

DRAFT

HOBSONS BAY 2030 COMMUNITY VISION



HOBSONS
BAY CITY
COUNCIL



THE PUNT



By 2030, embracing our heritage, environment and diversity, we – the community of Hobsons Bay – will be an inclusive, empowered, sustainable and visionary community, led and supported by a progressive Council of excellence.

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Acknowledgements

Council acknowledges all language groups of the Kulin Nation as the traditional owners of these municipal lands. We recognise the first people's relationship to this land and offer our respect to their elders past and present.

Council acknowledges the legal responsibility to comply with the *Charter of Human Rights and Responsibilities Act 2006* and the *Equal Opportunity Act 2010*. The *Charter of Human Rights and Responsibilities Act 2006* is designed to protect the fundamental rights and freedoms of citizens. The Charter gives legal protection to 20 fundamental human rights under four key values that include freedom, respect, equality and dignity.

For further information, or to receive a copy of this document in an alternate format, contact Council on (03) 9932 1000.

November 2016

Council would like to acknowledge all community members, community groups and other stakeholders who were involved in the consultation to develop Hobsons Bay 2030. In addition, Council would like to acknowledge the Community Representatives who spent a month working together to collaboratively write the vision and priorities for the document.

Hobsons Bay Community Representatives

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MAYOR'S WELCOME

Over a six month period, we heard what you love about Hobsons Bay and how we can make it even better into the future.



Hobsons Bay 2030 is your vision for the place you call home, where you visit, work, and or study. As a Council, we are very grateful for the time you, the community, have devoted in taking up the challenge to create this vision for the future of Hobsons Bay.

Over a six month period, we heard what you love about Hobsons Bay and how we can make it even better into the future. A representative sample of the community, came together to shape the community's many voices into a vision for 2030, finalising six priorities for how to get there. Together with your support and with the support of other organisations, Council will work hard to make that vision a reality.

As the closest level of government to the community, Council has a legislated responsibility to promote and protect the public health and wellbeing of the people of Hobsons Bay. We have a clear role to understand and respond to community needs, and we do this through planning, advocacy, and delivering services and resources that meet those needs.

We set out our work by developing a Council Plan every four years. Each Council Plan and Annual Action Plan until 2030 will show how we will work towards achieving the community's vision.

We will use our role as Councillors to ensure that in everything we do, we uphold our values and keep your vision front of mind.

We also commit to keeping you informed of progress, and checking back in every four years to make sure we stay on track.

Council cannot achieve this vision alone. Therefore we look forward to working with the community and our partners to achieve an inclusive, empowered, sustainable and visionary Hobsons Bay by 2030.

Hobsons Bay City Council Mayor

Cr Sandra Wilson
November 2016

A MESSAGE FROM THE HOBSONS BAY COMMUNITY REPRESENTATIVES

We trust that Council will work and support these initiatives so the community can see a vibrant future for Hobsons Bay.

This report, developed by representatives of Hobsons Bay, addresses key issues that we see as relevant to the community. Over a period of one month, we passionately discussed issues that each of us recognised as impacting our community and considered the broader feedback from the community. In developing a vision that we would like Hobsons Bay to be in 2030, we began planning the steps that Council and the community can take to alleviate these issues.

The participants involved in the weekend consultation group weren't the only contributors to envisioning Hobsons Bay 2030. An extensive report developed by Council gave us a wider perspective as to the issues our community faces. Specialists from around Victoria who had expertise in a range of areas relevant to our task, were happy to devote their time to help us progress in making an informed decision for this report.

Community involvement, beyond simply the 2030 report, also guided our decision making in choosing the most relevant priorities we need to address. We were approached by a group of children from six local primary schools, to share their vision for their future as well as ours. Additionally, there were young film producers who projected an insight into their image for the future of Hobsons Bay, which further informed our decision.

There are six priorities that we have established and elaborated on in this report. The outlined priorities are:

- visionary, vibrant and accountable urban planning
- community wellbeing and connection
- growth through innovation, access to local jobs, technology and education
- proactive environmental and urban enrichment, expansion and conservation
- activate sustainable practices
- an accessible and connected community

We trust that Council will work and support these initiatives so the community can see a vibrant future for Hobsons Bay.

*Community Representatives
28 August 2016*



Hobsons Bay Community Representatives

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INTRODUCTION

Hobsons Bay 2030 will guide Council's work through the Council Plan, subsequent annual Action Plans, and budgets.

Hobsons Bay 2030 was developed by the community for the community and will guide Council's work until 2030.

It provides the first long term community vision for the municipality, along with six priorities for achieving that vision. It is based on evidence of current and future community needs and has been developed following an in depth community consultation and engagement process.

Hobsons Bay 2030 has also been developed in the context of several requirements and future directions for local government.

Under the *Local Government Act 1989*, the primary objective of councils is to work towards improving the overall quality of life of people in the local community. In addition, councils are required to deliver the services they know the community wants and to address identified community needs.

The *Public Health and Wellbeing Act 2008* gives councils an important role to "seek to protect, improve and promote public health and wellbeing".

The Victorian Public Health and Wellbeing Plan 2015-19 sets out priority areas which provide opportunities for partnerships with other western region stakeholders to address specific health and wellbeing issues that impact on Hobsons Bay.

These requirements have been incorporated into the planning and preparation of Hobsons Bay 2030, ensuring Council is leading the way.

Reflecting a social model of health, the priorities within Hobsons Bay 2030 range from improving public transport, local education and employment opportunities, addressing climate change and improving social inclusion and wellbeing.

Hobsons Bay 2030 will guide Council's work through the Council Plan, subsequent annual Action Plans, and budgets.

The Hobsons Bay 2030 community vision together with the Council Plan meet Council's legislative requirement for an integrated Municipal Public Health and Wellbeing Plan (MPHWP), as per section 27 of the *Public Health and Wellbeing Act 2008*.

But Council cannot do it alone. Council will also need the community and the Victorian Government to contribute, as well as many other stakeholders.

For more information on the health and wellbeing needs of the local population, go to the section titled 'Hobsons Bay Profile'.

HOBSONS BAY 2030

01

PRIORITY 1: VISIONARY, VIBRANT, ACCOUNTABLE URBAN PLANNING

Plan for future growth while being sympathetic to heritage and environment and promoting neighbourhood character and sociability.

The primary considerations are: zoning, residential density including high rise, industrial land regeneration and open community spaces.

02

PRIORITY 2: COMMUNITY WELLBEING AND CONNECTION

We, the Hobsons Bay community, accept and celebrate everyone. We engage all Hobsons Bay residents in order that they can access the community services and activities through various groups (e.g. charity, volunteer and service groups).

We are about making services accessible and visible for all (e.g. through multilingual signage, better infrastructure). We are committed to creating a safe community environment.

03

PRIORITY 3: GROWTH THROUGH INNOVATION, ACCESS TO LOCAL JOBS, TECHNOLOGY AND EDUCATION

Make Hobsons Bay a first choice for future-focussed business and investment. Provide local opportunities for people to skill, re-skill or up-skill in preparation for the future employment needs.

Ensure the future workforce has easy and equitable access to primary through to tertiary education, and robust technology infrastructure by advocating to the State Government on behalf of Hobsons Bay.

VISION

By 2030, embracing our heritage, environment and diversity, we – the community of Hobsons Bay – will be an inclusive, empowered, sustainable and visionary community led and supported by a progressive Council of excellence.

04

PRIORITY 4: PROACTIVE ENVIRONMENTAL AND URBAN ENRICHMENT, EXPANSION AND CONSERVATION

Council to be responsive and timely, to promote an active quality of life, beautification, equity, safety and wellbeing.

In achieving this priority, diverse flora & fauna including integrated green initiatives into urban access corridors and around local industry is to be utilised.

05

PRIORITY 5: ACTIVATE SUSTAINABLE PRACTICES

Council leads and supports the community in addressing climate change, water management and greenhouse gas emissions and supports with adequate funding with an eye for innovation, inspiration and collaboration

06

PRIORITY 6: AN ACCESSIBLE AND CONNECTED COMMUNITY

To improve and increase our existing public transport system through improving roads, rail and shared paths to consider all the needs of the community including those with special needs, family groups and the elderly.

Using our waterfront asset as a springboard for innovative connections with water mobility solutions.

VISION

By 2030, embracing our heritage, environment and diversity, we – the community of Hobsons Bay – will be an inclusive, empowered, sustainable and visionary community, led and supported by a progressive Council of excellence.

We developed our vision, based on the 2030 Community Consultation Report, Council Snapshot Report, Children's Report, and Expert Speaker advice. The Vision is based on our community's key principles and values, and we have deliberately worded it to be broad and inclusive.

We define:

- heritage to include indigenous, maritime, historic buildings, industrial and landscapes
- environment to include urban and natural, both marine and land-based, e.g. vegetation and parklands
- diversity to include cultures, age groups, and people of all abilities
- inclusive covering all municipality suburbs and socio-economic groups
- empowered to include being informed with a means to constructively express our views and feelings, and promote "active participation"
- sustainability meaning the ability to address the needs of current generations, without compromising the ability of future generations to meet their own needs, i.e. living within our means to ensure a future for "our children's children". In particular, proactively addressing the challenges posed by climate change
- a "progressive Council of excellence" being one that proactively identifies, adopts and implements best practice

Community Representatives
28 August 2016



PRIORITY 1:

VISIONARY, VIBRANT, ACCOUNTABLE URBAN PLANNING

Plan for future growth while being sympathetic to heritage and environment and promoting neighbourhood character and sociability. The primary considerations are: zoning, residential density including high rise, industrial land regeneration and open community spaces.

What does this mean to the community?

As Hobsons Bay is a growing community we need to plan for a sustainable future. It is for this reason that we need to introduce a long term plan to manage development and address the community's concerns. These include the following.

Zoning will need to take into account population growth and density, accessibility to services and appropriate balance between commerce, industry, residential, parking availability and green spaces.

Residential Density should be in keeping with and enhancing the neighbourhood character. High rise development should be limited to appropriate areas. However a priority should be for our foreshore to be protected from developments over two storeys.

Industrial Land should be regenerated by creating a balance of residential properties with schools, shops, transport infrastructure, green spaces, community support services and accessibility.

Community spaces are important to create safe and vibrant spaces for shared community activities and for community services to be provided. This will allow the community to be better connected and more engaged.

This priority will apply to all suburbs within the Hobsons Bay Municipality. These initiatives should be supported by more clearly defined planning guidelines which prevent inappropriate development.

Community Representatives
28 August 2016

What is Council's role?

Planning for the local community is one of Council's core functions. During consultation, the community told Council they would like development in Hobsons Bay to have stricter controls which prevent overdevelopment and overcrowding.

The Victorian Government sets the broad directions for planning and development through the Victorian State Planning Policy Framework. Councils must align with this framework, however the Municipal Strategic Statement (part of Hobsons Bay's Local Planning Policy Framework) provides guidance on how land can be used, taking into account local considerations, without contradicting state policy. Strategic and urban planning decisions aim to ensure the development needs of the community are met. Council has a role to make sure we are actively listening to and reflecting the community's views in our decision making.

The natural environment in Hobsons Bay is highly valued by the community and contributes to their overall physical and mental wellbeing. The foreshore is a well-loved community asset, and it is one of Council's roles to manage its fragile environment and protect it for future generations.

Council plans for the open space needs of the community, while also maintaining existing active and passive open space within its control. Quality community spaces are a valuable resource for the community and Council maintains its buildings and facilities for use by the community and service providers.

Council advocates on issues related to planning and liveability within Hobsons Bay and the western region such as affordable housing, issues associated with major hazard facilities, and contributions to community infrastructure. In addition Council does not support planning applications that do not align with the intent of the Municipal Strategic Statement.

How will we know if this priority area has been achieved by 2030?

Changes within this priority will be tracked by:

Indicator	Source
Housing type (diversity of housing stock)	Australian Bureau of Statistics (ABS) Census
Rental report	Department of Health and Human Services (DHHS)
Community satisfaction with residential density	Annual Community Survey
Community satisfaction with planning decisions retaining the community feel of neighbourhoods	Annual Community Survey
Housing stress	Annual Community Survey
Community satisfaction with protection of local heritage	Annual Community Survey
Development in Hobsons Bay viewed as appropriate	Annual Community Survey
Community satisfaction with provision and maintenance of parks, gardens and open space	Annual Community Survey
Planning applications	Council
Valuations	Council

Refer to monitoring and evaluation on page 29 for further detail.

PRIORITY 2:

COMMUNITY WELLBEING AND CONNECTION

We, the Hobsons Bay community, accept and celebrate everyone. We engage all Hobsons Bay residents in order that they can access the community services and activities through various groups (e.g. charity, volunteer and service groups). We are about making services accessible and visible for all (e.g. through multilingual signage, better infrastructure). We are committed to creating a safe community environment.

What does this mean to the community?

- Hobsons Bay has a diverse community that is changing all the time. People need to feel to be a part of our society
- improved communication between the community and Council
- the community as a whole needs to and wants to give back to the community and we want to encourage this
- there are parts of our community that are disengaged and they need a safe haven to communicate

*Community Representatives
28 August 2016*

What is Council's role?

Social inclusion and participation are essential for community health and wellbeing.

Council works directly with the community and community groups to build life skills and establish connections with others, particularly for vulnerable communities.

Council does this through strategies such as Planned Activity Groups (PAGs) for older people that aim to provide opportunities to reduce isolation and loneliness, and targeted programs and events that work with children, young people and parents to encourage them to feel supported and connected to their community. In addition, services such as home and community care, maternal and child health and immunisation contribute to improving community wellbeing.

Council also provides community services such as libraries and community centres that encourage people to get together, learn and share ideas. Council has a role in ensuring these services and programs are innovative, inclusive, relevant and accessible for everyone in the local community.

Volunteering is an important way to provide opportunities for participation, pathways to employment, and enhance social networks and community cohesion. Council provides a range of opportunities for community volunteers within areas such as meals on wheels, environment groups, and libraries.

Council works to ensure our services and infrastructure meet current and future community needs and are available to all our

community members, including those most vulnerable. Through Council's community engagement function, our role is to keep everyone informed and provide opportunities for the community to have a say on how Council delivers its services, policies and projects.

Where Council is not a direct provider, Council has a role to work with others and advocate to other bodies for increasing services and resources in line with community needs. In addition Council provides resources to the community through grant funding to support community lead activities and services.

How will we know if this priority area has been achieved by 2030?

Changes within this priority will be tracked by:

Indicator	Source
Opportunities to volunteer	ABS Census
Subjective wellbeing	VicHealth Indicators Survey
Perceptions of safety at night	VicHealth Indicators Survey
Feeling part of the community	VicHealth Indicators Survey
Crimes against the person	Victoria Police
Crimes against property	Victoria Police
Other crime	Victoria Police
Community satisfaction with engagement opportunities	Annual Community Survey
Community satisfaction with the amount of opportunities to connect socially with people in the local area	Annual Community Survey
Access to health services (e.g. GPs, dentists, podiatrists, psychologists, etc.)	Annual Community Survey

Refer to monitoring and evaluation on page 29 for further detail.

PRIORITY 3:

GROWTH THROUGH INNOVATION, ACCESS TO LOCAL JOBS, TECHNOLOGY AND EDUCATION

Make Hobsons Bay a first choice for future-focussed business and investment. Provide local opportunities for people to skill, re-skill or up-skill in preparation for the future employment needs. Ensure the future workforce has easy and equitable access to primary through to tertiary education, and robust technology infrastructure by advocating to the state government on behalf of Hobsons Bay.

What does this mean to the community?

- to have the skills for the jobs that exist locally
- to be able to cope with changes in jobs
- promotion of local small businesses
- to encourage businesses to invest within Hobsons Bay - both existing and new businesses
- to prepare for the probable changes in the future job market
- improve equitable access to employment and education
- the community will be supported by an agile Council, which is able to adapt to the rapid changes within the business and technology landscape

Community Representatives
28 August 2016

What is Council's role?

Access to education and employment is vital for health and wellbeing and an economy that enables business to thrive is critical to a healthy community. Council has an important role to play in creating an environment which facilitates business growth and retention, and promotes Hobsons Bay as a place to live, work, invest and visit.

The Australian and Victorian government provide policy directions related to employment, economic development and education which directly influence local opportunities.

Council has a role in supporting the business community and promoting the municipality as a great place to do business. Council keeps up to date with issues that influence local investment and employment opportunities such as population and industry changes. Council also has a role to work with others to provide access to local jobs as well as build business skills and help businesses understand the barriers for their

customers (e.g. physical access).

The local and regional delivery of economic development is critical. Therefore, Council works in partnership across the western region and across the local business community.

Council also has a key role to support lifelong learning from the provision of early years services such as interactive playgroups and three and four year old kindergarten, through to facilities and programs such as libraries and community centres which aim to provide people of all ages and abilities with equitable access to technology, learning, networking and job seeking opportunities.

For areas that sit outside of Council's role, Council advocates to and works in collaboration with a range of stakeholders to improve education and economic outcomes. Council understands the implications of population growth and future educational needs and advocates to the state government to invest in local education opportunities from prep through to tertiary level.

How will we know that we are achieving what we want?

Changes within this priority will be tracked by:

Indicator	Source
Unemployment rate	ABS Census
Destination of school leavers (% of 15 to 19 year olds fully engaged in work or non-school study)	ABS Census
Percentage of residents who work locally	ABS Census
Access to schools, tertiary education and local learning opportunities	Annual Community Survey

Refer to monitoring and evaluation on page 29 for further detail.

PRIORITY 4:

PROACTIVE ENVIRONMENTAL AND URBAN ENRICHMENT, EXPANSION AND CONSERVATION

Council to be responsive and timely, to promote an active quality of life, beautification, equity, safety and wellbeing. In achieving this priority, diverse flora and fauna including integrated green initiatives into urban access corridors and around local industry is to be utilised.

What does this mean to the community?

- responsive - practical and innovative development, maintenance and nurturing of green and blue areas with an awareness of the diverse requirements of the different suburbs and businesses in the area
- timely - by 2030 these initiatives will be well integrated into the region
- equity - "equal" green areas across Hobsons Bay and accessibility for all people (i.e. older people and people with a disability)
- interactive - interactive use of resources, being outdoors and part of a united community
- safety and wellbeing - feeling safe, welcomed and part of a healthy flourishing environment
- diverse flora and fauna - promotion of native fauna and flora to the area (land and sea), to create a well-functioning practical and beautiful ecosystem
- urban access corridors - areas around road, rail and other transport routes
- "bordered by green and blue"

Community Representatives
28 August 2016

What is Council's role?

Access to nature through local parks and open spaces is vital for everyone's health and wellbeing. It is also what our community has told Council they like most about Hobsons Bay.

Maintaining these natural assets and the diverse local ecosystems is one of Council's key responsibilities. This is done through a range of ways including strategic documents such as Open Space and Biodiversity strategies, the enforcement of local laws, management and protection of foreshore areas, the maintenance of Council public spaces and places, waste management, as well as a range of urban design, planning and programs to increase community safety, protect the environment and promote the beautification of the municipality.

Community members are important partners

in this work. Therefore engagement in future environmental programs and strategic directions is key. In addition Council supports local environmental groups to conduct activities that encourage residents to interact directly with the environment and live an active life, such as annual 'clean up' days and community planting events.

For areas of the municipality that we do not own or manage, Council works with other organisations such as Victoria Police, Melbourne Water and the Environment Protection Authority (EPA) to protect and conserve the natural environment and ensure wellbeing.

How will we know that we are achieving what we want?

Changes within this priority will be tracked by:

Indicator	Source
Community satisfaction with protection and enhancement of the foreshore	Annual Community Survey
Community satisfaction with the provision and maintenance of street trees	Annual Community Survey
Community satisfaction with the provision and maintenance of parks, gardens and open space	Annual Community Survey
Community satisfaction with protecting and conserving the natural environment in Hobsons Bay	Annual Community Survey
Community satisfaction with improving the water quality of local creeks, lakes, waterways and wetlands	Annual Community Survey

Refer to monitoring and evaluation on page 29 for further detail.

PRIORITY 5:

ACTIVATE SUSTAINABLE PRACTICES

Council leads and supports the community in addressing climate change, water management and greenhouse gas emissions and supports with adequate funding with an eye for innovation, inspiration and collaboration.

What does this mean to the community?

Residents of Hobsons Bay say they want to live in a clean, green, healthy community.

We are missing a range of initiatives and actions in the community (for residents/small businesses and industry) that Council are not currently addressing or enabling.

Council should rapidly enact current greenhouse strategy plans to address climate change.

These plans have been in existence for some years after collating input from residents and industry, and include offsetting. We need Council to embrace a range of initiatives using diverse communication strategies and utilise many avenues and opportunities to inform and engage the entire community.

This will have multiple benefits. It will enhance the physical and mental health of the whole community while reducing household and Council expenditure. This is an exciting opportunity to work with local social and eco-entrepreneurs.

Community Representatives
28 August 2016

What is Council's role?

Living in a clean, green and healthy environment by 2030 is strongly dependent on the success of strategies to both reduce and adapt to the impacts of climate change.

As a bayside municipality, Hobsons Bay is susceptible to the impacts of a changing climate, particularly rising sea levels and storm surges. Climate change is therefore an important aspect of Council's work and advocacy activities.

Council's role is focussed on helping the community to understand issues such as conservation and the importance of our natural assets, while supporting behaviour change to reduce the impact of households and businesses on the environment. Some of the ways Council does this is through environmental education programs, local food production initiatives, recycling and e-waste collections, and incentives for households and businesses to become more environmentally sustainable.

Council has a role in leadership. Therefore, it is changing its existing organisational practices to reduce energy consumption and incorporate energy saving initiatives and renewable energy technologies into new infrastructure. Council's aim is to ensure sustainability is embedded into all our policies and operational practices.

Recognising the importance of partnerships to address climate change, Council is part of the Western Association for Greenhouse Alliance (WAGA), the Association of Bayside Municipalities (ABM), Council Alliance for a Sustainable Built Environment (CASBE), Greening the West and the Metropolitan Waste Management Group. In collaboration with these groups, Council advocates for partnerships, resources and funding to address climate change, as well as clear policy direction from the federal and state governments.

How will we know that we are achieving what we want?

Changes within this priority will be tracked by:

Indicator	Source
Waste water recycling (% of households that collect waste water)	VicHealth Indicators Survey
Community satisfaction with opportunities to get involved in local environmental activities	Annual Community Survey
Community satisfaction with regular recycling	Annual Community Survey
Progress towards delivery of Council's environmental strategies	Council

Refer to monitoring and evaluation on page 29 for further detail.

PRIORITY 6:

AN ACCESSIBLE AND CONNECTED COMMUNITY

To improve and increase our existing public transport system through improving roads, rail and shared paths to consider all the needs of the community including people with a disability, families and older people. Using our waterfront asset as a springboard for innovative connections with water mobility solutions.

What does this mean to the community?

By improving our public transport system and by addressing the gaps and capacity in our road network and inefficient connections in train and bus services, encourages the community to better utilize the network through connectivity of all modes of transport, through all suburbs of the multiplicity. Linking bike paths with community and transport hubs with secure bike storage facilities.

Duplication of the existing infrastructure Altona loop along with reopening of closed railway stations (Paisley/Altona North and Galvin) which would reduce local travel congestion and parking demands at existing stations (e.g. Laverton) and increasing capacity.

Improve existing community awareness of community transport options e.g. community shuttle buses

Visionary connection of water transport system with road and rail in Hobsons Bay.

Community Representatives
28 August 2016

What is Council's role?

Access to transport supports health and wellbeing by enabling people to move about freely, supporting access to services and resources. A fully integrated transport system lets people get to where they need to go by their preferred method, be that by public transport or active (walking and cycling) transport or private transport options.

Council has a key role in transport through the provision, management and maintenance of local roads and car parking, as well as the footpath and cycling network in Hobsons Bay. Ensuring the quality of this infrastructure, and additional measures such as adequate lighting is critical to promote usability and community safety.

Council's role in relation to public transport is less direct and is focussed primarily around advocacy. In order to create a sustainable and integrated transport network, Council also has a key role in understanding and planning for local community needs through strategies such as the Integrated Transport Plan and Road Management Plan.

This work cannot be done alone. Therefore, Council works with others to ensure the needs of Hobsons Bay residents are understood and considered. This includes Victoria Police, VicRoads, Public Transport Victoria, the Western Transport Alliance and many other partners and stakeholders.

Council also advocates to the Australian and Victorian governments on larger scale issues affecting the municipality such as the reliability, frequency, connectivity and accessibility of public transport, public safety around public transport stops, as well as the management of trucks on residential roads.

How will we know that we are achieving what we want?

Changes within this priority will be tracked by:

Indicator	Source
Increased use of walking, cycling and public transport as a method of travel to work	ABS Census
Transport limitations (% of residents experiencing transport limitations)	VicHealth Indicators Survey
Community satisfaction with access to public transport	Annual Community Survey
Community satisfaction with ability to walk to destinations and amenities in their neighbourhood	Annual Community Survey
Feelings of safety waiting for public transport	Annual Community Survey

Refer to monitoring and evaluation on page 29 for further detail.





IMPLEMENTATION, MONITORING AND EVALUATION

This section shows how Hobsons Bay 2030 will be actioned and how the progress towards achieving the vision will be monitored.

IMPLEMENTATION

Hobsons Bay 2030 is the community's long term vision and aspirations for the municipality.

Council, together with stakeholders and the community, all have a role to play in achieving the community's vision (see 'working in partnership' on page 30 for more details).

Council will work towards the community vision through the development of four yearly Council Plans, which describe what Council will do towards the vision and priorities within the corresponding four year term. Implementation of the Council Plan will be achieved through Annual Action Plans and subsequent Annual Budgets.

Hobsons Bay 2030 also sets the direction for future Council policies and work until 2030. This includes land use policies such as the Municipal Strategic Statement, social and economic policies, and strategic infrastructure plans.

Hobsons Bay 2030

Sets out the community vision and priorities

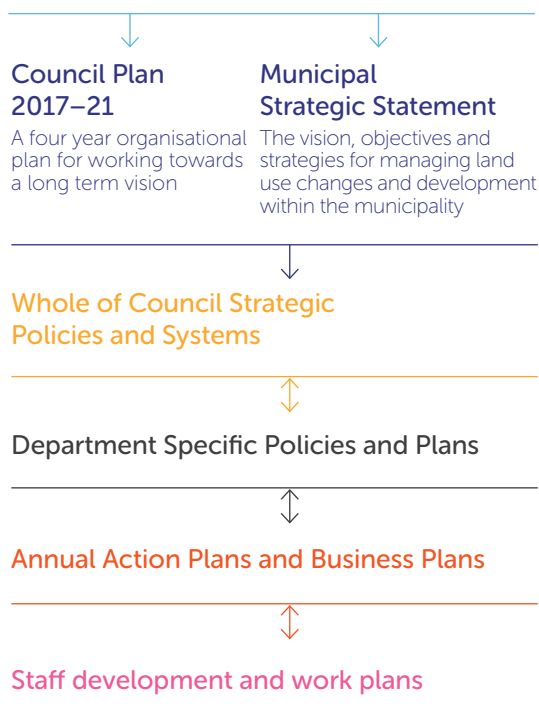


Figure 1: Council's Planning Hierarchy

MONITORING AND EVALUATION

Hobsons Bay 2030 will be monitored and evaluated through several processes as outlined below.

Outcome evaluation:

Key indicators have been identified for all six priority areas. These indicators will be measured every four years and reported to the community and stakeholders in a Wellbeing Snapshot Report.

Impact evaluation:

Within the Wellbeing Snapshot Report, case studies will highlight the impact that key actions have made towards meeting the priorities and community vision.

Process evaluation:

The Council Plan, which articulates Council's direction towards the vision during that four year period, is implemented through Annual Action Plans. Actions are monitored through

quarterly reporting and each year an Annual Report is produced.

Council's Annual Report will provide a summary of Council's performance against the Annual Action Plan and the progress made towards achieving the priorities of Hobsons Bay 2030.

Copies of the annual report are available on Council's website at www.hobsonsbay.vic.gov.au

Reference copies are also available at Council libraries.

Every year, Council conducts an annual community survey to track community satisfaction with Council's services and life in the municipality. These survey results will also contribute to process evaluation.



Figure 2: Hobsons Bay 2030 Evaluation Framework

Working in partnership

Hobsons Bay 2030 will guide Council's work through Annual Action Plans, projects, and advocacy opportunities but Council cannot do it alone. The delivery of Hobsons Bay 2030 will require collaborative partnerships with the community and the state government, as well as many other stakeholders.

To support this partnership approach, Council will facilitate the Hobsons Bay 2030 Coalition. Twice a year, Council will meet with representatives from Department of Health and Human Services (DHHS), VicRoads, Department of Environment, Land, Water and Planning (DELWP), Department of Education and Training (DET), Victoria Police, LeadWest, North Western Melbourne Primary Health Network (NWMPHN), HeathWest Partnership, Western Health, CoHealth, IPC Health, and Women's Health West to discuss issues affecting Hobsons Bay and to identify opportunities to work together to address the Hobsons Bay 2030 community vision and priorities.

In addition to this, Council facilitates an internal Cross Directorate, bringing managers together to discuss matters related to the implementation of Hobsons Bay 2030, the Council Plan, annual actions and budgets.

The community is a key partner. There are a range of ways the community can get involved to help achieve Hobsons Bay 2030 including:

- advisory committees
- special interest groups
- providing feedback on specific projects and policies through public exhibition
- providing feedback through customer service or Council's website

By getting involved, the community can have a say and contribute to keeping their vision for Hobsons Bay in 2030 alive.

Keeping in touch with the community

Council commits to updating the community on the implementation of Hobsons Bay 2030 through a range of communication methods, including the yearly update on progress via the Annual Report.

Community members will also be involved in the Annual Community Survey which collects data about life in the municipality and satisfaction with Council services. This data will help to track the implementation of Hobsons Bay 2030 as well as support the development of annual actions and continuous improvement of services. A summary report of results will be available every year.

In addition, every four years, in line with the development of a new Council Plan following Council elections, the community will have their say on what Council should focus on over the following four years to continue implementing the vision for Hobsons Bay until 2030. Council will also check back in with community members to gauge how Council is tracking with the community vision and to ensure it is still representative of community needs.



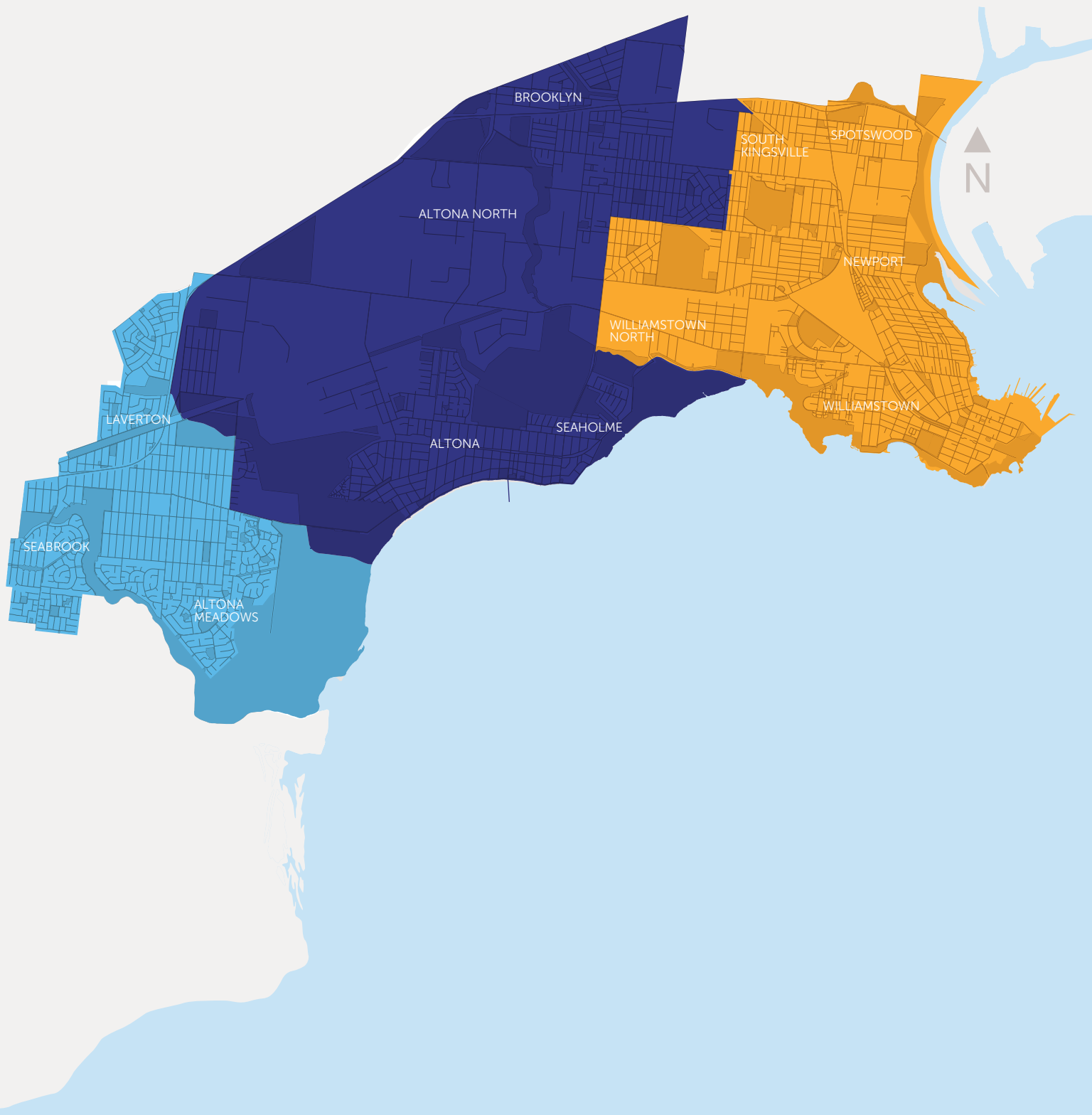




BACKGROUND

This section contains a summary of information considered by the Community Representatives in developing the vision and priorities for Hobsons Bay 2030.

HOBSONS BAY PROFILE



Hobsons Bay: Our Place

Hobsons Bay is located at the northern end of Port Phillip Bay and is home to the suburbs of Altona, Altona Meadows, Altona North, Brooklyn, Laverton, Newport, Seabrook, Seaholme, South Kingsville, Spotswood, Williamstown and Williamstown North.

Each of these suburbs has its own unique character from the historic seaport of Williamstown, with its range of heritage buildings, to the more recently developed residential areas of Altona Meadows and Seabrook.

Hobsons Bay's rich natural environment is one of its greatest assets. The area boasts over 20 kilometres of beaches and foreshore areas and is home to significant coastal wetlands, five creek systems, remnant native grasslands, and important flora and fauna habitats.

Open space contributes significantly to the quality of life in Hobsons Bay with parkland occupying 24 per cent of the municipality's land area. A cycling and walking trail links the 23 kilometres of coastline so residents and visitors can take advantage of the foreshore location.

Hobsons Bay: Our People

- Hobsons Bay's current estimated population is 92,761. By 2030, this is expected to grow to 103,531 residents
- Altona Meadows has the largest geographical area and the highest share of the population (22%), while Brooklyn has the lowest share (3%)
- the main population growth to 2030 and beyond will be in Altona North, Spotswood and South Kingsville due to the rezoning of former industrial land to residential land
- there is an ageing population, with almost 22 per cent of residents aged between 50 and 69 years of age
- 84 per cent of residents are Australian citizens
- an estimated 17 per cent of residents have a disability
- 389 residents identify as Aboriginal or Torres Strait Islander
- 31 per cent of residents were born overseas
- 23 per cent of residents were born in non-English speaking countries, primarily India, Italy, Vietnam, Malta and Greece
- over 100 languages are spoken across the municipality
- 5,400 people arrived in Hobsons Bay between 2006 and 2011, primarily from India, China and the United Kingdom

SOCIAL DETERMINANTS OF HEALTH

Our health and wellbeing is determined by much more than genes and lifestyle decisions.

It is determined by the circumstances in which we are born, grow, live, work and age (i.e. the social determinants of health) and these circumstances are shaped by the distribution of money, power and resources (World Health Organisation, 2016).

This recognises that wellbeing begins with environments that are supportive, equitable and inclusive and include elements such as:

- early childhood
- transport
- education and lifelong learning
- employment and income
- housing
- access to services
- environmental sustainability
- social inclusion and community connections
- gender equity
- community safety
- food security

Specifically, the social determinants of health are responsible for health inequities, which are the avoidable differences in the health of populations. This means the allocation of resources should be aligned with the needs of individuals and population groups, with the desired goal of creating equal health outcomes.

Creating change requires collaborative partnerships across all levels of government and stakeholders.

As an example, the Aboriginal and Torres Strait Islander population experience poorer health outcomes than other Australians therefore require collaborative action to address their particular needs.

In addition, health outcomes are influenced by gender equity. Separate to someone's sex (male, female or intersex), gender refers to the way in which a person identifies or expresses their masculine or feminine characteristics, which can include people who do not fall within the traditional binary notion of sex and gender. Gender equity is the process of being fair, regardless of gender, by recognising diversity and disadvantage and directing resources and services towards those most in need to ensure equal outcomes for all.

By focusing on the social determinants of health, the Hobsons Bay 2030 community vision acknowledges every community member's right to the fundamental social, economic and environmental conditions which underpin good health and wellbeing.



Figure 3: Social determinants of health in Hobsons Bay.

For more information about the impacts of the social determinants of health for Hobsons Bay, please refer to the **Research Summaries** available on Council's website www.hobsonsbay.vic.gov.au.

What are the major issues facing Hobsons Bay and its residents?

Statistics, research and consultation show that the following are major issues facing Hobsons Bay and its residents:

Equity across Hobsons Bay

Hobsons Bay is the ninth most disadvantaged local government area in Melbourne, with some neighbourhoods requiring additional and targeted support.

In addition, there are a number of people who are vulnerable to a range of factors influencing health and wellbeing. They include children and young people, older people, people with a disability, people from Culturally and Linguistically Diverse (CALD) backgrounds, Aboriginal and Torres Strait Islander people, refugees and asylum seekers, people from the Gay, Lesbian, Bisexual, Transgender, Intersex and Queer (GLBTIQ) communities, as well as those who are unemployed, in low paid employment or young people who are disengaged from employment or education.

Gender

Within Hobsons Bay, women are more likely to head up single parent families and, while educational outcomes have improved for women, this is not translating into labour market outcomes such as seniority and higher incomes.

The impacts of gender inequity are compounded for people also experiencing inequities in other areas of their life, such as people with a disability, people affected by social and economic disadvantage, people from CALD backgrounds, and Aboriginal and Torres Strait Islander peoples.

Access to services

The provision of appropriate services (such as health, employment, and transport) for all residents in the right locations is a critical challenge given Hobsons Bay has both an ageing population as well as experiencing regeneration as families with children move into the municipality.

The number of health services such as early years, health specialists, (e.g. speech pathology), allied health (e.g. podiatrists, physiotherapists), and mental health services in the Western Metropolitan Region (including Hobsons Bay) is considerably lower than for other parts of metropolitan Melbourne, with demand expected to increase with a growing and ageing population. Anecdotally, Williamstown Hospital's emergency department has one of the highest attendance rates in the West.

Hobsons Bay has a shortage of locally based services for CALD communities, e.g. language support, ethnic specific aged care services, settlement support for newly arrived refugees.

Housing

Housing affordability has decreased due to gentrification and access to affordable housing in Hobsons Bay is limited.

House prices in Hobsons Bay have been steadily increasing over the last decade. In 2015, the median house price was \$670,000 compared to \$600,000 for metropolitan Melbourne.

Just 41 affordable rental properties were available in March 2015 (6% of total rentals) for those on low incomes, a sharp drop since 2005 when there were 229 (45%).

Education and employment

Younger people in Hobsons Bay have higher levels of disengagement from employment and education, which increases the risk of future economic insecurity. The closure of Newport's campus of Victoria University leads to further concern about access to tertiary education.

A shift away from manufacturing is occurring, with large manufacturers such as Toyota (cars) and BAE (ships) reducing operations in recent years. Older workers in particular will require opportunities to re-skill in order to retain employment.

Government policy to create employment hubs outside of Metro Melbourne (e.g. Sunshine and Werribee) needs to ensure the hubs are supported by public transport infrastructure that links Hobsons Bays' residents to employment opportunities. These new employment clusters, if not carefully planned, may increase the risk of loss of local employment opportunities for our residents.

Social inclusion

For various reasons, some groups find it difficult to get involved in the community, including young people, people with a disability and people who live alone.

Those born overseas and newly arrived residents (particularly people migrating through the humanitarian visa program) often have lower rates of English language proficiency and face language barriers which limit their social participation.

In addition, low income renters looking for affordable housing can become transient as rental options diminish, forcing them to relocate and break ties with their community.

The design of the urban environment can also inadvertently promote social exclusion through lack of transport or environments that are not conducive to walking and engaging with neighbours.

Access to transport

Hobsons Bay residents have a high reliance on cars, and some households experience disadvantage due to not owning a car.

There is limited access to public transport in some parts of the municipality. The demand for train services exceeds capacity, there are limited bus services and the accessibility of public transport in terms of information and physical access for people with a disability is also restricted.

Some areas (such as Altona North, Brooklyn, Spotswood and Laverton) are surrounded by major roads and rail lines, making walking difficult and potentially dangerous. Truck and freight routes also reduce walkability.

Bike paths are being upgraded, however cycling rates are still relatively low.

Environmental sustainability

Hobsons Bay faces significant risks from climate change, such as increasing number of hot days, flooding from sea level rise and storm surges. These also have a disproportionate impact on vulnerable communities.

Issues such as reducing water consumption, supporting changes in transport and industrial practices to enhance air quality, conservation of our unique flora and fauna, reducing energy use through renewable and low carbon energy sources and reducing waste in households and industry are other key environmental issues for the municipality.

Health and wellbeing

Mental health

More young people in Hobsons Bay experience psychological distress and psychiatric hospitalisations when compared to the Western Metropolitan Region or Victoria.

The impact of mental disorders (such as depression) is also more significant for people in Hobsons Bay than the average for Victoria when considering the time lost to the effects of the illness.

There is a shortage of mental health service providers for young people located within Hobsons Bay. This means long waiting lists and travelling outside the municipality to access services.

Family violence

Data indicates that the incidence of family violence in Hobsons Bay is increasing.

Reported family violence rates have increased from 630.8 per 100,000 in 2010-11 to 708.7 per 100,000 in 2011-12 (Women's Health West, 2013). This does not include family violence incidents not reported to police.

Violence against women is seen as the worst outcome of gender inequity and is the leading contributor to death, disability and illness in Victorian women aged 15 to 44 (VicHealth, 2004).

Nutrition and physical activity

Many of the health issues experienced by Hobsons Bay residents are preventable through access to walking paths, recreation opportunities and food security.

In Hobsons Bay, a high percentage of residents do not consume the recommended serves of fruit and vegetables per day. A significant percentage of males are overweight, and significant numbers of residents do not engage in enough physical activity. These are all indicators that there are proportions of the Hobsons Bay population who are at risk of chronic disease.

Diabetes

Type 2 Diabetes affects 5.9 per cent of the Hobsons Bay population, a rate which is higher than the Victorian average (Dept of Health 2014).

The ability for sufferers to manage their condition is a concern, as complications from diabetes were rated as the most common cause of hospital admission for residents in 2010-11 and it is one of the leading causes of avoidable mortality.

Alcohol

Hospital admissions related to alcohol grew from 2003 to 2008 at a faster rate in Hobsons Bay, compared to the North Western Metropolitan Region and Victoria.

However, in terms of the levels of drinking, the proportion of Hobsons Bay residents engaging in risky short-term drinking behaviour (e.g. binge drinking) is similar to the metropolitan Melbourne average, and the proportion engaging in risky long-term drinking is well below the metropolitan Melbourne average (Hobsons Bay City Council, 2015).

Sexual and Reproductive Health

Fewer Hobsons Bay women aged 20 to 24 years (40.4%) participate in pap screening for cervical cancer than the overall state average (60%).

In the years from 2009 to 2011, there was a 31.5 per cent growth in the number of Chlamydia notifications in Hobsons Bay (Women's Health West, 2013).

For more detailed information about the demographics, major issues and health and wellbeing data related to Hobsons Bay, please refer to the **Hobsons Bay Snapshot Report** and the **Research Summaries** at www.hobsonsbay.vic.gov.au

COMMUNITY CONSULTATION

During February to June 2016, Council undertook a consultation and engagement process that was open to all those who live, work, study in and visit Hobsons Bay.

Consultation included a range of opportunities for people to get involved, including pop up and face to face interactions, various surveys, the development of a book by children and a mini film by young people. Overall the consultation centred on three key questions:

1. I like Hobsons Bay because...

2. By 2030 Hobsons Bay will...

3. What needs to change for this to happen is...

Relevant findings from consultation activities to inform the development of Council's Economic Development Strategy 2015-20 were also considered. In addition recent consultation results from the development of the Multicultural Policy 2016-20 that included over 500 participants from 38 birthplaces and groups such as established and emerging communities, young people, women, service providers, faith leaders, and the Multicultural Advisory Group was considered.

Who contributed their ideas?

Over 2,500 people participated in a variety of ways:

- 915 participated at the pop up and face to face consultations, including six council representative committees:
 - Junior Council
 - Sustainable Environment Advisory Group
 - Multicultural Advisory Group
 - GLBTIQ Advisory Committee
 - Women's Advisory Committee
 - Disability Advisory Committee
- pop up consultations were held across the municipality at:
 - Altona Train Station
 - Scouts Williamstown

- Mobile Customer Service Program:
 - Altona Meadows
 - Williamstown
 - Altona Gate Shopping Centre
- two youth events
- Brooklyn community event

- 392 Hobsons Bay 2030 postcard surveys were received
- eleven per cent spoke a language other than English at home
- when asked about their gender, 51 per cent were female, 28 per cent were male and 21 per cent did not answer the question
- there were a range of ages involved, with majority aged between 26 to 65 years and older
- participants came from across Hobsons Bay, with Williamstown, Altona, Newport and Altona Meadows having the highest representation
- 800 residents from across Hobsons Bay participated in the 2016 Annual Community Survey, representing a cross section of ages and 26.3 per cent spoke a language other than English at home
- 108 children from six schools participated in the creation a book titled *The Past is Behind Us the Future is Ahead*
- three young people submitted mini film entries and 327 people voted on the mini film competition
- 94 people signed up to the Hobsons Bay 2030 page of the Participate Hobsons Bay website to be kept informed of the process
- approximately 220 people let us know they wanted to be kept informed through the Hobsons Bay 2030 postcards
- over 2,140 visits to the Hobsons Bay 2030 page and mini film competition page on the Participate Hobsons Bay website

What did the community tell us?

I like Hobsons Bay because...

The top five responses were (in order of most frequently mentioned):

- of the coast, beach and the bay
- of the services and facilities available
- of the natural environment and open spaces
- it is friendly
- it is close to the city

The most popular responses varied slightly across Hobsons Bay's three wards:

Response	Hobsons Bay	Cherry Lake	Wetlands	Strand
Coast, beach and bay	30%	44%	36%	44%
Natural environment and open spaces	25%	24%	26%	33%
Close to the city	15%	26%	12%	25%
It is friendly	12%	9%	30%	15%

Table 1: I like Hobsons Bay because – top four responses and difference across wards.

"We have a superb coastline in Hobsons Bay and access to fresh sea air, beautiful beaches, amazing birdlife. It's truly awesome"

"The wonderful open spaces, coastal park, skeleton creek, jawbone reserve, Newport lakes, 100 steps, Altona coastal park, Altona beach, Cherry lake and they are looked after"

"It has fantastic open space with great natural values"

"It is close to the CBD and has enough activity to be interesting but feels a bit like a smaller seaside coastal town, nice setting with beaches and parks, better traffic flow generally than other parts of Melbourne"

"It is a lovely, welcoming place to raise a family. There is a wonderful sense of community"

"It feels like living in the regions with city amenities. It has trees, beach, parks, transport, great estuaries and developing food culture"

"It is a safe and friendly environment"

"I enjoy the diversity of Hobsons Bay its people, cultures, tolerance of others and mix of housing and industry"

By 2030 Hobsons Bay will...

The top five responses were (in order of most frequently mentioned):

- have improved transport options
- have more parks and recreation options
- have more services and facilities
- not be over developed and overcrowded
- be cleaner and have less pollution

The most popular responses varied slightly across Hobsons Bay's three wards:

Response	Hobsons Bay	Cherry Lake	Wetlands	Strand
Have improved transport options	19%	25%	29%	26%
Have more parks and recreation options	15%	15%	17%	17%
Have more services and facilities	11%	6%	15%	14%
Not be overdeveloped and overcrowded	10%	22%	6%	19%

Table 2: By 2030 Hobsons Bay will – top four responses and difference across wards.

What needs to change for this to happen is...

The top five responses were (in order of most frequently mentioned):

- improved public transport
- all levels of government to work together and spend funding effectively, in greater consultation with the community
- stricter controls on developments
- increased investment in parks and recreation
- stricter controls on polluting industries and graffiti

The most popular responses varied slightly across Hobsons Bay's three wards:

Response	Hobsons Bay	Cherry Lake	Wetlands	Strand
Improved public transport	17%	21%	30%	19%
All levels of government working together	16%	19%	17%	15%
Stricter controls on development	13%	21%	3%	25%
Increased community consultation in planning	9%	5%	6%	17%
Improvement to public spaces	8%	14%	14%	6%

Table 3: What needs to change for this to happen is – top five responses and difference across wards.

"Have helped facilitate a massive improvement in our road ways and more importantly support a big shift for people to use public transport more often and more easily"

"Be a healthy and liveable municipality with public open green spaces within neighbourhoods for encouraging a variety of physical activity, such as more active transport, i.e. cycling and dedicated bike paths"

"Have better services for mental health issues"

"Be less polluted (i.e. less bad odours coming from local industrial and waste facilities)"

"Celebrate difference and diversity"

"Retain its appeal as a small town feel, this will only happen if there isn't so much over development cramming multiple houses onto large blocks"

"I hope it doesn't change much I like it as it is"

"I would like to see Hobsons Bay with a greatly reduced carbon footprint"

"Stay a safe and happy community"

"Much improved public transport system, e.g. the Altona Loop, and dedicated bike paths that link up with other paths to the CBD and West"

"More government state funding and agreement to work together to achieve this"

"Limit the amount of high density residential and ensure new buildings are in keeping with the area"

"Revitalise community parks and playgrounds"

"Move polluting industries out of the area, factories and refineries and trucks don't belong in residential areas"

"Bring everyone together and change the way we act and solve problems"

"Community voice to be at the centre of all planning"

"Continue to have focus on community services for all residents and those most in need"

Children and young people's voice

During May and June 2016, six primary schools participated in artist-led workshops where they brainstormed ideas for Hobsons Bay 2030 then made individual or collaborative books for display in Hobsons Bay's Kids' Own Book Cubby.

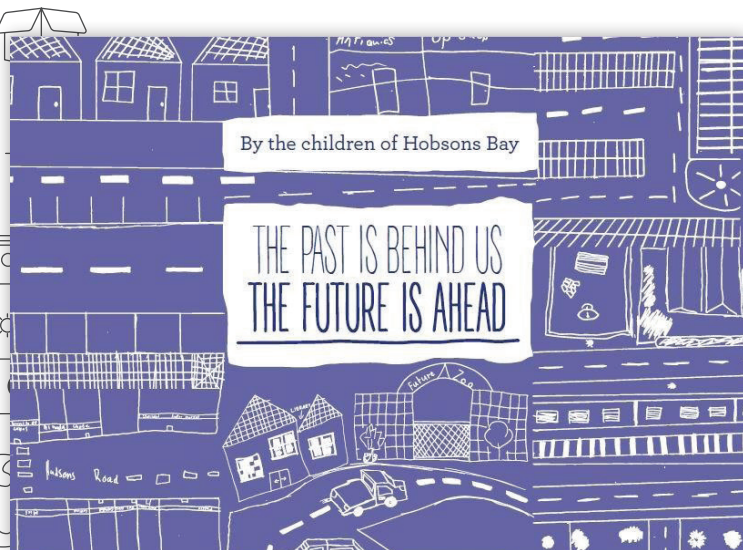
The ideas were collated by an editorial committee made up of representatives from the schools to produce **The Past is Behind, the Future is Ahead**, which was presented to the Mayor and Councillors to ensure children's ideas and voices were heard during the development of Hobsons Bay 2030.

The key themes in the book include:

- Hobsons Bay is a great community but I believe we can make it better
- we can make it better by looking after our lakes and beaches and loving our parks
- we need plenty of sport and libraries and care for all the animals
- we want great food
- places that children said they love
- a healthy, happy community

The Past is Behind, the Future is Ahead can be found in Hobsons Bay Libraries. To order your free copy, contact Hobsons Bay City Council on 9932 1000.

A mini film competition was also held to communicate the views of young people on the future of Hobsons Bay. The films can be viewed on the Council's YouTube Channel at www.youtube.com/user/Hobsonsbaycouncil



Children from Seaholme Primary School, one of the participating schools for the Kids' Own Book Cubby.





HUMAN RIGHTS COMPLIANCE

The Charter of Human Rights and Responsibilities Act 2006 is designed to protect the fundamental rights and freedoms of citizens.

The Charter gives legal protection to 20 fundamental human rights under four key values that include freedom, respect, equality and dignity.

Council acknowledges the legal responsibility to comply with the Act. Therefore in implementing Hobsons Bay 2030, Council will ensure the Charter of Human Rights is applied, particularly in relation to:

- recognition and equality before the law
- freedom of movement
- freedom of thought, conscience, religion and belief
- freedom of expression
- protection of families and children
- cultural rights
- right to liberty and security of person
- right to protection from torture and cruel, inhuman or degrading treatment

These rights relate to: freedom from discrimination; the right to move about Victoria freely and to choose where to live; to adopt a religion and practice, worship and observe its beliefs; the right to uphold an opinion and respect others views; the right for families (and in particular children) to be protected as a fundamental unit of society; the right to enjoy one's own culture and language; and the fundamental right to freedom.

Similar to the Charter of Human Rights and Responsibilities, the objectives of the *Equal Opportunity Act 2010* aim to encourage the identification and elimination of discrimination, and to promote equality.



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HOBSONS BAY LANGUAGE LINE

9932 1212

INTERPRETER SERVICE FOR ALL LANGUAGES

AND RECORDED COUNCIL INFORMATION IN:

English	العربية	Ελληνικά
Italiano	ကဵုညိၣ်	Tiếng Việt
粵語	Македонски	普通话

Your Council in your language

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