



Moreland City Council

Mayor's Speech 2007–2008



*Sustaining our community
in a changing climate*

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Honoured Guests, Councillors, Council Officers, residents and citizens of Moreland and friends.

I would like to begin by paying my respects to the local indigenous people of our municipality in acknowledgement that we are, raise our families and live our lives on the traditional tribal lands of the Wurundjeri people. I hereby offer my deepest respects to the Elders and to all Aboriginal and Torres Strait Islander people.

I am very pleased and honoured to be given the opportunity to again serve the Moreland community as the elected Mayor. Moreland is a great, diverse, dynamic and vibrant municipality and I look forward to working with my Councillor colleagues, Council officers and with all of you – the community of Moreland – to ensure that our city continues to grow and to be the great place in which to live, work, raise a family and do business.

I regard community service and the ongoing task of community development as the most rewarding of life's work. It is a matter to which I have devoted all of my adult life and which I approach with utmost commitment to fair play, openness and to placing the interests and well-being of all members of our community above all other considerations.

Unlike some politicians who claim that there is no such thing as a community, I hold that our very sense of who we are and our identities are inextricably grounded in our sense of being members of a community. Indeed, I hold that the notion of community – and its complex corollaries of interconnectedness, interdependence and commitment to working together towards a shared set of social goods – is a hallmark of a civilized society and an indispensable centerpiece of our lives.

As a member of this community and now as Mayor, I am committed to the pursuit of goals and objectives that ensure that we preserve, and nurture all the good things that give us our sense of community and which make our community great, including our social, cultural and linguistic diversity and the pursuit of social justice, harmony and respect for the inherent dignity and rights and freedoms of our residents and citizens. This also means that during my term as Mayor I will continue to lead Council in pursuit of addressing the environmental challenges that we now face, in the implementation of the urban renewal initiatives that we have put in place and in the pursuit of continuous service delivery improvement to our

community, in keeping with their needs, aspirations, rights and expectations.

As Mayor of Moreland, I commit to the pursuit of these goals and objectives and to working closely, constructively and cooperatively with all my colleagues, Council officers and you – the Moreland community – in their achievement. I am convinced that the goals and objectives that we collectively aspire to can only be achieved by our working cooperatively and in partnership. I, therefore, invite and encourage you all to participate in the life of our community and to contribute to the many important and varied developments in our municipality that are in prospect.

I would like to note in this context that the present Council has demonstrated a capacity to work in an inclusive manner. Whilst Labor has a majority in Council, we have ensured that the talents of all Councillors – be they Greens or Independents – are able to be utilised for the benefit of the whole community of Moreland. I want to thank them for their contributions.

It is, of course, a special privilege to be Mayor. It is a position that carries with it a high degree of trust and a very important set of legal, social and moral-ethical responsibilities. I accept the trust and the responsibilities that have been placed on me and I do so with a deep sense of respect for the office of Mayor and for the hopes and aspirations of our community. I hereby commit to lead the Council in the year ahead and to continue to pursue the implementation of the goals and objectives and the many programs and initiatives that Council has already instigated or set in train during its current term.

Before I outline, in summary form, some of the key initiatives for the year ahead, I would like to acknowledge and pay tribute to my predecessor and the outgoing Mayor, Cr. Mark O'Brien JP.

Mark has been an especially active and engaged Mayor who has demonstrated a high degree of leadership, which is evident in the meticulous care and assiduous dedication with which he has approached all issues before him and in the way in which he has fulfilled the responsibilities that attach to the leadership position of Mayor of Moreland.

As you may know, the past year was Mark's first term as Mayor. And yet, despite this and the many and

inevitable challenges that arise in the course of a year, he has displayed a deep and abiding commitment to the life, wellbeing, prosperity and future of the community of Moreland.

Throughout his term as Mayor, Mark has maintained and projected a sense of stability and maturity that has served Council and the Moreland community well. I would like to commend Mark for his work, for his care, dedication and application to the many tasks and duties, and for his determination to meet and fulfil the commitments that both he and Council as a whole have made to the Moreland community during our term in office.

On behalf of everyone at Moreland Council, I want to thank Mark and to congratulate him on his many achievements, especially, on his great efforts and contribution to – as he put it in the title of his Mayor's speech last year – to 'improving services in a climate of change'.

Thank you Mark for a job well done and, during my term as Mayor, I look forward to working with you and with all my Council colleagues in continuing to build on the work that you and Council have done in the preceding years.

As you know, we live in rapidly changing circumstances. The environmental challenge of climate change, is pressing and cannot wait. The past decade in which the ideologies of 'economism' and 'market liberalism' held sway, have left us impoverished and weakened in terms of our sense of community and the natural 'gift relationship' bonds that have been part of our social and cultural tradition of cooperation and mutual support.

The recent change of government ushers in a new political climate and a new set of opportunities to address policy and program initiatives. We look forward to the review of many of the past policies, such as the workplace reforms. We also, of course, look forward to working with the new administration in implementing the Coburg Solar City initiative as well as working on many issues of interest and concern to our municipality.

In spite of the growth in massive wealth that our country has enjoyed over the past decade however, the benefits have been unevenly distributed and have left us a divided society in which the gulf between rich and poor has increased.

As the welfare sector reminds us, the current version of a neo-classical theory of market approaches to meeting the needs and legitimate aspirations of our community has left sections of our community – such as the aged, the young, the poor and disadvantaged members of our society – vulnerable and exposed to deprivation and uncertainty. It seems as though, in the words of the economist Michael Pusey, we have become a nation in which the former bipartisan project of 'nation building', which existed since federation, has been wholly abandoned.

The doctrine of extreme individualism that has been adopted and applied in the past decade has been

at the expense of our sense of community and the things – the social goods – that we value and hold in common.

These are, of course, matters that affect all of our society, which go well beyond the boundaries of our municipality. But, how we respond locally to these challenges will doubtless shape the nature and quality of our lives and how we live as individuals and as a community now and in the years ahead.

As you know, change and challenges are an integral part of a society such as ours. For example, the recently adopted Victorian Human Rights Charter brings with it a new and appropriate set of legal requirements that protect the human rights of citizens. It places citizens' human rights at the centre of governance.

Moreland Council has a proud record of responding to the challenges that our municipality faces and, over the years, has initiated a range of policy and program responses. These include concrete responses to the environmental challenges that we face, the need for urban renewal and improvements to the quality of life of our community, community development and education and the provision of appropriate supports for the needy and vulnerable members of our community.

Indeed, in the case of environmental issues, including recycling, Council has demonstrated leadership that goes back to the early 1980s when environmental issues were not popular and the bulk of our community did not have the degree of awareness about environmental issues that it now does.

It is for all these reasons that I have chosen as the theme for both my Mayor's speech and for my term in office the title: ***Sustaining our community in a changing climate***

In so doing, I am not suggesting that this theme, and the broad range of issues it encompasses, are either new or that they have not been the subject of a great deal of Council debate and considered response. As my predecessor, Mark O'Brien, rightly pointed out in his Mayor's speech a year ago, past policies have done, and, in many instances, continue to do, damage to our community, and I quote,

"Conservative policies for the last decade concentrated on individualism to the detriment of community spirit and mateship. These policies have created fear, intolerance, ignorance and indifference creating divisions, which are alien to Australia's sense of fair play and equity for all. Examples of these are found in the present migration laws; the attacks on the family and on the ability of the individuals to work with dignity and without fear of job insecurity"

He then went on to point out that:

"Policies such as these create a vacuum in the community and lead to the destruction of that community spirit".

I share my predecessor's sentiments and, like him, I propose to build on the initiatives that have been taken by this Council during its term in response to current developments. I also propose to continue to advocate for fair, balanced, equitable and socially and economically just policies that respond to the legitimate needs and aspirations of our citizens and residents and help create and sustain a unified community within a climate of mutual support and respect, that nurtures our sense of belonging, security and certainty.

The Moreland community has always been socially, culturally and linguistically diverse and, over the years, has demonstrated an immense sense of respect for difference and a shared commitment to social and economic justice and equality for all. Our diverse community's history and its many achievements demonstrate clearly the power of working together compared to a fractured society inhabited by atomized and self-interested individuals that an exclusivist, ideologically 'economistic' approach conjures. As the English philosopher John Stuart Mill pointed out a long time ago, in relation to building an inclusive liberal-democratic society, fairness and basic justice are fundamental to a civilized society and that such a society accepts – as a central tenet – the proposition that “there are things that we owe to others, to strangers”.

I also propose to advocate and build on the initiatives that Council has taken to address environmental issues, such as climate change. This matter is pressing and urgent and it affects all of our community as well as posing a threat to life on our fragile planet.

Over the past year, as well as over the term of this Council, much attention has been focused on these issues and Council can rightly claim that it has been a leader in both advocating – including raising these matters with state and federal governments – and in developing local policy and program responses to them.

Successful projects and initiatives over the past year

In looking back over the past year, Council has successfully addressed and fulfilled a number of its commitments, such as planned initiatives and projects.

These include:

- The successful launch of the Central Coburg 2020 initiative, which has received wide media coverage
- The adoption of Council's Climate Action Plan, which has set ambitious green house gas reduction targets for the coming years
- Increased the profile of Moreland through media exposure, such as through the production of a range of media releases and the *Inside Moreland* Magazine
- The continuing development and successful phased introduction of components of the iETEC computer program
- The progressing of the Brunswick and Glenroy Structure Plans

- The Implementation the Harmony Park, North Coburg, proposal, which is being formally launched this month
- The continuing development of community strengthening programs, such as 'Focus on Fawkner' and 'Linking Glenroy'
- The completion of an Aquatics Strategy, which will see enhancements to our leisure facilities and programs in the next ten years
- The establishment of Coburg Senior High School, which opened and commenced operations in February 2007.
- The successful relocation of the Northern Region Office of the Education Department and the Curriculum and Assessment Board in Coburg
- Significantly lifting the communities' understanding of family violence and innovation in addressing its impacts
- ESD leadership – seven other municipalities across metropolitan Melbourne have formally adopted the use of Moreland's innovative built environment rating tool, STEPS, as their preferred method of sustainability assessment

During my term as Mayor I will continue to advocate and pursue developments in the following key areas, which are vitally important to our community's well-being and its future:

1. Urban renewal:

- Begin the implementation of the Central Coburg 2020 initiative, which is one of the largest and potentially the most innovative urban renewal projects in Melbourne with its strong emphasis on sustainability and affordable housing
- Complete the structure plans for Brunswick and Glenroy
- Commence the affordable housing project at A'Beckett Street, Glenroy
- Begin implementing the Council's Aquatic Strategy, starting with the major upgrade of the Brunswick Baths
- Continue the implementation of the Council's extensive infrastructure and amenities upgrade, repair and maintenance program, including upgrades to sporting pavilions, sport and recreational facilities, roads, pavements, pools and drains, which are outlined in the Council Plan 2007–2011;
- Continue to explore funding and partnership options that will enable Council to deliver its program of urban renewal and infrastructure projects.
- Ensure that the infrastructure programs that Council has committed to are implemented, completed or initiated as planned
- Continue the cooperative relationship with the developer of the former KODAK site to ensure it is redeveloped in a coordinated and sustainable manner.

2. Environmental sustainability:

Living sustainably is critical for the well-being and future of our community. The available scientific data makes it clear that we can no longer live at the high cost of over-exploiting and squandering finite natural resources and continuing to inflict damage on our highly complex and fragile environment.

During my term as Mayor, I propose to

- Continue to implement the environmental initiatives outlined in the Moreland City Plan, Integrated Environment Plan and Climate Action Plan.
- Call a meeting of all the major stakeholders, such as MEFL and CERES, to review the impact of our responses to the environmental challenge to date and to explore further concrete proposals – if required – to refine our respective and joint policy and program initiatives, including in the area of community education and engagement.
- Pursue sustainability in the built environment through continued support of Moreland's STEPS and the SDS built environment rating tools and advocate to all levels of government for comprehensive ESD criteria and standards in legislative frameworks, including the planning system.
- Pursue the 'Coburg Solar City' initiative, which the incoming federal Labor government has committed to fund.
- Deliver Council projects as part of the Living Rivers Program.
- Implement the Watershed Strategy and Draught Response Plan to improve the sustainability of Council's and the community water use.

3. Citizen and resident services:

The interaction with our residents and citizens is at the core of Moreland Council's considerations. How well – qualitatively and quantitatively – Council responds to its constituents is a key preoccupation and objective of Council.

During my term as Mayor, Council will

- Complete the program of major upgrade to our computer systems, iTEC, and its phased implementation as envisioned in the Council plans
- Use the systems installed as part of iTEC to drive improvements in customer service to the community, which will include a Citizen Service Charter that will enable members of our community to know what to expect in terms of service from Council
- Continue to pursue the improvement in response times and in dealing with resident and citizen contacts. The newly created contact centre, combined with the new telephone system will enable members of the public to get through more rapidly and, in the majority of cases, have their issues dealt with quickly and efficiently
- Introduce a range of online transactions, which will allow residents to lodge and track their

requests via the internet and, in respect of those who are unable to use the new technologies, Council will assist them.

- Continue to consult with the community regarding their needs for Council services.

The central theme that these and many other recent and current developments raise can be summed up as 'Sustaining our community in a changing climate'. There are several significant thematic areas that I see for the coming year. They are:

Community Development and Social Justice

Community development, support and strengthening activities that the Council has proudly engaged in over many years will continue to be a key focus in the coming year. In this context, Council will also continue to pay close attention and give a high priority to the needs of those parts of our municipality that have not enjoyed the same level of growth and prosperity that other parts of the City have experienced.

Social disadvantages, such as those that affect the aging population, the young, women and men, single parents, the disabled, the members of the indigenous community, migrants and refugees and ordinary working people, will continue to be a centerpiece of focus for Council.

This commitment is reflected in Council's decision to allow permanent residents and TPV holders to vote in the next Council election. Council will be actively encouraging all people to exercise their democratic right in December.

In 2008, Council will celebrate the centenary of women's suffrage.

Council has also recognized the need for global justice, recognizing that the negative consequences of climate change are already having profound impacts upon communities in the Pacific, with a view to accepting climate refugees in the near future as apart of a planned migration program.

Environment and Sustainability

In the coming year, Council will continue to implement its environmental policies and programs and will continue to play a leadership role in engaging, supporting and informing the wider community. Council will continue to attend to our municipality's infrastructure, assets and amenities, such as sporting and recreational facilities and pavilions.

Council will consult the community prior to adopting its next five-year plan as part of the 2008–09 budget planning process.

Economic Sustainability

In the coming year, Council will continue to pay close attention to how it manages its finances and will continue to examine and explore ways in which it can continue to sustain and deliver the level and range of both its statutory obligations and the various programs, such as services for the aged and the disadvantaged. Forward economic planning will continue to be a key priority for the Council so that it can continue to have a strong, forward-looking platform that will enable Council to deliver quality services and infrastructure programs to the community of Moreland.

In the coming year, Council will continue to promote and support the improvement and development of our retail centres, the strengthening of local businesses and jobs creation opportunities in our municipality.

Governance and Civic Pride

Council has a strong and proud record in governance, which is widely acknowledged. Continuous improvement and innovation is crucial to maintaining a leadership position and a high standard of accountable governance. Council will continue – as a matter of highest priority – to pay close attention to this component of its responsibilities. One dimension of this is the manner and how quickly Council and Council officers respond to the community. Planned improvements in the Council's resident and citizen services will greatly assist in bringing about a more efficient and ready interface between Council and the community.

I also look forward to launching the 'Welcome to Moreland' kit. This pilot program aims to assist new residents – tenants and homebuyers – in becoming part of our community. We also intend to extend the CALD storyboard initiative for newly arrived migrants and refugees and distribute it to migrant resource and community support agencies to help them understand local government and access services that it provides.

At Moreland Council, we are proud of our community and we remain profoundly committed to working with our community in meeting the challenges that confront us collectively.

The initiatives for the coming year, which are outlined in this speech and in the rest of this document, will build on those already in place, or in train, and will greatly enhance our many programs in order to make Moreland an even better place to live.

The 'Council Priorities', which form part of the 2007-2011 Council Plan, build on the programs and priorities of last year and are already scheduled in the Council work program for the coming year.

In this speech I have restated in brief many of the Council's ongoing commitments and I have introduced some new initiatives, many of which refocus attention on the need to better respond to

the community and to the environment, which are pivotal matters to everything Council does.

Concluding Comments

In conclusion, I would like to say that I am very pleased and honoured to be given the opportunity of serving the Moreland community as Mayor.

I would like to thank my fellow Councillors for their vote of confidence and I want to extend my sincere thanks to you all as well as to Council officers and the Moreland community for your contribution in enabling Council to deliver sound, responsible and accountable government and high quality services to our residents in 2007 and in previous years.

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 other stakeholders outside our municipality. Our detailed commitments follow for your consideration.

Finally, in light of the season that is upon us, let me wish you a joyous, safe and enjoyable festive season.

3 December 2007

Council's Strategic Objectives

Council Priorities – Social

Moreland Council's activities are driven by a commitment to social justice, equity in the provision of resources and services, which are fundamental to the building and sustaining of a strong Moreland community that recognizes, respects and responds to our municipality's social, cultural and linguistic diversity.

Council is committed to inclusiveness, justice and equity in the representation and participation of the city's diverse residential, social, cultural, community and commercial groups. The following Council priorities reflect these commitments in specific, detailed policy and program proposals and initiatives, which are designed to address identified needs and to strengthen our community.

- Implement the Moreland Affordable Housing Strategy 2006.
- Improve the level of accessible housing in Moreland.
- Investigate mechanisms to protect affordable family housing in parts of the municipality.
- Advocate to the Federal and State Governments to increase public and social housing and on issues such as housing affordability in general and housing affordability, appropriateness and availability for an ageing population.
- Work in partnership with housing associations, other levels of government and developers to increase the level of affordable housing in Moreland
- Consider the development of a local Housing Strategy in response to the Northern Region Housing Strategy.
- In accordance with the requirements of the *Domestic (Feral & Nuisance) Animals Act 1994*, Council will develop and adopt a Domestic Animal Management Plan.
- Design and construct Council infrastructure to meet both the needs of people with a disability and environmental sustainability development requirements.
- 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.
- Encourage more walking (or riding) trips through improved footpaths and walking routes.
- Improve the walking networks in Moreland, including improved footpaths, providing shade, seating and infrastructure such as dog refuse bins.
- Continue to support and expand the 'Walking School Bus' program.
- 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.
- Increase funds for the purchase of new books by a minimum of CPI rate each year.
- Support and promote street parties.
- Moreland, in partnership with Darebin and Yarra Plenty Regional Library services, develop a '*wikipaedia*', which will capture the history of people, places and events in the north of Melbourne and document how we live now and how we lived in the past
- Advocate for a more equitable share of the Federal Government's aged care funding for high care residential aged care packages and respite care.
- Advocate for an increase in State and Federal Home and Community Care funding to reduce the waiting list in order to match the growth in the ageing population.
- Trial other methods of providing relevant Home and Community Care assistance to those with lower or less urgent needs.
- Implement action plan for Early Years Facilities Review.
- Advocate to State and Federal Government and local employers for improved access to childcare.
- Implement the Moreland Disability Action Plan 2005/06.
- Implement Council's Multicultural Policy.
- Implement advocacy and community engagement processes on social justice issues relevant to Moreland's community.
- Develop men's health programs in partnership 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 control over gaming venues and gaming machines.
 - Promote and support the Moreland Liquor Licensing Accord.
 - Implement Reconciliation Policy and Action Plan.
 - Participate in national campaigns with other local governments to see Temporary Protection Visas abolished.
 - Celebrate the centenary of women's suffrage.
 - Present the Honouring Women in Moreland Awards.
 - Nominate a person for the 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.
 - Investigate the possibility of a consistent preschool enrolment process across the city in consultation with management committees and the broader community.
 - 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.
 - Implement the 'Youth Strategy 2004–2009: Seen, Heard, Valued', which includes more services targeting young people based on listening to and working in partnership with youth and youth organisations.
 - Support homework groups in partnership with local organisations.
 - Review the operation of outdoor aquatic and recreation facilities to ensure Moreland residents have access to high quality, sustainable outdoor facilities during summer.
 - Undertake 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 holding 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 use of sporting facilities.
- Assist shared facilities with the Department of Education and Training at Brunswick Secondary College (synthetic soccer pitch), Fawkner Secondary College (synthetic hockey pitch) and Coburg Senior High School (tennis courts).
 - Implement Sporting Club User Guide.
 - Provide regular staff training to better serve Culturally and Linguistically Diverse (CALD) citizens.
 - Provide student work experience at Council.

Council Priorities – Environment

Moreland is committed to fostering a sustainable and liveable city, which secures and enhances the quality of life of Moreland's residents while respecting the environment and reducing the impact that Council and community activities have on our fragile ecosystems and biosphere.

- Implement the Council's Climate Action Plan
- Prepare an amendment to the planning scheme to incorporate the Aboriginal pre-contact study findings.
- Investigate and implement the appropriate marking of places of heritage significance in Moreland.
- Strengthen heritage policy and guidelines in the Moreland Planning Scheme.
- Prepare an amendment to the Moreland Planning Scheme to incorporate the remnant vegetation assessment study.
- 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.
- Continue to implement the Moreland Stormwater Management Plan, including its inclusion into the Planning Scheme.
- Implement the Moreland Integrated Environment Plan, "Building Sustainable Futures 2006–2011".
- Investigate the inclusions of permeability standards in the Planning Scheme.
- Use green power for all Council energy requirements and encourage residents to take up green power options.
- Advocate for better noise standards in buildings.
- Proactively enforce planning permit conditions.
- Encourage developers to implement accessible standards under the *Disability Discrimination Act* in new buildings.
- Provide new domestic and commercial planning permit applicants with a disability access checklist and information on the *Disability Discrimination Act*.
- Continue to work cooperatively with the developers in the redevelopment of the former Pentridge Prison site.
- Until full plans are implemented, ensure activity centres in the municipality are protected from inappropriate change so that 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.
- Continue to provide assistance and input into the planning process for the Northern Sewer project.
- Continue to encourage and support the STEPS program with planning permit applications
- Investigate the safety and maintenance of verandas in commercial precincts.
- Continue to implement Council's Asset Management Framework to ensure Council's assets are meeting the community's need. This includes:
 - Implementing the Building Asset Management Strategy
 - Implementing the Road Asset Management Strategy
 - Implementing the Drainage Asset Management Strategy
- Continue to fund a program of upgrading Senior Citizens Centres.
- Continue the upgrading of sporting infrastructure according to an agreed priority list.
- Develop and implement a Strategic Plan for Building Assets.
- Review and enhance the Area Integrated Maintenance (AIM) program to ensure timelines can be achieved within existing resources.
- Continue to pursue improvements in amenity with VicTrack.
- Review adequacy of bins in sporting parks, open spaces, walking tracks, retail areas and bus stops.
- Continue to operate a hard waste collection.
- Improve overall appearance of streets and open space.
- Plan and develop parkland for informal recreation on the margins of ATC Cook Reserve, Glenroy and undeveloped open space in Gowanbrae.
- Plan for Coburg's Bush Reserve depot to be converted to local parkland.
- Investigate the re-establishment of themed planting corridors to extend and improve habitat for flora and fauna.
- Continue regeneration works on the Merri, Moonee Ponds, Edgar and Merlynston Creeks and support the works of the Moonee Ponds Creek Co-ordinating and the Merri Creek Management Committees.
- Plant 10,000 trees over four years in city streets, parks and waterways, drought permitting.
- 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 to include informal recreation, habitat and a playground.
- Continue to support and improve habitat and open space along creeks and waterways in partnership with other agencies and stakeholders.
- Lobby the State Government for improvements to tram, train and bus services in Moreland by improving service frequency, disabled access, such as super tram stops, and service quality.
- 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.
- Continue to implement works associated with adopted Local Area Traffic Management plans.
- Increase priority given to pedestrians.
- Ensure walk-ability is taken into account when planning facilities to include closeness to facilities and transport.
- Develop a project to refurbish Coburg Town Hall through the Coburg 2020 Program.
- Seek further funding to develop the Coburg Transport Interchange.
- Provide leadership and drive the timely reuse of parcels of land and buildings of interest within activity centres
- Examine at grade rail crossing at Glenroy and lobby state government for funding.

Council Priorities – Economic

Council is committed to encouraging and supporting a prosperous and vibrant local economy, which sustains employment opportunities, builds on the strengths of local business enterprise and creates new economic opportunities throughout our city. Moreland City Council will strive to promote and facilitate a stronger, more vibrant and diverse local economy as a key means of creating a sustainable employment base in Moreland. It is also committed to seeing that the benefits of economic growth and prosperity are shared across our community.

In pursuit of these objectives and within its capacity, Moreland Council will:

- Ensure the stability and vitality of all shopping centres within the municipality.
- Investigate and implement employment initiatives to enhance opportunities for local people.
- Examine opportunities to expand the Business Incubation Program to locations in the northern and central areas of the municipality.
- Examine the feasibility of establishing an outlet in Glenroy to provide local manufacturers, particularly clothing and footwear, a direct-to-public shopfront, to encourage the purchase of locally made products at factory outlet prices and to increase shopping choice at the Glenroy Centre.
- Assist and enhance business development in Moreland by:
 - Investigating the preparation of themed business directories.
 - Establishing a business portal/ website.
 - Investigate a best value model for providing services to local businesses, particularly with planning approval and building works.
- Work with the Glenroy Traders Association to reintroduce Glenroy Special Charge Scheme.
- Investigate ways that Council assets can be better utilised and potentially generate income.
- Enable residents and local business groups to make use of ties with our friendship cities.
- Consider a policy of local purchasing.
- Implement strategies enabling residents and local business groups to make use of ties in Aileu in East Timor.
- Encourage Moreland residents to apply for Council job vacancies.

Council Priorities – Governance

Moreland has strong commitment to open, responsive and consultative governance. As a local government Moreland is committed to a democratic and participatory culture, which includes consultative decision-making and meaningful opportunities for both individual and community involvement on the issues that affect the lives of the people of Moreland. In keeping with its commitments to democratic governance, Moreland is also committed to advocating and representing the needs and aspirations of its citizens to other decision makers and other levels of government.

Accordingly, Moreland Council is committed to:

- Continue to advocate to the State Government for increases to scheduled fees for large developments.
- Continue to develop improvements to the planning approvals process that delivers timely and accurate planning decisions by working with all parties.
- Finalise the review of Council's local laws and adopt and implement them.
- Commence a review of the Commercial Use of Footpaths Policy.
- Develop a Centralised Public Booking System for community use of buildings.
- Consult on the draft Playground Strategy to guide capital investments in play equipment.
- Continue to implement the Moreland Parking Strategy.
- Prepare a feasibility study that considers the economic, social and environmental impacts of closing Sydney Road to private vehicle traffic.
- Ensure that Council's Communication and Research Four Year Action Plan:
 - Increases community awareness of Council activities and lifts the number of people who know what Council is doing and why;
 - uses a variety of methods and tools;
 - is capable of reaching culturally diverse groups and people; and
 - delivers services effectively and efficiently
- Review and upgrade the website to:
 - develop it as a community portal;
 - ensure it is user friendly and useful for its intended audience;
 - to ensure users of the website can obtain what they reasonably need;
 - ensure it meets accessibility requirements [W3C];
 - progressively build in interactive functionality, such as bookings for services; and
 - ensure it enables residents to access information on progress regarding their particular need.
- Undertake a campaign to encourage all eligible residents to enrol to vote.
- Continue to campaign for the constitutional recognition of local government by the Federal Government.
- Campaign for a greater share of taxes.
- Improve Correspondence Procedures.
- Monitor and report to Council monthly on progress towards achievement of operating budget and capital works budget.
- Expand the 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 funding 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).
- Improve OHS outcomes for staff including reducing WorkCover premium.
- Report on the implications of introducing cadetships.
- Undertake an annual Internal Audit Program that is focused at the areas of greatest risk across the organisation and that will be regularly oversighted by the Council Audit Committee.
- Finalise the Risk Management initiatives.
- Facilitate Best Value Service Reviews.
- Review expenditure to find smarter ways of doing things through the Best Value reviews.
- Continue the Best Value review program of Council services to ensure accountable, accessible, effective and quality services are provided to the Moreland community.

Council Priority Commitments, Action and Progress – Building Communities

- 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 Arts infrastructure in north of city is available for community use; Proposed One facility by May 2008
- Support important community festivals, including the Brunswick Music Festival, Sydney Road Street Party, Carols by the Lake, Pascoe Vale Festival, Fawkner Community Festival, the Twilight Movies in the Park, Gowanbrae Christmas Festival. Projected number of community festivals: 45 events.
- Re-establish Glenroy Festival.
- Review the Community Engagement and Consultation Strategy; complete the review; Council report on strategy to be approved.
- Continue the community building work in Fawkner and Glenroy. Action plans for Fawkner implemented and Glenroy Action Plan to be finalised and implemented; report on Fawkner Action Plan achievements: Glenroy Action Plan complete, a further report on Glenroy Action Plan Achievements to be provided to Council.
- Investigate and progress opportunities for childcare, pre-school and occasional care. Planning report to be completed.
- Undertake feasibility study into the establishment of a youth facility. Document needs and model results. Report on the feasibility options for the establishment of youth facility to be completed in 2008. Implement recommendations and report on implementation of recommendations.
- Investigate partnership opportunities for a Gowanbrae joint childcare/preschool & community facility. Explore options with community representatives and other stakeholders. Recommendations to be adopted by Council.
- Complete the design for the Gowanbrae community house.

Health & Wellbeing

- Increased opportunity for partnership projects with local sporting clubs and active leisure. Number of clubs accessing partnership opportunities: Minimum of two per annum. Increase in funding level for partnerships: Funds included in Budget 2007–2008
- Formulate a Later Years Strategy: Completed. Strategy to be formally adopted by Council.
- Implement actions to reduce the waiting list for Home Care. Achieve a reduction in numbers on the Home Care waiting list;
- Develop an Active Women in Moreland Strategy. Complete an Active Women in Moreland Strategy and adoption of strategy by Council.
- Implementation of the Moreland Disability Action Plan. In accordance with action plan, report to Council on implementation.

Council Priority Commitments, Action and Progress – Urban Renewal

- Develop implementation plans for the projects identified in the Central Coburg 2020 Structure Plan and commence prioritised projects Start-Up documents, prepared in accordance with the adopted Prince2 project methodology for priority projects.
- Prepare a Planning Scheme Amendment for the Coburg Principal Activity Centre in accordance with the Central Coburg 2020 Structure Plan and Expression of Interest final proposal: Preparation of Planning Scheme Amendment, approval by Council for exhibition of Planning Scheme Amendment.
- Provide high quality leisure and recreational facilities in Moreland including commencement of the Brunswick City Baths redevelopment and Oak Park Aquatic Centre planning; Implementation of the Moreland Aquatic Strategy: Report on implementation of the action plan.
- 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;
- Completed Draft Structure Plans for Brunswick and Glenroy; approval by Council of Draft Brunswick and Glenroy Structure Plans.
- Continue to Implement Open Space Strategy: Completion of all abilities play space and development of Harmony Park to be completed;
- Implement landscape development and other works at ATC Cook Reserve; Sports fields to be redeveloped.
- Continue revegetation works on the Merri Creek Moonee Ponds Creek; works to be completed as scheduled.
- Secure shared use of school grounds in areas of need: Agreements with KODE school & Box Forest Secondary College for after hours use and development of Open Space.
- Further develop and improve the City Improvement Program by implementing a range of programs aimed at reducing litter and improving city appearance: Council to adopt agreed program from 2007–2011; Implementation of program as per adopted schedule.
- Continue to improve public toilets across the city. Installation of new public toilets at prioritised sites. Installation completed at Coburg Library; Bell/Melville Shops & Glenroy Shops, according to schedule.
- Prepare an amendment to the Moreland Planning Scheme to incorporate the Moreland Open Space Strategy; preparation of Planning Scheme Amendment; report to Council on preparation of Amendment to the Moreland Planning Scheme.
- Continue program of upgrading sporting pavilions as per prioritised list; Council to adopt a strategic framework outlining priorities. Upgrades to be completed in accordance with priorities for 2007–2008.

Council Priority Commitments, Action and Progress – Addressing Climate Change for a sustainable future in Moreland

- Implement the Moreland Climate Action Plan 2007–2012; Performance against targets: Report to be prepared for Council's consideration, noting progress.
- Implement the Watershed Strategy to reduce water use across Council facilities and aid the local community to achieve reduction in water use including the drought response measures in Open Space and Sporting facilities. Measurement via water audits undertaken and subsequent implementation actions, SWUP, etc.; report to be prepared for Council's consideration, noting progress.
- Continue the implementation of the STEPS program, including:
 - Utilisation of Sustainability Accord, funding to continue in the development of STEPS and increase state-wide use; completion of the STEPS Accord Project and adoption and use of STEPS by other municipalities; report to be prepared for Council's consideration, noting progress on specific projects;
 - As required, upgrade the STEPS assessment tool to align with new legislation in the planning and building system;
 - Upgrade of STEPS tool on an annual basis; Report to be prepared for Council's consideration, noting progress on upgrade of the STEPS Tool.
- Advocate and promote raising the bar for Environmental Sustainable Development performance in the future, including the need for appropriate and state-wide ESD legislation: Preparation of a Planning Scheme Amendment; report to be prepared for Council's consideration, noting progress on preparation of a planning scheme amendment.
- Finalise, adopt and implement the Moreland Waste and Litter Strategy: Strategy to be adopted by Council; strategy recommendations to be progressively implemented; report on implementation to be submitted to Council.
- Review the Moreland Integrated Transport Strategy: review prepared for community consultation; draft document for consultation to be endorsed; Council to adopt strategy.
- Develop and implement a Pedestrian Strategy to improve walking networks in Moreland: Draft document prepared for community consultation; Endorse draft document for consultation and Council to adopt Strategy.
- Implement the Drainage Asset Management Strategy: Develop a prioritised works program & continue progressive implementation; Priority Methodology to be adopted by Council.
- Investigate annual clean up day in association with traders and Victrack: All known Trader groups

to be notified of program and level of Council support, by February 2008, as a lead up to Clean up Australia Day.

- Advocate for key public transport route improvements, including cross-town as well as radial services; SmartBus – Bell St to be operating.
- Implement Bike Plan, to expand bike path networks: Expand network, including O'Hea Street construction and complete the Upfield Bike Path Stage 1 – O'Hea Street complete; Upfield Bike Path – Boundary Road to Box Forest Road – to be completed.
- Advocate for improvements to bus services and ticketing arrangements and the completion of the Bell Street Smart Bus route; address gaps where there are no bus services; Advocacy through correspondence to relevant authorities and through the Moreland Transport Forum; Discussions with key stakeholders to be held.
- Improve bike path maintenance on existing bike paths: ensure RAMP targets are met; seek appropriate funding.

Council Priority Commitments, Action and Progress – Economic Development

- Implement the Local Economic Development Strategy: Implementation of projects listed within the Economic Development Action Plan 2006–2009; Report to be prepared for Council's consideration, noting progress.
- Maintain or increase dedicated capital works budget for shopping centre improvements in line with City Improvement Program objectives: Amount of funding allocated towards dedicated capital works budget for shopping centre improvements; Report to be prepared for Council's consideration.

Council Priority Commitments, Action and Progress – Customer Service

- Implement the Customer Service Improvement Program Standards: documented Paper to Executive Group; Corporate Customer Service quarterly report to Council against targets.
- Implement the Integrated E Technology (IETEC) Plan adopted by Council iETEC Plan achieved on time and on budget and to defined quality standards; Stage 2 to be completed and delivered in the near future.

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To contact Council in your language via an interpreter, please phone Council's Language Link service. Phone numbers for each language are listed below.

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Italiano	9280 1911	Polski	9280 1918
Ελληνικά	9280 1912	All other languages	
العربية	9280 1913	including 𐎧𐎠𐎡𐎢, 廣東話,	
Türkçe	9280 1914	فارسی, Kurdi, Malti,	
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