



## MINUTES

### Melton Transport Community Reference Group (MTCRG)

Held on 28 August 2018 at 6:30pm in Civic Room 2, Melton Civic Centre

**Present:**

**Councillors**

Bob Turner  
Sophie Ramsey  
Kathy Majdlik

**Council Staff**

Matthew Milbourne, Senior Strategic Planner  
Laura-Jo Mellan, Manager City Design, Strategy and Environment

**Community Representatives**

Alan Perry  
Alison Richards  
David O'Connor (David left the meeting early)  
Ian Matthews  
Lawrence Geyer

**Chairperson:** Bob Turner, Councillor (Mayor)

**Minute Taker:** Matthew Milbourne, Senior Strategic Planner

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**1. Welcome**

**2. Apologies**

Raj Arora, Community Representative  
Adut Dharurai, Community Representative  
Vinea Fuimaono, Community Representative  
Madeleine Connor, Community Representative  
Liz Hunter, Acting Manager Engagement and Advocacy  
Sam Romaszko, Manager Engineering Services

**3. Declaration of interests and/or conflict of interests**

There were no declarations of interest, or declarations of a conflict of interest.

**4. General Business**

**4.1 Resignation of a Committee Member**

MM informed the MTCRG that Frederic Blevin has indicated that he can no longer serve on the MTCRG.

#### 4.2 Presentation on the Time for the West Campaign – Erin Farley (LeadWest)

LeadWest is running a campaign in the lead up to the State Government Election – *Time for the West*. The campaign seeks to give people in the west the option to not drive, with the improvement of the bus network being the main focus.

Erin showed the MTCRG the *Time for the West* website [www.timeforthewest.org.au](http://www.timeforthewest.org.au), and encouraged the MTCRG to sign the petition and share it with their social networks.

Erin indicated that LeadWest are currently helping the Star Weekly newspaper create a news story on the problems that people are facing with the transport system and congestion in the City of Melton. Erin asked if people in the MTCRG are happy to provide their story to be included in the *Time for the West* campaign and the Star Weekly article.

##### Election Forum

Erin indicated that LeadWest in conjunction with the Metropolitan Transport Forum will be holding an Election Forum at the Melton Community Hall at 7.00 pm on 12 September 2018. The Forum will include representatives from the Labor, Liberal and Greens parties, and will be an Outer West Forum for Brimbank, Wyndham and Melton.

Given that the forum has been organised by the Metropolitan Transport Forum there will be a particular focus on transport matters.

Erin will send information about the forum to the MTCRG.

##### Kitchen Table Meetings

Erin indicated that LeadWest will be holding kitchen table meetings with candidates and voters. This will be a good opportunity for voters to discuss matters that are important in the City of Melton – such as the need for improvements to the transport network, and a hospital.

##### Generation West

Erin gave a quick presentation on *Generation West* a new campaign being run by LeadWest to improve the health of the 14,000 babies born in the western suburbs every year [www.generationwest.org.au](http://www.generationwest.org.au)

#### 4.3 Community Campaign

MM provided an overview of the workshop was held with the MTCRG on 15 August 2018 to find out information on how to create a campaign message, and how to map how a campaign would run. The message and mapping workshop considered the three projects selected by the MTCRG at their last meeting:

- Upgrade the Western Highway to an urban freeway standard;
- Creating a better bus network; and
- Improving the rail service to Melton.

A summary of the workshop is contained at **Attachment 1**.

Discussion was held on whether the MTCRG would commence campaigning for improvements to the transport system in the lead up to the State Government Election, or whether the campaigns should commence after the State Government Election.



## MINUTES

A range of options were discussed, and the MTCRG agreed to undertake the following actions:

- Start a campaign now for the improvement of the bus network in the City of Melton as this can fix overflowing car parks at train stations, and can make a huge impact on the transport system at a low cost.
- A website will be created that will piggyback off LeadWest's *Time for the West* webpage using the NationBuilder software package.
- The MTCRG will help to promote the campaign through their networks in the lead up to the State Government Election.
- Can MTCRG members provide case studies / stories to Matthew that can be shared in the local campaign to create a better bus network, the *Time for the West* campaign, and the upcoming traffic congestion story being created by the Star Weekly.
- Following the State Government Election a campaign will be created and run for all three projects – an improved bus network, an improved rail service to Melton, and the upgrade of the Western Highway in the lead up to the State Budget and also consider opportunities to advocate to federal government.
- The next meetings of the MTCRG will work on the campaign messages and will map the campaigns and discuss approaches to getting the wider community involved.
- The new Manager of Engagement and Advocacy to discuss the *Access Denied* campaign that was run in the City of Whittlesea.

### Action

Matthew to work with LeadWest to create a webpage to create a campaign to improve the bus network in the City of Melton in the lead up to the State Government Election.

The MTCRG to start work on creating community campaigns for the improvement of the rail service and the upgrade of the Western Highway to be launched after the State Government Election.

MTCRG members to forward case studies / stories to Matthew on their problems with the transport system in the City of Melton – particularly buses.

#### 4.4 Next meeting date

The next meeting will be held on Tuesday, 23 October 2018.

#### 5. Close of Business

The meeting closed at 8:10 pm.

**Attachment 1****Notes from Campaign Mapping and Messaging Workshop held on 15 August 2018**Attendees

Bob Turner, Councillor  
Sophie Ramsey, Councillor  
Matthew Milbourne, Senior Strategic Planner  
Sam Romaszko, Manager Engineering Services  
Kwabena Ansah, Advocacy Officer  
David O'Connor, Community Representative  
Alan Perry, Community Representative

Matthew circulated a campaign message document that summarises the campaign messages used in similar transport campaigns recently (attached). The campaigns included:

- Save Buckley Street
- Time for the West
- Fix the Altona Loop
- Access Denied
- Wyndham Advocacy

Matthew highlighted the *Access Denied* campaign as a particular good one as both of the projects were funded.

Campaign Message Name

It was discussed that the campaign should have an easily identifiable name that all of the three projects could be listed under. Similar to the *Access Denied* campaign for Whittlesea. Possible names were:

- Moving Melton
- Melton on the Go
- Go Go Melton
- Melton on the Move
- Linking Melton

Matthew indicated that Moving Melton is a brand that was created by Council for its Integrated Transport Strategy. There is a logo that has been created for this and icons, which could be used for the campaign. Matthew indicated that Council would be okay with this being used for the campaign.

There was discussion that the name Moving Melton may not have enough impact.

There was no consensus on a name, and it was agreed to take this to the Melton Transport Community Reference Group (MTCRG) meeting on 28 August 2018 for further discussion.

Campaign Project Messages

At the last meeting of the MTCRG the group picked three projects that they would like to run a campaign for:

- *Building a Better Bus Network or Creating a Reliable Bus Network*
- *Improved Rail Service or Electrification of the Melton Rail Line*
- *Upgrade the Western Highway*



## MINUTES

Examples of campaign project messages:

### *Building a Better Bus Network / Creating a Reliable Bus Network*

Many people in our municipality live more than a 10 minute walk from a bus stop. Those who live near a bus stop have a bus service that runs infrequently and connects poorly to other public transport services.

- Residents in the City of Melton should enjoy a level of public transport that many people in Melbourne take for granted
- 95% of residents in the City of Melton should live within 400 metres of a public transport service that runs at least every 20 minutes, 7 days a week
- Bus routes should be extended to service new residential estates
- Bus routes should be established to link the City of Melton to the surrounding region e.g. Bacchus Marsh, Watergardens, Werribee
- Every train should be met by a bus

### *An Improved Rail Service to Melton / Electrification of the Melton Rail Line*

The rail track to Melton is currently being duplicated, which will enable more trains to be run in both directions on the line when it is opened in 2019

- Work should start now to ready the line for electrification, so electric trains can be run to Melton when Melbourne Metro tunnel is opened
- The following works should be undertaken as part of the electrification of the railway line:
  - Removal of level crossings
  - Upgrade the Melton South Railway Station
  - Build new railway stations at Paynes Road and Hopkins Road

### *Upgrade the Western Highway*

The upgrade of the Western Highway within the City of Melton to an urban freeway standard is a key safety priority. This should include the following work:

- Removal of direct access to the road
- Creation of an interchange at Mt Cottrell Road
- Creation of an overpass at Paynes Road
- Creation of an interchange at Harkness Road
- Creation of access ramps at Bulmans Road
- Creation of pedestrian overpasses at Arnolds Creek and Rockbank

It was agreed to take the project messages to the MTCRG meeting on 28 August 2018 for further discussion.

### Campaign Mapping

#### **Timing of the campaign**

It may be difficult to devise a campaign and run it in the lead up to the State Government Election, as we are not far out from it, and it is unlikely that the campaign would generate enough of a community response to result in policy change.

Council has launched a large campaign for a public hospital to be built in the City of Melton. Would running a transport project campaign in the lead up to the election dilute this message?

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*MINUTES*

It may be simpler to run a single project campaign in the lead up to the State Government Election, or devise a campaign to start after the election for all three projects in the lead up to the budget.

It was agreed to take the timing of the campaign to the MTCRG meeting on 28 August 2018 for further discussion.

**Campaign Ideas**

Below is a summary of the discussion around how do we get the message out:

- Build a team to get the community to join the campaign and get the message out
- Recruit advocates from the community to join the campaign
- The advocates should also be community champions - spokespeople
- Train the advocates and get them to promote the campaign
- The advocates could help to create the campaign message
- Create a website for the campaign – contains information about what we are asking for, and has an online petition that people can sign
- The website could include stories from people in our community that illustrate their problems with the transport system e.g. commuters, truck drivers
- Create printed collateral for the campaign – could be posters / postcards / flyers, which encourage people to go to the website
- The handouts for the community could have general information on the front about the problems with the transport system, and information about the three projects on the back
- Have a big launch
- Will be good to partner with other campaigns that may be running on similar issues e.g. Ballarat Rail Line Action Committee, Time for the West, Western Highway Action Committee, National Growth Areas Alliance, LeadWest
- The petitions should be tailored to go to relevant people – Western Highway and Electrification should go to State and Federal parliamentarians
- The petitions should go to Liberal, Labor, the Greens, and Minor Parties
- Encourage people to talk to their local Member of Parliament
- Be creative in getting the message out – set up a stall at Woodgrove, go and talk to community groups, hand out leaflets at the train station / bus interchanges, promote through social media, have t-shirts printed for advocates etc.

It was agreed to take the mapping of the campaign to the MTCRG meeting on 28 August 2018 for further discussion.