People
Places
Participation
2012-2022

A Strategic Community Plan for the City of Melville

Working together to achieve community wellbeing for today and tomorrow
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Message from the Mayor
The City of Melville’s first community plan was created five years ago by our residents and other local stakeholders to enable Council to understand and respond to community aspirations. During this process, thousands of community members told the Council what they desired for the future of the City, for themselves and the next generations.

The community displayed great passion in communicating their vision and aspirations, telling us that areas such as: a sense of community, health, natural and built environments, safety, transport and accessibility were priorities. All this information was captured in the document People, Places, Participation: A Community Plan for the City of Melville 2007 - 2017.

But we didn’t want the conversations to stop there.

From November 2011 to March 2012, the City asked the community to confirm and clarify their priorities to ensure we are up to date with community sentiments. During the process, we also provided an update to the community about what had been achieved in response to the community plan developed five years ago.

It has been wonderful to see so many people responding and getting involved to make a contribution to their City – I thank you all for your time and participation.

I would especially like to commend the project team and the Community Reference Group (drawn from members of the community) who helped to guide the process of engagement.

This recent revision provided all residents, business owners, City staff and other stakeholders a chance to tell us their current aspirations through a range of avenues, including community forums, online surveys, and face-to-face conversations.

As the City’s staff now work to planning and delivering services that meet your aspirations, I look forward to a collaborative spirit of involvement to achieve our mutual goal and carrying this strategic community plan through to a resounding success.
Message from the Chief Executive Officer
The duty of the City of Melville, as an organisation, is to deliver a service to our community – to provide support and create opportunities for us to flourish and grow in the way people desire.

This plan reflects developments in understanding of the aspirations of our community. In the four years since we developed our first strategic community plan, the City has continued to consult with our community on a wide range of issues, plans and projects.

As a result of these conversations, our revised plan contains a more precise vision. The contents are now aligned with the Department of Local Government’s Advisory Standard for Integrated Planning which did not exist when the first plan was developed. The plan embraces a quadruple bottom line instead of just three, as was the case before. Though the priorities essentially remain the same, there has been some movement to expand upon the original concepts. For example, the theme of ‘consultation’ in the previous plan, now encompasses engagement as well as emphasising principles of corporate social responsibility such as good governance and active citizenship.

This revision has also been informed by staff expertise and engagement around key plans and strategies the City has developed in the past four years. In other words, the revised strategic community plan reflects the progress made in the nine aspirational areas over the last four years which are now - Sustainable Transport, Clean and Green Environment, Healthy Lifestyle, Safety and Security, Built Environment, Growth and Prosperity, Accessibility and Inclusiveness, a Sense of Community and Involvement and Engagement.

The review process has also allowed us to track progress against the original aspirations and report to the community about what the City has done to meet these. The original plan has been the reference for more than 200 services and products provided by the City for its residents. Special emphasis is made on the Neighbourhood Plans which were a direct result of the original strategic community plan.

Local government is here to help its citizens – close to 100,000 in the City of Melville – to make decisions regarding the area where they live, work and play. Input from our community in the form of this strategic community plan is therefore essential.

From here, we will consider these community aspirations and use this information to inform the products and services we either provide, partner, fund, regulate, monitor, facilitate and/or advocate for on your behalf. The City’s commitment in response to the community plan will be documented in the City of Melville Corporate Plan. Progress on these commitments will also be reported in the annual report, at the Annual General Meeting, through our website and the bi-monthly magazine, Mosaic.

I invite you to continue to be a part of the process and the conversations necessary to help make the City of Melville a truly great place.
Our Community Vision for the Future

A safe, liveable, prosperous and sustainable Melville where we enjoy high levels of health and wellbeing; where opportunities to participate in decisions are transparent and inclusive. Our communities are accountable for our actions now and in the future, our local cultures are respected and our natural spaces and built facilities are accessible to all who live, work and play in the City.
Our Strategic Community Plan at a Glance

<table>
<thead>
<tr>
<th>Aspirations</th>
<th>Objectives</th>
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<tbody>
<tr>
<td><strong>Safe and Secure</strong></td>
<td>• Safe attractive places where people want to live, work and participate.</td>
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<tr>
<td>We live in a safe and secure community. We trust others and feel comfortable using public places and facilities.</td>
<td>• Create and maintain safe and secure communities.</td>
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<tr>
<td><strong>Healthy Lifestyles</strong></td>
<td>• Our communities have active and healthy lifestyles with good physical and mental wellbeing.</td>
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<tr>
<td>We enjoy a sustainable and healthy lifestyle. We take advantage of the recreational and leisure opportunities provided by our natural environment and recreational facilities. We have access to the services we need to stay healthy.</td>
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<tr>
<td><strong>Accessible and Inclusive</strong></td>
<td>• An inclusive and accessible community.</td>
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<tr>
<td>Our services and resources are accessible to all community members. We feel able to fully participate in civic and community life.</td>
<td>• An age-friendly city.</td>
</tr>
<tr>
<td><strong>Sense of Community</strong></td>
<td>• Connected communities with a strong sense of belonging and community spirit.</td>
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<tr>
<td>We have a sense of place and community spirit. Our places, spaces and events celebrate who we are and strengthen the identity of all cultures. We live in connected communities where people feel part of their neighbourhood.</td>
<td>• Our places and spaces are vibrant and lively; we celebrate the diversity of our community.</td>
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<tr>
<td><strong>Involved and Engaged</strong></td>
<td>• Opportunities and processes which allow for all voices to be heard.</td>
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<tr>
<td>We are engaged and participate in decisions that affect our lives. We have a strong local democracy and effective partnerships.</td>
<td>• A strong democracy and effective partnerships.</td>
</tr>
<tr>
<td><strong>Liveable Built Environment</strong></td>
<td>• A connected and liveable urban environment.</td>
</tr>
<tr>
<td>The look and feel of our city reflects our sense of identity and makes us proud. All members of the community have the opportunity to live in a dwelling which suits their needs and stage of life.</td>
<td>• A built environment that reflects and enhances our sense of identity.</td>
</tr>
<tr>
<td><strong>Clean and Green Environment</strong></td>
<td>• A diverse range of high quality housing to meet the needs of current and future communities.</td>
</tr>
<tr>
<td>We live in a clean and green community with lots of trees and open space. We recognise and value our environment. We maintain our environment and natural heritage as our city grows.</td>
<td>• Our unique environment is maintained and enhanced.</td>
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<tr>
<td><strong>Sustainable and Connected Transport</strong></td>
<td>• The impact of our homes and businesses on our natural environment is reduced.</td>
</tr>
<tr>
<td>Our transport system is sustainable, well connected and convenient. We have options for how we move around. We can easily move around the City of Melville to access services and facilities.</td>
<td>• The impacts of climate change on our city and community are reduced.</td>
</tr>
<tr>
<td><strong>Growth and Prosperity</strong></td>
<td>• An integrated, sustainable and efficient transport system that connects our communities and our city.</td>
</tr>
<tr>
<td>We have the opportunity to live and work in our community. We have opportunities for lifelong learning and economic participation. Our commercial areas are attractive, easily accessible and meet our needs.</td>
<td>• A transport system that supports strong economic activity.</td>
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<td>• A prosperous city with access to a range of businesses and services.</td>
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<td>• A workforce with the appropriate skills to access employment opportunities.</td>
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What is a Strategic Community Plan?

A strategic community plan is a long-term overarching document that sets out our community’s vision and aspirations for the future. It also sets out the key strategies and high-level actions required to achieve these aspirations.

The strategic community plan identifies how we will get from where we are now to where we want to be.

Our strategic community plan, People, Places, Participation 2012-2022, provides the City of Melville and others with a clear understanding of what matters most to the communities within it and guides the way in which we, and others, plan for the future and deliver services.

It is the community’s plan but achieving the aspirations will rely on the collective commitment and combined actions of the City of Melville, government agencies, residents, the business community and community groups.

The purpose of a strategic community plan is to:

• Acknowledge community aspirations and priorities.
• Provide an opportunity for participation by the community in decision-making processes.
• Coordinate decision-making and use of resources of the City of Melville and other organisations working with and in the community.
• Provide a long-term focus for the delivery of facilities and services by the City of Melville and other organisations working with and in the community.
• Provide a basis for accountability.
People, Places, Participation 2012-2022 builds on what has already been undertaken by the City of Melville and our communities.

In April 2004, the State Government Department for Planning and Infrastructure produced a document called Making Perth the City We Want. The document followed a major interactive community planning forum in September 2003 known as Dialogue with the City – Working Together to Make Perth the World’s Most Liveable City.

In 2005 and 2006, the City of Melville and the Western Australian Planning Commission established the Dialogue with the City of Melville, or Melville Visions project, the biggest consultation exercise ever undertaken that allowed residents and business owners to tell us about their aspirations and to have their say on the future of Melville. That process gave the City of Melville its first strategic community plan – People, Places, Participation 2007-2017.

In 2011, we began a revision of that plan, again undertaking a proactive consultation exercise to help us understand our community’s current aspirations for their future and the future of our city.

The result of the community’s voice and opinion come together in this document.
Stakeholder Engagement to Revise the Plan

**City of Melville**

- Executive & operational managers: sponsorship and leadership of the project.
- Cross organisation team: gap analysis, information exchange (15 members)
- All staff: Workshop, DVD interviews, electronic survey, organisation team meeting (300 staff)
- Elected Members: support process, adopt outcome.
- Project management (with consultant)
- Internal reference group (staff who are residents) (50 staff)

**Community**

- Community reference group: residents, Mayor & Deputy Mayor (15 participants)
- Two neighbourhood forums (60 participants)
- Community plan open day month at Civic Centre (220 surveys returned)
- Community forum: community groups, businesses, volunteers (550 businesses in Melville invited)
- Strategic stakeholder workshop (30 agencies)
- We’re Listening Melville internet forum (40 participants)
- Photography competition (invitation to all schools in Melville)
- Talks with specific stakeholder groups Eg Rotary, sports & recreation (150 attendees)

Figure 1. All activities involved in stakeholder engagement to revise the Plan.
Safe and Secure

Why is this important?
When our communities feel safe, secure and comfortable using public places and facilities they are more likely to be involved in their communities and to actively participate in civic and community life.

We live in a safe and secure community. We trust others and feel comfortable using public places and facilities.

What we want as a community:
Safe attractive places where people want to live, work and participate.
We recognise having safe and attractive places and facilities means our communities are more likely to interact and participate in community life. We perceive our city to be relatively safe and secure and want to ensure that as we grow and change our city continues to be a safe place to live and work. We want our public places and facilities to be well maintained and safe for use during the day and at night.

Create and maintain safe and secure communities.
We want to feel safe and secure with security and police services that are approachable and meet our needs. We want to be informed and enabled to take a role in making our communities safe and secure.

In the event of an emergency we want to be well informed and well prepared to respond. We would also like to feel assured in the event of an emergency the response would be well-coordinated and effective, enabling our communities to recover quickly.
## Safe and Secure

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<tr>
<th>Objective</th>
<th>Strategies to Make it Happen</th>
<th>We’ll Know We are Succeeding When</th>
<th>Lead Agency</th>
<th>Key Partners</th>
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| Safe attractive places where people want to live, work and participate.   | • Ensure the impacts of growth on our communities are identified and managed.  
• Ensure urban environments and developments provide a sense of safety and security.  
• Ensure facilities and infrastructure are well maintained and safe for use.  
• Create safe public places and facilities used during the day and at night.                                                                                   | • People feel safer in their homes, neighbourhoods and public places.  
• Our public places and facilities are increasingly used during the day and night.                                                                                 | City of Melville  
WA Police                          | Government agencies  
Community groups  
Non-government organisations  
Private sector                              |
| Create and maintain safe and secure communities.                         | • Ensure our security and policing services meet the needs of the community.  
• Inform and encourage communities to take an active role in making our community safe and secure.  
• Identify and address community concerns about anti-social behaviour and crime.  
• Ensure efficient and effective responses in an emergency.                                                                                                         | • People feel safer in their homes, neighbourhoods and public places.  
• Our communities are well prepared for emergencies.                                                                                                               |                                                                                                           |
Why is this important?

We recognise mental and physical health are important contributors to our overall wellbeing; enabling people to participate fully in work, family and community life. We understand both active and passive recreational activity play an important role in enhancing our sense of physical and mental wellbeing.

What we want as a community:

Our communities have active and healthy lifestyles with good physical and mental wellbeing.

We recognise the environment in which we live and work has an impact on our health and want to have a well-designed urban environment, including green spaces and public open space, which supports us to be healthy and active. We need access to a range of passive and active recreational opportunities to support our overall sense of wellbeing.

We would like to have access to health care facilities and services that support us to have good mental and physical health. Residents of all ages would like more facilities, services and activities which meet their particular recreational and health needs.
## Healthy Lifestyles

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| Our communities have active and healthy lifestyles with good physical and mental wellbeing. | • Design and build urban environments that support a healthy and active lifestyle.  
• Provide a range of opportunities for the community to achieve and maintain active and healthy lifestyles.  
• Plan for and ensure an equitable distribution of accessible health and recreation facilities and public open spaces.  
• Support the provision of accessible health care services that meet community needs.  
• Support our community to have and maintain good physical and mental health.  
• Identify and respond to health risks. | • Our communities have improved mental and physical health.  
• Our communities are more active.  
• Our recreational facilities and public open spaces are well used.  
• Residents are able to access the facilities and services they need in their local neighbourhoods. | City of Melville  
Department of Health | Government agencies  
Health providers  
Community groups |
Why is this important?
We want to be a community that is accessible and inclusive so all sectors of our community can fully participate in civic and community life. We want to be a welcoming community which embraces diversity and supports those who face disadvantage, reducing barriers and encouraging participation.

We want our public places, facilities and services to be accessible to all members of our community. Everyone should have the opportunity to access the things they need to have a good quality of life.

What we want as a community:
An inclusive and accessible community.
We want to be inclusive and welcoming and understand this means we need to ensure the ways in which we communicate, engage and provide facilities and services meets the needs of all members of our communities.

An age-friendly city.
We want to be a city which is friendly and welcoming to people of all ages and life stages. In an age-friendly city, our physical and social environments are well designed to support and enable people of all ages, particularly our seniors, to “age actively” and enjoy good health and participate fully in society. This provides benefits to everyone by ensuring services, facilities, programs and decision-making processes are accessible for all members of our community. We understand this means we need to think about how we design places, facilities and services so they are accessible, safe and meet a variety of requirements.
## Accessible and Inclusive

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| **An inclusive and accessible community.** | • Ensure we inform, communicate and engage in ways that reach all sectors of our community.  
• Provide facilities and services which are accessible to all members of the community.  
• Encourage the provision of integrated support services to assist members of our community who face multiple disadvantages.  
• Reduce barriers to participation and encourage and support all sectors of our community to actively participate in community and civic life. | • Facilities and services are easily accessed by all members of the community.  
• All sectors of the community actively participate in community and civic life. | • City of Melville  
• Department of Planning  
• Department of Transport  
• Disability Services Commission  
• Department for Communities | • Government agencies  
• Community groups  
• Non-government agencies  
• World Health Organisation  
• Private sector |
| **An age-friendly city.** | • Public places, facilities and infrastructure are designed to be accessible, safe and suitable to the needs of different age groups.  
• Encourage clustering of community facilities and services to improve accessibility.  
• Provide services and products to suit the varying needs and preferences of different age groups.  
• Community festivals and events attract all generations by accommodating age-specific needs and preferences.  
• Promote and support active ageing to enhance people’s quality of life as they age. | • Public places and facilities are well used by people of all ages.  
• Services meet the needs of a range of age groups.  
• People of all ages participate in civic and community life.  
• Residents of all ages have a good quality of life. | • Government agencies  
• Community groups  
• Non-government agencies  
• World Health Organisation  
• Private sector |
Why is this important?
Communities will be vibrant and strong when people feel they belong and can contribute to community life. Strong communities underpin community cohesion and contribute to people’s sense of health and wellbeing.

The character and vibrancy of our neighbourhoods can also have an impact on this. Vibrant and lively places that celebrate who we are contribute to our sense of pride and identity. They encourage us to interact and strengthen our community spirit.

What we want as a community:
Connected communities with a strong sense of belonging and community spirit.

We want to live in connected communities where we feel a sense of belonging and community spirit. We would like to know our neighbours and live in communities which support each other. We understand strong communities get involved, working together for the benefit of our community. We would like accessible and safe places where we can gather and meet.

Our places and spaces are vibrant and lively; we celebrate who we are.

We aspire to be a lively and vibrant city that celebrates who we are. We would like the particular character of our neighbourhoods to be recognised and feel future development should respect and enhance local character.

Arts and culture contribute to the liveability of our city and to our enjoyment of life. These allow us to express ourselves and celebrate who we are. We would like festivals, events and cultural activities to reflect and strengthen our many cultures and celebrate our heritage. We would like to foster our creativity and have the opportunity to participate in and access a diverse range of arts, cultural and entertainment options across the City.
## Sense of Community

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| **Connected communities with a strong sense of belonging and community spirit.** | • Encourage and support volunteering and participation in community organisations.  
• Encourage and support community groups and initiatives that encourage residents to work together for the benefit of the community.  
• Provide accessible and safe places and spaces where communities can gather.  
• Encourage and support all sectors of our community to actively participate in community and civic life.  
• Provide accessible facilities and services which meet the diverse needs our communities. | • Volunteering and participation in community organisations increases.  
• All sectors of our community participate actively in civic and community life.  
• There is a strong community spirit in our communities.  
• People feel like they belong in their local community. | • City of Melville  
• Arts and culture sector  
• Community groups | • Government agencies  
• Private sector |
| **Our places and spaces are vibrant and lively; we celebrate the diversity of our community.** | • Preserve and enhance the beauty, uniqueness, vibrancy and accessibility of our neighbourhoods and local places.  
• Facilitate and support festivals, events and cultural activities that strengthen the identity of our cultures and celebrate our heritage.  
• Foster creative capital and support local arts and cultural organisations to deliver programs and services.  
• Encourage a diverse range of arts and entertainment options across our city.  
• Preserve and celebrate our history and cultural heritage, including the special role of Bibbulmun people as the First Peoples. | • Our neighbourhoods and local communities are vibrant and lively.  
• We have a thriving and vibrant arts and cultural sector.  
• We have a diverse range of well attended festivals, events and cultural activities that celebrate who we are.  
• Our history and cultural heritage is preserved and celebrated. |
Why is this important?
Widespread participation and active citizenship in local planning and decision-making ensures our facilities and services meet the needs of our communities. Leadership and collaboration are critical to resilient and strong communities.

What we want as a community:
Opportunities and processes which allow for all voices to be heard.
We want the opportunity for our voices to be heard and would like to be able to influence decisions which affect our lives. We want to be informed and enabled to participate in the decisions that will affect us and our community now and into the future.

A strong democracy and effective partnerships.
We would like our leaders to be fair, inclusive, and accountable. We want leaders to hear our voices and advocate on our behalf. We would like our leaders to work together collaboratively to ensure our communities get the best outcomes possible and resources are used efficiently and effectively.

We are engaged and participate in decisions that affect our lives. We have a strong local democracy and effective partnerships.

Involved and Engaged
## Involved and Engaged

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<td>Opportunities and processes which allow for all voices to be heard.</td>
<td>• Inform, communicate and engage with our communities through multiple mediums.</td>
<td>• Our communities feel well informed and increasingly take up opportunities to be involved in decisions that affect their community.</td>
<td>City of Melville</td>
<td>• Government agencies</td>
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<td>• Provide opportunities and processes which allow all voices to be heard.</td>
<td>• All sectors of our community feel they have the opportunity to be heard and to influence the decisions that affect them.</td>
<td></td>
<td>• Community groups</td>
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<td>• Encourage residents to take part in planning and making decisions for their local community.</td>
<td>• The percentage of residents who participate in local government elections increases.</td>
<td></td>
<td>• Non-government agencies</td>
</tr>
<tr>
<td></td>
<td>• Build the capacity of our communities to take part in planning and making decisions for their local community.</td>
<td></td>
<td></td>
<td>• Private sector</td>
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<td></td>
<td>• Promote and encourage active citizenship, primarily through participation in elections.</td>
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<tr>
<td>A strong democracy and effective partnerships.</td>
<td>• Provide leadership to and on behalf of our communities.</td>
<td>• Partnerships are developed and agencies work together.</td>
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<td></td>
<td>• Work collaboratively and develop effective partnerships that benefit our communities now and in the future.</td>
<td>• Our communities feel their needs are understood.</td>
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<td></td>
<td>• Wherever possible our leaders work together to communicate the matters which are important to the community.</td>
<td>• We have strong leadership on the issues that matter.</td>
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Why is this important?
Our built environment impacts on our quality of life - secure and appropriate housing is a basic necessity. We need different types of housing depending on our needs, preferences and stage of life.

The look and feel of our neighbourhoods and cities affects our sense of pride and identity. The way they are designed affects how safe we feel, how we move around, interact and how we recreate.

What we want as a community:
A connected and liveable urban environment.
We would like an attractive and liveable city built for people, that connects our communities and is supported by appropriate infrastructure, facilities and services. We would like our city to provide plenty of public open space and opportunities for us to participate in active and passive recreation. We want to be able to move around our city safely and easily.

A built environment that reflects and enhances our sense of identity.
We would like future development in our city to reflect and enhance the existing local character of our neighbourhoods and to contribute to our sense of identity. Our built and cultural heritage is important to us and we would like to protect areas significant to us. We would like our built environment to enable and encourage participation in community life.

A diverse range of high quality housing to meet the needs of current and future communities.
We desire to have the opportunity to live within the City of Melville in a dwelling that suits our stage of life. This means that we need to have a diverse range of housing available across our city. We would like our homes to be sustainable and energy efficient and adaptable to our changing needs and preferences. We would like people of all ages to be able to afford to live in a suitable home within the City.
### Liveable Built Environment

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| A connected and liveable urban environment. | • Design high quality, accessible and well-connected communities supported by appropriate infrastructure, facilities and services.  
• Ensure the built environment provides opportunities for active and passive recreation.  
• Plan and develop transit oriented activity centres and residential developments. | • We have appropriate infrastructure, facilities and services.  
• Our communities feel connected and easily able to access the facilities and services that they require. | City of Melville  
Department of Planning | Government agencies  
Private sector  
Non-government agencies  
Community groups |
| A built environment that reflects and enhances our sense of identity. | • Encourage development which reflects and enhances our sense of identity and enables participation in civic and community life.  
• Maintain the unique built and cultural heritage of the City by identifying and protecting items or areas of significance.  
• Ensure the impacts of growth on our communities are identified and managed. | • We have a sense of pride in where we live.  
• Residents are satisfied with the look and feel of our urban environment.  
• Our built environment is vibrant and lively. | | |
| A diverse range of high quality housing to meet the needs of current and future communities. | • Plan for and provide a mixture of housing types that allow residents to meet their current and future housing needs and preferences.  
• Ensure new homes are designed to be accessible and adaptable.  
• Facilitate and promote affordable housing. | • Our communities have access to housing that meets their needs.  
• A more enabling environment for affordable housing is created. | | |
Why is this important?
Our natural environment is critical to our wellbeing. Our environment sustains us and provides us with opportunities for both active and passive recreation. We need to ensure we reduce the impact we have on our natural environment and preserve and enhance it for the enjoyment of current and future generations.

What we want as a community:
Our unique environment is maintained and enhanced.

We increasingly value our natural environment. We acknowledge we need to recognise, protect and enhance our natural environment and natural assets for the enjoyment of current and future generations. We would like our green spaces and waterways to be well maintained and accessible. We need to make sure everyone in our community is aware of environmental issues and encourage our communities to get involved in local environmental projects. We need to improve the way we plan for and manage our natural environment.

The impact of our homes and businesses on our natural environment is reduced.

We have a growing awareness that what we do impacts on our natural environment and we would like to ensure future residential and business developments do not degrade our natural assets and biodiversity. Encouraging the use of sustainable principles in the development of new homes and commercial and community buildings will help to reduce the impact we have on our natural environment and resources. Encouraging and supporting households and businesses to recycle, save energy and water and to reduce greenhouse gas emissions will also reduce the impact we have on our natural environment and resources.

The impacts of climate change on our city and community are reduced.

We have a growing awareness of the impacts climate change may have on us. Communities and businesses have an increasing desire to be well informed and able to adapt to the impacts of climate change.

We live in a clean and green community with lots of trees and open space. We recognise and value our environment. We maintain our environment and natural heritage as our city grows.
## Clean and Green Environment

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategies to Make it Happen</th>
<th>We'll Know We are Succeeding When</th>
<th>Lead Agency</th>
<th>Key Partners</th>
</tr>
</thead>
</table>
| **Our unique environment is maintained and enhanced.** | • Ensure integrated planning and management of our natural environment.  
• Recognise, protect and enhance our natural environment and natural assets.  
• Ensure our public green spaces and waterways are well maintained.  
• Improve our environmental monitoring and reporting.  
• Educate and inform on environmental issues so our community can make informed decisions.  
• Encourage and provide opportunities for the community to be actively engaged in local environmental projects. | • Our natural assets and biodiversity are enhanced.  
• Our green spaces and waterways are well used.  
• People are aware of environmental issues in their area and actively participate in local projects.  
• Our greenhouse gas emissions are reduced. | • City of Melville  
• Department of Environment and Conservation  
• Swan River Trust  
• Department of Water | • Government agencies  
• Non-government agencies  
• Community groups  
• Private sector |
| **The impact of our homes and businesses on our natural environment is reduced.** | • Ensure future development does not degrade our natural assets and biodiversity.  
• Encourage the use of sustainable principles in the development of new homes and in commercial and community buildings.  
• Encourage and support households and businesses to save energy and water and reduce greenhouse gas emissions. | • Biodiversity in our urban environment is flourishing.  
• Air and water quality are improved.  
• We have energy and water efficient community buildings, facilities and homes.  
• Energy and water consumption is reduced. | | |
| **The impacts of climate change on our city and community are reduced.** | • Encourage and enable our communities and businesses to adapt to the impacts of climate change.  
• Identify existing developments and infrastructure that are vulnerable to the effects of climate change and take appropriate action.  
• Minimise the impact of future development on areas of high risk. | • Community and businesses feel informed and able to adapt to the impacts of climate change.  
• The impact of the effects of climate change are identified and managed appropriately. | | |
Why is this important?
Transport plays a significant role in the liveability of our city, connecting our communities to work, facilities and services, and to leisure opportunities. It is important we are able to move around our city easily and safely. As the population of greater Perth grows, our transport system needs to adapt and change to ensure our communities are able to easily and safely move around and access facilities and services. Transport also plays a critical role in enabling strong economic activity.

What we want as a community:
An integrated, sustainable and efficient transport system that connects our communities and our city.

We want a transport system that is sustainable and efficient and which allows us to access facilities and services and connects communities across our city. We would like to be able to move safely and easily around our city by a number of different modes, including motor vehicles, public transport, bicycles or by walking. We would like our public transport system to be user-friendly and to provide access to employment, facilities and services.

We would like to decrease our reliance on motor vehicles and encourage sustainable transport initiatives and programs. We would also like all transport modes to be supported and progressed equally so a person walking, riding a bike, travelling on public transport or driving a car will encounter the same level of comfort, convenience and safety.

A transport system that supports strong economic activity.

Our transport network needs to facilitate and support economic activity. We would like our activity and employment centres to be accessible. Our businesses need to be able to move goods and freight safely and efficiently to, from and through the City.

Our transport system is sustainable, well connected and convenient. We have options for how we move around. We can easily move around the City of Melville and access services and facilities.

Sustainable and Connected Transport
## Sustainable and Connected Transport

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategies to Make it Happen</th>
<th>We’ll Know We are Succeeding When</th>
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<th>Key Partners</th>
</tr>
</thead>
</table>
| An integrated, sustainable and efficient transport system that connects our communities and our city. | • Take a long-term and integrated approach to the planning, development and management of our transport system.  
• Plan for and maintain a network of shared-use walkways, footpaths and cycle ways that provide access to facilities and services across the City.  
• Look for ways to decrease reliance on motor vehicles and encourage sustainable transport initiatives and programs.  
• Advocate for a safe and user-friendly public transport system that allows people to move around the City and provides access to employment, facilities and service. | • Dependence on motor vehicles declines.  
• Use of alternative transport modes increases.  
• Our cycle ways and walkways are perceived as safe and are well used.  
• Our public transport network is perceived as safe and convenient. | City of Melville  
Department of Transport | Government agencies  
Private sector  
Community groups |
| A transport system that supports strong economic activity. | • Advocate and plan for a transport network that facilitates and supports economic activity.  
• Identify and work to manage the impacts of transport on our communities. | • Our roads are safer and congestion is reduced. | | |
Growth and Prosperity

We have the opportunity to live and work in our community. We have opportunities for lifelong learning and economic participation. Our commercial areas are attractive, easily accessible and meet our needs.

Why is this important?
Vibrant attractive communities and cities are underpinned by economic opportunity and prosperity. Education, knowledge and skills have an impact on our ability to find work and contribute to our social, economic and cultural well-being. Our businesses can only succeed if they can access and employ people with appropriate skills.

What we want as a community:
A prosperous city with access to a range of businesses and services.

To ensure our economic prosperity we need to foster and enable our economy and ensure our activity centres are connected and accessible. We need to support and build on our existing economic strengths but also need to ensure our economy is diverse and sustainable in the long-term.

We would like to have the opportunity to work within our city. We want retail and commercial centres that are well designed and easily accessed. We need to understand the role of different activity centres across the City and ensure they encourage economic activity but also provide a focus for and meet community needs.

A workforce with the appropriate skills to access employment opportunities.

Overall, our communities are already well educated, but we need to ensure we continue to encourage educational achievement. We need to support young people to transition from school into further education or training and into employment. We want to continue to participate in educational and training opportunities which mean we continue to be well prepared to participate economically and socially.
## Growth and Prosperity

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategies to Make it Happen</th>
<th>We’ll Know We are Succeeding When</th>
<th>Lead Agency</th>
<th>Key Partners</th>
</tr>
</thead>
</table>
| A prosperous City with access to a range of businesses and services. | • Develop a vision for our economic future.  
• Support existing and encourage new and diverse industry and businesses, to provide economic stability and a range of employment opportunities.  
• Facilitate the development of Melville City Centre as a focal point for commercial, retail, civic and entertainment activity.  
• Develop attractive local centres which offer a diverse mix of services and facilities, to encourage economic activity and provide a community focus for neighbourhood areas.  
• Ensure our retail and commercial centres are well designed, well connected and accessible.  
• Encourage inclusive employment opportunities across the City.  
• Facilitate and retain commercial land to support economic growth. | • We are increasingly satisfied with the range of goods, services and activities available in the City of Melville.  
• Our economy is strong and our city is prosperous.  
• Our centres are accessible to our community. | City of Melville  
Department of Training and Workforce Development | Government agencies  
Educational facilities and providers  
Private sector |
| A workforce with the appropriate skills to access employment opportunities. | • Encourage educational achievement.  
• Support the transition from education and training into employment.  
• Advocate for educational and training opportunities that provide people with the skills to access employment.  
• Foster the talents and abilities of our communities.  
• Encourage life-long learning and skill development. | • The level of education in our community is increasing.  
• Educational courses are aligned to the needs of employers.  
• Employment rates in our city improve.  
• Participation in post-school educational activities increases. | | |
Aligning the Plan

Our community is part of metropolitan Perth. Consequently, the plans and aspirations of other communities surrounding us influence what happens in our lives. Aligning our long-term planning with the priorities of state government and other relevant agencies provides for stronger partnerships and greater coordination of decision-making and the use of available resources. We have considered this in developing People, Places, Participation 2012-2022.

The community aspirations and objectives set out in People, Places, Participation 2012-2022 align with and reinforce a number of the priorities outlined in Directions 2031 and Beyond. This is a high level spatial framework and strategic plan that establishes a vision for the future growth of metropolitan Perth and Peel. In particular, these priorities include creating a liveable, accessible, prosperous and sustainable city.

The alignment between Directions 2031 and Beyond, the City’s strategic community plan and its corporate plan are summarised in Appendix 1.

Making it Happen – Delivering the Plan

This strategic community plan will also guide and influence our corporate planning and how we deliver services to our communities, now and into the future.

At the heart of successful community planning is partnership. Not all of the things which our communities have told us they want to change or improve are under the direct responsibility or influence of the City. Where we are responsible and resources permitting, the City of Melville is committed to delivering on the aspirations set out in People, Places, Participation 2012-2022. Where we do not have direct responsibility or influence on the aspirations and priorities of our communities, we will advocate to those responsible and will work in partnership with them to make progress towards the desired future set out in this plan.

Resourcing the Plan

To support the successful implementation of People, Places, Participation 2012-2022, the City has developed a long-term plan called a Corporate Business Plan. This directs the City’s resources, assets and funding towards the priorities, key projects and activities to assist in implementing community aspirations set out in People, Places, Participation 2012-2022.

The Corporate Plan sets out what and how the City will achieve aspirational targets and the funding required over the next four years. The Corporate Business Plan also considers the assets, resources, staff and skills needed to implement People, Places, Participation 2012 - 2022, illustrated in Figure 2.
Monitoring Progress and Reviewing the Plan

We will track and review whether we are making progress towards the aspirations set out in this strategic community plan. This will assist us to understand whether the projects and services we are delivering are helping us move towards community aspirations and objectives. In this document, we set out key indicators of how we will know when we are succeeding – or making progress towards the aspirations set out in this plan. These are the things we will track and monitor.

Each year, in the City of Melville Community Annual Report, we will report on how the City has contributed towards the aspirations.

The City will also work with other agencies to align our indicators across service providers which will help us to measure and validate how well we are performing across community aspirations and priorities. Results of this interaction will inform future reviews of our strategic community plan - a monitoring report will show progress made towards the aspirations every two years. The findings will be publicly communicated prior to undertaking a full review of the plan every four years.

Figure 2. Flow of community aspirations into the City of Melville’s strategic planning.
Progress So Far

Much progress has been made towards meeting targets set out in the initial 2007 strategic community plan. At the heart of successful community planning is partnership and the progress made so far has been the result of the efforts of many.

In *People, Places, Participation 2007-2017*, we made a commitment to neighborhood planning. In 2009, we successfully developed four Neighborhood Plans in collaboration with our respective communities.

We also made a commitment to creating an age-friendly city. In 2010, the City was granted “age-friendly” membership to the World Health Organisation’s global network of Age-Friendly Cities. The City has continued to show commitment to ensuring we have an age-friendly city through the implementation of *Age-Friendly Melville: Directions from Seniors 2010-2012*. In 2009 the City was recognised as one of the world’s most liveable and sustainable communities at the United Nations endorsed International Liveable Communities Awards ceremony in Prague, Czech Republic.

We have also been working to cater for the needs of young people in the City, identifying their concerns and needs. These are set out in our strategy *Directions from Young People 2010-2013*. We continue to work with the Melville Youth Advisory Council and a range of agencies to ensure the City is a great place for young people to flourish.

We have also achieved a great deal in relation to making the City a safer place to live, work and play. One recent key initiative has been the joint marketing and education strategy undertaken by the City and the WA Police. This has involved providing targeted safety and crime prevention education to local communities. The City of Melville Community Safety Service (CSS) also continues to work in close partnership with the WA Police.

Another achievement has been the development of a *Cultural Vitality Plan*, identified as a priority action in 2007. Culture was identified as one of the City’s most valuable resources and many strategies and actions have been developed to grow and preserve our rich cultural diversity, our arts and creative potential.

These are just a few examples of what has been achieved. Each year, the *City of Melville Community Annual Report* outlines how the City has contributed towards the aspirations set out in our strategic community plan. You can find further information about progress on our strategic community plan in the *City of Melville Community Annual Report* on our website www.melvillecity.com.au.
Neighbourhood Plans

People identify with their own neighbourhoods and localities – the places they live, receive services and make social connections. These may be geographic neighbourhoods, ‘neighbourhoods of interest’ or neighbourhoods of identity.

Our first strategic community plan, People, Places, Participation 2007-2017, identified neighbourhood development as a key step to investigate what is important to people and their local communities. A neighbourhood can be described as a collection of communities determined by physical boundaries that include neighbourhood hubs such as libraries, district shopping areas, major parks and infrastructure. Four neighbourhoods have been identified in the City of Melville and four Neighbourhood Plans have been produced in conjunction with their communities (see Figure 3).

Neighbourhood planning aims to develop partnerships between communities and government, built on co-operation and recognition of the creative ideas and skills neighbourhoods have to offer.

The Neighbourhood Plans guide the development of partnerships between the local community, community organisations, City of Melville, other government agencies and local businesses. Like our strategic community plan, Neighbourhood Plans will be reviewed every four years.

Figure 3. The four neighbourhoods as determined by the first strategic community plan in 2007.
Our Place

The City of Melville is eight kilometres south west of Perth’s Central Business District (CBD) and encompasses a total land area of about 52 square kilometres. The City is bounded in the north by the Swan River, in the east by the Canning River and the City of Canning, in the south by the City of Cockburn, and in the west by the City of Fremantle and the Town of East Fremantle. The river plays an important part in the identity of the City of Melville with over 18 kilometres of foreshore for recreation and leisure, and 210 parks and reserves, including 600 hectares of public open space and 300 hectares of bush land.

The City of Melville is one of the largest local government areas in the Perth metropolitan region. The City is predominantly residential and includes 18 suburbs (see Figure 4).
Several commercial areas service the area of Melville. Garden City, Booragoon is the major regional centre supplemented by six district commercial centres at Bull Creek, Canning Bridge, Kardinya, Melville, Palmyra and Riseley Street. There are numerous neighbourhood shopping villages providing services in local areas. Murdoch City is earmarked to become one of the largest employment centres outside of the Perth CBD. The precinct has the potential to employ 35,000 people through the establishment and expansion of key facilities.

The Myaree mixed business precinct is the largest industrial-service commercial area in the City of Melville, providing a diversity of business, retail and industrial functions. The community is well resourced with educational facilities including tertiary facilities (TAFE campus and Murdoch University) and government and non-government secondary and primary schools.

Future development hubs:
- Riseley Centre
- Canning Bridge
- Murdoch City
- Melville City
Our History

The City of Melville sits within the Aboriginal cultural region of Whadjuck. The cultural group, led by Midgegooroo and Yagan, was the first Aboriginal group in Western Australia to feel the full impact of European settlement. In recognition of this history, the City of Melville is developing a Reconciliation Action Plan (RAP) that will turn our good intentions towards reconciliation into action. The RAP will identify actions, timelines and targets for improved relationships, respect and opportunities.

Growth in Melville was gradual from the late 1800s to the early 1900s, reaching a population of about 2,000 in 1913. By 2011, the population of the City was approximately 98,370. Statistics from the Department of Planning indicate that by 2026, the City of Melville is expected to have a population of between 104,000 and 111,000.

Where we come from?

Many people in our community were born overseas and the diversity of countries indicates a significant multicultural population. The population born overseas is dominated by people from countries who have arrived in more recent times, such as those from the United Kingdom, Indonesia, Malaysia and New Zealand.

Overall, 32 per cent of the City of Melville’s population was born overseas and 18 per cent were from a non-English speaking background. Similarly, 31 per cent of the Statistical Division of Perth’s population was born overseas although fewer, 15 per cent, were from a non-English speaking background.

3. Unless otherwise stated, all population data contained in this document is based on the 2006 Census.
## A Quick Snapshot of Melville Now and the Future

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2006</th>
<th>2011</th>
<th>2016</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>94,075</td>
<td>95,205</td>
<td>98,370</td>
<td>105,687</td>
<td>108,647</td>
</tr>
<tr>
<td>Median Age</td>
<td>37</td>
<td>39</td>
<td>40</td>
<td>43</td>
<td>22</td>
</tr>
<tr>
<td>Number of households</td>
<td>34,842</td>
<td>37,827</td>
<td>39,538</td>
<td>41,356</td>
<td>42,819</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.6</td>
<td>2.6</td>
<td>2.6</td>
<td>2.5</td>
<td>2.46</td>
</tr>
<tr>
<td>Median Total family income ($ Weekly)</td>
<td>1,151</td>
<td>1,533</td>
<td>2,141</td>
<td>2,600</td>
<td>3,200</td>
</tr>
<tr>
<td>Median weekly rent ($)</td>
<td>160</td>
<td>200</td>
<td>350</td>
<td>450</td>
<td>550</td>
</tr>
</tbody>
</table>

Appendix 1: The table below shows how two strategic documents – State and Local Government, align with the community’s aspirations set out in People, Places, Participation 2012-2022.

<table>
<thead>
<tr>
<th>Document: Directions 2031 and Beyond</th>
<th>State Government</th>
<th>Liveable</th>
<th>Accessible</th>
<th>Prosperous</th>
<th>Sustainable</th>
<th>Responsible</th>
</tr>
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<td>Responsible</td>
</tr>
<tr>
<td>Safety and Security</td>
<td>Accessible and Inclusive</td>
<td>Growth and Prosperity</td>
<td>Natural Environment</td>
<td>Built Environment</td>
<td>Accessible and Inclusive</td>
<td></td>
</tr>
<tr>
<td>Key Strategies: Contribute to a safe community.</td>
<td>Key Strategies: Contribute to a healthy and active community.</td>
<td>Key Strategies: Promote economic development, business and employment opportunities.</td>
<td>Key Strategies: Advocate at State and Commonwealth levels for a high quality transit network through the City.</td>
<td>Key Strategies: Adapt to climate change.</td>
<td>Key Strategies: Facilitate opportunities for public participation to contribute to Council’s decision making.</td>
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<td>Key Strategies: Adapt to climate change.</td>
<td>Key Strategies: Facilitate opportunities for public participation to contribute to Council’s decision making.</td>
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<td>Key Strategies: Facilitate opportunities for public participation to contribute to Council’s decision making.</td>
<td></td>
</tr>
</tbody>
</table>
### Appendix 2: Key actions by the City of Melville to deliver services aligned with the Community Plan aspirations

<table>
<thead>
<tr>
<th>People, Places, Participation</th>
<th>City of Melville</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal: A City for People</strong></td>
<td><strong>Goal: Environmental Responsibility</strong></td>
</tr>
<tr>
<td><strong>Safe and Secure</strong></td>
<td>Animal and Feral Wildlife Control; Fire Breaks; Security Patrols and Graffiti Removal; Street Lighting; Vandalism and Abandoned Vehicle Response</td>
</tr>
<tr>
<td><strong>Healthy Lifestyles</strong></td>
<td>Food Safety Inspections; Immunisation; Midge and Mosquito Management; Parks, Reserves and Gardens; Recreation Centres and support to sporting groups</td>
</tr>
<tr>
<td><strong>Accessible and Inclusive</strong></td>
<td>Community funding for organisations supporting people with a disability; English and Computer Classes; Senior Assistance Funding; Universal access and sensory playgrounds</td>
</tr>
<tr>
<td><strong>Sense of Community</strong></td>
<td>Citizenship Ceremonies; Community Art, Community Centres, Events and Grants; Emergency Relief and Counselling; Local History; Neighbourhood Watch</td>
</tr>
<tr>
<td><strong>Involved and Engaged</strong></td>
<td>Community Centres; Community Events and Art; Local History; Melville Volunteer Resource Centre; Youth Advisory Council</td>
</tr>
<tr>
<td><strong>Liveable Built Environment</strong></td>
<td>Building Control; Illegal Structure Investigation; Landscapes and Streetscapes; Street Lighting; Underground Power Scheme</td>
</tr>
<tr>
<td><strong>Clean and Green Environment</strong></td>
<td>Drainage Maintenance and Storm Water Management; Illegal Dumping Response; Parks, Reserves and Gardens; Streetscape Management; Waste and Verge Collection</td>
</tr>
<tr>
<td><strong>Sustainable and Connected Transport</strong></td>
<td>Community Transport; Parking; Roadwork Construction and Maintenance; Traffic Management; Travelsmart Program</td>
</tr>
<tr>
<td><strong>Growth and Prosperity</strong></td>
<td>Community Planning Scheme; English Classes; Neighbourhood Development; Town Planning Scheme</td>
</tr>
<tr>
<td>Goal: Economic Prosperity</td>
<td>Goal: Lead by Example</td>
</tr>
<tr>
<td>-------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Crime Prevention; Graffiti Removal Hotline; Security Patrols;</td>
<td>Emergency Management; Liquor Licensing; Neighbourhood Development; Planning Services;</td>
</tr>
<tr>
<td>State Emergency Service; Traffic Management</td>
<td>Town Planning Scheme</td>
</tr>
<tr>
<td>Air Quality Management; Contaminated Site Monitoring; Liquor</td>
<td>Community Planning Scheme; Liquor Licensing; Neighbourhood Development</td>
</tr>
<tr>
<td>Licensing; Neighbourhood Development; Noise Control</td>
<td></td>
</tr>
<tr>
<td>Computer Classes; Employment; English Classes; Translating and</td>
<td>Disability Access and Inclusion Planning; enforcing ACROD carparking; Planning Services;</td>
</tr>
<tr>
<td>Interpreting Services; Melville Volunteer Resource Centre</td>
<td>Reconciliation Action Plan; Youth Advisory Council</td>
</tr>
<tr>
<td>Computer Classes; Emergency Relief and Counselling; English</td>
<td>Melville Cockburn Chamber of Commerce; Neighbourhood Development; Neighbourhood Watch;</td>
</tr>
<tr>
<td>Classes; Strategic Urban Planning</td>
<td>Strategic Urban Planning; Town Planning Scheme</td>
</tr>
<tr>
<td>Business Perceptions Survey; Emergency Relief and Counselling;</td>
<td>Community Engagement; Council/Committee Meetings; Elections; Grants; Youth Advisory Council</td>
</tr>
<tr>
<td>Grants; Melville Volunteer Resource Centre; Website sharing</td>
<td></td>
</tr>
<tr>
<td>demographic information and forecasts</td>
<td></td>
</tr>
<tr>
<td>Parking; Planning Services; Road Maintenance; Sign Maintenance</td>
<td>Building Applications and Approvals; Planning Services; Pool Fencing Inspections;</td>
</tr>
<tr>
<td>and Licensing; Town Planning Scheme</td>
<td>Scheme Amendments and consultation; Strategic Urban Planning</td>
</tr>
<tr>
<td>Air Quality Management; Storm Water Management; Streetscape</td>
<td>Environmental Education Services; Environmental Friends of Groups</td>
</tr>
<tr>
<td>Management; Vandalism Response; Waste Collection</td>
<td></td>
</tr>
<tr>
<td>Community Transport; Parking; Footpath Maintenance; Road</td>
<td>Public Transport Education for Seniors; Safe Speed Promise; Traffic Road Counts;</td>
</tr>
<tr>
<td>Maintenance; Traffic Management</td>
<td>Travelsmart Program</td>
</tr>
<tr>
<td>Liquor Licensing; Neighbourhood Development; Strategic Urban</td>
<td></td>
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<tr>
<td>Planning</td>
<td></td>
</tr>
<tr>
<td>Local Planning Scheme; Melville Cockburn Chamber of Commerce;</td>
<td></td>
</tr>
<tr>
<td>Strategic Urban Planning; Town Planning Scheme</td>
<td></td>
</tr>
<tr>
<td>Community Engagement; Community Planning Scheme; Elections;</td>
<td></td>
</tr>
<tr>
<td>Melville Cockburn Chamber of Commerce</td>
<td></td>
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<tr>
<td>Community Engagement; Community Planning Scheme; Elections;</td>
<td></td>
</tr>
<tr>
<td>Melville Cockburn Chamber of Commerce</td>
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</tbody>
</table>
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10 Almondbury Road, Booragoon WA 6154
Po Box Locked Bag 1, Booragoon WA 6954
Tel 1300 635 845
Fax 08 9364 0285
www melvillecity.com.au

National Relay Service (hearing/speech impaired)
Tel 133 677 (TTY) 1300 555 727 (speech relay)
www relayservice.com.au

Find us on Facebook and Twitter.