

DAREBIN COUNCIL ADVOCACY PROGRAMME 2018 State Election

BACKGROUND

Darebin City Council has long advocated for a better road and rail solution for its community from the Victorian State Government.

Darebin City Council is advocating for two key outcomes.

Firstly, the removal of five level crossings on the Mernda train line between Thornbury and Reservoir stations, particularly at Bell Street, Oakover Road, Murray Road, Cramer Street and High Street, Reservoir.

Council believes the removal of the four level crossings in Preston needs to be done as a single project, both in terms overall fiscal responsibility as well as providing the best outcome for the community. To remove only the Bell Street level crossing would not provide the required improvements to transport and traffic issues and would fail the State Government's own test of future proofing additional level crossings that have already been identified as needed.

Secondly, Council is strongly urging the State Government as part of the level crossing removal to fund an effective roads package at Reservoir, which Council says is essential to deliver promised improvements to the shopping centre and traffic flow.

Darebin City Council was disappointed the May Victorian State budget did not include funding for this package of works, but will continue to campaign on behalf of the community for a firm commitment for this rail and road package.

Darebin City Council wants a substantial commitment to fund the required road improvement package at High Street in Reservoir to accompany the level crossing removal. As well, it wants the best value for money project delivered for Preston where all four level crossings are removed as a single project.

The Council will be actively campaigning within its community to ensure these important projects are firmly on the agenda for all parties in the lead-up to the Victorian State election in November 2018.

Council will be reaching out to the local Darebin community and asking people to contact local members and Ministers and Shadow Ministers and sign petitions to demand a funding commitment.

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APPROACH

Our advocacy communications approach is focused on engaging the community on the issues Council is advocating for, asking them to make their voices and votes count.

1. Our approach is designed to recruit high level, engaged community members to conduct grassroots advocacy - facilitate conversation, voice and action.

Our community advocates will be mobilised and equipped with advocacy action maps, flyers and petitions to use within their own community groups and at local events. They will understand we cannot lose this once in a lifetime opportunity and will encourage the community to *Make Your Voice Heard, Make your Vote Count*.

2. Local activation of the campaign will kick off from 17th September. Pop up stations – trailers and team members will be at the Reservoir and Preston station car parks.

Commuters and community will be engaged with the issues and given advocacy action maps, flyers and encouraged to sign the petition and contact candidates.

3. Social campaign on Council and community Facebook groups will keep community educated and up to date on key messages.

Content will include video messages and updates from the Mayor and a range of community members and commuters voicing their need a better road and rail solution.

4. Darebin Council News, distributed to 70,000 homes and businesses.

5. The Council website will include home page access to the advocacy action map, covering key community areas we are asking for a funding commitment on. Visitors will be given access to sign the petition and contact their Candidates.

6. A media campaign will keep the community informed of all activity they can be involved in.

THE CALL TO ACTION:

1. The community will be asked to sign a petition asking for a funding commitment for the removal of five level crossings on the Mernda train line between Thornbury and Reservoir, as well an effective roads package solution at High Street around Reservoir station itself to increase access to the shopping centre and improve traffic flow.
2. They will also be encouraged to contact all the election Candidates, Ministers and Shadow Ministers, asking for a funding commitment.