

6.12 City of Melbourne Advocacy and Partnerships Plan 2025-29

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Executive Leader: Rebecca Skelton, Chief Customer and Communications Officer

Executive Summary

1. The purpose of this report is for the Future Melbourne Committee (FMC) to endorse the Advocacy and Partnerships Plan 2025-29 (A&P Plan). Once endorsed, the A&P Plan will be used to guide Council advocacy and partnership actions for this Councillor term.
2. Management has developed the draft A&P Plan to underpin and amplify advocacy and partnership activities in the City of Melbourne Council Plan 2025-29 ('Council plan'). The Plan is instrumental for Council to deliver the Council Plan strategic priority 'Governing for our Future.'
3. The Plan focuses on four advocacy priority areas - safe and healthy communities, transport, growth & liveability, homelessness - and two partnership priority areas, seasonal events and activation, and waterways.

Recommendation from management

4. That the Future Melbourne Committee resolves to:
 - 4.1. Endorse the Advocacy and Partnerships Plan 2025-29 (Attachment 1 of the report from management) and direct that it be annexed to the minutes.
 - 4.2. Authorise the Chief Customer Experience and Communications Officer to make any further minor editorial changes prior to publication.

Purpose

5. The purpose of this report is to seek endorsement of the Advocacy and Partnerships Plan 2025-29.

Background

6. The City of Melbourne undertakes advocacy to drive change for our city and community in areas outside of our direct control or sphere of responsibility. Typically, Council advocates to other levels of government to influence public policy, resource allocation and action.
7. The City of Melbourne develops partnerships with stakeholders and organisations with similar goals, to maximise impacts and outcomes for our city and community.
8. The Advocacy and Partnerships Plan 2024-25 was the first advocacy plan published by the City of Melbourne. In alignment with best practice and in recognition that successful advocacy frequently requires long-term and sustained action, management has shifted to a four-year approach to the new A&P Plan.
9. The advocacy and partnership priorities included in the A&P Plan were identified by Councillors as part of the development of the Council Plan 2025-29 and Melbourne 2050 Vision ("M2050 Vision"), on which extensive community consultation has been undertaken.

Key considerations

10. The City of Melbourne is planning for a period of rapid growth. Melbourne is Australia's fastest growing capital city and the second fastest growing municipality in Victoria. This creates unique challenges where land is finite, and our infrastructure and services support a daily population well beyond our resident population.
11. The A&P Plan recognises that the City of Melbourne does not hold all the decision-making power or funding necessary to address these challenges. To grow a thriving capital city, it will be crucial to take a whole of city approach, working in collaboration with all levels of government and with partners and stakeholders.
12. The A&P Plan identifies transformational, whole-city priorities that will be critical to navigate this growth in a way which delivers lasting benefits for our city and community.
13. The advocacy priorities identified in the A&P Plan are:
 - 13.1. Growth and liveability, "Melbourne thrives as we grow"
 - 13.2. Transport infrastructure, funding and commitments, "Melbourne is a well-connected city"
 - 13.3. Safe and supportive city, "Melbourne is a healthy, safe and supportive city for everyone"
 - 13.4. Addressing homelessness, "Ending homelessness in Melbourne"
14. The partnership priorities identified in the A&P Plan are:
15. Seasonal activation, "Melbourne is magnificent year-round"
16. Protect and revitalise our waterways, "Melbourne's thriving waterways".
17. Management notes that the Metropolitan 9 ("M9") advocacy priorities are community safety, infrastructure for growth and better transport and connectivity. These correspond with the priorities in the A&P Plan, listed above at 13.1 to 13.3.
18. For each advocacy priority identified, the A&P Plan sets out a longer-term 'goal' and a shorter-term 'year 1 priority', along with core indicators. These will assist Council to evaluate the ongoing success of our

advocacy action, recognising that this four-year strategic document must be adaptable to changing contexts.

19. For each partnership priority identified, a four-year goal is identified, recognising that it takes time to initiate, develop, deliver and evaluate effective partnerships.
20. The A&P plan will be underpinned by annual implementation plans which set out the proposed key activities, partners and tactics identified to achieve the advocacy and partnership priorities for that year. The first implementation plan will guide Councillor's advocacy and partnership activities in the lead up to the 2026 Victorian election. A timeline setting out key dates for implementation is at Attachment 2.
21. Management notes that there are additional advocacy and partnership activities contained in the Council Plan 2025-29, which Council is also committed to delivering. The purpose of the A&P Plan, as set out at paragraph 12, is to identify and amplify advocacy and partnerships for whole-of-city, transformational priorities.

Legal

22. There are no direct legal implications as a result of the recommendation from management.
23. If endorsed, management notes that implementing the A&P Plan delivers a relevant obligation in the *Local Government Act 2020*, which states (at section 9) that a Council must, in the performance of its role, give effect to the overarching governance principles, which include collaboration with other Councils and Governments and statutory bodies.
24. Similarly, if endorsed, management notes that successfully implementing the A&P Plan aligns with relevant obligations in the *City of Melbourne Act 2001 (section 7)* including;
 - 24.1. to develop and implement strategic directions and policies for the City of Melbourne in collaboration with the Government of the State to ensure alignment with that Government's strategic directions and policies for the City of Melbourne as the capital city of the State of Victoria
 - 24.2. to co-ordinate with the State and Commonwealth Governments in the planning and delivery of services in the City of Melbourne in which those governments have an interest
 - 24.3. to work in conjunction with the Government of the State on projects which that Government or the Council determines are significant to Melbourne.

Finance

25. There are no direct financial implications as a result of the recommendation from management.
26. Any future financial implications that result from advocacy or partnership activities will be considered, as required, in Annual Budget processes.

Conflict of interest

27. No member 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.

Charter of Human Rights and Responsibilities

28. The recommendation contained in this report is compatible with the *Charter of Human Rights and Responsibilities Act 2006* as it does not raise any human rights issues.

Health and Safety

29. Two of the advocacy priorities identified in the A&P Plan ("Melbourne is a healthy, safe and supportive city for everyone" and "Ending Homelessness in Melbourne") should have positive outcomes relevant to

the health and safety of the wider community, if the City of Melbourne successfully achieves our goals in those areas.

Consultation

30. The priorities in the A&P Plan are based on priorities and actions identified in the Council Plan and in support of delivering the M2050 Vision, both of which have been developed via two phases of consultation:
31. Phase one: Conducted from 19 March to 31 May 2025, through an online survey (849 responses), the M2050 Summit (700+ attendees), two roundtables (25 attendees at Youth Roundtable and 16 representatives at First Nations Roundtable) and a People's Panel (comprising 48 members).
32. Phase two: Conducted from 20 August to 21 September 2025 through a mixture of online and in-person opportunities, aimed at maximising participation. Across engagement activities in phase two, over 1,060 people provided a response or attended an online or in person event.
33. The outcomes of both phases of engagement have been made available to the public in FMC reports and on the City of Melbourne website (phase one engagement only to date).

Relevance to Council Plan and Council Policies

34. The A&P Plan is designed to accompany the City of Melbourne's suite of strategic documents, including the Council Plan 2025-29 and M2050 Vision.
35. The A&P Plan also aims to address items identified by the Municipal Public Health and Wellbeing Plan which is incorporated into the Council Plan 2025-29.

Social and environmental impacts

36. Social and environmental considerations are key considerations for and during the development of the Council Plan and associated documents, including the A&P Plan. The City of Melbourne has considered these during the development and drafting of the A&P Plan.

Gender Impact Assessment

37. A comprehensive Gender Impact Assessment has been undertaken for the Council Plan 2025-29, from which the priorities in the A&P Plan have been drawn.

Attachment List

1. Attachment 1 - Advocacy and Partnerships Plan 25-29 FINAL [6.12.1 - 18 pages]
2. Attachment 2 Advocacy and Partnerships Plan implementation over [6.12.2 - 1 page]

Advocacy and Partnerships Plan 2025–29



Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin and pays respect to their Elders past and present.

We acknowledge and honour the unbroken spiritual, cultural and political connection they have maintained to this unique place for more than 2000 generations. We accept the invitation in the Uluru Statement from the Heart and are committed to walking together to build a better future.

Foreword



Message from the Lord Mayor

On behalf of the City of Melbourne Councillor group, I am pleased to present the Advocacy and Partnerships Plan for 2025-29.

This is an important moment of opportunity for our city. As Melbourne continues to grow and evolve, we have the chance to make it the best and fairest city in the world - for residents, businesses, students, workers and visitors.

This plan is critical to achieving this vision and delivering on the strategic priorities outlined in our Council Plan 2025-29. The priorities that you, our community, has told us matter most.

It will help ensure our city remains one of the world's most liveable cities as we grow, and that we all feel connected, safe and welcomed.

We can't do all this alone. Collaboration is key.

This plan sets out how we will work with other levels of government and our partners, to make the most of this opportunity - identifying clear priorities for action and investment today that will shape the Melbourne we want for future generations: a magnificent capital city for Victoria and a great global city for Australia.

I look forward to working closely with our partners - across governments, organisations and communities, to make this a reality for us all.

Lord Mayor
Nicholas Reece



Message from the CEO

Collaboration sits at the core of our vision to deliver a liveable Melbourne, growing stronger together. We look forward to working with our valued stakeholders and partners to build the city our community have told us they want to see.

The suite of strategic documents we have developed through extensive consultation with our community will be our guide, helping us stay on course as we move forward on this exciting journey.

I am proud to launch our first ever four-year Advocacy and Partnerships Plan 2025-29 as a key part of this strategy.

A foundational priority of our Council Plan 2025-29 is governing for our future. This principle will underpin every action we take over the next four years.

A crucial part of that is leading, partnering and advocating on issues important to Melburnians for the advancement of everyone who uses our city.

This plan sets out how we will engage with all levels of government and our partners to ensure Melbourne remains the most liveable city for everyone who lives, works, studies and visits here.

I am excited to begin the work needed to create the city our community deserves - a truly progressive and prosperous Melbourne for generations to come.

Chief Executive Officer
Alison Leighton

Introduction

Melbourne is consistently recognised as one of the world's most liveable cities¹. As we look towards the future, we are at a critical juncture to ensure our city continues to be one of the world's best.

Melbourne is Australia's fastest growing capital city and the second fastest growing municipality in Victoria.

This growth will continue. The Victorian Government has set a target for 119,500 new dwellings in the municipality by 2051², almost doubling the amount of housing. Parts of our city will be among the most densely populated areas in the world.

This creates unique challenges where space is limited, and our infrastructure supports a daily population well beyond our resident population.

This also presents opportunities. Now is the time to shape the Melbourne of tomorrow – the city we want to be in 2050 and beyond. Thousands of people created our 2050 vision – **liveable Melbourne, growing stronger together** – a long-term aspiration that outlines our community's desired future.

We cannot achieve these aspirations alone. A thriving capital city is essential for a thriving state and a thriving nation. Our goal is to take a whole-of-city approach, working in collaboration across all levels of government.

Partnering with the private sector, and our diverse community of residents, businesses owners and operators, workers, students and visitors will also be critical to our success.

This plan reflects the priorities City of Melbourne will progress with our partners to successfully achieve the goals in our Council Plan and our overall vision for the city.

¹ Economist Intelligence, Global Liveability Index, www.eiu.com/n/campaigns/global-liveability-index-2025/

² Victorian Government, Department of Transport and Planning, Plan for Victoria, Housing Targets, www.planning.vic.gov.au/planforvictoria/housing-for-all-victorians/housing-targets



About this plan

Strategic context

At the City of Melbourne, we take a structured and strategic approach to delivering on our ambitions, needs and aspirations: over the long-term (Community Vision), medium-term (Council Plan) and short-term (annual Budget).

The Advocacy and Partnerships Plan 2025-29 sits alongside the Council Plan. It is the foundation of our strategic priority: Governing for our future.

The plan sets:

- medium-term advocacy goals for this Council term
- shorter-term priority outcomes
- foundational elements of some of Council's long-term ambitions.

We know that it takes time to initiate, develop, work with and evaluate effective partnerships, so the partnership priorities in this plan are designed to deliver outcomes across this Council term.

While investment is central to many of the advocacy items in this plan, we acknowledge that funding from other levels of government is not the City of Melbourne's only way of generating income. This plan will be accompanied by a philanthropy and strategic funding strategy which outlines these options in more detail.

What is advocacy and partnership?

Advocacy

The City of Melbourne advocates to make change in areas outside our direct control, influence or sphere of responsibility, to achieve positive outcomes for our city and community.

This can mean seeking funding, commitments, policy or regulation change from other levels of government, and the private or community sectors.

How we advocate for these changes depends on the outcome we are seeking as well as a range of other external factors. This may include collaborating with strategic networks (for example, the Melbourne 9 (M9) – a strategic alliance of the nine inner Melbourne councils) and stakeholders to advocate to other levels of government, where we have the same goals.

Partnership

In some areas, we can achieve our aspirations through developing or amplifying partnerships for collective benefit. This could be to align funding, service delivery or activation for shared goals, with an overarching aim of working together to maximise impact and outcomes.

The City of Melbourne will lead the way in strengthening partnerships that achieve the most benefit for our community, prioritising those identified in this plan.

How did we select the priorities identified?

The priorities identified in this plan amplify the strategic priorities in the Council Plan 2025-29 and move Melbourne towards our M2050 Vision.

It focuses on the advocacy and partnership priorities we believe will be transformational for our city as a whole. They are supported by evidence, community feedback and opportunities for strategic partnership on shared goals.

This plan will be periodically reviewed to ensure it continues to reflect the challenges and opportunities faced by our city and community.

Our priorities

Advocacy priorities

Melbourne thrives as we grow

Melbourne is a well-connected city

Melbourne is a healthy, safe and supportive city for everyone

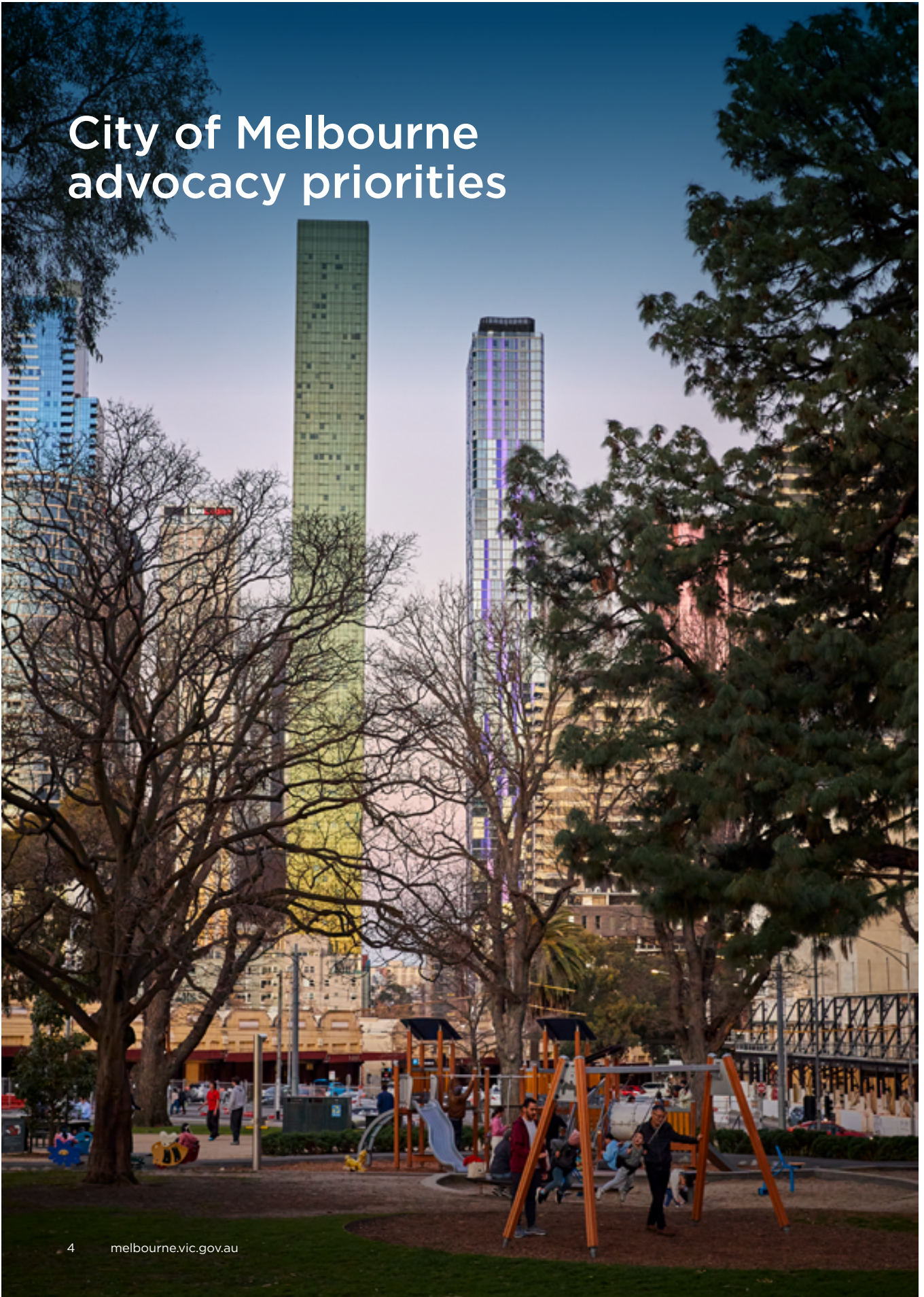
Ending homelessness in Melbourne

Partnership priorities

Melbourne is magnificent year-round

Melbourne's thriving waterways

City of Melbourne advocacy priorities



Melbourne thrives as we grow

Goal

Ensure Melbourne is equipped for population growth and remains one of the world's most liveable cities through:

- appropriate funding and planning settings
- ensuring we have enough sustainable and resilient housing and infrastructure, including open space.

Priority outcomes

Getting our supply of housing right through:

- mandated affordable and social housing targets
- the introduction of state-wide Mandatory Inclusionary Zoning to make sure these targets are met.

Core indicators

All areas of the municipality have appropriate housing and sustainable infrastructure, including open space, to meet the needs of our growing population.

Background

As Melbourne enters a period of significant growth, it is essential that the Victorian Government applies the appropriate funding and planning settings now, to ensure our city remains one of the world's most liveable.

We already have a shortfall of affordable housing, and the largest concentration of key workers in Victoria working here. As a priority, settings must address these considerations to provide housing and labour security and support people to live closer to where they work.

These settings must also enable appropriate community infrastructure and reflect the unique challenges Melbourne faces in accommodating this growth in an inner capital city context, and in the face of climate change.

If we get this right, we will grow stronger together.

What else could help us achieve this goal?

- **Funding frameworks.** These should include an enhanced tax framework to activate development in an equitable way.
- **Open space and community infrastructure.** Significant open space and community infrastructure must be provided across the municipality.
- **Increased investment in climate resilience.** The Australian and Victorian Governments must provide local governments with secure long-term funding for climate resilience and better prepare infrastructure for climate change.
- **Affordable housing:** Advocate to the Australian Federal Government to deliver a long-term national housing and homelessness strategy. This should commit to systemic change in the housing market and increase funding for affordable housing.

City of Melbourne Council Plan 2025-29 alignment

- Strategic priorities: Living sustainably, Building a city for people.
- Health and wellbeing focus areas: Affordable housing, Built and natural form resilience.

Aligned strategies

- [Affordable Housing Strategy 2020-30](#)
- [Open Space Strategy](#)
- Draft Community Infrastructure Plan is going to FMC on 2 December 2025 seeking approval to go out for consultation. Suggest amend to Upcoming Community Infrastructure Plan
- Upcoming Climate and Environment Strategy (2026)
- United Nations Sustainable Development Goals 3, 9, 11

Melbourne is a well-connected city

Goal

All levels of government invest appropriately for the growing and changing transport needs in the city.

Priority outcome

The Victorian Government commits to the timing and funding of integrated public and active transport to Fishermans Bend, including:

- high-frequency buses
- tram connections
- the plan for the full Melbourne Metro 2 route, including Fishermans Bend station precinct feasibility.

Core indicators

- Public transport meets the needs of our community and visitors, who can move around the city in an efficient and accessible way.
- The public transport system is also fit for the population growth and growing and changing land use expected as a result of the Victorian Government's housing targets.

Background

On any given day, we estimate there are nearly one million people in central Melbourne: living, working and studying, running a business, and visiting. It is essential that there are appropriate public and active transport options available to support this.

All growth, including the growth of our population and economy, will rely on new catalytic transport infrastructure. Continued Victorian and Australian Government investment and prioritisation of this infrastructure in the inner-city context is critical to the successful future growth of Melbourne and to the state as a whole.

Nowhere is this more evident than in Australia's largest urban renewal precinct, Fishermans Bend.

What else could help us achieve this goal?

- **Extend tram lines into other urban renewal areas.** The Victorian Government should accelerate the funding and creation of tram extensions, via innovative delivery methods, to Arden (via Arden Street) and then via an additional route to West Melbourne (via Spencer Street).
- **Melbourne Airport rail.** The Victorian and Australian Governments must commit to a completion date.
- **Free tram zone extension.** The Victorian Government should develop solutions to barriers to extending the free tram zone and increase funding for event-based free trams.
- **All-electric buses and trains.** The Victorian Government must provide more bus services and ensure all new buses are electric, as well as phasing out diesel trains and replacing them with electric trains.
- **Regular reviews of and education on road rules.** The Victorian Government should commit to regular periodic reviews of rules to ensure the safety of all road users and pedestrians.

City of Melbourne Council Plan 2025-29 alignment

- Strategic priorities: Healthy, safe, clean and connected communities, Building a city for people, Living sustainably.

Aligned strategies

- [Transport Strategy 2030](#)
- United Nations Sustainable Development Goals 3, 9, 11





Melbourne is a healthy, safe and supportive city for everyone

Goal

A city where everyone feels safe at all times of the day and night. Appropriate policing, funding and support are available, and everyone can access necessary services in times of need.

Priority outcome

Increased police presence and patrols in the municipality, made possible by the proposed restructure of Victoria Police.

Core indicators

- Perception of safety increases across the city.
- Memorandum of Understanding between City of Melbourne and Victoria Police.
- Appropriate health and wellbeing services are available for everyone that needs to access them.

Background

Feeling safe in the city is a basic right for our community and attracts businesses, investment and visitation. Melbourne is consistently rated as one of the safest cities in the world³ but we are facing challenges which have the potential to change this.

These challenges are reflected across Victoria. Clearly, these are issues we cannot tackle alone. We call on the Victorian Government to urgently increase police presence and patrols, prioritising deployment in the city.

To truly create and maintain a healthy, safe, clean and connected community, we also need to advocate for more funding and increased access to health and wellbeing services, programs and initiatives.

What else could help us achieve this goal?

- **Additional mental health services.** The Victorian Government must urgently implement the Royal Commission's recommendations by expanding tailored mental health services in the city to provide rapid, on-the-ground responses to acute mental health presentations in public spaces and ensure timely care and recovery pathways.
- **Alcohol and other drugs.** We urge the Victorian Government to release their long-term strategy for review and provide funding for more treatment and rehabilitation services.
- **Increased investment in integrated and coordinated family and gender-based violence support systems,** including enhanced after-hours and weekend crisis support services, enhanced prevention and early-intervention services and supported crisis accommodation.
- **City disruption.** We believe the Victorian Government should convene a taskforce to consider frameworks to manage the impact of protests.
- **Safety on public transport.** Our data shows only 33.8 per cent of people feel safe on public transport at night. The Victorian Government should convene a taskforce with key stakeholders to investigate factors causing the community to feel unsafe on public transport, so these can be addressed appropriately.

City of Melbourne Council Plan 2025–29 alignment

- Strategic priority: Healthy, safe, clean and connected communities.
- Health and wellbeing focus areas: Safety, Mental health and wellbeing, Family violence.

Aligned strategies

- **Inclusive Melbourne Strategy**
- United Nations Sustainable Development Goals 3, 10, 16

³ World Population Review 2025, 'Safest Cities in the World' Melbourne is ranked the world's tenth safest city. Data calculated utilising the Economist Intelligence Unit's Safe City Index. www.worldpopulationreview.com/world-city-rankings/safest-cities-in-the-world

Ending homelessness in Melbourne

Goal

A city actively moving towards ending homelessness.

Priority outcome

Increase in provision of long-term supported transitional housing and the support services required to focus on the reduction of entrenched homelessness in the city.

Core indicator

- By-Name List numbers reducing, moving towards every person having a home.
- Support services and appropriate transitional housing are available in the municipality to break the cycle of homelessness.

Background

A truly liveable city is an inclusive one, where everyone has a safe home.

We know that homelessness has far-reaching impacts on our city. We try to balance the many voices, experiences and competing needs of people who live, work, own a business, study in or visit the City of Melbourne.

The causes of homelessness are multiple and complex, so it is essential that all levels of government work holistically with private, health, housing and community sector partners to provide long-term, transitional support.

What else could help us achieve this goal?

- **Provision of a Homelessness Access Point** servicing the City of Melbourne connecting people with specialist homelessness services.
- **Increased purpose-built housing, support services and assertive outreach** tailored to the needs of youth experiencing or at risk of homelessness.
- **Statewide Protocol.** The Victorian Government lead the development of an agreed protocol for homelessness in public places to provide increased consistency of approach across all Local Government areas.

City of Melbourne Council Plan 2025–29 alignment

- Strategic priorities: Healthy, safe, clean and connected communities, Building a city for people.
- Health and wellbeing focus area: Homelessness with a focus on supporting housing pathways to reduce the number of people who are sleeping rough.

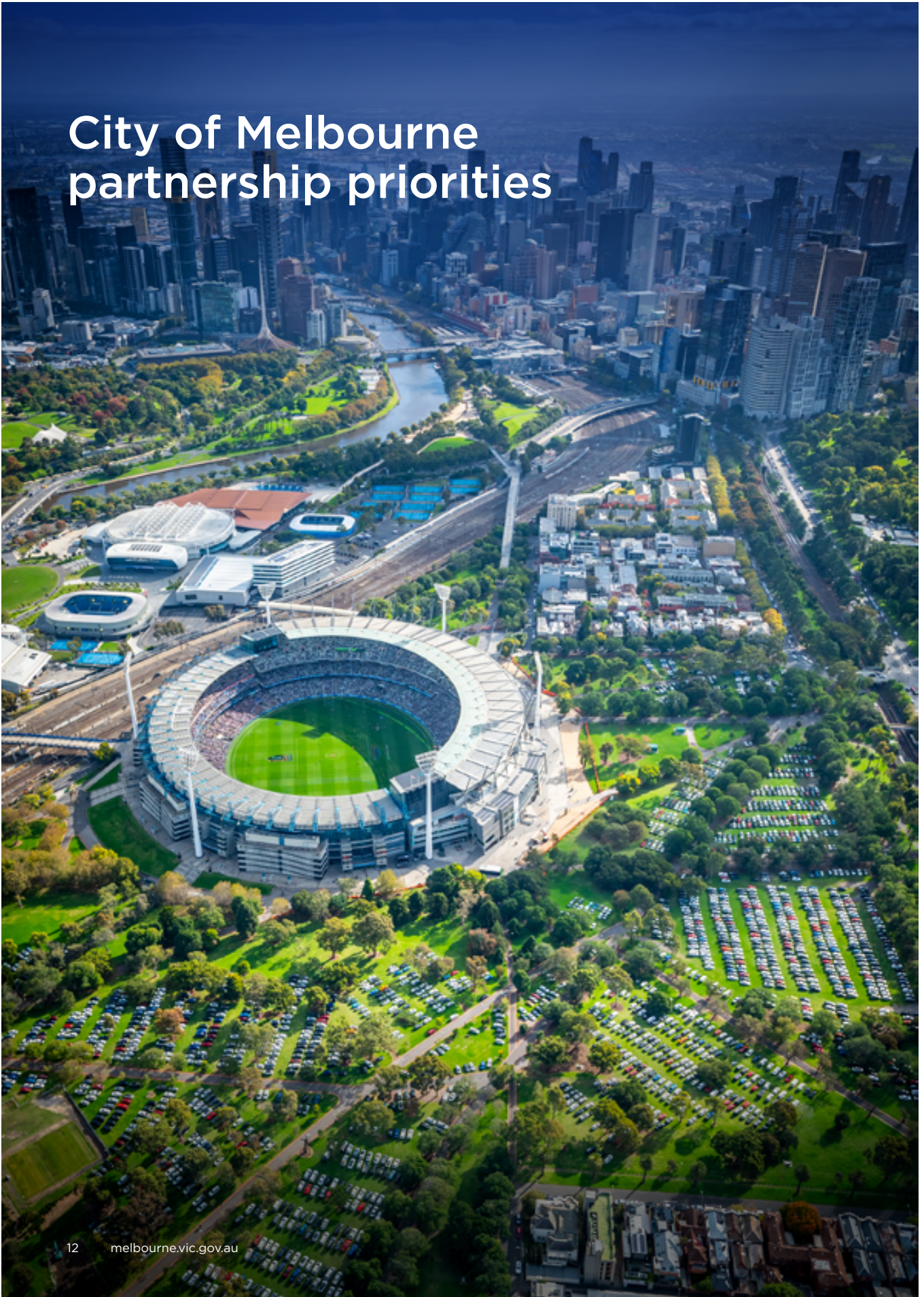
Aligned strategies

- [Homelessness Strategy](#)
- United Nations Sustainable Development Goals 3, 10



Advocacy and Partnerships Plan 2025-29 11

City of Melbourne partnership priorities



Melbourne is magnificent year-round

Goal

Amplify partnerships to maximise seasonal activations.

Priority outcome

Change perceptions that there are fewer visitors to Melbourne CBD in winter which affects the retail and hospitality sectors.

Partnership priorities

- **Collaboration.** Partner with key stakeholders to maximise opportunities for Melbourne's visitor economy by responding to seasonal trends and visitor demand patterns.
- **Winter 2026.** Review offerings and galvanise efforts to ensure Melbourne is 'always on' from winter 2026.

Background

Melbourne is a vibrant and creative city which delights our community and visitors.

Melbourne is a world-class creative capital of culture, sports and events. The National Season Experiences Index indicates the city is the top place to visit during winter⁴. Even with its impressive reputation, Melbourne can continue to evolve and innovate to strengthen its position as a global destination.

We will partner with other levels of government and key stakeholders from across the arts, culture, events, experiences, food and wine and sporting sectors to make sure Melbourne is 'always on' and always on in great style.

City of Melbourne Council Plan 2025-29 alignment

- Strategic priorities: Healthy, safe, clean, connected communities, Vibrant and creative Melbourne, Leveraging our economic strengths.

Aligned strategies

- [Experience Melbourne 2028](#)

⁴ Big Red Group, Seasonal Experiences Index: Winter 2025, www.bigredgroup/news/seasonal-experiences-index-winter-2025/

Melbourne's thriving waterways

Goal

Partner to revitalise our urban waterways as clean, swimmable, biodiverse, green corridors.

Priority outcomes

Improve water quality, increase biodiversity and create urban waterways framed in green spaces.

Partnership priorities

- **Green corridors.** Partner to create green corridors along our urban waterways.
- **Swimmable cities.** Influence key stakeholders to sign the Swimmable Cities Charter⁵, with the aim of improving water quality along the lengths of all three key waterways.
- **Waterway health.** Partner with Melbourne Water to investigate real-time monitoring for waterway health.
- **Investment.** Partner to investigate expanded finance options for investment in long-term waterway health.
- **Reducing pollution.** Partner with the Victorian Government to investigate the extent and location of wastewater pollution, to guide future projects and actions.
- **Environmental stewardship.** Partner to deliver education on and promote environmental stewardship.

Background

The Yarra River – Birrarung, Maribyrnong River (Mirrangbamum) and the Moonee Ponds Creek (Moonee Moonee), have deep cultural, social, economic and environmental importance for Traditional Owners and Aboriginal people.

They are critical areas of biodiversity, and habitat corridors for local wildlife. They are vital green open spaces for relaxation and recreation.

That's why it's essential to partner to protect and enhance these wonderful waterways, particularly in the face of rapid growth and climate change.

City of Melbourne Council Plan 2025-29 alignment

- Strategic priorities: Living sustainably, Leveraging our economic strengths.

Aligned strategies

- [Yarra River – Birrarung strategy](#)
- [Maribyrnong Waterfront: A Way Forward](#)
- [Moonee Ponds Creek Strategic Opportunities Plan](#)
- [Greenline Implementation Plan](#)
- [Municipal Integrated Water Management Plan](#)
- Yarra Strategic Plan ([Burndap Birrarung burndap umarkoo \(Yarra Strategic Plan\) | Melbourne Water](#))
- [United Nations Development Goals: 6, 11, 15](#)

⁵ www.swimmablecities.org



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How to contact us

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Advocacy and Partnerships Plan 2025-29 – Implementation Overview*

Date	Focus	Outcome
2 December 2025	Future Melbourne Committee	Advocacy and Partnerships Plan 2025-29 at FMC for endorsement
December 2025	Plan endorsement comms	TBC: Communications activities related to endorsed Plan
December 2025	Detailed stakeholder mapping	Stakeholder mapping to inform 2026 implementation plan. Make initial approaches to potential advocacy partners.
December 2025	State and Federal Budget Submissions	Consider and prepare submissions that align with the Plan
December 2025	Detailed Implementation Plan*	Detailed implementation plan, mapping all key advocacy touchpoints before State election
December 2025 / January 2026	Cr resources and briefings	Development of resources on each advocacy and partnership priority including refined / new data.
December 2025 / January 2026	Advocacy Partners	Meet with potential advocacy partners (as mapped in implementation plan) to finalise potential shared messaging and approaches
February 2026	Ministerial / Dep Sec meetings commence	First Vic Gov sitting week – opportunity to connect
February – November 2026	Advocacy Campaign	Deliver advocacy campaign according to implementation plan
November 2026	State Election	Following election, push to formalise any commitments. Review plan and develop implementation plan for 2027.