

# Achievements of the year

## Renaming our city council

Professional research has highlighted that Moreland City Council was named by the State Government in 1994 and that this name was linked to local geographic features named directly after a Jamaican slave estate.

Elders from the Traditional Owner community (and other community members) conveyed to Council in late 2021 their view that the name was racist and offensive.

Council decided in December 2021 to in principle support the renaming of Moreland City Council. In line with the resolution, Council representatives then worked closely with the Traditional Owners (Elders), Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, to design a community consultation process on options for new names.

On 14 May 2022, Council received three Woi-wurrung language words from the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, on a ceremonial paperbark scroll. The names were:

- Wa-dam-buk (pronounced wa-dam-book), meaning 'Renew'
- Merri-bek (pronounced merri-bek), meaning 'Rocky country'
- Jerrang (pronounced jerang), meaning 'Leaf of tree'.

A special cultural ceremony was held preceding the special council meeting to adopt the community engagement process, including a Welcome to Country, Cleansing Ceremony and Scroll Handover.

The 6-week engagement process sought community feedback on the Woi-wurrung name options through a survey and submissions process, as well as facilitating education and truth-telling. There were a range of online, in-person and written engagement methods to encourage participation by residents, ratepayers, business owners and other community members. This included hardcopy mailouts to more than 80,000 households and targeted engagement methods for CALD community members.

We received 3439 online surveys and 2876 hardcopy surveys by the 24 June deadline. We received 60 written submissions with 4 submitters formally addressing Councillors at a hearing of submissions. We held 4 community information/education sessions, and 10 presentations with small stakeholder groups including senior citizens, interfaith leaders, youth ambassadors, early years educators, neighbourhood houses and other community groups.

In late June, we announced to the community that the result of the survey was clear majority support for Merri-bek, supported by 3,739 community members (59% of surveys submitted). Council endorsed this recommended new name at a special council meeting on 3 July 2022. Council's new name was approved by the Governor in Council and gazetted to take effect on 26 September 2022.

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[Here are our achievements under our 5 themes of our Council Plan 2021-25.](#)

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## Theme 1: An environmentally proactive Moreland

To strive for maximum protection of people's health, plants and animals through leading an urgent response to the climate emergency and a regeneration of our natural environment.

## **Achievements:**

- We endorsed new emissions reduction targets, including: a 75% reduction in community emissions by 2030 and net-zero by 2035; and an 80 to 100% reduction in Council emissions by 2030 without carbon offsets.
- We celebrated 10 years of being carbon neutral. We were one of the first councils in Australia to become certified carbon neutral.
- We endorsed the Kerbside Waste Service and Charge Policy in December 2021. In 2023, we will commence a new 4-bin waste service with all households to have a glass recycling bin, a food and garden organics (FOGO) bin as well as general rubbish and mixed recycling bins.
- As part of our Urban Forest Strategy, we planted 4192 trees during the 2021 planting season (April to October) in our streets and parks.
- We completed construction on a new park in Cardinal Road, Glenroy, as part of our A Park Close to Home program. This park features dedicated water play and a large, covered picnic seating area.
- The Glenroy Community Hub officially opened in May and is Australia's first passive house public building and achieves Living Building Challenge Petal certification – two of the most difficult-to-achieve international sustainable design standards. The hub is a net positive energy building, with 125% of energy needs met through solar panels and storage. Its airtight and thermally efficient building envelope largely eliminates heating and cooling bills and keeps the building comfortable year-round. A 150 KL underground rainwater tank reduces mains water use and provides water for flushing toilets and watering the garden.

## **Theme 2: Moving and living safely in Moreland**

To contribute to the health, safety, and security of everyone living in our diverse community and to increase safe, accessible, physically active and enjoyable ways to get around Moreland, especially via walking, cycling and public transport.

## **Achievements:**

- We completed design work for new shared paths along the Craigieburn Rail Corridor.
- We analysed the results of the first three seasons of data, along with engagement insights, for shared zone and bike lane trials.
- Our Ride & Stride pilot program to encourage more children to ride, stride or scoot to school resulted in up to 77% of students on average walking or riding to school.
- We continued to make our streets safer through the delivery of local traffic management treatments such as speed humps and raised threshold treatments.
- We advocated for improved personal safety around Jacana Station and for duplication of the Upfield line north of Gowrie Stations.
- We advocated for the creation of an East/West bus link and improved bus services in the North and for improvement to tram 19 travel times and accessible tram stops.

## **Theme 3: A healthy and caring Moreland**

To support Moreland to become a more inclusive, connected, healthy and caring community through providing equitable access to community facilities and services, facilitating local partnerships and programs, mitigating the effects of climate change and supporting the community to adapt and build climate resilience.

### **Achievements:**

- We opened the Glenroy Community Hub in May. The \$30.1 million hub features a library, customer service centre, children's centre, and a range of community services, along with new public art and a public garden.
- We approved the Coburg Health Hub. This health precinct will include a short-stay hospital, community health services, residential aged care, bulk-billed GPs, a mental health facility, childcare, kindergarten and more.
- We developed a draft climate risk strategy, to outline how we will plan for and respond to the impacts of climate change.
- We approved a major upgrade of the Fawkner Leisure Centre, which will include a 50-metre outdoor swimming pool as requested by the community.
- We began works at Fleming Park in Brunswick East as part of the masterplan to refresh the site. These works are being carried out in multiple stages to ensure the park remains open for the community to enjoy.
- We developed our Early Years Infrastructure Plan to meet the infrastructure needs of the growing population and to support the implementation of universal three-year-old kindergarten.

## **Theme 4: Vibrant spaces and places in Moreland**

To create welcoming, unique spaces and places across Moreland that attract and connect everyone, improving access to community facilities and affordable housing and encouraging vibrant artistic, social and economic activity.

### **Achievements:**

- We endorsed a final concept plan for the redevelopment of 33 Saxon Street in Brunswick. This hub will create approximately 3,500sqm of floorspace for artists, community members and creative industries and will celebrate our diversity, creativity and distinct culture.
- We began construction on a new design for the Melville-Moreland Shopping Strip in Brunswick West as part of our Shopping Strip Renewal Program. It includes new footpaths, street trees, a tram stop upgrade, new pedestrian crossings, seating, garden and an art installation.
- We adopted our Community Infrastructure Plan, to cater for increasing demand for community infrastructure in our municipality in response to a growing and changing population.
- We adopted our Visitor Attraction Action Plan 2022-2024, which seeks to reignite the local economy by attracting more visitors to our municipality and encourage spending.

## **Theme 5: An empowered and collaborative Moreland**

Build community trust through encouraging participation, evidence-based decision-making, stewardship of resources and being accessible and responsive.

### **Achievements:**

- We adopted our 10-year Financial Plan in October 2021. The plan is informed by our Community Vision and sets out what and how Council can fund essential services and projects in coming years.
- We developed a draft 10-year Asset Plan. This plan is also informed by the community vision and is a long-term strategy to help us renew, expand or upgrade our community assets.
- We developed our first Gender Equality Action Plan. The plan contains positive actions towards achieving a more inclusive, supportive and tolerant organisation, valuing diversity, and promoting equality.
- We advocated for our list of advocacy priorities for State and Federal Government. This list includes priority projects such as upgrading and duplicating the Upfield Rail Corridor. It also includes supporting initiatives such as universal kinder access, female-friendly sport and recreation facilities and support packages for local businesses.
- We put more than 80 projects up for community feedback on our engagement website, Conversations Moreland, with 16,419 contributions from 85,053 visitors.