



Brimbank
City Council



Brimbank

Community Vision 2040

Vision:

By 2040, the Brimbank community will be healthy and safe and we will be united through a sense of belonging and pride. Our city will be inclusive, resilient, innovative and vibrant and our people will share equally in the City's prosperity and opportunity. The environment will be protected and enhanced and Brimbank's diverse neighbourhoods and housing will offer something for everyone.





Mayor's Foreword

I am proud to introduce the Brimbank Community Vision 2040, which is a long term plan for Brimbank over the next two decades. It sets out a plan for the community, Council and partner organisations to work towards together.

Like much of Melbourne's West, Brimbank is growing and changing. The population is forecast to increase by 25,000 to 230,000 in 2040. In order to plan for additional people, we sought to find out how you hope Brimbank will change and how you hope it will remain the same in 2040.

Since the election of the Council in November 2016, we have had many conversations with people about their hopes and dreams for Brimbank and these have formed the basis of the Brimbank Community Vision 2040.

Our People: We have heard that you value the cultural diversity and vibrancy of Brimbank's people and are proud of the Indigenous culture and industrial history of the area. We also heard some frustration that sometimes a negative image of the area obscures all the positive things about the community. There is optimism and excitement about how Brimbank is changing, but also a clear concern that everyone should be able to share in this growth and for no one to be left behind.

Our Place: As Brimbank changes, you told us that you want services and infrastructure to keep pace with this change. You also want there to be different types of housing available and for the environment to be protected for future generations to enjoy.

Our Prosperity: As the nature of jobs and workplaces change you want to see a proactive, innovative transition of the local economy, to take advantage of local strengths.

These aspirations have been reflected in the Brimbank Community Vision 2040. We will only be successful in achieving this vision through working together as a community.

Cr Margaret Giudice
Mayor, Brimbank City Council

Planning for a shared future

Community planning is an ongoing process; Brimbank first adopted a Community Plan in 2009 and this was reviewed and updated in 2013. The Brimbank Community Vision 2040 represents a third edition and describes the community's vision and priorities for the next two decades.

A community vision is important because we need to plan not only for what the community needs now but also for future generations. By setting a long term time horizon of 2040 it is possible to imagine substantial change for Brimbank and to be ambitious in the goals that we set for our city.

The Brimbank Community Vision 2040 establishes a shared framework for the community and partner organisations to work towards collectively because none of the goals can be achieved by a single organisation alone.

The Brimbank Community Vision 2040 has three themes; People, Place and Prosperity. Each theme contains a number of strategic directions which have been identified as priorities by the community. Council will review the Brimbank Community Vision 2040 in 2021 to ensure that it is still aligned with the community's aspirations and to measure progress towards achieving the long term goals.

Brimbank Community Vision 2040 partners:

- Community members
- Service providers
- Local organisations and groups
- State and Federal Government agencies
- Other Councils

What you told us...

“Make the city carbon neutral by eliminating fossil fuels and assisting residents in making their homes energy efficient with renewable energy. Future generations are relying on what we do to help the environment!”





Brimbank's Community Planning Journey

2009

Brimbank Community Plan 2009-2030



2013

Brimbank Community Plan 2009-2030 Update



2018

Brimbank Community Vision 2040



2021

Review of Brimbank Community Vision 2040

Consultation and Engagement

Consultation on the Brimbank Community Vision has been conducted over two years, between March 2016 and March 2018. Consultation has involved two phases; the first phase sought to understand the community's aspirations for the future and the second phase tested and confirmed key themes.

Consultation methods included:

- listening posts in public spaces and at events
- hard copy surveys and postcards available at neighbourhood houses and libraries
- workshops with community members and partner organisations
- online surveys.

To ensure that we hear the diverse views from the community, we held targeted workshops with school students and young people, people with disability, ethno-specific communities and business and industry groups.

We welcome the input from across the community and have included some of the things you told us as quotes throughout this document.

More than 1,000 people and 20 partner organisations participated in consultation activities between March 2016 and March 2018.



What you told us...

“Brimbank is hard to get around for people who do not have (or have limited access to) a car. We need to include these people as well! We need walking and cycling, as well as better and cheaper bus transport.”



What you told us...

*“Make Brimbank once again known for innovation,
like it was with the Sunshine Harvester Co!”*

The Brimbank Story so far...

Our Place

The City of Brimbank is located in the western and north-western suburbs of Melbourne, between 11 and 23 kilometres from Melbourne's CBD. It is bound by the City of Hume in the north, the cities of Maribyrnong and Moonee Valley in the east, the cities of Hobsons Bay and Wyndham in the south, and the City of Melton in the west.

Brimbank includes the suburbs of Albanvale, Albion, Ardeer, Brooklyn (part), Cairnlea, Calder Park, Deer Park, Delahey, Derrimut, Hillside (part), Kealba, Keilor (part), Keilor Downs, Keilor East (part), Keilor Lodge, Keilor North, Keilor Park, Kings Park, St Albans, Sunshine, Sunshine North, Sunshine West, Sydenham, Taylors Lakes and Tullamarine (part). Around 15 per cent of Brimbank's total area is classified as open space including the Organ Pipes National Park, Brimbank Park and Sydenham Park.

Where we came from

The land Brimbank now occupies has a human history that began with Aboriginal traditional custodians of the Kulin Nation, more than 40,000 years before European settlement. The area was originally occupied by the Kurung Jang-Balluk and Marin-Balluk clans of the native Wurundjeri people.

The first European settlements were established at Keilor in the late 1840s, Sunshine (then known as Braybrook Junction) in the mid-1880s, and St Albans in the late 1880s. Many suburbs grew around the original settlements after World War II to house the influx of migrants. Throughout the mid-1900s, suburbs including Sunshine, Albion, St Albans, Deer Park and Braybrook, had large concentrations of factories and industry. More recently, areas that were once industrial hubs have been transformed into new residential suburbs that are continuing to grow rapidly.

Who we are today

Brimbank has grown to be the third most populous municipality in Greater Melbourne and it is also one of the most multicultural and socially diverse communities in Australia. Almost half of our residents were born outside Australia and more than half speak a language other than English at home.

Manufacturing is still the largest employment sector in Brimbank however this is changing with the growth of retail, healthcare, social assistance and education sectors.

Brimbank continues to be a place that attracts families. Home ownership in Brimbank is high, with almost 70 per cent of people owning or purchasing their home and 38 per cent of households are couples with children.

Brimbank has considerable pockets of disadvantage reflected by higher than average rates of unemployment and lower than average levels of income and education. Brimbank residents also experience increased health risks including obesity, Type 2 diabetes, and gambling.

Who we might be in the future

The population of Brimbank is forecast to increase by 25,000 people to over 230,000 by 2041. By 2041, it is expected that a higher proportion of residents will be aged 65 years and over and a slightly lower proportion of residents will be aged 20 to 65 years.¹ This population growth and change will place higher demand on social, environmental, transport and economic systems.

Brimbank is strategically located to play a lead role in the future growth and development of Melbourne and Victoria. The city is located within prime proximity to major rail, road, aviation and port infrastructure, and the booming Melton and Wyndham growth corridors.

Sunshine is one of six metropolitan National Employment Clusters (NECs) in Melbourne and has the potential to attract thousands of additional jobs and dwellings. Reflecting the shifting economic drivers, these new jobs will be created in education, health and technology.

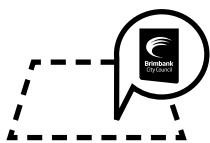
As we look to the future we know that we will need to support our community to keep up with the rapid pace of digital and technological change and take advantage of the opportunities that it creates. We will also need to transition to being a low carbon economy and adapt to the impacts of climate change. Our goal is to build a resilient Brimbank community that can withstand future shocks and stresses and bounce back stronger than before.

Fast facts

Brimbank covers an area of

123

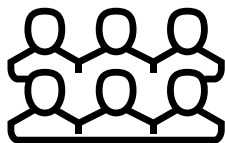
square kilometres



Brimbank's population is

205,741

people²



10

The top languages other than English are Vietnamese, Punjabi, Filipino/Tagalog, Greek, Maltese, Italian, Macedonian, Arabic, Cantonese and Croatian.

47.8%

of Brimbank residents were born overseas



58.4%

people of Brimbank speak a language other than English at home



Brimbank has more than

160

different nationalities



Average household size is 2.95 people living in

64,847

dwellings



Median house value in 2017 was

\$599,852³



Brimbank Community Vision Strategic Directions

What you told us...

“Offering more opportunities for locals (in particular youth) to do some meaningful and exciting stuff appreciated by the whole community.”





People

Strategic Direction: Healthy Lifestyles

**Community aspiration in
2040: The community is
healthy and active**

Strategic Direction: Services and Facilities

**Community aspiration in
2040: Services and facilities
are responsive to community
need**

Strategic Direction: Culture and Diversity

**Community aspiration in
2040: Brimbank is a vibrant
and recognised cultural capital**

Strategic Direction: Safety

**Community Aspiration in
2040: The community feels
safe and free from harm**



Brimbank Community Vision Strategic Directions

Place

Strategic Direction: Getting Around

Community aspiration in 2040: All modes of transport are well connected and accessible

Strategic Direction: Public Spaces

Community aspiration in 2040: Public spaces and streetscapes showcase quality urban design, are accessible to all and are clean and well maintained

Strategic Direction: Environment

Community aspiration in 2040: The community will live sustainably and engage with a healthy and protected natural environment



Prosperity

Strategic Direction: Education and Employment

Community aspiration in 2040: Everyone has access to education, training and life-long learning to support their learning and employment aspirations

Strategic Direction: Local Economy

Community aspiration in 2040: Brimbank is a major hub for employment, innovation and investment

Strategic Direction: Housing

Community aspiration in 2040: Housing meets the needs of different people in the Brimbank community

Brimbank's Health and Wellbeing Priorities

The *Public Health and Wellbeing Act 2008* requires all local governments to prepare a Municipal Public Health and Wellbeing Plan that outlines actions to enable residents to achieve maximum health and wellbeing. Being healthy and well is more than being free from disease; it comprises all aspects of a person's life that enables them to lead a happy, fulfilled and meaningful life. Brimbank City Council is committed to a health equity approach whereby everyone has a fair opportunity to achieve maximum health and wellbeing regardless of gender, sexuality, religion, age, race, disability and socio-economic circumstances.

All the work that Council does contributes to the goal of achieving health and wellbeing for our community and for this reason we have chosen to integrate our Municipal Public Health and Wellbeing Plan into the Brimbank Community Vision 2040. Integrating health and wellbeing planning into the Community Vision also recognises that Council is one of many agencies responsible for community health and wellbeing and enables coordinated planning and collaborative delivery of health and wellbeing initiatives.

Council has adopted a long term approach to lifting health, wellbeing and education outcomes through the Growing Brimbank Collaboration, in partnership with the Australian Health Policy Collaboration at Victoria University. Growing Brimbank seeks to address priority risk factors and indicators of socio-economic disadvantage by applying programs that work to support people at key stages of their life and measuring the outcomes.

Based on evidence, Council has identified five key health and wellbeing priorities for the Brimbank community that align with State and regional priorities. The priorities for the next three years from 2018 to 2021 are:

Priority 1: Preventing crime, violence and injury

We will focus on: Community safety, preventing violence against women, alcohol and other drugs

Priority 2: Mental health

We will focus on: Promoting and fostering social inclusion

Priority 3: Healthy eating and active living

We will focus on: Physical activity, active transport, nutrition and diet

Priority 4: Sexual and reproductive health

We will focus on: Sexual and reproductive health for young people

Priority 5: Early years

We will focus on: Healthy start in life for all children (0-8 years)

The process to identify the health and wellbeing priorities of the Brimbank community has involved research, consultation and collaboration with health partners. Consideration was given to the priorities of the Victorian Public Health and Wellbeing Plan 2015-2019, fulfilling Council's legislative obligation as outlined in the *Public Health Act 2008* and *Climate Change Act 2010* and recommendations by the Royal Commission into Family Violence.

The five health and wellbeing priorities will be addressed in the Brimbank Community Vision 2040 through adopting an environments for health approach. The environments for health approach recognises that the environmental or living conditions in which a person is born, grows, lives, works, plays and ages has a significant impact on their health and wellbeing. The environments for health approach encompasses four domains; social environment, economic environment, physical environment and natural environments in which people live.

More information on the health and wellbeing of the Brimbank community is presented in the Brimbank Health and Wellbeing Status Report 2017.

Implementing the Brimbank Community Vision 2040

The Brimbank Community Vision 2040 will be implemented through the Collective Impact Plan 2018-21 which outlines the initiatives that will be undertaken over the next three years. Collective impact is the commitment from organisations across a range of sectors to a common agenda in order to achieve lasting change. The initiatives will be delivered through partnership with a range of stakeholders including community groups, service providers, business and Government agencies.

Council will act as the backbone organisation and coordinate the delivery of the Collective Impact Plan, where possible through existing partnership structures.

Monitoring our progress

Council is committed to ongoing and transparent communication with partners and the community about progress towards achieving the Brimbank Community Vision 2040. The Collective Impact Plan 2018-21 contains a set of measures that enable us to track our progress over time.

Each year, there will be an annual update with partners to identify challenges and opportunities. The Brimbank Community Vision 2040 and Collective Impact Plan will be reviewed in 2021.

References

1. City of Brimbank Population Forecast, conducted and presented on Forecast.id by .id, the population experts, accessed 16 April 2018 <https://forecast.id.com.au/brimbank>
2. The Australian Bureau of Statistics, Census of Population and Housing 2016 Census (Usual residence). Compiled and presented in profile.id by .id, the population experts - <https://profile.id.com.au/brimbank>
3. The median house price in 2017 was sourced from Hometrack 2011-2017, Housing Valuation System. Compiled and presented on economy.id by .id, the population experts - <https://economy.id.com.au/brimbank/housing-values>



Brimbank City Council

Telephone 9249 4000

Email info@brimbank.vic.gov.au

Post PO Box 70, Sunshine, VIC 3020

Hearing or speech impaired?

- TTY dial 133 677
- Speak & Listen 1300 555 727
- www.relayservice.gov.au, then enter 03 9249 4000



Find us on Facebook, Twitter and YouTube

 www.facebook.com/brimbankcouncil

 www.twitter.com/brimbankcouncil

 www.youtube.com/brimbankcitycouncil

Brimbank Language Link



9209 0140

Local call costs apply

www.brimbank.vic.gov.au