

MAYOR'S MESSAGE

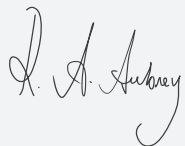
ACHIEVING COMMUNITY WELLBEING

Our purpose as a City is to achieve community wellbeing for our current and future generations, which we work towards in a number of ways.

Our focus is on achieving a City that is clean and green, safe and secure, has growth and prosperity with sustainable and connected transport, offers healthy lifestyles and importantly a sense of community.

To realise these outcomes, the City must overcome some long term challenges (identified as key priorities in the City's Corporate Business Plan) - some examples of which are profiled in this document.

The City also delivers over 200 products and services which we regularly review to meet the changing needs of our residents, businesses, State Government and key stakeholders, ensuring they are delivered where they are needed the most to help achieve community wellbeing for today and tomorrow.



Russell Aubrey
City of Melville Mayor

July 2017

Refer to the City's **A-Z guide** for a full directory of services, facilities, products, events and programmes available to the community.



Share your thoughts and join the online conversation.



— ACHIEVING — COMMUNITY WELLBEING



For more information refer to the Strategic Community Plan and Corporate Business Plan available at

www.melvillecity.com.au

or call 1300 635 845 | 08 9364 0666

OUR KEY CHALLENGES TO ACHIEVING COMMUNITY WELLBEING

HERE ARE SOME EXAMPLES OF THE MANY WAYS THE CITY IS ADDRESSING ITS KEY CHALLENGES.

DEGRADATION OF NATURAL RESOURCES WITHIN THE CITY.

- An Urban Forest Strategy (UFS) to protect our urban forest.
- A Natural Areas Asset Management Plan for 256 hectares of natural areas and 18 kms of foreshore.
- The Brentwood Living Stream project has created an open, living stream and improved the quality of water flowing into the Canning River.
- The 2016 Local Planning Scheme 6 protected an additional 134,000m² of public open space.



UFS received **3702** project page views, 46 comments and a Community Reference Group who met on 8 occasions.



8,755

trees planted across City streets, parks and natural areas in 2016-2017.



Thanks to our Friends Groups who help protect our natural resources.

THE CHALLENGE OF MEETING COMMUNITY EXPECTATIONS REGARDING COMMUNITY ENGAGEMENT

- A dedicated online community engagement portal - Melville Talks.
- Continued participatory budgeting via Project Robin Hood (PRH).
- An online central Business Hub and partnership events with key business agencies.



\$250,000

worth of funding allocated by the community to local projects through PRH.



Nearly **3,000** people subscribe to Business Matters eNews.

MEETING THE DEMAND TO PROVIDE FIT FOR USE/APPROPRIATE INFRASTRUCTURE INTO THE FUTURE (IN AREAS LIKE BUILDINGS, PATHS, ROADS, PARKS).

- Tompkins Park and Shirley Strickland Reserve redevelopments will become multi-purpose sports precincts and community hubs.
- The Deep Water Point Upgrade Project will deliver upgraded recreation facilities and foreshore area.
- The Murdoch Drive shared path project will provide a new link between activity centres for pedestrians and cyclists.



530

survey participants helped shape the Shirley Strickland Reserve Concept Plan.

RESTRICTED CURRENT REVENUE BASE AND INCREASING/CHANGING SERVICE DEMANDS IMPACTS ON RATES

- The Local Planning Strategy encourages higher density commercial activity centres.
- The City's Land Asset Management Plan helps create greater revenue from land, property and facility holdings.
- A 2016 LeisureFit service review will see current services and facilities changing to be 'FutureFit'.



State MyCouncil Financial Health Indicator:

The City achieved top score of **99/100** in 2014-15, and **98/100** in 2015-16, over the state average of **62**.

URBAN DEVELOPMENT CREATES CHANGES IN AMENITY (POSITIVE AND NEGATIVE).

- A new Willagee residential development will deliver more variety and affordable housing options, attract new residents and businesses and enhance the overall amenity of the area.
- A Public Art Policy enhances urban developments to create more vibrant spaces and buildings across the City.
- A Local Housing Strategy helps the City plan for the housing needs of residents into the future.



Over **3500** residents completed a Local Housing Needs Survey.