



Brimbank
City Council

Brimbank Advocacy Plan 2023-2025

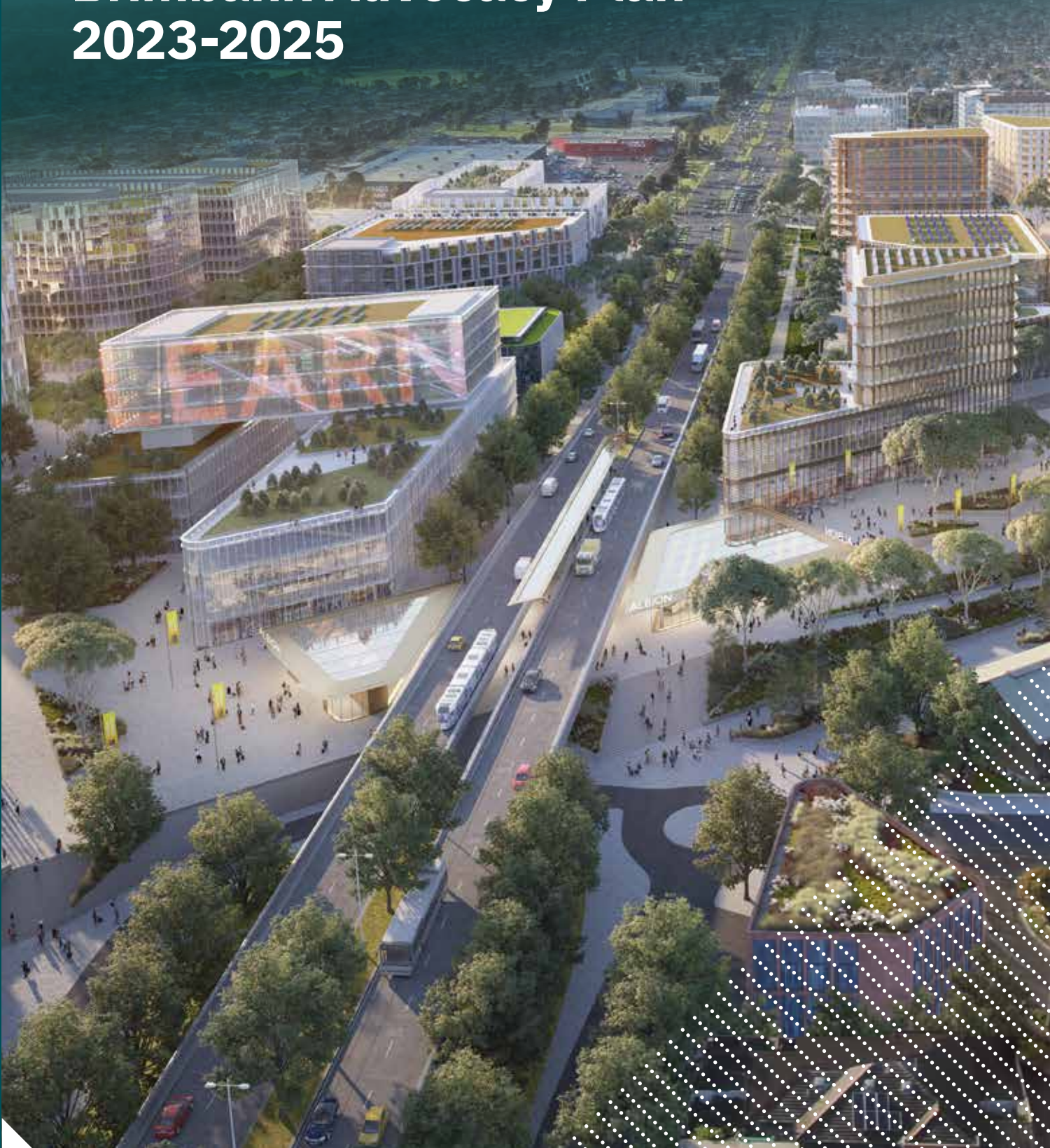


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Acknowledgement of Country

Brimbank City Council is proud of our rich Aboriginal history. We acknowledge the Wurundjeri and Bunurong Peoples as the traditional owners of Brimbank's lands, having sustained it for over 40,000 years.

Foreword

The City of Brimbank is a vibrant and culturally diverse community. Almost half of our 200,000 residents are born outside Australia, with a majority speaking a language other than English at home. Over 160 languages are spoken by our residents.

Despite Brimbank's rich diversity and our strategic position as the heart of Melbourne's west, our community is faced with a number of challenges. Council is strongly committed to advocating on behalf of our residents to address these challenges. Through our ongoing engagement with political decision makers and a diverse range of peak bodies and community groups, the past 18 months following the release of the Brimbank Advocacy Plan 2022 have resulted in many successes for our municipality. For example, during the 2022-2023 financial year, we secured over \$300 million in government investments for Brimbank and achieved a very high rate of successful grant applications (86%). Our priorities have also been receiving an increasing level of attention in both the State and Federal parliaments.

Following a very successful 18 months of advocacy outcomes, with many of our priorities being achieved or promised, we have refreshed our Advocacy Plan. The new plan also accounts for the changing political and social landscape following the pandemic State of Emergency during which the previous plan was conceived.

With a number of infrastructure projects previously promised for Melbourne's west having been subjected to a recent Federal Government review, including the Melbourne Airport Rail, our 'Transforming Brimbank' campaign remains a Gold priority. The second Gold priority is 'Mental Health', with Council having identified this as a silent pandemic.

As a Silver priority, we continue to advocate for government investment to improve the safety and traffic flow of our 'Road Infrastructure', particularly the Calder Freeway. The 'Climate Emergency' has been elevated to a Silver priority given Council's increasing concerns with the heat island effect in Melbourne's west and our low canopy cover.

Council's Bronze priorities are 'Addressing Unemployment' and 'Housing and Homelessness'. Unemployment and homelessness in Brimbank are amongst the highest in Victoria, with housing becoming increasingly unaffordable as the cost of living crisis persists.

Council's other priorities recognised in this report include our ongoing opposition to Melbourne Airport's proposed third runway, harm from electronic gaming machines, investing in Brimbank's major parks, improving our libraries, and the burden that government continues to impose on Councils.

Over time, we are seeing many positive changes to the way we prepare for the years ahead. The key to this success has been our focus on working together with our residents and partner organisations to realise our community vision and ensure that our people are resilient and supported to succeed. We are a community that is proud, welcoming and one that is striving towards a prosperous future.



Who and where we are

Brimbank is a vibrant, growing community in the heart of Melbourne's west. Brimbank's population is over 200,000 and it is the third most populous municipality in Greater Melbourne.

Brimbank key facts

200,403

Population

15.43%

Population change
2023–2041

86,128

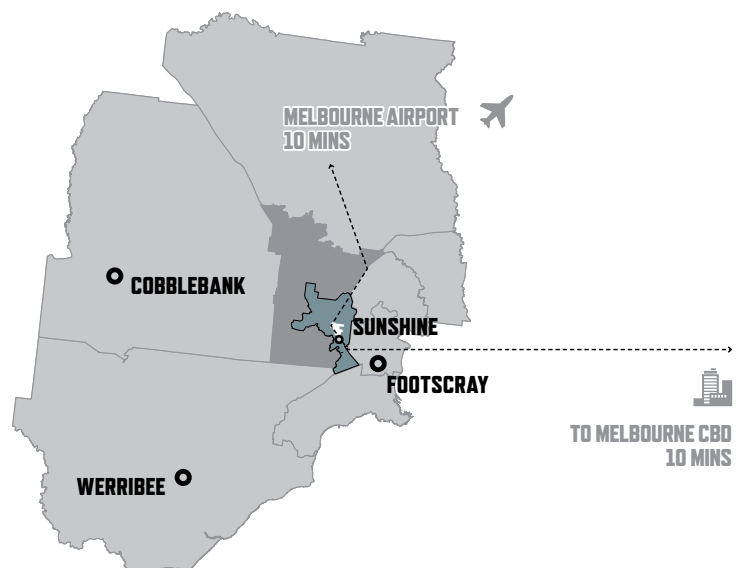
Local jobs

89,395

Employed residents

\$11.02B

Industry Gross
Regional Product (GDP)
Victoria



Objectives

The Advocacy Plan 2023-2025 outlines Council's key advocacy priorities and seeks partnerships to deliver key programs and infrastructure for the Brimbank Community.

This document was developed to align with the themes and objectives of the 'Together we are Brimbank' Plan, which incorporates the 2021-2025 Council Plan, the Community Vision 2040 and the Municipal Public Health and Wellbeing Plan. These plans were all produced following significant community consultation and input. The Advocacy Framework developed in 2018 was also taken into consideration, particularly the standards that define the Gold, Silver and Bronze priorities.

The advocacy priorities outlined in this document will work in conjunction with the 'Together we are Brimbank Plan' to create a transformed Brimbank that is beautiful, thriving, healthy and connected.

The Plan is supported by four strategic directions:

- **People and Community** – Council will continue to support the mental and physical wellbeing of our community, and help people to come together by sharing their rich diversity.
- **Places and Spaces** – Our community strongly values neighbourhoods that are green, where they can connect with others and access facilities and services.
- **Opportunity and Prosperity** – Major infrastructure development has potential to bring lasting positive change to our community. Council recognises the need to leverage this development to achieve a vision that will deliver increased jobs, housing and liveability for our community.
- **Leadership and Governance** – Decisions and the vision of Council will be delivered through quality and innovative services that are based on diverse needs of our community. This strategic decision focuses on creating a fairer place for all.

The Brimbank Advocacy Framework provides a structure to support the setting of advocacy priorities. The framework outlines the role of Council and community in relation to advocacy, and the approach to prioritise issues and determine the most appropriate approach. The following principles are applied by assessing advocacy priorities:

- **Evidence-based** – All forms of advocacy be supported by accepted evidence in line with Council's plans, policies and strategic directions.
- **Constructive** – All forms of advocacy should be framed positively, and where appropriate, propose constructive solutions or genuine approaches to address issues of concern.
- **Collaborative** – Wherever possible, Council will consult with or partner with relevant organisations or groups when developing, supporting or delivering advocacy initiatives.
- **Strategic** – Advocacy messages and approaches must align with Council's key strategies, plans and policies.

Advocacy Partnerships

Council's partnership with community groups and peak bodies has been an effective strategy in communicating the priorities of our residents to key decision makers.

Council has partnered with the Alliance for Gambling Reform, the Victorian Responsible Gambling Foundation and the Municipal Association of Victoria to successfully advocate for stricter regulation of electronic gaming machines.

Council also worked closely with the 'No 3rd Tulla Runway Coalition' and the Australian Local Government Association to ensure that the health risks of Melbourne Airport's proposed third runway are a major consideration for the Australian Government.

Another important partnership has been Council's collaboration with Victoria University (VU). Shortly after signing a new Memorandum of Understanding with VU, our joint priority of establishing a new Centre of Excellence in Paramedicine at VU's Sunshine Campus was confirmed by the Victorian Government.

Furthermore, Brimbank's membership of the LeadWest advocacy alliance and our work with, WoMEDA, the Greater Sunshine Community Alliance and the Albion and Ardeer Community Club contributed towards achieving the Victorian Government's \$143m funding commitment for the implementation of the first stage of the Sunshine Station Masterplan as well as the \$80m commitment to rebuild Albion Station.



Strategic Advocacy Priorities for 2023-2025

Brimbank's new set of advocacy priorities were determined primarily through a series of workshops and one-one-one interviews with Councillors, based on feedback they had received from the community. Consideration was also given to the Brimbank Advocacy Framework, Brimbank Climate Emergency Plan 2020-2025, Council's Transport Priorities Paper 2022, Sunshine Priority Precinct Vision 2050, Brimbank Economic Development Strategy 2022-2027 and Council's "Let's Build it Better together", "Fix the Calder"

and "Know the Facts on the Third Runway" advocacy campaigns. These documents and campaigns were all developed in conjunction with extensive community and partner consultation. In addition, the new advocacy priorities align with the themes and objectives of the 'Together we are Brimbank' Plan, which incorporates the 2021-2025 Council Plan, the Community Vision 2040 and the Municipal Public Health and Wellbeing Plan. These plans were also produced following significant community consultation and input.



As with the previous Advocacy Plan, the priorities are ranked as either 'Gold', 'Silver', 'Bronze' or 'Maintain Influence'. The Gold, Silver and Bronze categories are defined as follows:

Gold



The timing is right to strike

- Significant systemic issues that disproportionately and significantly affected the Brimbank Community in a negative way.
- The issue strongly aligns with the directions in the Council Plan.
- Council has a strong body of local evidence and knowledge.
- It is an issue that Council have strong allies to join forces with.
- There is growing public support that would leverage success.
- There is a strong political and stakeholder authorising environment that supports Council's position.

Silver



We are positioned to influence

- The issue is supported in the Council Plan.
- There is some level of support from stakeholders and community on the issue.
- Council have a reasonable level of local evidence and knowledge.
- There is a moderate political and stakeholder authorising environment that supports Council's position.

Bronze



We are profiling this issue

- The issue is reflected in the Council Plan.
- There is some level of support from stakeholders and community on the issue.
- Council have a reasonable level of local evidence and knowledge.
- There is an undetermined political and stakeholder authorising environment that supports Council's position.

Brimbank’s advocacy priorities for 2023-2025 are shown in the table below.



Priority

Topic

Council Plan Strategic Direction

Gold	Transforming Brimbank	Opportunity and Prosperity (Growing and Transforming)
Gold	Mental Health	People and Community (Wellbeing and Belonging)
Silver	Road Infrastructure	Places and Spaces (Liveable and Connected)
Silver	Climate Emergency	Places and Spaces (Growing and Transforming)
Bronze	Addressing Unemployment	Opportunity and Prosperity (Earning and Learning)
Bronze	Housing and Homelessness	Opportunity and Prosperity (Growing and Transforming)



Priority



Topic



Council Plan Strategic Direction

**Maintain
Influence**

**Melbourne Airport
Third Runway**

**People and Community
(Wellbeing and Belonging)**

**Maintain
Influence**

**Gambling
Harm**

**People and Community
(Wellbeing and Belonging)**

**Maintain
Influence**

Major Parks

**Places and Spaces
(Liveable and Connected)**

**Maintain
Influence**

Libraries

**Opportunity and Prosperity
(Earning and Learning)**

**Maintain
Influence**

**Government
Burden on Council**

**Leadership and Governance
(High Performing and Accountable)**

Council’s new set of priorities may be adjusted over the period of the plan, depending on what progress is made and if urgent matters emerge over time. Progress will be reported to Councillors on a quarterly basis, along with regular reports being provided for consideration at Council Meetings and that will be made publicly available.



Transforming Brimbank

Gold Priority



**Council Plan
Strategic Direction**

**Council Plan
Strategic Objective**

**What our
Councillors said**

**Partner
Organisations**

Opportunity and Prosperity

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

Growing and Transforming

Optimise community opportunities through infrastructure innovation and investment

“Sunshine superhub needs to be a huge project. The land on top can be activated.”

“Importance of physical connections within Sunshine across the railway line as the Masterplan is implemented.”

**Albion and Ardeer
Community Club**

**Greater Sunshine
Community Alliance**

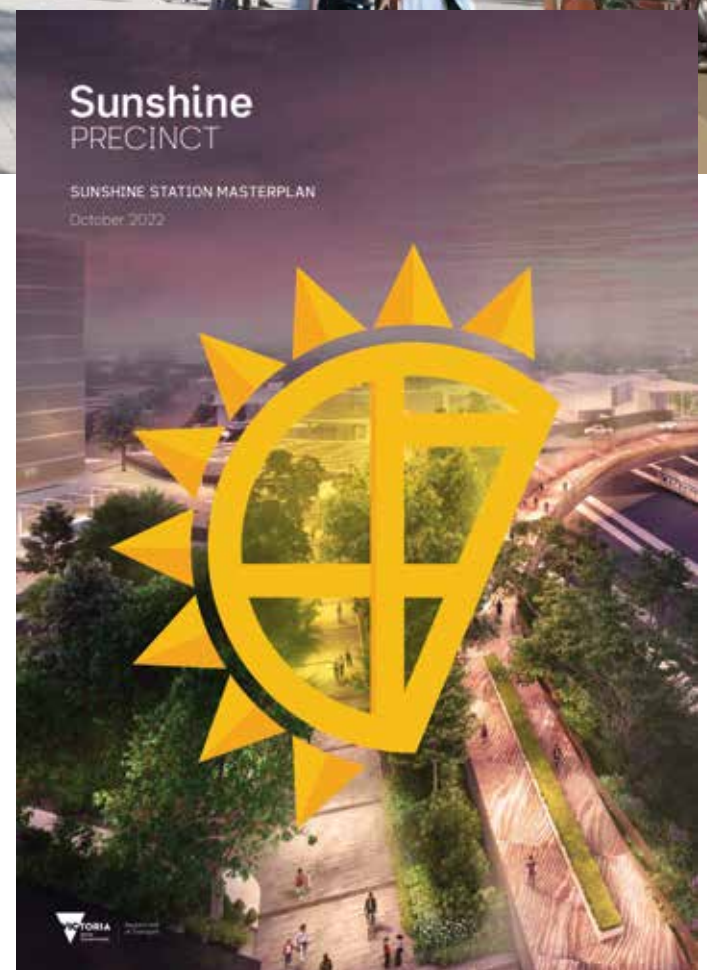
LeadWest

Victoria University

WoMEDA

Private enterprise





Why it's important

The 'Together We Are Brimbank' Council Plan 2021-2025 identifies Transforming Brimbank as a Council priority. The Transforming Brimbank program aims to leverage \$20 billion State Government's infrastructure investment to deliver meaningful and generational change for the Brimbank community and Melbourne's west. The window of opportunity to maximise the community impact of this investment is small and requires Council to proactively work in partnership with State Government (who are leading the investment program) as well as key stakeholders in an agile, fast and dynamic environment. Components of Transforming Brimbank have been identified as a priority of the LeadWest advocacy alliance.

1. Melbourne Airport Rail /Sunshine Regional Platform / New Keilor East Station

Despite the Federal Budget's retention of the \$5b previously committed for the construction of the Melbourne Airport Rail, the Federal Government's 90-day review of Australia's infrastructure projects has created concerns with the project being delayed. The passage of the Melbourne Airport Rail through Melbourne's west will attract the necessary investment to shift generational disadvantage and deliver the jobs and economic activity that are required to keep pace with our region's rapid population growth. The project will not only create better connections to Melbourne Airport for residents in Metropolitan Melbourne, but the passage of the rail through Sunshine will allow airport connections to large Victorian regional towns such as Geelong, Ballarat and Bendigo.

The status of the State Government's planned new Regional Platform project at Sunshine Station is now uncertain given the Federal Government Review. This project is significant and includes a new dedicated third platform for regional trains, an extension of the western concourse and entry, a new pedestrian underpass and improvements to the car park and landscaping.

Doubt has also been cast over the construction of a new train station at Keilor East, as this is dependent on the Melbourne Airport Rail. Keilor East and its surrounding suburbs would benefit enormously from a public transport boost that is required to better connect the area to the rest of Melbourne. Despite being identified as a key aviation, technology and employment precinct, the area remains a rail transport black hole. The station would also provide a massive economic benefit to the northwest metropolitan region and become a drawcard for future business investment and employment.

Council seeks:

- The timely delivery of the MAR accompanied by the Victorian Government following through on its commitments to build the Sunshine Regional Platform a new station at Keilor East.

2. Sunshine Station Masterplan

Council has called for Sunshine Station to be redeveloped into a visual and iconic Sunshine Superhub as a landmark design for Brimbank and Melbourne's west. Council strongly supports the State Government's Sunshine Station Masterplan as it aligns with the aspirations outlined in Council's Sunshine Priority Precinct Vision 2050. Council also welcomed the State Government's commitment to deliver the first stage of this Masterplan. The \$143m project will deliver a new bus interchange, a new eastern station entry, more open space and the creation of a future Station Place development site. The State Government confirmed the Sunshine Station Masterplan Redevelopment project at the 2023-24 May Budget, with the exact cost and delivery dates to be determined following the procurement process.

Council seeks:

- A public commitment from State Government that these funded projects are all coordinated and aligned to deliver on the outcomes identified in the Sunshine Station Masterplan.
- Funding for the remaining infrastructure and civic space works outlined in the Sunshine Station masterplan.
 - These include the Sunshine Spurline, public extension of the new concourse, trees and greening, and people focussed streets and junctions.
- Delivery of Sunshine Place and Southern Village development sites in the short term, with exploration of key active uses to be a catalyst for broader transformation across Sunshine CBD. This may include:
 - Fresh food/hawker style market
 - Art gallery/museum or performing arts centre
 - Government offices or GovHub
 - Hotel
 - Youth/community space
 - Community focussed retail
- Coordinated planning and explorations for the Sun Crescent development site.

3. Albion Quarter & SunRISE District

The Sunshine Priority Precinct Vision 2050 identifies the development of the Albion Quarter and the SunRISE District, located at the northern end of the Sunshine CBD, as critical for the Precinct's ability to create thousands of new jobs by connecting the Victoria University campus with Albion Station through coordinated urban renewal and precinct planning. Supported by Victoria University, the Sunshine Priority Precinct has earmarked the SunRISE District as a new university city, with a focus on research, innovation, study and enterprise.

Council welcomed the State Government's \$80 million commitment to redevelop Albion Station and to lead the precinct planning for the Albion Quarter urban renewal precinct. This is expected to unlock over \$2 billion worth of development investment, with the potential for over 7,000 new jobs. The State Government confirmed the Albion Station rebuild project in the 2023-24 May Budget, with an estimated completion date of 2026.

Council seeks:

- The integration of Albion Station with its surrounding precinct.
 - This should be designed in a way that unlocks development opportunities, especially within the Albion Quarter.
- State Government to undertake the Albion Quarter precinct planning in a collaborative manner with Council and key stakeholders.
- Coordination with Victoria University, the law courts and other key institutions to create a collaborative innovation, education and employment precinct.
- Implementation of key infrastructure needed to unlock the Albion Quarter including:
 - A new St Albans Road extension
 - Transformation of Stony Creek
 - Improved pedestrian and active transport connections under Ballarat Road and across Anderson Road
 - New pedestrian and active transport connections to Sunshine Energy Park
 - New open space and streetscapes.

4. Sunshine Energy Park

Sunshine Energy Park is proposed to be transformed from a former landfill into a 54 hectare '21st Century Parkland' within the Sunshine Priority Precinct and immediately adjacent to the Sunshine CBD and the Sunshine Hospital Precinct. The creation of a brand new open space of this size and strategic location is a truly unique city shaping opportunity in Victoria.

The new Sunshine Energy Park is strategically located within the Sunshine Precinct and would serve the existing population and a significant new population (both residents and employees). It would also serve as a recreational and events destination for the fast-growing wider western region.

Council seeks:

- Funding for the delivery of Sunshine Energy Park, subject to the adoption of the Sunshine Energy Park Vision Plan.
- Government delivery of key connections into the new park across State Government assets such as motorways, railway lines and roads.
 - This will connect key destinations such as Sunshine CBD, Sunshine Hospital Precinct and Development Victoria's Cairnlea and LUMA sites.
- Delivery of a new state significant indoor stadium and other facilities in the precinct for sport and events.
- Government investment in a new solar energy farm at Sunshine Energy Park.
- Government investment for a new environmental community space, similar to CERES, which includes a resource recovery centre.
- Government investment for new sports and recreation fields and facilities.
- Renewal and treatment of Jones Creek and Stony Creek, including using integrated water management to irrigate Sunshine Energy Park.

5. Integrated Transport Strategy

Significant investment in a range of much needed infrastructure projects for Melbourne's west is necessary to meet population growth and commuter demand.

Brimbank's Transport Priorities Paper 2022 identifies issues with the current transport network and proposes service solutions and infrastructure projects that will improve connectivity in and around Melbourne's western suburbs. Council is working to deliver its responsibilities within an integrated network that considers all transport modes. However, the State Government will need to continue to invest in its responsible areas including public transport and state roads to ensure that we will meet current and future growth in Brimbank and its surrounds.

Council seeks:

- More pedestrian and cycling opportunities through an extended share path network to connect Sunshine and Albion Stations.
 - Improved cycle ways would encourage more residents to cycle to work and school, reducing congestion on the local roads.
- A Ballarat Road light rail network which connects key locations within and surrounding the Sunshine Precinct.
- Improved bus infrastructure and more reliable and high frequency bus services.
 - Such services should link key employment hubs throughout Brimbank and Melbourne's west to the CBD.
- Development of an efficient public transport network
 - All available services should operate to provide seamless transfers between each service from early morning through to late at night.

6. A Prosperous Sunshine

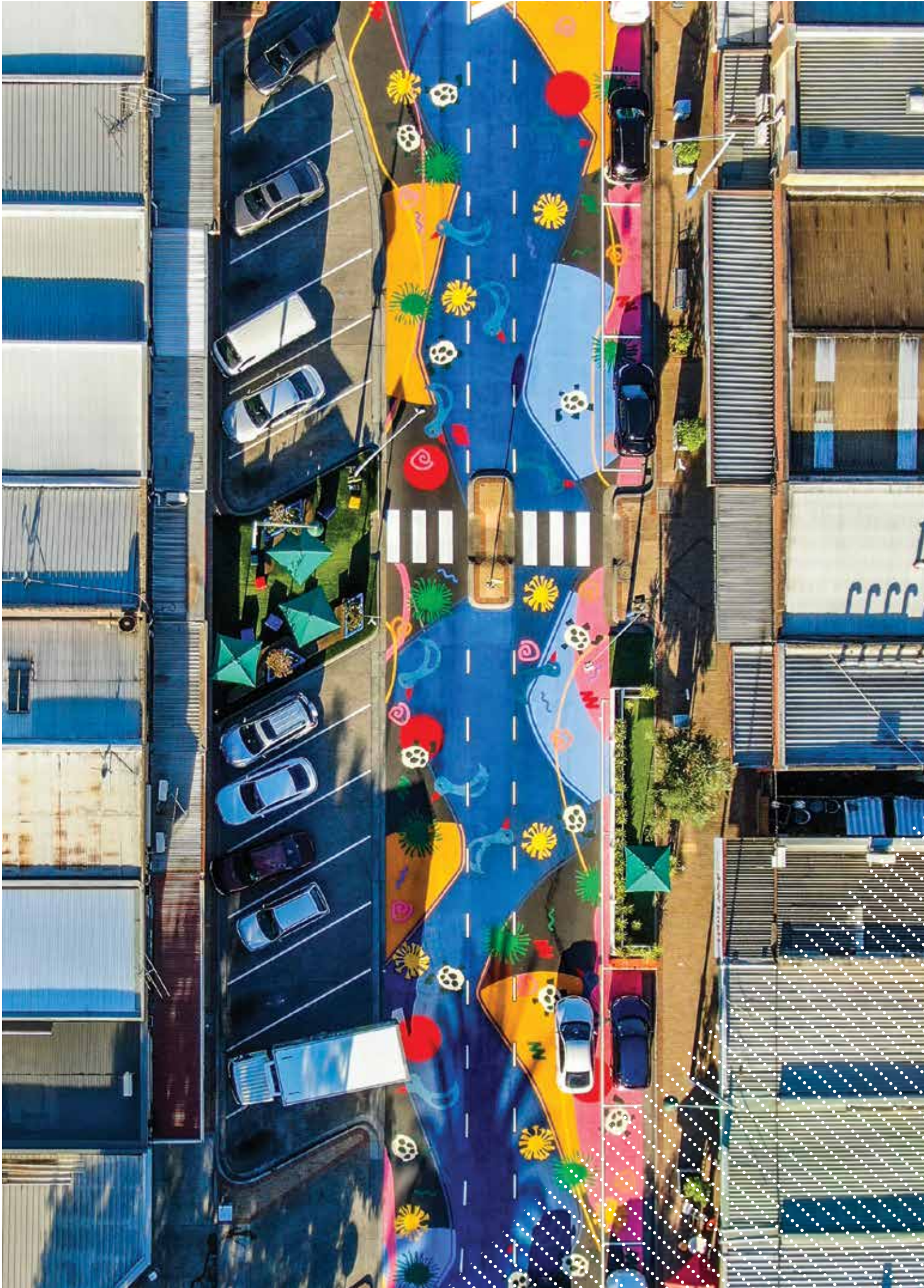
Brimbank is one of the most disadvantaged communities in Australia. It is therefore important that government investment into the Sunshine Precinct has a central focus on investing in civic spaces and facilities that transform the opportunities for our community, including our multicultural diversity.

Council has already invested approximately \$85 million in transforming the civic spaces within Sunshine, including the new Library and Civic Centre, Hampshire Road Civic Green and Sunvale Community Park. However, a lot more can be done on the remaining Government or Council land, which include the Sunshine and Albion Station precincts, Sunshine Technical School, Sunshine Leisure Centre and Council's at-grade carparks.

Council seeks:

- A gallery/museum or performing arts centre as part of the Sunshine Station Masterplan implementation.
- The creation of a co-working/arts hub at Sunshine Technical School.
- A fresh food/hawker style market as part of the Sunshine Station Masterplan implementation.
- Government investment in the Sunshine Leisure Centre and the adjacent Council-owned carpark sites.
- To maximise the use of other existing buildings such as Albion Substation.
- Funding to deliver Stage 2 of the multi-deck car park, to help facilitate redevelopment of State and Council owned car park sites.





Mental Health

Gold Priority



**Council Plan
Strategic Direction**

**Council Plan
Strategic Objective**

**What our
Councillors said**

**Partner
Organisations**

People and Community

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

Wellbeing and Belonging

Responsive services that support mental and physical wellbeing

“Mental health is now a silent pandemic. People are trapped in a cycle and can’t get out.”

“There is a lack of services, although we need to improve awareness of what services are currently available.”

**GenWest
LeadWest
VicHealth
Victoria University
Western Health**





Why it's important

Mental health and wellbeing is a significant issue in Brimbank and neighbouring municipalities in Melbourne's west. The Covid-19 pandemic had adverse impacts on our community, which already experiences disadvantage and discrimination when compared to more advantaged municipalities.

Brimbank residents report lower levels of subjective wellbeing than the Victorian average, with women experiencing more psychological distress, anxiety and depression than men.

Supporting improved mental wellbeing is a health and wellbeing priority for Council and is identified in our strategic policies and plans, including 'Together We Are Brimbank'.

In 2021, Council commissioned a Mental Health Research Report analysing mental health service provision and the needs of Brimbank residents, as well as to identify strategies to improve community mental health and wellbeing. The research shows that demand has overtaken the capacity of existing services to meet community needs. Access to services is not equitable, with poverty and disadvantage making it difficult for people to access services.

Other challenges to service access include not knowing and understanding what support exists, individuals' resistance to acknowledging the need for assistance, stigma associated with getting help, and the difficulties of navigating a complex system.

In 2022, Council endorsed the Brimbank Mental Wellbeing Plan 2022-2024. The Plan identifies a number of actions to be implemented over a two-year timeframe, to enable Council to respond to service system reforms that are being rolled out by the Victorian government to implement the Royal Commission recommendations.

Council seeks:

- The Victorian Government to resource Brimbank to establish a Social Inclusion Action Group as part of the next tranche of allocated funding.
- The Victorian Government to fund assertive outreach services in Brimbank to support people experiencing mental ill-health, homelessness and issues with alcohol and other drugs (AOD).
- Further government resourcing of early intervention and primary prevention mental health and wellbeing programs for young people.
- Development of a single online mental health directory that provides information, orientation and referral to services available in the region.
- The Victorian Government to develop and deliver mental health public awareness campaigns to address stigma and discrimination.
 - This should have a particular focus on culturally and linguistically diverse groups, Aboriginal communities and LGBTQIA+ communities.
- Government funding to develop and deliver programs to build the skills of the community to support community mental health and wellbeing.

Road Infrastructure

Silver Priority



**Council Plan
Strategic Direction**

**Council Plan
Strategic Objective**

**What our
Councillors said**

**Partner
Organisations**

Places and Spaces

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

Liveable and Connected

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

“Fix the Calder – keep campaign alive.”

“Widen Taylors Road. There are safety issues and the government should take on the responsibility for the road.”

“We need a roads package for safety, especially for the Calder Freeway and Taylors Road.”

**Calder Action Group
Municipal Association of Victoria
VicRoads
Transport Accident Commission**





Why it's important

The way our road transport network operates, including how, why, when and where people travel, has broad-reaching consequences for our people, places and prosperity. It affects a range of social, environmental and economic objectives outlined across numerous Council strategies. Effective road network planning, design and operation plays a fundamental role in a liveable and sustainable community.

Much of Brimbank's, and the western suburbs', development has relied on private vehicles as the primary mode of transport for connecting people from A to B. Further, the freight task, which is mostly carried on roads, is growing significantly every year. Over time, this has led to detrimental outcomes, including a very congested road network that does not address the current needs of the community.



1. Fix the Calder Freeway

The Calder Freeway provides the primary road connection between Melbourne and Bendigo, and the agricultural Loddon Mallee region of Victoria. Accordingly, it is a road of strategic economic importance to both Victoria and Australia.

Brimbank's component of the Calder Freeway provides a vital transport connection for our local community, with many business owners and residents relying on the Calder as a major transport thoroughfare.

Council seeks:

- An upgrade to the Calder Freeway between the Western Ring Road (M80) and the Melton Highway to bring it up to freeway standard:
 - Add lanes from Keilor Park Drive to Melton Highway
 - Widen the Maribyrnong River Bridge
- Construction of a full diamond interchange at the intersection of the Calder Freeway and Calder Park Drive.
- Removal of the Calder Park Drive level crossing on the Sunbury train line to be fast-tracked.
- Duplication of Calder Park Drive between the Calder Freeway and the Melton Highway.

2. Declare and Duplicate Taylors Road west of Kings Road

Taylors Road, along with Green Gully Road, provides an uninterrupted road corridor between the Calder and Western Freeways, via Keilor Downs and Caroline Springs. It therefore functions as an arterial road. The section of Taylors Road between Sunshine Avenue and Kings Road is managed by the State Government, while the remaining sections of the road are managed by Brimbank and Melton City Councils. This disjointed corridor ownership makes it difficult to plan and coordinate upgrades and to manage increasing levels of congestion that impact the Brimbank and Melton communities.

Council seeks:

- The declaration of Taylors Road between Kings Road and Westwood Drive as a state-managed arterial road.
- Additional lanes on Taylors Road (west of Kings Road) and supporting active transport infrastructure to match demand
 - This should include traffic signals at the intersection of Tennyson Drive and Taylors Road.

3. Improve Safety and Traffic Flow on Ballarat Road

Ballarat Road, between Duke Street and the M80, is a significant safety concern for Council. The corridor also acts as a substantial impediment to pedestrian and bicycle access to and from the Sunshine Activity Centre. In addition, the intersection of Ballarat, McIntyre and Anderson Roads is one of the most congested intersections in Melbourne's west, with delays causing many drivers to divert through Council's local road network.

Council seeks:

- Additional signals at Adelaide Street and Chatsworth Avenue
 - This will provide a greater number of safe crossing points for pedestrians and to assist right-turning vehicles.
- The extension of St Albans Road so that it connects with the intersection of Anderson and Foundry Roads.
 - This would divert traffic away from the intersection of Ballarat Road and McIntyre Road and reduce the signal phasing, allowing more green time for the other phases and improving the operation of the intersection. It would also unlock substantial development opportunities

4. Declare and Duplicate Calder Park Drive and Robinsons Road

Calder Park Drive and Robinsons Road, along with Westwood Drive and Palmers Road (collectively referred to as the Palmers Road Corridor), form an uninterrupted corridor between the Calder, Western and Princes Freeways, as well as several other state-managed arterial roads. As a result, the corridor functions as an arterial road, however ownership is split between Brimbank and Melton City Councils, as well as the State Government.

Council seeks:

- The declaration of Calder Park Drive, between the Calder Freeway and Melton Highway, as a state-managed arterial road as a priority.
- Duplication of Calder Park Drive between the Melton Highway and the Calder Freeway
 - Some a project should be undertaken in conjunction with the related level crossing removal project.
- The declaration of Robinsons Road, between Boundary Road and Westwood Drive, as a state-managed arterial road, as well as the duplication of the corridor.



Climate Emergency

Silver Priority



**Council Plan
Strategic Direction**

**Council Plan
Strategic Objective**

**What our
Councillors said**

**Partner
Organisations**

Places and Spaces

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

Sustainable and Green

Protect natural environments for current and future generations

“Climate change is a big issue. The community suffers during extreme heat, so we need more trees and parks with more shade.”

“We have low canopy cover and need good outcomes for tree planting.”

“Need to reduce the heat island effect”.

- Australian Local Government Association**
- Friends of Kororoit Creek**
- Friends of the Earth**
- Greening the West**
- LeadWest**
- Municipal Association of Victoria**
- Victoria University**





Why it's important

Climate Emergency is identified as a Council priority in the 'Together We Are Brimbank' Council Plan 2021-2025. Climate change is an immediate, real and all-encompassing threat. The impacts of climate change is already impacting every inhabited region across the globe, including within the Brimbank municipality. An appropriate science-based and coordinated public policy response is required from all levels of government.

Council declared a climate emergency in June 2019, and acknowledges 'socially just' climate action as a necessity to be undertaken at scale and speed. The Council Plan and the Climate Emergency Plan recognise the need to respond appropriately to this urgent crisis to create a better, fairer, more prosperous and liveable Brimbank.



1. Sunshine Net Zero Precinct

As part of the transformation of the Sunshine/Albion precinct, there is a strategic opportunity to advocate for Sunshine to become a net zero precinct. This would mean maximising local renewable energy and battery storage, maximising energy efficiency, ensuring all new builds are all-electric, converting existing gas supply over time and purchasing any surplus electricity via green energy or similar.

Council seeks:

- Funding to install more community batteries within the precinct.
- Funding to build a solar farm in Sunshine Energy Park.
- All new builds in the Sunshine Precinct and Albion Quarter to maximise energy efficiency, are all-electric and include rooftop solar.
- A collaborative effort to transition to create Melbourne's first 'Net Zero Precinct' in Sunshine.

2. Climate Adaptation Infrastructure Fund

Local governments construct and operate substantial assets and infrastructure in their communities. Extreme weather events due to climate change increase the likelihood of damage to these assets and threaten the wellbeing of residents. Any impacts will be more profound in Melbourne's western suburbs which experience the greatest urban heat island effect across metropolitan Melbourne. In addition, the continuity of service provision following damage to Council assets is jeopardised by increased capital costs, maintenance requirements, operational costs and insurance premiums. To protect future communities, there is a need to strengthen both public and private infrastructure to cope with the anticipated impacts of climate change to create a stronger, smarter, built environment.

Council seeks:

- That the State and Federal Governments set up a long-term infrastructure fund to:
 - Support local governments build the resilience of community infrastructure to the risks posed by climate change.
 - Provide funds that can be accessed following significant natural events exacerbated by climate change (including floods, storms and bushfires) for Councils to support community recovery and infrastructure repair.
 - Ensure that new buildings are built to minimum environmental standards and that existing buildings are retrofitted to satisfy these standards.

3. Electric Vehicle Transition

Council is looking to create a Zero Emissions Charging Hub that will support large Electric Vehicles (EVs), including Council's extensive fleet of waste management vehicles. This charging Hub would be one of the first of its kind of this scale and would demonstrate the viability of the model for other Councils and businesses. There is also a need for expanded charging infrastructure available for the community within Brimbank.

Council seeks:

- State and Federal Government support for the transition of Council's fleet to EVs.
- Government and private investment to support community uptake of EVs, including charging infrastructure.
- Amendments to planning legislation that will phase out the sale of petrol and diesel cars in favour of EVs.
- The Victorian Government's road-user fees on EVs to be rescinded.

4. Planning for a Safe Climate

There is a need to amend the Planning and Environment Act 1987 to strengthen how the Victorian planning system addresses climate change impacts and emissions reduction.

Council seeks:

- Amendment to the Planning and Environment Act 1987 to ensure that consideration of climate change receives stronger emphasis in the Victorian planning system.
- Amendment to the State Planning Policy Framework to include a state-wide Environmentally Sustainable Design policy.
 - Ensures the scheme and the application of controls is consistent with the scientific evidence base and best practice. This includes updating relevant datasets / benchmarks to reflect current scientific understanding of hazards, delivering best practice adaptation and recognising required urgency in emission reductions.

5. Circular Economy

Circular economy is one of the five pillars of Brimbank's Climate Emergency Plan and a key priority for the State and Federal Governments. The goods and services we use have a big environmental impact, so we need to choose and reuse wisely, design out waste and pollution, keep products and materials in use, and regenerate natural systems. Brimbank has long suffered from environmental equity issues such as the stockpiling and landfilling of waste. The circular economy provides us with the opportunity to be part of a positive paradigm change.

Council seeks:

- State and Federal Government support for the development of a Circular Economy Hub located at Hulett Street in Albion.
 - Infrastructure upgrades are required onsite to create a suitable venue for the Hub to accommodate a mix of Council-led, non-for-profit and commercial initiatives that would convert the site to a regional drawcard.

6. Biodiversity Protection

Brimbank is located on a landscape system known as the Victorian Volcanic Plains. This rocky landscape is drier and hotter than other parts of Melbourne. Due to urban development, the Victorian Volcanic Plains is now a highly fragmented and critically endangered ecological community. Brimbank supports some of the last urban populations of grassland endangered species and communities. There is a need to protect and enhance existing biodiversity and remnant vegetation through best practice conservation management and community education.

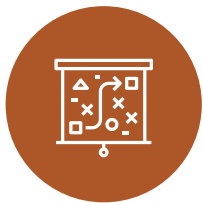
Council seeks:

- Adequate resourcing and funding for the protection and maintenance of Crown land containing significant biodiversity values or forming part of an identified habitat corridor within Brimbank.
- Adequate protection of remaining grasslands with high ecological value within Brimbank.



Addressing Unemployment

Bronze Priority



**Council Plan
Strategic Direction**

**Council Plan
Strategic Objective**

**What our
Councillors said**

**Partner
Organisations**

Opportunity and Prosperity

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

Earning and Learning

Everyone has access to education, training and life-long learning to support their aspirations

“Empowerment and support for skills development.”

“Greater support for people with a disability.”

“Focus on migrant women who are unskilled and have difficulty in finding a job.”

LeadWest

Victoria University

Western Metro Partnerships

WoMEDA

Youth Activating Youth



Why it's important

As of March 2023, Brimbank's unemployment rate of 6.3% was significantly higher than the State average of 3.7%, and the National average of 3.5%. There are barriers to employment which are uniquely experienced by the Brimbank community. These include a significant number of low-skilled migrants settling in the area, the majority of whom are on humanitarian and asylum seeker visas. In addition, a high youth unemployment, which is an issue in Brimbank, affects employment opportunities later in life and contributes to a low-skilled municipality. Therefore, there is a need for curated support services to address these barriers.

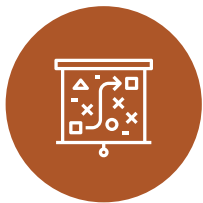
Council seeks:

- Government funding of \$300,000 to re-introduce the BrIMPACT program.
 - BrIMPACT will deliver much-needed employment opportunities for young people in the Brimbank region through partnerships between Brimbank City Council, interested local businesses and employment agencies.
- Funding for Council programs that will connect job seekers with skills and training opportunities and help them find suitable employment.
- Greater financial support for the unemployed, such as increases to JobSeeker and Youth Allowance.



Housing and Homelessness

Bronze Priority



**Council Plan
Strategic Direction**

**Council Plan
Strategic Objective**

**What our
Councillors said**

**Partner
Organisations**

Opportunity and Prosperity

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

Growing and Transforming

Optimise community opportunities through infrastructure innovation and investment

“More and more people are looking at rent due to lack of housing affordability.”

“We are confronted with homelessness locally and need State and Federal partnerships.”

Australian Local Government Association

Victorian Council for Social Services

Homelessness Australia





Why it's important

Homelessness and housing stress is a significant and worsening issue faced by people living in Brimbank. The municipality has the highest rate of residents experiencing homelessness in Melbourne's west, with the 2021 census showing that an estimated 1528 people are either homeless or living in severely overcrowded dwellings. This is the fifth highest in Victoria.

There is a substantial need for social and affordable housing in Brimbank. Research commissioned by Brimbank City Council in 2020 estimates a shortfall of more than 4,000 dwellings. Demand is being driven by reduced housing affordability and lack of social and affordable housing stock, which has contributed to longer social housing waiting lists and increased rates of housing stress and homelessness.

Council seeks:

- Victorian Government funding for increased assertive outreach services in Brimbank to support people experiencing homelessness, AOD issues and ill-mental health.
- Victorian government funding for the establishment of a community connector role based in Council to assist in service coordination and prevention.
- A further injection of funding to extend the Big Housing Build for 10 years.
 - This is aimed at addressing the current shortfall of 4,000 affordable housing dwellings in Brimbank and at increasing the municipality's proportion of social housing from 3.5% of all housing stock to the national average of 4.2%.
- An extension of funding for current Housing First initiatives, including Homelessness to a Home and Homes for Families.
- The introduction of consistent, state-wide planning controls into Victorian planning schemes to mandate the provision of social and affordable housing to support an equitable and increased delivery of affordable and social housing supply.

Maintain Influence



Priority



Council Plan Strategic Direction



Council Plan Strategic Objective



Council is Advocating for



What our Councillors said

Melbourne Airport Third Runway

People and Community

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

Wellbeing and Belonging

Responsive services that support mental and physical wellbeing.

The Federal Government to commission an independent assessment of the health impacts of a potential third runway at Melbourne Airport.

Establishment of a policy framework that outlines a compensation scheme for airport-impacted communities.

“Continue advocating around the third runway and the health impacts.”

“Still a big priority for the community.”

Gambling Harm

People and Community

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

Wellbeing and Belonging

Responsive services that support mental and physical wellbeing.

Expansion of gaming venue closing hours to 12am-10am.

Lowering the daily EFTPOS withdrawal limit to \$200.

Decreasing the maximum bet to \$1 per spin.

Introducing a ‘sinking cap’ so that gaming machines are not replaced once entitlements are forfeited.

Reduce betting advertising.

“Pokies are a big problem in Brimbank.”

“More needs to be done to reduce gambling harm.”



Priority



Council Plan Strategic Direction



Council Plan Strategic Objective



Council is Advocating for



What our Councillors said

Major Parks

Places and Spaces

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

Liveable and Connected

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

Government funding to implement the Sydenham Park masterplan, subject to the approval of Traditional Owners.

Government funding to develop a Brimbank Park Master Plan.

Increased recognition of the Aboriginal cultural heritage of both Sydenham Park and Brimbank Park.

“Important to keep advocating for more funding for Sydenham Park.”

“Brimbank Park needs to be more of a tourist attraction. It is run down and won’t be looked at unless it’s a Council priority.”

Libraries

Opportunity and Prosperity

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

Earning and Learning

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

Linking indexation of the Public Library Funding program to population forecasts and CPI.

Redevelopment of the Deer Park and the St Albans Libraries.

The Digital Literacy for seniors grant to be awarded annually.

“Our libraries need greater investment.”

“Both libraries in St Albans and Deer Park need expansion and refurbishment.”

Government Constraints on Councils

Leadership and Governance

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

High Performing and Accountable

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

Removal of the rate cap.

Reversal of previous cost shifting initiatives, including State Government funding of maternal and child health services as well as school crossing supervision.

“Rate capping and cost shifting and placing increasing pressure on Council’s service delivery.”

Opportunity and Prosperity

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

Growing and Transforming

Optimise community opportunities through infrastructure innovation and investment.

Increasing the quantum of the Financial Assistance Grants.

Maintenance of arterial roads to return to a State Government responsibility.

Review of the Electric Line Clearance Guidelines.

Preserving the authority of Councils in planning and building matters.

“We welcome Victoria’s Parliamentary Inquiry into Local Government Funding and Service Delivery.”

Achievements of Brimbank Advocacy Plan 2022

Council's previous Advocacy Plan was launched in March 2022. The priorities in the Brimbank Advocacy Plan 2022, as well as what has been achieved for each priority, are outlined in the following section.





Transforming Brimbank

Council's 'Transforming Brimbank' initiative calls on the State and Federal Governments to deliver a number of major infrastructure projects for Brimbank and Melbourne's west. These include the construction of the Melbourne Airport Rail, the redevelopment of the Sunshine Priority Precinct, the rebuild of Albion Station, the delivery of the Western Rail Plan and the construction of new train stations in Keilor East and Calder Park. Not only are these projects required to adequately service and sustain the fast-growing population of Melbourne's west, expected to exceed 1.75 million people by 2051, they provide a unique opportunity to break the cycle of inter-generational unemployment and disadvantage, potentially transforming Brimbank into a regional powerhouse.

Council Action

- ✓ Endorsed the Draft Sunshine Energy Park Vision Plan (13 December 2022).
 - The Vision Plan outlines the opportunities to transform one of the largest open spaces within Brimbank from a landfill site to a new major 21st century parkland destination, strategically located adjacent to the Sunshine CBD, the Albion Quarter Urban Renewal Precinct, the Sunshine Hospital Precinct and Development Victoria's Cairnlea and LUMA sites.
 - Sunshine Energy Park is envisaged to include a State significant indoor stadium, a CERES-style sustainability and community hub, variety of cycling and walking opportunities, play spaces, an extensive urban forest and wetland system, a solar farm and a regional multi-sports facility to accommodate local community sporting needs in the future.
- ✓ Adopted Amendment C216 to the Brimbank Planning Scheme on 19 July 2022 to apply a parking overlay to the Sunshine and St Albans Activity Centres to reduce parking requirements for new development applications. The amendment was gazetted on 14 April 2023.
- ✓ Endorsed the 'Draft Sunshine National Employment and Innovation Centre' and the 'Sunshine Metropolitan Activity Centre Urban Structure Framework' reports (16 August 2022).
 - These reports were subsequently shared with the Department of Transport and Planning for future precinct planning.
- ✓ Implemented \$2.7 million of State Government funding for active transport across the Sunshine Precinct.
- ✓ Implemented \$275,000 of State Government funding for outdoor activation in Sunshine and St Albans within the Sunshine Precinct.

Government Action

- ✓ The 'Sunshine Precinct Redevelopment and Precinct Activation' was added to Infrastructure Australia's list of priority projects (10 August 2022).
 - Infrastructure Australia acknowledged that the redevelopment of Sunshine Station provides an opportunity for broader precinct development, driving land-use changes to support employment growth and uptake of commercial land. It also acknowledged that the Sunshine NEIC has the potential to build a critical mass of tertiary education, health, retail and professional services.
- ✓ Victorian Government announced that a new train station will be built in Keilor East (21 September 2022).
 - The new station will be built as part of the Melbourne Airport Rail project and will connect around 150,000 residents to trains running to the CBD via Sunshine. It is set to improve public transport access in the northeast of the municipality, further increasing the public transport catchment of Sunshine.
- ✓ Council welcomed an \$80m commitment by the Victorian Government to completely rebuild Albion Station (1 October 2022).
 - The rebuild will deliver modern and accessible facilities and provide an important boost to a growing precinct. The new station is part of preparing the Sunbury line for the additional trains that will run when the Metro Tunnel opens in 2025.
- ✓ Victorian Government released the Sunshine Station Masterplan, accompanied by a \$143m commitment to implement the first stage of this Masterplan (30 October 2022).
 - Stage 1 of the Masterplan for which \$143m has been allocated includes:
 - A new station plaza and entrance
 - Shared user paths and open space areas, including a key pedestrian route to Hampshire Rd
 - A new bus interchange
 - New pick up / drop off areas
 - Intersection upgrades around the new bus interchange
- ✓ Victorian Government announced a new Tech School for Brimbank (25 November 2022).
 - The school is expected to be located within the Sunshine CBD and to be open by 2026.
- ✓ Victorian Government committed to fund the extension of the platform at Ardeer Station (23 May 2023).
 - The extension will help deliver nine-car VLocity trains and increase capacity on the Melton line by 50%.
- ✓ Victorian Government announced that the new \$10 million Centre of Excellence in Paramedicine will be established at Victoria University's Sunshine Campus (27 June 2023).



Mental Health

Brimbank has been identified as having one of the highest levels of psychological distress (a measure of anxiety and depression) recorded across Victoria, including increased levels of social isolation. This was exacerbated by the COVID-19 pandemic. Council has been particularly concerned with the mental wellbeing of young people, newly arrived migrants and women, as well as harm from alcohol and other drugs and increasing loneliness in our community.

Council Action

- ✓ Adopted the Mental Wellbeing Plan 2022-2024.
- ✓ Established a Mental Health and Wellbeing category in Council's Community Grants Program.
 - The category offers grants up to \$10,000 to support improved community wellbeing. Fourteen mental wellbeing applications were received with eight recommended for a combined funding of \$53,920.
- ✓ Organised a range of wellbeing events and activities for Mental Health Week (9-17 October 2022).
 - Activities included meditation and yoga sessions, community bike rides, nature walks and a teen gaming webinar for parents.
- ✓ Created a new Mental Health and Wellbeing Partnerships Officer position in Council in partnership with cohealth.
 - The 12-month role will identify barriers to accessing services and then address these barriers through the establishment of networks that resolve system blockages and bridge connections.
- ✓ Delivered four Youth Mental Health First Aid programs with 50 registered participants.
- ✓ Council's Neighbourhood House Unit partnered with the Women's Support Network to deliver:
 - Art therapy sessions for women who are experiencing poor mental health outcomes.
 - Yoga and dance to provide women with improved physical and mental health outcomes.
 - Social sessions to increase social networks for local women.
- ✓ Hosted social support events to support the LGBTQIA+ community.
 - These events aimed at addressing social isolation, including the Trans Awareness Week Short Film Gala and the Q and A Youth LGBTQIA+ Trivia Night.
- ✓ Participated in International Day of People with Disability (3 December 2022).
 - Council hosted an event that included a panel discussion, dance performance and community disco, to support the health and wellbeing of people with a disability.
- ✓ Recruited two new Youth Wellbeing Positions for two years.

Government Action

- ✓ Victorian Government opened a mental health hub for children and families in the Brimbank–Melton region (November 2022).
 - This is a one-stop shop for mental health support for infants, children and families, with a new network of Health and Wellbeing hubs to support the mental health of young people in the Brimbank-Melton region.
 - The service is providing support for families with children aged 0-11 years experiencing developmental, behavioural and emotional challenges. The hub will provide a range of specialist medical and allied health services, including paediatricians, psychologists and speech pathologists, and offer parenting support.
- ✓ Victorian Government established a new mental health and wellbeing service for adults in Sunshine (25 October 2022).
 - This is a Local Adult and Older Adult Mental Health and Wellbeing Service, with cohealth as its leading provider in partnership with Clarity Health Care and the University of Melbourne.
 - The service is providing an easy way to get treatment and support for people aged 26 years and over who are experiencing mental health challenges – including people with co-occurring alcohol and drug addiction treatment and care needs.
 - Walk-ins for this service were introduced on 27 March 2023, allowing anyone aged 26 years and older to walk in and get the help they need – no referral or appointment required.
- ✓ The Brimbank-Melton region was selected in the first tranche of the Mental Health in Primary Schools program (term 1 of 2023).
 - The Victorian Government is providing \$200 million from 2023 to 2026 to expand the Mental Health in Primary Schools program to every government and low-fee non-government primary school in Victoria. The program will allow these schools to employ a Mental Health and Wellbeing Leader to implement a whole-school approach to wellbeing.



Pathways to Employment

Despite functioning as an economic hub of Melbourne's west, Brimbank experiences an unemployment rate that is higher than that of Greater Melbourne, especially amongst those from culturally and linguistically diverse (CALD) communities who are not as proficient in English communication skills. Brimbank's unemployment rate was more than 11% in late 2020 during the COVID-19 pandemic, making it one of the highest in Australia. However, Brimbank's strategic location, multifaceted infrastructure and its young and diverse workforce provides significant opportunities for industry growth and investment. This has helped the municipality's unemployment rate decrease following the pandemic, sitting at 6.3% as of March 2023.

Council Action

- ✓ Hosted a local jobs forum in St Albans (20 September 2022).
 - The forum brought together local Jobs Victoria partners, employers and community organisations to showcase how the local industry is addressing current workforce challenges and showing businesses how to adapt their employment practices to accommodate a turbulent environment.
- ✓ Usage of the Studiosity online tutoring program has increased by 81% in 2022-2023.
 - This free program provides study help to all students and community members through subject matter experts who are available 24/7. The service also supports job seekers by providing feedback on their resume and cover letter and assists with job search skills.
- ✓ Granted \$30,000 to the Western Chances Scholarship program.
 - The program enables more Brimbank students to stay at school and continue tertiary education through practical assistance such as transportation costs, IT, text books and stationary.
- ✓ Delivered a combined total of over 4,735 learning programs through Council's Libraries and Neighbourhood Houses to support all life stages.
- ✓ Hosted the 2022 Learning for Earning Festival (25-26 May 2022).
 - The festival was delivered in partnership with Learn West and the VU Jobs and Skills Centre, with 476 people registering to attend three employment forums across two days.
- ✓ Delivered multiple 'Parents as Career Transitions Support' programs.
 - The programs support parents of young people to engage with stakeholders to transition successfully from school to the workforce and were delivered in partnership with the Department of Education and Training.
- ✓ Registered 319 people for the Workability program.
 - The sessions were held to support families with young adults with disabilities to transition to meaningful work.
- ✓ Provided opportunities through the Young Innovators Program.
 - The program helped 24 young people to develop innovative solutions to important problems in the community and provide the opportunity to access seed funding to implement their ideas.
- ✓ Supported the delivery of targeted career workshops.
 - The workshops were co-designed by young people for young people and delivered across four schools, reaching over 300 students between years 8 and 11.
- ✓ Conducted outreach activities through the Victorian Job Advocates program.
 - This took place at various locations across Brimbank, including shopping centres, libraries, markets, festivals and events, engaging and supporting 1743 job seekers between 2022 and 2023.
- ✓ Launched the Hospitality Skills Mentoring project (April 2022).
 - The program is designed to upskill Brimbank residents and prepare them for jobs in the Hospitality sector.
- ✓ Hosted the 'What's NExpo' inaugural careers expo (15-21 May 2022).
 - The event was held during National Careers Week and was designed to make local community members feel comfortable to connect to job network providers, employers and education institutions.
- ✓ Continued to deliver the Local Jobs for Local People program to build the capacity of local businesses to employ local people, including:
 - Delivered training and promoting opportunities for local businesses to pursue local tendering and procurement opportunities, as well as ongoing support for the Western Opportunities Network.
 - Supported and or sponsored events like Try a Trade Sunshine (12 August) the Watergardens Jobs Fair (15-19 August), Pathways into Trades for Woman (16 August), Manufacturing Industry Breakfast (17 August).
 - Partnered with Western Health to recruit 14 Brimbank CALD community participants for the Certificate II Sunshine Hospital Patient Service Assistant Traineeship.
 - Maintained and promoted the Brimbank Joblink.





Government Action

- ✓ Victorian Government funding of \$46,042 for digital training programs (14 February 2023).
 - This funding was provided to Brimbank City Council to assist in conducting targeted, hands-on digital training programs through public libraries for older members of the community.
- ✓ Australian Government committed to providing 480,000 fee-free TAFE and vocational education places (9 May 2023).
- ✓ Australian Government established Jobs and Skills Australia (9 May 2023).
 - This will provide independent advice on current, emerging, and future workforce skills and training needs.

Road Infrastructure

Brimbank's road network plays an important role in supporting the state and national economies by connecting Melbourne's western industrial precincts to ports and intermodal terminals. In Brimbank, there are a number of strategic opportunities to manage traffic congestion by alleviating bottlenecks and to improve safety of our road network.

Council Action

- ✓ Adopted Brimbank's Transport Priorities Paper 2022.
- ✓ Upgraded Brimbank's road infrastructure by spending:
 - \$17m on roads rehabilitation works, including on 30 roads.
 - \$5.1m for the pavement resurfacing program, including on 52 roads.
 - \$1.0m for traffic management treatment, including construction of roundabouts, traffic islands, road humps, bus bays and pedestrian facilities.
 - \$900,000 on car parking upgrades at the Green Gully Reserve car park.

Government Action

- ✓ Completion of the Calder Freeway business case.
- ✓ Removal of the three level crossings in Deer Park and Ardeer.
 - The removal of the level crossings at Fitzgerald Road in Ardeer (19 July 2022), Robinsons Road in Deer Park (14 September 2022) and Mt Derrimut Road in Deer Park (24 April 2023) took place six to twelve months ahead of initial timelines.
 - This has eased delays for the tens of thousands of vehicles that pass through these crossings every day, where boom gates were down for up to 45%-60% of the morning peak.
- ✓ Works have begun on the removal of the Calder Park level crossing, expected to be completed in 2025.
- ✓ Victorian Government commitment of \$160,000 for signal upgrades at the intersection of McIntyre Road and Phoenix Street in Sunshine North (3 May 2022).
 - This will enhance visibility, especially for emergency services accessing the nearby Sunshine Fire Station.
- ✓ Brimbank selected by the Victorian Government as one of eleven Councils to receive funding under the first stage of the \$210 million Safe Local Roads and Streets Program (11 August 2023).



Local Business Support

Brimbank is in the midst of transformational change driven by a combination of macroeconomic trends brought about by the COVID-19 pandemic, strong regional population, jobs growth and substantial investment in major infrastructure projects. In 2022 Council sought to move beyond the COVID-19 pandemic response and recovery phase and into a growth phase to strengthen the municipality's position as the Centre of Melbourne's West.

Council Action

- ✓ Adopted a new five year Economic Development Strategy 2022–2027 in December 2022.
- ✓ Delivered an extensive business development events program at no charge until 30 June 2023 to facilitate recovery from the COVID-19 pandemic. The program included 34 business forums / sessions and 1,324 business registrations that were delivered both online and in person.
- ✓ Delivered business networking events including:
 - Two Brimbank Business Breakfasts (155 registrations)
 - One Women in Business Luncheon (104 registrations)
 - Nine Business Link Meetups (282 registrations)
- ✓ Delivered the Enjoy Local Program which included 76 activations across 32 activity centres in Brimbank.
- ✓ Produced 65 bi-weekly business e-bulletins, with 445,700 opens.
- ✓ Reopened the iHarvest co-working location in March 2022, rebuilding membership to 80 permanent, part time and casual members as at 31 July 2023. The business development program included regular meet ups, mentoring and free co-working days.
- ✓ Continued to support place management in the Sunshine and St Albans Town Centres, including the renewal of the Sunshine Town Centre Marketing and Business Development Special Rate for a further five years.
- ✓ Delivered an activation program across 18 Local and Neighbourhood Activity Centres.
- ✓ Published the updated Brimbank Investment Prospectus.
- ✓ Hosted the inaugural Vietnamese Business Migrants Meetup on 27 April 2023.
- ✓ Delivered the Brimbank Investment Attraction Plan for Business Migrants with CALD Background Project, which was announced as a finalist for an Economic Development Australia Award.

Government Action*

- ✓ Australian Government commitment of \$310 million in tax relief and support to help businesses to electrify their heating and cooling systems and save on their energy bills (9 May 2023).
 - This is expected to benefit up to 3.8 million small and medium businesses. Up to \$100,000 of total expenditure will be eligible for the incentive, with the maximum bonus tax deduction being \$20,000 per business.
- ✓ Australian Government commitment of \$290 million in cash flow support to increase the instant asset write-off threshold to \$20,000, helping small businesses to invest and grow (9 May 2023).
- ✓ Australian Government commitment of \$23.4 million to help small businesses build their resilience to cyber security attacks by training in-house cyber wardens (9 May 2023).
- ✓ Australian Government commitment of \$2.1 million of cash flow relief for eligible small businesses by halving the increase in their quarterly tax instalments for GST and income tax in 2023–24 (9 May 2023).
- ✓ Victorian Government commitment to lift the payroll tax-free threshold from \$700 000 to \$900 000 from 1 July 2024, with a further increase to \$1 million from 1 July 2025 (23 May 2023).
 - This will save money for more than 26,000 small businesses, including 6,000 businesses that will stop paying payroll tax altogether.

* The above government actions represent projects that have arisen as a result of national or state-wide advocacy by Councils and advocacy bodies across Australia and Victoria.



Climate Emergency

Council recognises we are facing a global climate and ecological emergency that requires socially just action to happen at scale and speed.

Council commits to lead the Brimbank community towards a target of net zero greenhouse gas emissions and build resilience to the impacts of climate change. We will advocate for genuine science-based climate leadership from other levels of government.

Council's advocacy platform, Transforming Brimbank – Environmental Agenda, acknowledges that our community has long bore the brunt of Victoria's industrial, waste storage and transport needs. Our recompense should be significant investment in Brimbank's sustainability and environment.

Council Action

- ✓ Opened the Brimbank Aquatic and Wellness Centre (13 September 2022).
 - This is the first all-electric, 100% renewable energy powered facility of its kind in Australia. The facility achieved 6 Green Star rating and is recognised as world leading for its sustainability.
- ✓ Upgraded the last of Brimbank's street lights to energy efficient LED lighting.
 - Four thousand street lights have been upgraded over the last 3 years. The project is set to save Council \$6 million over 20 years through reduced energy bills and maintenance charges and reduced greenhouse gas emissions by 28,000 tonnes of CO2 equivalent.
- ✓ Led the development of an Electrification Foundation Paper.
 - This initiative is part of the All-Electric Councils Information Group. The Foundation Paper provides guidance on the technical and commercial viability of electrification upgrades, supporting the realisation of a fully electrified Local Government sector by 2030.
- ✓ Hosted two Reusable Goods Drop-off Days.
 - These were attended by residents from over 250 Brimbank households. These events diverted material for landfill and provided valuable goods for charities including West Welcome Wagon and The Red Cross.
- ✓ Installed over 1,000 KW of rooftop solar PV at nearly all our facilities.
- ✓ Installed a stormwater harvesting system at Dempster Park in Sunshine North, recycling about 11 million litres of stormwater annually.

Government Action

- ✓ Subsequent phases of the More Trees for a Cooler Greener West program have progressed.
 - Phase 2 of the program was launched on 23 April 2022, resulting in 23,621 being planted in Brimbank in 2022 alone.
 - Funding of \$296,000 was committed to Brimbank City Council for phase 3 of the program (23 May 2023).
- ✓ Australian Government commitment to provide \$500,000 to Brimbank City Council to install a Community Battery in the Sunshine area (15 May 2023).
 - Helps transition Brimbank towards more renewable energy.
- ✓ Australian Government funding of \$235,000 for Brimbank to develop the state-wide 'Victorian Climate Resilient Councils' program (6 September 2022).
 - The funding is for a 2-year project led by Western Alliance for Greenhouse Action (WAGA). The program will help Brimbank embed climate change adaptation by taking a strategic long-term approach to responding to climate change risks, focusing initially on heatwaves/extreme heat and storms.
- ✓ Victorian Government commitment of \$20m to deliver the Clean Air for the Western Suburbs initiative (23 May 2023).
 - This consists of a \$15m fund of \$20,000 grants from the Victorian Government for truck drivers in Melbourne's west to upgrade their vehicle to a model that produces less pollution.
 - The remaining \$5 million consists of grants to local governments to seal roads.
- ✓ Victorian Government commitment to stepping up to 95% renewable electricity by 2035 and reach net zero emissions by 2045.
- ✓ Recycling Victoria provided funding of \$20,000 to Brimbank to conduct a feasibility study for a new sustainable resource and recovery centre at Sunshine Energy Park.
- ✓ The Australian Government announced in the 2022-23 Budget that \$102.2 million would be allocated for the Community Solar Banks program to help up to 25,000 households otherwise locked out of solar energy savings own or lease part of a large solar installation.
- ✓ Australian Government commitment of \$25 billion to cut carbon emissions.
- ✓ The Victorian Government announced that all new Victorian homes will be all electric from 1 January 2024, and all new public buildings need to be all electric commencing immediately (27 July 2023).

Melbourne Airport Third Runway

Melbourne Airport proposes to open a third north-south runway between 2027 and 2029. This will increase the number of flights over Brimbank's skies to approximately 200 per day, resulting in significantly more aircraft noise, particularly for residents who live just south of the airport. This includes thousands of households in a number of suburbs located within the City of Brimbank. An independent health risk assessment commissioned by Council in 2022 found the health risks of a third north-south runway to be unreasonable and unacceptable, particularly on the cognitive development of children.

Council Action

- ✓ Resolved to oppose the construction of the third runway (17 May 2022).
- ✓ Launched the community activation campaign 'Know the facts on the Third Runway' (7 September 2022).
 - The campaign aimed at increasing community awareness of the risks that a third runway presents, calling on the Australian Government to commission an independent health impact assessment of a third runway that aligns with the World Health Organisation's guidelines.
- ✓ Received the support of the Australian Local Government Association (ALGA).
 - Council submitted a successful motion at the ALGA National General Assembly, calling on the Australian Government to establish a compensation scheme for airport-impacted communities (June 2023).
- ✓ Lodged a submission to the Aviation White Paper Terms of Reference, which was endorsed by Council at its Meeting on 21 March 2023.

Government Action

- ✓ Federal Minister expresses concerns around noise mitigation.
 - Whilst Melbourne Airport's Master Plan for a third runway was approved in November 2022 by the Hon Catherine King MP, Federal Minister responsible for Transport, the Minister expressed concerns around the noise sharing and mitigation arrangements.
 - The Minister explained that the management of her concerns will be an important consideration during the assessment of the Major Development Plan.

Major Parks and Playgrounds

Council's Creating Better Parks Open Space and Playground Policy and Plan was first adopted in 2008 as a blueprint to transform the park network. The aim was to create one of the best park networks in Melbourne, through developing a hierarchical park network consisting of flagship parks, suburban parks, neighbourhood parks and local reserves. The transformation that this Plan has achieved has been recognised with 10 industry awards, including from the Australian Institute of Landscape Architects, Parks and Leisure Australia, the Planning Institute of Australia and Keep Australia Beautiful. By the end of 2022/2023 financial year, Council would have invested around \$50 million and upgraded 151 parks.

Council Action

- ✓ Opened Glengala Pocket Park (May 2022).
- ✓ Opened Packard Street Reserve Skate Park (July 2022).
- ✓ Opened Cary Street Pocket Park in Keilor Park Reserve (December 2022).
- ✓ Opened Leslie Street Activity Centre (December 2022).
- ✓ Preparing to open the first stage of Sydenham Park to the public in October 2023.
 - After receiving \$300,000 from the Victorian Government to create a new shared user path at Sydenham Park, Council began these works in February 2023. The works included building walking trails, signs, picnic furniture, viewing platforms and seating. They have now been completed and the first stage of Sydenham Park will be open to the public in October 2023.

Government Action

- ✓ Victorian Government funding to Brimbank's parks.
 - \$9.7m for a Brimbank Park pump station storage in Keilor East.
 - \$800,000 to establish a new dog park in the Sydenham electorate part of Brimbank.
 - \$500,000 to plan for a sporting precinct at Sydenham Park.
 - \$225,000 to upgrade the Noble Court Reserve Suburban Park and Playground in Sunshine West.

Electronic Gaming Machines and Gambling

Preventing gambling harm is a priority for Council. Brimbank has experienced disproportionately high losses from electronic gaming machines (EGMs) for many years. Over the last decade (1 July 2013 to 30 June 2023), over \$1.32 billion has been lost on EGMs in Brimbank, the highest of any Victorian LGA. Brimbank's EGM losses ballooned from \$139.5m in 2017-18 to an all-time high of \$172.9m in 2022-23, an increase of 23.9% in just five years.

Council Action

- ✓ Delivered the 'Libraries After Dark' program.
 - Council conducted face-to-face and online activities as part of this program, offering alternatives to the lure of EGM venues in high-risk communities. The program was funded by the Victorian Responsible Gambling Foundation.
- ✓ Worked with St Albans Sports Club on a two-year Gambling Harm Reduction Program.
- ✓ Delivered the 'Invest in You Too' project.
 - This is a gambling harm prevention project that focused on Vietnamese women with pre-school-aged children. The initiative was provided in partnership with the Vietnamese Women's Association and funded by the Victorian Responsible Gambling Foundation.
- ✓ Rally in recognition of Gambling Harm Awareness Week (October 2022).
 - Council participated in a rally led by the Alliance for Gambling Reform in recognition of Gambling Harm Awareness Week. Attendees at the event, including councillors and officers, made the short 700 metre walk from the Deer Park Hotel to the Deer Park Club to highlight the ease of venue hopping, which enables patrons to gamble 24 hours a day in Deer Park. The rally called on the Victorian Government to align the closing hours of all gaming venues across the State and to reduce the operating hours of gaming venues after dark.
- ✓ Submitted a successful motion at the MAV State Council Meeting on 19 May 2023, calling on the Victorian Government to reduce EGM harm by:
 - Aligning the closing hours of gaming venues across the State.
 - Expand the number of closing hours of gaming venues.
 - Introducing a mandatory cashless pre-commitment scheme for all EGMs in Victoria.

- ✓ Submitted a successful motion at the ALGA National General Assembly in June 2023, calling on the Australian Government to address betting advertising by:
 - Banning all forms of gambling advertisements on broadcast and online platforms during live sports events.
 - Significantly reducing the frequency of gambling advertising when live sports events are not being broadcast.

Government Action

- ✓ Victorian Government announcement to reform EGM operations in pubs and clubs (16 July 2023).
 - The reforms align with some of Brimbank's advocacy asks and include:
 - Increasing the daily closing period of gaming floors from four hours to six hours
 - Aligning the time of closure of gaming floors across Victoria from 4am to 10am
 - Mandatory pre-commitment limits and carded play on all EGMs
 - Reducing the load limit on EGMs from \$1,000 to \$100
 - Slowing the spin rate of all new EGMs to three seconds per game
 - The reforms are expected to be implemented by the middle of 2024.
- ✓ A recommendation for a comprehensive ban on all gambling advertising by a Federal Parliamentary Standing Committee (28 June 2023).
 - The House of Representatives Standing Committee on Social Policy and Legal Affairs released its report on the Inquiry into online gambling and its impact on people experiencing gambling harm. Titled 'You Win Some, You Lose More', the report contains 31 key recommendations, including a phased comprehensive ban of all gambling ads, a national online regulator, a comprehensive national strategy on online gambling harm reduction, and a ban on gambling inducements.



Government Investment in Brimbank

Since the release of the previous Brimbank Advocacy Plan, about 18 months ago, we have seen over \$300m in State Government investments being committed across Brimbank. The table and map below showcase some of these commitments as well as previous commitments that have now been completed.

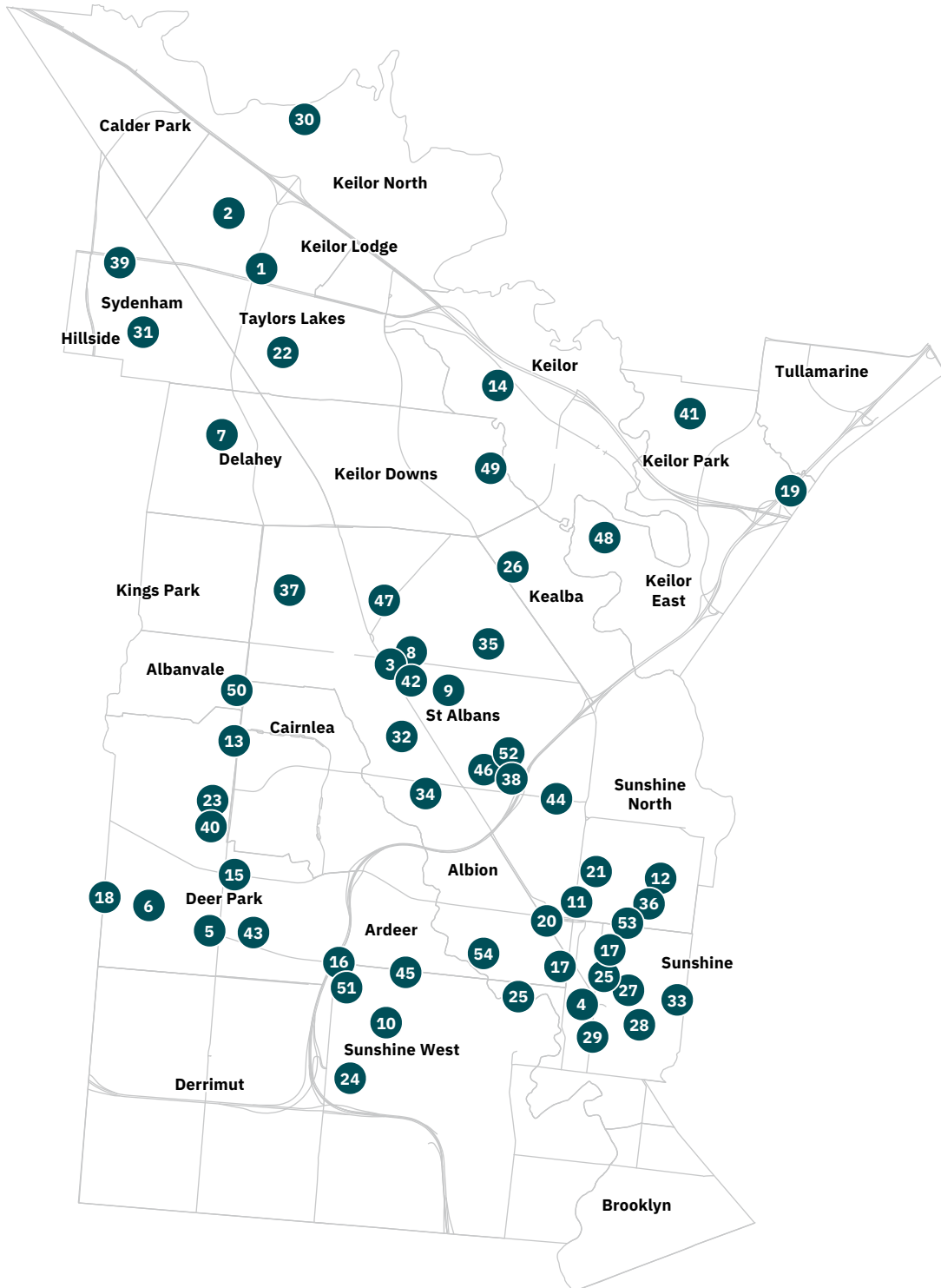


Table 1: Victorian Government investments (unless otherwise specified) that can be mapped to a geographical location in Brimbank.

#	Project	Funding
1	New Ambulance Station in Taylors Lakes	\$2.5m
2	Upgrades for Keilor Lodge pitch and lighting	\$500,000
3	Arts and Humanities Grant for the Bowery Theatre (funded by the Sidney Myer Fund)	\$100,000
4	Addition of a new regional platform to Sunshine train station	**
5	New bus interchange at Deer Park Station	\$8m
6	New multi-purpose car parks and nets at Bon Thomas Reserve	\$1.08m
7	New pavilion at Delahey Reserve	\$375,000
8	New multi-sports court at Errington Reserve	\$250,000
9	Upgrades to St Albans Heights Primary School	\$13.74m
10	Refurbishment of the student toilets at Ardeer South Primary School	\$474,127
11	Signal upgrades at the McIntyre Road / Phoenix Street intersection, Sunshine North	\$160,000
12	New female-friendly change rooms and kitchen upgrade at Dempster Park Tennis Club	\$204,159
13	Change-room upgrade at Robert Bruce Reserve to make them female friendly	\$612,000
14	Funding to remove and mitigate the threats to ancient River Red Gums of excess stormwater and sediment within Taylors Creek	\$65,000
15	Funding for the design of the Dempster Park Children's and Community Centre	\$150,000
16	Removal of the Fitzgerald Road level crossing in Ardeer	***
17	Funding for Kontiki Cultural Women Empowerment for the Youth Artistic Sewing and Creative Arts Workshops	\$49,000
w	Removal of the Robinsons Road level crossing in Deer Park	***
19	Announcement of a new train station in Keilor East	**
20	Announcement to rebuild Albion Station	\$80m
21	Upgrades to the Suffolk Road Local Activity Centre Streetscape	\$200,000
22	Upgrades to children's toilets at Remus Way Kindergarten and installation of a nappy change unit	\$58,650
23	Lighting upgrades to LED on six courts at Sassella Park Tennis Club and the introduction of an online court booking system	\$173,515
24	Upgrades to the Noble Court Reserve Suburban Park and Playground in Sunshine West	\$225,000
25	Opening of the Orange Door Network across the Brimbank-Melton region, a free service for people needing support for family violence	**
26	Upgrade and refurbishment works at St Paul's Primary School in Kealba	\$1.8m
27	Opening of a new mental health and wellbeing service for adults aged over 26	**
28	Release of the Sunshine Station Precinct Masterplan	**
29	Commitment to deliver the first stage of the Sunshine Station Precinct Masterplan	\$143m
30	Planning for a sporting precinct at Sydenham Park	\$500,000
31	Major upgrades to both campuses of the Sydenham Hillside Primary School	\$9.5m
32	Major upgrade to University Park Primary School in St Albans	\$7.4m
33-37	Funding to develop early-learning centres in Brimbank and provide more than 250 free kinder places	\$9.3m
38	New PET scanner at Sunshine Hospital	\$5.5m
39	New dog park in the Sydenham electorate	\$800,000
40	Upgrades to the 1st Deer Park Scouts facilities	\$140,000
41	New kitchen and upgrade the bathrooms at the Keilor Sports Club	\$700,000
42	Freeza Grant for the Youth Arts Programs over 3 years	\$105,000
43	Removal of the Mt Derrimut Road level crossing in Deer Park	***
44	Funding for Cooina Centre, Brimbank's first dedicated Aboriginal and Torres Strait Islander Centre	\$184,000
45	Extension of the platform at Ardeer Station	**
46	New comprehensive women's health clinic at Sunshine Hospital	**
47	Expansion and renovation of Sacred Heart Primary School in St Albans	\$2m
48	New Brimbank Park pump station in Keilor East	\$9.7m
49	Delivery of lighting upgrades at Green Gully Soccer Club in Keilor Downs	\$280,000
50	Upgrades to community facilities at the Australian Bosnian Islamic Centre in Deer Park	\$50,000
51	New Croatian Community Centre in Sunshine North	\$750,000
52	Further funding for alcohol and other drugs residential rehabilitation treatment expansion	\$876,000
53	New Centre of Excellence in Paramedicine for Victoria University's Sunshine Campus	\$10m
54	Cricket net upgrades at Selwyn Park under the Australian Cricket Infrastructure Fund (co-funded by Cricket Australia)	\$30,000

** These projects have been funded by the State Government and represent hundreds of millions of dollars in investment.

** This list includes level crossings currently under construction that were funded in an earlier budget. Not all projects are on this map, it is intended only to highlight major projects in Brimbank.

Table 2: Victorian Government investments (unless otherwise specified) that either have a municipal-wide benefit to the City of Brimbank or are of regional significance to Melbourne’s west.

Project	Funding
Funding support for the Carers Program in Brimbank	\$92,000
Funding for a 5G Roadside Maintenance Scanning Pilot with Swinburne University (funded by Federal Government)	\$1.18m
Launch of Phase 2 of the More Trees for a Cooler Greener West program	\$236,210
Funding for of a Community Battery for Brimbank (funded by Federal Government)	\$500,000
Funding for the “Free from Violence Local Government Program (2022-2025)” to support Victorian councils to promote positive attitudes, behaviour and culture change in their workplace	\$212,500
Further funding for the Local Government Business Concierge and Hospitality Support Program to promote COVIDSafe practices to local businesses	\$60,000
Funding to implement the Local Government Guide to Primary Prevention of Family Violence	\$233,875
Funding to assist in providing library services through the Public Libraries Funding Program	\$1,394,364
Funding for the Western Alliance for Greenhouse Action to develop the 'Victorian Climate Resilient Councils' program, to help Councils embed climate change adaptation (funded by Federal Government)	\$235,000
Funding for the Ubuntu Empowering Mothers project to continue supporting the wellbeing of mothers	\$500,000
Selection of the Brimbank-Melton region in the first tranche (Term 1 2023) of the roll-out of the Mental Health in Primary Schools program	**
Opening of a new one-stop mental health hub for children and families	**
Delivery of the Clean Air for the Western Suburbs initiative - provides truck drivers in Melbourne’s west with \$20,000 to upgrade their vehicle to a model that produces less pollution	\$20m
Funding for the Best Practice Reusable Nappy Program	\$128,000
Funding for Peri-urban Weed Management Partnerships	\$300,000
Co-funding for an Integrated Water Management Officer by Melbourne Water	\$120,000
Funding for digital training programs through public libraries for older members of the community during 2023	\$46,042
Maternal and Child Health (MCH) Workforce Support Funding to support four MCH clinical placements across Brimbank	\$16,000
Funding to Brimbank under phase 3 of the More Trees for a Cooler, Greener West program	\$295,956
Funding to build and operate a new Tech School in Brimbank	**
Expanding Victoria Police’s Embedded Youth Outreach Program to Brimbank	**
Further Funding to continue the work of Le Mana Pasifika, supporting more than 2,000 young Pasifika people per year to stay engaged in education and their communities	\$1.53m
Brimbank chosen by the Victorian Government as one of eleven Councils to receive funding under the first stage of the \$210 million Safe Local Roads and Streets Program	**

**The funding amount for these projects is either unspecified or yet to be determined.





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