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Day #1 summary
Moreland City Council: Community Panel

9am - 4pm Saturday 17 April, Coburg Concert Hall

The panel

The Community Panel is made up of 44 members of the Moreland City municipality. The panel is representative of the various communities that make up the Moreland City population - their demographic composition is summarised below.

18 - 24 years	3
25 - 34 years	15
35 - 44 years	9
45 - 54 years	5
55 - 64 years	5
65 + years	7

44 MEMBERS

21	21	1	1
Women	Men	Trans man	Agender

8	Brunswick
4	Brunswick East
6	Brunswick West
7	Coburg
1	Coburg North
2	Fawkner
7	Glenroy
4	Pascoe Vale/Oak Park
5	Pascoe Vale South

People with a disability 1

22 CALD

LGBTIQA+ 6

Year 10	Year 12	Certificate	Diploma	Bachelor +	Other
3	3	2	7	28	1

27	16	1
Owners	Tenants	Other

Recruitment and stratification undertaken by Deliberately Engaging

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Commencement of the short form deliberation

The short form deliberation consists of five sessions, as shown below. This was the first full day the panel came together with the aim of developing a first cut of the Vision statement and key themes.

Session #1	Session #2	Session #3	Session #4	Session #5
Meet	**Learn**	**Develop**	**Refine**	**Reflect**
A 2 hr briefing session to meet the panel and set the expectations for the deliberative process	A full day session to bring the panel together, understand the background, identify key themes and develop the Vision statement.	A full day session to go deeper, develop the vision statement, identify vision principles and explore recommendations for the Council Plan	A full day to pull together the recommendations, refine the panel reports, identify measures of success and handover to Council	A 1 hr reflection session for the panel to complete the process

The remit, or the task we set for the the short form deliberative process, is as follows:

- What's our vision for Moreland for the next 10-years, given the aspirations of our diverse and growing community in 2031?
- How should Council prioritise expenditure and services to help the community recover from the impacts of the pandemic over the next four years and achieve its vision?

Overview of the day

The day was structured to guide the panel through a process to develop the draft Community Vision. This involved:

- Presentations on community engagement and big picture trends
- Week in the life - Moreland in 2031
- Identifying elements for the Vision
- Drafting the Vision
- Identifying key themes.

Big picture presentations
While we had planned to start the day with a Welcome to Country and the perspective of First Nations peoples from Wurundjeri Elder Aunty Di Kerr OAM, unfortunately Aunty Di wasn't able to join us. We're hopeful that Aunti Di or another Elder may be able to join us at future sessions.

The morning was focussed on providing the panel with an understanding of the views of the broader Moreland community and an understanding of some of the bigger picture trends impacting communities in Victoria. This included the following presentations:

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- Imagine Moreland Stage One engagement findings - aspirations of the broader Moreland community for their future, presented by Nat McGlone, Coordinator Community Engagement and Public Participation, Moreland City Council
- Making our cities more liveable, creative and inclusive, presented by Leanne Hodyl, Managing Director Hodyl & Co.
- Morelands population and housing - overview of the major demographic trends that will shape Moreland over the next 10 years, presented by Victoria Kapke, Unit Manager Strategy and Research, Moreland City Council.

A week in the life - Moreland 2031

Following a break, the group came back together to imagine a week in the life of Moreland in 2031. Panel members were asked to write a story about how you would ideally spend a week in Moreland in 2031, thinking about where you would go, how you would get around, what it would feel like and how Council and community interact with each other.

These individual stories were then shared in small groups to identify the common themes. The group then wrote 'a week in the life of' from the perspective of another member of the community, such as a mother with two children or a refugee that has recently settled in Moreland, as a way of standing in someone else's shoes.

Finally, the group reflected on their individual stories and the group story to identify:

- The recurring themes
- How these could be used to describe the main aspirations for Moreland
- Any gaps they could see.

Developing the Community Vision

The afternoon was about taking what they had learned from the broader community and big picture presentations and building on the outcomes of the week in the life activity to develop a first cut of the Vision.

A proposed structure for the Vision was provided and discussed, as shown below.

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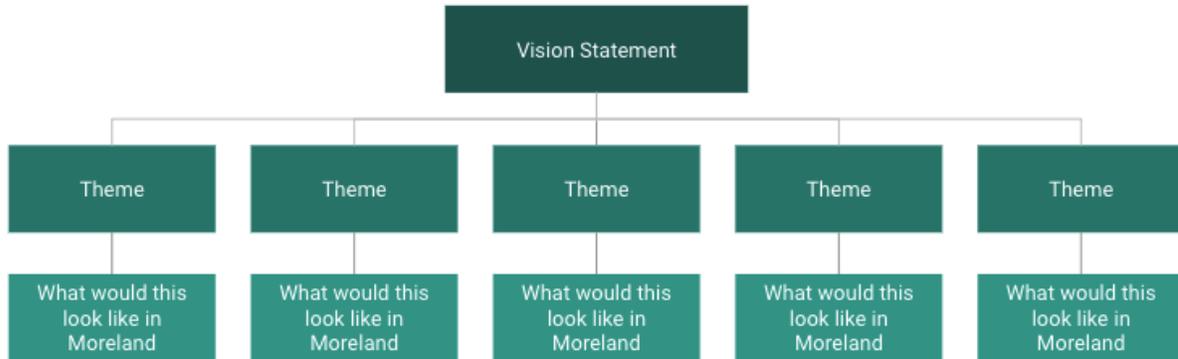
The panel determines:
- The Vision statement
- The number of themes and what they are
- The number of location based statements (what would this look like fore moreland) and what they are
- The inclusion of a foreword
- The inclusion of a concluding statement and hopes for how this vision is used

The panel was then asked to work in small groups to draft a Vision based on the recurring themes that were pulled out of the week in the life activity.

These drafts were shared with the group as a whole and the group provided their thoughts and feedback on each vision. The panel members then changed groups and refined the Vision statement based on the feedback. They were encouraged to take the elements they liked the most and incorporate into their second draft.

The revised Vision statements were:

1. *"In 2031 Moreland is a…'*

   Many faces, one Moreland

   Safe, Green and Clean
   Inclusive
   Adaptability(Nimble)
   Resilient
   Technology/Cyber
   Proactive and Reactive (depending on environment, e.g. COVID)
   thriving, self sustained, village/hub, where all are welcome, heard and supported."

2. *"In 2031, Moreland is a place where leaders of the community work hand in hand with members to support and enable everyone to reach their potential in terms of inclusivity, sustainability, accessibility, active diversity, and creativity. This will further build upon the foundations of our residents, Moreland's rich history and the traditional owners of the land."*

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3. *"In 2031, Moreland is a vibrant, resilient, safe, and sustainable community.
As a community, Moreland has a focus on accessible and green spaces, and environment and sustainability. We are inclusive, and celebrate our diverse cultures and identities. Our Moreland is enhanced by Council collaborating with our thriving arts and business communities."*

4. *"'In 2031 Moreland is a…'
Clean, green, has welcoming spaces for active,accepting and safe community participation.
It provides inclusive, accessible reliable transport for all residents and visitors.
Arts and creative services to bring people together, express culture, bring inclusivity and belonging.*

   World of Moreland"

5. *"Moreland is our home. We look after our land and waterways, we care for our people, and celebrate their diverse stories and cultures. We are working together attentively and honestly to achieve a brighter and better future for all."*

6. *"In 2031, Moreland is a vibrant, resilient, safe, and sustainable community.
We are inclusive, and celebrate our diverse cultures and identities.
Our Moreland is enhanced by Council collaborating with our thriving arts and business communities.
Many faces, one Moreland."*

Voting on Draft Visions

The group were then asked to vote on the draft Vision statements based on a likert scale of their support for each Vision.

This scale ranged from *"I do not support this"* up to *"I fully support as is"*.

Vision Statements with 80% or more of the panel voting "*could live with it*" or above, would form the basis for the next round of refinement.

The votes from the Menti polls are included below:
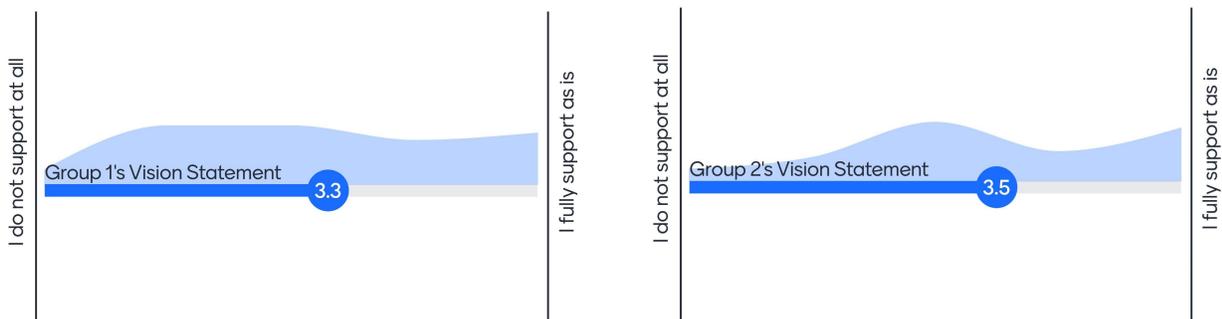
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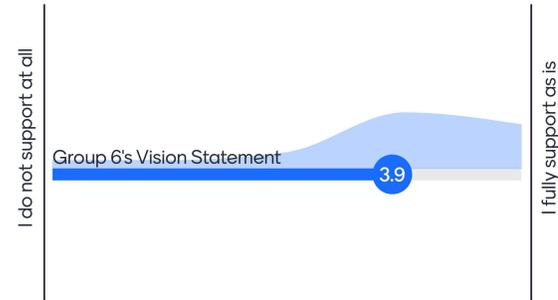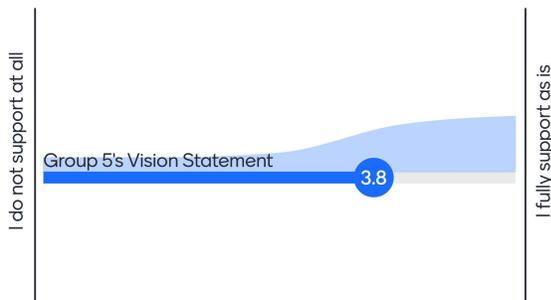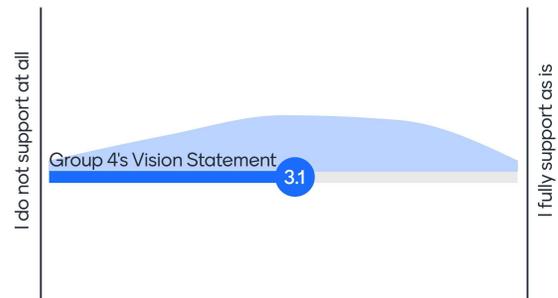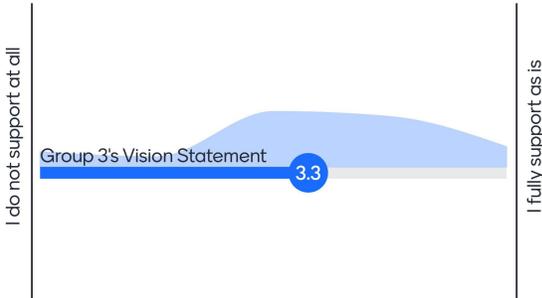
Though all Visions received a relatively similar level of approval, Vision 1, Vision 2 and Vision 4 received less than 80% that could live with it or above with scores of 74.29%, 74.29% and 77.14% respectively; while Vision 3, Vision 5 and Vision 6 had percentages of 82.86%, 85.71% and 88.57% respectively, and were therefore the focus for refining the Vision moving forward. These percentages take into account additional votes that were cast manually.

Finally, in recognition that it is a tough task to draft anything with a group of 40 plus people, an editorial group was selected to refine the Vision statement and bring back to the group at the next session for review and feedback.

Identifying themes

The afternoon was spent identifying and consolidating the themes that would sit under the Vision statement to broaden out the Vision and give the Council great guidance on community expectations.

The group was asked to consider the Vision in more depth, to identify areas that both Council and the community need to focus on to achieve their aspirations. They were asked to think about:

- Where to focus time and money?
- What would these themes look like in 10 years time if the Vision was achieved?

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In groups, the panel identified their proposed themes. These themes have been consolidated by the consultants to allow for further work in the following sessions. These themes have not yet been voted on by the panel.

Common themes grouping - (2 or more groups contained similar elements)
1. **Clean, green/sustainable/climate emergency**
    a. Clean – nature strips, streets, waste
    b. Green – sustainable, spaces, waste water harvesting
  3. Waste Management
  4. Energy
  5. Transport (reduce cars)
  6. More parks and trees
  7. Water
  8. Circular economy
  9. Includes: Carbon Neutral, Clean, Waste, Recycling
    j. Self sustained
    k. Waste (water/rubbish)
    l. Recycling
    m. Sustainability plans for council and business
    n. Circular economy
    o. Innovation on waste and recycling
    p. Community initiatives
    q. More forward
    r. Carbon neutral buildings
    s. Hard rubbish – collaborate with community to reduce waste
    t. Networks – use community groups as a resource

2. **Safety/security/wellbeing/accessibility/safe movements**
    a. Housing
    b. Food security
    c. Domestic violence
    d. Jobs
    e. Safe – socially, urban planning
        i. Infrastructure (more cctv, lighting at night)
  7. Food security
  8. Health
  9. Education of what is available help-wise
  10. Services - community healthcare and education
  11. Housing
  12. Footpaths, mobility
  13. Technology, job sand employment and employment
    n. Accessible transport – private/public, trams, trains, roads, electric vehicles
    o. Safe movements – regular transport, cycling, walking

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3. **Diverse/Inclusive/Community/pride/belonging**
   1. Public celebrations of all cultures
   2. Incorporation of cultures
   3. Night markets, Streets etc.,
   4. Education
   5. Art on walls
   6. Indigenous events
      g. Family violence
      h. Sports and recreation
      i. Cultural events
      j. Support - aging community, Younger community, Families
      k. Local childcare – school
      l. After school care/school holiday care
      m. Family pets
      n. Youth
      o. Safety: neighbourhood watch
      p. Police presence
      q. Indigenous led
      r. Circular economy
      s. Development net
      t. Innovation's w/ waste/recycling
      u. Active transport (bikepaths, walkways)
      v. Family
      w. Festivals and community programs and sports
      x. Arts support and music industry
      y. "colouring Moreland"
      z. Accessibility to housing for all
      aa. Mental health, disability, generational supports
      bb. Festivals
      cc. Human libraries/awareness
      dd. Events/programs
      ee. Greater visibility social media
      ff. Pride, belonging and inclusivity

4. **Health/Caring Community**
      a. Includes: Mental health, Maternal child health, Drug/Addiction support, Age Care, Family Support and Child Care, Indigenous Support etc.
      b. Mental health
      c. Maternal health
      d. Aged care – meals, connecting, isolation
      e. Childcare
      f. Expressing – festivals, public art
      g. Active lifestyle/Recreation
         i. Includes: Active April/Community events etc.

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5. **Spaces and Places / Design Led Development**
   a. Accessible and clean transport
   b. Clean and open spaces and parks
   c. Cultural and event spaces
   d. Community safety initiatives
   e. Housing/planning
   f. Environment
   g. Green spaces
   h. Parking
   i. Existing structures
   j. Permits / approval/ size guidelines

6. **Collaboration and partnerships /Engaging Actions**
   a. Local employment initiatives
   b. Swap and library programs
   c. Better utilisation of Council spaces for community initiatives
   d. Foster community connections and clubs
   e. Engaging actions, from both sides, residential and council
   f. Communication, education, active in schools, multi lingual

Other themes

- **Economy**
  Includes: Business Support, Skill Building

- **Arts/Creativity**

- **Technology/cyber**
  Includes: Data collections, AI – artificial intelligence, Hubs,
  Health/medical/mental health/disability, Transportation