



merrifield

**Community
Vision**



A key priority for Merrifield - Victoria's largest, truly mixed-use, masterplanned development, is an engaged and vibrant community.

Merrifield is dedicated to delivering a range of programs, projects and initiatives to support community needs.

In April 2017, an extensive community consultation process was undertaken to identify the current and future needs of the Merrifield community.

This process has informed the Merrifield Community Development Plan.

This booklet summarises the feedback from the community consultation process and identifies the key community priorities for the future.

Merrifield Community Vision



A place where people live local.

A 24hr city with access to work, entertainment, retail, shops, services and recreational activities.



A safe place to live.

An engaged community ideal for raising a family.



A place of community connectedness.

Knowing our neighbours and connecting with them through a range of neighbourhood activities.



A place for adventure.

Children can play, explore and let their imaginations run wild.



A place that is alive!

Open green spaces, trees, gardens and parks galore.

THE PROCESS

55%

RESPONSE RATE
to our census-type survey completed
by 188 households representing 334
individual residents.



84

FUTURE RESIDENTS
completed our online survey.



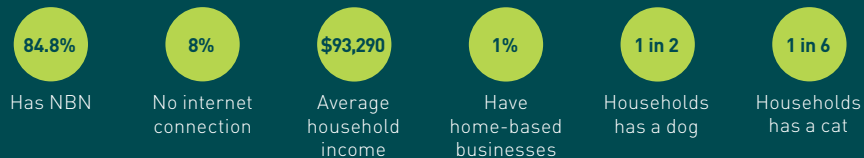
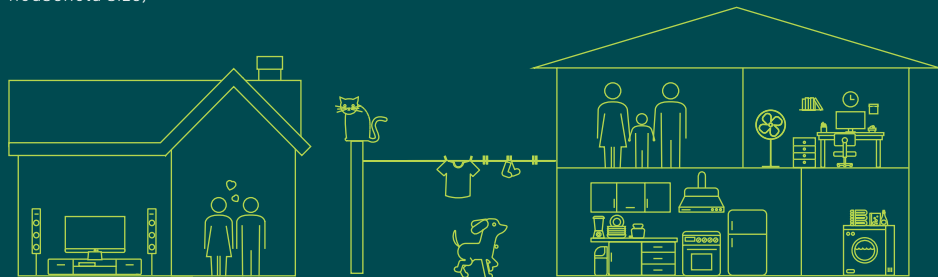
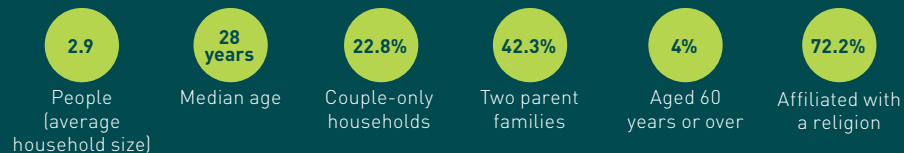
300

RESIDENTS ATTENDED
our community drop-in session.

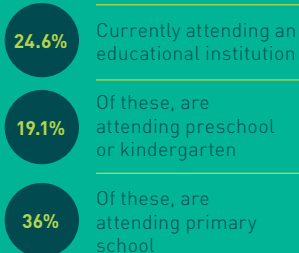
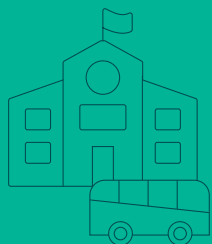


Who are we?

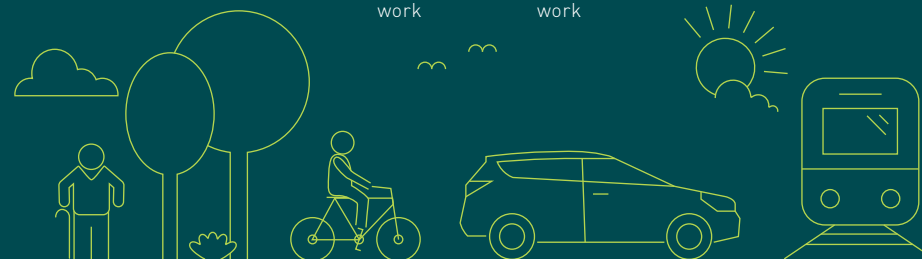
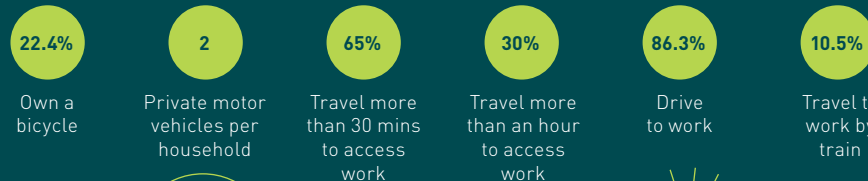
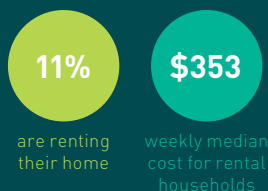
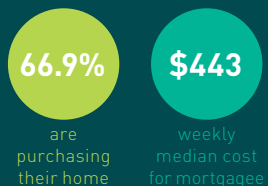
CURRENTLY IN MERRIFIELD



EDUCATION IN MERRIFIELD



LIVING IN MERRIFIELD



83.7%

(aged 15 yrs and over) are in the labour-force in a diverse range of occupations:



22.1%

are employed in the inner Melbourne region



63.8% were **born** in Australia

5.4% previously **lived overseas**

5.1% previously **lived interstate**

77.2%

More than three-quarters of residents previously **lived** in metropolitan Melbourne.

63.3% lived in the **north western** regions.

13.9% lived in the **north eastern** regions including the municipalities of Hume, Darebin, Whittlesea, Moreland, and Nillumbik.





WHY IS THIS INFORMATION SO IMPORTANT?

Planning and developing a new community relies on a range of stakeholders including the developer, Government and other relevant authorities.

The feedback from the Community Consultation process assists us to understand the current and future needs of the Merrifield community, so that we can work collaboratively with our partners to plan for these needs. It also supports us in advocating for our residents' needs for services and infrastructure that are the responsibility of other stakeholders.

What do we love about Merrifield?

- The vision and masterplan for the new epicentre of Melbourne's north.
- Strong sense of community and acceptance of diversity.
- An ideal place to raise a family.
- Neighbourhood attractiveness.
- Affordability.
- Access to major roads and freeways, and convenient location.
- Ease and pleasantness of walking and cycling in our neighbourhood.



WHAT DO WE NEED?

The following are priority areas for improvement:

- Access to shops, restaurants and entertainment (52%).
- Access to public transport (30.9%).
- Need for improved mobile coverage service:
 - satisfaction with the NBN is good (7.2 / 10)
 - satisfaction with mobile phone coverage is very poor (3.64 / 10).

Priority services include:

- Childcare – 55% will require childcare in the next five years (including 86% of couple-only households).
- Community Health Centre and bulk billing GP services.
- Recreation and leisure facilities – swimming, walking, cricket, soccer, tennis and AFL rated highly.
- Retail and convenience amenities.



WHAT'S IN THE PIPELINE?

- Farmers Market
- Fitness Program
- BP Service Station & Wild Bean Cafe
- Kool Kidz Childcare Centre & Kindergarten
- Merrifield Shopping Centre – Stage 1 (supermarket and specialties)
- School Holiday Program
- Community Grants Program
- Community Bus

WHAT'S BEING ADVOCATED FOR?

- Public transport services
- Community centre
- Government and non-government primary schools
- Further business investment and job creation
- Community safety
- Off-lead dog park
- Health and medical services
- Active open space and sporting facilities



OUR PROMISE

- Continued engagement with the Merrifield community through quarterly 'Community Conversations' events.
- Annual Merrifield community surveys to keep informed of residents' needs, both now and into the future.
- Continued commitment to the planning, advocacy and delivery of relevant community needs.