

# Highlights of the year

---

Here we give a summary of our achievements for the past year. This is presented under our 3 strategic objectives. These objectives come from our Council Plan 2017-21.

---

## **Strategic objective 1: Connected community**

### **Key priorities**

1. Achieve higher levels of social cohesion for our multicultural, established and newly arrived community, by fostering opportunities for shared learning and celebration.
2. Set a clear vision and strategy for aquatics, leisure and sporting facilities to meet ongoing community needs.
3. Determine the best way for Moreland to continue supporting our community throughout and after aged care and National Disability Insurance Scheme reforms.
4. Enhance family and children's services to meet the needs of Moreland's growing population and increasing birth rate.
5. Better equip our young people for employment and provide opportunities to actively participate in civic life.
6. Help people feel safer in our neighbourhoods.

### **Achievements**

- The COVID-19 pandemic affected many projects that aimed to bring community members together.
- Ninety-six per cent of people felt that we support the diversity of the Moreland community. This was according to our Customer Satisfaction Survey 2020.
- We recruited participants to our Democracy Lab and established a program to support community-led ideas and build connections in Moreland for civic participation.
- We consulted with the community about library opening hours. The next step will be to present the new proposed hours to Council and trial them in 2021.
- The pandemic caused temporary closure of libraries from March 2020. But we enabled remote access to many library services and an expanded home delivery service.
- We adopted the Moreland Sport and Active Recreation Strategy in November 2019. We developed yearly action plans for implementation.
- Female friendly changerooms were constructed at Reddish Reserve, Hadfield.
- We upgraded facilities at Brunswick Baths. These include a 24/7 gym, indoor pool improvements and 2 group fitness spaces.
- The clubhouse at Coburg's Glen Cairn Tennis Club was completed.
- We progressed 151 actions in our Municipal Public Health and Wellbeing Plan 2017-2021.
- We launched the Moreland Play Streets program, with 2 events held in early 2020.
- We accepted funding extensions for the Regional Assessment Service and Commonwealth Home Support Programme (CHSP). We will continue to deliver CHSP services to at least 30 June 2022.
- We encouraged increased participation of adults and children in passive outdoor activities by completing an annual playground upgrade program. During the year, we upgraded 7 reserves.

- According to our Customer Satisfaction Survey 2020, 84% of people were satisfied by our performance in providing a range of youth space options that meet the needs of young people.
- The final Youth Strategy was adopted by Council in August 2019. An implementation plan was then prepared and approved by Council in December 2019.
- We received \$70,000 to help young women and girls from diverse backgrounds join mainstream sport. The Count Me in Too program saw 601 women and girls participating in 56 culturally inclusive sporting opportunities.

## **Strategic objective 2: Progressive city**

### **Key priorities**

1. Enhance liveability, affordability and sustainability by guiding growth and excellence in urban design and development.
2. Facilitate a demonstrable shift to more sustainable modes of transport that also targets a long-term reduction in car use.
3. Support the local economy and trading environments to enhance economic activity and promote local jobs.
4. Increase tree canopy cover, enhance existing open space and create at least 2 new parks, in areas with the lowest access to open space.
5. Move to a proactive approach to managing construction impacts resulting from population growth in our city.
6. Develop a clear and funded approach to achieve zero carbon emissions by 2040.
7. Invest in the revitalisation of shopping and trading precincts.
8. Strengthen and invest in the significant creative sector in Moreland and enhance its standing as a destination for the arts.
9. Enhance the environmental outcomes of council waste services and increase community awareness and participation in environmental initiatives to reduce waste to landfill.

### **Achievements**

- We continued to use and improve our Virtual Moreland tools. Virtual Moreland allows the public to view the City of Moreland through 3D maps, 3D models and using virtual and augmented reality. We used it to support community consultation for open space projects.
- The timeframes for the delivery of planning decisions improved throughout the year. They now generally average less than other metropolitan council averages.
- We proactively pursued breaches of Environmentally Sustainable Development requirements to ensure compliance.
- There has been ongoing interest in our Design Excellence Scorecard. Take-up continued to grow. The target was for 12 developments to achieve the scorecard benchmarks. Five developments have achieved the scorecard benchmarks. These benchmarks seek to achieve design that is over and above the standard planning scheme requirements.
- We scoped future works in a detailed plan to improve our energy efficiency and capacity to produce renewable energy.
- We progressed key projects to make Moreland a more water sensitive city.
- We continued our commitment to address affordable housing through a Memorandum of Understanding with the Moreland Affordable Housing Ltd. High-level assessment was done for 5 sites on our land for an affordable housing development, to inform progress in 2020-21.
- We put our work on the Moreland Integrated Transport Strategy on hold. We are doing more work to understand the full impact of the original Planning Scheme Amendment C183. This

amendment sought to allow less parking in some new developments to encourage sustainable transport options.

- We continued to work with the Victorian Government through the Level Crossing Removal Project to guide redevelopment of the Upfield railway corridor. Outcomes included significantly increased public open space.
- We supported the establishment and expansion of local businesses to encourage employment growth. We stepped this up as the COVID-19 pandemic hit.
- We acquired 3 sites for the A Park Close to Home program, to provide more open space. These were on Sydney Road opposite Brunswick Town Hall, Cardinal Road in Glenroy and Service Street in Coburg. New parks at Tinning Street and West Street began construction.
- We adopted our Zero Carbon Moreland – Climate Emergency Action Plan 2020-21 to 2024-25.
- This was the first full year we purchased 100% of our electricity from renewable sources. This was through the power purchase agreement that resulted in construction of Crowlands Wind Farm in 2019.
- Our residual 'carbon footprint' for operations is now 70% below the baseline year of 2011-12.
- We continued to be a strong supporter of zero-emissions vehicle technologies. This year we took our zero-emissions fleet to 22 vehicles. We also participated in a Toyota Australia initiative to trial 2 hydrogen fuel cell vehicles.
- Our streetscape renewal achieved more success, with the completion of Fawkner's Bonwick Street upgrade. Works began for Pascoe Vale's Gaffney Village project and the Russell Street upgrade in Coburg. We progressed planning for the next upgrade in the Brunswick activity centre.
- Our arts grant programs provided 13 grants – totalling \$100,268 – for community projects.
- We expanded the Counihan Gallery in Brunswick. This increased its profile, exhibition space and opportunities for the arts.
- We rapidly grew our support for local artists during the COVID-19 pandemic.
- Following a rebrand and programming shift our Brunswick Music Festival is now recognised as one of Victoria's premier music festivals and attracts national attention. Sydney Road Street Party, which kicks the festival off, is the largest event in our calendar. It attracted 50,000 people in March 2020. Unfortunately, the second week of the festival was cancelled due to the pandemic.
- Around 68% of Moreland households are now accessing our opt-in food and garden waste collection service. Since it launched on 1 July 2019, around 10,000 additional households have opted-in. In its first year the service has collected and composted over 10,931 tonnes of household food and garden waste. This is a 46% increase on the same period the year before.
- We're moving forward on our Plastic Wise Policy. This policy aims to end the use of single-use plastic within our own operations, as well as at council-run events and council-owned facilities.

## **Strategic objective 3: Responsible council**

### **Key priorities**

1. Improve resident satisfaction to 90% with Council's performance in customer service.
2. Reach the top 25% of all councils for improved community satisfaction with Council's engagement practices.
3. Maintain and match our infrastructure to community needs and population growth.
4. Provide transparent and effective governance of Council's operations.
5. Operate without seeking an exemption from the rate cap through efficient use of Council's skills and financial resources.

6. Enable Council's workforce to be mobile and accessible, supported by smart and efficient technologies.

## **Achievements**

- Eighty-seven per cent of people were satisfied with our customer service performance. This was according to our Customer Satisfaction Survey 2020. This was a 6% increase on the previous year.
- We improved our performance in our contact centre. Incoming calls from the public are answered faster with reduced wait times. We saw a 36% reduction in the number of abandoned calls.
- We implemented a council-wide customer request tracking tool. This gave managers and staff better visibility of the status of the customer requests assigned to them.
- We prepared a program of service improvements. These included the automation and digitisation of processes.
- We established a collaborative procurement approach with the Northern Region Group of Councils. This approach has many benefits including better value for money and reduced duplication.
- We have diversified our digital communications to improve reach to the community. This includes launching Moreland's first ever digital newsletter, My Moreland.
- We've also built our social media audiences, with our Facebook followers rising by 12.5%. We trained Customer Service staff in responding to customers on social media. This has improved customer response rates and raised the level of service.
- We launched the Conversations Moreland website, an online community engagement tool. We also established systems, processes and staff training resources to use this website.
- In December 2019, Council approved the contract to complete construction of the Wheatsheaf community hub. The hub is to be known as the Glenroy Community Hub. Construction has begun.
- In July 2020, Council endorsed a refreshed option to deliver redevelopment of the Saxon Street multi-use facility in Brunswick.
- We consulted the community on the concept design to reimagine the Fleming Park Grandstand. Planning approval was obtained, with heritage requirements included. The construction contract was awarded and construction began in July 2020.
- We assessed the implications of the new reforms to the Local Government Bill and briefed councillors. Moreland Council submitted a response to the Minister for Local Government about the proposed reforms on 31 July 2019.
- We mapped each clause of the new *Local Government Act 2020* to establish key implementation responsibilities, timings and actions.
- Our 2019-20 budget was adopted without the need to seek a rate exemption.
- Our continuous improvement program found efficiencies in our customer service, IT and governance work.
- We surveyed staff to better understand their needs during the COVID-19 pandemic and what we could improve. Results have been shared and follow up actions are taking place in work teams.
- We implemented the Northern Region Smart Cities 'Internet of Things' platform. We deployed various sensors across the municipality to provide data to the organisation and the community.