Mayor’s Speech

Improving services in a climate of change

2006–2007
Front cover photo: Children's playground, Glenroy Community Centre (Daniel Mendelbaum)
Honoured Guests, Councillors, Council staff, and residents and citizens.

May I begin by paying my respects to the local Indigenous people of Moreland by acknowledging that we are on the traditional tribal lands of the Wurundjeri people. I offer my respects to the Elders and to all Aboriginal and Torres Strait Islander people.

I am proud and honoured to be standing here today as your elected Mayor of this great and vibrant city. Community service is the most rewarding of life’s work. I encourage you all to participate in your community.

It is a special honour and privilege to be Mayor, and it is one that I accept with a sense of commitment and determination to lead the Council in achieving the needs of our community in the coming year.

Before I proceed any further, let me pay tribute to my predecessor, the outgoing Mayor, Cr Anthony Helou, JP. Anthony has demonstrated considerable leadership, wisdom and sensitivity in driving Council through a raft of emerging issues while ensuring that the goals of Council were pursued rigorously.

Anthony has served this community on three occasions as Mayor. He has, without question, a commitment to the community of Moreland. He projects a sense of stability and composure, together with experience and wisdom. His engaging style, sensitivity and commitment to social justice are admirable qualities when dealing with the many cultural groups in Moreland.

On behalf of everyone at Council, I say thank you Anthony for the great job that you have done.

Over the past year, Council has faced many challenges. Our community has always been proudly diverse and, over many years, has demonstrated an immense sense of tolerance and commitment to social and economic justice, respect for difference, fair play, and access and equity for all. Communities become stronger by sharing in the creation of resources as against the concept of individualism and self-interest.

Conservative political policies for the last decade have concentrated on individualism, to the detriment of community spirit and mateship. These policies have created fear, intolerance, ignorance and indifference, and have brought about divisions that are alien to Australia’s sense of fair play and equity for all. Examples of these are found in the present migration laws, and the attacks on family and the ability of individuals to work with dignity and without fear of job insecurity. Policies such as these create a vacuum in the community and lead to the destruction of community spirit.

This Council has consistently spoken out against the inequity and divisiveness that such radical policy changes can produce. During my term as Mayor, I intend to continue the work of my predecessors and I propose to personally advocate for fair, balanced, equitable and socially just policies that unite our community and create a climate of confidence and security.

My vision for Moreland City Council in 2007 and beyond:

- to deliver a customer service focus in all Council services
- to improve communication to the community and within Council
- to consult with members of the community regarding their needs for Council services
- to source new income and funding arrangements, thus relieving our reliance on our rates base
- to implement a plan for the upgrade of the Coburg Town Hall, so that the community and general public can utilise the facilities for functions, theatre and film events
- to initiate a planning summit of all stakeholders with a view to attracting more development to Moreland
• to invite all community groups to participate in a multicultural festival for Moreland, bringing together the diversity and richness of our community
• to bring traditional Christmas decorations back to Moreland.

Now, I want you all to close your eyes and imagine what it will be like to have a new Sydney Road.

The New Sydney Road

Visualise in your mind these surroundings. Off Bell Street, your journey commences by parking at the rear of the shopping strip. You take a leisurely walk, bike or tram journey down Sydney Road beneath a canopy of trees stretching as long as the eye can see, with widened and paved footpaths, observing a relaxed community sitting around coffee tables chatting and discussing the day's shopping and bargains in a passive and calming environment.

Picture this vista continuing along Sydney Road as Stage 1 to Munro Street and eventually linking to Royal Parade in the future. This will become the longest boulevard in the world. What could be missing from this beautiful setting? Cars, noise, pollution and traffic movements in a north–south direction! Ladies and gentlemen, this is an achievable outcome and will bring people to our local businesses, where they can enjoy a pleasurable shopping experience.

This is my long-term vision. In the coming year I propose to explore the possibility of realising such a vision by initiating a feasibility study in consultation with the community.

Before I relate some of the broad themes under which the more detailed Council commitments for the coming year are grouped, I want to mention some of the achievements over the past year, as well as some of the initiatives and commitments that have been implemented.

iETEC (Integrated E-Technology)

This project will modernise the management of Council’s resources and access to information. The iETEC Program, which was adopted as a priority commitment last year, has now commenced and is advancing to plan. This has been long overdue.

Council is committed to this major project, which will overhaul and integrate Council’s current management and information systems, improve efficiency of service provision and have a greater citizen focus. We are looking forward to its implementation in the coming year, which will lead to better communication and better service delivery.

Coburg 2020 Structure Plan

The commitments that form part of the Coburg 2020 Structure Plan will remain a Council priority in the coming year and, as planned, in the years ahead. Consistent with the 2020 plan, Council has already taken a number of significant steps towards its implementation, the most significant of which is the purchase of the BI-LO store site in the Coburg Shopping Hub. We hope that this strategic purchase will serve as a catalyst for large projects and help achieve our goal of an integrated transport hub and a revitalised Coburg Centre, which will enable Council to achieve its vision for the centre.

Other Successful Projects/Initiatives

Looking back over the past year, Council has successfully addressed and fulfilled a number of its planned initiatives and projects. These include:

• completing the Glenroy Community Centre
• obtaining funds for the extension of the bike path between Boundary and Box Forest Roads, Fawkner
• commencing the Brunswick and Glenroy structure plans
• initiating the Harmony Park, North Coburg proposal, which is proceeding as planned
• developing and endorsing a preferred vision for the Kodak site with the community, which has been initiated and is proceeding
• commencing parking action plans, which, it is anticipated, will be completed in the course of the coming year
• advocating for the opening of the Coburg Senior High School, which will occur in February 2007. In addition, the Northern Metropolitan Region office of the Department of Education & Training and the Victorian Curriculum and Assessment Board are relocating to the same location.

The central theme that these and many other recent and current developments raise can be summed up as “challenges in a climate of change”. There are several significant thematic areas that I see for the coming year. They are:

Harmony, Access and Equity, and Social Justice
Recent debates and developments have challenged our community to reconsider the things we value and wish to maintain. Policies that, by default, produce so-called winners and losers need to be challenged, and Council needs to respond to the marginalising and exclusionary effects that major policy shifts can produce. Social disadvantages, such as those that affect the ageing population, the young, women and men, the disabled, members of the Indigenous community, migrants and refugees, and ordinary working people, will continue to be a primary focus for Council.

Community-building and community-strengthening activities that Council has proudly engaged in over many years will continue to be a key focus. In this context, Council will also need to continue to pay close attention to the needs of those parts of our municipality that have not enjoyed the same level of attention and prosperity that other parts of the City have received.

Environment and Sustainability
The time when we could be profligate and wasteful of our environmental resources has well and truly passed. Climate change and global warming are the consequence of such an approach, and we can see the devastating effects that these have had on our environment and our lives. We need to and must do better.

Council has already undertaken a range of initiatives to address the many and different ways in which we need to address these issues and to develop socially responsive and environmentally attuned sustainable responses to the challenges we face. Council will need to continue to implement environmental policies and programs and to play a leadership role in engaging, supporting and informing the wider community.

In the coming year, Council will look at the ways in which our infrastructure, particularly our drainage systems, can accommodate the expected increase in hitherto unusual weather phenomena, such as sudden rain downpours that cause flooding and damage to property.

Economic Sustainability
How Council manages its finances will determine what can be done in the future, and whether we can continue to sustain the level and range of both our statutory obligations and our ability to deliver various programs, such as services for the aged and the disadvantaged. Forward economic planning will need to form a central theme for Council so that we can continue to have a strong, forward-looking platform that will enable Council to deliver high-standard services and infrastructure programs to the community of Moreland.

In the coming year, and in the years ahead, Council will need to continue to promote and support the establishment, improvement and development of our retail centres, the strengthening of local businesses and job-creation opportunities in our municipality.
Governance and Civic Pride

Council has a strong and proud record in governance, which is widely acknowledged. As in many other areas, constant improvement is a key to maintaining a leadership position and a high standard of governance and accountability. Council will need to continue to pay close attention to this vitally important component of its responsibilities. One dimension of this is how Council and Council officers respond and relate to the community. Our relationship with the community depends on how Council responds and the timeliness of our responses to residents.

At Moreland City Council, we are proud of our community and our stated commitment to work with our community in meeting the challenges that confront us collectively. The initiatives for the coming year will both build on those already in place, or in train, and will enhance our amenities and programs in order to make the City of Moreland an even better place to live.

The “Council Priorities” that form part of the 2007–2011 Council Plan build on the programs and priorities of last year and are already scheduled in Council’s work program for the coming year.

In this speech I have restated many of the ongoing commitments and I have introduced some new initiatives, many of which refocus attention on the need to respond to the community and the environment, which is pivotal to everything Council does.

Concluding Comments

In conclusion, I would like to say again that I am proud and privileged to be elected the Mayor of Moreland.

I would like to thank my fellow Councillors for their vote of confidence in me and I look forward to working with Councillors and Council officers in the coming year to achieve a high level of service to this community.

I thank Council officers for their dedication, commitment and hard work for the community in 2006, which has made our municipality a great place to live, work and play.

I want to thank all of my colleagues for working in their various responsibilities and tasks assigned to them during 2006, and I look forward to our working together in 2007, so that we can truly deliver sound, responsible and accountable government and services to our residents.

I look forward to working with you all in the coming year, as well as with members of our community, elected colleagues in other levels of government, and interested parties outside our municipality. Our detailed commitments follow for your consideration.

Finally, please let me wish you all a joyous, safe and enjoyable festive season.

The newly elected Mayor delivered the Mayor’s Speech at Coburg Town Hall on 11 December 2006.
Social Development

Detailed commitments

Harmony, Access and Equity, and Social Justice

Moreland City Council is mindful of the fact that our residents and citizens and their wellbeing are at the core of all of its activities. Indeed, Council regards its very reason for being as inextricably bound with the needs and aspirations of all of our residents and citizens and the enhancement of the wellbeing and quality of life of our community. For these reasons, Council has consistently measured, and will continue to measure, its activities and performance in terms of the benefits – the social goods – that accrue to our residents and citizens.

Social, cultural, linguistic and faith diversity are a defining characteristic of the members of our community. The City of Moreland is home to people of diverse cultural and language backgrounds and traditions, who have enriched our community and made our city the vibrant and dynamic municipality that it is. Council is committed to promoting diversity as a positive value, which is based on recognition of and respect for difference, as well as unity, and the promotion of mutually beneficial relations among all members of our community, within a framework of tolerance, mutual understanding and respect, and commitment to cooperative, peaceful and harmonious community relations.

Council will continue to maintain its commitment to the policy of multiculturalism and to its social justice dimensions, which are encapsulated in its motto: “One community – proudly diverse”. Within the framework of a tolerant, open and democratic society, Council will continue to promote civic values of cooperation, participation, negotiation and exchange with all of our constituents, through dialogue and by supporting a variety of community-building and community-strengthening efforts and activities. To this end, Council will draw on the strategic advice of the recently established, and soon to be launched, Moreland Multicultural Advisory Committee. In this context, Council will also engage and cooperate with other levels of government as well as the community at large in its ongoing quest to promote harmonious community relations and to defend and advocate for respect for the inherent dignity, rights and freedoms of all of our residents and citizens.

Access and Equity, and Social Justice

Council has a proud record of promoting and advocating for fair and equitable access to community resources and opportunities for all of our residents and citizens. Socioeconomic status, age, gender, cultural background, aboriginality and ability/disability must not and should not be allowed to overshadow and undermine the equitable and legitimate claims to equal access to services, community resources and opportunities that our society has to offer. To this end, Council will continue to advocate for services and programs, as well as policy changes and improvements at all levels of government and within the community at large.

Aged Services

As is the case throughout our society, the City of Moreland has a large and increasing population of aged people. Services and programs that respond to the needs of our elderly residents and citizens are – and will continue to be – a major focus for Council. To this end, Council will:

- implement actions to reduce the waiting list for home care and advocate to achieve an increase in residential aged care places
- advocate for a more equitable share of the federal government’s aged care allocation for high care residential aged care packages
• advocate for an increase in state and federal Home and Community Care (HACC) funding to reduce the waiting list and match the growth in the ageing population
• trial other methods of providing relevant HACC assistance to those with a lower or less urgent need
• undertake an aged care strategy that identifies further needs, service gaps and recommends strategies to address these.

Social Policy and Early Years
Council will continue to implement established and ongoing social policy initiatives, which are designed to promote and strengthen community wellbeing and access to needed community services and resources. In particular, Council will:

• complete a review and feasibility study of central enrolment processes for childcare and preschools
• implement an action plan for Early Years Facilities Review
• advocate to state and federal government and local employers for improved access to childcare
• investigate and progress opportunities for childcare, preschool and occasional care
• implement local area community strengthening projects in Fawkner and Glenroy
• review the Community Engagement and Consultation Strategy
• implement the Moreland Disability Action Plan 2005/06
• implement Council’s Multicultural Policy and Reconciliation Policy
• implement advocacy and community engagement processes on social justice issues relevant to Moreland’s community
• implement strategies enabling residents and local business groups to make use of ties in Aileu in East Timor
• develop men’s health programs in partnerships with other stakeholders
• lobby the state and federal governments for increased funding to reduce the waiting lists for services such as physiotherapy, podiatry and dental care
• implement an alcohol and substance abuse program as part of the Health Plan
• campaign to extend Medicare to cover dental care, and to protect the Pharmaceutical Benefits Scheme
• advocate for increased local government input and control over gaming venues and gaming machines
• promote and support the Moreland Liquor Licensing Accord
• implement employment strategies as part of the Reconciliation Policy and Action Plan
• participate in national campaigns with other local governments to see Temporary Protection Visas abolished
• present the Honouring Women in Moreland Awards
• nominate for Victorian Honour Roll of Women
• implement Family Violence Strategy
• improve and expand the Family Day Care Program
• ensure that relevant childcare options are available for people from diverse cultural and economic backgrounds and children with high needs
• in consultation with management committees and the broader community, investigate the possibility of a consistent preschool enrolment process across the city
• implement the Fawkner Action Plan and complete the “Linking Glenroy” project, including the establishment of a community-based Glenroy Task Force
• investigate partnership opportunities for a Gowanbrae joint childcare, preschool and community facility.

Cultural Development

Arts and culture are integral to community wellbeing, community participation and to the enhancement of the quality of life of our community. Council is committed to supporting a range of existing and ongoing initiatives, as well as some new initiatives, which are designed to bring together members of our community through activities that promote understanding, familiarity and dialogue throughout our municipality. To this end, in the coming year Council will:

• implement the Moreland Arts Strategy to include access for all residents
• develop a program of displaying public art across the city
• continue the Moreland Reading Project, “Read More”
• implement arts infrastructure in the northern areas of the municipality and ensure that northern art and drama groups have appropriate spaces for performance and local expansion
• celebrate Reconciliation Week annually, such as with an exhibition at the Counihan Gallery in Brunswick, exploring this area’s Indigenous heritage
• support important community festivals, including the Brunswick Music Festival, Sydney Road Street Party, Coburg Festa, Pascoe Vale Festival, Fawkner Community Festival, Twilight Movies in the Park and Gowanbrae Christmas Festival
• investigate restarting the Glenroy Community Festival
• increase funds for the purchase of new books by a minimum of CPI rate each year
• support street parties
• investigate movie nights in community buildings.

Youth and Leisure

Youth and leisure activities have been and remain an important part of Council’s commitments. Council believes that leisure activities and engaging and supporting our youth are crucially important activities that will continue to enjoy our support. It is for these reasons that Council will continue to implement the programs that it has already committed to and will introduce some new initiatives. More specifically, Council will:

• provide high-quality leisure and recreational facilities in Moreland
• maintain the value of the general community grants, sustainability grants and cultural grants programs run by Council
• maintain the current funding levels to neighbourhood houses, aiming to provide equitable funding to each house
• undertake a feasibility study into the establishment of a youth centre
• implement Youth Strategy 2004–2009, *Seen, Heard, Valued*, which includes more services targeting young people based on listening to and work in partnership with youth and youth organisations
• support homework groups in partnership with local organisations
• review the operation of outdoor aquatics and recreation facilities to ensure Moreland residents have access to high-quality, sustainable outdoor facilities during summer, including undertaking a feasibility study into the Oak Park Aquatic Centre to provide a gymnasium and fitness centre to improve patronage
• provide free access to leisure and aquatic centres and free swimming lessons (children only) to asylum seekers who hold Bridging Visas E and A
• improve sport and recreation opportunities for young people and women of all ages
• advocate to the state government for an increase in education standards at Moreland
• consider opportunities to increase the utilisation of sporting facilities
• facilitate shared facilities with the Department of Education & Training at Brunswick Secondary College (synthetic hockey pitch), Box Forest Secondary College (refurbished theatre), Fawkner Secondary College (synthetic hockey pitch) and Coburg Senior High School (tennis courts)
• increase opportunities for partnership projects with local sporting clubs and active leisure clubs
• implement the Sporting Club User Guide
City Development
Detailed commitments

Moreland City Council has held a long-term commitment to socially responsive and environmentally sensitive and sustainable developments. In particular, Council has demonstrated a commitment to promoting and advocating for affordable accommodation to its residents, especially the elderly; promoting and protecting our heritage, supporting and advocating for a strong and dynamic business community as well as employment opportunities in the municipality; and developing and implementing environmentally responsible and sustainable strategies that provide for the health, wellbeing and quality of life of our community. Council remains committed to these policies, programs and initiatives as an ongoing part of its work program and, in addition, it will implement additional initiatives and innovations in the coming year and the years ahead.

Strategic Planning
In the course of the next year, Council will:

- continue to work cooperatively with the developers on the former Kodak site, in line with Council’s endorsed objectives for the site
- prepare an amendment to the Moreland Planning Scheme to incorporate the Moreland Open Space Strategy
- investigate the inclusions of permeability standards in the Moreland Planning Scheme.

Housing
In the course of the next year, Council will:

- implement the Moreland Affordable Housing Strategy 2006, including:
  - investigate opportunities and mechanisms to incorporate social/affordable housing in large development projects
  - lobby the federal and state governments to notify Council and housing associations about surplus land and property assets and release these assets for affordable housing projects at minimal cost, including aged care housing
  - investigate opportunities for sensitive expansion and redevelopment of existing public housing
  - research and advocate for appropriate housing for residents most in need of affordable housing options.
  - identify opportunities to implement the framework agreement with Melbourne Affordable Housing to provide future affordable housing options
  - broker arrangements with housing associations to manage long-term affordable rental housing in stop-top housing
  - advocate for increased state and federal government support and expenditure for social/affordable housing
  - investigate partnerships to provide affordable accommodation for the elderly
  - explore the feasibility of a percentage of new apartment accommodation in Moreland being reserved for the active aged at an affordable price
- consider the development of a Local Housing Strategy in response to the Northern Region Housing Strategy.
Economic Development

In the course of the next year, Council will:

- ensure the stability and vitality of all shopping centres within the municipality
- maintain or increase a dedicated capital works budget for shopping centre improvements
- implement the Local Economic Development Strategy 2006
- investigate and implement employment initiatives to enhance opportunities for local people
- establish a Shopping Centre Enhancement Scheme and investigate appropriate funding models
- work with the Glenroy Traders Association to reintroduce the Glenroy Special Charge Scheme
- examine opportunities to expand the Business Incubation Program to locations in the northern and central areas of the municipality
- assist and enhance business development in Moreland by:
  - investigating the preparation of themed business directories
  - establishing a business sub-portal within the Moreland website
  - investigating a Best Value model for providing services to local businesses, particularly with planning approval and building works.

Environmentally Sustainable Development (ESD)

In the course of the next year, Council will:

- implement the Moreland Climate Action Plan 2007–2012
- continue the implementation of the STEPS (Sustainability Tools for Environmental Performance Strategy) program including:
  - utilisation of Sustainability Accord Funding to continue the development of STEPS and increase state-wide use
  - as required, upgrade the STEPS assessment tool to align with new legislation in the planning and building system.
  - investigate the preparation of a municipality-wide Planning Scheme Amendment to advance sustainability outcomes in the built environment
  - advocate and promote raising the bar for ESD performance in the future, including the need for appropriate and state-wide ESD legislation
- support, improve and maintain at least existing overall funding levels for environmental education programs, e.g. CERES Environment Park, Moreland Energy Foundation, Community Power, Footprints, Sustainability Street and others; encourage CERES to provide free access to all Moreland schools
- promote the use of green power for all Council energy requirements and encourage residents to take up green power options
- implement the Watershed Strategy to reduce water use across Council facilities and aid the local community to achieve reduction in water use
• continue to implement the Moreland Stormwater Management Plan, including its inclusion into the Planning Scheme
• advocate for better noise standards in buildings
• investigate the feasibility of establishing a CERES (Centre for Education and Research in Environmental Strategies) in the north.

Urban Planning
In the course of the next year, Council will:
• continue to work cooperatively with the developers in the redevelopment of the former Pentridge Prison site
• continue to provide assistance and input into the planning process for the Northern Sewer project
• continue to develop improvements to the planning approvals process that delivers timely and accurate planning decisions by working with all parties
• continue to advocate to the state government for increases to scheduled fees for large developments
• proactively enforce planning matters
• encourage accessible standards under the Disability Discrimination Act
• continue to encourage and support the STEPS program with planning permit applications
• ensure activity centres in the municipality are protected from inappropriate change, e.g. proposed developments are consistent with approved structure plans, neighbourhood character, appropriate to the area, sensitive to local infrastructure, respect the existing scale and form of buildings and resident amenity.

Activity Centres
In the course of the next year, Council will:
• prepare and carry out project plans for the preparation of structure plans and Planning Scheme Amendments for the Brunswick and Glenroy Major Activity Centres, including comprehensive community consultation strategies
• prepare a Planning Scheme Amendment for the Coburg Principal Activity Centre in accordance with the Central Coburg 2020 Structure Plan.

Civic Safety and Amenity
In the course of the next year, Council will:
• finalise the review of Council’s Local Laws and adopt and implement the new Local Laws
• commence a review of the Commercial Use of Footpaths Policy
• in accordance with the requirements of the Domestic (Feral & Nuisance) Animals Act 1994, develop and adopt a Domestic Animal Management Plan.

Building Services
In the course of the next year, Council will:
• investigate the safety and maintenance of verandas in commercial precincts.
The ongoing maintenance, improvement, restoration and extension of the municipality’s facilities and assets remains a core Council area of activity and resource investment. Council will continue to address the commitments it has made and will introduce both innovations and some new initiatives, which will enhance our municipality’s infrastructure. In the coming year, Council will continue to pursue the following priorities, which are listed under separate headings.

**Asset Management**

Council will:

- continue to implement Council’s Asset Management Framework to ensure Council’s assets are meeting the community’s needs
- design and construct Council infrastructure with regard to the needs of people with a disability and environmental sustainability development requirements
- develop a strategic plan to enable Council to “keep the drains clear, keep the drains working and to bring them up to the current standard”
- continue to fund a program of upgrading Senior Citizens Centres
- develop a Strategic Plan for Building Assets.

**Property Services**

Council will:

- investigate ways in which Council assets can be better utilised and potentially generate income
- continue the upgrading of sporting infrastructure according to an agreed priority list.

**Environmental Engineering**

Council will:

- finalise, adopt and Implement the Moreland Waste and Litter Strategy
- further develop and improve the City Improvement Program by implementing a range of programs aimed at reducing litter and improving city appearance
- review the Area Integrated Maintenance (AIM) Program to ensure program timelines can be achieved within existing resources
- promote and support the Clean Up Australia day for traders within Moreland
- continue to pursue improvements in amenity within VicTrack property
- review adequacy of litter bins in sporting parks, open spaces, walking tracks and bus stops
- continue to operate an annual hard waste collection.

**Open Space**

Council will:

- implement the Moreland Open Space Strategy and Moreland Street Landscape Strategy
- improve overall appearance of streets and open space
- consult on the draft Playground Strategy to guide capital investments in play equipment
- develop parkland for informal recreation on the margins of ATC Cook Reserve, Glenroy and undeveloped open space in Gowanbrae
• continue regeneration works on the Merri, Moonee Ponds, Edgar and Merlynton Creeks and support the works of the Moonee Ponds Creek Co-ordinating and the Merri Creek Management Committees
• plant a sustainable quantity of trees in streets, parks and waterways; revised in light of current drought conditions
• investigate sharing open space and sporting facilities with local schools, particularly Brunswick North Primary School and Glenroy West Primary School; pursue opportunities through the state government’s “Shared Facilities” funding program; and finalise shared-use agreements with Box Forest Secondary College and KODE
• install water-saving equipment in our parks and gardens, including computer-controlled sprinkler systems and the use of plant species that require less water
• develop parkland at Harmony Park in Gaffney Street to include informal recreation, habitat and a playground
• continue to improve public toilets across the city
• continue to support and improve habitat and open space along creeks and waterways in partnership with other agencies and stakeholders.

Transport Development
Council will:
• implement Bike Plan, to expand bike path networks
• review the Moreland Integrated Transport Strategy
• encourage more walking (or riding) trips through improved footpaths and walking routes
• continue to implement the Moreland Parking Strategy
• advocate for key public transport route improvements including cross-town as well as radial services
• advocate for improvements to bus services and ticketing arrangements and the completion of the Bell Street Smart Bus route, and address gaps where there are no bus services
• lobby the state government for improvements to tram, train and bus services in Moreland by improving service frequency, disabled access (super tram stops) and service quality
• improve the walking networks in Moreland, including improved footpaths, provision of shade, seating and infrastructure such as dog refuse bins
• finalise and implement a pedestrian and walking strategy
• continue to support and expand the Walking School Bus program
• implement Bicycle Plan, including completion of north–south bike paths, particularly the Upfield Bike Path, and improve the east–west links between the three major north–south bike paths
• co-operate with VicRoads to implement safety programs and ensure existing applications identify and apply for state and federal Black Spot funding for new sites
• promote alternatives to private car use; ensure that residents know about the public transport services that are available and support programs to encourage
their use in partnership with state government and transport companies

- review Moreland Public Lighting Policy
- implement two approved Local Area Traffic Management Plans (LATMP) per year
- improve bike path maintenance on existing bike paths
- increase priority given to pedestrians
- when planning facilities, ensure “walkability” (i.e. proximity to facilities and transport) is taken into account
- prepare a feasibility study that considers the economic, social and environmental impacts of closing Sydney Road to private vehicle traffic.
Corporate Services

Detailed commitments

Corporate services represent the engine room of Council. As such, they are an indispensable component that drives the planning and implementation of Council’s program of meeting its duties and responsibilities to our community. Council’s priorities in this area are listed below.

Communications and Research
Council will:

- ensure that Council’s Communication and Research Strategy:
  - lifts the number of people who know what Council is doing and why
  - uses a wide variety of methods
  - is capable of reaching hard-to-reach groups/people
  - delivers services effectively and efficiently
- review and upgrade the website by:
  - ensuring that it is user friendly and useful for its intended audience
  - integrating it in a community portal
  - reviewing the documentation held on the website to ensure users of the website can obtain what they reasonably need
  - progressively building in interactive functionality, such as bookings for services
  - ensuring it enables residents to access information on progress regarding their particular need
  - ensuring it is compliant with the Disability Discrimination Act
- implement the Customer Service Improvement Program.

Governance
Council will:

- undertake a campaign to encourage all eligible residents to be enrolled to vote.
- continue to campaign for the constitutional recognition of local government by the federal government.
- campaign for a greater share of taxes
- enable residents and local business groups to make use of ties with our sister city friendships.
- improve correspondence procedures.

Finance and Business Systems
Council will:

- monitor and report to Council monthly on progress towards achievement of operating and capital works budget
- expand opportunities for payment of rates and fines online and through credit card payments
- stop cost shifting – advocate to other tiers of government for a better allocation of the increase that reflects service delivery undertaken at their direction.
- ensure that the Capital Works program aims to reflect Council policy of spending at least an amount equal to depreciation (the rate of consumption of assets).
- consider a policy of local purchasing.
Information Technology

Council will:

- implement the iETEC (Integrated E-Technology Plan) adopted by Council.

Major Projects

Council will:

- develop implementation plans for the projects identified in the Central Coburg 2020 Structure Plan and commence prioritised projects
- develop a project for the refurbishment of Coburg Town Hall through Coburg 2020
- seek further funding to develop the Coburg Transport Interchange
- provide leadership and drive the timely reuse of parcels of land and buildings of interest owned by Council and state government agencies within the Coburg Principal Activity Centre
- examine at grade rail crossing to prioritise grade separations and lobby state government for funding.
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Elected November 2004 for four years

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