, Diversity & Faith, Other Communities
Municipal events and festivals should be stronger promoted	Focus Group – Other Communities
Local employment/ small businesses and retailers that serve the needs of residents, not visitors, important for the area's economic viability	Focus Groups – Diversity & Faith, Other Communities
<i>Theme - Residential Development Issues</i>	
Historical road infrastructure with narrow streets seems to be unable to cope with traffic and garbage removal issues arising from residential developments. May require changing street to one-way, parking allowed on one side only or scaling down developments in certain areas.	Focus Groups – Arts, Other Communities
High risers in Lygon Street create wind tunnel – attempts should be made to prevent this in the future	Focus Group – Arts
Sustainability of residential developments could be improved, e.g. bike room and green/ sustainable living requirements	Focus Group – Other Communities
Concern about loss of old buildings (heritage)	Focus Group – Other Communities
<i>Theme – Lack of Residential Support Facilities</i>	
Young people with disabilities in the area have to stay in nursing homes because of lack of facilities for young people	Focus Group – Community Services
Lack of residential support facilities for clients from non-English speaking backgrounds	Focus Groups, p. 55
Waiting list for residential aged care beds in the area with lower fees	Council - Aged & Disability Service;

	Focus Groups – Community Services
<i>Theme - Transport Issues</i>	
Trams with low floors difficult to access for people with disabilities, prams and older people	Focus Groups – Community Services, Other Communities
Trams should have priority before cars on Sydney Road	Focus Group – Other Communities
Improvements to public transport in East/West direction required	Focus Group – Other Communities
More accessible parking for people with disabilities required	Focus Group – Other Communities
<i>Theme - Unmet Demand for Services for People with Complex Needs</i>	
Key Issues identified:	Reference
Integrated service model (e.g. Frontyard) should be examined as an option for youth service (may also be suitable for aged service)	Focus Groups – Community services
Mental health services and affordable/ supported housing required for (young) people at risk of homelessness – potential advocacy role for Council	Council's Affordable Housing Strategy; Focus Group – Diversity & Interfaith; Council – Youth Service
Complex support needs of migrant/ refugee school students – partly met	Council – Youth Service
Establishment of local Community Information Centre important to help people navigate services	Focus Group – Diversity & Interfaith

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