



## Your vision for Brimbank

Thank you for your interest in helping Brimbank City Council shape our 2040 Community Vision and our 2021 - 2025 Council Plan.

Every four years, along with the election of a new Council, Brimbank Council engages with our community to create a new Council Plan. We are also reviewing the Community Vision 2040 which captures how you want Brimbank to be in the future.

## Where we are going

During April and May 2021 we are asking for feedback from you via mail, online, and through in-person and digital workshops to check that the 2040 Community Vision you created is still the right vision for our community.

At the same time, we are developing our Council Plan for 2021-2025. We will include our Municipal Public Health and Wellbeing Plan in the Vision and Council Plan.

This is how the Vision and Council Plan fit together:



## How we got here

The 2040 Vision was created by you, other residents and businesses of Brimbank in 2018. In total, over 1,000 people and 20 organisations helped to create the 2040 Vision. Over the past 18 months the following consultation has also occurred, with data analysed to inform planning and policy.

### Brimbank Community Vision 2040

Over **1,000** people and **20** organisations consulted

### Building Brimbank Community Engagement 2019

Council received more than **1,400** different items of input from different sources including 'pop up' information sessions at Sunshine Marketplace, community surveys and comments on social media posts.

### Brimbank Cultural Strategy (2018 - 2022)

**350** people had direct input to the Strategy through surveys, workshops and interviews.

### Brimbank Children's Strategy 2020-2024

Council consulted with more than **350** different children in kindergarten and school settings in small groups and workshops; 82 parents and carers also provided input.

### Brimbank Youth Strategy 2020-2024

Engaged and consulted with more than **300** young people in a variety of places and ways.

### Brimbank Age Friendly City Plan 2017-2021

**735** people and organisations were consulted in the development of this Plan.

### Brimbank City Council Industry Analysis and Clusters Development Action Plan 2019

A series of surveys and interviews with business

### Safe and Inclusive Brimbank 2020-2024

A survey of residents and visitors to Brimbank and engagement with community during a Community Safety 'pop-up' event held at Sunshine railway station.

**400** residents participated in Council's Community Satisfaction Survey in 2019/2020.

### Brimbank Neighbourhood Houses and Community Centres Strategy (2019-2024)

**269** people were consulted in development of the Strategy.

### Brimbank Economic Development Unit Business Survey 2020

A survey of **249** businesses representing manufacturing, health, retail, accommodation and food services.

### Brimbank Community Survey - Health and Wellbeing Impacts of COVID-19 - October 2020

Telephone surveys with **135** Brimbank residents

### BCC Community Impact Analysis (February 2021)

Surveys of **81** Brimbank community support organisations and interviews with **20** BCC teams

### Staying Connected - BCC Service User Experience - October 2020

Direct input was received from **310** of our service users across Early Years, Youth, Ageing and Inclusion, Arts and Culture and Leisure services.

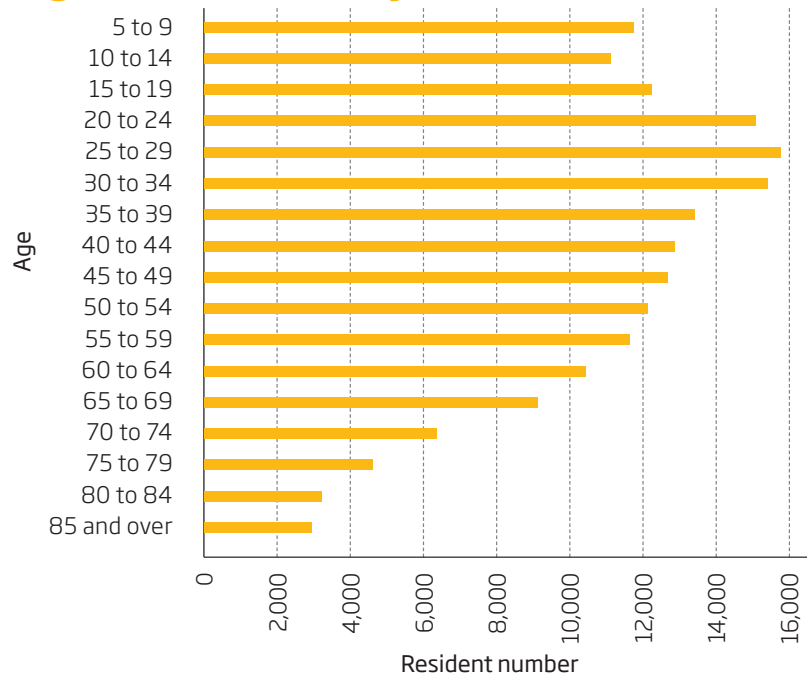
## Brimbank's Estimated Resident Population

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The City of Brimbank's Estimated Resident Population for 2019 was **209,523**

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### Age breakdown by resident numbers



## Top 10 languages spoken at home

Vietnamese

Punjabi

Filipino/Tagalog

Greek

Maltese

Italian

Macedonian

Arabic

Cantonese

Croatian

Newer languages that are increasing in number including Hakka, Harari, Persian and Tegulu.

## Our Community Vision 2040

The Community Vision reflects where we are today and where, collectively, we want to go. Council committed to reviewing this Vision in 2021, which is what we are doing through this process.

### Our Vision 2040:

*"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."*

Sitting underneath this Vision were three strategic directions (People, Place, Prosperity) as shown on the next page.

**48%**

of Brimbank residents were born overseas



**58%**

people of Brimbank speak a language other than English at home



**816**

residents identify as Indigenous



**75%**

of residents identify with a faith or religion



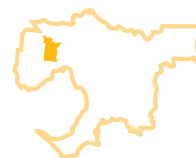
over

**160**

different languages are spoken in Brimbank

**2nd**

most disadvantaged municipality in Greater Melbourne



## What you said before

### Vision 2040 and its strategic directions

<i>People</i>	Strategic directions	Community aspirations in 2040
	Healthy Lifestyles	The community is healthy and active
	Services and Facilities	Services and facilities are responsive to community need
	Culture and Diversity	Brimbank is a vibrant and recognised cultural capital
<i>Place</i>	Safety	The community feels safe and free from harm
	Strategic directions	Community aspirations in 2040
	Getting Around	All modes of transport are well connected and accessible
	Public Spaces	Public spaces and streetscapes showcase quality urban design, are accessible to all and are clean and well maintained
	Environment	The community will live sustainably and engage with a healthy and protected natural environment
<i>Prosperity</i>	Strategic directions	Community aspirations in 2040
	Education and Employment	Everyone has access to education, training and life-long learning to support their learning and employment aspirations
	Local Economy	Brimbank is a major hub for employment, innovation and investment
	Housing	Housing meets the needs of different people in the Brimbank community

## Our 2021 - 2025 Council Plan

Every four years, Council creates a new work program – our Council Plan. Here we lay out our proposed Vision for your next Council Plan (2021-2025) and the Strategic Directions we believe will help us get there.

You can see that the Strategic Directions we are proposing for our Council Plan are similar to the Strategic Directions in our Vision 2040. We propose adding “Leadership and Governance” reflecting both the importance of Council operating at the very highest levels of transparency and accountability, and recognising our role in representing you to other tiers of government.

The Council Plan will help us work towards our 2040 Vision so your feedback is really important.



# Council Plan and Strategic Directions 2021-2025

Through our engagement we are wanting to explore the following questions:

- Do you agree with our Council Plan Vision?
- Do you agree with these Strategic Directions?
- What are your hopes and priorities for Brimbank?

## Council Plan Vision

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

#### Strategic Direction Places and Spaces

A liveable and connected city that is green and sustainable

Strategic Objective

##### **Liveable and Connected**

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

*Trees, variety of open space, beautification, affordable and diverse housing options, safety, lighting, paths (footpaths and cycle), parks, playgrounds, public toilets roads, parking, traffic flow, transport*

Strategic Objective

##### **Sustainable and Green**

A natural environment protected now and enhanced into the future

*Climate change, circular economy, sustainable businesses, nature, grasslands, community facilities, solar energy, biodiversity, waste management, environmental sustainability and compliance, rubbish, air quality*

#### Strategic Direction Opportunity and Prosperity

A transformed city where all have opportunities to learn and earn

Strategic Objective

##### **Growing and Transformed**

Businesses and organisations with capabilities for the future

*Tourism, COVID business recovery support, business promotion, Airport Rail Link, Transforming Brimbank, retail variety, business attraction, social enterprise, night economy*

Strategic Objective

##### **Earning and Learning**

More employers support local people, and skills and learning are accessible

*Youth employment, jobs for those most at risk (culturally and linguistically diverse, women, those with disability), digital access, education and employment supports, volunteering, skill development, financial literacy*

#### Strategic Direction People and Community

A great place for all, where people feel welcome and supported and that they belong

Strategic Objective

##### **Belonging and Participation**

Mental and physical wellbeing, independence and safety

*Families, children, youth, safety, gender equality, nutrition, exercise, crime prevention, family violence prevention, sexual and reproductive health, mental health COVID recovery, refugees and asylum seekers, aged and disability, gambling, health promotion partnerships, social connection for people living alone*

Strategic Objective

##### **Pride and Wellbeing**

Social, cultural and artistic expression

*Arts and culture, Aboriginal and Torres Strait Islander culture and history, diversity, intercultural sharing, events and activities, settlement services, technology access and engagement*

#### Strategic Direction Leadership and Governance

An organisation that places the community at the centre of decision making, delivers high quality services and advocates on behalf of the community

Strategic Objective

##### **Responsive and Engaged**

Value the insights of our community, and support them to connect and engage with Council

*Community engaged, community informed, responsible decision making, engagement with diverse communities*

Strategic Objective

##### **High Performing and Accountable**

Monitor and report on organisational performance, and explore innovative solutions to services to enhance our performance

*Financially sustainable, innovation, digitally enabled, visionary*