

Background

The *Local Government Act 2020* (the Act) requires Councils to develop and a Community Vision with a scope covering at least the forthcoming 10 years, which is developed with its community and utilising deliberative engagement practices.

The Vision must be developed or reviewed each Council term and adopted by Council by the 31 October in the year following a general election. Likewise, Councils must also develop or review their Council Plan utilising deliberative engagement practices and adopt the Plan by 31 October, in the year following a general election.

The current Community Vision, *Maroondah 2040 – Our future together* was developed almost 10 years ago and describes the hopes and aspirations of the Maroondah community to the year 2040. Given new and emerging trends, as well as a recent global pandemic, it is now timely to extend the community's thinking and create the Maroondah 2050 Community Vision.

Development of the Maroondah 2050 Community Vision was undertaken in a series of stages which include: benchmarking, background research, broad community and stakeholder engagement, deliberative and targeted engagement, consideration of all inputs into the draft vision, vision development and finally adoption by Council in 2025.

This summary report describes the community and stakeholder engagement, targeted engagement and deliberative engagement undertaken to inform the development of the Maroondah 2050 Community Vision, and Council Plan 2025-2029

Community and stakeholder engagement for the development of the Maroondah 2050 Community Vision was planned to be undertaken in a series of stages, giving all Maroondah community members the opportunity to share their thoughts, aspirations, and ideas for the future of Maroondah. The Maroondah Community Panel also ensured that Council met deliberative engagement requirements of the *Local Government Act 2020*.

The key component of the engagement process involved:

- **Broad community and stakeholder engagement** undertaken between August and December 2023
- **Targeted engagement** with hard to reach and under-represented population cohorts undertaken between February and April 2024, and Maroondah Advisory Committee input was captured between May and June 2024
- **Deliberative engagement** with the Maroondah Community Panel undertaken between February and May 2024.



Engagement activities held at Realm in Ringwood (pictured left) and Croydon Library Family Fun day (right)

Creating a community vision

The Maroondah 2050 Community Vision was developed over a series of stages including understanding where we are now, research into future trends, opportunities and challenges, and extensive community engagement.

Stage 1 - Considering where we are now

For the past 10 years, the *Maroondah 2040 – Our future together* Community Vision has provided a roadmap for Council, the community, community organisations and other levels of government to partner to enhance the present and future Maroondah as a great place to live, work, play and visit.

The biennially developed *State of Maroondah* report highlighted the many and diverse activities of Council and the community, in working collectively towards our Maroondah 2040 Community Vision future outcomes, as well as the progress made against the community indicators of progress.

Stage 2 - Exploring emerging trends, opportunities and challenges

Council engaged SGS Economics and Planning to undertake research that explored trends, opportunities and challenges for the City of Maroondah over the medium to longer term. This research covered the topics of: people and wellbeing, housing and neighbourhoods, economy and education, transport, and environment.

Stage 3 - Understanding community values, aspiration and priorities

Over a period of 10 months from August 2023, Council undertook an extensive community and stakeholder engagement process to provide all Maroondah community members with an opportunity to share their thoughts, aspirations, and ideas for the future of the municipality.

Engagement included surveys, workshops, pop-up events and online activities with the broader Maroondah community. Activities also included workshops with Council advisory committees, and targeted engagement to seek feedback from under-represented community cohorts. Combined these activities resulted in over 9,800 total contributions.

Stage 4 - Maroondah Community Panel

After expressing their interest to be part of the Maroondah Community Panel, 34 demographically representative community members volunteered their time to provide input on the Maroondah 2050 Community Vision, Council Plan 2025-2029, and Council's 10 year Financial and Asset Plans.

Over five sessions, the panel provided their thoughts and feedback on a future community vision for Maroondah, identified some key areas of focus, and discussed the priority activities that needed to be undertaken to achieve the Vision.



The Maroondah 2050 Community Panel (left) & Engagement at Maroondah Senior Expo in Karralyka (right)

Our community and stakeholder engagement approach



Your Say Maroondah website and e-Newsletter updates



Over **2000 postcards** distributed



Direct emails to over 1000 registered *Your Say Maroondah* recipients



Four **Maroondah News** articles and six **e-News** articles



Promotional signage at shops, facilities, and open space across Maroondah



Digital displays at Eastland, Town Square and Council service centres



Social media posts on a broad range of Council channels



Neighbourhood pop-up engagement in each of Maroondah's nine Wards



Pop-ups at **14 Council events / programs**



Engagement **activation** on the ground floor at **Realm**



5 workshops with the **Maroondah Community Panel**



7 workshops with **local community leaders / groups**



14 workshops with Council's **advisory committees**



Pop-up engagement activities for Council employees at **Realm** and the **Operations Centre**



Workshops with **Council employees**



Targeted engagement with **harder to reach** and **underrepresented community** members / groups

How the community participated



9805 total responses



448 surveys completed



5151 votes in the voting tubes at **community** and **employee pop-up events**



519 vision board contributions at **community** and **employee pop-up events**



106 responses to the **online ideas board** and **quick poll activities**



339 participants participated in **workshop activities**



891 responses from **harder to reach and under-represented** community members / groups



34 participants were involved on the **Maroondah Community Panel**



Community engagement at the Chin National Festival, Croydon Park in January 2024

What the community told us

	A healthy, inclusive and connected community	A safe and liveable community	A green and sustainable community	A vibrant and prosperous community	A well governed and empowered community
Values The things our community thinks makes Maroondah great include ...	A friendly, welcoming, inclusive and family orientated community. Local friends and neighbours. Sense of community and belonging. Increasing diversity. Variety of activities, services, programs and events available.	Location of Maroondah, and the accessibility it affords to other parts of Melbourne. Sense of space with abundant (green) open space and larger block sizes. Quiet, peaceful and safe locale. Amenities, infrastructure and services that enable most needs to be met locally.	Natural environment and landscapes. Trees, parks, reserves, trails and green open spaces. Green, leafy feel. Wildlife, flora and fauna.	Arts and cultural places, spaces and experiences. Activity centres (Ringwood and Croydon). Local neighbourhood centres. Local businesses. Local employment opportunities.	Open, progressive and well governed Council. Services, programs and events provided by Council. Community facilities and infrastructure provided by Council. Council's communication and engagement with the community. Council's advocacy on behalf of the community.
Aspirations When thinking about their future Maroondah our community used words such as ...	Connected, inclusive, accessible, affordable, healthy, friendly, welcoming, caring, supportive, diverse, respectful.	Liveable, accessible, connected, safe, clean.	Green, sustainable, nature.	Culturally rich, vibrant, prosperous, thriving.	Open, progressive, responsive.

	A healthy, inclusive and connected community	A safe and liveable community	A green and sustainable community	A vibrant and prosperous community	A well governed and empowered community
Priorities In working towards their aspirations for the future, our community would like to see a high priority placed on ...	Community support, particularly for: vulnerable residents, people with a disability (and their carers), First Peoples, culturally and linguistically diverse communities, families, young people and older people. Creating inclusive, welcoming and accessible places, spaces and opportunities for people to socially connect. Building a stronger sense of community and belonging. Continuing to embrace and celebrate diversity. Promoting health and wellbeing.	Providing community facilities and spaces that are well maintained, multi-use, and which facilitate community gathering and social connections. Enhancing all transport modes. Greater diversity of housing. Ensuring suitable and sustainable development within Maroondah. Revitalising local neighbourhood centres.	Protecting and enhancing Maroondah's natural environment, including native and indigenous flora and fauna. Improving sustainability, including investment in sustainable energy sources, sustainability education programs and initiatives, enhancing existing waste management practices, promoting sustainable transport, and ensuring that future developments are sustainably designed and built. Building climate resilience.	Promoting arts and culture in Maroondah. Supporting local businesses. Attracting new businesses and investment to Maroondah. Enhancing employment opportunities available within Maroondah.	Governing Maroondah ethically, transparently and efficiently. Delivery of Council programs and services. Continuing to promote and run community events. Continuing to effectively engage with the Maroondah community. Continuing to collaborate and partner with the local community, organisations and businesses. Leading by example and championing local needs. Strategically planning for the future.
Maroondah Community Panel The Maroondah Community Panel identified the following areas of focus for Maroondah ...	Community and social connection, along with Health and wellbeing A future Maroondah where no one is left behind. There should be a focus on creating inclusive, welcoming and accessible opportunities for participation; celebrating all cultures, groups and uniqueness; equitable access to health and wellbeing services; and ensuring support is available for residents experiencing vulnerability.	Housing and Transport A diverse range of housing that is physically and financially accessible, with design that adds to the character of Maroondah; as well as a transport network that is timely, connected and enables choice between transport modes.	Sustainability Building climate resilience, reducing emissions, creating a circular economy, and intentionally preserving and enhancing green spaces, waterways and habitat corridors in Maroondah.	Business and economic sustainability More people having the opportunity to live and work locally. Continue to build a strong, thriving and socially responsible local economy, and a focus on innovation and support for alternative employment and business options.	Principles for how they would like Council to operate. These principles were: good governance, accountable, collaborative, responsive and innovative.



Pop up community engagement at Ringwood North Shopping Centre in November 2023