

Report to the Future Melbourne Committee

Agenda item 6.6

Neighbourhood Model (MI37) update and launch of Neighbourhood Pulse Check 2024

20 February 2024

Presenter: Rushda Halith, General Manager Community and City Services

Purpose and background

1. Following an update on the Neighbourhood Model on 21 March 2023, the Future Melbourne Committee resolved that management:
 - 1.1. *Progresses the neighbourhood priorities through embedding the Neighbourhood Model into council planning and budget processes, enabling community led initiatives and embedding the priorities into partnership and advocacy strategies.*
 - 1.2. *Builds community awareness and understanding about the Neighbourhood Model through a targeted communications campaign, activating the neighbourhood portals and embedding the Neighbourhood Model into communications approaches at the City of Melbourne.*
 - 1.3. *Tracks and measure progress through development of a research partnership, roll out Knowledge Bank tools and undertake an interim review with community to refresh baseline data.*
 - 1.4. *Reports back by March 2024 to update the Future Melbourne Committee on proposed short and medium term actions.*
2. The purpose of this report is to update Councillors on the progress of this resolution and seek approval for the community engagement and communications approach for the Neighbourhood Pulse Check 2024 (pulse check).
3. The Neighbourhood Model aims to strengthen how the City of Melbourne (CoM) understands and works with different communities. On 14 June 2022, the Future Melbourne Committee endorsed the [Neighbourhood Planning Framework](#) that articulates CoM's commitment an ongoing process of 'listening, exploring and realising' priorities with the community.
4. Neighbourhood priorities were developed in 2022 after two rounds of consultation with over 7000 people including residents, workers, business owners, students and visitors to the neighbourhoods. This included launching ten [neighbourhood portals](#) that serve as online hubs for local information, updates on Council plans in action and good news stories from the local area, supported by neighbourhood partners.

Key issues

5. Progressing the neighbourhood priorities
 - 5.1. Updates against the neighbourhood priorities are regularly published on the [neighbourhood portals](#) and can range from small hyper-local activities to progress reports on major infrastructure projects. 521 updates have been published in last 12 months with 93 per cent of priorities across all neighbourhoods having updates (refer to Attachment 2 for highlights and focus areas over the last 12 months).
 - 5.2. Through the Connected Neighbourhoods Small Grants, 46 community-led projects in 2022-23 and 17 projects so far in 2023-24 have been supported. This small investment (of up to \$2000 per project) has enabled community members to activate initiatives at a local level and has reduced barriers for individuals to access funding.
 - 5.3. Several new partnerships have been created and enabled to drive place-based community-led action that deliver on a number of neighbourhood priorities (e.g. Kensington fresh food market, East Melbourne Powlett Reserve Walks). Across several neighbourhoods, new community leadership groups are also emerging (e.g. North Melbourne resident led group and Docklands stakeholder group), bringing more diverse voices to the fore and activating around issues that are important to them.

5.4. Through Council planning processes, teams across CoM are increasingly using community insights and neighbourhood priorities to support their work planning and to inform and shape project delivery.

6. Building community awareness

6.1. Since launching in October 2022, there have been over 63,000 visitors to the neighbourhood portals who have accumulated more than 150,000 views through exploring information on the pages. The portals have become a one-stop-shop for many community members to understand what is happening in their neighbourhood and to find information on events, activities, stories and useful resources.

6.2. While there is awareness and uptake of the Neighbourhood Model, there are further opportunities to improve engagement with younger people under the age of 30, local businesses and multicultural communities. A qualitative research project was completed to inform the development of new branding and tailored engagement and communications methods to further the reach of the neighbourhood model. New communications assets have been developed that encourage community members to "Shape, Share, Imagine" their neighbourhood.

6.3. These approaches will be trialled as part of the neighbourhood pulse check which aims to measure changes in community perceptions since the last consultation in 2022 and check in on neighbourhood priorities. The pulse check is also an opportunity to create greater awareness of the Neighbourhood Model through a communications campaign and opportunities for community connection and neighbourhood development.

6.4. The pulse check will commence on 21 February and conclude on 31 March 2024. As outlined in Attachment 3, there are many opportunities for the pulse check to leverage existing community, business and student activities as well as CoM events during this period including Cultural Diversity Week, International Women's Day, Melbourne Food and Wine Festival, Moomba, Cleanup Australia Day, International Student Week and Neighbour Day.

7. Tracking and measuring progress

7.1. The Knowledge Bank, the internal component of the Neighbourhood Model that enables staff to use the community knowledge that is collected, was launched to the organisation in November 2023. It aims to support greater understanding of community ideas, priorities and feedback within the organisation to inform CoM's work and investment.

7.2. In addition to regular progress updates on the neighbourhood portals, an evaluation of the Neighbourhood Planning Framework is currently underway to identify further opportunities to better track and communicate the impacts of progress on neighbourhood priorities.

7.3. As noted above in 6.3, the pulse check will capture neighbourhood indicator data and check in on neighbourhood priorities. This will ensure an up-to-date data set of community insights is available to feed into the development of the Annual Plan and Budget for 2024-25 and next Council Plan. The pulse check is also an opportunity to communicate what has already been delivered as part of the current Council Plan and how this aligns with neighbourhood (community identified) priorities.

Recommendation from management

8. That the Future Melbourne Committee:

8.1. Notes the progress through the implementation of the Neighbourhood Model over the past year.

8.2. Approves the commencement of the Neighbourhood Pulse Check 2024 (pulse check) across the ten neighbourhoods in the City of Melbourne.

8.3. Requests management report back to Councillors by 30 June 2024 on the results of pulse check (consultation) and the outcomes of the evaluation of the Neighbourhood Planning Framework.

Attachments:

1. Supporting Attachment (Page x of n)
2. Neighbourhood Model Pre-Consultation Update (Page x of n)
3. Neighbourhood Pulse Check 2024 Strategic Engagement and Communications Plan (Page x of n)

Supporting Attachment

Legal

1. This report relates to the conduct of a community engagement process and no legal issues have been identified.

Finance

2. The Neighbourhood Pulse Check engagement and communications budget is accommodated within the Neighbourhood Model MI37 budget 2023-24.

Conflict of interest

3. No members of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

4. Council projects and activities across the municipality and in neighbourhoods seek to improve the health, safety and wellbeing of the community.

Stakeholder consultation

5. This report sets out the approach to community consultation.

Relation to Council policy

6. The Neighbourhood Model is a Major Initiative in the Council Plan 2021-2025 under the Access and Affordability strategic objective.
7. The Neighbourhood Planning Framework that articulates CoM's commitment to the Neighbourhood Model as an ongoing process of 'listening, exploring and realising' priorities with the community was endorsed by Council in June 2022.
8. The Neighbourhood Model is aligned to CoM's Community Engagement Policy, the governance principles identified in the Local Government Act 2020 and the Inclusive Melbourne Strategy's ambition to deliver more inclusive and sustainable outcomes for our city through shared problem-solving, open dialogue and meaningful participation.
9. The implementation of the Neighbourhood Model will support progress against Goal 10 (reduced inequalities), Goal 11 (sustainable cities and communities) and Goal 16 (peace, justice and strong institutions) of the United Nations Sustainable Development Goals, assisting to 'ensure responsive, inclusive, participatory and representative decision-making' within the City of Melbourne.

Environmental sustainability

10. Council projects and activities across the municipality and in neighbourhoods focus on enhancing both environmental and social sustainability.

Attachment 2: Neighbourhood Model Pre-consultation update

February 2024

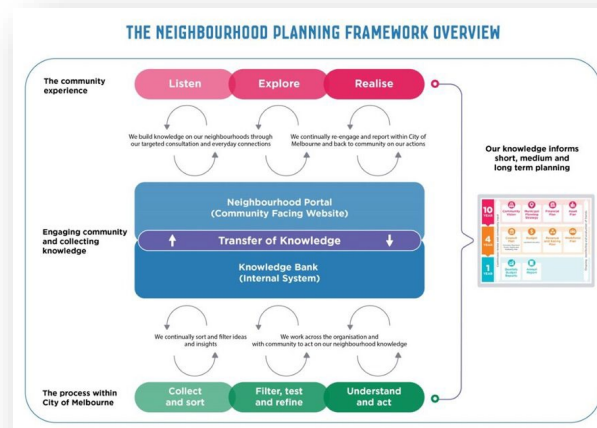


The Neighbourhood Planning Framework, endorsed at FMC in June 2022, underpins a major initiative as part of the Council Plan 2021-25 supporting the implementation of the **Neighbourhood Model**. It commits the City of Melbourne to an ongoing process of 'listening, exploring and realising' priorities with community.

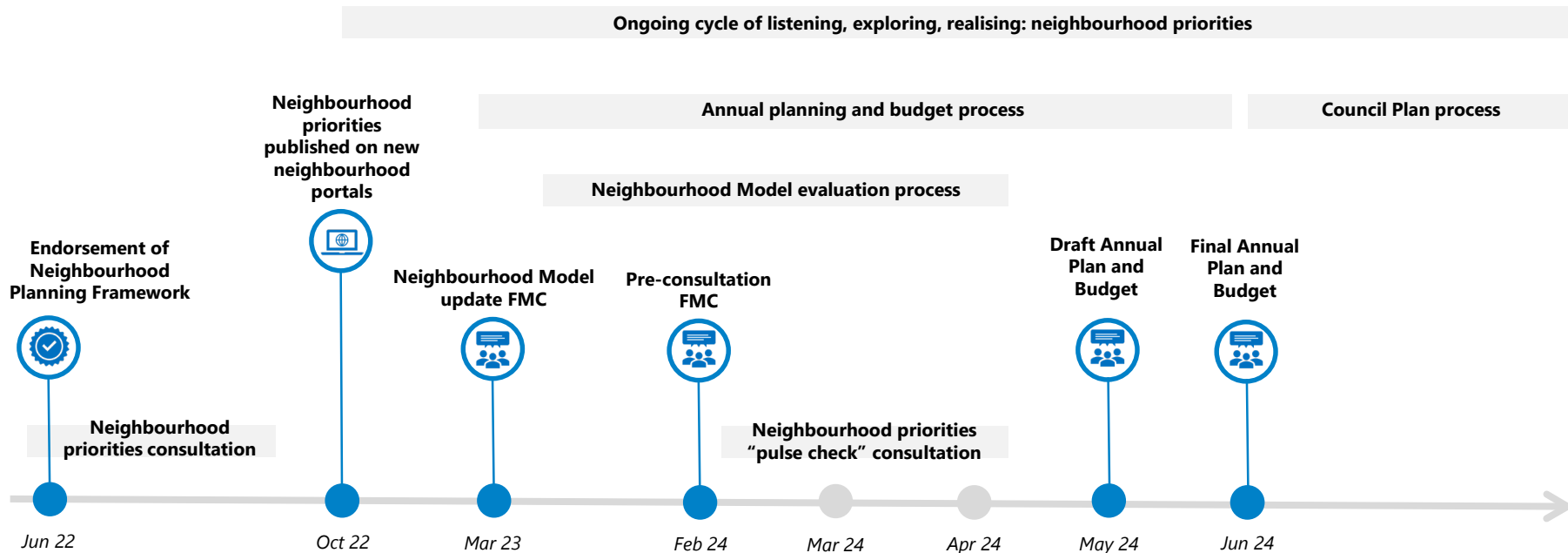
Key components of the Neighbourhood Model include the neighbourhood partners, neighbourhood portals and priorities, Connected Neighbourhoods Small Grants and the Knowledge Bank, an internal repository of community engagement data.

This update highlights implementation of the Neighbourhood Model in three areas:

1. **Progressing the neighbourhood priorities**
2. **Building community awareness**
3. **Tracking and measuring progress**



This timeline shows the process of the Neighbourhood Model implementation since the Neighbourhood Planning Framework was endorsed in June 2022, including consultation that led to the development of neighbourhood priorities and portals. It also outlines the next steps including the “pulse check” consultation and evaluation process and integration with annual planning and budget processes and development of the next Council Plan.





1. Progressing the neighbourhood priorities



Neighbourhood priorities were developed in 2022 after two rounds of consultation with over 7000 people including residents, workers, business owners, students and visitors to the neighbourhoods.

Overwhelmingly, across all neighbourhoods, the priorities that community identified were aligned with strategic objectives **Safety and Wellbeing** followed closely by **Access and Affordability**.

Bunurong and Wurundjeri Culture and Heritage	Safety in the streets	Community connection	Affordable housing
Small business support	Safer roads and bike lanes	Community spaces	Inclusive spaces and activities
Diversification of shops	Waste, recycling and graffiti	Public amenity	Public housing support
Parks and greening	Traffic and parking	Apartment living	Better support for people experiencing homelessness
Dog off-leash areas	Public transport	Recreational spaces and programs	Heritage protection

The focus over the first 12 months has been on:

- **progressing quick actions** across all neighbourhoods for and with community,
- **exploration of short and medium term actions for new priorities** common across multiple neighbourhoods,
- **identifying opportunities to enhance safety** including targeting local needs and perceptions of safety.

In each neighbourhood, several 'quick actions' were identified, delivered and updates communicated on the neighbourhood portals. This slide provides a snapshot of three examples of the 'quick actions'.



Carlton Community Grocer

The Community Grocer, a not-for-profit social enterprise, was granted \$45,000 to support the re-opening of the Friday-morning market at the Carlton Public Housing Estate in December 2022. The market initially started in 2014 but had to close during the COVID-19 pandemic due to funding challenges.

To encourage use of the market by members of the community who are experiencing food insecurity, the Neighbourhood Partner helped to broker the Grocer Gift Card program, where local organisations including Cohealth, Our Place and Carlton Neighbourhood and Learning Centre provide vouchers for a limited time.



Kensington Reconciliation Group

Through the neighbourhood approach, a new community-led Reconciliation Action Group has been established in Kensington. Supported by a neighbourhood grant, they have run community activities for Reconciliation Week and the Yes vote for the Voice to Parliament. They are also working to address concerns about display boards and making Kensington Town Hall more culturally safe.

The Neighbourhood Partner has supported this group through encouraging connections with other local organisations and supporting promotion of the group's activities through the Neighbourhood Portal.



Southbank Pedestrian Safety

Pedestrian safety has emerged as a key priority in Southbank following several truck incidents along City Road and some near-misses involving bicycles and e-scooters along Southbank Promenade. Consultation on the Southbank Pedestrian Study resulted in 1160 pins being dropped on a map identifying areas of safety concern.

The Neighbourhood Partner connected key areas of CoM with neighbourhood stakeholders and negotiated for sensors to be installed to validate community perceptions and provide data and measure effectiveness of interventions.

The focus for new priority areas common across multiple neighbourhoods has been on understanding and identifying **short** and **medium-term actions**.

Community connection



More grassroots and community led events.

- Neighbourhood Small Grants have supported 63 community led initiatives so far.
- The Neighbourhood Partners are playing a critical role in identifying potential opportunities and brokering partnerships.
- The next step is to better enable community to navigate council processes to support community-led events and activities.

Community spaces



More community spaces and access to local venues.

- An audit of existing available spaces has been completed and added to maps on Neighbourhood Portals. New types of community spaces such as Micro-Labs and the Gig Workers Hub have been trialed.
- The next step is to understand the utilisation of CoM spaces alongside the Municipal Community Infrastructure Needs Assessment and to connect with others who may have space that could be used by community, including universities or businesses.

Public amenity



More amenities including toilets, seating, tables and drinking fountains.

- Work has been undertaken to understand the needs in each neighbourhood via a desktop review.
- In Docklands, a series of walk-throughs have been organised to identify gaps resulting in items being added to maintenance and upgrade work plans.
- The next step is to replicate this approach across the other neighbourhoods over the next 12 months.

Apartment living



Support for apartment living and strata communities.

- The Docklands and Southbank Owners Corporations Networks (DOCN and SOCN) run education events about the strata sector.
- The next step is to continue to work with strata networks to understand the role local governments such as CoM can play in this space including community education, community development and government advocacy.

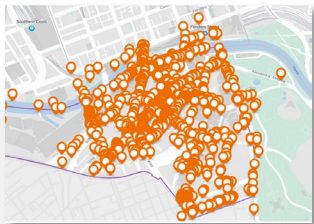
Public housing



Better support for public housing residents.

- The North Melbourne Public Housing Resident Action group identified six priority areas that CoM has supported progress on. Initiatives such as women only swimming and gym sessions have been developed in response to community feedback.
- The next step is to continue to work with Paving the Way Forward and Homes Victoria to support public housing residents with further access to employment opportunities and other social support.

Overwhelmingly, people in neighbourhoods identified **Safety and Wellbeing** as a top priority. This includes better lighting and improved street safety for all users, addressing drug and alcohol use, mental health and aggressive behaviour, increased police presence (mixed views on this) and more amenities. Specific actions have been progressed with safety as a focus including:



Safer roads and bike lanes

Several **road and pedestrian safety studies** have been conducted across Southbank, South Yarra, Kensington and North Melbourne.

Safety improvement works have been implemented including:

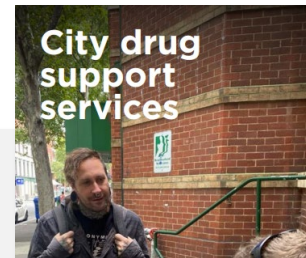
- Pedestrian crossings in Southbank (Balston St, City Rd and Kavanagh St), North Melbourne (Abbotsford St, Molesworth St), Docklands (Docklands Dr), Parkville (The Avenue-Walker St roundabout) and East Melbourne (Hotham-Simpson St roundabout)
- LED cyclist warnings in Kensington (Macaulay Rd and Barnett St) and Carlton (Queensberry St and Berkeley St)



Safety in the streets

Anti-social behaviour around **Lygon St** was identified as a critical safety issue in partnership with Victoria Police, and we worked daily to improve safety.

Following this work, a proposal to expand the **safe city camera program** to Lygon St was developed. Community feedback on safety in Lygon St were sourced from the Knowledge Bank to support a successful funding bid to State Government securing \$260,000, to be installed pending Councillor decision at FMC.



City Drug Support Flyer

This **City Drug Support Flyer** was designed as a guide for the City of Melbourne community to know who to contact if someone is experiencing difficulties with drug use and associated health issues.

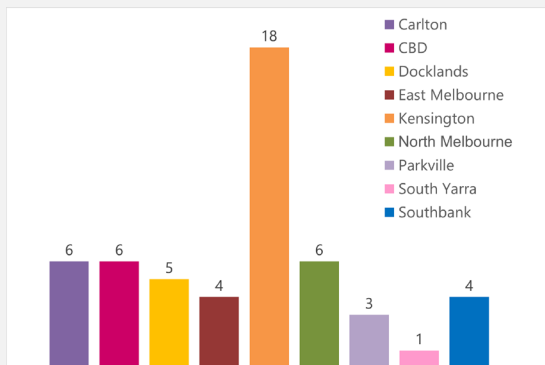
It was developed by the Melbourne Alcohol and other Drug (AOD) Services Network as well as residents and small business owners in Carlton, East Melbourne, South Yarra and the Melbourne CBD.



Through the Connected Neighbourhoods Small Grants, 46 community-led projects in 2022-23 and 17 projects so far in 2023-24 have been supported. This small investment (of up to \$2000 per project) has enabled community members to activate initiatives at a local level and it has reduced the barriers for individuals to access funding.

Grants have been provided across most neighbourhoods

- Grants have been used for neighbourhood gatherings, community education programs and small equipment purchases for activities.
- Kensington has an active community that have been able to mobilise and identify opportunities to utilise small grants.
- Areas of future focus include West Melbourne and other neighbourhoods where community connection and community-led action is still emerging.



Case Study: CBD Gig Workers Hub

Andrew Copolov, a Monash University Architecture PhD student conducted research which overwhelmingly showed that all riders would use a dedicated safe meeting place to rest and connect with other gig workers if one existed.

Andrew has worked with the City of Melbourne to establish several trials at Micro-Labs and Testing Grounds in Queen Victoria Market (supported by the Neighbourhoods Small Grants). The trials also enabled CoM staff to engage with gig workers directly on issues that they face, such as safety.

Here are some further examples of community-led projects have funded via the grants:



Carlton Neighbourhood Learning Centre purchased new sewing machines for its Sewing Together –Staying Connected program, which helps diverse women learn to sew for income.



Amy Churchouse ran Baby Wearing Boogie sessions at **Kensington** Town Hall, bringing parents together to dance, connect and enrich their babies' lives with sensory dance.



Kensington Stockyard Food Garden ran seasonal mushroom growing workshops and a two-day festival to empower the community with cheap and easy ways to produce their own food.



The DRUM Youth Committee are designing a vacant space at the bottom of the **Kensington** housing estate building to be used by young people.



Parkville Gardens Community Picnic brought the local community together to celebrate and connect with children's games, food van and pony rides. The event attracted over 100 people including children and their families.



River Nile Learning Centre purchased public transport passes to enable refugee and asylum seeker women facing financial difficulties to attend English classes in **North Melbourne**.



La Mama Theatre brought Melbourne Festival of Puppetry's The Puppet Picnic to the **Carlton** Public Housing Estate. The event included a vibrant parade, free performances and workshops building meaningful connections.



East Melbourne Neighbour Network hosted a Christmas picnic with music and entertainment to bring local people together on the grounds of Bisho pscourt.

Several new partnerships have been created and enabled through the Neighbourhood Model and the work of the Neighbourhood Partners to drive place-based community-led action that deliver on a number of neighbourhood priorities.

Case Study:

Kensington Fresh Food Market

Relevant neighbourhood priorities

- Local food security and production
- Climate action and neighbourhood resilience
- Community activation and connection

The Kensington Fresh Food Market was a project established through a working group of **10 project partners** including City of Melbourne, Jesuit Social Services, Kensington Neighbourhood House, Living Learning, Unison Housing, The Venny, Living Learning and Centre for Just Places. The purpose of the market was to coordinate existing local efforts, maximise impact in addressing food security, reduce carbon emissions and connect people to their food source.

Outcomes

- More than 100 people involved in information sessions
- More than 600 kg of locally grown fresh food harvested and shared with local community in need since the project began in Nov 2022
- Development of a network of 12 volunteers to work across various market roles including harvesting, weighing, engagement and coordination



From this project [“A Community Led Approach to Climate Justice – case study in collaborative partnerships”](#) document was developed.

Case Study:

East Melbourne Powlett Reserve Walks

Relevant neighbourhood priorities

- Grassroots neighbourhood activities
- A welcoming neighbourhood

During consultation, the East Melbourne community told us that getting to know their neighbourhoods and feeling connected to East Melbourne as a whole community is important. People in East Melbourne wanted to be supported to deliver more activities that bring the community together.

The Powlett Reserve Walks are a new intergenerational activity developed in partnership between **five project partners** including East Melbourne Childcare Co-operative, East Melbourne Neighbour Network, East Melbourne Group, Powlett Reserve Tennis Centre and CoM.

The walks commenced in September 2023 and take place on the first Thursday of the month from 10am to 12pm.



Across several neighbourhoods new groups are emerging which is changing the way the City of Melbourne works with community stakeholders. These groups are bringing more diverse voices to the fore and are activating around issues that are important to them.



Case Study:

North Melbourne resident led group

As a result of bringing FMC to the North Melbourne neighbourhood in 2022, a group of public housing residents made a joint submission to Council identifying their top priorities.

Through a series of visits and meetings with officers and Councillors, the relationship between community members and City of Melbourne has been strengthened. Six key focus areas were identified ranging from local pedestrian safety, access to more inclusive sporting and recreation opportunities and support for advocacy to State Government on school zoning concerns.

The group has now incorporated and is being supported by North Melbourne Language and Learning and the State Government.



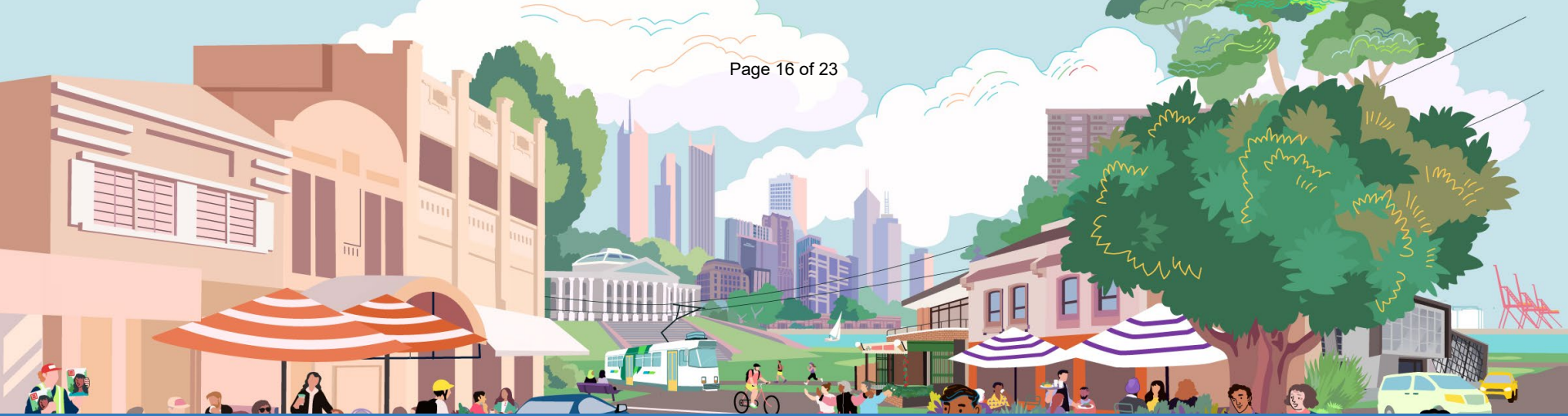
Case Study:

Docklands Stakeholder Group

Several community groups and Facebook groups have recently emerged in Docklands.

The Docklands Stakeholder Group, an action from the Docklands Summit held in October 2022, has been established to bring together residents, businesses and other community stakeholders in a forum for information sharing, improving community connection, and identifying opportunities to leverage existing grants to progress common priorities.

The group is facilitated by City of Melbourne and has identified a set of common priorities alongside some more immediate actions to combine and focus their efforts on. The top three priorities are safer neighbourhoods, Docklands as a distinct water precinct, and community connection.



2. Building community awareness



The neighbourhood portals have become a one-stop-shop for many community members to understand what is happening in their neighbourhood and to find information on events, activities and useful resources. The portals are being promoted by the neighbourhood partners and connecting into local and existing channels and communities.

Neighbourhood portals

Since launching in October 2022, there have been **60,349 visitors** to the portals who between them have accumulated **156,896 page views** through exploring information on the pages. The Carlton, CBD and Docklands portals are the most visited with high levels of engagement for events and activities posted by community members.

While some community members are aware of the portals, there is more work to be done to raise awareness. Additionally, further enhancements are required to simplify and ensure a positive user experience in navigating through the portals.

Embedding the Neighbourhood Model across the organisation will also boost the quality of content and shareability of the portals.

Traffic to the portals comes from:

- Participate Melbourne
- The corporate website
- Google search
- Mentions on Melbourne News
- Direct EDMs to subscribed users

Community stories

The neighbourhood portals have become a home for community stories to profile local activities and people that are driving more inclusive and connected neighbourhoods. These stories aim to showcase, inspire and engage community members and encourage engagement with the neighbourhood model.

133 community stories have been published on the portals, including a mixture of neighbourhood-specific stories from Melbourne News and around one-third unique stories published on the portals.

These stories have been **read a total of 3003 times** by 1511 different people visiting the portals, since October 2022.

One of our most well-read stories features the [East Melbourne general store owner](#), which was boosted by cross-promotion on Melbourne News.

Connecting into high rises

The Southbank Neighbourhood Partner has been working with building managers to understand existing communication channels within individual high-rise buildings.

Some buildings already offer digital platforms to enable residents to communicate with each other and exchange secondhand items. Through the brokering work of the Neighbourhood Partner, some buildings have set up new physical noticeboards, and others have updated their policy so people can utilise the noticeboards in the mailrooms.

Southbank Library has recently reported an increase in attendance (with **1500 more visitors** in May compared to April) at their library following targeted information being shared by the Neighbourhood Partner through the new noticeboards and other channels within high-rise buildings.

There are further opportunities to share the Neighbourhood Model and the place-based focus City of Melbourne is taking with more members of our diverse communities. This is particularly true of those that are younger, those from multicultural backgrounds and businesses. To better target awareness raising efforts, we conducted qualitative research at the start of 2023 to inform the development of our communications approaches.

The research has helped to understand what would motivate neighbourhood stakeholders to participate. We also gained an understanding of participants' backgrounds, barriers, and interests in their neighbourhoods.

People can share what they have done to resolve an issue in the neighbourhood.

Southbank Participant

Nobody knows [your] neighbourhood better than you... [it's] acknowledging that you have something to contribute.

East Melbourne Participant

Things work when you work together as a community... tell stories, family, connect. Everyone knows everything that's happening.

Carlton Participant

Would be very appealing if we used portraits of local community members. Sense of... how do I get my picture up? What am I doing to contribute/get involved?

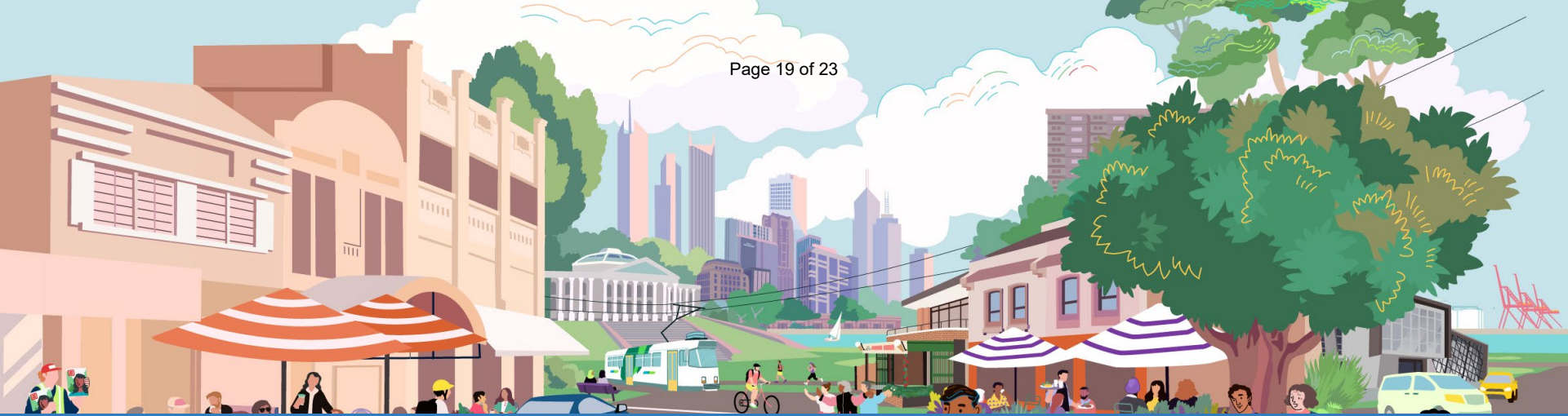
North Melbourne Participant

[I like an idea that] captures my attention because it doesn't seem too labour intensive.

North Melbourne Participant

The words future, hopes, dreams, sharing and creative are words that appeal to me. There's an optimism to them, they're also a bit aspirational.

South Yarra Participant

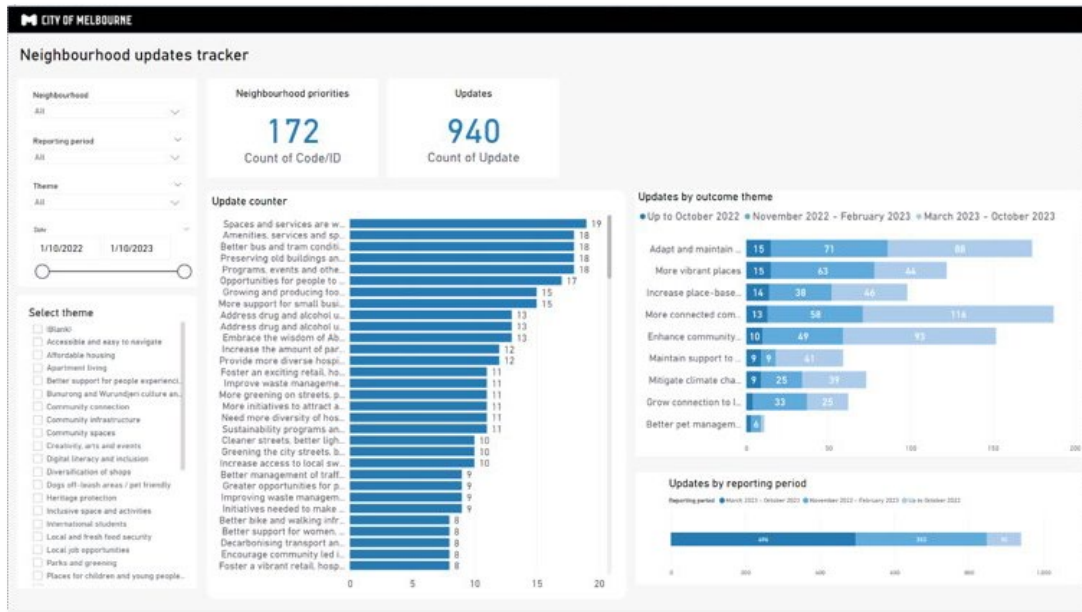


3. Tracking and measuring progress



Updates against the priorities are being published on the neighbourhood portals regularly. Updates range from small hyper-local activities to progress reports on major infrastructure projects. 521 updates have been published in last 12 months with 93% of priorities across all neighbourhoods having updates.

The development of a measurement and evaluation plan is currently underway to identify further opportunities to better track and communicate the impacts of progress on neighbourhood priorities.



The current Neighbourhood updates tracker.



The **Knowledge Bank** is the internal component of the Neighbourhood Model that enables staff to use the community knowledge that is collected. With the neighbourhood portals acting as the one-stop-shop for community about their neighbourhoods, the Knowledge Bank aims to support greater understanding of community ideas, priorities and feedback within the organisation to inform and influence our work and investment.

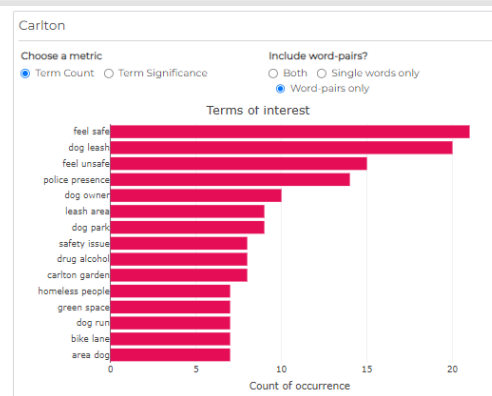
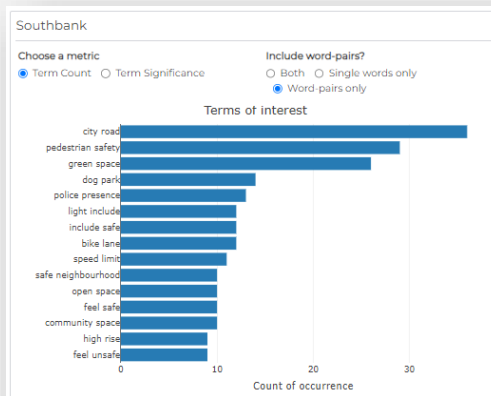
The Knowledge Bank introduces the ability to understand what community has already told us on a particular topic, it can help users ensure they are hearing from a wide range of community members across the neighbourhoods. It assists to maintain corporate knowledge and can help the City of Melbourne be better prepared for community engagement activities

Example data from the Knowledge Bank:

Comparing the language used in safety-related feedback in Southbank and Carlton

In [Southbank](#), people have spoken to us more about transport safety, including a high number of mentions of 'City road', 'Pedestrian safety', and 'bike lane'.

In [Carlton](#), people have brought up safety in relation to dogs in open spaces ('Dog leash', 'Dog owners', 'Leash area'), as well as concerns with crime and substance use ('Police presence', 'drug alcohol').



Community engagement purpose & objectives

- Pulse check survey for each neighbourhood to inform and shape upcoming and future council planning and budgets.
- Target is 3850 surveys completed across demographics and cohorts that make up the 10 CoM neighbourhoods.
- Check-in on priorities in each neighbourhood and identify any emerging priorities.
- Capture neighbourhood indicator data to compare with results from 2022 to understand changes in community sentiments.
- Create greater awareness of the Neighbourhood Model and opportunities for community connection and neighbourhood development.

Engagement activities

- Targeted activities in the 10 CoM neighbourhoods aimed at reaching: younger people (under 30), multicultural communities, local businesses and broader community.
- Leverage existing community, business and student activities as well as CoM events during this period including:
 - Cultural Diversity Week
 - International Women's Day
 - Moomba
 - Melbourne Food and Wine Festival
 - Clean Up Australia Day
 - International Student Week
 - Neighbour Day
- Develop resource kit of ideas and micro-grants to encourage local people to organise their own activities and meet their neighbours.
- Trial creative engagement methodologies to test new ways of reaching target audiences.

Communications activities

- Targeted and tailored promotion to each of the 10 neighbourhoods as well as broader city-wide promotion across channels including:
 - paid social ads
 - organic socials
 - EDMs
 - Hyperlocal full-page ad
 - CoM online Neighbourhood Portals
- Supported by new communications assets that encourage community members to "Shape, Share, Imagine" their neighbourhoods.
- Navigation improvements and refresh of Neighbourhood Portals.
- Trial community channel strategy targeted to each of the 10 neighbourhoods to encourage groups, organisations and service providers to share messaging to their networks.

Key stakeholders

- Detailed stakeholder mapping for each neighbourhood captured in CE plan. Key stakeholders include:
 - younger people (under 30)
 - multicultural communities
 - local businesses and workers
 - local residents
 - community groups
 - community service providers
 - students
 - schools and education providers
 - owners corporations and building managers.
- CoM engagement partners include: Aboriginal Melbourne, Business Concierge, Community Development, Community Wellbeing, Creative City, Libraries, Economic Development, International Education, Strategic Communications, Recreation and Waterways.
- Opportunities for collaboration across branches and community engagement experience for CoM staff.

Timeline

Oct - Jan
Consultation planning

20 Feb
FMC meeting

21 Feb – 31 Mar
Pulse Check consultation

Apr / May
Data analysis and update Councillors

May
Draft Annual Plan + Budget

Jun
Final Annual Plan + Budget

Jul - Sep
Ongoing communications

Principle Lock-up - generic

Generic Colours

