

the Plan

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Invitation

Katherine Jackson JP



Katherine Jackson JP
City of Melville Mayor

Invitation from the City of Melville Mayor

Katherine Jackson JP

On behalf of the Council, I would like to thank the many people who have contributed to the development of the first long-term Community Plan for the City of Melville. We invite your continued contributions to assist with future planning for everyone who lives, works, learns, plays and invests in the municipality.

At the City of Melville, we believe a community's future comprises the social, cultural, environmental and economic values its citizens embrace.

This long-term Community Plan recognises the role of the community in determining its own future and will be the key strategic document for guiding the Council's business planning and service delivery. It has been developed in partnership with the City of Melville through a series of surveys, focus groups and public forums.

This plan aims to develop not only an appropriate response for today's environment, but also for the future in order to be pro-active and meet upcoming challenges. The role of the various levels of government is to provide advocacy and facilitate specific actions on behalf of the community through this ongoing partnership.

This plan identifies our community's aspirations and describes how the City of Melville and others can work towards achieving these. It also explains how activities to achieve the aspirations will be prioritised over the life of the plan.

The Community Plan takes into account the broad social, cultural, economic and environmental areas and how other government agencies, community groups and local councils bordering our municipality might contribute to achieve each of the community aspirations.

Our commitment to continue to listen to everyone's views and consider them during the development of future strategic and planning directions of the city, provides us with a richer understanding of the diversity of perspectives among the different groups in our community.

Over the next two years we want to hear what people have to say about our first long-term Community Plan as part of creating plans for our Neighbourhoods. The plan will then be refined to ensure that our community's aspirations continue to be documented correctly.

The Community Plan spans 10 years (2007-2017) and from 2009 will be reviewed every two years.

The next stage of this long-term community planning process will be the development of Neighbourhood Plans aimed at describing the aspirations and priorities of local communities within the municipality.

Your Elected Members look forward to hearing suggestions and continuing to speak with you about how to make our City an even better place and one that future generations will continue to enjoy.

Katherine Jackson JP

City of Melville Mayor



At a Glance

the Plan

At the heart of community planning is partnership.

This document highlights those priorities that will only be effectively and efficiently achieved through working in partnership.



At a Glance - The Community Plan 2007-2017

To implement the Community Plan our initial priorities are to:

Begin Neighbourhood Planning because this is the next step in finding out in more detail about what is important to people in their local communities. A Neighbourhood can be described as a collection of communities determined by physical boundaries that include neighbourhood hubs such as libraries, district shopping areas, major parks and infrastructure. Planning with local communities also builds a sense of community spirit. Four Neighbourhoods have been identified to continue giving a voice to the community for future planning.

Create an age-friendly City because nearly all areas are expected to have an increase in the retiree age groups as a result of the ageing of the population. In an age-friendly community the physical and social environments are designed to support and enable older people to "age-actively" and enjoy good health and participate fully in society. This provides benefits to everyone by ensuring that services, facilities, programs and decision-making processes are accessible for all members of the community.

Build a safe and secure community because we want to continue to live in a community where growth does not negatively impact on the level of crime and anti-social behaviour.

Change our behaviour to consider how our actions today will affect the generations of tomorrow because as part of the global population we have a responsibility to promote sustainable practices in our natural and built environments. Sustainable communities should be active, inclusive and safe, well run, well designed, well built, well connected and well served.

Facilitate suitable housing options because the City of Melville has limited large areas of land available for new developments and ongoing amendments to the local Town Planning Scheme allow for us to plan for housing choices that keep up with buyer preferences.

Facilitate sustainable transport options because the changing population growth requires different forms of movement networks including bus, cycle and pedestrian routes, and possible ferry services to connect the community. The impact of the movement of freight through the City of Melville is also a major community concern.

Monitor the impact of major developments because new development opportunities have been identified in areas around the new southern railway (Murdoch, Bull Creek), Canning Bridge, and the Murdoch Activity Centre, which includes Murdoch University and the proposed Fiona Stanley Hospital.



What is a Community Plan?

A long-term Community Plan aims to develop common goals that help guide all sections of the community in working together to achieve our community aspirations.

Community planning assumes our decisions can influence what happens to us in the future. It assumes that individuals can make a difference.

A Community Plan informs all members of the community and assists in prioritising activities of greatest importance.

A Community Plan

- relies on community input
- states a shared vision for the future
- identifies key themes and areas for action
- provides information for planning and service delivery; corporate plans and budgets for government agencies, local community groups and other stakeholder groups
- includes a monitoring/review process.

The purpose of a Community Plan is to

- acknowledge community aspirations
- provide an opportunity for participation by the community in decision-making processes on activities to be undertaken by stakeholder groups
- describe the activities of groups within the community
- coordinate decision-making and use of resources of the City of Melville and other organisations working with and in the community
- provide a long-term focus for decisions and activities of the City of Melville and other organisations working with and in the community
- provide a basis for accountability.

A Community Plan is a living document that is regularly reviewed to reflect the changing aspirations of our community.



Where the Community Plan came from

In April 2004, the State Government Department for Planning and Infrastructure produced a document called "Making Perth the City We Want". The document followed a major interactive community planning forum in September 2003 known as "Dialogue with the City – Working Together to Make Perth the World's Most Liveable City".

Funding was then offered to local government authorities under the "Dialogue with the City Communities Program" enabling local communities to develop strategies and plans that contribute to meeting the emerging goals of the metropolitan-wide Dialogue with the City process.

As a result of the Communities Program, the City of Melville in conjunction with the Western Australian Planning Commission established the "Dialogue with the City of Melville (or Melville Visions)" project in 2005 and 2006. Melville Visions is the largest consultation exercise undertaken by the City of Melville to date and allowed residents and business owners to "have their say" on the future of the City.

Melville Visions proactively sought community involvement in the future directions of the City.



'Melville Visions' was not a singular event but a broad and dynamic consultative process that included:

- Focus Group meetings with a random selection of participants from each Ward of the City of Melville
- Workshop with the Youth Advisory Committee
- Interviews with key stakeholders including minority groups, community groups, businesses and government agencies
- A community forum open to all previous participants and interested community members using new multimedia technology;
- 9,000 community surveys distributed to 6,000 households, 1,000 to youth, 1,000 to businesses and community groups and 1000 to randomly selected households in the five adjacent local government areas. About 2,300 householders responded to the survey.
- An interactive website dedicated to the Melville Visions project to enable the community to access and comment on the latest information available and interact in a 'chat room'.

There have been many opportunities for community voices to be heard through a number of other consultative processes including:

- Community surveys
- Public meetings
- Consultations on local issues
- Customer surveys
- Focus groups
- World Health Organisation Age-Friendly Cities Project

The World Health Organisation Age-Friendly Cities Project involved extensive consultation with seniors, their carers, service providers and local businesses. Over 140 people participated in focus groups providing a wealth of information on a range of issues.

An age-friendly city prevents and corrects the barriers that people increasingly encounter as they grow older. In an age-friendly community, policies, services and structures related to the physical and social environment are designed to support and enable older people to “age-actively”, that is, to enjoy good health and participate fully in society. An age-friendly environment benefits all the community.

The views and aspirations of the community gathered from all these engagements form the basis of our Community Plan.

This Community Plan has drawn on several aspects of other national and international community plans; however, in recognition of the uniqueness of the City of Melville it is as distinctive and individual as our community.



Role of the Community

Everyone contributes to making our community the sort of place in which we want to live, work, learn, play and invest.

As part of the community, the City of Melville plays a leadership role in working towards achieving community aspirations. In doing this it provides services and facilities for which the Council is primarily responsible and identifies and partners with the many participating organisations within a common framework for action.

Many different activities take place within our community to meet our day to day requirements. Any one of the following roles can be undertaken at different times by the City of Melville, individuals and groups in our community:

- **Provider** - takes full responsibility for funding and carrying out services.
- **Partner** - funds and carries out services in formal partnership with other organisations.
- **Funder** - funds other organisations to carry out services, for example through grants and service delivery contracts.
- **Regulator** - has statutory responsibilities and directs these activities as required.
- **Monitor** - gathers information on activities and checks against progress.
- **Facilitator** - encourages others to be involved in activities by bringing interested parties together to progress identified issues.
- **Advocate** - promotes the interests of the community to other decision-making organisations, e.g. State and Federal Governments.



The Community Plan

Our Community Vision for the Future

A safe, attractive City where the consequences of our actions for future generations are taken into account; natural and built facilities are accessible to everyone and a sense of place and community spirit is generated with our voices being heard through opportunities to participate in decisions that affect our lives.

The Community Plan creates a vision for the next ten years, examines present opportunities and challenges, and then shows how we will get from where we are to where we want to be.

This Plan is for all communities within the City of Melville and gives us a map to achieve our vision.

At the heart of community planning is partnership. This first draft of the Community Plan highlights those priorities that can be effectively and efficiently achieved through working in partnership.

Our community is part of the greater Perth community. Consequently the plans and aspirations of other communities surrounding us influence what happens in our lives. We interact across artificial boundaries so we need to be familiar with how regional and local plans may influence our community. This might include legislative requirements and other strategies that influence how we live our lives. This Community Plan provides an opportunity for others to consider the aspirations of our community in their planning processes.

The Local Government Act of 1995 is intended to result in

- a) better decision-making by local governments
- b) greater community participation in the decisions and affairs of local governments
- c) greater accountability of local government to their communities
- d) more efficient and effective local government

"In carrying out its function a local government is to use its best endeavours to meet the needs of current and future generations through integration of environmental protection, social advancement and economic prosperity." (S1.3)

To strengthen local democracy and promote community well-being, this Community Plan acknowledges both the *Local Government Act 1995* and the *European Charter of Active Citizenship***. This Charter enables all citizens to choose their level of involvement in determining their future, and the right to:

- participate in decisions that affect their lives
- have a voice and opportunities to put forward their opinions
- have access to information about decisions and activities that affect their lives
- participate in public consultations
- communicate their evaluation of public and private activities that affect their well-being
- have access to public officials.

As part of its community leadership role, the City of Melville encourages all citizens to share responsibility for the future well-being of the community by:

- acknowledging the representative role of elected members in making decisions
- considering the requirements of the whole community
- participating in opportunities to have input into decision-making processes
- collaborating respectfully with other stakeholders in decision-making
- becoming active citizens.

Within the City of Melville there are many diverse areas each with its own distinctive characteristics, qualities and community aspirations. Neighbourhood Planning provides opportunities for local communities to come together to develop an action plan tailored to our own neighbourhood.

Ongoing engagement with local communities in each of the four identified Neighbourhoods will gather information about what we like, what we want more of and what we would like to change. These aspirations will guide the corporate and financial plans for the Council.

***(The European Charter of Active Citizenship, Giovanni Moro, Vienna, 2006)*



Who is the community?

The term community suggests that its members have relationships that are communal, with experiences, values, or interests that may be shared. A community is usually concerned about mutual and collective well-being.

Types of Community

Geographical Community - based around where people live

Community of Interest - based around issues such as conservation, social justice, and activities such as sport

Community of Identity - based on sharing a common lifestyle, age, culture, school

The geographical boundary of the City of Melville contains many smaller communities that support relationships between individuals and groups that live, work, learn, play and invest here.

What we said is important to us

- A clear vision for the future
- Effective leadership and efficient performance by the City of Melville Council and administration
- Growth and development that does not have an adverse impact on our lifestyle
- A greater focus on improving safety where we live
- Living in a central and convenient location
- Green and leafy areas which are open, spacious and well-maintained.

There are opportunities to develop and communicate a stronger vision for the area.

Only 18% of residents and 21% of organisations agree that they are fairly clear about what the area is going to look and feel like in 10 years time.

What we said about where we live

We are a large and dynamic community comprising a variety of nationalities and professions. Safety, security, access and use of neighbourhood facilities as well as the look and feel of the local area assist in determining our sense of community.

We enjoy significant natural assets with 18 kilometres of river foreshore, extensive parks and reserves and areas of natural and cultural heritage.

Generally we feel that our quality of life is improving or remaining steady in the City of Melville and our commitment to the area is relatively high.

Some 97% of us believe there are many good reasons to stay living in the City of Melville. However, just under half of this group also see many good reasons to leave.

Traffic and congestion are also of concern with 87% of us believing that a growing population will have a negative effect on the flow of traffic.

Some 91% of our community and 89% of organisations support the introduction of incentives to encourage households and businesses to behave in more sustainable ways.

Generally, among those of us aged 35+ years, there is a growing trend to move away from homes on larger lots to live in houses, villas and townhouses on smaller lots, while residents aged 18-34 (many of whom have intentions to start a family) want to move into homes on larger lots.

We have some concerns with an increasing population and the heights of buildings. If the City of Melville must experience population growth, we are most accepting of accommodating extra people on smaller lots around local shopping areas, train stations and the City Centre; we would also tolerate mixed-use developments around local shops and small lot developments around parks and reserves.

Did You Know?

One in two residents expects to move home over the next 10 years

One in four residents expects a change in lifestyle

One in four residents expects his/her lifestyle to remain fairly steady over the next 10 years

Young adults appear a little more likely to start a home-based business.

Our Aspirations

Community aspirations describe what we think is important for our well-being. They outline our desired vision in relation to present and future social, cultural, economic and environmental well-being.



- We have a sustainable community that is planned, built, or modified to promote sustainable living that meets the diverse needs of existing and future residents, is sensitive to our environment, and contributes to a high quality of life.
- We live in a safe and secure community. Our City is perceived to be relatively safe; our community service is well regarded and we want to maintain a safe and secure community so that growth does not negatively impact on the level of crime and anti-social behaviour.
- We have access to both natural and built facilities and assets that allow us to enjoy a sustainable and healthy lifestyle.
- We are a community that is informed and has opportunities to participate in decisions that affect our lives, with opportunities for lifelong learning.
- We have services and resources that are accessible to all community members.
- We have a sense of place and community spirit with places, spaces and events that celebrate and strengthen the identities of all cultures.
- We live in a connected community where people feel part of their neighbourhood.
- We have the opportunity to live and work in our community and have commercial areas that are attractive, easily accessible and service our requirements.
- Our transport system is sustainable and allows us to access facilities and provides connections between these facilities and other locations.
- All members of the community have the opportunity to live within the City boundaries in a dwelling to suit their stage in life. We value our quality of life and the look and feel of our local area.



A Sustainable Community

Based on what we have said about the sort of place we want to live, now and in the future, three areas have been identified that contribute to a sustainable community: social/cultural, economic and environmental well-being.

Sustainable communities demonstrate the principles of sustainable development. They do this by:

- balancing and integrating the social/cultural, economic and environmental components of their community to meet the needs of existing and future generations
- respecting the needs of other communities in the wider region - nationally and internationally to make their own communities sustainable.

Sustainable communities should be:

- Active, inclusive, safe, fair, tolerant and cohesive with a strong local culture and other shared community activities
- Well run with effective and inclusive participation, representation and leadership
- Well designed and built featuring quality built and natural environments
- Well connected with good transport services and communication linking people to jobs, schools, health and other services
- Well served with public, private, community and voluntary services that are appropriate to people's requirements and accessible to all.

These areas of well-being capture our community aspirations and provide a vehicle for bringing together actions to achieve them.

1. Social and Cultural Well-being

Community Connectedness – social networks, community spirit, diversity

Health – physical, emotional, spiritual health and well-being, access to health care, environmental health

Participation and Democracy – community involvement in decision-making

Safety – road safety, crime prevention, accidents and injury, security and personal safety

Recreation – physical and passive recreation infrastructure

Arts and culture, local history, heritage.

2. Economic Well-being

Education, training and skills

Employment – work life balance, job availability, unemployment

Economy – business and industry, economic growth, tourism.

3. Environmental Well-being

Natural environment, waste and recycling, water quality and availability, energy consumption, biodiversity, open space, built environment, land-use patterns, home ownership, housing costs and affordability, transport systems and sustainability.



Social and Cultural Well-being

We aspire to live in a community where we feel a connection with others in our neighbourhood, to feel safe, with access to recreation and other facilities that enhance our physical, emotional and spiritual health and well-being.

We have an active and involved community with a high proportion of the community involved in community groups and volunteering work. To improve the sense of community, we regard safety, the development of youth services and facilities and the promotion of local neighbourhood activities as high priorities.

We have mixed views about the type of impact growth will have on our sense of community, access to community services and facilities and to sport and recreational facilities.

We live in a community where the arts, culture, local history and heritage are valued and celebrated.

What we said about safety and security

We live in a safe and secure community. Our City is perceived to be relatively safe; our community service is well regarded and we want to maintain a safe and secure community so that growth does not negatively impact on the level of crime and anti-social behaviour.

Currently we have:

- A community security service
- Two police stations
- Attractive walking environments
- Neighbourhood Watch in some areas
- A collaborative approach to safety and security with other relevant agencies.

Some future opportunities and challenges include:

- Appropriate responses and an understanding of crime
- "Designing out crime" criteria for all new development
- An active community with greater neighbourhood awareness, utilising footpaths and cycle-ways
- Impact of drugs and alcohol on the community
- Perception of increasing anti-social behaviour and how it impacts on our leisure time



- Increasing traffic and its effect on road safety
- Perception that higher density impacts on safety
- Taking responsibility for our neighbourhoods.

Taking Action

- Increase community involvement in personal and property security issues
- Increase the visible presence of security and police services
- Ensure efficient and effective responses in an emergency
- Ensure facilities, equipment and infrastructure meet safety and community expectations
- Ensure that all swimming pools are safe and comply with legislation
- Develop and conduct educational programs with health-related service providers
- Manage safe transport and handling of hazardous materials
- Ensure that new designs and developments provide for a safe and secure environment
- Ensure urban design of our community reduces the impact of anti-social behaviour.

What we said about a healthy lifestyle

We have access to both natural and built environments and assets that allow us to enjoy a sustainable healthy lifestyle.

Currently we have:

- A great place to live and grow up
- Three Recreation Centres
- Well established sporting groups and facilities
- Built and natural recreation opportunities to enjoy including areas along the Swan and Canning River foreshores
- Two golf courses
- Many opportunities to actively participate or volunteer in community and sporting groups
- An environment that encompasses and cares for diverse communities.

Some future opportunities and challenges include:

- Impact of growth on the sense of community, access to community services and facilities and to sport and recreational facilities
- An ageing population
- Impact of drugs and alcohol on community health
- Quality of footpaths and cycleways
- Impact of population growth on the arts, culture, housing options, social diversity, events and employment
- Perception that increasing density and changing demographics may lead to impersonal neighbourhoods
- Impact of technology on leisure activities and community interaction
- Resistance to change unhealthy lifestyles.

Taking action

- Promote environmental education programs
- Provide opportunities for our community to participate in activities that will assist in maintaining and improving their well-being
- Implement the Strategic Activity Plan
- Redevelop Leeming Recreation Centre.



What we said about consultation and participation

We are a community that is informed and has opportunities to participate in decisions that affect our lives, with opportunities for lifelong learning.

Currently we have:

- A willingness to be involved
- Five libraries
- Five tertiary campuses
- Eleven secondary schools
- Twenty-five primary schools
- Schools involved in sustainable education
- Opportunities to have a say on current and future planning for our community
- Representation at all levels of government
- About 40% of residents voting in local government elections.

Some future opportunities and challenges include:

- Current varied consultation processes
- Clear processes for involvement in decisions that affect the places in which we live or impact on our lifestyle
- A growing atmosphere where we feel our voice is beginning to be heard
- Communication between government and non-government agencies, community groups and individuals
- Education and library facilities that meet the requirements of all community members
- Greater transparency in community consultations
- A sense of being over consulted and yet not listened to
- Participation in local government including elections.





Taking Action

- Continue and improve communication between the City of Melville, community groups, individuals, business, State and Federal authorities and media
- Create opportunities where all voices are heard
- Actively promote participation in Local Government elections
- Promote opportunities for local communities to be involved in decisions that affect their lives
- Further develop libraries and information services
- Ensure technological networks are available to all
- Provide community information via various mediums
- Utilise the Neighbourhood Planning process to engage more effectively with the community.

What we said about accessibility

We have services and resources that are accessible to all community members.

Currently we have:

- Criteria for accessibility as part of the building and planning process
- A good public transport system
- A wide network of cycle-ways and footpaths
- A high standard of road networks

- Access to the regional road system
- TravelSmart Programs
- A Disability Access and Inclusion Plan
- Recreational opportunities designed for people who experience barriers.

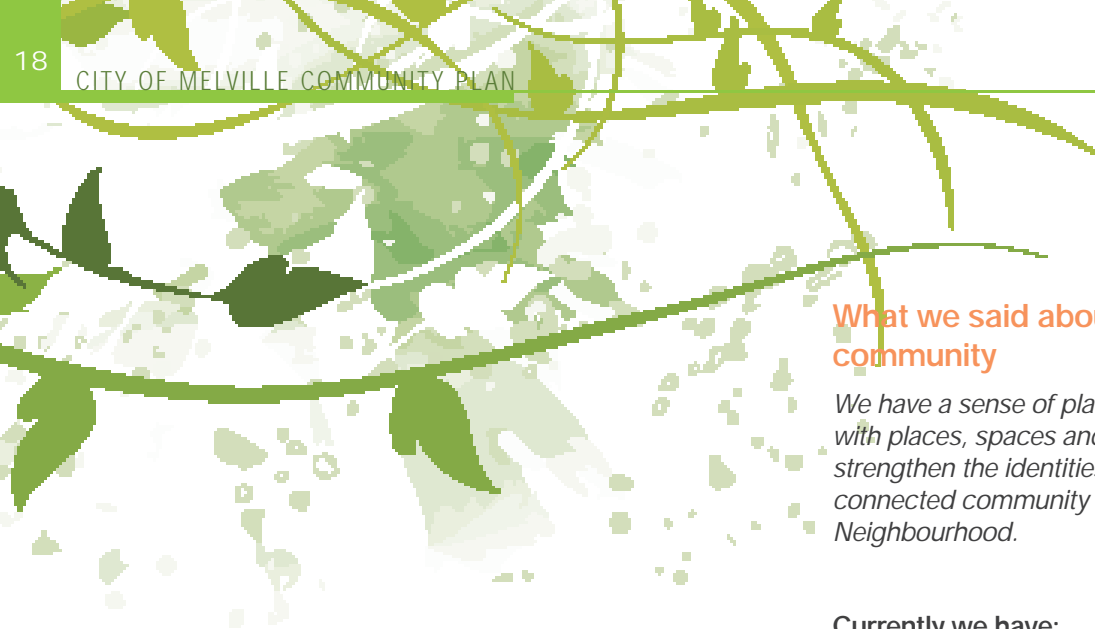
Some future opportunities and challenges include:

- Impact of population growth on traffic volumes and congestion
- A new east-west link, to alleviate traffic pressures through residential areas
- Potential for a ferry service
- Encourage TravelSmart behaviour
- Pedestrian safety and access and crossings along major roads
- An ageing population
- A diverse multicultural population.

Taking action

- Develop and implement a Positive Ageing Strategy
- Implement and review the Disability Access and Inclusion Plan
- Continually develop relationships with internal and external agencies for the provision of sustainable access and inclusion opportunities for everyone in the community.





What we said about a sense of community

We have a sense of place and community spirit with places, spaces and events that celebrate and strengthen the identities of all cultures. We live in a connected community where people feel part of their Neighbourhood.

Currently we have:

- Many opportunities to actively participate or volunteer in community and sporting groups
- An environment that encompasses and cares for diverse communities
- Events organised by schools, community groups, local artists and performers throughout the year
- Local parks and public open space
- A variety of restaurants, cafes and other local meeting places and community hubs such as libraries and community centres.
- A major community festival in March each year
- Local history that is catalogued and documented in local museums
- Places of heritage preserved and managed by community volunteers
- Cultural programs that aim to ensure everyone is involved in community life
- Up-to-date information technology widely available
- Several Art Galleries and Exhibitions.



The City of Melville has an active and involved community

- 53% of residents are involved in a community or sporting group
- 35% of residents have volunteered over the past 12 months

There are mixed views about the type of impact that growth will have on the sense of community in the City of Melville. While 33% of people think it will have a negative impact, 18% think growth will have a positive impact. A large proportion of residents are unsure about the type of impact that growth will have on the sense of community.

To improve the sense of community, residents regard safety, the development of youth services and facilities, and the promotion of local neighbourhood activities as the highest priorities.

Some future opportunities and challenges include:

- Capturing our evolving community for the local history of the future
- A strong local history, heritage and Indigenous culture
- Suitable facilities for the Arts
- Arts, festivals and cultural events promotion
- Opportunities for public art
- Many groups of interest and diversity
- Volunteering in local community organisations
- Rapidly changing information technology and hardware.

Taking Action

- Encourage volunteering in local community organisations
- Develop an Arts and Culture Strategy
- Develop a Cultural Heritage Strategy
- Provide and facilitate festivals, events and cultural activities including participation
- Encourage art, culture and heritage
- Encourage groups of interest and diversity in the community
- Encourage and support community groups.



Economic Well-being

We know that the City of Melville is an established area with relatively low growth rates and that our population is expected to grow from approximately 98,000 to 108,000 people over the next ten years.

To cope with the population growth and maintain our economic prosperity, our ambition is to create an environment where the availability of a diverse range of housing and business opportunities makes it easy for everyone, including visitors to have access to goods and services to enjoy our preferred lifestyle.

What we said about growth and prosperity

We have the opportunity to live and work in our community and have commercial areas that are attractive, easily accessible and service our requirements.

Currently we have:

- An active Chamber of Commerce
- Strong links with regionally focused groups
- A City Centre incorporating a Regional Shopping Centre at Garden City in Booragoon, plus 6 district shopping centres at Bicton/ Palmyra, Bull Creek, Canning Bridge, Kardinya, Melville and Riseley Street; and 14 Neighbourhood centres including Applecross Village, Archibald Street, Bateman, Melville Heights, North Lake Road, Parry Avenue, Queens Road and others
- Industrial and commercial businesses that are centrally located and new developments in commercial areas that are attractively presented
- Small local centres that need to be maintained and strengthened
- Cafes and restaurants alongside the river at Deep Water Point, Point Walter and Heathcote
- A range of home-based businesses
- Access to a wide selection of vocational and educational facilities.





Some future opportunities and challenges include:

- Develop a vision for our economic future
- A diverse range of industrial and commercial products and services
- Enhance the appearance of commercial areas
- Relationships between industrial/commercial businesses and the community as well as Council
- A balance between high rental values for property owners and economic rents for business owners
- Support of local shopping centres
- A meeting place at Garden City Shopping Centre
- Accessibility at Garden City Shopping Centre from surrounding areas
- Universal access for all services and facilities.

Taking Action

- Develop, implement and review strategies to create a City Centre (the area around Garden City) that is a focal point
- Work collaboratively with businesses, including home-based businesses to enhance outcomes for the community
- Develop, implement and review strategies to attract shoppers and visitors to the area
- Provide inclusive employment opportunities across the City
- Create active commercial centres connected with surrounding neighbourhoods
- Develop an Economic Strategy
- Develop guidelines for commercial areas
- Progress Neighbourhood Planning.



Environmental Well-being

We want to live in a clean and green community with lots of trees and open space. We would like recognition of our Natural Heritage. The river is a focal point of our social and cultural activities. We recognise growth is inevitable; however, we want to see a built environment that adequately manages population growth and maintains our natural environment.

Having a diverse range of housing and lot size is important to us. Individuals and families have differing requirements and there is a need to recognise the progression of change to cater for those needs of people wishing to remain in the City of Melville. All members of our community should have the opportunity to purchase or lease a dwelling within the City boundaries to suit their stage in life. We recognise the importance of having a range of larger suburban blocks; however, there is a growing sector of the community who want to live on smaller urban blocks as well as a smaller percentage of the population who would prefer to live in inner urban town houses and apartments. We acknowledge that the progression of different housing requirements may be provided within each neighbourhood or within the city boundaries in accordance with a natural attrition and attraction of population.

The provision of affordable housing should enhance the diversity without compromising the general look and feel of an area.

What we said about transport

Our transport system is sustainable and allows us to access facilities and provides connections between these facilities and other locations in the City of Melville.

Currently we have:

- 93% of residents living within 400 metres of a bus stop
- A TravelSmart Program
- A good public transport system
- A wide network of cycle-ways and footpaths
- A well maintained road system.





Some future opportunities and challenges include:

- Transport options that include bus services, a local shuttle bus service, light rail and good cycling and pedestrian paths
- Dedicated bus lanes on major roads
- Ferries with terminal points at Raffles Hotel, Deep Water Point, Shelley, Point Walter and Applecross
- Impact of freight transport on major roads such as South Street and Leach Highway and adjoining residential areas
- An east-west road system for the integration of transport and land-use
- Future access to three rail stations
- Safe pedestrian crossings along all major roads
- Management of traffic and road safety initiatives
- Sustainable transport options
- Availability of alternative fuels
- Parking in commercial areas
- Traffic management and road safety initiatives
- An ageing population
- Development of growing port infrastructure at Fremantle and Kwinana that impacts on regional freight transport.

22% of residents use public transport on a daily or weekly basis.

Usage is highest among youth, and decreases with age.

19% of residents use a bicycle to commute within the City of Melville on a daily or weekly basis.

Usage is highest among youth, and decreases with age.

Taking Action

- Undertake comprehensive long-term integrated transport planning that looks at ways to decrease demand on the use of motor cars, as well as strategies to improve transport and parking infrastructure
- Plan for and maintain a network of shared use paths, footpaths and cycleways that provides access to facilities across the City
- Develop a transport system that facilitates strong economic activity
- Continue to lobby government to ensure suitable east-west freight transport links.



What we said about the built environment

All members of the community have the opportunity to live within the City of Melville boundaries in a dwelling to suit their stage in life. We value our quality of life and the look and feel of the area.

Currently we have:

- Diverse and affordable housing in the area
- A variety of special needs housing including special groups/disabled, aged housing; self-care, hostel and nursing home and emergency accommodation for youth; women and families
- The potential to increase housing
- Environmental design in housing choice
- Neighbourhood shopping areas connected to the community
- A mix of old and new housing.

Some future opportunities and challenges include:

- Increasing demand for nursing home developments
- A range of housing options
- A local planning scheme that reflects changing community aspirations
- First home buyers who cannot afford to buy into the area
- Impact of increased cost of housing and rates on diversity and affordability
- Higher density housing in areas around transport and commercial links to protect the larger suburban blocks
- Housing diversity in our suburbs
- The positive and negative perceptions around high-density living
- Impact of density increases and population growth on traffic, pollution, noise, fumes and waste
- Housing design contributing to increased energy usage
- Education on the potential benefits of increased density
- Sustainable living that is supported and encouraged
- Smaller residential lots around local shopping centres, train stations and the City Centre.



Taking Action

- Develop and implement a community-endorsed Planning Scheme to ensure that urban development provides a variety of lifestyle and housing density options, supported by appropriate physical and social infrastructure
- Plan activity centres and medium density housing around transport hubs
- Provide opportunities for being physically active
- Ensure footpaths and roads are kept to a high standard and provide for all modes of transport
- Promote and ensure sustainable urban and building design
- Ensure that neighbourhood activity centres and services are maintained close to residential areas and access is enhanced so that the community can utilise shopping, employment and leisure opportunities by walking and cycling as well as by road.

What we said about the natural environment

We have access to both natural and built facilities and assets that allow us to enjoy a sustainable and healthy lifestyle.

Currently we have:

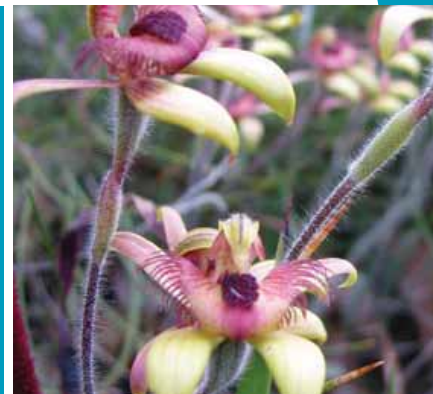
- Foreshore reserves that enhance the enjoyment of the river
- A significant number of suburbs with underground power
- A clean, safe environment
- Natural bush reserves at Piney Lakes, Point Walter, Ken Hurst Park, Wireless Hill and several smaller reserves throughout the suburbs
- Public open space available for community use
- Street trees that are an important part of the landscape
- Accessibility to the river through continuous open space with access by dual-use paths
- Suburban areas with established gardens and mature trees
- Incentives to encourage households and businesses to reduce waste, water and energy usage
- Piney Lakes Environmental Centre.

Some future opportunities and challenges include:

- Maintaining mature trees
- Planting of vegetation to attract birdlife and fauna
- The amount of public open space, protecting its amenity and managing water conservation
- Facilities in public open spaces
- Activity sites along the river foreshore
- Environmental impact of development along the river foreshore
- Parking that encourages visitors without impacting on residential amenity
- Natural bushland that is protected and regenerated
- Alternative fuel sources to reduce pollution
- Education on environmental issues so that we can make informed decisions
- Household and commercial recycling
- Shortage of water resources.

Taking Action

- Ensure current natural assets are managed efficiently
- Develop, implement and review conservation and environmental strategies
- Develop and implement Environmental Management Plans
- Continue to advocate for underground power in all areas
- Continue to inform the community on sustainability initiatives
- Ensure that natural areas such as bushland are protected and maintained
- Provide an effective and efficient waste service
- Develop energy-saving, water-saving and greenhouse-gas saving initiatives.



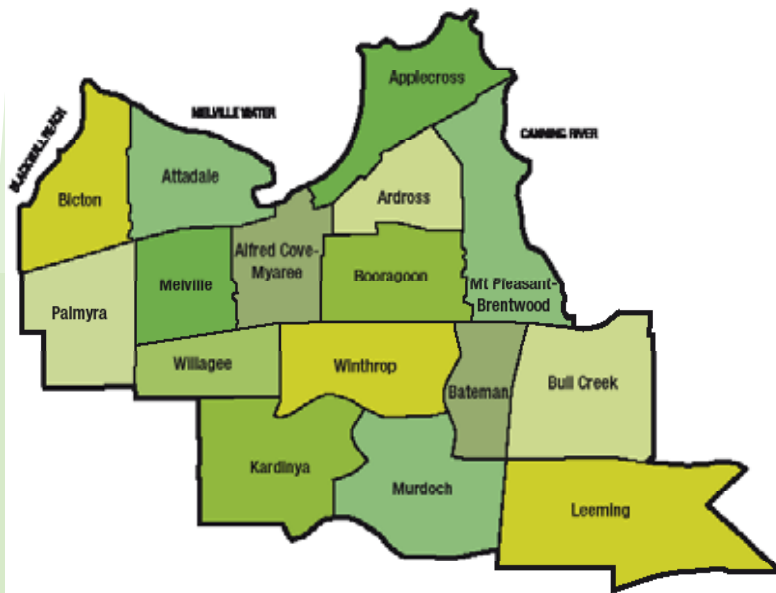
A Snapshot of Life in the City of Melville

Our Location

The City of Melville is eight kilometres south west of Perth's Central Business District. It has an area of just over 5,200 hectares. The City includes nineteen (19) suburbs;

- Alfred Cove Applecross Ardross
- Attadale Bateman Bicton
- Booragoon Bull Creek Brentwood
- Kardinya • Leeming • Melville
- Mount Pleasant • Myaree • Murdoch
- Palmyra • Willagee • Willetton (part)
- Winthrop

A population of approximately 98,000 people live in 36,000 dwellings. The City of Melville is one of the largest local government areas in the Perth metropolitan region. Many international cultures make up the community including Chinese, Indian, Indonesian, Italian, New Zealand, Malaysian, and South African.





The City is bounded in the north by the Swan River, in the east by the Canning River and the City of Canning, in the south by the City of Cockburn, and in the west by the City of Fremantle and the Town of East Fremantle.

Several commercial areas service the area. 'Garden City', Booragoon is the major regional centre, supplemented by six (6) district commercial centres at Bull Creek, Canning Bridge, Kardinya, Melville, Palmyra and Riseley Street. There are numerous neighbourhood shopping villages providing services in local areas.

The Myaree Mixed Business precinct is the largest industrial-service commercial area providing a diversity of business, retail and industrial functions. A second industrial area is located on the boundary of the Cities of Melville and Fremantle at O'Connor (O'Connor Industrial Area) providing for larger scale manufacturing and traditional industrial uses and includes service, commercial and general business uses.

The river plays an important part in the identity of the City of Melville with over 18 kilometres of foreshore for recreation and leisure, and 210 parks and reserves including 600 hectares of public open space and 300 hectares of bushland.

The community is well resourced with educational facilities including tertiary facilities (TAFE campus and Murdoch University) and government and non-government secondary and primary schools.

The City of Melville has a low level of disadvantage (see Glossary) compared to other cities within the Perth Metropolitan Area and within Australia. It is within the top 15% of Councils with low disadvantage within Australia and within the top five in Western Australia.

Our History

The City of Melville sits within the Aboriginal cultural region of Beelair. The Nyoongah-Beelair cultural group, led by Midgegooroo and Yagan, was the first Aboriginal group in Western Australia to feel the full impact of European settlement. Melville Water was named by Captain James Stirling in 1827, although settlement was minimal until the 1890s, due largely to isolation and the limitations presented by the swampy foreshore.

Growth was gradual from the late 1800s to the early 1900s, reaching a population of about 2,000 in 1913. In 1943, the Melville Roads Board became one of the first districts to organise a corporate body dedicated to promoting the communal interests of ratepayers including foreshore development, parks and reserves, new roads and schools, churches and other community services.

Significant development occurred in the post-war years, particularly from the 1950s. A major land reclamation project along the Swan River foreshore aided growth in the 1960s and by 1968 the population of the City was 52,000. The population continued to increase in the 1970s and 1980s, from 57,000 in 1976, to 72,000 in 1986. The population has increased at a slower rate in the 1990s, from 84,822 in 1991 to 90,264 in 2001.



Our Citizens

How old are we?

The City of Melville's age structure is characterised by mature residents and older families although the largest age groups include school-aged children and young people in their late teens and early twenties with parents in their forties and fifties.

There is also a number of 'empty-nester' and retiree age groups (50-69), whose children have already left the family home.

Compared with the Perth Statistical Division, the City of Melville has less people aged 25-34 years; more people aged 70-84 years and less people aged 0-4 years.

Where do we come from?

Many people in our community are born overseas and the diversity of countries indicates a significant multicultural population.

The population born overseas is dominated by people from countries who have arrived in more recent times, such as those from Indonesia, Malaysia and New Zealand.

Compared with the Perth Statistical Division, the City of Melville has less people born in the United Kingdom, more people born in Malaysia and more people born in Indonesia.

In 2001, the City of Melville had 28,970 migrants born overseas. Just over half of the overseas-born population had arrived in Australia before 1986. The greatest numbers of recently arrived migrants came to the area between 1998 and 2000.

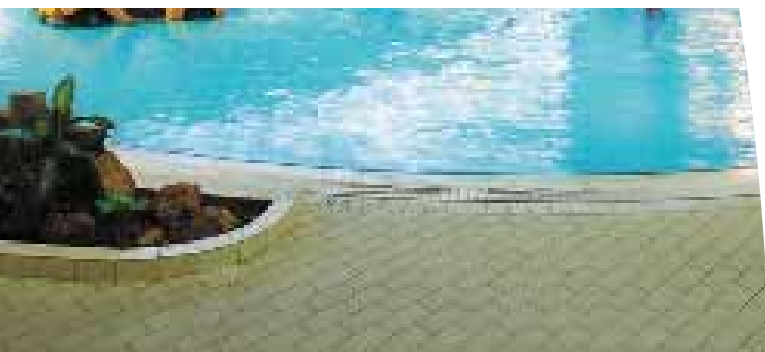
The relatively large numbers counted in the period from 1996 to 2001 could be due to the role that this area plays in the housing market, providing recent migrants with housing and education opportunities.

How much do we earn?

An analysis of the household income levels for the City of Melville in relation to the Perth Statistical Division showed a greater proportion of high income households and a lesser share at the low income end.

Compared with the Perth Statistical Division, the City of Melville has more households earning \$2,000 or more weekly; more households earning \$1,500 to \$1,999 weekly and less households earning \$800 to \$999 weekly.

Information about household income suggests a relatively stable housing market, with maintenance of the socio-economic status of the area.





What are our levels of schooling and types of employment?

The distribution of educational qualifications across the population of the City of Melville shows a highly educated workforce, with significant skills, as indicated by the greater number of households in the high income quartile, and the higher number and more people working in well-paid industries, such as business services, education and health.

Compared with the Perth Statistical Division, the City of Melville has more people with a bachelor or higher degree; more people with an advanced diploma or diploma and less people with vocational qualifications.

More people have completed their schooling to Year 12, while less people left school at lower year levels. As a consequence the City of Melville has a relatively well-schooled population. This is demonstrated by the high level of tertiary qualifications, the greater number of households with high income and more professionals, managers and administrators in the area.

The unemployment rate in the City of Melville is lower than the Perth Statistical Division with only 2,659 shown as unemployed in 2001 out of a workforce of 44,989.

Where do we work?

The population of the City of Melville has a significant number of people working in services, suggesting a more skilled and educated population.

Compared with the Perth Statistical Division, the City of Melville has more people employed in education, health and community services; more people employed in finance, insurance and business services; less people employed in manufacturing and less people employed in construction.

What is our family structure?

Household and family type information is a major indicator of the role and function of areas. It often hints at the age of residential development and the types of housing markets attracted to suburbs or local government areas, and with age structure, is a major input into local service delivery.

The combination of ⁽¹⁾traditional and ⁽²⁾non-traditional household types in the City of Melville indicates the diverse household structure of the area. This mix relates to the broad spread of the population in a number of age groups.

- (1) Traditional households refer to couple and one-parent families with children
- (2) Non-traditional households refer to couples without children, lone person, group, and other families and households

Compared with the Perth Statistical Division, the City of Melville has more family households and less one-parent families.

Compared with the Perth Statistical Division, the City of Melville has significantly more home-owners, while the proportion of purchasers is considerably lower and the overall percentage of renters is lower. There are more private renters than public renters in the City of Melville.

What do we live in?

The majority of dwellings in the City of Melville are separate houses. This means that the area is more likely to appeal to families. About 30% of the population is made up of couples with children less than 15 years of age.

The City of Melville has a similar number of separate houses compared to the Perth Statistical Division at approximately 78% of all dwellings, with more semi-detached dwellings compared to flats and apartments.

Between 1996 and 2001, there was a significant overall increase in the number of dwellings, of which the majority was separate houses.

All data has been taken from the City of Melville Community Profile which uses enumerated data from the 2001 Census of Population and Housing, Australian Bureau of Statistics (ABS).

Our Population in the next 10 Years

At a local level, the primary drivers of population change are the age structure of the existing population, the housing markets attracted to and away from an area and their associated demographic characteristics, such as household types, and the supply of residential land (or potential for rezoning of land), which impacts on the supply of dwellings of the area. The addition of dwellings is the major driver of population growth, providing opportunities for new households such as young people leaving the family home or households relocating from other areas.

The population of the City of Melville is expected to grow by 9.5% over the next 10 years to more than 108,000. This is based on an increase of more than 5,600 households, with the average number of persons per household falling from 2.56 to 2.45.

Population outcomes will differ significantly between suburbs because of the functions and roles of the smaller areas. There are also significant differences in the supply of future residential land which will have a major influence in structuring different population and household futures over the next five to ten years.

The increase in population is spread over all the age groups; however there will be a significant increase in the 60-69 age group (30.7%) and the 70-84 age group (20%). Age groups over 60 years will increase by 25% while the age group under 18 will increase by 22%. This ageing population will have a great impact on how activities and services are carried out.

Most areas of the City of Melville are expected to increase in population with the most significant increases in Murdoch, Applecross, Mount Pleasant - Brentwood and Alfred Cove - Myaree based on residential expansion. Leeming and Winthrop are expected to decline in population. The forecast population growth rates are lower than household growth as a result of the decreasing number of people per household. This is a pattern that is likely to affect all areas over the next ten years.

There is continued demand for residential development, particularly for areas with high desirability, such as those closest to the river, as well as areas around Murdoch University.



With the variety of residential areas, natural characteristics and period of development, different areas within the City of Melville have developed different roles within the housing market. Areas along the river such as Applecross, Attadale and Bicton will continue to be attractive to mature families (usually third or fourth home-buyers), except the Canning Bridge area which will see continued commercial development and more diverse housing options. Areas to the south are reaching a stage where large numbers of children are leaving home due to the ageing population. Leeming, Winthrop and Bateman are generally expected to have relatively low amounts of new dwellings over the next ten years. The exception to this is Murdoch, where the university will continue to attract increasingly large numbers of students, requiring additional student housing.

Areas such as Palmyra, Melville and Alfred Cove - Myaree will continue to be attractive to young adults in their 20s. New development opportunities have been identified in areas around the new southern railway (Murdoch, Bull Creek) as well as areas in the north along the Swan and Canning Rivers.

Couples without children are a significant growth household type in the City of Melville, with all areas anticipating some increase to 2017, generally based on gains of empty-nesters. These empty-nesters are more likely to move to smaller accommodation if suitable and affordable alternative housing is supplied in their local area, and is accessible to their established social networks. Leeming and Applecross are expected to have the largest increases in couples without children, a result of both new residential development opportunities and the ageing of the population. Like couples without children, lone-person households are forecast to increase in all areas, based on the ageing population with the largest increases also expected in Applecross and Leeming.

For more information about our current and future community population visit:

www.melvillecity.com.au/about/city-profile



Neighbourhood Planning

The next step in the process of community planning is the development of Neighbourhood Plans, under the umbrella of the Community Plan.

The City of Melville has many diverse areas each with their own distinctive characteristics, qualities and community aspirations.

Neighbourhood Planning provides opportunities for local communities to come together to develop an action plan tailored to their own neighbourhood.

Four Neighbourhoods have been identified after considering how community members interact with natural and built facilities in their local areas. The following criteria were taken into account for each of the Neighbourhoods:

- District shopping centres
- Neighbourhood shopping centres
- Libraries and other community hubs
- Safe crossing of major roads
- Transport hubs, for example, railway stations and major bus routes
- Location of government and non-government schools, both primary and secondary
- Major regional parks
- Sporting groups and recreation facilities.

The existing interaction of communities within these Neighbourhoods is recognised and will enhance the opportunities for involvement in developing Neighbourhood Plans.

Neighbourhood Planning will help us to:

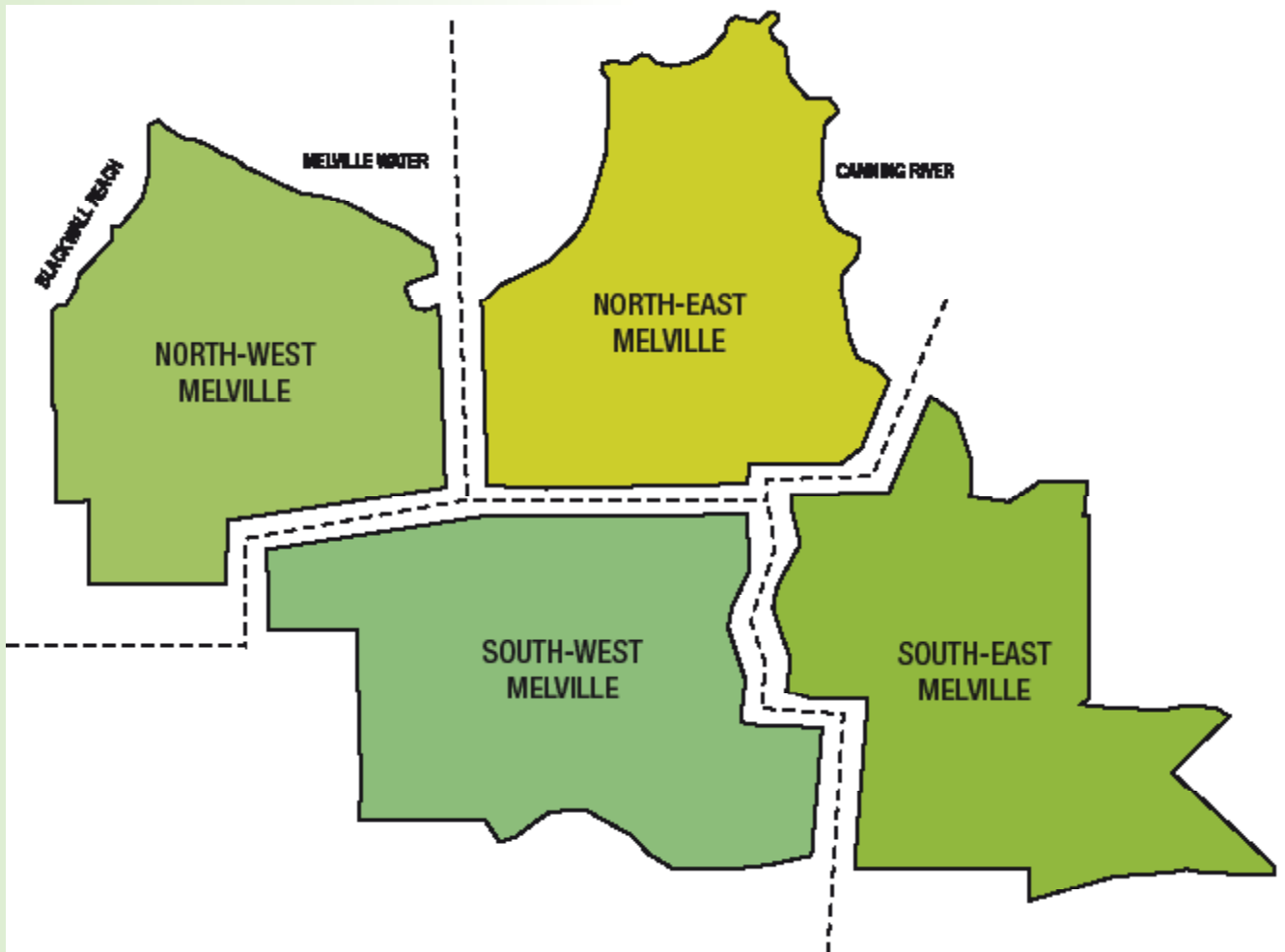
- understand and describe the type of Neighbourhoods we want for the future
- identify, prioritise, obtain support and action our community aspirations
- enhance public places in terms of use, diversity and safety
- develop a 'sense of place' and identity that reflects our local culture, heritage and character
- incorporate and coordinate other opportunities into our Neighbourhoods
- build on the assets and strengths in our local communities
- participate and continue to have our voices heard.

The information included in Neighbourhood Plans will inform the review and updating of the Community Plan.





Four Neighbourhoods



Glossary of Terms

Accessibility

- Ensuring that all residents are able to participate – regardless of their race, culture, religion, language, age, gender or disability. This includes access to services, programs, facilities, decision-making processes and entitlements.
- How the community moves within and through the City of Melville and the forms of movement networks (e.g. buses, cycle routes, ferry service) that are used or could be used if available.

AMCORD

- The Australian Model Code for Residential Development provides accepted guidelines that can be used when planning for the quantity of community facilities.

City of Melville

- The local government authority's physical boundaries that define the extent of the geographical community.

Community Engagement

- A planning process to describe a broad range of interactions with people including one-on-one communication or information delivery, consultation, involvement and collaboration in decision-making.

Community Plan

- Identifies desired community aspirations over a 10-year period. The Plan describes the community's intended contribution to those aspirations and the activities of the key groups. The Plan is reviewed every two years.

Community Aspiration

- What a community thinks important for its well-being. The community's desired vision in relation to their present and future social, cultural, economic and environmental well-being.

Dialogue with the City

- For details of all the results from this consultative process, visit (Melville Visions) www.melvillecity.com.au/about/strategic-plans-and-projects/melville-visions

Index of Disadvantage

- The Index of Relative Socio-Economic Disadvantage comes from attributes such as low income, low educational attainment, high unemployment, jobs in relatively unskilled occupations and variables that reflect disadvantage rather than measure specific aspects of disadvantage.



Making it Happen

Infrastructure

- The basic facilities, services, and installations needed for the functioning of the community, such as transportation and communications systems, water and power lines, buildings and parks, etc.

Neighbourhood

- A collection of local communities determined by physical boundaries, that include neighbourhood hubs (e.g. libraries), district shopping areas, major parks and infrastructure.

Neighbourhood Plan

- Development of a desired future 'vision' in partnership with local communities to prioritise community aspirations and subsequent strategic actions and priorities to achieve these.

Sense of Community

- Is a component of 'cultural identity'. Sense of community or sense of place is a personal response to the environment; social, natural and built, which the individual experiences in daily life and at a broader level, can be the individual's perception of the whole Neighbourhood, region, state or nation.

To achieve the aspirations of our community, partnerships with groups, organisations and neighbouring communities need to continue to be built and strengthened. Programs and activities being undertaken in the community and those planned for the future, have been documented to demonstrate how community aspirations are actioned with the participation of many different stakeholders.



What we said about.....

Action

Existing Programs and Activities

Social and Cultural Well-being

Safety and Security

- Increase community involvement in personal and property security issues
- Increase the visible presence of security and police services
- Implement Local Laws
- Enact Local, State and Federal Government Legislation
- Optimise planning for safety in public places
- Ensure efficient and effective responses in an emergency
- Ensure facilities, equipment and infrastructure meet safety and community expectations
- Ensure that all swimming pools are safe and comply with legislation
- Manage safe transport of hazardous materials
- Review and improve safety in facilities and infrastructure assets
- Ensure that new designs and developments provide for a safe and secure environment
- Promote community safety and crime prevention strategy
- Reduce the impact of anti-social behaviour through urban design of our community
- Manage the impacts of transport

- Neighbourhood Watch
- Community Safety and Crime Prevention Plan
- Community Security Service (24-hour service)
- Apply State and local laws
- Parking schemes
- Dog management, registration and education
- Streets Alive
- The Vault - space for youth
- Graffiti Strategy
- Bus Shelter Strategy
- Garden City Precinct Protocol
- Local Emergency Management Advisory Committee
- Local Planning Scheme
- Local Emergency Response Strategy
- Regular inspections of public and other buildings
- Food inspection program
- Positive Ageing Strategy
- Road safety programs
- Health promotion programs
- Asset management program that includes renewal, replacement and disposal of infrastructure assets
- Australian Model Code for Residential Development assessments (AMCORD)
- Land-use guidelines
- Review risk management plans
- Review asset management plans
- Provision of health services within statutory responsibilities
- Design-out crime principles incorporated into local planning scheme and planning decisions
- Disability Access and Inclusion Plan
- Regular inspections of all swimming pools
- City of Melville Transport Strategy
- Metropolitan Transport Strategy
- Integrated transport strategy for South-West Group



Proposed Programs and Initiatives

Lead Agencies

Support Agencies

- Provide crime prevention and safety education sessions
- Neighbourhood safety audits
- Develop a coordinated approach to security
- Promotion of the roles and responsibilities of the security service
- Develop a street-lighting strategy
- Develop closed circuit television strategy (CCTV)
- Further develop graffiti strategy
- Further develop community safety and security planning
- Public toilet security and locations
- Sport and recreation strategic plan
- Implement access and inclusion plan
- Develop a plan for management of community facilities.
- Support AWARE (All West Australians are Ready for Emergencies) Program
- City of Melville risk management improvements
- Neighbourhood planning
- Facilities and asset management plans
- Develop a swimming pool monitoring program
- Strengthen links with existing community programs
- WA asset management improvement program

- City of Melville
- Department for Planning and Infrastructure
- Local Emergency Management Advisory Committee
- Main Roads WA
- WA Police Service

- Animal Rescue Groups
- Business Owners
- Church Groups
- Community Groups
- Council on the Ageing
- Department for Communities
- Department of Environment and Conservation
- Department for Planning and Infrastructure
- Department of Education and Training
- Department of Health
- Department of Housing and Works
- Department of Sport and Recreation
- Department of Local Government and Regional Development
- Department of the Attorney General
- Drug and Alcohol Office
- Facility Management Association
- Fire and Emergency Services Authority of WA
- Healthway
- Hoteliers Association
- Individuals
- Justice of the Peace Network
- Main Roads WA
- Media
- Melville-Cockburn Chamber of Commerce
- St John of God Hospital Murdoch
- Neighbourhood Watch
- Office of Crime Prevention
- Office of Road Safety
- Office of Seniors' Interest and Volunteering
- Physical Activities Task Force
- Private Building Surveyors
- Public Transport Authority
- Red Cross
- Regional Human Services Managers Forum
- Returned and Services League (RSL)
- RSPCA
- Security Agents Institute of WA
- Shopping Centres
- South Metropolitan Regional Council
- South West Group
- Sporting and Community Clubs
- Telstra
- Veterinary Services
- WA Local Government Association
- WA Police Service
- WA State Emergency Service (Melville/East Fremantle)
- Western Power
- WorkSafe
- Waste Advisory Committee



What we said about.....

Action

Existing Programs and Activities

Healthy Lifestyle

- Promote environmental education programs
- Provide opportunities for our community to participate in activities that will assist in maintaining and improving our well-being
- Encourage sustainable transport initiatives and programs
- Ensure current assets are managed efficiently
- Ensure footpaths and roads are kept to a high standard and provide for all modes of transport
- Inform the community of sustainability initiatives
- Inform the community of energy-efficiency issues related to development
- Develop policies and strategies to encourage compact, walkable, mixed-use neighbourhoods
- Develop and conduct educational programs with health-related service providers
- Provide opportunities for being physically active

- Community grants program
- Piney Lakes Environmental Education Centre
- TravelSmart program
- Stepping Stones program
- Promotion of building codes
- Local Planning Scheme
- Strategic Recreation Plan
- Disability Access and Inclusion Program
- Public Open Space Strategy
- Community events calendar
- Recreation centres
- Libraries
- Support for Community and sporting groups
- Management plans for parks and community facilities
- Sensory playground
- Physical Activity Policy
- City of Melville website
- Recycling waste services
- Sustainable living education programs
- Meals on Wheels service
- Support the Regional Resource Recovery centre
- Sustainability Officer programs
- Sustainable development guidelines
- Land Asset Management Plan
- Weekly rubbish collections
- Bulk rubbish collections
- Collection of commercial waste

Consultation and Participation

- Improve communication between the City of Melville, community groups, individuals, businesses, State and Federal authorities and media
- Create opportunities where all voices are heard
- Actively promote participation in local government elections
- Promote opportunities for communities to be involved in decisions that affect their lives
- Maintain a library and information service that caters for all members of our community
- Ensure that education facilities meet the requirements of all our community

- City of Melville website
- Community development promotions
- Community events calendar
- New resident program
- About Melville column in Community Newspaper
- Public communications strategy
- Statutory communications
- Participation in 'Just Communities' program
- Positive Ageing Strategy
- Annual General Meeting (AGM)
- Citizenship program
- Youth Advisory Council
- Public Communication Policy
- Surveys
- Community grants
- Volunteer Resource Centre
- Melville information database
- Community information shop
- Library workshops
- Australian early development index
- Australian Model Code of Residential Development (AMCORD) assessment
- Local Planning Scheme
- Rebate scheme

Social and Cultural Well-being

continued





Proposed Programs and Initiatives	Lead Agencies	Support Agencies
<ul style="list-style-type: none"> • Develop a model for management of all community facilities • Review of community facilities as part of neighbourhood planning • Implement asset management plans • Develop a strategic management plan for all natural assets • Investigate possibility of a public recycling facility 	<ul style="list-style-type: none"> • City of Melville 	<ul style="list-style-type: none"> • Australian Greenhouse Office • Community and Sporting Groups • Department of Environment and Conservation • Department for Planning and Infrastructure • Department of the Premier and Cabinet • Department of Sport and Recreation • Friends Groups • Greening Australia • Healthway • Individuals • Lotterywest • Main Roads WA • Murdoch University • Public Transport Authority • Relevant State and Federal Government Agencies • South Metropolitan Regional Council • South-East Regional Catchment Urban Landcare • Sustainable Energy Development Office • St John of God Hospital Murdoch • Swan River Trust • WA Local Government Association
<ul style="list-style-type: none"> • Neighbourhood Plans • Neighbourhood Newsletters • New Resident Induction Program • Creation of community hubs • Development of a community engagement strategy • Youth consultations • Implementation of a Positive Ageing Strategy • Workshops for council candidates to increase diversity of representation 	<ul style="list-style-type: none"> • City of Melville • Challenger TAFE • Murdoch University • Department of Education and Training • Catholic Education • Private Schools Association 	<ul style="list-style-type: none"> • Business groups • Child Care facilities • Community and Sporting Groups • Department of Indigenous Affairs • Department for Planning and Infrastructure • Department of Education and Training • Department of Local Government and Regional Development • Department of Immigration • Elected Members • Electoral Commission • Local media • Office of Multicultural Interests • Other learning facilities • Resident groups • Shopping centres • State Library of WA • State Public Library Network • WA Local Government Association



What we said about.....

Action

Existing Programs and Activities

Accessibility

- Develop and implement a positive ageing strategy
- Implement and review the disability access and inclusion plan
- Continually develop relationships with internal and external agencies for the provision of sustainable access and inclusion opportunities for everyone in the community
- Manage the City of Melville rebate scheme for workers with disability at recreation centre cafes
- Develop, implement, monitor and review a strategy to build relationships with the community
- Promote the creation and restoration of diverse, walkable, compact, vibrant, mixed-use communities. Housing, work-places, shops, entertainment, schools, parks, and civic facilities essential to the daily lives of the residents, all within easy walking distance of each other.
- Ensure footpaths and cycleways are functional

- World Health Organisation (WHO) Age-Friendly Cities Project
- Home and Community Care Services (HACC)
- Active life program
- Priority services for waste collection
- Disability Access and Inclusion Plan

A Sense of Community

- Encourage volunteering in local community organisations
- Provide and facilitate festivals, events and cultural activities including participation
- Encourage art, culture and heritage
- Encourage groups of interest and diversity
- Provide opportunities to celebrate and take pride in our community's cultural diversity and community spirit
- Access available funding opportunities
- Encourage and support community groups
- Facilitate support programs such as 'Healthy Clubs'
- Provide opportunities for social interactions and relationship building within the community
- Ensure technological network is available to all
- Provide community information via various mediums
- Develop policies and strategies to connect commercial areas to the community by creating diverse, walkable, compact, vibrant, mixed-use communities with facilities essential to the daily lives of the residents, all within easy walking distance of each other
- Continue to strengthen business and community networks
- Ensure that planning promotes a connected community through communication and transport networks

- Volunteer Resource Centre
- Volunteer seminars
- Community grants
- Community information shop
- Volunteer "thank you" functions
- Community events calendar
- Festival funding
- Citizenship program
- Youth cultural grants
- Australia Day awards
- Art awards
- Heathcote exhibitions
- Public art program
- Friends of Letefoho (East Timor)
- Heritage incentives policy
- Sister city programs
- Other local government partnerships
- Chitty Chitty Aboriginal women's group
- Festivals and events
- Festival of Melville
- Streets Alive program
- Neighbourhood Watch
- Development of Community hubs e.g. Community centres, libraries
- Provision of health, fitness, sport and related educational programs
- Events management plan
- Multicultural programs
- Intergenerational programs
- Information technology and support
- Library services
- City of Melville web site
- Positive Ageing Strategy
- E-News
- Melville information database
- Communications and marketing program
- Land Asset Management Plan
- Information Management Plans
- Recreation support
- Transport Strategy
- Connecting Communities Program
- Local Planning Scheme





Proposed Programs and Initiatives	Lead Agencies	Support Agencies
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<ul style="list-style-type: none"> • Develop and implement a physical activity strategy • Encourage Seniors / Student / Disability rebates 	<ul style="list-style-type: none"> • Department for Planning and Infrastructure • City of Melville 	<ul style="list-style-type: none"> • Carer Groups • Community and Sporting Groups • Department for Health and Ageing • Department of Sport and Recreation • Disability Services Commission • Healthway • Lotterywest • Office of Multicultural Interests • Relevant State and Federal Government Agencies • Swan River Trust • WA Local Government Association • World Health Organisation
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<ul style="list-style-type: none"> • Develop a Master plan for Wireless Hill • Develop a Multicultural Strategy • Develop long-term plans for community facilities • Promotion of community service obligation principles • Develop Neighbourhood Plans • Increase wireless and broadband network • Increased use of recreation centres • Community web-based hubs • Link with Australian Business Arts Foundation 	<ul style="list-style-type: none"> • Community Groups • City of Melville 	<ul style="list-style-type: none"> • Art and craft groups • Bank of Ideas • Bull Creek and Willagee Neighbourhood Hubs • Community and Sporting Groups • Department for Communities • Department of Culture and the Arts • Department of Immigration • Department of Indigenous Affairs • Department of Sport and Recreation • Electoral Commission • Federal Government Agencies • Department for Planning and Infrastructure • Fire and Emergency Services Authority of WA • Friends Groups • Healthway • Library Services • Lotterywest • Melville-Cockburn Chamber of Commerce • Melville Community Arts Association • Melville History Society • Neighbourhood Watch • Network of Volunteer Resource Centres • Office of Crime Prevention • Office of Multicultural Interests • Office of Seniors Interests and Volunteering • Physical Activity Task Force • Residents Associations and Groups • Schools • State Government Agencies and Foundations • State Library of WA • Telecommunication Companies • Theatre Groups • Volunteering WA • Volunteers • Youth Advisory Council
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	What we said about.....	Action	Existing Programs and Activities
Economic Well-being	Growth and Prosperity	<ul style="list-style-type: none"> • Develop, implement and review strategies to create a city centre (the area around Garden City) that is a focal point • Work collaboratively with business to enhance outcomes for the community • Develop, implement and review strategies to attract shoppers and visitors to the area • Provide inclusive employment opportunities across the City • Encourage contractors and businesses to consider social, economic and environmental impacts • Continue to strengthen business and community networks 	<ul style="list-style-type: none"> • City centre planning • Discounted fee structures for new home occupations under the Commonwealth Government scheme • Riverside project • Master plans for commercial areas • Traineeship programs
Environmental Well-being	Transport	<ul style="list-style-type: none"> • Undertake comprehensive long-term integrated transport planning that looks at ways to decrease demand on the use of motor cars, as well as strategies to improve transport and parking infrastructure • Plan for and maintain a network of shared use paths, footpaths and cycleways that provide access to facilities across the City • Enhance the transport network to facilitate strong economic activity • Manage the impacts of transport • Encourage sustainable transport initiatives and programs 	<ul style="list-style-type: none"> • City of Melville Transport Strategy • Metropolitan Transport Strategy • Travelling together, integrated transport strategy for South-West Group
	Built Environment	<ul style="list-style-type: none"> • Develop and implement a community-endorsed planning scheme to ensure that urban development provides a variety of lifestyle and housing density options, supported by appropriate physical and social infrastructure • Plan activity centres and medium density housing around transport hubs • Promote and ensure sustainable urban and building design • Ensure that neighbourhood activity centres and services are maintained close to residential areas and access is enhanced so that community can utilise shopping, employment and leisure opportunities by walking, cycling and car • Coordinate the efficient use of all community assets • Develop and maintain policies on long-term strategic land-use • Manage urban development • Support Cafe's and facilities that attract people to our foreshore 	<ul style="list-style-type: none"> • Local Planning Scheme • Provide infrastructure such as footpaths and parks • Provide an in-house assessment and approval service to ensure compliance with the local planning scheme • Sustainable development guidelines and policy • Regular workshops at the Piney Lakes Environmental Education Centre
	Natural Environment	<ul style="list-style-type: none"> • Create a land asset management plan • Develop, implement and review conservation and environmental strategies • Develop and implement environmental management plans • Develop energy saving, water saving and greenhouse gas saving initiatives • Ensure that natural areas such as bushland are protected and maintained 	<ul style="list-style-type: none"> • Facilitate the strategic allocation of land • State Sustainability Strategy • Implement and monitor the planned stages for each of the existing environmental management plans • Continue to source projects that will save energy, water and greenhouse gas emissions • List of preferred contractors for bushland management services • Recognition and documentation of Aboriginal heritage sites



Proposed Programs and Initiatives	Lead Agencies	Support Agencies
	<ul style="list-style-type: none"> • City of Melville • Department of Employment and Training 	<ul style="list-style-type: none"> • Coastal Business Centre • Department of Education and Training • Disability Services Commission • Educational facilities • Melville-Cockburn Chamber of Commerce • Murdoch University • South-West Group
<ul style="list-style-type: none"> • Investigate the rationale for a ferry service connecting the City of Melville with neighbouring communities • Improve public transport to commercial and industrial areas in order to provide access for all members of the community especially the young and people without cars • Investigate and advocate for a regular and reliable bus service so that community members can reduce their reliance on cars • Investigate the rationale for an internal Shuttle Service (bus and light rail) in the City • Work to increase usage of sustainable transport options • Investigate initiatives to support community members reducing their reliance on cars 	<ul style="list-style-type: none"> • City of Melville • Department for Planning and Infrastructure 	<ul style="list-style-type: none"> • AMP • Department for Planning and Infrastructure • Murdoch University • Public Transport Authority • South West Group • Swan River Trust
<ul style="list-style-type: none"> • Develop affordable housing options • Provide information and include crime prevention through design principles in the examination and approval of building applications 	<ul style="list-style-type: none"> • City of Melville • Department for Planning and Infrastructure 	<ul style="list-style-type: none"> • Australian Greenhouse Office • Department of Environmental Conservation • Department for Planning and Infrastructure • Friends Groups • Greening Australia • Individuals • Lotterywest • Main Roads WA • Murdoch University • Public Transport Authority • Relevant State and Federal Government Agencies • South Metropolitan Regional Council • South-East Regional Catchment Urban Landcare • Sustainable Energy Development Office • Swan River Trust • World Health Organisation
	<ul style="list-style-type: none"> • City of Melville 	<ul style="list-style-type: none"> • Australian Greenhouse Office • Department of Environment and Conservation • Department for Planning and Infrastructure • Department of the Premier and Cabinet • Department of Sport and Recreation • Friends Groups • Greening Australia • Individuals • Main Roads WA • Murdoch University • Public Transport Authority • Relevant State and Federal Government Agencies • South Metropolitan Regional Council • South-East Regional Catchment Urban Landcare • Sustainable Energy Development Office • Swan River Trust





Element 1 - The Triangles

The three triangles are configured to abstractly represent the geographical outline of the City of Melville. Each triangle also represents a different aspect of both Melville and the community planning process.

- Tan represents land / development / commercial
- Green represents trees / recreation / bushland / sustainability
- Blue represents people / civic engagement / Council

Element 2 - The Lines

The three black lines represent the three major east-west roads which dissect the City of Melville - Canning Highway, Leach Highway and South Street.

Element 3 - The Swish

The blue 'swish' represents the water, which is identified with the City of Melville and defines many activities and community pride.

Element 4 - Combining the Symbols and Words

The logo closely combines the words 'people-places-participation' with the visual representation of the area and its elements and the words 'community plan' which represents the idea that influence, involvement and communication between all elements and stakeholders is required to build a sense of community.

Acknowledgement

This Community Plan was researched, developed and written by the City of Melville Community Planning Unit - Linda Footman, Leanne Hartill and Martin Spencer - with the support and assistance from staff across all divisions.

