

Brimbank community voice



Members Handbook



Welcome to Brimbank Community Voice

Brimbank City Council would like to thank you for being part of this important initiative.

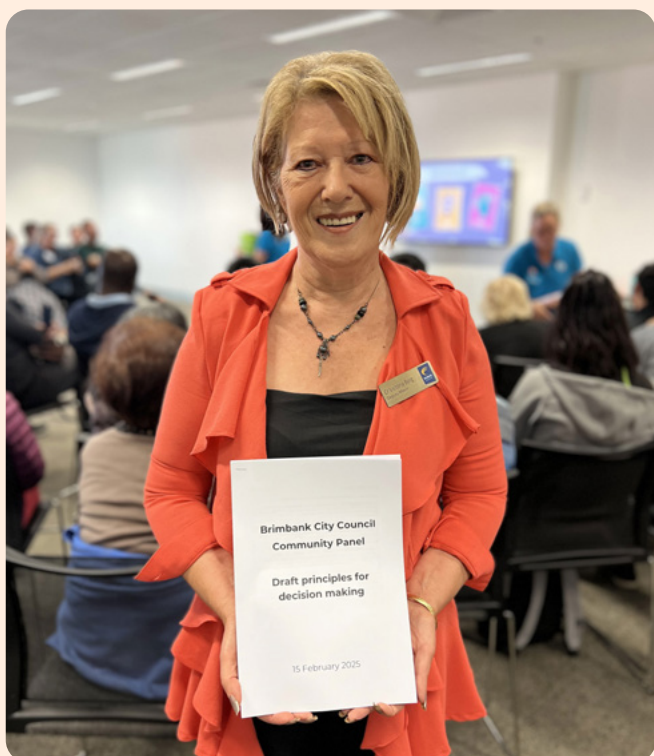
You will play an important role as a member of Brimbank Community Voice.

You will have the opportunity to share your views and ideas and work with others to shape the future of our City.

Together, we can increase the representation of diverse groups in our consultations and ensure more voices are heard.

Your feedback will help Council design and deliver services that better meet the needs of the community.

We look forward to working with you for a better Brimbank.



Cr Victoria Borg holding a community panel submission, 2025.

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Acknowledgement of Country

Brimbank City Council respectfully acknowledges and recognises the Wurundjeri and Bunurong Peoples as the Traditional Custodians of this land and pays respect to their Elders, past, present and future.



Terms of Reference

How does Brimbank Community Voice work?

Background

Brimbank City Council is committed to expanding opportunities for community participation in Council projects, strategies and service design.

Brimbank Community Voice was created to provide the community with opportunity to engage with Council projects in ways that suit your life and your schedule.

Purpose

Brimbank Community Voice provides a representative sample of the Brimbank community. The panel members discuss various projects, plans, and issues.

The purpose of the panel is to:

- Provide representative insights of community views, needs and priorities
- Increase community participation and civic engagement
- Build relationships and provide more ways to engage.

Scope and Function

Brimbank Community Voice is a panel through which community members share their feedback, experiences and ideas with Council. This feedback will be considered by Council when planning projects and services.

Brimbank Community Voice has no decision-making authority. Council makes the final decisions.

Who is eligible to join?

Brimbank Community Voice is open to all Brimbank residents, rate payers and local business owners over the age of 18.

Elected government representatives, paid employees of any political party, and Brimbank City Council staff are not eligible to join.

What commitment is required of me?

We understand that people lead busy lives, so there is no specific commitment required for how often you participate. After joining Brimbank Community Voice you will receive emails about upcoming activities. You can decide whether or not to put in an Expression of Interest to participate.

The main commitment we require is that you treat all Brimbank Community Voice members and Council staff with courtesy and respect. We will not permit threatening behaviour, or insulting/aggressive words and actions.



Brimbank Community Voice members at a Community Engagement Policy Workshop, 2023.

Is participation in activities paid or voluntary?

General membership of Brimbank Community Voice is unpaid. Throughout the year there will be a variety of activities available for you to participate in. Some activities may be paid with a gift voucher, while others will be voluntary. We will tell you whether an activity is paid or voluntary before you agree to participate.



Council Plan Community Workshop, 2025.

Is there a minimum time commitment needed?

There is no minimum time commitment required. You can choose to participate when it suits your schedule. You can remain a member of Brimbank Community Voice as long as you choose.

Your membership will remain active until you decide to leave the group, or after 12 months of inactivity. Inactivity is defined as when you have not expressed an interest in any opportunities, updated your details or interacted with Council Community Engagement staff. Before we remove inactive members from Brimbank Community Voice, we will contact you. We will either provide an opportunity to re-engage or check if you wish to be removed.

How will we contact you?

Communication will be mostly through direct email or a member email newsletter. For example:

- Inviting you to participate in activities
- Workshops reminders (email & SMS)
- Thanking you for your participation
- Sharing the outcomes of consultation

We will only contact you via other means if you have asked for this to occur. For example, to accommodate accessibility needs or to further discuss feedback you have provided.

What type of activities may be available for members?

You can participate in the activities that suit your interests and availability. There will be different opportunities to be involved. This may include participating face-to-face, online or over the phone. Workshops may be several hours or sometimes held over multiple days.



How does the selection process work?

Members will be invited to take part in various engagement activities.

Some consultations will be open to all members, and some will be targeted to specific groups, for example, based on age, gender or another demographic. Some consultations will allow all of those invited to participate and others will have limited places.

When there is a new engagement activity:

- **We will** email you the link to an Expression of Interest (EOI) online form
- **You will** fill in the EOI online form by the due date. (If you are interested and available.)
- **We will** contact everyone who applied. We will tell you if you were selected or unsuccessful.

Council Officers cannot request specific members be included or excluded from an activity. This helps prevent any bias in the voices we are hearing from.

What supports are available for me to participate?

- An interpreter
- Vision support
- Hearing support
- Child-friendly spaces
- Transport support
- Or other assistance you need.

Conflict of interest

It is your responsibility to declare to staff any conflict of interest that may arise as a result of your participation in a Brimbank Community Voice activity. Where a conflict of interest is ongoing and not isolated to a specific project, it may be necessary to step down from the group.

Members running in Local Government elections must step aside during the election period and will be exited from the group if elected.

How will you protect my privacy?

We take your privacy very seriously. All data is stored in line with Australian Privacy Principles. We are committed to protecting the privacy of personal and health information collected and used. Our Information Privacy and Health Records Policy complies with our obligations under the *Privacy and Data Protection Act 2014* (VIC) and the *Health Records Act 2001* (VIC).

Review

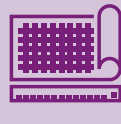
These Terms of Reference will be subject to review in two years. The review will include evaluation of the member experience, processes and management.

About Local Councils

See below for examples of the services Councils provide.

Councils regularly review their activities to ensure:

- Services stay relevant to the needs of local communities
- Services provide value for money and efficiency
- Services are financially sustainability into the future.

Children & families	Health & Wellbeing	Your home	Sport & leisure	Roads & safety	Community
 Childcare	 Disability services	 Planning permits	 Sportsgrounds	 Roads & footpaths	 Libraries
 Kindergartens	 Aging, Inclusion & Carers	 Building permits	 Swimming pools	 Car parks	 Volunteering
 Maternal & child health	 Communications	 Pet registrations	 Leisure centres	 Street lighting	 Theatre & the arts
 Playgroups	 Food safety	 Rubbish & recycling	 Parks & gardens	 School crossing supervision	 Grants
 Immunisation	 Youth services			 Emergency management	 Community centres
					 Festivals & events

About Brimbank Council

Local elections are held every four years, where the community votes for Councillors to represent them and their interests. Brimbank has 11 Councillors, one for each ward.

Councillors participate in the decision-making of Council, representing the interests of the local area and participating in strategic planning activities.

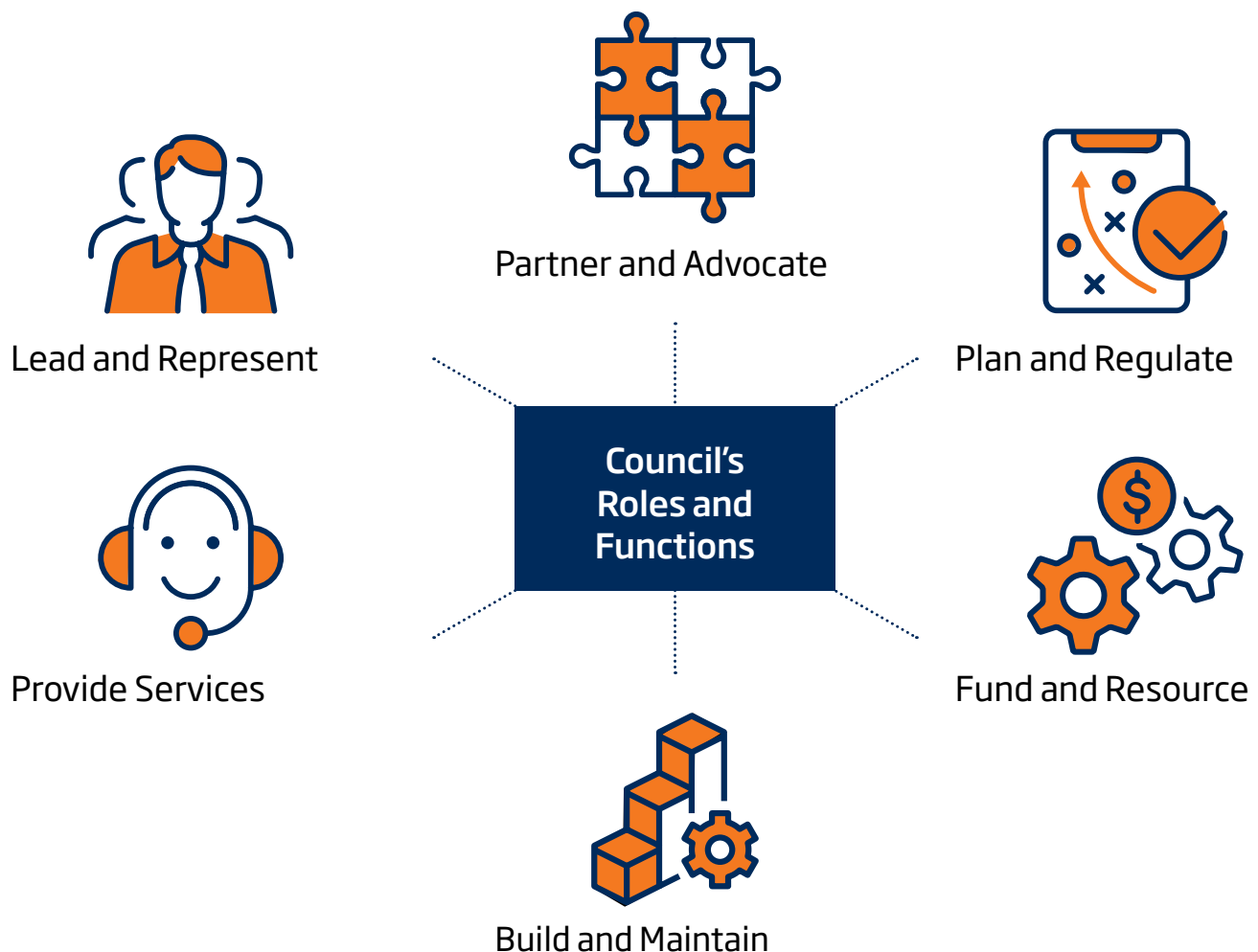
The work of Councillors is supported by Council officers.

Council officers are employed by Council to provide the day-to-day operational work of Council.

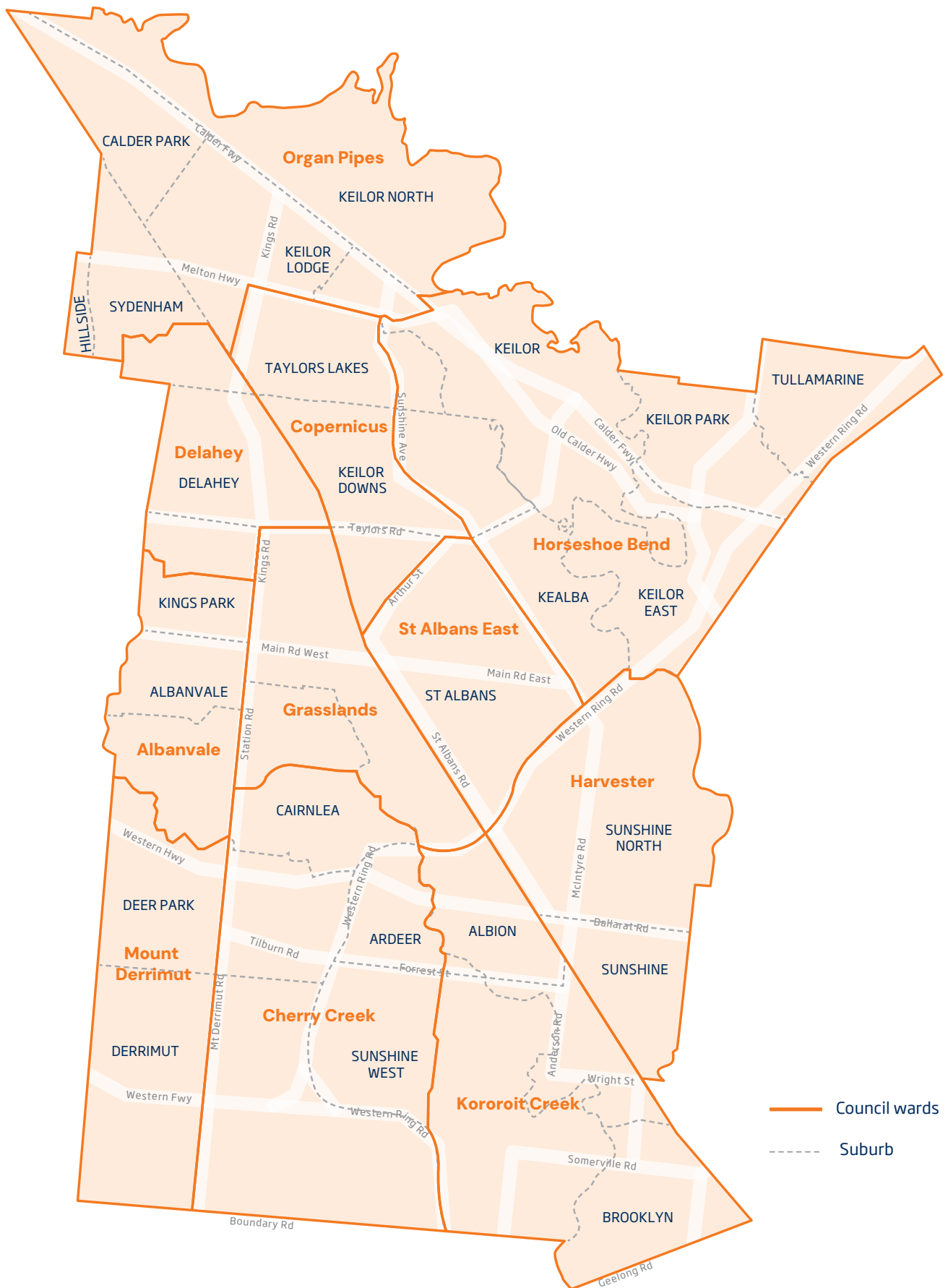
This includes:

- Developing Council Plans and Strategies, advocating at the State and Federal government level
- Building and maintaining our infrastructure and resources
- Providing community services and managing our local laws.

Council officers make recommendations to Councillors about all matters that impact the Brimbank Community. Councillors then decide on the best course of action to meet community needs.



About Brimbank



A map of the City of Brimbank's suburbs and Council wards.

Brimbank's natural treasures include the Organ Pipes National Park, Mount Derrimut Grasslands, Green Gully Reserve, Brimbank Park and the Iramoo Wildflower Grassland Reserve.

Other parks include the heritage listed HV McKay Memorial Gardens, which is the earliest example of an industrial garden in Victoria. Brimbank also boasts beautiful waterways, native grasslands and natural landscapes and River Red Gums.



Brimbank wildlife, waterways and indigenous plants.

About Brimbank

The Wurundjeri and Bunurong peoples are the Traditional Custodians of the land in Brimbank and have been for over 65,000 years before European settlement.

We acknowledge we are on a journey of listening and learning. We are committed to reconciliation by building relationships, respect and trust between the wider Brimbank community and Aboriginal and Torres Strait Islander people.

Today, Brimbank is one of the most culturally diverse municipalities in Australia. Almost half of our residents are born outside Australia, with more than 160 languages spoken.



Artwork by Tom Day, 2022. Council Chamber, Brimbank Community and Civic Centre.



Uncle Shane Charles, NAIDOC Week celebrations, 2026



Lunar New Year, NAIDOC Week and Be Bold Festival celebrations.

Snapshot of Brimbank's Community

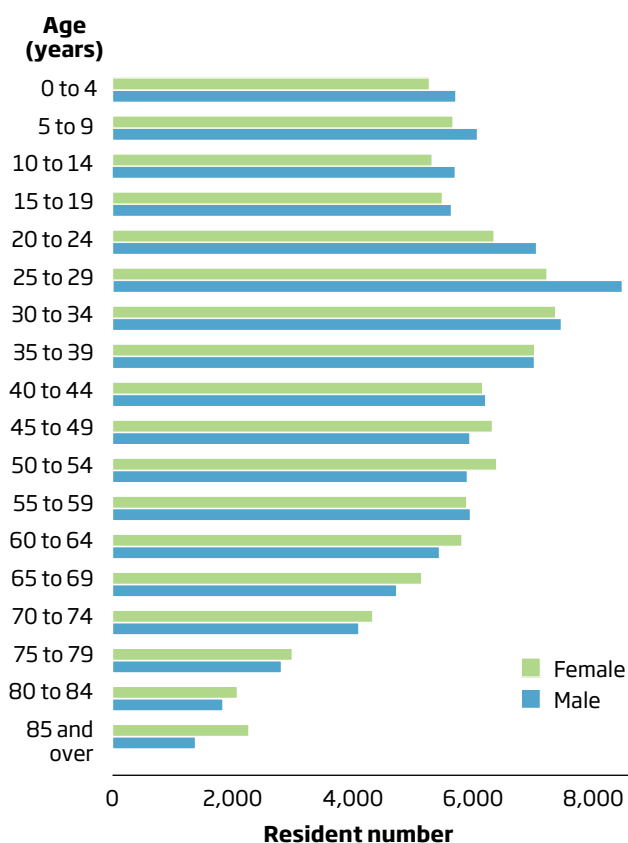
This Snapshot of Brimbank's Community provides demographic analysis of the City and its suburbs, based on first-release data (June 2022) from the 2021 Census of Population and Housing.*

Brimbank's Estimated Resident Population



198,181 - a decrease of **7,478** from 2016.

Age Breakdown by resident numbers (usual residence)



The largest changes in Brimbank's age structure between 2016 and 2021 were

- Seniors (70 to 84) (+3,881 people)
- Empty nesters and retirees (60 to 69) (+1,484 people)
- Tertiary education and independence (18 to 24) (-2,413 people)
- Babies and pre-schoolers (0 to 4) (-1,958 people)

Aboriginal and Torres Strait Islander Population



Aboriginal and Torres Strait Islander population

Number	% of total population	Change 2016 - 2021 (persons)
855	0.4	▲ 39

Country of Birth Percentage of Residents in Brimbank born Overseas



48.2%
of people in Brimbank were born overseas

compared with
35.7%
in Greater Melbourne

Top Ten Overseas Countries of Birth

	Number	% of total population	Change 2016 - 2021 (persons)
Vietnam	25,391	13.0	▲ 3,686
India	8,209	4.2	▼ 1,075
Philippines	5,759	3.0	▲ 13
Malta	4,086	2.1	▼ 438
North Macedonia	3,033	1.6	▼ 42
Italy	2,819	1.4	▼ 372
New Zealand	2,601	1.3	▼ 672
China	2,202	1.1	▼ 193
Croatia	2,035	1.0	▼ 250
Greece	2,031	1.0	▼ 191

Other countries of birth that have increased since 2016: Iraq (+781 people), Nepal (+ 498 people) and Burma (Myanmar) (+405 people).

Brimbank Community Voice brings together everyday people from across Brimbank. We are working to make sure BCV reflects the true diversity of the wider Brimbank community.



Language

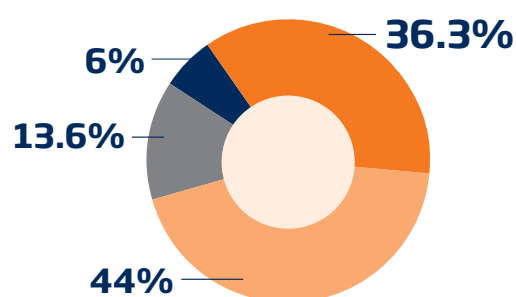
Top Ten Languages Spoken (excluding English)

	Number	% of total population	Change 2016 - 2021 (persons)
Vietnamese	36,020	18.5	▲ 4,567
Filipino/Tagalog	4,939	2.5	▼ 377
Greek	4,613	2.4	▼ 675
Punjabi	4,370	2.2	▼ 1,264
Arabic	4,285	2.2	▼ 1
Macedonian	4,237	2.2	▼ 396
Maltese	4,061	2.1	▼ 995
Cantonese	4,025	2.1	▼ 145
Italian	3,868	2.0	▼ 1,038
Croatian	2,868	1.5	▼ 573

Newer languages that are increasing in number include: Telugu, Assyrian/Aramaic, Nepali and Urdu.



Proficiency in English % of Total Population



- Speaks English only (70,661 people)
- Speaks another language, and English well or very well (85,676 people)
- Speaks another language, and English not well or not at all (26,513 people)
- Not stated (11,764 people)

Religion



71.7%
of residents identify with
a faith or religion

compared with
57%
in Greater Melbourne

Data from 2021 Census of Population and Housing.

For further information contact
Brimbank City Council -
Social Policy and Research Unit
🌐 <https://profile.id.com.au/brimbank>
✉ cssp@brimbank.vic.gov.au
☎ (03) 9249 4000

Questions, Feedback and Complaints

Can I still contribute to consultations on Your Say Brimbank?

Yes, you can. Your Say Brimbank is a website for the community to give online feedback on Council projects. The opportunities on Your Say Brimbank are different to what you receive through Brimbank Community Voice.

We encourage you to regularly check yoursay.brimbank.vic.gov.au in addition to participating in Brimbank Community Voice activities. Select the **Login/Join** button to create an account and to sign up for new project alerts.

Who do I contact with any other questions or feedback?

Call us weekdays 9am-5pm on **0419 598 512** or **(03) 9249 4000** and ask to speak to the **Community Engagement Team**.

Email anytime at bcv@brimbank.vic.gov.au



Council Plan Community Workshop, 2025.



Council Plan Community Workshop, 2025.

How do I make a complaint regarding my experience with Brimbank Community Voice?

We value feedback and encourage you to let us know about your experience engaging with Council. Feedback and complaints will be acknowledged within 5 days and interim or final response within 30 days.

Learning from feedback and complaints is how we improve our practices.

Visit a Customer Service Centre in person or contact us on the below details:

 **(03) 9249 4000**

 **info@brimbank.vic.gov.au**

 **PO Box 70, Sunshine VIC 3020**



Excellent



Good



Medium



Poor



Very bad

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Brimbank City Council

Telephone 9249 4000

Email info@brimbank.vic.gov.au

Post PO Box 70, Sunshine, VIC 3020

Hearing or speech impaired?

- TTY dial 133 677
- Speak & Listen 1300 555 727
- www.relayservice.gov.au, then enter 03 9249 4000



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 www.youtube.com/brimbankcitycouncil



131 450
Local call costs apply



Use Brimby, the online virtual assistant
brimbank.vic.gov.au

www.brimbank.vic.gov.au



Council Plan Community Workshop, 2025.