The MV2040 Strategy (the Strategy) is Council’s long-term plan for improving the health, vibrancy and resilience of our city over the next two decades. It has been prepared to shape the type of city and neighbourhoods we want to live in.

The world is changing rapidly and, to enable us to keep pace, the ideas and concepts presented in the Strategy are designed to be bold, inspirational and transformational.

VISION STATEMENT

MOONEE VALLEY – A HEALTHY CITY

In 2040 Moonee Valley is a great place to live, work and visit, strengthened by a network of 20-minute neighbourhoods. Our neighbourhoods allow all people, at all stages of life, to live locally, accessing most of their needs close to their home.

Our neighbourhoods are beautiful, sustainable and hold strong community connections which enable citizens and the environment to be healthy and resilient.

BUILDING BLOCKS FOR A HEALTHY CITY

We all deserve to live in a city where we are not just surviving, we are thriving. These are the building blocks of our healthy city:

- A fair city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.
- A thriving city with access to jobs, lifelong learning, vibrant and dynamic activity centres.
- A connected city of accessible, active and sustainable transport choices.
- A green city that is ecologically healthy and environmentally responsible.
- A beautiful city that celebrates its identity, heritage and open spaces.
FOCUS ON NEIGHBOURHOODS

Council is moving to a neighbourhood planning approach for our planning and service delivery. This approach will help us create a more inclusive, vibrant and healthy city.

Plan Melbourne 2017-2050 focuses on improving Melbourne’s health and liveability through the creation of 20-minute neighbourhoods. They must:

▪ be safe, accessible and well connected for pedestrians and cyclists
▪ offer high-quality public realm and open space
▪ provide services and destinations that support living locally
▪ facilitate access to quality public transport that connects people to jobs and higher-order services
▪ deliver housing/population at densities that make local services and transport viable
▪ facilitate thriving local economies.

Based on State Government directions, our city has been mapped into 13 20-minute neighbourhoods. These neighbourhoods are defined by the ability to reach day to day needs and services such as shops, open spaces, schools, community facilities, public transport and some jobs within a 20-minute walk.

Each of our 13 neighbourhoods has a distinctive character and identity, with individual challenges and opportunities for improving liveability. We know that a one size fits all solution does not work, and the benefit of neighbourhood planning is that we can identify local priorities and tailor responses to improve the health and vibrancy of all parts of our city. It means prioritising health and wellbeing outcomes through our planning, and delivering services and infrastructure necessary to foster community pride and connection.

Neighbourhood planning involves a collaborative approach to reinforce community and improve social and health outcomes. It is about making each neighbourhood inclusive, vibrant and connected based on their unique character, community strengths and environment. Council is focused on activating spaces in your neighbourhood so the community can gather for activities, recreation, events and socialise close to home.

Visit mvcc.vic.gov.au/neighbourhoods to find out about what is happening in Avondale Heights.
STRATEGIC DIRECTION 1: A city that celebrates diversity

**TARGET:** Moonee Valley is a ‘Welcome City’ where we celebrate diversity as one of our greatest strengths.

STRATEGIC DIRECTION 2: A city with a dynamic network of accessible community facilities and services

**TARGET:** Moonee Valley is a city where all residents report being satisfied or very satisfied with the number and the conditions of the community facilities and services in their neighbourhood.

STRATEGIC DIRECTION 3: A city where people are healthy and safe

**TARGETS:**
1. Moonee Valley is a city where residents report their health as being very good and know how to access the appropriate services to manage their physical and mental health.
2. Moonee Valley is a city where our community feel very safe walking alone in their neighbourhoods during the day and night.

STRATEGIC DIRECTION 4: A city where residents can engage, participate and influence change

**TARGET:** Moonee Valley is a city where residents are able to influence decisions about their city and participate in social life.

STRATEGIC DIRECTION 5: A city with housing for all

**TARGET:** Housing is appropriate across our city for all stages and circumstances of life.

STRATEGIC DIRECTION 6: A city with opportunities to learn and work

**TARGET:** Moonee Valley is a city where residents have equitable access to lifelong learning, development and employment opportunities.

STRATEGIC DIRECTION 7: A city that responds to a changing economic landscape

**TARGET:** Moonee Valley is a city where our economic environment facilitates thriving activity centres and new and emerging enterprise.

STRATEGIC DIRECTION 8: A city with things to see and do

**TARGET:** Across Moonee Valley there is increased participation and value placed in the arts, sport, culture and local community-run events.

STRATEGIC DIRECTION 9: A city that is technology ready

**TARGET:** Moonee Valley embraces a technology first approach to creatively meet the challenges we face.
STRATEGIC DIRECTION 10: A city where sustainable transport is the easy option

**TARGET:** Moonee Valley is a city where more than half of our residents travel to work by walking, cycling or public transport

STRATEGIC DIRECTION 11: A city with streets and spaces for people

**TARGET:** We prioritise our cyclists and pedestrians of all mobilities by achieving a safe network of connected walking and cycling paths

STRATEGIC DIRECTION 12: A city at the forefront of transport technology

**TARGET:** Moonee Valley embraces a technology first approach to creatively meet the challenges we face

STRATEGIC DIRECTION 13: A city that is low carbon

**TARGET:** We achieve zero net emissions for our community and reduce emissions from Council’s operations by 95 per cent by 2040

STRATEGIC DIRECTION 14: A city that is green- and water-sensitive

**TARGET:** We achieve 30 per cent canopy cover by 2040 through enhancing our urban forest

STRATEGIC DIRECTION 15: A city that rethinks waste

**TARGET:** We divert 90 per cent of household waste and waste from Council operations from landfill by 2040

STRATEGIC DIRECTION 16: A city that is cool and climate-adapted

**TARGET:** Moonee Valley is a city that achieves climate resilience through supporting the community and planning a built environment that adapts to a changing climate

STRATEGIC DIRECTION 17: A city that fosters local identity

**TARGET:** We celebrate our rich heritage and the value of our cultural links to Wurundjeri Country

STRATEGIC DIRECTION 18: A city of high-quality design

**TARGET:** We achieve design excellence in all Council-owned buildings and facilities

STRATEGIC DIRECTION 19: A city with vibrant and safe public spaces

**TARGET:** Our city is regarded as a beautiful place with a diversity of spaces

STRATEGIC DIRECTION 20: A city in a beautiful landscape setting

**TARGET:** We achieve a connected network of high-quality open space that is appropriate to the needs of our community
### Neighbourhood Populations

**Forecast ID Estimates for 2018**

<table>
<thead>
<tr>
<th>Neighbourhood</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aberfeldie</td>
<td>4</td>
</tr>
<tr>
<td>Airport West</td>
<td>6</td>
</tr>
<tr>
<td>Ascot Vale</td>
<td>9</td>
</tr>
<tr>
<td>Avondale Heights</td>
<td>5</td>
</tr>
<tr>
<td>Essendon</td>
<td>10</td>
</tr>
<tr>
<td>Flemington</td>
<td>12</td>
</tr>
<tr>
<td>Keilor East</td>
<td>7</td>
</tr>
<tr>
<td>Keilor Road/Essendon North</td>
<td>9</td>
</tr>
<tr>
<td>Milleara</td>
<td>10</td>
</tr>
<tr>
<td>Moonee Ponds</td>
<td>12</td>
</tr>
<tr>
<td>Niddrie/Essendon West</td>
<td>7</td>
</tr>
<tr>
<td>Strathmore</td>
<td>6</td>
</tr>
<tr>
<td>Strathmore Heights</td>
<td>3</td>
</tr>
</tbody>
</table>

### Country of Birth

**2016 Census Data**

- 66 would be born in Australia
- 4 would be born in Italy
- 2 would be born in the UK
- 2 would be born in Vietnam
- 2 would be born in China
- 1 would be born in New Zealand
- 1 would be born in Greece
- 22 would be born in other (or unstated) countries

### Language Spoken at Home

**2016 Census Data**

- 65 would speak English at home
- 7 would speak Italian at home
- 3 would speak Greek at home
- 2 would speak Vietnamese at home
- 2 would speak Mandarin at home
- 2 would speak Cantonese at home
- 2 would speak Arabic at home
- 1 would speak Spanish at home
- 16 would speak other/ unstated languages at home

### Age Groups

**Forecast ID Estimates for 2018**

- 29 would be aged 0-24 years
- 55 would be aged 25-64 years
- 10 would be aged 65+ years

### Religion

**2016 Census Data**

- 38 would be Catholic
- 26 would have no religious affiliation
- 6 would be Anglican
- 5 would be Greek Orthodox
- 3 would be Muslim
- 3 would be Buddhist
- 19 would be of other (or unstated) religious affiliations
### Industry of Employment

**2016 Census Data (Employed Persons 15+ Years)**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>11</td>
</tr>
<tr>
<td>Education and Training</td>
<td>10</td>
</tr>
<tr>
<td>Professional, Scientific and Technical Services</td>
<td>10</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>10</td>
</tr>
<tr>
<td>Construction</td>
<td>8</td>
</tr>
<tr>
<td>Public Administration and Safety</td>
<td>6</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>6</td>
</tr>
<tr>
<td>Transport, Postal and Warehousing</td>
<td>6</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>6</td>
</tr>
<tr>
<td>Financial and Insurance Services</td>
<td>6</td>
</tr>
<tr>
<td>Other/Unstated Industries</td>
<td>22</td>
</tr>
</tbody>
</table>

### Tenure Type

**2016 Census Data**

- **31** would live in a property that they fully owned
- **34** would live in a property owned with a mortgage
- **28** would live in a property that was rented
- **8** would live in properties of unstated or other tenure types

*Of those renting:* 
- **4** would live in social housing
- **4** would live in a privately rented dwelling

### Various Health Stats

**From the Victorian Population Health Survey 2014 (Adults)**

- **31 / 100** would be very satisfied or satisfied with life (8 as dissatisfied or very dissatisfied and the other unaccounted for in RSE* estimates)
- **52 / 100** would be pre-obese or obese (41 not pre-obese or obese, 7 unaccounted for in RSE* estimates)
- **40 / 100** would report their health status as excellent or very good (another 42 as good and 18 as fair or poor)

*Relative Standard Error*

### Dwelling Structure

**2016 Census Data**

- **64 / 100** would live in a detached dwelling
- **19 / 100** would live in a semi-detached dwelling, row, terraced house or townhouse
- **17 / 100** would live in a flat, or apartment
The Avondale Heights neighbourhood occupies an elevated bluff in a hook of the Maribyrnong River with sweeping views east and west. The main transport spine of the neighbourhood, Military Road runs through the centre, and has been identified as the future main connection to the Maribyrnong Defence site opposite.

**AVONDALE HEIGHTS | MOONEE VALLEY**

**Dwellings**
Estimated dwellings (2018) 2,654 | 51,449
Estimated dwellings (2040) 3,250 to 3,450 | 75,250 to 80,250
Forecast increase in dwellings (%) pa (2018 to 2040) 1.0% to 1.4% | 2.1% to 2.5

**Households**
Family households (2018) 74% | 68%
Lone person or group households (2018) 26% | 32%
Family households (2040) 72% | 67%
Lone person or group households (2040) 28% | 33%
## AVONDALE HEIGHTS | MOONEE VALLEY

### EDUCATION

<table>
<thead>
<tr>
<th></th>
<th>AVONDALE HEIGHTS</th>
<th>MOONEE VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tertiary qualifications (2016)</td>
<td>20%</td>
<td>31%</td>
</tr>
<tr>
<td>No qualifications (2016)</td>
<td>46%</td>
<td>37%</td>
</tr>
</tbody>
</table>

### LANGUAGE

<table>
<thead>
<tr>
<th></th>
<th>AVONDALE HEIGHTS</th>
<th>MOONEE VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaks a language other than English at home (2016)</td>
<td>48%</td>
<td>30%</td>
</tr>
</tbody>
</table>

### WORK

<table>
<thead>
<tr>
<th></th>
<th>AVONDALE HEIGHTS</th>
<th>MOONEE VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment rate (2016)</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>

### TRAVEL

<table>
<thead>
<tr>
<th></th>
<th>AVONDALE HEIGHTS</th>
<th>MOONEE VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel to work by public transport, bike or walk (2016)</td>
<td>12%</td>
<td>24%</td>
</tr>
<tr>
<td>Travel to work by car, as driver (2016)</td>
<td>70%</td>
<td>57%</td>
</tr>
</tbody>
</table>

### POPULATION

<table>
<thead>
<tr>
<th></th>
<th>AVONDALE HEIGHTS</th>
<th>MOONEE VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated population (2018)</td>
<td>6,771</td>
<td>126,690</td>
</tr>
<tr>
<td>Estimated population (2040)</td>
<td>7,800 to 8,300</td>
<td>168,550 to 179,750</td>
</tr>
<tr>
<td>Forecast growth (%) pa (2018 to 2040)</td>
<td>0.7% to 1.0%</td>
<td>1.5% to 1.9</td>
</tr>
</tbody>
</table>

### PEOPLE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>AVONDALE HEIGHTS (2018)</th>
<th>MOONEE VALLEY (2040)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-24 years</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>25-64 years</td>
<td>52%</td>
<td>55%</td>
</tr>
<tr>
<td>65+ years</td>
<td>22%</td>
<td>16%</td>
</tr>
</tbody>
</table>

### Data sources:

In the Avondale Heights neighbourhood economic activity is expansively located along Military Road. The Avondale Heights Learning Centre is also located on Military Road, adjacent to the Avondale Heights Primary School and early years centre. Smaller local strip centres are located further north and west on Canning Street.

The neighbourhood has two distinct subdivision patterns; a street grid pattern in the southern areas in and around Canning Street, along with a mid-late 20th century curvilinear street pattern appearing in later settlements further north and east with the neighbourhood.

Canning Street Reserve, on the banks of the Maribyrnong River, provides an almost countryside aesthetic stretching north to the Tea Gardens - a historically significant place complementing the river setting. The riparian edge to the river provides a continuous pedestrian path to experience this natural asset. On the higher areas of the neighbourhood, the Avondale Heights Reserve provides a formal sporting focus.

**COMMUNITY ANCHOR**

An ‘anchor’ is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.

The **Library precinct** has been identified as the anchor for the Avondale Heights neighbourhood. The anchor will be a key focus for Council’s neighbourhood planning approach.
WHAT DO WE NEED TO DO TO MANAGE CHANGE AND GROWTH IN AVONDALE HEIGHTS?

Dominant groups currently residing in Avondale Heights include mature families and empty nesters. By 2040, Avondale Heights is forecast to accommodate an increased number of empty nesters and older lone persons. An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that are loved about our neighbourhoods, while ensuring appropriate housing is available for those who need it.

Growth in Avondale Heights will be relatively moderate compared to other areas of Moonee Valley. New housing is expected to be developed in a variety of ways, including medium-density infill development across the neighbourhood. More accessible and smaller dwellings may be in strong demand to cater for the large increase in one-person and older-person households.

Avondale Heights is very close to the Maribyrnong Defence site across the river, anticipated to be home to thousands of new residents in the coming decades. This significant urban renewal provides a unique opportunity for Avondale Heights to connect across the river and take advantage of the new areas of open space and services that will be developed at the Defence site.

A VISION FOR THE AVONDALE HEIGHTS NEIGHBOURHOOD

We have created a vision for the Avondale Heights neighbourhood based on community feedback and Council’s research into trends that will impact the way we live in the future.

In 2040 Avondale Heights will:

▪ be an attractive and safe residential neighbourhood, with a diversity of housing options for new and existing residents
▪ include a green and connected Maribyrnong River corridor, which is celebrated as a special and valued asset
▪ include an excellent network of cycling and walking connections within and to other neighbourhoods, including the Maribyrnong Defence site and the Maribyrnong River corridor
▪ boast a vibrant community hub at its core
▪ enjoy a direct and high-frequency public transport service to surrounding areas
▪ benefit from an attractive and convenient shopping strip on Military Road.
URBAN DESIGN FOCUS

- Encourage a diversity of housing types in established residential areas
- Encourage medium density and shop-top development in the retail corridor to contribute to a diversity of housing types in the neighbourhood
- Improve the residential interface with the Maribyrnong River corridor by encouraging greater connectivity and activation
- Ensure new development is sensitive to the Maribyrnong River interface
- Provide new walking and cycling connections and river crossings, including to the Maribyrnong Defence site and along the Maribyrnong River corridor
- Encourage connection of a habitat corridor along the Maribyrnong River
- Activate a green spine along the Melbourne Water pipe track
- Improve the public realm of the Military Road retail strip through activation and greening
- Create a consistent boulevard treatment along Military Road to accommodate a potential future transport corridor

IMPLEMENTATION INITIATIVES FOR THE FUTURE OF AVONDALE HEIGHTS

The Strategy identifies implementation initiatives that may take many years to begin and complete. These initiatives are required to achieve fair, thriving, connected, green and beautiful neighbourhoods. They have been developed using ideas received from community consultation. Other immediate or small projects will be included in the four-yearly Council Plans.

The implementation initiatives for Avondale Heights are:

- Continue redevelopment of the existing community hub
- Explore the potential for an activation opportunity at Canning Reserve
- Advocate for new cycling and walking connection to the Maribyrnong River, and harness opportunities for cross-river connections to the Maribyrnong Defence site
- Proactively plan and advocate for light rail or direct, high-frequency bus services
- Advocate for stronger planning controls to protect the Maribyrnong River
- Install the Canning Street Reserve and Canning Street Tea Gardens storm water harvesting, treatment and irrigation scheme
- Install the Avondale Heights Reserve storm water harvesting, treatment and irrigation scheme
- Realise, in partnership with Melbourne Water, a green spine along the existing pipe track reserve
- Revitalise and activate the Maribyrnong River environs to create local recreational opportunities and connection to the broader river corridor
- Enrich and beautify the public realm of Military Road and the shopping precinct
- Implement the future master plan for Canning Reserve upgrades.
<table>
<thead>
<tr>
<th>Description</th>
<th>ONGOING</th>
<th>2018-2021</th>
<th>2022-2025</th>
<th>2026-2030</th>
<th>2031-2040+</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>Continue redevelopment of the existing community hub</td>
<td></td>
<td>✔️</td>
<td></td>
<td>✔️</td>
<td></td>
<td>$$$$</td>
</tr>
<tr>
<td>Explore the potential for an activation opportunity at Canning Reserve</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
<td>$</td>
</tr>
<tr>
<td>Advocate for new cycling and walking connection to the Maribyrnong River, and harness opportunities for cross-river connections to the Maribyrnong Defence site</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>65. Proactively plan and advocate for light rail or direct, high-frequency bus services (Light rail - medium, Bus - short)</td>
<td></td>
<td></td>
<td>✔️</td>
<td></td>
<td>✔️</td>
<td>$</td>
</tr>
<tr>
<td>Advocate for stronger planning controls to protect the Maribyrnong River</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
<td>$</td>
</tr>
<tr>
<td>Install the Canning Street Reserve and Canning Street Tea Gardens stormwater harvesting, treatment and irrigation scheme</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
<td>$$</td>
</tr>
<tr>
<td>Install the Avondale Heights Reserve stormwater harvesting, treatment and irrigation scheme</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$</td>
</tr>
<tr>
<td>Realise, in partnership with Melbourne Water, a green spine along the existing pipe track reserve</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$</td>
</tr>
<tr>
<td>Revitalise and activate the Maribyrnong River environs to create local recreational opportunities and connection to the broader river corridor</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$</td>
</tr>
<tr>
<td>Enrich and beautify the public realm of Military Road and the shopping precinct</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
<td>$$$</td>
</tr>
<tr>
<td>Implement the future master plan for Canning Reserve upgrades</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
<td>$$</td>
</tr>
</tbody>
</table>

The implementation initiatives have been mapped against the four-year Council Plan timelines. Note: There are multiple Council Plan cycles in the 2031-2040+ block.
Harness opportunities for cross-river connections to the Maribyrnong Defence Site

Potential activation opportunity

Realise a green spine along the existing pipe track

Revitalise and activate the Maribyrnong River environs

Install stormwater harvesting, treatment and irrigation scheme

Enrich and beautify public realm of Military Road and the shopping precinct

Advocate for stronger planning controls to protect the Maribyrnong River

Continue redevelopment of the existing community hub

Advocate for new bus route

Investigate installation of potential light rail route / direct, high-frequency bus route

Upgrade existing shared cycling-walking path

Pedestrian / cycling bridge (indicative location)

Implement future master plan for Canning Reserve upgrades

Install stormwater harvesting, treatment and irrigation scheme

Legend

Open space
Watercourse
Road
Neighbourhood boundary

Community anchor
Economic and activity area
Potential habitat corridor (conceptual)
Ideal network (conceptual)
Cycling
Shared bicycle-walking path

Major transport projects – potential future

Major cycling/walking projects – potential future

Implementation initiative theme

Fair
Thriving
Connected
Green
Beautiful
**Moonee Valley Language Line**

<table>
<thead>
<tr>
<th>Language</th>
<th>Code</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabic</td>
<td>9280 0738</td>
<td></td>
</tr>
<tr>
<td>Ελληνικά</td>
<td>Greek</td>
<td>9280 0741</td>
</tr>
<tr>
<td>Italiano</td>
<td>Italian</td>
<td>9280 0742</td>
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<tr>
<td>Türkçe</td>
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<td>Somali</td>
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<tr>
<td>Việt-ngu</td>
<td>Vietnamese</td>
<td>9280 0746</td>
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</table>

All other languages 9280 0747

National Relay Service 13 36 77 or relayservice.com.au

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