



Advocacy Strategy

2014 - 2018

**HOBSONS
BAY CITY
COUNCIL**





Valuing the **wellbeing of our people and our place,** now and into the future

The Council acknowledges the people of Yalukit Wilum of the Boon Wurrung Country that makes up the Greater Kulin Nation as the traditional owners of these municipal lands.

For further information see the Hobsons Bay City Council website www.hobsonsbay.vic.gov.au. To receive this document in an alternative format or for language assistance please contact the Council **9932 1000**.

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CONTENTS

Introduction	4
What is advocacy?	4
Aim and purpose of strategy	5
Principles	6
The role of the Council	6
Key priority areas	7
Monitoring, evaluation and review	7
1. Affordable Housing	8
2. Integrated Transport	12
3. Health Services	16
4. Mental health services for young people	18
5. Employment and economic development	20
6. Provision of education and teaching facilities	22
7. Managing urban consolidation	24
8. Climate change and environmental sustainability	26
9. Major Hazard Facility Planning	28
10. Landfill, waste and resource recovery	30
11. Integrated water management	34
12. A third pass assessment of Port Phillip Bay	36
13. Sustainable design provisions in planning schemes	38
Implementation	40
Partnerships	40
Delivery	41
Human Rights Compliance	43

INTRODUCTION

What is advocacy?

Advocacy is a process that challenges inequities by collaboratively and actively working with communities and key stakeholders to bring about changes in policy, process, practice, and attitudes in order to ensure communities' rights are upheld (VSO, 2012). Advocacy influences the social and political structures that promote and sustain injustice and inequality (Commonwealth of Australia, 1998).

Advocacy issues will change with community needs, being a cyclic process including: the identification of needs, action, evaluation, and reformulation. Therefore community will be at the heart of the Council's advocacy.



Aim and purpose of the strategy

The City of Hobsons Bay faces the unique challenges of balancing urban and coastal areas, growth, social disadvantage, infrastructure demands, and lack of services. Local government have limited legislative ability to create substantial or sustainable change in these areas on their own. Working in partnerships across the municipality and the region is fundamental; advocating, informing and partnering with national, state, regional and local sectors to meet the needs of our community.

The aim of this strategy is to create a municipality which is conducive to wellbeing, where people can live, work, learn and play now and into the future. The Advocacy Strategy is directed by the Community Health and Wellbeing Plan 2013-2017 which, through consultation with the community, stakeholders and businesses, identified key priorities. The Council is committed to ensuring it actively engages with the

community and stakeholders to ensure the needs of the community are understood and heard. Ongoing consultation will be supported via the Council's Community Engagement Strategy and whole of municipal consultations such as the Annual Community Survey.

Partnerships are a key element of this work; therefore this strategy will be supported by the Hobsons Bay Community Wellbeing Leadership Coalition. The Coalition, formed from the Community Health and Wellbeing Plan 2013-2017, brings together key state government departments and other state and regional bodies who have a strong influence on effecting change (see diagram below). The Advocacy Strategy also identifies and builds on shared regional priorities and networks, articulating what these mean to Hobsons Bay.

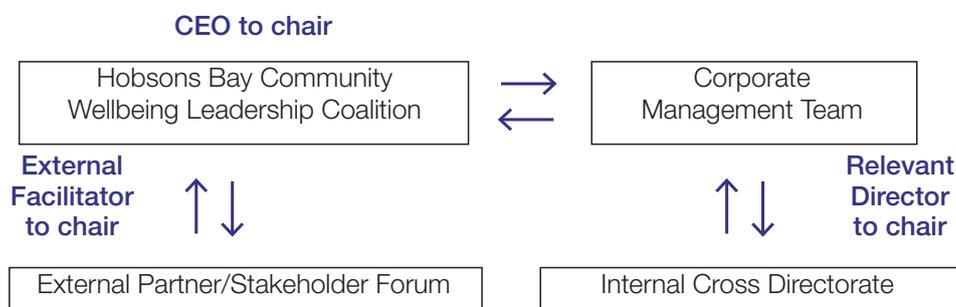


Figure 1. Hobsons Bay Community Wellbeing Leadership Coalition relationship with other external stakeholders and internal processes.

Principles

The Council's delivery of this strategy will be underpinned by the following principles as set out in the Council Plan 2013-2017:

- uphold human rights and social justice
- provide equitable access to services, infrastructure and economic opportunities
- enhance the environmental sustainability of the city
- provide accountable, transparent, well-informed governance for the benefit of the community
- work in partnership with service providers and other levels of government to advocate for, and meet community needs
- be an organisation that is innovative, evidence based, proactive, financially sound and strives to improve
- inform, listen to and engage with communities.

The role of the Council

As the closest arm of government to the community, councils are best placed to understand and respond to local community needs and concerns. The Council's primary objective is to work with others to achieve the best outcomes for the local community now and into the future. The Council has legislated responsibility to improve, promote and protect public health through:

- providing leadership by establishing strategic objectives and monitoring their achievement
- ensuring resources are managed responsibly and efficiently;
- planning for and providing services and facilities for the local community
- regularly consulting with the community in relation to service provision

Local government has responsibility for a range of areas including: roads, parks, waste, land use, local laws, urban planning, personal and home care, early years services, recreation, community development, health protection, emergency management, and advocating for community needs.

Hobsons Bay faces many challenges and with increasing local government cost pressures from areas such as cost shifting, superannuation shortfall, changes in service levels, declining government grants, state levies, state and federal regulations, and reporting obligations. Creating sustainable change will require partnerships and local, regional and state collaborations (MAV, 2013). These partners and how this strategy will be implemented within the Council are detailed within the implementation section.

Key priority areas

Through the development of the Community Health and Wellbeing Plan and Council Plan 2013-2017, and consultations with community and stakeholders, a number of key priorities have been identified which are recognised as having particular strategic importance for the future of Hobsons Bay.

Key priority areas for advocacy are:

1. affordable housing
2. integrated transport
3. health services
4. mental health services for young people
5. employment and economic development
6. provision of education and teaching facilities
7. managing urban consolidation
8. climate change and environmental sustainability
9. major Hazard Facility planning
10. landfill, waste and resource recovery;
11. integrated water management;
12. a third pass assessment of Port Phillip Bay
13. sustainable design provisions in planning schemes

Within the strategy each of the key priority areas have been unpacked articulating the issues, challenges, opportunities and partnership opportunities. This strategy is a live document therefore the priorities will be evaluated and reviewed on a regular basis, ensuring they are still relevant with the needs of the community and or additional priority areas have been included accordingly. For further information about community consultation results visit the Council website: www.hobsonsbay.vic.gov.au.

Monitoring, evaluation and review

The Advocacy Strategy will be a live document, monitored on an ongoing basis, reporting half yearly to the Council's Corporate Management Team (CMT) with a more in-depth review of actions on an annual basis. The evaluation process will also include a thorough review of priority areas after four years, looking at what has been achieved, barriers to achieving results, new opportunities to progress priority areas, community needs, and possible new priority areas. The Council is committed to ensuring best practice evidence based work, therefore evaluation is an essential element to this strategy.

1. AFFORDABLE HOUSING

Issue

The lack of affordable housing in the municipality has meant that those on low incomes have, at best, very limited choice. Housing they can afford may be substandard, be of insecure tenure and isolated from services and infrastructure. In some cases, low income residents are at risk of, or are, experiencing homelessness. Furthermore, the issues associated with securing affordable and appropriate housing are compounded by rising utility costs.

The median (midpoint) house price in Hobsons Bay in 2011 was \$532,000, requiring an annual income of more than \$147,000 to purchase (Department of Transport, 2011), well above the median household income in Hobsons Bay of \$66,872.

In 2011, 48 per cent of Hobsons Bay households had incomes at or below \$63,000. Furthermore, just over 22 per cent of low income renters in Hobsons Bay (2,324 households) were in housing stress, that is they paid more than 30 per cent of their income on housing (idconsulting, 2012). In the neighbourhood of Laverton the housing stress rate for renters is 28 per cent. This is further compounded by an unemployment rate of 12.9 per cent, more than double the municipal rate of 5.6 per cent (idconsulting, 2012). Single parent families are also at high risk with 439 single parent families in Hobsons Bay experiencing housing stress.

The supply of affordable rental housing in Hobsons Bay is becoming increasingly limited. In June 2013, there were 43 rental properties (6.8 per cent of total rentals) that were affordable for low income households (Department of Human Services, Rental Report statistics - June quarter 2013).

Latitude Housing Group Inc has a small number of properties in the municipality for young people who are homeless or at risk of homelessness. In addition, there are 16 registered rooming houses in Hobsons Bay (as at November 2013). These are independently owned and therefore conditions can vary.

As a result of the lack of affordable private rentals, more low income residents are turning to public housing (housing owned and managed by the state government). The Department of Human Services provides 1204 properties in Hobsons Bay (unpublished data); however the waiting lists are long, with an average waiting time of four years (Nader, 2011).

While Hobsons Bay City Council has an *Affordable Housing Policy Statement* and the recently released *Plan Melbourne* acknowledges affordable housing, at this stage there is an absence of any state government legislation providing a direction for how state governments are going to support further development of affordable housing and local government's role. Until this occurs councils are limited in their capacity to holistically address this issue.

There is also a possible cessation of National Rental Assistance Scheme (NRAS) and other affordable housing funding from the national government. It is therefore critical that the state government develops an affordable housing policy direction and implementation plan to support local governments and developers to deliver sustainable affordable housing.



What needs to change

- State and Federal direction around how they will support local governments, developers and providers to implement sustainable affordable housing.
- Regional approach to affordable housing, with a spread across inner metropolitan areas as well as growth areas, ensuring housing is located in areas close to health services, schools, transport, education, and employment opportunities.
- Ensure affordable housing developments include Universal Design principles and the ability for residents to age in place.
- Ensure that appropriate community facilities are located near affordable housing to support the residents' needs.

Opportunities

Federal

Housing sits within the Department of Social Services. At this stage there has been no new policy direction and still to be confirmed if the previous Australian Government's economic stimulus package, the National Rental Affordability Scheme (NRAS), and the National Affordable Housing Agreement will continue.

State

Affordable Housing sits with the Department of Human Services. This includes managing key documents such as the Strategy for Growth – Affordable Housing. The department is due to release a paper on the management of affordable housing stock shortly.

The Department of Transport, Planning and Local Infrastructure also articulate affordable housing with Plan Melbourne and the Regional Housing Statements.

Regional

Affordable Housing is a key priority area for the North Western Regional Management Forum as well as LeadWest.

Hobsons Bay City Council

The Council is committed to supporting affordable housing. This is articulated through:

- Hobsons Bay Affordable Housing Policy Statement 2011
- Housing Strategy (under development)

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Australian Government
- Department of Transport, Planning and Local Infrastructure
- Department of Human Services
- LeadWest
- Regional Management Forum
- housing associations
- developers



The lack of affordable housing in the municipality has meant that those on low incomes have, at best, **very limited choice.**

2. INTEGRATED TRANSPORT

Issue

A fully integrated transport network connects people, places and business through walking, cycling, public transport, private vehicle, taxis, ferries, freight and logistics. It also supports environmental sustainability, economic viability, physical activity, activation of space, perceptions of safety and social connectedness.

Rapid population and industrial growth in the western region and limited transport infrastructure is a key challenge for Hobsons Bay. Overall there has been a lack of investment across the region for integrated transport. When investment is considered it is commonly only in relation to roads rather than a connected integrated transport system.

Integrated transport is challenging and requires collaborative action from numerous stakeholders. It needs to be accessible for all ages, abilities and mobility aids, including prams. When developing a transport network, active transport (walking and cycling) needs to be prioritised, enabling the development of a strong connected and active community.

Trains

Demand has been exceeding the capacity of train services in the west since 2006. This is expected to further increase with population growth (Western Transport Alliance, 2008). To deal with increased demand express trains on the Werribee line have been introduced, however these bypass the Altona loop. In addition, Werribee and Williamstown trains to the city go directly to Flinders Street Station, bypassing the city loop. For commuters who access the Altona loop this can mean three trains to get into the city and return during off peak times. Additional stress will also be seen on this line if the East Werribee Employment Precinct is established, with the need to have additional trains running from Altona to Werribee at peak times.

Buses

Integrated transport systems require buses to connect areas that do not have access to train stations. Across Melbourne, it is not uncommon for bus waiting times to vary from 30 minutes to one hour. Buses are key modes of transport for some of our residents, particularly those in Altona Meadows which do not get serviced by trains. Ineffective connections between other transport modes and ineffective bus routes often make travelling by bus an unviable option for many, leaving them without access to key services.

Ferries

The Melbourne Ferries Background Study Discussion Paper 2013 considers the growing population located along Port Phillip Bay, commuter needs and the conditions required to establish a viable water commuter system. Two possible ferry terminals were identified in Hobsons Bay (Altona and Williamstown) however additional information is required in order to assess its viability.

Car dependency

Car dependency is high in Hobsons Bay with 38 per cent of households owning one motor vehicle, and a further 34 per cent of households owning two motor vehicles (ABS 2012). It can be assumed that this dependency is due to the lack of efficient integrated transport systems across the municipality, and the western region, making private cars quicker and or the only travel option available. Increased car usage however increases traffic congestion, pollution and parking issues.

Walking and cycling

Hobsons Bay has approximately 33 kilometres of off road cycling paths and 30 kilometres of on road cycling lanes for both recreational and commuter cyclists. Safe walking and cycling infrastructure are vital for enabling active transport. Whilst Hobsons Bay has some very good walking and cycling options there are areas of the municipality which are not well connected, for instance having only one footpath on one side of the road, a lack of lighting, no safe road crossings, and lack of linking to larger regional bike trails. In order to deliver the state government's Plan Melbourne vision of 20 minute cities, walking and cycling infrastructure needs to be addressed.

Freight management

Hobsons Bay is a key transport route for delivering freight to and from the port via road and rail. With the planned Western Industrial Precinct, increased activity within the port, and intermodal hubs, freight will increase.

While freight logistics brings with it many economic opportunities, it has several negative health impacts for community including pollution, noise, and safety. With increased traffic and freight, the congestion of roads will increase, decreasing the economic viability of transporting goods via road. Other freight transport options need to be explored in order to create a balance between residential wellbeing and economic sustainability.

What needs to change

- accessibility of public transport for all ages and abilities, including mobility aids
- priority for active transport (walking and cycling) in all key activity areas, new developments and improvements within current active transport network gaps across the municipality
- management of trucks on residential roads
- increase in reliability and frequency of public transport and connections between public transport
- increase perceptions of safety in and around public transport stops as well as while travelling on public transport

Opportunities

Commonwealth

Transport sits within the Department of Infrastructure and Regional Development which is responsible for funding major infrastructure and delivers this in partnership with the state government.

State

Transport sits within the State Department of Transport, Planning and Local Infrastructure as well as VicRoads. This currently holds the following key documents:

- *Transport Integration Act 2010*
- Plan Melbourne
- Victoria - The Freight State

Regional

The regional collaboration, Western Transport Alliance (WeTAI), leads the implementation of the Western Transport Strategy 2012. Transport is also a key priority area for the North West Regional Management Forum and LeadWest. In addition there is a Western Metropolitan Regional Trails partnership.

Hobsons Bay City Council

The Council has a range of strategies that support integrated transport such as:

- Municipal Strategic Statement
- Strategic Bicycle Plan
- Community Greenhouse Strategy 2013 – 2030
- Road Safety Strategy
- Integrated Transport Discussion Paper (under development)

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Department of Transport, Planning and Local Infrastructure
- VicRoads
- VicTrack
- Metro
- LeadWest
- Bicycle Network Victoria
- Royal Automobile Club of Victoria (RACV)
- Police (including Water Police)
- Marine Safety Victoria
- Western Transport Alliance
- Bus, Public Transport Users Associations
- Regional Management Forum
- Public Transport Victoria

A close-up photograph of a bicycle wheel. The wheel has a black tire with a tread pattern, a silver rim, and several black spokes. A bright yellow rectangular reflector is mounted on one of the spokes. A dark blue, semi-transparent triangular shape is overlaid on the right side of the image, containing white text. The background is a light-colored, textured surface, possibly gravel or sand.

Rapid population and industrial growth in the western region and **limited transport infrastructure** is a key challenge for Hobsons Bay.

3. HEALTH SERVICES

Issue

Hobsons Bay has a growing older population and pockets of great disadvantage, both of which require accessible health services. Currently there are a limited number of health services, particularly general practitioners (GPs) and specialist services such as mental health, dental and allied health services. In 2010, Hobsons Bay had a rate of 0.90 general practitioners per 1,000 population. This is lower than the North West Metropolitan Region (NWMR) rate of 1.07 and the Victorian rate of 1.11.

A shortage of GPs results in more residents presenting to hospital emergency departments. In 2010-11 Hobsons Bay had the highest rate of emergency department presentations for the NWMR (257 per 1000 population) as well as the metropolitan and Victorian rate (Department of Health, 2010).

Given the lack of health services within Hobsons Bay, many of our residents have to travel. This relies on effective integrated transport systems which are currently limited within the municipality and the region.

Services in the municipality need to be accessible and appropriate for all, especially Aboriginal and Torres Strait Islander people, people with a disability, older people, women, young people, Gay, Lesbian, Bisexual, Transgender, Intersex and Queer (GLBTIQ) people, and Culturally and Linguistically Diverse people (CALD). Accessibility of services also needs to have consideration to opening hours, capacity of services and service costs.

What needs to change

- equitable increase of health services across the municipality
- priority on access to general practitioners
- key specialist services including dentists, children's services, youth mental health, and allied health
- building the capacity of services to provide specialist care for women, men, young people, older people, people with a disability, GLBTIQ people, and CALD

Opportunities

Federal

Health sits within the Department of Health (formally the Department of Health and Ageing). Confirmation on policies are yet to be announced however this could include the continuation or cessation of:

- Commonwealth National Health Reform
- Primary Health Care Strategy
- National Partnership Agreement on Preventative Health
- Australian National Preventive Health Agency

State

Health sits within the Department of Health who currently manage the following key documents:

- The Victorian health agenda
- Victorian Public Health and Wellbeing Plan 2011-2015

Regional

Key regional work includes:

- Better Health Plan for the West, led by Western Health
- Preventing Violence Together, led by Women's Health West
- South Western Melbourne Medicare Local, (Plan to be released)

Hobsons Bay City Council

The Council is limited in its role to influence the provision of health services across the municipality. Under the *Public Health and Wellbeing Act 2008*, the Council is required to 'protect, improve and promote public health and wellbeing within the municipality.' This is driven via the Community Health and Wellbeing Plan 2013-2017, taking a social determinants of health approach to wellbeing.

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Department of Health
- Department of Human Services
- Community health and women's health services
- Division of General Practitioners
- general practitioners
- Western Health
- HealthWest Partnership, Primary Care Partnership
- South Western Melbourne Medicare Local

4. MENTAL HEALTH SERVICES FOR YOUNG PEOPLE

Issue

Mental health is “a state of wellbeing in which every individual realises his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her own community” (WHO, 2005).

More young people in Hobsons Bay experience psychological distress and psychiatric hospitalisations than anywhere in the Western Metropolitan Region (WMR). In 2009-10, the rate of psychiatric hospitalisations for 10 to 17 year olds in Hobsons Bay was 11.2 per 1,000, almost double the rate for the WMR (6.2 per 1,000) and Victoria (6.7 per 1,000). A survey of secondary school students in Hobsons Bay found that 20 per cent reported high levels of psychological distress. This was significantly higher than that reported across the WMR (14 per cent) and Victoria (13 per cent) (DEECD, 2010).

There is a lack of mental health services in Hobsons Bay, especially those that are accessible and affordable for young people. The Council is currently the only provider in the municipality delivering a free youth counselling service for young people aged 12-25. This is a limited service consisting of one psychologist providing short to medium counselling. Due to demand and lack of resources to address the community needs, currently early intervention services are being stretched to accommodate complex cases which require additional coordination and management, which services do not have. As such, early intervention services are no longer able to do preventative care with other clients with hidden mental health issues, such as depression and anxiety (which can lead to self harm and suicide), missing out. This situation poses a significant risk to the ongoing mental health of our young people and our community. The average waiting time for the Council service is 14 weeks. If a referral is needed the client would have to travel outside the municipality, having to rely on public transport.

What needs to change

- increase in specialist and preventative mental health services across Hobsons Bay, specifically for young people
- ensure specialist mental health services are accessible and appropriate for young people that have a disability, GLBTIQ, and or are from a CALD background

Opportunities

Federal

Mental health sits within the Department of Health (formerly the Department of Health and Ageing). Key policy directions are still to be announced however pre-election promises included:

- \$18 million in funding over four years to Orygen Youth Health to establish Australia's first National Centre for Excellence in Youth Mental Health
- the expansion of Headspace to 100 centres across Australia. Twenty of these facilities will be rolled out across Victoria. Maribyrnong, Moonee Valley and Hobsons Bay are the only three councils in the west without a facility

The following initiatives are still to be confirmed if they will be ongoing:

- the Council of Australian Governments (COAG) mental health reform outlining the government's direction until 2022
- The National Mental Health Policy 2008



State

Mental Health sits within the Department of Health as well as the Department of Human Services. Currently this includes the following key documents:

- Public Health and Wellbeing Plan 2011-2015
- Because Mental Health Matters: Victorian Mental Health Reform Strategy 2009-2019

Hobsons Bay City Council

The Council currently provides free youth counselling services to young people 12-18 years of age. The Council is also developing a background paper to articulate local government's role in addressing the determinants of mental health and wellbeing.

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Department of Health
- Department of Human Services
- Division of General Practitioners
- mental health services e.g. Headspace
- South Western Melbourne Medicare Local
- community and women's health
- schools
- Western Health

5. EMPLOYMENT AND ECONOMIC DEVELOPMENT

Issue

Income gives individuals, families and communities access to quality health care, housing, education, healthy food, and the ability to participate in community activities. The majority of Hobsons Bay residents (65 per cent) earn on average less than \$999 gross per week. Furthermore a quarter of residents (27 per cent) have an average gross weekly income of less than \$300.

The main areas of employment for Hobsons Bay residents are manufacturing (11 per cent) closely followed by healthcare (9.4 per cent) and retail trade (9.1 per cent). Of the total workforce employed in Hobsons Bay, nearly 30 per cent are local residents (ABS, 2012).

Unemployment is generally rising in the North Western Metropolitan region, up 1.2 per cent over the past 12 months to June 2012 (DEEWR, 2012). Of those who are unemployed, the North Western Metropolitan region has a higher percentage of people who are long term unemployed for periods of up to a year (25 per cent compared to 16.5 per cent for Victoria) (DEEWR, 2012).

Unemployment is often higher amongst the Culturally and Linguistically Diverse (CALD) community as well as young people. Among households in Hobsons Bay with children aged less than 15 years, 16 per cent are unemployed (approximately 1372 families), higher than the Victorian rate of 14 per cent. The proportion of lone parent families that are jobless is even greater at 51 per cent, higher than the Victorian rate of 47 per cent.

A shift to casual and part-time work from employers, together with a loss of jobs in some key industrial sectors, has placed increased pressures on our community with decreased job and income security. There is also an ageing population with an ageing workforce and later retirement, therefore employment opportunities need to cater for this.

What needs to change

- further increase and support maintain key employment opportunities in the municipality
- increase opportunities for re-skilling the workforce as industry changes and workforce ages
- increase opportunities to support CALD populations to enter the workforce
- increase higher education opportunities that link with employment options in the west to retain and strengthen the local skill set and local employment pool
- increase opportunities for young people to enter the workforce
- increased support for small business opportunities across the municipality, especially in higher unemployment areas

Opportunities

Federal

Employment sits within the Department of Employment. Economic development and support for small business sits with the Department of Industry. At the time of writing this, due to government changes, no specific federal policy direction had been announced.

State

Employment and economic development sits with the Department of Development, Business and Innovation. The department manages the following key plans:

- Supporting Small Business 2013
- A more competitive manufacturing industry: New directions for industry policy and manufacturing 2011
- Securing Victorian Economy

Department of Transport, Planning and Local Infrastructure also influence employment and economic development via Metropolitan Planning Strategy 2013 (Plan Melbourne).

Regional

Employment and economic development are key priority areas for the North West Regional Management Forum and Lead West.

Hobsons Bay City Council

The Council is responsible for the zoning of land for industrial and commercial uses, attracting business and employment opportunities. The Council also provides small business support and networking opportunities for small and medium enterprises.

The Council's work is supported via the:

- Industrial Land Management Strategy
- Municipal Strategic Statement
- Economic Development Strategy (under development)

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Development, Business and Innovation
- LeadWest
- North West Regional Management Forum
- Regional Development Australia
- Traders Associations (Altona, Williamstown Newport and Laverton)
- schools
- universities
- industry
- Local learning and employment networks

6. PROVISION OF EDUCATION AND TEACHING FACILITIES

Issue

Population forecasts for Hobsons Bay indicate steady growth over the next 10 to 20 years. The number of children and young people aged zero to 18 years is forecast to increase by approximately 2,000 people (10 per cent) by 2023. The largest growth areas within the municipality will be in Altona North, Spotswood and South Kingsville. Hobsons Bay will also experience external pressures from growth and residential developments in neighbouring municipalities (Wyndham and Maribyrnong).

Latest data indicates that while the school retention rate for 17 year olds in Hobsons Bay is almost four per cent above the Metropolitan Melbourne figure, those aged 20 to 24 years are less likely to have a Year 12 or higher qualification. Furthermore 14 per cent of 20 to 24 year olds are disengaged from study or work, compared to 10 per cent for Metropolitan Melbourne.

Provision of education and teaching facilities are currently stretched across the municipality and the western region. In addition to this, the Department of Education and Early Childhood Development (DEECD) has resolved to close and sell off ten schools sites in the western region, four in Hobsons Bay and six in Brimbank. Education demands will only increase therefore the selling of school sites needs to be in line with projected population growth and capacity of land available to develop new schools in the future if needed.

University, TAFE and other higher learning opportunities that are able to respond to community, industry and business changes are needed within the municipality and the western region, especially given the changes to the industrial sectors and the ageing population, resulting in later retirement.

What needs to change

- review of educational opportunities in the western region including supply of schools, barriers to access (such as major roads), and predicted growth
- higher educational opportunities in the municipality and the western region that align with gaps within local skill sets and re-skilling opportunities for the older workforce

Opportunities

Federal

Education and teaching facilities sits within the Department of Education. At the time of writing this, due to government changes, no specific federal policy direction had been announced.

State

Education and teaching facilities sits within the Department of Education and Early Childhood Development (DEECD). Current directional policies include:

- Towards Victoria as a Learning Community (2012)
- New Directions for School Leadership and the Teaching Profession discussion paper (2012)

Regional

Education is a key priority area for the North West Regional Management Forum and LeadWest.

Hobsons Bay City Council

Local government is limited in its ability to provide educational and training facilities such as universities, high schools and primary schools. However it does provide learning opportunities through libraries and community centres.



Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Department of Education and Early Childhood Development
- universities
- TAFE
- industry and business providers
- North West Regional Management Forum
- schools
- LeadWest
- key community organisations within the municipality

7. MANAGING URBAN CONSOLIDATION

Issue

Due to the increasing population, particularly the ageing population, there is a need to manage urban consolidation. Urban consolidation seeks to redress urban sprawl by encouraging housing growth in established key activity areas, giving residents better access and opportunities for improved employment, transport, education, health care and other key services. The Council has been grappling with urban consolidation, mainly due to development height and form, neighbourhood character, heritage matters, management and improvement of public spaces and infrastructure to meet community demand, and responding to community needs. Due to the Council's limited legislative ability, developments refused by the Council based on these issues have generally been approved at the Victorian and Civil Administrative Tribunal (VCAT) based on state legislation that recommends increased density around activity centres and transport hubs, without taking into account community needs.

With local government being the closest level of government to the community, they have the ability to understand the current and future planning needs for the community. Currently the Council has a range of requirements that they would like to see in future developments, such as affordable housing, environmental sustainable design, universal design, and alignment to neighbourhood character. This can be achieved with some height and density, however design is essential. The state government and VCAT need to acknowledge local government's expertise in future planning for their community and increase their legislative abilities to oppose developments until they meet the Council's requirements.

What needs to change

- a clearer acknowledgment of Hobsons Bay City Council's local policies in VCAT Tribunal decisions
- increased legislative ability of councils to be able to oppose developments unless they meet the requirements of the council
- state government support for the implementation of the new residential zones and other new policies
- resources to manage and develop public infrastructure to meet the demand of the growing visitor and residential population

Opportunities

State

Urban consolidation sits with the State Department of Transport, Planning and Local Infrastructure which manage the three main policy areas:

- Plan Melbourne 2013
- The State Planning Policy Framework (SPPF)
- The Implementation of the New Residential Zones

Regional

The Council currently partners in regional projects with the Western Transport Alliance and LeadWest, identify linking activity centres and collective projects for urban consolidation.

Hobsons Bay City Council

The Municipal Strategic Statement (MSS) is the key Council document for this work. The upcoming review of the MSS will provide the opportunity to guide urban consolidation and protect sensitive areas within Hobsons Bay. The Open Space Strategy, currently under development, will also highlight key priorities in order to sustain open space across the municipality to support our increasing population.

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Department of Transport, Planning and Local Infrastructure
- Municipal Association of Victoria
- Metropolitan Planning Authority
- Public Transport Victoria
- LeadWest
- community groups (e.g. Williamstown, Newport and Spotswood Residents Association)



8. CLIMATE CHANGE AND ENVIRONMENTAL SUSTAINABILITY

Issue

The issue of climate change can be broken down into the two elements of 'climate change adaptation' and 'climate change mitigation'. **Adaptation:** refers to undertaking actions that assist the Council as an organisation and the community to adapt to a variable climate. The Council has adopted a Climate Change Adaptation Plan which identified thirty-eight risks. Key risks raised in this assessment relate to: drainage, flooding, financial impacts, liability, open space, service demand and service disruption. **Mitigation:** refers to reducing greenhouse emissions to slow down the likelihood of changes to the climate.



What needs to change

- climate change mitigation and adaptation is expensive. In order to achieve sustainable change councils need partnership, resources and funding from other stakeholders
- a clear direction on climate change from the national and state government

Opportunities

Federal

Climate change sits within the Department of Industry. Confirmation on policies are yet to be announced, however this could include the Emissions Reduction Fund which was a central element of the government's Direct Action Plan.

State

Climate Change sits within the Department of Environment and Primary Industries. This currently includes the management of the Victorian Adaptation Sustainability Partnership.

Regional

The Western Alliance for Greenhouse Action, Lead West and Regional Development Australia are commencing the development of a regional greenhouse strategy.

In addition, Greening the West is a regional partnership which includes state and local governments. The aim of the partnership is to increase green infrastructure and canopy cover in western Melbourne to improve community health.

Hobsons Bay City Council

The Council has a Climate Change Policy which articulates the overarching Council position on climate change. Supporting this policy are six strategic documents.

- Climate Change Adaptation Plan
- Corporate Greenhouse Strategy
- Community Greenhouse Strategy
- Water Management Plan
- Community Environmental Engagement Strategy
- Waste and Litter Management Plan

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Australian Government
- Department of Environment and Primary Industries
- Department of Transport, Planning and Local Infrastructure
- Western Alliance for Greenhouse Action
- Association of Bayside Municipalities
- City West Water

9. MAJOR HAZARD FACILITY PLANNING

Issue

Major Hazard Facilities (MHFs) are generally industrial land uses that store, handle or process large quantities of hazardous chemicals and dangerous goods, including petroleum products. There are 45 MHFs within Victoria of which Hobsons Bay houses eight. While MHFs are regulated by a stringent framework, there is limited guidance and direction from the state government in relation to land use planning around MHFs. In the absence of state government leadership, policy and support, surrounding land use planning near MHFs, the Council is limited in its capacity to address inappropriate development around MHFs and ensure sustainable and safe strategic planning.

What needs to change

- clear legislation from state government which provides a framework for land use planning around MHFs
- acknowledgement of MHF and risk based planning within the State Planning Policy Framework (SPPF) and Plan Melbourne
- greater support from the EPA and Worksafe in providing advice on rezoning and land use planning around MHFs

Opportunities

Federal

MHFs sit within the Comcare, a national, integrated safety, rehabilitation and compensation system.

In addition the Department of Infrastructure and Regional Development, manages Our Cities, Our Future: A national urban policy for productive, sustainable and liveable future which integrates planning of land use, social and economic infrastructure, and to protect corridors, sites and buffers.

Safe Work Australia, A policy body, not a regulator of work health and safety work with the commonwealth, state and territory governments to improve health and safety and workers compensation.

State

Currently there is limited state direction for land use planning around MHFs, however this should be included in Plan Melbourne and the State Planning Policy Framework, both managed by the Department of Transport, Planning and Local Infrastructure.

Hobsons Bay City Council

In the absence of state government direction and policy on MHFs, the Council has developed Interim Management of Land Use Planning around Major Hazard Facilities Guidelines which aim to establish an in-house process for the statutory and strategic planning departments within the Council.

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Department of Transport, Planning and Local Infrastructure
- Department of Infrastructure and Regional Development
- WorkSafe
- Victoria Police
- Environmental Protection Authority
- LeadWest
- MHFs operators
- other local governments with MHFs



10. LANDFILL, WASTE AND RESOURCE RECOVERY

Issue

The western region is experiencing rapid population growth. Therefore it is essential for waste and litter to be strategically planned and well managed. If not this could lead to health and wellbeing impacts on our communities, as well as detrimental impacts on land and future developments.

Key issues include:

- a decreasing availability of metropolitan landfills in the south east which may increase demand in the north western region as well as slow the development of alternatives to landfill in the north west
- 61 closed and operational sites in Hobsons Bay of varying nature and risk requiring management according to the Environment Protection Agency's (EPA) Best Practice Environmental Management Guidelines for the Siting, Design, Operation and Rehabilitation of Landfills (Landfill BPEM)
- a Victorian policy to move away from landfill and treat waste in different ways without a clear path or certainty and likely increased costs. A differential landfill rate on strategic materials will apply to high priority materials such as untreated food and garden waste. There are limited opportunities in Victoria to treat food waste. Opportunities require support and guidance and funding from the state government, they are ideally facilitated by the Metropolitan Waste Management Group (MWMG) and a group of councils must be involved to achieve the optimal waste input and economies of scale. A change to alternatives and the introduction of the differential rate has to be timed right to avoid unfair levies on councils with limited opportunities for alternatives
- the emergence of national and state product stewardship schemes that require guidance and support from federal and state government and that may increase local government responsibilities or affect operations

A blue waste management truck is parked on a paved surface next to a grassy area. The truck's side panel features the text 'Our Place' in white, 'Hobsons Bay' in yellow, and 'Connected, Green, Healthy' in white below it. A circular logo with a stylized bird is to the right of 'Our Place'. The truck has a large black tire and a blue hydraulic arm on the left side. In the background, there are large green trees under a blue sky with white clouds. A dark blue semi-transparent overlay is on the right side of the image, containing a circular logo and a quote.

Our Place

Hobsons Bay

Connected, Green, Healthy



...it is essential for
waste and litter to be
**strategically planned
and well managed.**



What needs to change

- a triple bottom line assessment of the impacts of transporting waste from the south east to the north west, development of opportunities for alternatives to landfill in the south east, and a commitment to assist north west councils to also develop alternatives to landfill
- EPA support and guidance to local government on implementing the Landfill BPEM
- clearer direction, support, guidance and funding from the state government, facilitation by the MWMG and partnerships with other councils for alternatives to landfill
- guidance and support from federal and state government on product stewardship schemes

Opportunities

Federal

Responsibility for national waste policy sits in the Department of Environment. Its policy is articulated in the National Waste Policy, 2009.

State

Responsibility for waste and litter falls across many agencies. These include the Department of Environment and Primary Industries (DEPI), Sustainability Victoria, Metropolitan Waste Management Group and Environmental Protection Authority Victoria. Oversight to the waste and litter portfolio is provided by DEPI. Key policies and plans are as follows:

- Getting Full Value: The Victorian Waste and Resource Recovery Policy, April 2013
- The State Waste and Resource Recovery Infrastructure Plan (SWRRIP), draft October 2013
- Metropolitan Waste and Resource Recovery Strategic Plan (Strategic Plan), draft October 2013
- Victorian State Government's Creating Cleaner, Safer Places - Working together to remove litter from Victoria's environment, 2009

Hobsons Bay City Council

Key opportunities are expressed or undertaken through the following:

- the Council's Waste and Litter Management Plan 2012-2017 provides the framework and investment into local activities
- the Council is also developing a background paper in relation to management of municipal landfill sites and the implications of the Landfill BPEM
- the Council has strong partnerships with neighbouring councils which provides opportunity to work together and build capacity to collaboratively procure and deliver services
- the Council is a member of the Local Governments' Waste Forum which advocates on behalf of 31 metropolitan councils

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Department of Environment
- Department of Environment and Primary Industries
- Sustainability Victoria
- Metropolitan Waste Management Group and its networks including the Technical Advisory Reference Group and Metropolitan Local Governments' Waste Forum
- metropolitan councils particularly neighbouring councils
- Environmental Protection Authority Victoria
- Local Government Association
- Municipal Association of Victoria

11. INTEGRATED WATER MANAGEMENT

Issue

The waterways that run through the municipality are important recreational spaces, as are our coastal reserves. They provide important biodiversity and health benefits and are used for activities such as walking, swimming, riding and fishing. The amenity of these natural assets is valued highly by the community. In particular the community values the visual appearance, biodiversity and cleanliness of these spaces. Through the use of an integrated approach to water management it is possible to undertake actions that have multiple benefits throughout the water cycle. However, due to a lack of support, alignment of regulations, the limitation of the planning scheme and administrative responsibilities, integrated water management planning cannot always be achieved.

The key challenge with water management is ensuring that the regulatory framework and tools available to local government is fair and or available to permit it to undertake water sensitive urban design within the framework of integrated water management planning. Coordinated action is necessary at a municipal, regional and metropolitan level to ensure that improved water management can occur. A meaningful dialogue with local government is encouraged on issues such as: improvements to the Victoria Planning Provisions; review of the complex licensing arrangements, water rights and trading framework for alternative water supplies and review of the *Water Act 1989* and water authorities' security of supply obligations. In addition, integrated water management can have significant up-front costs. Partnership approaches and opportunities to leverage funding and technical resources are currently limited; relying on inconsistent grant rounds and annual capital works programs.

What needs to change

- improved water sensitive urban design provisions under Clause 56 of the Victoria Planning Provisions and support for local planning policy to allow implementation
- continued avenues of support for water sensitive urban design actions, such as large water capture and reuse schemes and smaller street level projects, from the Victorian Government and other water agencies
- meaningful dialogue with local government on issues raised under the Office of Living Victoria's Melbourne's Water Future Strategy

Opportunities

Federal

Integrated water management sits with the Department of Environment. The Australian Building Codes Board manages the *Building Code of Australia* which currently includes provisions regarding the sustainable design of buildings; however there are still opportunities to further strengthen these provisions.

State

Integrated water management sits with the Office of Living Victoria and Department of Environment and Primary Industries which manages the:

- Melbourne's Water Future Strategy Review
- Water Act 1989

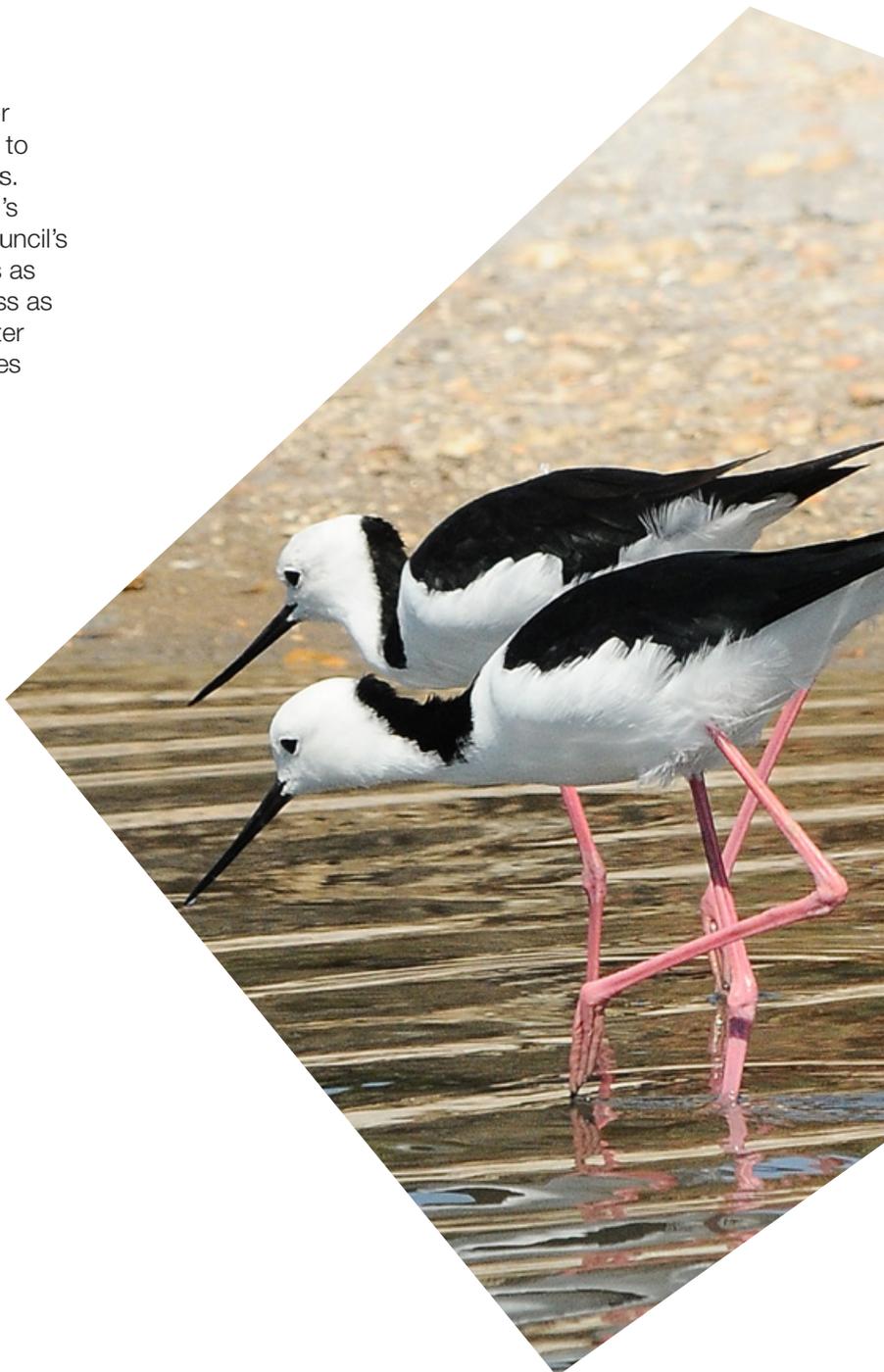
Hobsons Bay City Council

Hobsons Bay City Council is developing a water management plan as a key strategic document to guide the Council's water management activities. This plan falls under the umbrella of the Council's Sustainability Framework and describes the Council's water management goals for the next five years as well as how the Council will measure its progress as we plan, deliver and advocate for improved water management. This plan aligns with the objectives of the Melbourne's Water Future strategy.

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Office of Living Victoria
- City West Water
- Melbourne Water
- Environmental Protection Authority Victoria
- Association of Bayside Municipalities
- Department of Transport, Planning and Local Infrastructure
- adjacent municipalities and those with joining waterway catchments



12. A THIRD PASS ASSESSMENT OF PORT PHILLIP BAY

Issue

Port Phillip Bay is a key regional avenue for recreation, economic opportunities, and transportation. Hobsons Bay has 23 kilometres of coast and significant coastal assets and urban areas. With climate change resulting in greater concern over coastal hazards, a number of coastal sensitivity assessment methods have been developed or proposed. A third pass or 'site-specific' assessment is the most detailed assessment. It identifies and evaluates critical local variations in shoreline sensitivity and exposure. This is used as the basis for final design and selection of appropriate responses to the identified hazards. This may also be termed a 'coastal hazard' assessment.



What needs to change

- increased coordination between Association of Bayside Municipalities (ABM) councils and the relevant Victorian Government departments and agencies
- continuing support of partnership approaches and research and analysis of information that informs regional coastal hazard vulnerability assessments
- partnership approaches and support of local (e.g. Altona) coastal hazard vulnerability assessments when they are undertaken

Opportunities

State

The delivery of a third pass assessment sits across multiple state departments including: the Department of Environment and Primary Industries (DEPA), Department of Transport, Planning and Local Infrastructure (DTPLI), and the Office of Living Victoria. The DEPA and DTPLI are managing the Climate Change Adaptation Plan and Victorian Sustainability Adaptation Partnerships. This is exemplified through forums such as the MAV initiated Coastal Adaptation Forum: Local and State Government Working Together and the Office of Living Victoria's Water Future West project, a regional integrated water management plan.

Hobsons Bay City Council

Hobsons Bay City Council has a Climate Change Adaptation Plan 2013-2018 and has partnered with two successful Victorian Adaptation and Sustainability Partnership projects including the Association of Bayside Municipalities – Plan for Port Phillip Bay: a regional coastal adaptation framework; and Western Alliance for Greenhouse Action's project - How well are we adapting?

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Association of Bayside Municipalities
- Department of Environment and Primary Industries
- Melbourne Water
- Department of Transport, Planning and Local Infrastructure
- Victorian Coastal Board
- Port Phillip and Westernport Catchment Management Authority
- Western Alliance for Greenhouse Action

13. SUSTAINABLE DESIGN PROVISIONS IN PLANNING SCHEMES

Issue

The Victoria Planning Provisions generally supports sustainable design in principle. However there are limited specific policies on sustainable design which are needed in order to strengthen the ability for the Council to consider sustainable design elements during the building and planning process. The *Australian Building Code* legislates minimum national standards on a range of matters, including sustainability. The planning system on the other hand can encourage early consideration of ecologically sustainable design (ESD) that would result in improved standards of building sustainability beyond what might be included in the *Australian Building Code*. By combining the two areas of legislation (planning and building) it can help set a national standard for sustainability in buildings.

Much can be achieved through good design alone. Early consideration of sustainable design principals provides maximum opportunity for achieving meaningful environmental outcomes with minimum cost and visual impact in sensitive urban streetscapes such as heritage areas.

What needs to change

- introduction of sustainable design requirements in the Victoria Planning Provisions
- the inclusion of an Environmentally Efficient Design Planning Policy in the Hobsons Bay Planning Scheme
- improved water sensitive urban design provisions under Clauses 55 and 56 of the Victoria Planning Provisions and support for local planning policy to allow implementation

Opportunities

State

ESD sits with the Department of Transport, Planning and Local Infrastructure. Currently there is limited direction from the state government. ESD is best placed in policies such as the Environmentally Efficient Design Planning Policy into the State Planning system. The Minister for Planning has appointed an Advisory Committee to provide advice on the applicability and suitability of a local planning policy that requires environmental sustainability to be considered at the planning stage rather than just at the building stage.

Hobsons Bay City Council

Hobsons Bay City Council currently requests that environmental assessments be provided by planning permit applicants for new developments or for substantial renovations. However, these requests, whilst provided as part of the planning permit, are ultimately not supported by relevant local policy or application requirements.

The Municipal Strategic Statement (MSS) provides the overarching vision, objectives and strategies for managing land use change and development in the City of Hobsons Bay. The Council is undertaking a review of the MSS.

Partnerships for collaborative change

Key partners needed for change in this priority area include:

- Department of Transport, Planning and Local Infrastructure
- Western Alliance for Greenhouse Action
- local government – Council Alliance for a Sustainable Built Environment
- local municipalities implementing sustainable design amendments

IMPLEMENTATION

Partnerships

Hobsons Bay City Council acknowledges the need to partner with others such as national and state government departments, regional and municipal wide organisations, and the community in order to create and sustain a healthy and liveable community.

A key mechanism for this partnership will be through the **Hobsons Bay Community Wellbeing Leadership Coalition** to bring together stakeholders who have a strong influence on affecting change at the upstream social determinants of health level, that is, those that affect the entire community e.g. public transport, affordable housing, employment, education.

This group will act as a key partnership mechanism for the needs of the Hobsons Bay community, along with councillors, the Council's staff, other additional organisations and community members (see figure below).

The Council recognises that there are already a lot of great partnerships and advocacy work happening across the western region. This strategy and the Community Wellbeing Leadership Coalition aim to build on this, highlighting the specific needs within Hobsons Bay.

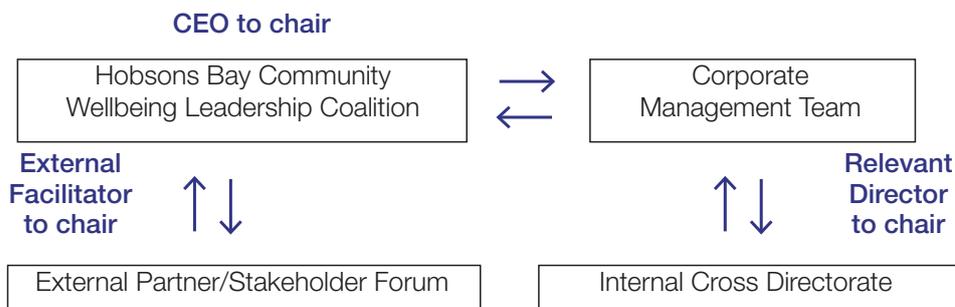


Figure 2. Hobsons Bay Community Wellbeing Leadership Coalition relationship with other external stakeholders and internal processes.

Delivery

As indicated in figure 3 (page 42), the Advocacy Strategy will be delivered through a range of key enablers. As stated earlier, this plan is derived from the community, therefore mechanisms for communication from community and local stakeholders up to the Chief Executive Officer and state government will be essential. In addition to this, feedback loops will be important to ensure the community and other stakeholders are aware of what efforts have been made and changes that have occurred.

Key enablers for change

The Council will work closely with key partners mentioned in each of the priority areas to identify and collaboratively action opportunities for change along with the Community Wellbeing Leadership Coalition.

Mayor and councillors

The role of the councillors is to represent their community and advocate on their behalf to various stakeholders and government bodies. They are a valuable link between the community and the Council, and are key to facilitating communication with the community. Their role is to represent all community members, creating a viable and sustainable future for all.

In addition, the role of the Mayor also includes being a key community leader and principal Council spokesperson. They are to establish partnerships, extensively networking and actively promoting the Council's interests and pursuing opportunities for the municipality.

Chief Executive Officer (CEO) and directors

The role of the CEO and directors is to champion the advocacy priorities, establish partnerships with key stakeholders and promote the opportunities within the municipality to others. They also to provide advice to the Council and regularly give timely and accurate information on the Council's policies to the community.

Strategic Communications and Community Relations and Strategy and Advocacy departments within the Council

The role of these departments is to ensure the advocacy priority areas and implementation of the strategy is well communicated with the community, stakeholders, and the media, ensuring messages are reaching the audiences needed to create change as well as listening to the community and stakeholders around key issues.

The Council's managers and officers

The Council's managers and officers are responsible for internally feeding advocacy issues up to directors, building partnerships with other managers and officers in other organisations to support the implementation of the strategy and work with community members to understand their needs as well as communicate the Council's progress within the priority areas.

Local and regional stakeholders (including local organisations, businesses and community members).

The role of the stakeholders is to advise the Council of key issues within the municipality and support the Council in advocating on key priority areas. The Council will continue to support this communication through the Council's Community Engagement Strategy, including the Customer Satisfaction Survey which is delivered yearly via the municipal wide Annual Community Survey.

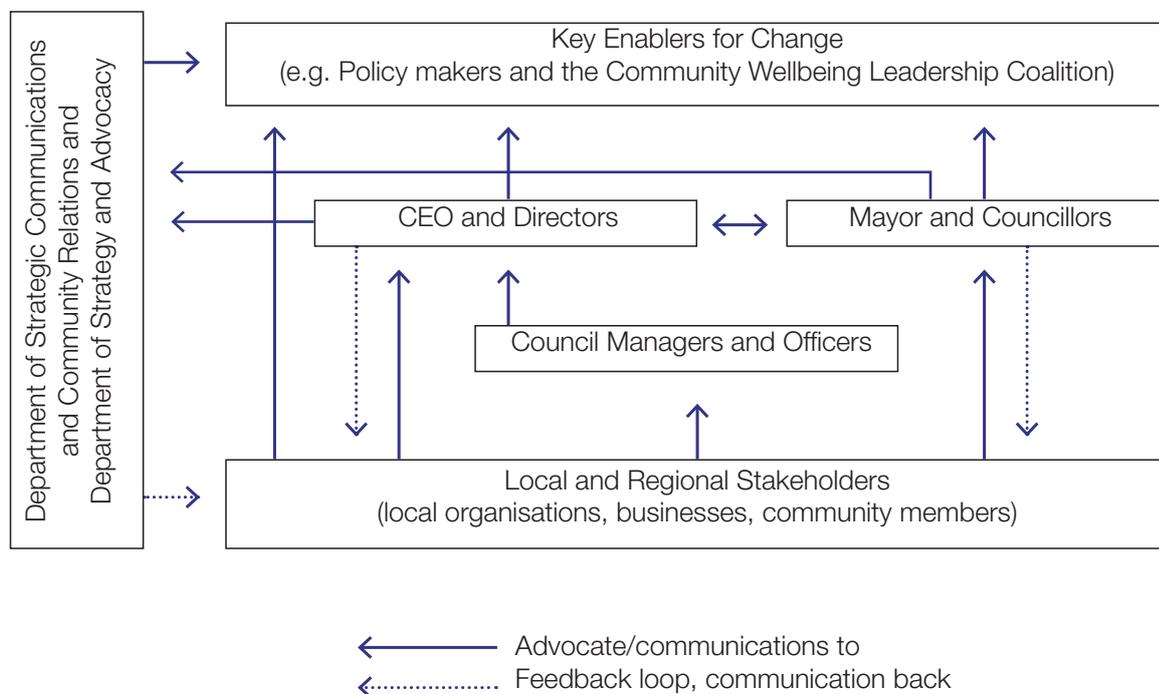


Figure 3. Delivery and communication of the Advocacy Strategy

Human Rights Compliance

The *Charter of Human Rights and Responsibilities Act 2006* is designed to protect the fundamental rights and freedoms of citizens. The Charter gives legal protection to 20 fundamental human rights under four key values that include freedom, respect, equality and dignity.

The Council acknowledges the legal responsibility to comply with the Act, therefore in developing the strategic directions of the Advocacy Strategy the Charter of Human Rights has been used, particularly those rights that relate to equity between population groups such as:

- recognition and equality before the law
- freedom of movement
- freedom of thought, conscience, religion and belief
- freedom of expression
- protection of families and children
- cultural rights
- right to liberty and security of person
- right to protection from torture and cruel, inhuman or degrading treatment

These rights relate to freedom from discrimination; the right to move about Victoria freely and to choose where to live; to adopt a religion and practice, worship and observe its beliefs; the right to uphold an opinion and respect others views; the right for families (and in particular children) to be protected as a fundamental unit of society; the right to enjoy one's own culture and language; and the fundamental right to freedom.



HOBSONS BAY LANGUAGE LINE

9932 1212

INTERPRETER SERVICE FOR ALL LANGUAGES

AND RECORDED COUNCIL INFORMATION IN:

English	العربية	Ελληνικά
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Your Council in your language

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