

Council Services supporting People and Community

- Families & Early Years
- Youth
- Ageing & Inclusion
- Arts & Culture

- Community Projects
- Strengthening Communities
- Connected Communities
- Policy, Advocacy & Research

- Sport & Recreation
- Leisure & Community Facilities
- Building Services & Environmental Health
- Regulatory Services

Strategic Objective: Wellbeing & Belonging	YEAR FOUR ACTIONS	Responsibility
1.1.1 Support improved mental wellbeing ^	Advocate to the State Government to allocate funding for local government Social Inclusion Action Groups.	Community Strengthening and Social Planning
	Assess and formulate Council's future strategic approach to promote mental well-being.	Community Strengthening and Social Planning
	Further develop youth services partnerships with local mental health services, for example the B-Heard Youth Support Program.	Community Care
	Deliver capacity building programs to support youth mental health, such as youth mental health first aid training and partnerships with other services and various programs.	Community Care
1.1.2 Increase healthy eating, active living and physical activity ^	Create informal social sports and recreation opportunities for females, those from culturally diverse backgrounds and vulnerable communities.	Leisure and Community Facilities
	Create opportunities to support new communities to engage in physical activity via the In2Sport program. For example juniors with disability, those from culturally diverse backgrounds and vulnerable communities.	Leisure and Community Facilities
1.1.3 Support increased gender equality and reduce gender based violence ^	Prioritise early intervention for family violence and extend support to vulnerable communities. This includes conducting family violence assessments through Maternal and Child Health.	Community Care
	Deliver community education sessions with kindergartens, playgroups and other community groups about identification and early intervention for families and individuals who may be facing family violence.	Community Care
1.1.4 Provide community health and wellbeing services across the lifespan	Develop a life-stage approach to strategically supporting the wellbeing of children, youth and older adults.	Community Strengthening and Social Planning
	Boost life-long health, food security and wellbeing for diverse communities and age groups through a wide range of programs provided by Neighbourhood Houses, community centres and libraries.	Community Learning and Participation
1.1.5 Support safe and inclusive communities	Design streetscapes and public realm that provides safe and inviting spaces for the community using Crime Prevention through Urban Design Principles.	Community Strengthening and Social Planning
	Work with Victoria Police and services to promote service coordination at key locations across Brimbank to support community safety and wellbeing.	Community Strengthening and Social Planning
1.1.6 Support and advocate to reduce risk factors impacting vulnerable communities	Implement Year Two actions in the Disability Action Plan including: - Working with the Local Area Coordination provider of the NDIS (National Disability Insurance Scheme) to strengthen partnerships and support the implementation of community capacity building, including access to information, education and other services - Developing opportunities to partner with State Sporting Associations and local sporting clubs to provide and support access to sport and leisure opportunities for people with disability and their carers.	Community Strengthening and Social Planning
	Continue to embed the Homelessness Protocol and enhance the way Council responds to homelessness.	Community Strengthening and Social Planning

Together We are Brimbank DRAFT Year Four Annual Action Plan	Strategic Direction - People and Community <i>A welcoming, safe and supported community – an inclusive place for all</i>	^ Denotes Municipal Health & Wellbeing Plan
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Strategic Objective: Pride & Participation	YEAR FOUR ACTIONS	Responsibility
1.2.1 Enable social, cultural and artistic expression	Enable Brimbank's diverse residents and communities to express themselves culturally and artistically through creative programming, grants, events and exhibitions.	Community Learning and Participation
1.2.2 Continue our commitment to respecting and recognising Aboriginal and Torres Strait Islander peoples and culture	Deliver Year 1 of the Reconciliation Action Plan. This includes: - Meeting with local Aboriginal and Torres Strait Islander stakeholders and organisations to develop guiding principles for future engagement - Developing and implementing an engagement plan to work with Aboriginal and Torres Strait Islander stakeholders and organisations.	Community Strengthening and Social Planning
	Continue to support the establishment of Coinda - the first dedicated Aboriginal and Torres Strait Islander Community Centre in Brimbank.	Community Strengthening and Social Planning
1.2.3 Deliver a range of initiatives that celebrate diversity and intercultural sharing	Facilitate events and acknowledgement activities that engage community in important diversity and inclusion celebrations, solidarity, commemorations and awareness.	Community Strengthening and Social Planning
	Provide community grants that enable community members to lead initiatives that celebrate diversity and cultural learning.	Community Strengthening and Social Planning
1.2.4 Encourage vibrant community events and activities	Deliver a Community Events program, which includes: - We Are Brimbank Awards (including Brimbank Citizen of the Year and Young Brimbank Citizen of the Year) - Festive Season Events - The 'BeBold' Festival - NADIOC Week official flag raising Ceremony - Brimbank Readers and Writers Festival.	Communications and Community Engagement

Council Services supporting Places and Spaces

- Climate Emergency and Environment
- Parks and Public Realm
- Operations
- City Development
- Facilities and Major Projects
- Engineering and Infrastructure
- Assets, Capital Works and Property Services

Strategic Objective: Liveable & Connected	YEAR FOUR ACTIONS	Responsibility
2.1.1 Contribute to the transformation of the transport network to be active, sustainable, connected and equitable	Continue implementation of the Brimbank Cycling and Walking Strategy to provide a network that supports active transport; including the Jones Creek trail bridge (shared user path) in Cairnlea.	Parks and Public Realm
	Complete a Car Parking Management Plan around the Sunshine Hospital Precinct.	Engineering and Infrastructure Services
2.1.2 Showcase and provide quality public spaces and streetscapes where people can connect and recreate	Investigate, develop and promote opportunities for public and street art that contributes to vibrant and engaging public places and spaces in Brimbank.	Community Learning and Participation
	Prepare designs for the revitalisation of Local Activity Centres (LAC) comprising streetscape and public realm developments at: • Billingham Road (Deer Park) • Glengala Road (sunshine West) • East Esplanade (St Albans).	Parks and Public Realm
	Deliver an upgraded dog park at Frost Goldsmith Easement in Delahey, including a new fenced area.	Parks and Public Realm
	Deliver park upgrades at: • Cocoparra Cres Reserve, Taylors Lakes • Larisa Reserve , St Albans • Kevin Flint Reserve, Cairnlea	Parks and Public Realm
2.1.3 Provide community facilities that are responsive and adaptable to community needs	Develop projects that focus on increasing all-abilities access to community facilities, including design of an upgraded play space at Cliff Harvey Lagoon.	Parks and Public Realm
	Undertake preliminary work to inform the development of an Open Space Strategy.	Parks and Public Realm
	Enhance partnerships to improve reach to non-traditional users and marginalised communities in leisure centres.	Leisure and Community Facilities
	Develop and promote an Accessible and Inclusive Events Guide and investigate options for further promoting Inclusivity Brimbank.	Community Strengthening and Social Planning
	Implement the Brimbank Sports Facility Development Plan (2023) facility improvements.	Leisure and Community Facilities
	Commence design work on the Dempster Park Children's Centre.	Assets, Capital Works and Property Services
	Provide library buildings and library collections that allow Brimbank community members from all backgrounds to access free books, information, games, computers and toys and be inspired and connected.	Community Learning and Partnership
2.1.4 Maximise urban greening through increased tree canopy cover and integrated water management	Finalise and commence implementation of Brimbank's new Integrated Water Management Strategy.	Climate Emergency and Environment
	Deliver environmental programs with community such as My Smart Garden program and community planting events, including: • Habitat and Biodiversity • Grow your own fruit • Habitat Hollows.	Climate Emergency and Environment
	Continue implementation of Council's Urban Forest Strategy through street tree planting in Kings Park, Deer Park and St Albans.	Parks and Public Realm

Together We are Brimbank DRAFT: Year Four Annual Action Plan	Strategic Direction – Places and Spaces <i>Liveable and connected neighbourhoods that support health and sustainable futures for all</i>	^ Denotes Municipal Health & Wellbeing Plan
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Strategic Objective: Sustainable & Green	YEAR FOUR ACTIONS	Responsibility
2.2.1 Take action on Climate Emergency by working towards a carbon neutral Brimbank	Deliver initiatives that work towards a carbon neutral Brimbank, including: • Commencing implementation of the Sunshine Community battery project • Working towards a Solar Farm for Sunshine Energy Park • Delivering the Solar Pavilions Program.	Climate Emergency and Environment
	Deliver the 100% Renewable Brimbank program to enable the community to access renewable energy. This includes investigating how best to support the expansion of community electric vehicle charging infrastructure.	Climate Emergency and Environment
	Continue implementation of Council's Fleet Transition Plan including purchasing energy-efficient vehicles (subject to availability, functionality and budget considerations).	Operations
2.2.2 Collaborate with community in addressing Climate Change and its impacts on health^	Facilitate community capacity building initiatives, including: • Delivering the annual Environmental Events Calendar with programs such as 'Healthy food for a healthy planet' and 'Reducing food waste at home' • Supporting the community to stay safe during heatwaves • Supporting local businesses to access renewable energy and improve energy efficiency.	Climate Emergency and Environment
	Deliver the climate emergency stream of the Brimbank Community Grants Program to help the community respond to climate change.	Climate Emergency and Environment
	Review and update the Climate Emergency Plan, investigating new priority areas to address evolving climate action needs.	Climate Emergency and Environment
2.2.3 Increase the extent and condition of natural habitats through restoration and prevention of threats	Deliver services that aim to restore and prevent threats to the environment, including: • Creating habitats for native fauna and insects that enhance biodiversity • Improving the quality, extent, and connectivity of conservation reserves and areas of high biodiversity value (as priorities in the Conservation Asset Management Framework) • Raising awareness about the significance of our local grasslands and advocating for their protection.	Climate Emergency and Environment
	Work with schools to deliver community, habitat and indigenous plantings.	Climate Emergency and Environment
	Support environment groups and 'Friends of' groups to deliver revegetation or restoration projects within the municipality.	Climate Emergency and Environment
	Continue to deliver initiatives that protect and enhance the environment from the impact of feral cats. This includes investigating options for best-practice domestic cat management strategies.	City Regulatory Services
2.2.4 Invest in circular economy and improve waste management systems to increase recycling and reduce waste to landfill	Work with the Environmental Protection Authority (EPA) and Police to develop and implement compliance initiatives that respond to illegal waste dumping. This includes increased and improved surveillance mechanisms.	City Regulatory Services
	Promote local reuse and recycling options for household items including food and garden organics (FOGO) recycling in the lead-up to universal roll-out of FOGO (bright green lid) bins as part of the Recycling Victoria reforms.	Operations

Council Services supporting Opportunity and Prosperity

- Strategic Planning
- Economic Development
- Sunshine Rising and Go St Albans Place Management
- Libraries
- Neighbourhood Houses and Community Centres
- Transforming Brimbank

Strategic Objective: Growing & Transforming	YEAR FOUR ACTIONS	Responsibility
3.1.1 Grow and diversify industry and support existing and new businesses	Implement Year Three actions of the Brimbank Economic Development Strategy 2022-2027, including: • Business communication and networking activities • Industry and Business Development activities.	City Strategy
	Implement the Brimbank Economic and Employment Advisory Committee.	City Strategy
3.1.2 Enhance community opportunities as a result of major development and infrastructure investment	Continue to work with the Department of Transport and Planning to finalise the design and further develop the Sunshine Station Masterplan.	Transforming Brimbank
	Continue to promote, partner and advocate for outcomes described in the Sunshine Priority Precinct 2050 Vision.	Transforming Brimbank
	Continue to work with the Department of Transport and Planning to develop the Albion Quarter Structure Plan.	Transforming Brimbank
	Commence the development of the Sunshine Energy Park (first stage) business cases.	Transforming Brimbank
3.1.3 Promote Brimbank as a destination to build the visitor economy and tourism	Continue to promote Brimbank as a destination to build the visitor economy through key Transforming Brimbank priorities.	Transforming Brimbank
	Promote Brimbank as a location for business and facilitate development to attract investment and economic uplift.	City Strategy
	Strengthen industry growth and development in Brimbank with a Visitor Economy Strategy review.	City Strategy
3.1.4 Facilitate housing diversity, population growth and development through planning and assessment processes	Progress the implementation of the Housing and Neighbourhood Character Policy to advance a long-term plan to manage housing growth and change across Brimbank.	City Strategy

Strategic Objective: Earning & Learning	YEAR FOUR ACTIONS	Responsibility
3.2.1 Support economic and social inclusion ^	Continue to roll out non-English speaking business migrant attraction programs.	City Strategy
	Encourage local employment of people with disability by: - Promoting opportunities for local businesses to build capacity through disability awareness and education activities - Exploring local partnerships that enable pathways and opportunities for people with disability to volunteer in Brimbank.	Community Strengthening and Social Planning
3.2.2 Support community access to education and jobs	Provide tailored services, forge partnerships and role model opportunities to support Brimbank residents to access jobs and skills, including for young job seekers and young entrepreneurs.	Community Learning and Participation
	Promote local procurement by encouraging local businesses to employ more local people and by advocating for local procurement practices.	City Strategy
	Investigate options for short-term work engagement opportunities to build the skills and knowledge of young people.	Community Care
3.2.3 Promote the importance of education and encourage life-long learning across generations	Support, champion and promote opportunities for learning across all age groups through a range of programming, sector development, communications and other opportunities in Brimbank.	Community Learning and Participation
3.2.4 Work towards improving digital access and inclusion	Develop and run a range of programs and spaces that teach, encourage and support community members to use digital and other technology, regardless of the barriers they face.	Community Learning and Participation
	Research new data and insights to identify opportunities that increase the accessibility of Council's information and services available online.	Communications and Community Engagement

Council Services providing Leadership & Governance

- Advocacy and Stakeholder Relationships
- Governance and Risk
- Community Engagement and Communications
- People, Culture and Wellbeing
- Financial Services
- Customer Service
- Corporate Planning and Reporting
- Chief Information Office

Strategic Objective: Engaged & Responsive	YEAR FOUR ACTIONS	Responsibility
4.1.1 Value community input through models of deliberative engagement and co-design	Expand and leverage Brimbank's Community Voice Panel for enhanced participation and consultation.	Communications and Community Engagement
	Continue to administer the H.V. McKay Memorial Gardens Strategic Management Group meetings to provide direction for the management and development of the Gardens.	Operations
4.1.2 Support community resilience and continue emergency management planning to be prepared for any future incidents or shocks	Maintain Emergency Management Planning Reform at the Municipal level through: • Establishing strong partnerships with key agencies, including police, fire services, and emergency medical services • Forming a dedicated Municipal Emergency Management Planning Committee (MEMPC) • Collaborating with committee members to create a comprehensive Municipal Emergency Management Plan (MEMPC) • Ensuring the plan covers prevention, response, and recovery strategies.	Operations
4.1.3 Partner across multiple sectors to advocate for equal access towards social & environmental justice	Deliver the Advocacy Plan 2023-2025 that sets out Brimbank's key advocacy priorities, which include: • Transforming Brimbank • Mental health • Road infrastructure • Climate emergency • Addressing unemployment • Housing and homelessness • Melbourne Airport Third Runway • Gambling harm • Major parks • Libraries.	Advocacy and Stakeholder Relationships
	Review the Social Justice Charter to ensure the principles and framework are contemporary and provide a platform for social equity and inclusion across the Council.	Community Strengthening and Social Planning
4.1.4 Support the Brimbank community to engage in transparent democratic processes	Partner with the Victorian Electoral Commission in respect to Local Government elections in compliance with the Local Government Act 2020 (the Act).	Governance and Risk
	Develop and implement a comprehensive Councillor transition program designed to equip the incoming Council with the necessary support and resources for effective governance.	Governance and Risk

Together We are Brimbank DAFT: Year Four Annual Action Plan	Strategic Direction –Leadership & Governance <i>A high performing organisation that enacts the vision and decisions of Council through the delivery of quality and innovative services – A fairer place for all</i>	^ Denotes Municipal Health & Wellbeing Plan
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Strategic Objective: High Performing & Accountable	YEAR FOUR ACTIONS	Responsibility
4.2.1 Reward a culture of high performance that demonstrates commitment to community	Continue to implement Council's Organisational Development Framework (2023–2027). Actions for 2024/2025 include: - Establishing a Brimbank Leadership Model - Commencing work to inform and create Council's updated Gender Equity Action Plan for 2025-2029.	People, Culture and Wellbeing
4.2.2 Continue to model a safe, healthy, diverse and equitable organisation	Implement 2024-2025 actions of Council's Occupational Health and Safety (OHS) Strategic Plan.	People, Culture and Wellbeing
	Through education and skill development strengthen organisational capability for intersectionality approaches to an inclusive workplace.	People, Culture and Wellbeing
	(Within Council) work to: - Increase participation of people with disabilities across Council's employment programs, including work experience - Consider and progress Council's volunteering recruitment strategies to provide more participation opportunities for people with disability.	Community Strengthening and Social Planning
4.2.3 Enhance organisational performance management and reporting	Report on the outcomes of the annual Local Government Community Satisfaction Survey (CSS) and the Local Government Performance Reporting Framework (LGPRF) through the Brimbank Annual Report 2024 - 2025.	Customer Experience and Service Innovation
4.2.4 Continue to manage our assets and finances sustainably and responsibly	Allocate a minimum asset renewal budget of 65%, relative to the depreciation expense for 2024-2025, with an intent to increase this year on year for the next 10 years, to actively manage the asset renewal gap and ensure sustainable asset management.	Assets, Capital Works and Property Services
4.2.5 Embrace technology and innovation to deliver continuous improvement opportunities	Commence the business case for the Connected Brimbank initiative. This will consider Council's long term information system needs in supporting customer service, information security and operational excellence and compliance obligations.	Chief Information Officer
	Continue to implement improvements to key systems and processes, including - Supporting the upgrade of Office 365 for all staff - Upgrading Content Manager by December 2024 - Upgrading aged telephony systems by December 2024 - Replacing the finance system Computron by mid-2025.	Chief Information Officer