



**Brimbank**  
City Council

# *Together* **We are Brimbank Summary**



**Community Vision 2040, Council Plan 2021 - 2025  
*and* Municipal Public Health and Wellbeing Plan**

Acknowledgement Of Country

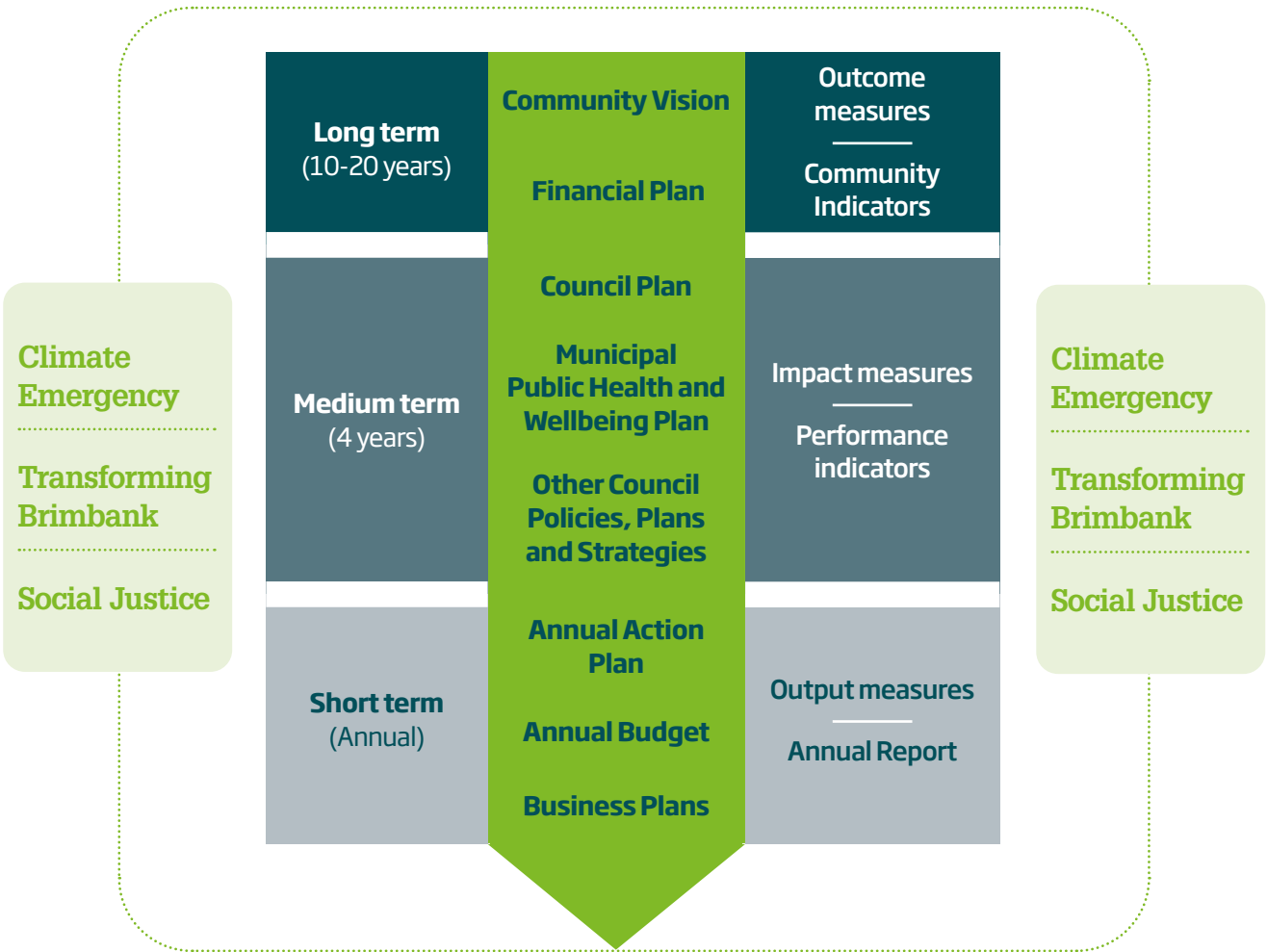
Brimbank City Council acknowledges the Traditional Custodians of this land, the Wurundjeri People, and pays our respects to Elders past and present.

Legislative Requirements

Together We are Brimbank is an integrated plan that brings together the Brimbank Community Vision 2040, Brimbank Council Plan 2021 - 2025 and the Municipal Public Health and Wellbeing Plan. It meets the legislative requirement within the *Local Government Act 2020* that requires Council's to have a Community Vision and Council Plan, and the requirement under the *Public Health and Wellbeing Act 2008* that requires Council's to produce a Municipal Public Health and Wellbeing Plan. This is a summary of Together We are Brimbank. The complete document is available at <https://www.brimbank.vic.gov.au/plans-policies-and-strategies/plans/council-plan>



Our Integrated Approach



Our Community 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 and heritage will be protected and enhanced and Brimbank's diverse neighbourhoods and housing will offer something for everyone.

The Brimbank Community Vision 2040 describes the community's vision and priorities for the next 19 years.

It establishes a shared framework for the community and partner organisations to work towards, under three themes:

- People
- Place
- Prosperity

These themes have been matched to the United Nations - Sustainable Development Goals that provide a shared blueprint for peace and prosperity for people and the planet, now and into the future.

	Strategic Directions	Community aspirations in 2040	United Nations - Sustainable Development Goals
<b>People</b> 	<b>Healthy Lifestyles</b>	The community is healthy and active	<ul style="list-style-type: none"><li>• Good health and well-being</li><li>• Gender equality</li><li>• Reduced inequalities</li></ul>
	<b>Services and Facilities</b>	Services and facilities are responsive to community need	
	<b>Culture and Diversity</b>	Brimbank is a vibrant and recognised cultural capital	
	<b>Safety</b>	The community feels safe and free from harm	
<b>Place</b> 	<b>Getting Around</b>	All modes of transport are well connected and accessible	<ul style="list-style-type: none"><li>• Affordable and clean energy</li><li>• Climate action</li><li>• Industry, innovation and infrastructure</li><li>• Sustainable cities and communities</li><li>• Life on Land</li><li>• Responsible consumption and production</li></ul>
	<b>Public Spaces</b>	Public spaces and streetscapes showcase quality urban design, are accessible to all and are clean and well maintained	
	<b>Environment</b>	The community will live sustainably and engage with a healthy and protected natural environment	
<b>Prosperity</b> 	<b>Education and Employment</b>	Everyone has access to education, training and life-long learning to support their learning and employment aspirations	<ul style="list-style-type: none"><li>• Quality education</li><li>• Decent work and economic growth</li><li>• Peace, justice and strong institutions</li></ul>
	<b>Local Economy</b>	Brimbank is a major hub for employment, innovation and investment	
	<b>Housing</b>	Housing meets the needs of different people in the Brimbank community	



# Council Plan Vision for 2021-2025

Our Vision for Brimbank captures what we are working towards over the next four years:

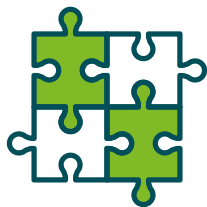
*A transformed Brimbank that is beautiful, thriving, healthy and connected*

### Council's Roles and Functions

Council undertakes a range of roles and functions to support the needs and aspirations of the Brimbank community.



**Lead and Represent**



**Partner and Advocate**



**Provide Services**



**Build and Maintain**



**Plan and Regulate**



**Fund and Resource**



### Council's Key Strategic Directions and Objectives for 2021 – 2025

*Together We are Brimbank* identifies a series of strategic directions and objectives that describe what Council is aiming for in order to achieve the vision for Brimbank. Each strategic objective contains a number of strategies that describe what Council will do over the next four years.

## Strategic Direction: People and Community



A welcoming, safe and supported community – an inclusive place for all

### Strategic Objective

#### Wellbeing and Belonging

Responsive services that support mental and physical wellbeing

#### *Our Community said...*

- Increase mental wellbeing
- Build social connections
- Support families, children and youth
- Support disability access and inclusion
- Improve gender equality
- Increase physical activity and healthy eating
- Address crime prevention
- Build safer and inclusive communities
- Support vulnerable communities and those most 'at risk'

### Our Strategies

Support improved mental wellbeing<sup>^</sup>

Increase healthy eating, active living and physical activity<sup>^</sup>

Support increased gender equality and reduce gender-based violence<sup>^</sup>

Provide community health and wellbeing services across the lifespan

Support safe and inclusive communities

Support and advocate to reduce risk factors impacting vulnerable communities

<sup>^</sup> Municipal Public Health and Wellbeing Plan priority

### Strategic Objective

#### Pride and Participation

Community and cultural connections built through social and artistic expression

#### *Our Community said...*

- Celebrate and enable arts and culture
- Recognise Aboriginal and Torres Strait Islander peoples' culture and history
- Promote diversity and intercultural sharing
- Support community events and activities

### Our Strategies

Enable social, cultural and artistic expression

Continue our commitment to respecting and recognising Aboriginal and Torres Strait Islander peoples and culture

Deliver a range of initiatives that celebrate diversity and intercultural sharing

Encourage vibrant community events and activities

# Strategic Direction: Places and Spaces



Liveable and connected neighbourhoods that support healthy and sustainable futures – a green place for all

## Strategic Objective

### Liveable and Connected

Inviting and liveable spaces and facilities, connected so people can get around

#### Our Community said...

- Provide a variety of accessible open space, parks and playgrounds
- Improve transport connections (footpaths, cycle paths, roads)
- Provide community facilities where people can connect
- Improve public realm, lighting and public toilets
- Address traffic congestion and improve transport connectivity
- Beautify streets and neighbourhoods
- Increase the number of trees and canopy cover

## Our Strategies

Contribute to the transformation of the transport network to be active, sustainable, connected and equitable

Showcase and provide quality public spaces and streetscapes where people can connect and recreate

Provide community facilities that are responsive and adaptable to community needs

Maximise urban greening through increased tree canopy cover and integrated water management

## Strategic Objective

### Sustainable and Green

Protect natural environments for current and future generations

#### Our Community said...

- Take action on climate change
- Optimise resources via circular economy
- Invest in solar energy
- Increase sustainable businesses
- Support nature and biodiversity
- Care for grasslands, creek corridors and green space
- Reduce carbon emissions
- Improve waste management and compliance

## Our Strategies

Take action on climate emergency by working towards a carbon neutral Brimbank

Collaborate with community in addressing climate change and its impacts on health^

Increase the extent and condition of natural habitats through restoration and prevention of threats

Invest in circular economy and improve waste management systems to increase recycling and reduce waste to landfill

^ Municipal Public Health and Wellbeing Plan priority

# Strategic Direction: Opportunity and Prosperity



A future focused, transforming city where all have opportunities to learn and earn – a prosperous place for all

## Strategic Objective

### Growing and Transforming

Optimise community opportunities through infrastructure innovation and investment

#### Our Community said...

- Make Brimbank a destination
- Support COVID business recover
- Promote local businesses
- Attract and promote a variety of businesses
- Grow the night economy
- Encourage social enterprises
- Improve opportunities for the community as a result of the Airport Rail Link and Transforming Brimbank
- Increase affordable and diverse housing options
- Create liveable neighbourhoods with services close by

## Our Strategies

Grow and diversify industry, and support existing and new businesses

Enhance community opportunities as a result of major developments and infrastructure investment

Promote Brimbank as a destination to build the visitor economy and tourism

Facilitate housing diversity, population growth and development through planning and assessment processes

^ Municipal Public Health and Wellbeing Plan priority

## Strategic Objective

### Earning and Learning

Everyone has access to education, training and lifelong learning to support their aspirations

#### Our Community said...

- Improve youth employment
- Provide jobs for those most at risk (Culturally and linguistically diverse, women, people with disability, older people)
- Improve digital access
- Strengthen education and employment supports
- Encourage volunteering
- Provide opportunities for skill development
- Support financial literacy

## Our Strategies

Support economic and social inclusion^

Support community access to education and jobs

Promote the importance of education and encourage life-long learning across generations

Work towards improving digital access and inclusion

Strategic Direction:  
**Leadership and Governance**



A high performing organisation that enacts the vision and decisions of Council through the delivery of quality and innovative services – A fairer place for all

**Strategic Objective**

**Engaged and Responsive**

Community insights are valued to enhance connection and engagement with Council

*Our Community said...*

- Listen, engage and inform the community
- Make responsible decisions
- Create links with diverse communities
- Support the community through recovery
- Partner with a range of organisations

**Our Strategies**

Value community input through deliberative engagement and co-design

Support community resilience and continue emergency management planning to be prepared for any future incidents or shocks

Partner across multiple sectors to advocate for equal access towards social and environmental justice

Support the Brimbank community to engage in transparent democratic processes

**Strategic Objective**

**High Performing and Accountable**

Our workforce strive to enhance services and liveability for the Brimbank community

*Our Community said...*

- Be financially sustainable
- Support innovation and continuous improvement
- Enable digital access
- Consider future needs
- Demonstrate transparency
- Employ a highly skilled and diverse workforce
- Report on performance

**Our Strategies**

Reward a culture of high performance that demonstrates commitment to community

Continue to model a safe, healthy, diverse and equitable organisation

Enhance organisational performance management and reporting

Continue to manage our assets and finances sustainably and responsibly

Embrace technology and innovation to deliver continuous improvement opportunities

**Reporting Back to the Community**

Each year Council will develop a Together We are Brimbank Annual Action Plan that identifies actions that work towards achieving strategies and strategic objectives and directions. It will also develop an Annual Budget that identifies the resources necessary to implement the yearly strategic directions and actions. Progress of actions in the Annual Action Plan will be reported quarterly. A range of service performance indicators, financial performance indicators and sustainable capacity indicators (listed in Together We are Brimbank) will be reported on Annually.

*Our*  
**Council**

**Our Councillors**

The Council consists of 11 Councillors, each elected for a four-year term. Brimbank is divided into four wards to ensure residents are represented fairly and equitably.



**Grasslands Ward**



Cr Victoria Borg



Cr Sarah Branton



Cr Thuy Dang

**Harvester Ward**



Cr Sam David JP



Cr Trung Luu



Cr Jasmine Nguyen

**Horseshoe Bend Ward**



Cr Jae Papalia



Cr Virginia Tachos

**Taylors Ward**



Cr Maria Kerr



Cr Bruce Lancashire



Cr Ranka Rasic

# Brimbank City Council

Telephone 9249 4000

Email [info@brimbank.vic.gov.au](mailto: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](http://www.relayservice.gov.au), then enter 03 9249 4000



## Find us on Facebook, Twitter and YouTube

 [www.facebook.com/brimbankcouncil](http://www.facebook.com/brimbankcouncil)

 [www.twitter.com/brimbankcouncil](http://www.twitter.com/brimbankcouncil)

 [www.youtube.com/brimbankcitycouncil](http://www.youtube.com/brimbankcitycouncil)

---



**131 450**  
Local call costs apply



Use Brimby, the online virtual assistant  
[brimbank.vic.gov.au](http://brimbank.vic.gov.au)

**[www.brimbank.vic.gov.au](http://www.brimbank.vic.gov.au)**