

The Council Plan (including the Municipal Public Health and Wellbeing Plan) was developed in 3 steps:

GATHER INFORMATION	ENGAGE COMMUNITY	DEVELOP COUNCIL PLAN
<ul style="list-style-type: none"> <li>- Legislative requirements</li> <li>- Existing services, strategies and projects</li> <li>- Topic Papers on key issues</li> <li>- Moreland Health and Wellbeing Profile</li> </ul>	<ul style="list-style-type: none"> <li>- Design and implement Imagine Moreland Engagement Program, in accordance with Community Engagement Policy</li> </ul>	<ul style="list-style-type: none"> <li>- Collate all relevant data</li> <li>- Workshop with Councillors and officers</li> <li>- Draft Council Plan for Public Exhibition</li> <li>- Finalise and adopt</li> </ul>

### GATHER INFORMATION

The first step involved mapping what we already know and do. This included understanding our legislative and other requirements and detailing our services, strategies and projects. Through this we built 7 topic papers on key issues, challenges and opportunities to enable more informed dialogue with the community. We also updated our knowledge of the health and wellbeing of the community.

### ENGAGE COMMUNITY

Next, we designed and delivered an intensive engagement program aimed at identifying aspirations and priorities broadly across the diversity of the community. This was complemented by the establishment of an inaugural, representative Community Panel. The Community Panel developed a Community Vision through a deliberative process, including recommendations for implementation. See Community Participation for more information.

### DEVELOP COUNCIL PLAN

Finally, the Council Plan was developed through the collection and analysis of all engagement and other data under each of the 5 themes of the Community Vision. Other data included:

- legislative requirements, such as the Climate Change Act 2017 and Gender Equality Act 2020
- the Moreland Health and Wellbeing Profile 2020
- endorsed Council strategies
- regional strategies and plans, and
- independent data related to external factors.

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## Imagine Moreland Engagement Program – community participation

Community participation in the development of the Council Plan occurred through the Imagine Moreland engagement program, guided by Moreland’s Community Engagement Policy 2020. This includes the commitment to collaborating with the community as a partner and developing the Community Vision and other corporate plans through broad community engagement, complemented by a deliberative engagement process.

We launched the Imagine Moreland engagement program early in 2021. There were 4 stages:

STAGE 1	STAGE 2	STAGE 3	STAGE 4
<b>January – March</b> <b>Wide engagement</b> Multi-channel online and in-person engagement	<b>April – May</b> <b>Deliberative engagement Part 1</b> A series of full day deliberative workshops to develop the Community Vision	<b>May – June</b> <b>Deliberative engagement Part 2</b> A series of deliberative online conversations to inform the Council Plan	<b>August - October</b> <b>Public Exhibition</b> of corporate plans including the Community Vision and Council Plan

### STAGE 1: WIDE ENGAGEMENT

Stage 1 included pop-up events, workshops, postcard drawing activities and digital engagement. We received 3,227 comments across all methods:

- High attendance at pop ups held in 10 locations across Moreland
- 78 young people engaged in targeted activities
- 350+ postcards submitted
- 50 online surveys including responses in other languages
- 264 participants posted on the Conversations Moreland website
- 89 Stakeholder targeted interviews
- 9 participants in CALD women’s focus group.

Here's a snapshot of what our community said:

- More quality green spaces and tree lined streets
- Improve the presentation of the city – remove litter and graffiti
- More quality development – a need for good standards of housing development in our city
- Pandemic recovery – more support for local businesses and support for jobs creation
- More opportunities for social interaction particularly for younger people and older people.

To view the full Stage 1 Report, please refer to the [Conversations Moreland website](#).

### STAGE 2 AND 3: DELIBERATIVE ENGAGEMENT

Stages 2 and 3 of Imagine Moreland involved deliberative engagement with a randomly selected Community Panel. In early March, we delivered 30,000 invitations to random households across Moreland, inviting household members to register their interest to participate in a Community Panel.

From there, an external agency grouped the respondents by demographic data and randomly selected a panel of 44 people, representative of Moreland's diversity.

#### COMMUNITY PANEL REPRESENTATION

18-24 years: 3	Brunswick: 8	Year 10: 3
25-34 years: 15	Brunswick East: 4	Year 12: 3
35-44 years: 9	Brunswick West: 6	Certificate: 2
45-54 years: 5	Coburg: 7	Diploma: 7
55-64 years: 5	Coburg North: 1	Bachelor+: 28
65+ years: 7	Fawkner: 2	Other: 1
	Glenroy: 7	
	Pascoe Vale/Oak Park: 4	
	Pascoe Vale South: 5	
People with a disability: 1	Women: 21	Homeowners: 27
CALD: 22	Men: 21	Tenants: 16
LGBTIQA+: 6	Trans man: 1	Other: 1
	Agender: 1	

During stage 2 the panel developed the new Community Vision document for Moreland over 3 full days (see Community Vision below). They also proposed strategic directions for consideration in the implementation of the Vision. In stage 3 of Imagine Moreland, the panel held 6 online conversations on the following topics:

- Getting around.
- Climate and nature.
- Democracy and governance
- Equity and health
- Neighbourhoods
- Economy and the arts.

The feedback from the online conversation has been used to inform the Council Plan alongside other Council plans and strategies. To view the full report for Stage 2 and 3 engagement for Imagine Moreland, including summaries of the panel deliberations, please refer to the [Conversations Moreland website](#).

#### STAGE 4: PUBLIC EXHIBITION

Stage 4 of Imagine Moreland comprises a public exhibition process whereby the draft Council Plan is presented to the community for public viewing and feedback for 15 business days. The draft Council Plan is available in hard copy in Council's Customer Service Centres, and on the Conversations Moreland website. Community members are invited to submit feedback on the draft document via the Conversations Moreland website, email or post. Council will also host a Community Feedback Forum where community members will be invited to talk about their submissions directly with Council.