



MARIBYRNONG CITY COUNCIL

Revitalising Braybrook Action Plan 2013-2015



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[Mayor's foreword

Braybrook is a diverse and vibrant community. Residents are passionate and committed to working together to bring about change in their local area.

There are a number of complex challenges for the Braybrook community that require integrated, targeted and sustained investment.

The *Revitalising Braybrook Action Plan 2013-2015* seeks to build on the work already undertaken within Braybrook and leverage the strengths and attributes of the Braybrook community.

This plan captures the commitment of Maribyrnong City Council and a range of stakeholders representing government and community organisations, to make a positive difference in Braybrook.

This is a shared plan, a joint responsibility between Council, the community, all levels of government and private and community sectors.

This plan offers a starting point on how we can work together to begin building and developing long-term partnerships, to implement programs and projects, and to advocate for the needs and priorities of the Braybrook community.

Over the coming two years, this plan will continue to build as our partnerships and relationships develop, and new opportunities arise.

I thank those who have partnered with us, and look forward to working together to implement this plan. I am confident that through our joint efforts, we can achieve meaningful and lasting change for Braybrook.

Cr. Catherine Cumming

Mayor

**diverse
and
vibrant**

[Partners

We would like to acknowledge a number of organisations have been involved to date in developing the *Revitalising Braybrook Action Plan 2013-2015* including:

Big West Festival

Braybrook & Maidstone Neighbourhood House

Brotherhood of St Laurence

Department of Education & Early Childhood Development

Department of Education, Employment and Workplace Relations

Department of Health

Department of Human Services

Department of Justice

Department of Transport, Planning and Local Infrastructure

Dinjerra Primary School

Footscray Community Arts Centre

HealthWest Primary Care Partnership

LeadWest

Macedon Ranges and North Western Melbourne

Medicare Local

Mackillop Family Services

Maribyrnong & Moonee Valley Local Learning & Employment Network

Melbourne Bus Link

Melbourne City Mission

Public Transport Victoria

RDA Western Melbourne

United Housing Cooperative

VicRoads

Victoria Police

Victoria University

Western Bulldogs Football Club

Western Chances

Western Edge

Western English Language School

Western Health

Western Region Health Centre

Westgate Community Initiatives Group

Women's Circus

Women's Health West

YMCA

100 Story Building



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[Braybrook snapshot

Braybrook is the 4th most disadvantaged suburb in metropolitan Melbourne with a SEIFA ranking of 801.1 compared to 974 for City of Maribyrnong and 1020.3 for Greater Melbourne.

Braybrook is the westernmost residential area in City of Maribyrnong. It is approximately 4.3km² and situated 9 kilometres West of Melbourne. Braybrook is bounded by the municipal boundary along Duke Street to the west, Ashley Street to the east, Sunshine Road to the south and the Maribyrnong River to the north (see Figure 2).

Braybrook was a pastoral area prior to the 1880s, when land speculators started the first subdivisions in the area. It grew as a manufacturing area with some residential areas in the early 20th century, and continued to grow after WWII, with many houses being replaced by blocks of flats. In recent years, factory sites have been reclaimed as residential subdivisions. The most recent large scale development, the former RAAF Depot "West Base" was redeveloped in the 1990s into a business park with some residential development.

Braybrook has been home to a large proportion of public housing and has more recently become a primary place of resettlement for newly arrived migrants.



**home to
8,184 people**

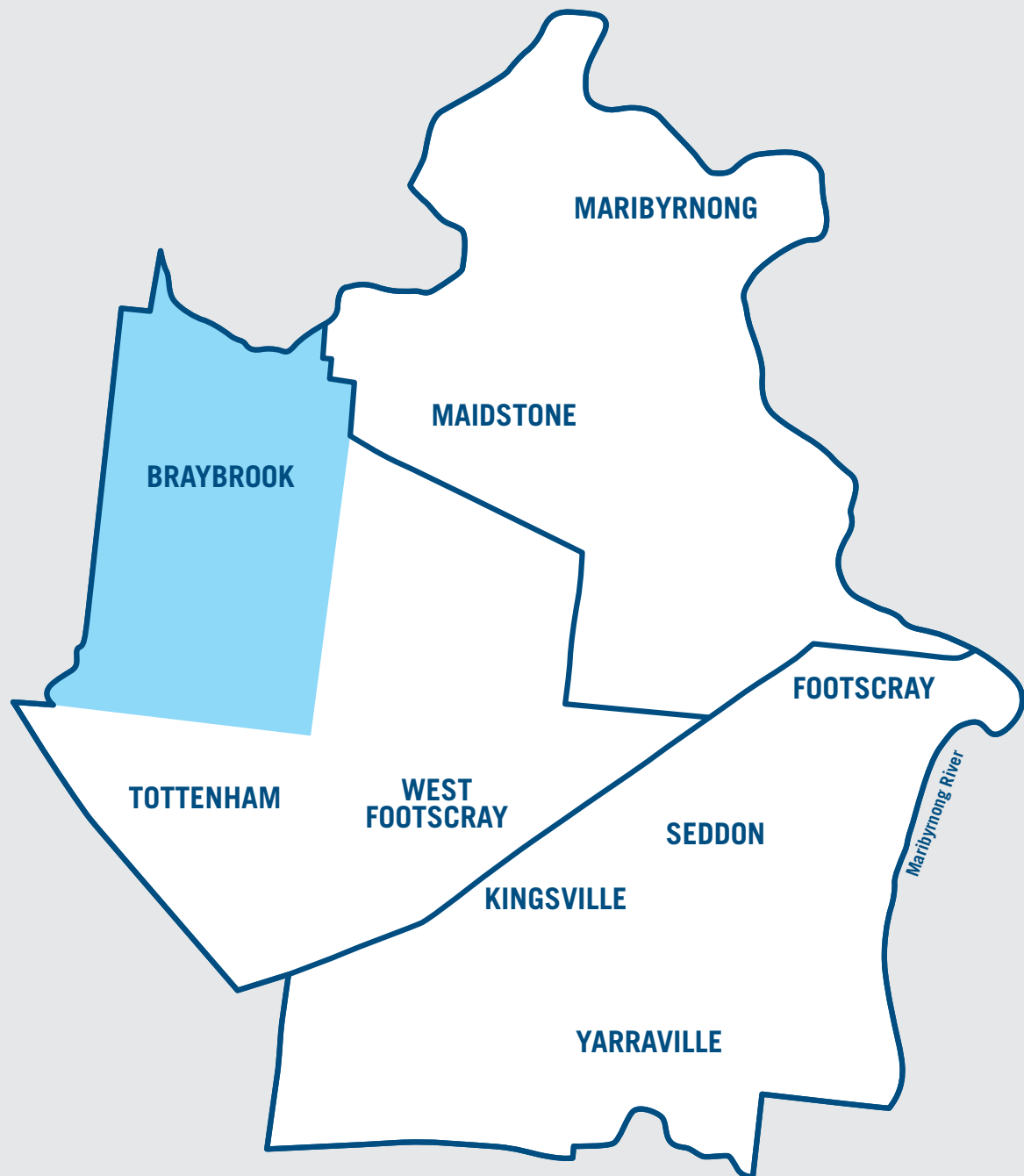


Figure 2: Map of Maribyrnong City Council

[Braybrook snapshot

Demographics

In 2011, the total population of Braybrook was estimated at 8,184 people including 4,062 males and 4,122 females.

By 2021 Braybrook is forecast to:

- Grow by more than 2,900 people (at an annual growth rate of 1.73%)
- Increase by 910 households
- Be home to 10,138 people
- Increase in the average number of persons per household (from 2.68 to 2.82)

By 2031, Braybrook is forecast to grow by 2,518 people to a population of 10,702 (a 23.5% increase).

For residents that speak a language other than English, the main language groups include Vietnamese (22.6%) Cantonese (7.1%), Somali (2.7%) and Mandarin (2.6%).

17.4% of Braybrook households are single parent households.

Braybrook also has the highest proportion of Aboriginal and Torres Strait Islander residents (51 persons or 0.6%) for the municipality

Strengths and Opportunities

Braybrook has a range of strengths and attributes that the Revitalising Braybrook Action Plan seeks to build on. Doing so will be critical to the success of any process of urban renewal. These strengths include:

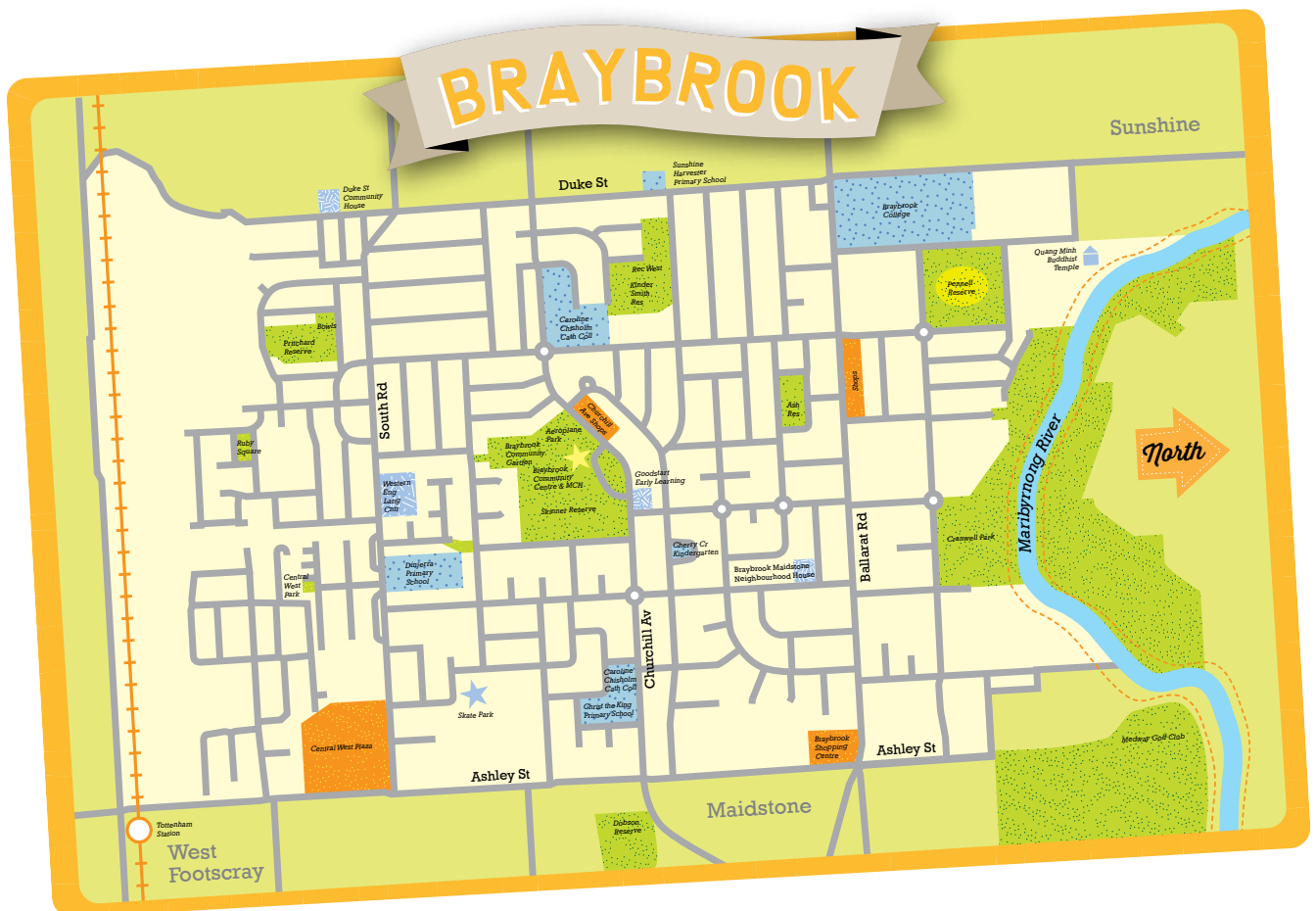
- *Community Capacity* – many in the community have demonstrated their resilience and offer a range of skills and experiences that will contribute to the renewal of Braybrook.
- *Community Connectedness* – the passion of residents for Braybrook is clear, as is their willingness to work together to bring about improvements in the area.
- *Strong service sector* – there are a range of committed agencies located within and/or servicing the area.
- *Willing partners* – there are a range of critical partners in the area that have indicated a desire to participate in the urban renewal process.
- *Strategic and Economic development opportunities* – there remain a number of opportunities (land use and programmatic) that can be explored as part of the process of urban renewal.

the passion
of residents
for Braybrook
is clear

Challenges

Braybrook faces a number of challenges, including:

- High levels of unemployment - 12.5% compared to 5.5% for Greater Melbourne.
- 53.3% of Braybrook's population do not have a University or TAFE qualification compared to 42.4% for Greater Melbourne.
- Lower levels of Year 12 completion - 47% compared to 54.6% for Greater Melbourne.
- 11.1% of Braybrook's 15-24 year old population are not in employment or education compared to 7.4% for Greater Melbourne.
- Braybrook has a high proportion of its population renting social housing with 19.3% compared to Greater Melbourne 2.9%.
- 17.4% of Braybrook's households do not own a car, compared to 9% for Greater Melbourne.





[The Council Plan 2013-17

The Revitalising Braybrook Action Plan 2013-2015 is closely aligned with the Council Plan 2013-17.

The Council Plan 2013-17 is the strategic document that guides the planning, development, allocation of resources and provision of services to the Maribyrnong community.

It incorporates the Municipal Public Health and Wellbeing Plan, which protects, improves and promotes public health and wellbeing in the municipality.

The plan describes the outcomes the Council aims to achieve during its term, the priorities that will shape its program of work over the next four years and the resources required to achieve the desired outcomes.

The plan sets out six key priority areas:

- urban growth
- liveability
- economic prosperity
- transport
- environmental sustainability
- organisational accountability

This Council Plan will ensure that our Maribyrnong City Council is progressive, dynamic and committed to our community and people.

The Revitalising Braybrook Action Plan shares guiding principles and wellbeing outcomes outlined within the Council Plan. Actions within the Revitalising Braybrook Action Plan also link strongly to the strategic direction outlined within Council's Plan.



[The Revitalising Braybrook Strategy

Maribyrnong City Council adopted the *Revitalising Braybrook Strategy* in November 2011. This important document identifies the challenges facing Braybrook and indicators of disadvantage across all aspects of life, including health, education, employment and social inclusion.

Importantly the framework acknowledges that no single intervention will arrest the current cycle of disadvantage in Braybrook. To bring about genuine improvements to the lives of those in Braybrook, and to provide hope for the future generations, targeted and sustained investment is required across multiple disciplines.

The *Revitalising Braybrook Strategy* identified four pillars:

1. Investing in Future Generations – Supporting families through early years participation and improved education.
2. Supporting Prosperity – Promoting economic development and getting people into appropriate employment and training.
3. Improving Health and Wellbeing - Reducing health inequities and promoting wellbeing.
4. Building Liveable, Sustainable Communities – Strengthening neighbourhoods and local communities.



[The Revitalising Braybrook Action Plan 2013-2015

The *Revitalising Braybrook Action Plan 2013-2015* captures short and long-term investment in Braybrook by Maribyrnong City Council and a range of government and community stakeholders.

The short term actions provide tangible outcomes and improvements for the local residents of Braybrook – the most significant being the new Braybrook Community Hub.

The strategic elements of the Revitalising Braybrook Action Plan (e.g. public housing, employment and training, public transport) fall within the responsibility of State and Federal governments and their agencies. As such, a key role for Council is to continue a strong and targeted advocacy agenda with these agencies.

The actions outlined in the plan complement existing interventions and facilitate the effective investment of Council and stakeholders with the involvement of the wider community.

The Plan also captures many of the ideas raised in the consultation that do not currently have resources, however are worthy of consideration if future resources become available.

The Revitalising Braybrook Action Plan 2013-2015 is a developing document. It does not restrict work in Braybrook to what is contained in this action plan. The Council will continue to seek new opportunities to invest and create change for Braybrook residents.

Consultation Process

Council Officers have engaged and consulted Braybrook residents, external and internal stakeholders to develop the Braybrook Action Plan. This has included:

- Community Forum held in February 2013;
- Stakeholder Roundtable held in May 2013;
- Workshops held in June 2013 addressing Arts and Culture, Employment and Training, Education and Life-long Learning, Community Leadership, Community Safety, and Transport and Connectivity;
- Drafting of the Action Plan in partnership with lead agencies, and
- Consultation with Council staff to track planned and proposed council investment in Braybrook.

The plan also draws upon extensive previous research and consultation, including:

- Revitalising Braybrook Strategy 2011
- Braybrook Community (Visioning) Plan 2006

[The Revitalising Braybrook Action Plan 2013-2015

Priority areas and goals

The priority areas and actions identified within this plan support the four pillars of the Revitalising Braybrook Strategy (see Figure 1), and reflect the feedback we have received from our community and stakeholders from a range of consultation sessions.

The key priorities identified by the community have been grouped under seven key themes, and link to seven key goals:

- **Education and lifelong learning**

Goal: To improve education and skills base of Braybrook residents with a focus on literacy, transition and pathways.

- **Transport and connectivity**

Goal: To develop a strong, connected, integrated transport and pedestrian network that is accessible for all Braybrook residents.

- **Employment and training**

Goal: In partnership with the community and stakeholders, improve pathways for employment and training.

- **Housing**

Goal: To improve the quality of existing social housing stock and to maintain housing diversity and affordability within Braybrook.

- **Amenity and infrastructure**

Goal: To create physical environments, which meet the needs of the community and where community feel connected and a sense of pride in their surroundings.

- **Community safety**

Goal: To increase actual and perceived levels of safety in Braybrook.

- **Vibrant, active and engaged communities**

Goal: Build resident capacity to participate and advocate for their community

It is recognised that there are important linkages and relationships between each of these priority areas and subsequent actions.

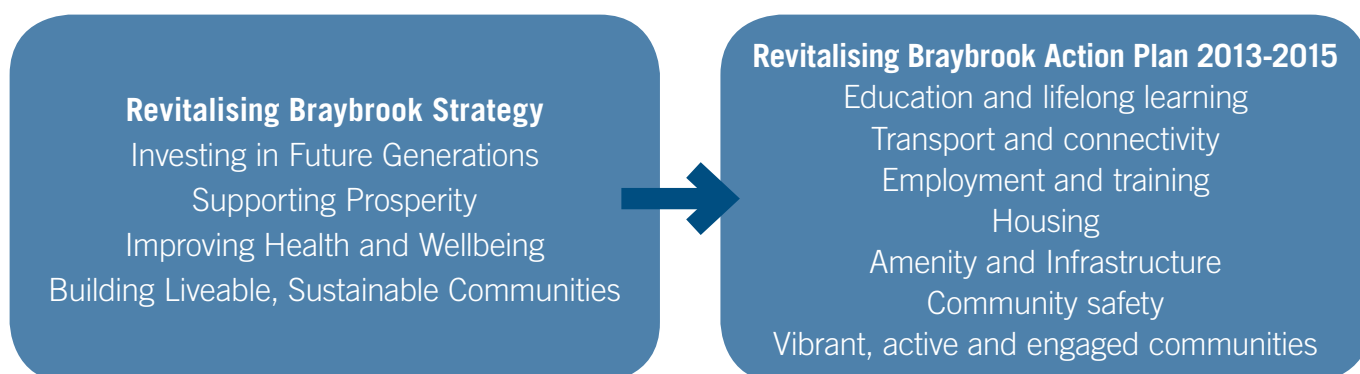


Figure 1: Relationship between Revitalising Braybrook Strategy and Revitalising Braybrook Action Plan 2013-2015

[The guiding principles

The Revitalising Braybrook Action Plan has been developed and will be implemented based on a set of guiding principles that are at the core of all our activities:

Implementing social justice and equity

Equal rights and equal opportunity for all people will be pursued, ensuring no one is discriminated against regardless of age, gender, sexuality, ability, faith, social and economic status, cultural background or beliefs and equitable access to the municipality's services and public places will be actively promoted.

Determinants of Health approach

A determinants approach to health will be taken. By influencing the determinants, of which may be social, economic, political, environmental or cultural in nature, one can positively influence improvements in health.

Asset Based Community Development (ABCD)

An ABCD approach will be taken, recognising, building on and celebrating community strengths.

Upholding human rights

Everyone's rights will be upheld in order for the city to operate in a respectful and peaceful manner.

Advocating on issues

The diverse interests of the community will be represented through advocacy to government, business and other organisations to achieve best outcomes.

Engaging with our community

A culture will be fostered where individuals and diverse local communities are respected, engaged and encouraged to participate in the life, activities and decision making of the city.

Developing strong partnership

We will seek to build new partnerships and strengthen the trust and confidence of our community partners. We will work closely with groups, organisations and communities to achieve a shared vision.

Being transparent and accountable

Processes, decisions and actions will be carried out in an honest and transparent manner and be open to regular public monitoring and scrutiny.

[The wellbeing outcomes

Maribyrnong City Council's primary objective is to promote and protect the wellbeing of our community. To achieve this, Revitalising Braybrook takes a determinants of health approach. This gives consideration to the social, economic, political, environmental and cultural factors that impact upon health.

Linked to these determinants are a number of wellbeing outcomes that acknowledge the positive contributions to the health and wellbeing of our community.

These Wellbeing Outcomes link directly to the Council Plan 2013-17 (which incorporate the Municipal Public Health and Wellbeing Plan), and are further supported by the Human Rights and Social Justice Framework 2013-2016.



These Wellbeing Outcomes include:

	Well Planned City	Well planned neighbourhoods, city design and development that are attractive and provide safe and accessible public spaces for all
	Cultural Vibrancy	A city that respects, celebrates and protects the history and diversity of our heritage, cultural precincts, the arts and community spaces
	Economic Prosperity	Economic activity that supports local investment, local employment and access to income as well as pathways to education and training
	Equity	Equitable access to quality resources that support individual and community wellbeing, now and into the future
	Liveability	A city that has liveable places and community infrastructure that promotes social connections and improves quality of life for everyone
	Environmental Sustainability	A city and organisation that implements environmentally sustainable policies, practices and procedures that protect the environment and promote the use of natural resources
	Sustainable Transport	Accessible, affordable and safe transport options for all community members that encourage sustainable and active transport around the municipality
	Community Harmony	A strong sense of community built on diversity of gender, age, culture, ability, lifestyle and faith that supports social inclusion and community decision making
	Efficient workforce	An effective and efficient workforce that demonstrates engagement, innovation, accountability, transparency, good governance and sustainable economic practices that ultimately build and support municipal-wide wellbeing

[Education and life-long learning

**Improving education outcomes is important.
Education can facilitate pathways into
employment and influence health.**

Data Snapshot:













- According to the Australian Early Development Index (AEDI) Braybrook has the highest percentage of children who are developmentally vulnerable and at risk in the municipality, across four of the five domains. 11.5% of children are developmentally vulnerable on two or more of the domains, compared with 7.7% in the municipality¹. These domains include physical health and wellbeing, social competence, emotional maturity, language and cognitive skills (school based), and communication skills and general knowledge.
- Enrolment of children in kindergarten in Braybrook is 93.8%, which is lower than state averages.
- In 2011, 31.4% of Braybrook residents left school at year 10 or below, and 47.4% went on to complete year 12 or equivalent.
- 53.3% of Braybrook residents do not hold any formal qualification.

¹ The AEDI National Support Centre (2012), AEDI Community Profile 2012, Maribyrnong Victoria, Centre for Community Child Health, Royal Children's Hospital, Parkville

Goal: To improve education and skills base of Braybrook residents with a focus on literacy, transition and pathways.

CURRENT ACTIONS TO BE CONTINUED








Goal: To improve education and skills base of Braybrook residents with a focus on literacy, transition and pathways.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
1.1	Undertake the <i>Youth Connections</i> program – based on a youth worker working with participating secondary schools in Braybrook. This program assists young people at risk of becoming disengaged from education, family and the community.	Westgate Community Initiatives Group	2013/14	 
1.2	Conduct accredited learning program for young mums (10-12 people)	Melbourne City Mission	2014	  
1.3	Offer VCAL and VET classes for 20 young people at Braybrook	Melbourne City Mission	2014 (school year)	  
1.4	Deliver the weekly <i>Braybrook Drop-in</i> program for local young people at the Community Centre that focuses on teaching young people life-skills and providing homework support.	Council - Family and Youth Services	2013	  
1.5	Deliver Bilingual Story Time at Central West Plaza and the Braybrook Community Hub	Council - Family and Youth Services	2013/14	

[Education and life-long learning


CURRENT ACTIONS TO BE CONTINUED

Goal: To improve education and skills base of Braybrook residents with a focus on literacy, transition and pathways.

Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
1.6	Conduct the literacy project - <i>In Other Words</i> - at Dinjerra Primary school to support literacy skill development for children and parents.	Council - Family and Youth Services 100 Story Building	Dinjerra Primary School	2013/14	
1.7	Conduct the <i>Word Circus</i> initiative at the Western English Language School to support literacy skill development for children and parents.	Council - Family and Youth Services Women's Circus	Western English Language School (WELS)	2013	  
1.8	Implement Braybrook <i>Family Inclusive Language and Learning Support Program (FILLS)</i> at Braybrook Community Centre to support whole of family learning and literacy.	Maribyrnong and Moonee Valley Local Learning and Employment Network		2013-2015 \$20,000 per annum (Council funded)	
1.9	Provide counseling services as well as group programs that focus on health and wellbeing issues and provide recreational activities for students at Braybrook Secondary College and the Western English Language School. Services and programs are delivered in partnership with local, youth-focused and health organisations and are responsive to the needs and interests of young people as identified by students and school staff.	Council - Family and Youth Services		Ongoing	 

PROPOSED ACTIONS 2013-2015









Goal: To improve education and skills base of Braybrook residents with a focus on literacy, transition and pathways.

Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
1.10	Develop Lifelong Learning and Literacy Strategy to strengthen pathways to learning opportunities and improved literacy, with a focus on Braybrook.	Council – Community Learning and Libraries		2014	
1.11	Review and update the Maribyrnong Early Years Plan (MEYP) 2014-2017 incorporating a place-based focus in Braybrook	Council – Family and Youth Services		2014	
1.12	Develop a <i>municipal Youth Strategy</i>	Council – Family and Youth Services		2014	
1.13	Expand the Melbourne City Mission VCAL program to include VCAL for young mothers seeking to enter the childcare industry	Melbourne City Mission	Council - Family and Youth Services	2014	
1.14	Investigate potential partnerships with local schools for the expansion of the <i>Advancement Via Individual Determination</i> (AVID) program into Braybrook. This program takes a whole of school approach to focus on skill development and foster student aspiration.	Victoria University	Council - Family and Youth Services	2013/14	

[Education and life-long learning


PROPOSED ACTIONS 2013-2015

Goal: To improve education and skills base of Braybrook residents with a focus on literacy, transition and pathways.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
1.15 Establish the new Braybrook Community Hub as an integrated local learning centre, incorporating a library and community spaces offering a range of literacy and learning programs including: <ul style="list-style-type: none"> • Family Inclusive Language and Literacy Support (FILLS) program; • English language class; • Book club; • Story time; • School holiday programs; and • Computer training. 	Council – Community Learning and Libraries	Maribyrnong and Moonee Valley Local Learning and Employment Network Family Inclusive Language and Literacy Support	2014/15	  
1.16 Develop a precinct model of governance for the Braybrook Community Hub, leading to greater service integration in the centre	Council – Family and Youth Services	Cherry Crescent Kindergarten Western Region Community Health Centre	2014	  
1.17 Implement the <i>School Focused Youth Service</i> (SFYS) in Braybrook.	Melbourne City Mission	MacKillop Family Services	2013	
1.18 Explore opportunities to provide a scholarship placement for a Braybrook student through the Western Chances scholarship program	Council – Family and Youth Services	Western Chances Local secondary schools	2014	

PROPOSED ACTIONS 2013-2015

Goal: To improve education and skills base of Braybrook residents with a focus on literacy, transition and pathways.

Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
1.19	Implement a supported play-group in partnership at Central West.	Council – Family and Youth Services	MacKillop Family Services Central West Shopping Centre	2013/14	

Future opportunities

- Advocate for Braybrook to be a priority location for the rollout of the National Broadband Network.
- Investigate the expansion of disability learning programs offered by Melbourne City Mission into Braybrook

Relevant Council policies and plans

- Maribyrnong Early Years Plan 2010-2014

[Transport and connectivity

Good transport and connections are essential to a healthy, well functioning and liveable community. Barriers to access, whether physical, financial or perceived, can have a significant influence on wellbeing.












Data Snapshot:

- 20.9% of Braybrook residents catch the bus or train to work (compared with 11.5% for Greater Melbourne).
- 17.4% of Braybrook households do not own a car (compared to 9% for Greater Melbourne).

Goal: To develop a strong, connected, integrated transport and pedestrian network that is accessible for all residents.

CURRENT ACTIONS TO BE CONTINUED




Goal: To develop a strong, connected, integrated transport and pedestrian network that is accessible for all residents.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
2.1	Provide the Maribyrnong City Council Community Bus for community hire.	Council – Community Wellbeing	2013/14 2014/15	 
2.2	Continue to advocate to the State Government on the provision of accessible public transport services and facilities in the municipality, as outlined as priority action 5 in the Disability Policy and Action Plan.	Council - Civil Design and Transport	LeadWest 2015	  
2.3	Deliver, as required, the <i>Safer Roads Infrastructure Program (SRIP)</i> , which aims to reduce the frequency and severity of crashes along roads where a relatively high number of serious crashes exist.	VicRoads	2013 2014 2015	  
2.4	Deliver the proposed Principal Bicycle Network (PBN) as part of VicRoads' annual Bicycle Program across the state. PBN is a network of proposed and existing cycle routes that help people cycle for transport and provide access to major activity areas.	VicRoads	2013 2014 2015	  

[Transport and connectivity







CURRENT ACTIONS TO BE CONTINUED

Goal: To develop a strong, connected, integrated transport and pedestrian network that is accessible for all residents.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
2.5 Continue to consult and work to ensure that the <i>SmartRoads</i> plan continue to meet community and transport needs. The <i>SmartRoads</i> principles manage competing interests for limited road space by giving priority use of the road to different transport modes at particular times of day.	VicRoads	Council – Civil Design and Transport	2013 2014 2015	  










PROPOSED ACTIONS 2013-2015

Goal: To develop a strong, connected, integrated transport and pedestrian network that is accessible for all residents.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
2.6 Investigate a proposal to improve the bicycle connection from Rupert Street to the Sunshine Train Station, including the installation of a Pedestrian Operated Signals across Ashley Street, an off road shared path along Ashley street and South Road.	VicRoads		2013	  
2.7 Undertake a needs analysis of Braybrook transport system	Council – Civil Design & Transport		2013/14	  

PROPOSED ACTIONS 2013-2015

Goal: To develop a strong, connected, integrated transport and pedestrian network that is accessible for all residents.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
2.8	Undertake a Maribyrnong area bus service review, supported by evidence from the Braybrook transport needs analysis (2.7)	Public Transport Victoria	2014/15	  
2.9	Improve service levels of key bus and train routes (frequency, capacity, hours of service and reliability) as outlined within the Maribyrnong Integrated Transport Strategy, 2012.	Council – Civil Design & Transport	2013/14	  
2.10	Undertake road improvement works in Braybrook. In 2013/14 the roads for improvement include: <ul style="list-style-type: none"> • Road improvements on McLennan St • Reconstruction of Treloar Ct • Resheet works on: <ul style="list-style-type: none"> • Barrie Ct • Walker Pl • Shepherd St • Roads for improvement in 2014/15 are yet to be finalised. 	Council – Civil Design and Transport	2013/14 2014/15 \$1,177,000 (Council Funded)	  

[Transport and connectivity

PROPOSED ACTIONS 2013-2015

Goal: To develop a strong, connected, integrated transport and pedestrian network that is accessible for all residents.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
2.11 Undertake a footpath replacement program in Braybrook. In 2013/14 the footpaths scheduled for improvement include: <ul style="list-style-type: none"> • Skewes St • Hancock Cr • Maribyrnong River Trail • Footpaths for improvement in 2014/15 are yet to be finalised. 	Council – Operations and Maintenance		2013/14 2014/15 \$316,352 (Council Funded)	

Future opportunities

- Address the barriers to movement from central Braybrook to Tottenham Station.
- Construct a bike path along the Maribyrnong River and Medway Golf Course
- Develop and implement a bike loan program at the Braybrook Community Hub – VicRoads, Department of Human Services.

Relevant Council policies and plans

- Maribyrnong Strategic Bicycle Plan, 2004
- Maribyrnong Integrated Transport Strategy, 2012
- Disability Policy and Action Plan 2012-2015

transport and
connections
are
essential

[Employment and training

Training for the jobs of today and tomorrow is an important part of supporting greater employment outcomes in a competitive employment market.

Data snapshot:

- The rate of unemployment in Braybrook is 12.5% compared with 5.5% in Greater Melbourne.
- In 2009, the Centre for Full Employment and Equity classed Braybrook as a Red Alert – High Risk area for job losses, assessing Braybrook as ‘very vulnerable to employment loss’ if the national economy contracts².



² Centre of Full Employment and Equity (CofFEE), 2009, CofFEE/URP EVI - Profile for Braybrook, VIC, http://e1.newcastle.edu.au/coffee/indicators/job_loss_index/suburb_profile.cfm?SSC_CODE=SSC21103&City=Melbourne retrieved 12 June 2013

[Employment and training

Goal: In partnership with our community and stakeholders, improve pathways for employment and training.






CURRENT ACTIONS TO BE CONTINUED

Goal: In partnership with our community and stakeholders, improve pathways for education and training.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
3.1 Council to provide work placements for Braybrook residents as part of the <i>SEED Employment Program</i>	Council	SEED	2014 2015	 












PROPOSED ACTIONS 2013-15

Goal: In partnership with our community and stakeholders, improve pathways for education and training.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
3.2 Promote the Maribyrnong and Moonee Valley Local Learning and Employment Network's mentor program, that supports the transition of young people into employment in Braybrook	Maribyrnong and Moonee Valley Local Learning and Employment Network		2013	 
3.3 Link a major employer with the Maribyrnong and Moonee Valley Local Learning and Employment Network's established <i>Job Craft</i> initiative to develop a targeted employment program for Braybrook youth. <i>Job Craft</i> connects young people to local job opportunities online.	Maribyrnong and Moonee Valley Local Learning and Employment Network		2013	 
3.4 Expand the social enterprise project <i>Print Side Up</i> in Braybrook	Melbourne City Mission		2014/15	 

PROPOSED ACTIONS 2013-15









Goal: In partnership with our community and stakeholders, improve pathways for education and training.

Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
3.5	Council to liaise with large employers to identify skill gaps and work placement employment and opportunities	Council – Community Infrastructure and Social Development		2013/14	 
3.6	Develop a social procurement blueprint for government, private and community sectors to encourage incorporation of local community benefit in contracts and purchasing opportunities	Council - Community Infrastructure and Social Development		2013/14	  
3.7	Implement social procurement action as part of major Council construction projects	Council		2013/14	 
3.8	Implement an employment program in Braybrook, placing 50 unemployed public housing tenants into employment over a two year period (Dependant on successful funding application)	Council	Department of Human Services	2013/14 2014/15 \$250,000 (DHS)	 
3.9	Implement an employment program, providing 6 Braybrook residents with training and work place experience with Council.	Council – Community Infrastructure and Social Development	Department of Education Employment and Workplace Relations Brotherhood of St Laurence	2013/14 \$45,000 (DEEWR)	 

[Employment and training

PROPOSED ACTIONS 2013-15

Goal: In partnership with our community and stakeholders, improve pathways for education and training.

Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
3.10	Expand the ReBuild program into Braybrook. ReBuild is a program working with young people emerging from the justice system and supporting them into jobs.	YMCA		2014	  
3.11	Collaborate to establish a <i>Bike Maintenance Employment Program</i> in Braybrook.	Department of Justice	Council	2014	 
3.12	Formal training providers to investigate the possibility of linking training programs to meet identified training needs/skills gap within the community.	Victoria University	Council Registered Training Organisations	2013	  

Future opportunities

- Conduct a feasibility assessment for the development of a spoke business incubator in Braybrook. A spoke business incubator supports community to develop skill sets and ideas into business opportunities.
- Liaise with Centrelink and DEEWR to develop a centralised employment resource that catalogues employment and training services available to Braybrook residents

[Housing

Housing is a fundamental human right and one of the universal determinants of health and wellbeing. The availability of secure, well located affordable housing provides pathways to employment and education, supports choices, builds strong, connected, diverse and sustainable communities and provides opportunities to participate in community life.

Data Snapshot:

- The 2011 census data indicated that 19.3% of Braybrook residents live in social housing compared to 2.9% in greater Melbourne.
- Braybrook had the largest average annual growth of median house price of all suburbs between 2000 and 2009, followed by Footscray and Maidstone³.
- In 2011 approximately 52.2% of the Braybrook Households earned \$999 or less per week (equating to around \$52,000 annually). Therefore the majority of people living in Braybrook were either in or below the 'sandwich class'. The 'sandwich class' is a term used to identify a group of people who are ineligible for social housing, but are also unlikely to afford a property to rent or buy⁴.

3 Maribyrnong City Council (2011) Maribyrnong Housing Strategy, Final Report, Planisphere







4 Maribyrnong City Council (2011) Maribyrnong Housing Strategy, Final Report, Planisphere

[Housing

Goal: To improve the quality of existing social housing stock and to maintain housing diversity and affordability within Braybrook.

PROPOSED ACTIONS 2013-2015

Goal: To improve the quality of existing social housing stock and to maintain housing diversity and affordability within Braybrook.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
4.1 Advocate to the Office of Housing for the continued renewal of public housing in the municipality, including strategies to reduce concentration and incorporate public housing in other areas, particularly near activity centres as identified in Council's Housing Strategy, 2011.	Council	Department of Human Services	2013/14 2014/15	  
4.2 Develop <i>Housing Affordability Guidelines</i> for developers	Council – Community Infrastructure and Social Development		2013/14	  

Relevant Council policies and plans

- Maribyrnong Housing Strategy 2011

[Amenity and infrastructure

Community infrastructure, such as libraries, community centres, sports facilities, parks, open space and early years facilities all contribute to the well-being of the community.

Data Snapshot:



- Consultations with Braybrook residents highlighted concerns about public amenity.
- Through the 2012 Maribyrnong City Council, Annual Community Survey, a significantly higher than average proportion of respondents in Braybrook identified public lighting as an issue.

[Amenity and infrastructure

Goal: To create physical environments, which meet the needs of the community and where community feel connected and a sense of pride in their surroundings.




CURRENT ACTIONS TO BE CONTINUED

Goal: To create physical environments, which meet the needs of the community and where community feel connected and a sense of pride in their surroundings.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
5.1 Retrofit the following buildings in Braybrook so that they are more energy efficient and sustainable: <ul style="list-style-type: none"> • Rec West (including upgrade to energy efficient lighting, and timers on fans and lights in toilets) • Cherry Crescent Kindergarten (including double glazing on windows, energy efficient lighting, and draught proofing and sealing) 	Council – Sustainability and Environment	Department of Human Services	2013/14	 






PROPOSED ACTIONS 2013-2015

Goal: To create physical environments, which meet the needs of the community and where community feel connected and a sense of pride in their surroundings.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
5.2 Construct the Braybrook Community Hub to include a modern library, early years centre, sports pavilion and community meeting spaces.	Council – Capital Projects Delivery		2013/14 \$12.5 million	  

PROPOSED ACTIONS 2013-2015






Goal: To create physical environments, which meet the needs of the community and where community feel connected and a sense of pride in their surroundings.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
5.3 Provide maintenance and construction support through the Department of Justice, <i>Community Orders Program</i> for community projects in Braybrook, including: Maintenance of the <i>Braybrook Community Garden</i>	Department of Justice	Council – Safer Communities and Health Promotion	2013/14	  
5.4 Implement shopping strip enhancements and planting as part of the <i>Braybrook Urban Centre</i> project, at: <ul style="list-style-type: none"> • Duke Street and South Road shops • Churchill Avenue shops 	Council - City Design		2013/14	 

[Amenity and infrastructure





PROPOSED ACTIONS 2013-2015

Goal: To create physical environments, which meet the needs of the community and where community feel connected and a sense of pride in their surroundings.

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
5.5 Upgrade Braybrook sporting facilities, including: <ul style="list-style-type: none"> • Pennell Reserve <ul style="list-style-type: none"> • Kitchen upgrade • Repair/replacement of the boundary fence on the ground • Replacement of the irrigation system • Plant 30 trees in the 2013 planting period and other 'greening' opportunities. • Replacement of the 2 coaches boxes • Replacement of AFL goal posts • Kinder Smith Reserve <ul style="list-style-type: none"> • Reserve Replacement of the synthetic cricket net • Umpire change facilities and DDA social room toilet • Skinner Reserve <ul style="list-style-type: none"> • Installation of new goals at Skinner Reserve 	Council – Leisure Services Council - Asset Management and Construction Council – Parks and Gardens		2013/14	 
5.6 Undertake street tree planting program into Braybrook.	Council – Parks and Gardens		2013/14 2014/15 \$150,000 (Council Funded)	  

PROPOSED ACTIONS 2013-2015

Goal: To create physical environments, which meet the needs of the community and where community feel connected and a sense of pride in their surroundings.

Community feel connected and a sense of pride in their environment.					
Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
5.7	Undertake the <i>MCC graffiti initiative</i> in Braybrook to actively remove and discourage graffiti	Council – Regulatory Services	Department of Justice	2013/14	
5.8	Construct a playground at Cranwell Park as part of <i>River Parkland, Braybrook North</i> initiative	Council – City Design		2013 \$300,000 (Council Funded)	  

Future opportunities

- Reconfigure Skinner Reserve to provide 2 cricket fields and 3 soccer fields as outlined in the Community Infrastructure Plan, 2011
- Investigate opportunities for beautification programs at a variety of locations including:
 - Churchill Ave shops
 - Duke Street and South Road shops
 - Duke Street and Ballarat Road shops
- Develop a nature-strip maintenance program
- Implement recommendations from the access audit of council buildings in Braybrook.
- Assess council's parks and gardens with a view to developing an information guide that identifies their accessible features and facilities, as outlined as priority action 11 in the Disability Policy and Action Plan 2012-2015.

Relevant Council policies and plans

- Community Infrastructure Plan, 2011
- Annual Wellbeing and Liveability Snapshot Report 2012
- Central West Activity Centre Structure Plan 2008
- Maribyrnong Street Tree Planting Strategy
- Disability Policy and Action Plan 2012-2015

[Community safety

Community safety is recognised as an outcome of work across all areas of Revitalising Braybrook, and there are some targeted actions that can be done to support safer communities in Braybrook.







Data Snapshot:

- In the 2012 Maribyrnong City Council, Annual Community Survey, 11% of Braybrook residents identified safety, policing, crime and drugs as top issues of concern.

Goal: To increase actual and perceived levels of safety in Braybrook

CURRENT ACTIONS TO BE CONTINUED














Goal: To increase actual and perceived levels of safety in Braybrook

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
6.1 Deliver family violence services in Braybrook	Women's Health West		2013/14 2014/15	  
6.2 Deliver the <i>Health Works Needle Syringe Program</i> (NSP) at the Braybrook Community Hub	Western Region Health Centre		2013/14 2014/15	 
6.3 Deliver <i>Victims Assistance Services</i> for Braybrook residents	Western Region Health Centre		2013/14 2014/15	 






[Community safety

PROPOSED ACTIONS 2013-2015

Goal: To increase actual and perceived levels of safety in Braybrook

Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
6.4	Develop a municipal wide <i>Community Safety Plan</i> , including a needs assessment, evaluation and monitoring framework and incorporating a place based approach with a focus on Braybrook.	Council – Safer Communities and Health Promotion	Victoria Police	2014	  
6.5	Develop and install a pilot Justice Kiosk in the Braybrook Community Hub, incorporating a range of community information, including: <ul style="list-style-type: none">Justice issuesCommunity programsCentre services	Department of Justice	Council	2013/14	  
6.6	Assess the feasibility of establishing a <i>Community Justice Centre</i> in Braybrook	Department of Justice	Council	2013/14	  
6.7	Implement the <i>Tackling Crime</i> initiative (dependant on successful funding application)	Western Bulldogs Football Club	Council	2013	 
6.8	As part of the <i>Lighting Up Braybrook</i> , install 39 lights around the external perimeter of the Braybrook Community Hub	Council – Capital Projects Delivery		2013/14 \$250,000 (DoJ grant)	 

PROPOSED ACTIONS 2013-2015**Goal: To increase actual and perceived levels of safety in Braybrook**

Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
6.9	Apply the <i>Gender Facilities Audit Tool</i> and <i>Crime Prevention Through Environment Design</i> principles to new developments undertaken by Council, including the Braybrook Community Hub.	Council – Community Infrastructure and Social Development		Ongoing	 
6.10	Increase pro-active police presence and connection with community through participation at community events	Victoria Police	Council	2013/14 2014/15	
6.11	Engage local schools and DEECD To explore available research on the effects of school suspension and the use of diversionary programs for young people.	Council – Safer Communities and Health Promotion	Department of Health	2014	 

Future opportunities

- Provide a Footscray Community Legal Centre outpost service at the Braybrook Community Hub
- Implement the Western Region Health Centre *Sisters and Brothers* program in Braybrook
- Implement the Victoria Police pen-pal program at a school in Braybrook

[Vibrant, active and engaged communities

Social inclusion is the attribute of a society where all people feel valued, their differences respected and their basic needs met, so that they can live in dignity, contributing to, and benefiting from, the social, economic, political and cultural systems around them.

Data Snapshot













Consultations with Braybrook residents highlighted concerns regarding:

- The lack of community infrastructure to ensure social inclusion and community capacity building.
- The poor image of Braybrook due to the area being one of the most disadvantaged suburbs in Victoria.
- Braybrook has one of the highest ratios of gambling machines to adults in the world at 15.1 electronic gambling machines per 1000 adults.
- In 2011/2012 financial year, gambling losses from the community in Braybrook totalled \$15.5 million equating to a loss of \$1523 per adult, almost two and half times the average loss per adult in Victoria at \$602.

Goal: Build resident capacity to participate and advocate for their community

CURRENT ACTIONS TO BE CONTINUED







Goal: Build resident capacity to participate and advocate for their community

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
7.1	Provide youth outreach services into Braybrook.	Council – Family and Youth Services	2014	 
7.2	Support local sporting groups' use of Braybrook sporting grounds.	Council – Leisure Services	2013/14 2014/15	 
7.3	Deliver the <i>Big Bang Program</i> - a weekly program involving a range of sporting activities including indoor soccer, basketball, dance and fitness training.	Council – Family and Youth Services	2013/14 2014/15	 
7.4	Deliver the Life Balance Leadership Program for primary school children in years 5 and 6	Dinjerra Primary School Women's Circus	Melbourne City Mission 2013	  
7.5	Facilitate the <i>Braybrook Engaged Network</i> including bi-monthly network meetings and a bi-monthly newsletter. Braybrook Engaged Network is an open network that aims to promote connection and partnership between services in Braybrook	HealthWest Partnership	2013/14 2014/15	  

[Vibrant, active and engaged communities

CURRENT ACTIONS TO BE CONTINUED

Goal: Build resident capacity to participate and advocate for their community













Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
7.6 Provide community space and facilitated programs that are responsive to community need from the Braybrook Community Hub, for example: <ul style="list-style-type: none"> You are my sunshine choir knit, stitch and chat Vietnamese Dance group 	Council – Community Learning and Libraries		2013/14 2014/15	  
7.7 Engage and support local resident groups within Braybrook to encourage sustainable growth and positive outcomes for the community, for example: <ul style="list-style-type: none"> The ongoing development of the Braybrook Men's Shed. 	Council – Community Learning and Libraries	Braybrook Men's Shed	2013/14 2014/15	  

PROPOSED ACTIONS 2013-2015

Goal: Build resident capacity to participate and advocate for their community

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
7.8 Development of a local policy and planning scheme amendment for liquor licensing to manage the mix and location of licensed premises across the City of Maribyrnong	Council – Community Projects, City Strategy		2014	 
















PROPOSED ACTIONS 2013-2015**Goal: Build resident capacity to participate and advocate for their community**

Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
7.9	Implementation of a planning policy for Electronic Gaming Machines (EGM) to reduce the impact of EGMs on vulnerable communities and to reduce the convenient access to gaming venues.	Council – Community Projects, City Strategy		2013 2014 2015	 
7.10	Work with problem gambling services and other support services to advocate for improved problem gambling support in Braybrook.	Council – Community Projects		2013 2014 2015	 
7.11	Promote Council’s <i>Festival City</i> initiative to providers, with a focus on delivering outcomes in Braybrook	Council - Strategic Marketing, Communications and Advocacy		2013/14	  
7.12	Conduct weekly activities at the Braybrook and Maidstone Neighbourhood House targeting older Braybrook residents	Melbourne City Mission	Braybrook and Maidstone Neighbourhood House	2013	 
7.13	Incorporate programming and performances in Braybrook as part of the 2013 <i>Big West Festival</i> .	Big West Festival	Council - Strategic Marketing, Communications and Advocacy	2013 Council funds Big West Festival \$82,300 per annum	  











[Vibrant, active and engaged communities

PROPOSED ACTIONS 2013-2015

Goal: Build resident capacity to participate and advocate for their community

Action		Lead Agency	Partnership	Timeframe	Wellbeing outcome
7.14	Implement the Women's Circus <i>The Art of Play</i> program into Braybrook public spaces as part of their broader program.	Women's Circus	Council – Arts and Cultural Services Council – Family and Youth Services	2013/14 VicHealth Motion Funding	   
7.15	Commission public art as part of the new Braybrook Community Hub.	Council - Arts and Cultural Services	Local Arts Organisations	2014 \$200,000 (Council Funded - 13/14 Capital Works and Improvement budget).	  
7.16	Select a Braybrook artist to participate in the <i>Footscray Community Arts Centre's Cultural Leaders Program</i>	Footscray Community Arts Centre		2013	  
7.17	Identify affordable studio and exhibition space to support local artists.	Council - Arts and Cultural Services		2013	  
7.18	Distribute and promote the <i>Welcome to the City of Maribyrnong Booklets</i> to Braybrook schools and other community groups, as outlined within the CALD Communications Strategy 2013-2016.	Council - Strategic Marketing, Communications and Advocacy		2013	 


PROPOSED ACTIONS 2013-2015**Goal: Build resident capacity to participate and advocate for their community**

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
7.19	Expand the <i>Whitten Project</i> in Braybrook. The Whitten Project provides 40 boys and girls from the West with exciting opportunities to engage in their community and develop leadership potential through the vehicle of sport.	Western Bulldogs Football Club	2014	  
7.20	Expand the <i>Koorie Youth Program</i> to include Koorie youth from Braybrook	Western Bulldogs Football Club	2014	  
7.21	Implement the <i>Volunteering Braybrook</i> initiative, incorporating a tracking mechanism to establish community capacity to enter employment or education pathways.	Council – Community Projects	2013/14 \$39,000 (Council Funded)	 
7.22	Include a specific category in Council's 13/14 Annual Community Grants Program to support community based projects as part of <i>Revitalising Braybrook</i> .	Council – Community Projects	2013/14	 

[Vibrant, active and engaged communities

PROPOSED ACTIONS 2013-2015

Goal: Build resident capacity to participate and advocate for their community

Action	Lead Agency	Partnership	Timeframe	Wellbeing outcome
7.23 Complete a Service Map around current leadership and mentoring programs being offered by organisations in Maribyrnong with the intention of exploring opportunities to expand at least one program to include a Braybrook focus.	Council		2013/14	

Future opportunities

- Develop a capacity building program that supports community members to be advocates for their communities

Relevant Council policies and plans

- Multicultural Policy and Action Plan 2012-2017
- Disability Policy and Action Plan 2012-2015
- Maribyrnong Strategic Arts Framework and Plan 2012-2015
- Indigenous Policy and Action Plan 2009-2013
- Food Security Policy 2011-2013
- Festivals Policy and Strategy Plan, 2010-2013
- CALD Communications Strategy 2013-2016

Social inclusion is the attribute of a society where all people feel valued.

[Supporting council documents

This action plan is supported by the following key documents:

- Maribyrnong City Council Plan, 2013-17
- Revitalising Braybrook Strategy 2011
- Braybrook Community (Visioning) Plan 2006
- Maribyrnong Human Rights and Social Justice Framework, 2013-16
- Maribyrnong Early Years Plan 2010-2014
- Maribyrnong Strategic Bicycle Plan, 2004
- Maribyrnong Integrated Transport Strategy, 2012
- Maribyrnong Housing Strategy 2011
- Community Infrastructure Plan, 2011
- Annual Wellbeing and Liveability Snapshot Report 2012
- Central West Activity Centre Structure Plan 2008
- Maribyrnong Street Tree Planting Strategy
- Multicultural Policy and Action Plan 2012-2017
- Disability Policy and Action Plan 2012-2015
- Maribyrnong Strategic Arts Framework and Plan 2012-2015
- Indigenous Policy and Action Plan 2009-2013
- Food Security Policy 2011-2013
- Maribyrnong Economic and Industrial Development Strategy (MEIDS)
- CALD Communications Strategy 2013-2016
- Festivals Policy and Strategy Plan 2010-2013

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Maribyrnong
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