



GLEN EIRA
CITY COUNCIL

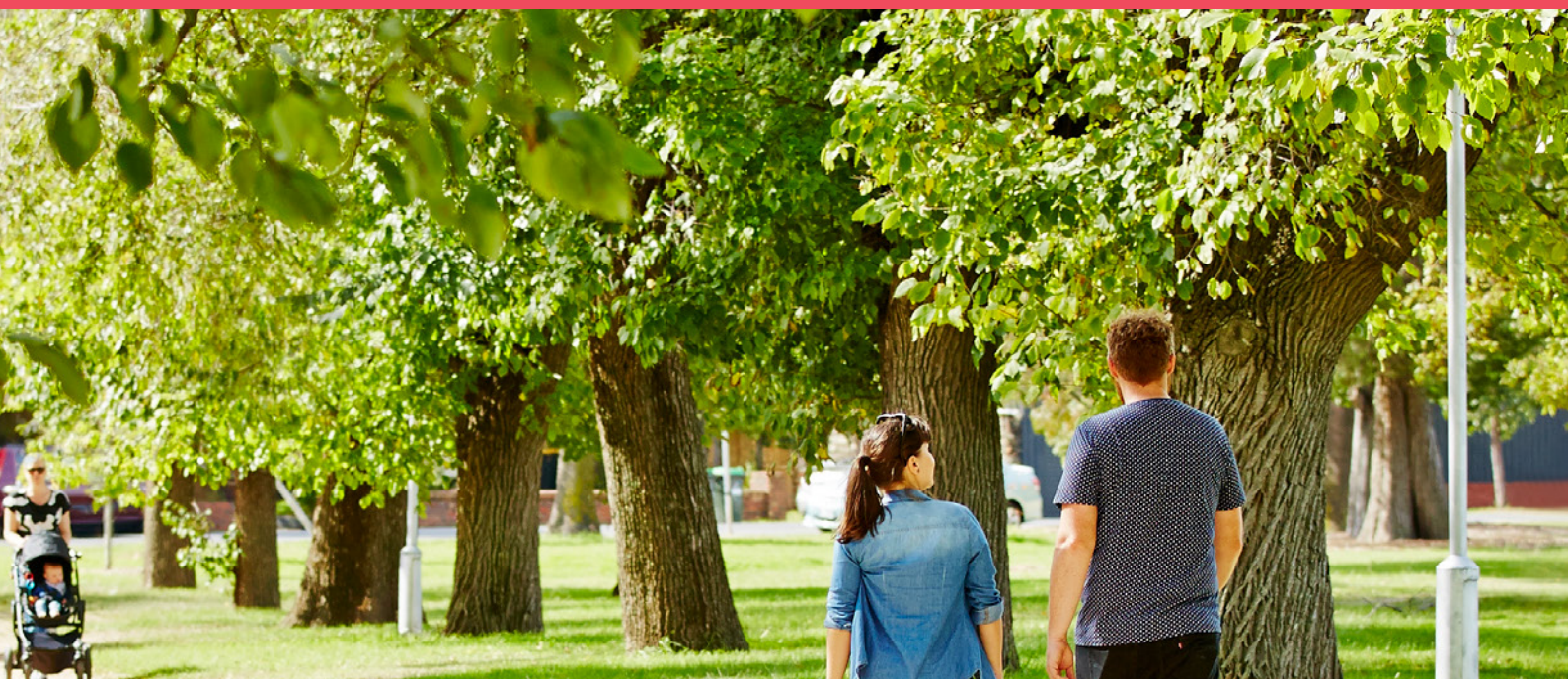
BENTLEIGH
BENTLEIGH EAST
BRIGHTON EAST
CARNEGIE
CAULFIELD
ELSTERNWICK
GARDENVALE
GLEN HUNTLY
MCKINNON
MURRUMBEENA
ORMOND
ST KILDA EAST

GLEN EIRA ADVOCACY STRATEGY 2018–2020





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INTRODUCTION

The *Glen Eira Council and Community Plan 2017–2021* identifies advocacy as an important strategy in achieving a City that is liveable, accessible, safe, sustainable and engaged. Achieving our vision requires us to work in partnership with and advocate to a range of stakeholders and other levels of government.

Glen Eira is undergoing an exciting and challenging time of transition. Our population is growing; our community is concerned about increased development, traffic congestion and safety. We want a community that is vibrant, well designed, safe and easy to move around. Council alone cannot deliver on the changes required and strong advocacy on behalf of the community is required.

The *Glen Eira Advocacy Strategy 2018–2020* is an important step in maintaining and developing our City to ensure Glen Eira is a place where people want to live now and in the future.

This *Strategy* groups our 23 advocacy requests into six advocacy areas:

1. Vibrant community hubs and precincts;
2. Efficient transport;
3. Additional open space;
4. A safer community and reduced incidence of family violence;
5. A sustainable City; and
6. Affordable and social housing.

We will address these advocacy areas by a range of strategies, including direct lobbying of decision-makers; making effective submissions to federal and state governments; ongoing community consultation; and engagement and public media campaigns.



KEY ISSUES AND CHALLENGES



Increasing densification of our suburbs and activity centres

Residents tell us that they want us to: "Protect and enhance liveability while accommodating more people."

It is essential that the population of Glen Eira will grow from 151,096 in 2017 to 180,626 by 2036 — an increase of 21.2 per cent.

Well planned community hubs for residents to access services from a central location are needed to support our growing population.



Traffic congestion and traffic movement

"Reducing traffic congestion, moving people safely and efficiently."

Our community continues to express concerns about increased traffic congestion.

Car ownership and the use of cars will only decline when alternatives such as public transport, cycling and walking become more attractive alternatives.



Lack of access to open space

"Increasing open space."

Glen Eira has the lowest amount of open space of any metropolitan council.

Open space is highly valued by the Glen Eira community and additional open space will provide greater accessibility to pursue recreational pursuits that contribute to positive health and wellbeing outcomes.



Feelings and perceptions of safety

"Building a community that is and feels safer."

Community safety is a major issue for the Glen Eira community and impacts the health and wellbeing of residents.

In particular the community has voiced concerns about family violence and the levels of safety in public places and at local railway stations.



Environmental sustainability

"Collectively creating a sustainable way of life for future generations."

A sustainable City is important for the prosperity of future generations. Council's *Sustainability Strategy* sets a goal of achieving net zero community carbon emissions by 2050.

Residents can contribute to a reduction in greenhouse gas emissions through positive action on energy use in homes, recycling, garbage, and transport.



Lack of housing diversity

"Providing opportunities for a diverse population to live in Glen Eira."

Social and affordable housing is important to the wellbeing and health of local residents.

Without an adequate housing mix in the City, residents including families with low incomes, students and vulnerable people may not have sufficient income to cover vital needs, such as food, utilities, or health-related expenses.

10 KEY PROJECTS



New Elsternwick Cultural Precinct and Jewish Quarter — Selwyn Street, Elsternwick: page 15

Seeking State and Federal funding to support the creation of a new pedestrian friendly cultural precinct in line with the community's vision established through the Elsternwick Structure Plan. Time frame: medium-term.



East Village Education and Employment Hub: page 16

To establish a new school facility to be integrated within a new innovation precinct with co-located facilities such as co-working offices or shared innovation hubs. Time frame: medium-term.



Release of State Government Land to be used for additional Open Space: page 20

The State Government to release disused or underutilised land to Council, for the purpose of transforming these spaces into new quality open space. Opportunities include the unused reservoir located in Warrigal Road, Bentleigh East, land acquired as part of the upgraded Caulfield to Dandenong Railway line, Wooryl Reserve and the potential conversion of airspace over the railway in Elsternwick. Time frame: short-term.



Redevelop Bentleigh Community Hub: page 15

Seeking \$1.5 million funding to transform Bentleigh Library into a new community centre that integrates the adjacent youth centre and provides new multipurpose spaces that are linked to new community services to support the community. Council will contribute match funding towards completion of the project. Time frame: short-term.



Redevelopment of Murrumbeena Park: page 19

Seeking \$1.7 million funding to redevelop Murrumbeena Park to include a new multi-use pavilion, improved walkability connections to transport, shops and local schools and a new larger circuit walk within the park. Council will contribute \$5.1 million towards completion of the project. Time frame: medium-term.



New safe and integrated bike trails: page 18

State Government commitment to provide safe attractive connected bicycle corridors that separate cyclists from motor vehicles and provide a high level of priority for cyclists across driveways and through intersections on major arterial roads including St Kilda Road, Nepean Highway and Dandenong Road. Time frame: short-term.



Accessible open space at Caulfield Racecourse Recreation Reserve: page 19

Seeking full implementation of the recommendations of the Bi-partisan Working Group's recommendations and State Government funding to extend the usability of the open space beyond the existing restricted hours, removal of visual barriers surrounding the reserve and the construction of new sporting fields within the reserve. Time frame: medium-term.



Redevelopment of Carnegie Swim Centre and recreational precinct: page 19

Re-develop Carnegie Swim Centre to include aquatic, leisure, health, social and sporting opportunities. Time frame: medium-term.



Removal of Neerim Road and Glen Huntly rail crossings: page 17

Remove the last two remaining rail crossings in Glen Eira to improve local traffic flow. Time frame: medium-term.



Improve lighting, safety and cleanliness around railway stations: page 21

State Government investment to improve lighting, safety and cleanliness around railway stations to increase the number of people who elect to travel by public transport. Time frame: short-term.



OBJECTIVES AND PRINCIPLES

Communities expect their local council to provide services, maintain assets and, through their Councillors, represent the interests of the community to decision makers and funders in State and Federal governments.

Advocacy objectives

This Strategy has the following objectives:

1. Provide clarity on the advocacy agenda and priorities for the City.
2. Identify priority projects to generate economic activity, employment growth, improved productivity and community benefit.
3. Increase levels of funding for infrastructure and services from other levels of government to meet community needs and aspirations now and into the future.
4. Influence state and federal legislation, policy, standards and guidelines to improve our City and the health and wellbeing of our residents.
5. Keep the community informed about Council advocacy activities through regular reporting.

Advocacy principles

Council's advocacy approach will be guided by the following principles:



1. **Community engagement** — we will actively engage and work with our community to understand their aspirations and needs and regularly inform the community about our advocacy activity.



2. **Leadership** — we will provide the community with civic leadership in advocating on agreed priorities.



3. **Evidence based** — advocacy campaigns will be based on policy and strategy positions that are supported by evidence and data.



4. **Partnerships** — we will position Council as a partner with federal and state governments, and our local members of parliament, and work in collaboration to address issues of common concern.



5. **Innovation** — we will develop creative and innovative solutions to problems, issues or concerns shared by the community, federal and state governments.



6. **Transparency** — we will be open and transparent in our advocacy objectives, strategy and priorities and will provide equitable access to services, infrastructure and economic opportunities.

How we advocate

We will:

- make representations to State and Federal government Ministers;
- regularly meet with and make representations to local Members of Parliament;
- actively engage with local and state media;
- actively engage with and make representations to all candidates participating in State and/or Federal election processes;
- broker partnerships and strategic alliances with other local and regional organisations;
- submit grant applications to secure funding to deliver priority projects and program delivery;
- actively participate in peak governing organisations and their advocacy efforts, including the Municipal Association of Victoria (MAV) and Victorian Local Governance Association; and
- work and partner with State Government authorities to influence policy, legislation and standards, including the Department of Planning and Infrastructure; VicRoads; Department of Health and Human Services; Department of Education; and the Environment Protection Authority.



STRATEGY CONTEXT AND FRAMEWORK

The *Glen Eira Council and Community Plan 2017–2021*, sets out the aspirations for our City which are to be liveable, accessible, safe, sustainable and engaged. Through the Council and Community Plan's development it became clear that a number of the community's aspirations could not be met by local government alone, and would require partnerships between Council and other stakeholders if they were to be realised. This *Advocacy Strategy* summarises the priority advocacy activities that are both critical and imperative to secure the vision for our City and meet the future needs of our growing City.

Our advocacy is complemented and supported by a range of other initiatives including:

- policy and strategy development;
- strategic planning;
- program planning and development; and
- public forums, community dialogue and engagement.

In some instances this type of work needs to precede or is an appropriate alternative to advocacy.

Other key elements of the context and framework are having data and evidence, monitoring and evaluation, partnerships and community engagement.

The diagram below presents the elements and processes that provide the framework for the *Advocacy Strategy*.



PARTNERSHIPS AND ALLIANCES

As the closest arm of government to the community, councils are best placed to understand and respond to local community needs and concerns. Council engages with a range of organisations in framing its advocacy efforts — both in terms of obtaining evidence in support of an issue, and alignment and strengthening its advocacy position.

Council recognises that the likelihood of achieving our advocacy outcomes is optimized by working in collaboration with other organisations with similar aims, and we will seek to build alliances with them. Examples of how we will do this are outlined below.

Local level advocacy

Local level advocacy is required on issues of local significance and often involves partnerships with residents; trader's associations; businesses; community groups; transport and service providers; local lobby groups; and environmental organisations.

Council recognises that when addressing advocacy issues, it will optimise its likelihood of success by working in collaboration with other local organisations with similar aims, and we will seek to build alliances with them.

Ongoing consultation will be supported via Council's *Community Engagement Strategy* and whole of municipal evidence gathering, including the *Annual Community Survey*.

Regional level advocacy

Council is an active member of the Inner South Metropolitan Mayor's Forum (ISMMF), which represents the municipalities of Bayside, Boroondara, Glen Eira, Kingston, Port Phillip, Stonnington and Yarra. The ISMMF councils have looked beyond their own individual interests to develop shared regional priorities to effectively manage population growth and meet the needs of future communities.

The ISMMF has developed the following shared regional priorities:

1. planning and development;
2. transport, cycling and walking;
3. open space and sporting facilities; and
4. waste and sustainability.



State and federal levels of advocacy

Council dedicates significant effort advocating to state and federal Members of Parliament and senior government officers regarding funding and policy needs for our communities.

The State Government is responsible for major policy settings that impact on the way our City will grow and change, including:

- planning urban development and approval of local planning schemes;
- funding for new community infrastructure, including major transport projects, such as level crossing removals, roads and public transport infrastructure, and services;
- maintaining law and order through police, courts and programs to address family violence;
- building new schools, upgrading schools and funding for children's services; and
- funding sporting, recreational and other community facilities.

Council also actively participates in advocacy efforts co-ordinated by the MAV, which represents local governments' voice on issues of state significance.

The Federal Government has a range of roles that impact our City, including:

- infrastructure funding — urban policy; programs; transport; and technology (NBN);
- economic and jobs growth;
- funding for health education; aged care; *National Disability Insurance Scheme (NDIS)*; and children's services.
- migration strategies and policy;
- climate change related policy and programs;
- national standards and guidelines for infrastructure, housing, roads, energy, and street lighting.



OUR ADVOCACY PRIORITIES

This *Glen Eira Advocacy Strategy 2018–2020* identifies six priority areas and 23 advocacy requests to meet the future population growth and secure the vision for the City.

The 23 advocacy requests have been developed from community feedback received as part of an extensive consultation and research process undertaken as part of the development of the new *Glen Eira Council and Community Plan*. Of those 23 requests, ten have been identified as having higher priority and focus, and they have been highlighted throughout.

Many of the advocacy requests align with shared regional priorities outlined in the Inner South Metropolitan Mayor's Forum (ISMMF) *Policy Priorities 2017* which was developed to effectively manage population growth and meet the needs of future communities across the municipalities of Bayside, Boroondara, Glen Eira, Kingston, Port Phillip, Stonnington and Yarra. Council advocacy requests that align with this regional strategy are highlighted under each advocacy priority area with an asterisk *

The six priority areas of the *Glen Eira Advocacy Strategy 2018-2020* are:



PRIORITY 01:

COMMUNITY HUBS AND PRECINCTS

Strong communities have places to gather and connect, vibrant activity centres where services that support liveability can be accessed, and residential areas where amenity is protected. Council can influence this through effective planning policy, urban design of community precincts and the establishment of integrated, multi-purpose community hubs.

Community hubs and precincts contain community facilities in a central location for residents to access a range of services, activities, transport, learning options and social opportunities. While there has been growth across the City, our activity centres have particularly experienced the most change, with new apartments bringing increased densification.

We are committed to ensuring we take a place-centred approach.

By focusing on place, we use community views to design accessible public spaces (streets, plazas, squares, campuses, parks) that accommodate a mix of uses.

New community hubs and precincts are required to service our growing population and to enable Council to effectively implement its planning, development and place-making policies.

The *Victorian Civil and Administrative Tribunal Act* requires that the Tribunal ‘consider’ local planning policy in its decision-making. It is not compelled to adhere to local planning policy frameworks. This situation weakens the importance of local planning policy decisions made by Council and detracts from the Council and community investment in creating these policies.

Advocacy request

1. Elsternwick Cultural Precinct and Jewish Quarter — Selwyn Street, Elsternwick

Seeking State and Federal funding to support the creation of a new pedestrian friendly cultural precinct in line with the community’s vision established through the Elsternwick Structure Plan.

Time frame: medium term.



2. Bentleigh Community Hub

Seeking \$1.5 million funding to transform Bentleigh Library into a new community centre that integrates the adjacent youth centre and provides new multipurpose spaces that are linked to new community services to support the community. Council will contribute match funding towards the completion of the project. Time frame: short term.



3. East Village Education and Employment Hub

To establish a new school facility to be integrated within a new innovation precinct with co-located facilities such as co-working offices or shared innovation hubs. Time frame: medium term.



Advocacy Priority

4. Carnegie Open Space and Market Hub

To construct a market hub adjacent to the Carnegie Library and Community Centre, which will include a ground floor community market, with upper level office and employment opportunities. This development has significant opportunity to increase open space in the centre of Carnegie and provide additional car parking opportunities.* Time frame: medium term.



5. The Victorian Civil and Administrative Tribunal to apply local planning policy frameworks.*

The State Government to strengthen the *Planning and Environment Act* to give greater weight to the local planning policy framework in both decision-making and development approval. Time frame: short term.

* Project aligns with Inner South East Mayors Forum Policy Priorities 2017

Supporting evidence

- Over the last five years, Glen Eira has welcomed 11,860 new residents and seen the construction of an additional 3,535 dwellings.
- The Australian Bureau of Statistics estimates that the population of Glen Eira will grow from 151,096 in 2017 to 180,626 by 2036 — an increase of 21.2 per cent.
- Only 59.8 per cent of residents agree that Glen Eira is a close-knit community.
- Glen Eira has one of the largest Jewish communities in Australia with 23,668 or 16.8 per cent of residents.
- Glen Eira has an average of 3,389 people living within a 10-minute walk from each of our train stations.
- Over the last three years, approximately 50 per cent of all Council planning decisions appealed to the Victorian Administrative Appeals Tribunal have been overturned.

Community benefit

The 20 minute neighbourhood principles seek to strengthen our communities to have their required daily needs, including shopping, employment and community services located within a short walking distance, with a focus on hubs. A strong, well-connected community means less travel and wasting time in congestion, while also providing stronger health and wellbeing benefits.

Glen Eira is well placed to provide stronger local communities, however investment to create new community hubs that are the beating heart of our growing communities is needed.

PRIORITY 02:

EFFICIENT TRANSPORT

Increased traffic congestion continues to be one of the areas of highest community concern to our community. Across metropolitan Melbourne, transport infrastructure provision is struggling to keep pace with population growth, resulting in increasing congestion — and Glen Eira is no different.

Glen Eira's situation is compounded by a comparatively larger percentage of workers leaving the municipality each day for work. Increased car use and ownership in part reflects a public transport system that is not a sufficiently attractive alternative. The ability to create additional road capacity and increased road use efficiency in a fully built-up urban area is very limited.

Car ownership and the use of cars will only decline when alternatives, including public transport, cycling and walking options, become more attractive. It's the responsibility of governments at all levels to provide and promote those alternatives. The removal of level crossings will assist in easing congestion and increased rail services also assist, but more needs to be done, particularly if Federal and State Governments continue to have policies that increase our population.

The *Glen Eira Council and Community Plan* outlines a vision for a 'City that is easy to move around, full of safe travel options and walkable neighbourhoods'. Council is currently developing a new *Integrated Transport Strategy* to implement this vision and the goals outlined in the *Community Plan*.

Advocacy request

1. Removal of Neerim Road and Glenhuntly Road level crossings. *

Remove the last two remaining rail crossings in Glen Eira to improve local traffic flow. Time frame: medium term.



2. Significant investment in premium bike infrastructure along St Kilda Road, Nepean Highway and Dandenong Road to connect our City with Melbourne's Central Business District. *

State Government commitment to provide safe attractive connected bicycle corridors that separate cyclists from motor vehicles and provide a high level of priority for cyclists across driveways and through intersections on major arterial roads, including St Kilda Road, Nepean Highway and Dandenong Road. Time frame: short term.



3. Significant investment in premium bus services, bicycle and road infrastructure, particularly along East Boundary and North Roads that better connects the East Village urban renewal precinct. *

State Government to work in partnership with Council to ensure residents in the new East Village Precinct and surrounding areas have increased opportunities for alternative modes of transport, including public transport services, bicycle and walking. Time frame: short term.



4. Significant upgrade to Caulfield Station and its wider precinct.*

Seeking State Government investment to significantly upgrade the Caulfield Station to improve pedestrian access to the Monash and Caulfield Racecourse precincts, improve local traffic management and increase parking for those who travel to the station.

Time frame: medium term.



5. Provide councils with a more collaborative approach to transport planning, including greater controls for safety on local roads.*

State Government to work in partnership with Council to improve access to public transport and to improve safety on major arterial roads owned by the State Government. Council will contribute by improving local road safety and providing local infrastructure that enhances increased public transport services. Time frame: short term.



*Project aligns with Inner South East Mayors Forum Policy Priorities 2017.

Supporting evidence

- 52,964 or 76 per cent of Glen Eira working residents travel outside of the municipality for work every day, with 23.9 per cent (16,646) travelling into the Melbourne Central Business District.
- In the last five years (2011–16), 4,047 additional cars have been added to Glen Eira municipality, that is, 800 new cars each year.
- In the last five years (2011–16), the total number of public transport users has increased by only 1,886 people (2 per cent of total users) or 376 people each year. The population of Glen Eira has grown by 7.5 per cent or 9,862 people over the same period.
- Cycling as a form of commuting can relieve some of these pressures on our roads and public transport systems. However, only 1,059 Glen Eira residents indicated that they cycled to work in 2016.
- Within the East Bentleigh Area, 72 per cent of residents are reliant on a car to get to work, while only 9.5 per cent use public transport.
- Vic Roads estimates that boom gate closure periods for the Neerim Road rail crossing is 32 minutes (27 per cent) between 7am and 9am, Monday to Friday. The closure time for the Glenhuntly Road rail crossing between 7am to 9am, Monday to Friday is 72 minutes (60 per cent).

Community benefit

There are a number of quality of life benefits arising from less congestion and higher rates of usage of 'active transport' (ie. walking, cycling, public transport). These include more time for family and socialising, better public health outcomes with people being more physically active and better outcomes for the environment with less pollution and carbon emissions.

PRIORITY 03:

ADDITIONAL OPEN SPACE

Open space is highly valued by the Glen Eira community for its trees, a place for children to play, an escape from the built environment and sporting pursuits.

Glen Eira has the lowest amount of open space of any metropolitan municipality, resulting in demands to increase the supply of active and passive supply of open space from sporting clubs and the community more broadly.

Caulfield Racecourse Recreation Reserve is a 54-hectare parcel of Crown land — the largest in Glen Eira. The parcel of land is permanently reserved for three purposes — a racecourse, public recreation ground and public park. This Reserve is significantly underutilised in many respects.

The new Caulfield to Dandenong Level Crossing Removal Project (CD9 Project) presents a unique opportunity to create new open space for parks, trails, improved connectivity, playgrounds, sporting facilities and a range of other uses, under and around this project.

The Carnegie Pool precinct and Murrumbeena Park recreational precincts are key areas for potential redevelopment to meet the needs of the growing Glen Eira population.

Advocacy request

1. Public access to open space at Caulfield Racecourse Recreation Reserve.*

Seeking full implementation of the recommendations of the Bi-partisan Working Group's recommendations and State Government funding to extend the usability of the open space beyond the existing restricted hours, removal of visual barriers surrounding the reserve and the construction of new sporting fields within the reserve. Time frame: medium-term.



2. Carnegie Swim Centre and recreational precinct.*

Re-develop Carnegie Swim Centre to include aquatic, leisure, health, social and sporting opportunities. Time frame: medium-term.



3. Redevelopment of Murrumbeena Park.*

Seeking \$1.7 million funding to redevelop Murrumbeena Park to include a new multi-use pavilion, improved walkability connections to transport, shops and local schools and a new larger circuit walk within the park. Council will contribute \$5.1 million towards completion of the project. Time frame: medium-term.



4. Release of State Government land to be used as new open space for the community.*

The State Government to release disused or underutilised land to Council, for the purpose of transforming these spaces into new quality open space. Opportunities include the unused reservoir located in Warrigal Road, Bentleigh East, land acquired as part of the upgraded Caulfield to Dandenong Railway line, Wooryl Reserve and the potential conversion of airspace over the railway in Elsternwick. Time frame: short-term.



* Project aligns with Inner South East Mayors Forum Policy Priorities 2017

Supporting evidence

- Glen Eira currently has the lowest amount of open space per capita in metropolitan Melbourne at 1.3 hectares for every 1,000 residents — only 4.7 per cent of the total municipal area is open space (excluding Caulfield Racecourse Reserve). Open space available at Caulfield Racecourse is difficult for the public to access and use this space for recreation and leisure.
- Council has 86 sporting groups using Council-owned open space. Council is currently unable to accommodate the growth of existing clubs and any new clubs starting up in Glen Eira due to limited open space availability.
- A recent youth consultation held in Glen Eira has revealed sporting clubs provide the greatest form of social connection for young people in Glen Eira.
- Caulfield Racecourse has 105 electronic gaming machines, the largest number of any gaming facility in Glen Eira. In 2016–17, the community expenditure on electronic gaming machines owned by the Racecourse was \$11,772,155. The Victorian Commission for Gambling and Liquor Regulation requires that the Racecourse use more than eight per cent of its net gaming machine revenue for community benefit.
- Glen Eira property owners, via their water bills, are contributing approximately \$9 million per annum to Parks Victoria to improve Victoria's parks and sees little, if any, spent within the City.

Community benefit

Public access to more open space will provide the community with greater accessibility to recreational pursuits, including walking, exercising, dog walking, cycling and visiting playgrounds.

Open space and active and passive recreation contributes to positive community health and wellbeing outcomes, particularly connected walking trails and cycling paths.

Additional sportsgrounds are required to cater for the existing unmet demand for additional sportsground use from existing clubs that are growing, and new start-up sporting clubs.



PRIORITY 04:

COMMUNITY SAFETY AND FAMILY VIOLENCE

Community safety is a major issue for the community, with family violence and safety around railway stations highlighted by the community as a key local priority in our 2016 consultation.

Preventing family violence is a key component of community safety and a priority for the State Government. Council will continue to work in partnership with the State Government and when necessary advocate to ensure that all recommendations of the Royal Commission into family violence are implemented. Local Government also has an important role to play in the prevention of violence against women — as a community leader, service provider and a major employer.

The Municipal Association of Victoria has been funded by the *Community Crime Prevention Program* to deliver the Local Government's *Preventing Violence Against Women initiative*.

Council has committed to establishing a Community Safety Committee and developing a new *Community Safety Plan*. Further consideration of advocacy for improved community safety will occur upon completion of the *Community Safety Plan*.

The appearance of our City also impacts people's perceptions of safety, in particular rubbish, untidiness and graffiti. While graffiti and cleanliness of council assets is within Council's control, railway stations, school infrastructure, arterial roads and precincts are State assets and therefore require State action.

Advocacy request

1. Improved safety at railway stations.*

State Government investment to improve lighting, safety and cleanliness around railway stations to increase the number of people who elect to travel by public transport. Time frame: short term.



2. Responding to the Royal Commission into family violence

That the State Government implement the recommendations of the Royal Commissions into family violence to improve early intervention so as to identify those at risk and provide support services to address the impacts of family violence. Timeframe: short term.



3. Greater resources for family violence initiatives.

Council is seeking \$210,000 in funding over three years to provide legal support resources to support a new *Family Violence Pilot Project*, which enhances the role of maternal and child health nurses in identifying and referring cases to legal support services.

Council will contribute to this project through additional Maternal Child Health staffing resources and office accommodation required to support and deliver this new innovative program. Time frame: short term.

3. Activation of activity centres adjacent to rail precincts.

Shops on VicTrack land to be developed, significantly improved and leased for uses that maximise activation and have long hours of operation in rail precincts, including Bentleigh, McKinnon, Ormond, Elsternwick and new stations at Carnegie, Murrumbeena and Hughesdale.

This project is expected to be delivered through a partnership approach between Council and the State Government. Time frame: medium term.



4. Improved response to graffiti removal.

Government authorities, including VicTrack and VicRoads, to better respond to graffiti removal on their land and infrastructure, including railway corridor fences, underpasses, power boxes, poles and other hotspots within 48 hours.

Significant graffiti hot spots include vehicle underpasses at Queens Avenue and John Street; pedestrian underpasses at Normanby Road and Derby Road (including commuter car parks), rail overpass area Brewer Road and Bendigo Street; and vehicle underpasses at Patterson Station and on Woodville Avenue. Time frame: short term.



5. Improved street lighting.

Request that the State Government play a leadership role in establishing an effective review of street lighting standards to reimagine how street lighting is designed and managed to focus on improving pedestrian safety and unlock opportunities for sustainability and efficiency.

This street lighting review should include review of standards, institutional arrangements and policies at both the State and Federal level.

Time frame: medium term.



*Project aligns with Inner South East Mayors Forum Policy Priorities 2017.

Supporting evidence

- In Glen Eira, 38 per cent of residents stated that they felt safe walking alone after dark.
- Fifty per cent of young people felt unsafe in public places and train stations at night.
- Reported sexual offences increased 68.9 per cent from 2015-16 to 2016-17 financial years.
- Intimate family violence is a major contributor to premature death in women aged 15 to 44. There has been a 12.6 per cent increase in family violence from 2015-16 to 2016-17 financial years.
- Only 59.8 per cent of residents agree that Glen Eira is a close-knit community — this is lower than the state average.

Community benefit

Safety in Glen Eira is an important issue that significantly impacts the health and wellbeing of residents. Family violence in Glen Eira continues to rise and support at critical junctures is needed to reduce family violence.

Removal of graffiti, good public lighting and the activation of public spaces are proven strategies to reduce crime and increase community activities and engagement. These strategies also reduce the level of vandalism over time and can reduce maintenance costs in the medium term. The benefit of these activities for the community is also likely to be increased use of public transport and associated increases in environmental benefits.

PRIORITY 05:

A SUSTAINABLE CITY

The *Glen Eira Environmental Sustainability Strategy 2016–2021* sets out how Council will support and advocate on behalf of the community on sustainability. It sets a long-term goal for community carbon emissions to be at net zero by 2050, and by 2021 commits to helping overcome barriers by advocating for changes to policy settings, particularly related to waste, public transport and energy.

In consultation for the development of the *Glen Eira Council and Community Plan 2017–2021*, the community also told us that advocating for environmentally sustainable housing was a key priority.

The *Federal Government National Construction Code* sets out the minimum necessary requirements for safety, health, amenity and sustainability in the design and construction of new buildings throughout Australia. It also plays a key role in setting the policy framework for energy and street lighting.

The State Government plays a critical role in establishing the right policy settings for sustainability, including the built environment and establishing next generation waste infrastructure. The State Government has also collected large amounts of revenue from local governments and local communities in the form of the landfill levy. This revenue should be reinvested in co-funding new next generation waste facility technology and be used to accelerate Victoria's switch to low-emission technology.

Council is a signatory to the *Compact of Mayors and the Victorian Take2 Program* to advocate for the achievement of the community's sustainability goals. Council is also an active participant in regional discussions towards next generation garbage processing facilities.

Advocacy request

1. New generational garbage processing facility.*

That the State Government makes a clear and substantial commitment to invest sustainability funding in a new generation garbage processing facility that serves the Glen Eira community to demonstrate that zero net emissions from garbage are possible.

The Glen Eira Community will pay almost \$2 million dollars in landfill levy to the State Government in 2017-18. Glen Eira is calling for the State Government to announce a multi-million dollar investment package to support a new low carbon emissions garbage processing facilities. Time frame: short term.



2. Improved sustainability planning for new developments.*

State Government to strengthen sustainability requirements for the built environment in a consistent state-wide approach, as outlined in Action 80 of the Plan Melbourne implementation — “*Review of planning and building systems to support environmentally sustainable development outcomes.*” Time frame: medium term.



3. New environmental performance standards for buildings.*

Federal and State Governments to review current environmental standards and regulation for new buildings to improve the environmental performance of new developments.

Council would contribute to this initiative through application of the new standards through its planning and building regulatory functions.

Time frame: medium term.



4. Improving sustainability standards of rental properties.*

That the State Government actively pursues a program and framework that requires landlords, over time to improve the energy efficiency and rating of their rental stock.

Council welcomes the opportunity to collaborate with the State Government to achieve this important initiative to reduce emissions and reduce the burden of energy costs on local residents renting properties.

Time frame: medium term.



*Project aligns with Inner South East Mayors Forum Policy Priorities 2017.

Supporting evidence

- According to the State Government, global greenhouse gas will need to reach net zero in the second half of the century to achieve the international community's aim to "keep the rise in global temperatures to well below 2°C above preindustrial levels, and to work towards limiting the rise to 1.5°C".
- Like other municipalities across Australia, Glen Eira is vulnerable to the impacts of climate change on our natural and built environments and on our community. Climate change will bring increased flood and storm damage; increased heatwaves; disruption to essential services; stressed plant and animal communities; and increased health risks for vulnerable groups within the community.
- The main sources of greenhouse gas emissions that our community contribute to include energy use in homes, recycling and garbage, and transport.

Community benefit

Good energy efficiency in homes saves the community money on energy bills, makes homes more comfortable and more resilient to climate change.

Financial savings achieved through reduced energy consumption have a more significant benefit for low income households, which is why these households are prioritised. There are improved health outcomes for low-income households who are at risk of fuel poverty, where they don't use heating or cooling in order to save money.

In the long run, reducing greenhouse gas emissions has significant public health, security and economic benefits for future generations. Moving away from landfills will also reduce long-term local environmental risks and management costs for future generations.

PRIORITY 06:

AFFORDABLE AND SOCIAL HOUSING

Social and affordable housing is a priority for Glen Eira because affordable housing creates communities with a rich mix of culture, socio-economic circumstance, age, and education. Diversity of people produces a diversity of development that generates unique entertainment venues, restaurants, schools and recreational facilities.

Social housing provision in Glen Eira is less than half the metropolitan average, private rental is above the metropolitan average and rates of financial stress in the rental market in Glen Eira are higher than our neighbours. This underpins the high priority affordable and social housing has in our *Community Plan*.

Without more affordable housing in Glen Eira, key workers will find it increasingly difficult to live nearby workplaces and this will increase commuting and traffic volumes across wider Melbourne and in Glen Eira.

Council's Activity Centre, Housing and *Local Economy Strategy*, prioritises the need for social and affordable housing in the urban renewal areas of Elsternwick, Caulfield, Carnegie, East Village and Moorabbin.

The State Government has been exploring a range of ways to facilitate and/or require more social and affordable housing as part of future developments, as well as redevelopment of public housing estates.

Plan Melbourne 2017 Implementation Plan has four actions to address providing housing choice (affordable and social housing) in locations close to jobs and services.

Advocacy request

1. Affordable housing for all.*

State Government support for the implementation of the 'housing for all' initiative — that is affordable, social and short-term housing, including crisis accommodation, shared care accommodation, aged care and accommodation for key workers and students — into redevelopment projects in community hubs and precincts.*

Council will contribute to this important initiative through its social planning and community development functions. Time frame: medium term.



2. Mandatory criteria for affordable housing.*

That the State Government introduces new mandatory criteria for the implementation of affordable housing outcomes in new major developments through relevant planning legislation and regulatory regimes.

Council will contribute to this initiative through its planning and building regulatory functions. Time frame: medium term.



3. Affordable and social housing in new State Government developments.*

That the State Government incorporates affordable and social housing in its projects in Glen Eira, including at 'value capture' developments in the City, generated by opportunities associated with level crossing removal property acquisitions, particularly in the Ormond Station and other integrated development opportunities.

This project is expected to be delivered through a partnership with Council. Time frame: medium term.



4. Support for new Council social housing initiatives.*

State Government to work in partnership with Council to provide a greater number of social housing units. Council will contribute to this partnership through provision of existing land currently used for social housing units that are located on four sites in Carnegie, Bentleigh and Caulfield South. Time frame: medium term.



5. Decreasing the number of vacant properties.

That the State and Federal governments introduce initiatives to reduce the number of vacant houses and apartments in Glen Eira, increasing the supply of available housing and assisting in overall affordability.



* Project aligns with Inner South East Mayors Forum Policy Priorities 2017

Supporting evidence

- In 2016, the median house price in Glen Eira was 11.8 times the median house income. In 2006, the median house price was only 5.3 times the median household income.
- 29 per cent of all dwellings in Glen Eira are privately rented compared with 24 per cent for metropolitan Melbourne and only 0.7 per cent of these dwellings are classified as affordable rental stock.
- Glen Eira has lower numbers of people renting from a Victorian housing authority – 1.1 per cent compared with a metropolitan average of 2.4 per cent.
- Median weekly rental rates in Glen Eira have increased from \$190 in 2000 to \$420 in 2016, an increase of 121 per cent.
- In 2016, 12.2 per cent of all rental households in Glen Eira made rental payments equating to 30 per cent or more of total household income. The portion of dwellings in Glen Eira experiencing this type of housing stress is higher than all neighbouring municipalities.
- Glen Eira currently has 1,300 vacant houses within the municipality.

Community benefit

Social and affordable housing developments contribute towards improved social inclusion, mobility and access to jobs, which is a key element of maintaining income equality and sustainable economic growth.

IMPLEMENTATION OF THE STRATEGY

To ensure good governance in relation to matters of advocacy clear roles and accountability for the implementation of this strategy have been developed and are outlined below. Advocacy efforts extend throughout the organisation and require effective planning, coordinating and engagement to ensure we achieve the best possible outcomes for our community.

Mayor and Councillors

The role of 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 Council, and are key to facilitating communication with the community.

In addition, the role of the Mayor is of critical importance being the key community leader and principal Council spokesperson. The Mayor will extensively network and actively promote Council's interests and pursue opportunities for the municipality.

Chief Executive Officer and Directors

The role of the Chief Executive Officer and Directors is to champion the advocacy priorities, establish partnerships with key stakeholders and promote opportunities within the municipality to others. They also provide strategic advice to Council and support for their representations to other levels of government.

Communications and Customer Service

The role of the Communications and Customer Service departments is to ensure the advocacy priority areas and implementation of the *Strategy* is well communicated with the community, stakeholders and the media. This includes listening to stakeholders and the community around key local issues and effectively communicating the concerns of local residents through Council. The Communications department also plays a key educative function to build community capacity and understanding of advocacy.

Council managers and officers

Council managers and officers are responsible for development of plans, strategies and related advocacy initiatives in their areas of responsibility for consideration/endorsement at senior officer or Council level. These staff are also responsible for building relationships with managers and officers in other organisations and the community to progress Council priority areas.

Local and regional stakeholders

Local organisations, businesses and community members are invited to advise Council of key advocacy issues within the municipality and support for Council in advocating on the key priority areas, where interests align. Council will continue to support this communication through its *Community Engagement Strategy*.

EVALUATION, MONITORING AND REPORTING

This *Strategy* will be evaluated each year to ensure it remains relevant and that it keeps pace with changing social and political environments.

The annual review will include:

- a review of Council's advocacy activities and campaigns;
- identification of what has been achieved for the community;
- barriers to achieving results;
- new or emerging opportunities to attain results;
- possible new priority areas; and
- a review of demographic and statistical information to identify emerging local issues.

Council will also report on its advocacy activities annually through its Annual Report, which is made available to the community via www.gleneira.vic.gov.au

Council will also:

1. Continue to engage with the local community to create an open dialogue to identify and address emerging advocacy issues through ongoing community consultation and engagement. Council's broad range of engagement strategies and activities are set out in its *Community Engagement Strategy*.
2. Periodically test and re-affirm its existing advocacy priorities with the community through a range of consultation mechanisms associated with its policy and strategy development that guides service delivery.
3. Provide ongoing opportunities for 'partners', including community and business organisations to comment on both performance and emergent advocacy priorities as part of the development of new Council strategies and plans.