


Maroondah Focus

YOUR COMMUNITY NEWSLETTER



September 2000

11410 NWD 02-03-02 Box 6



2 The Maroondah Corporate Plan 2000 - 2003 has recently been released. Find out more about our shared vision for Maroondah on pages 2 and 3.

4 Take a look at the big picture on how rates and other sources of income contribute to the financial health of our City and provide valuable services for our community.

6 Learn more about Maroondah's recipients of the recent Queen's Birthday Honours.

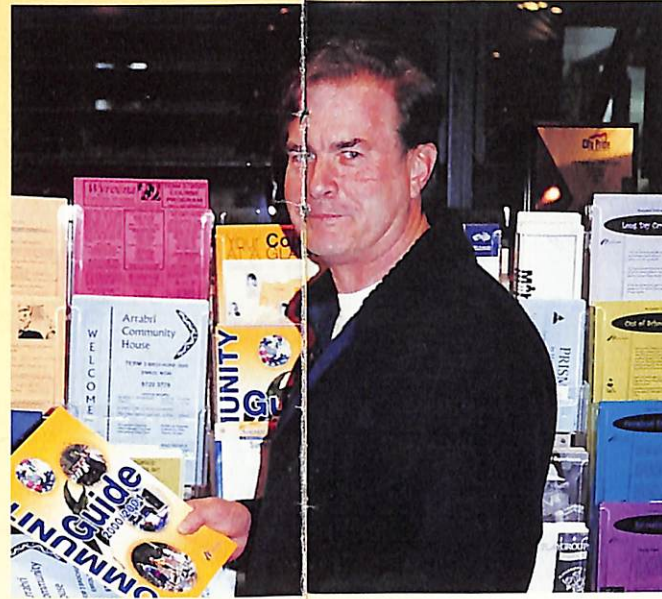
7 Council continues to take a proactive role in providing for Maroondah's growing road safety needs. Find out more about Council's role in improving our roads.

Corporate Plan Shaping Our Future



Our Community

Council is committed to encouraging and supporting our community, to develop a sense of identity and pride for residents of the City. We aim to encourage community involvement in new technologies, participation and support of Community Planning Forums and will advocate on behalf of Maroondah residents to ensure vital services and facilities are available to the community. We also aim to promote equity and access for the entire community to the range of services and facilities provided by Council.



Our Leisure and Culture

Involvement and participation in leisure and cultural activities contributes to our sense of community. A leisure, sporting or cultural pursuit is where many of us make our friends and interact as part of a team or community. Council is committed to providing a widely accessible range of services and facilities for the use and benefit of the community and to developing and supporting the growth of cultural activities throughout the City. We will also encourage the development of partnerships between local and regional leisure and cultural organisations to maximise resources and services for the Maroondah community.



Hello and welcome to your community newsletter, the Maroondah Focus. In this edition, we want to share with you our Corporate Plan and what that means for our community.

Each year Council re-visits the Corporate Plan to review its actions and priorities to be sure we are meeting the needs of the community with our vision for Maroondah. The plan keeps us focussed on activities that will make our vision a reality.

The strategic directions presented here are driven by our shared vision for our future that Maroondah will be a vibrant City. It will have an active community, a strong local economy and a diverse cultural life in a prosperous and sustainable environment.

Councillors have fully recognised the vital role local government plays in facilitating growth and prosperity, and through a number of workshops, developed the following STRATEGIC DIRECTIONS for developing specific actions, objectives and targets over the next three years.

The challenge is to actively build on our vision and to work together with staff to achieve the strategic directions set with and for our community.

The following is a snapshot of these strategies.



Our Environment

Maroondah has a diverse and colourful natural and built environment and the character of that environment is something our community holds dear. Our residents are quick to take up environmental causes and we plan to pursue these and other recycling and waste minimisation initiatives as a high priority, while continuing to support business and the community to embrace environmental objectives. As part of long-term planning, Council will continue to pursue and lobby for enhanced transport infrastructure, increase funding for asset maintenance, review and carefully rationalise under-utilised assets and continue to address local Agenda 21 issues.

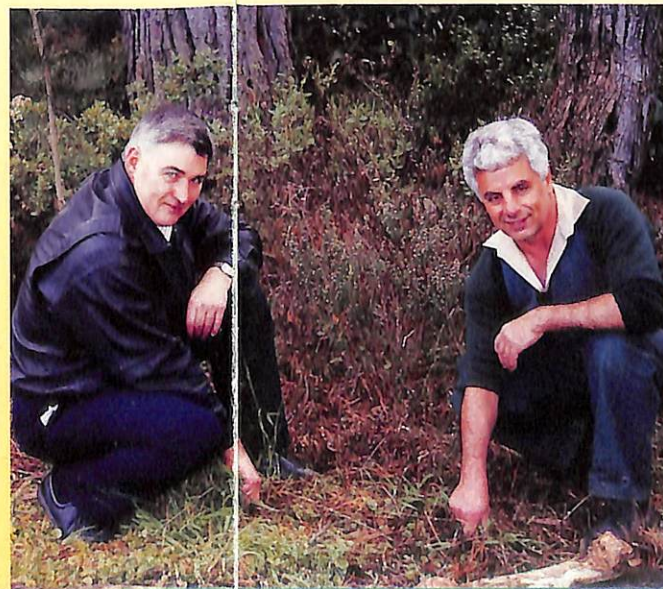


Our Economy

A strong economy is the lifeblood of any community and drives employment, economic growth and a community's prosperity. With 4,000 businesses and 27,000 employed in local industry, Maroondah is a hub for outer eastern Melbourne's business and industrial activity and as such, is a focus for the region. Council will encourage the growth of local employment and our local economy, actively assist Maroondah businesses through the many programs offered by our Economic Development Unit and continue to support local economic development.

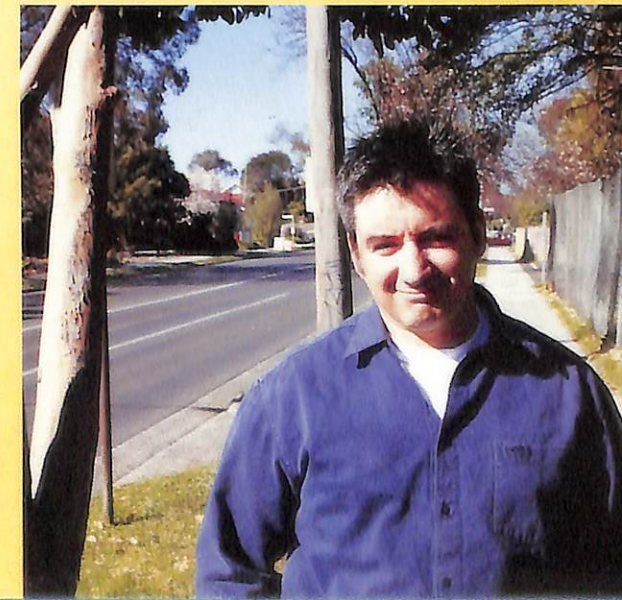
Our Services

Council provides a wide range of quality services and facilities for the use and benefit of the Maroondah community. We aim to review and expand services where needed, apply user-pays on a case-by-case basis and retain the role of service provider for services we currently provide, including Child Care. Council will represent the interests and needs of residents and businesses in their activities and will pursue joint ventures and regional and government partnerships where there is a benefit for the community. We will advocate for greater autonomy and self reliance for Local Government, expand our primary care role and look to integrate library and Council services.



Our Council

Maroondah is committed to being an open and consultative local government. We will retain our service units without corporatisation, review the current hierarchy of labour relations and will develop and implement a Code of Conduct for ethical and responsible behaviour. We aim to further develop electronic communications and apply Best Value Principles across the organisation. Further, we will monitor and report on the impact of the GST on Council's operations and finances and continue to manage revenue raising in a responsible manner.



The Big Picture

Taking **care** of the **financial** health of our City

Budget planning is a vital element in supporting Maroondah City Council's Corporate Plan. It enables the Corporate Plan to be achieved and ensures the City's vision is realised.

Council's 2000/2001 budget provides a balance for the short-to-medium-term needs of the community and the long-term financial health of the City. It also aims to consolidate Council services and funds a host of new initiatives contained in the three year Corporate Plan.

Council's budget is separated into two parts - income, which includes all sources from rate income, interest, grants, user charges and asset sales - and expenditure, which includes the funding of recurrent Council services and the capital works program.

Income - Value for Money

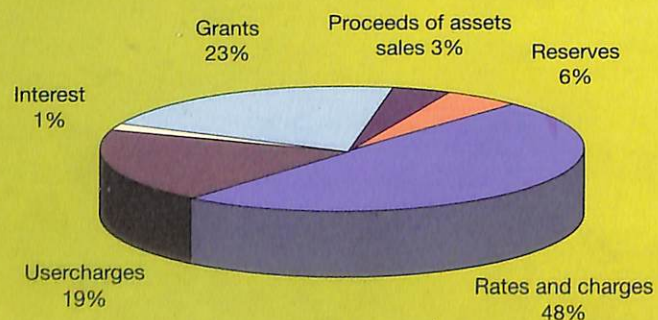
Part of good financial planning is careful management of rates revenue. Maroondah has again achieved a minimal rate increase of just 7%.

This is due to increased costs (CPI of 2.5 per cent and additional asset renewal of 3.5 per cent) and reduced funding from the Victorian Grants Commission (1 per cent).

The increase represents an average increase of around \$19 per Maroondah household on last year.

At Maroondah, rates and charges are less than 50 per cent of Council's total income. The balance of Maroondah's income comes from a variety of sources including the State and Federal Governments, user charges, reserves, asset sales and interest.

Maroondah City Council Sources of Income 2000/2001



Maroondah's **budget** plan or 2000/ 2001

The major portion of budget expenditure is allocated to everyday services and facilities for use of the community, including maternal and child health services, aged and community services, maintaining city parks and gardens, local laws and planning and environmental services.

This year, included in our budget plan, are

- the extension to two days per week of the Maternal and Child Health Day Stay program, which assists mothers in settling their new babies into sleeping patterns.
- a community consultation program to review the Maroondah 2020 strategic plan
- further Council involvement in Active Australia Day
- development of a 'People with Disabilities' Strategy
- an additional \$7,500 will be allocated to the Community Grants pool, taking the total available for Community Grants to \$80,000.

plan

About Revaluation

Rising property values throughout Victoria and what this means for Maroondah

All homes and business premises in Victoria have been revalued - at the same time and not surprisingly, many have increased in value.

Valuations are carried out by qualified valuers under the State Government Valuation of Land Act.

Revaluation of properties does not increase the actual amount of money Council collects through rates.

The revaluation is an assessment of all properties and their value. It will not in itself raise the total income Council receives from rates, as the charges will be re-distributed based on the changes in each property's value. Rates in Maroondah will increase to keep up with CPI, reduced funding from the Victorian Grants Commission and to maintenance of the City's infrastructure.

While property values have increased throughout Maroondah, the revaluation does not add a single dollar to Council's bottom line. As a result of the revaluation, some will pay more in rates - some will pay less, depending on the valuation of their property.

Will rates go up this year?

Yes.

On average, rates have increased by \$19 per household on last year. Although total rate revenue has increased by 7 per cent, most households will not pay the full 7 per cent on their rates, depending on the value of their property.

How Rates are Calculated?

In September, all home and property owners will receive their 2000/2001 Rates Notice. This will show the re-valuation value of the property and the amount due in rates. Rates are calculated by



multiplying the rate in the dollar (an amount set by Council in its annual budget planning) by the value of the individual property.

Need to Know More?

With their Rates Notice, all Maroondah ratepayers will receive information on revaluation, rates charges, this year's budget and Council's planned projects and services.

This is provided so our community has a good understanding of what is under-way and what will be provided in the coming year. In the meantime, contact any of Council's Service Centres and the staff will be happy to help with your general enquiries.

Rate payment dates

Rate payment dates are set by the State Government.

Your 2000/2001 rates are due

- If paying in lump sum on 15 February, 2001

By instalments on

- 16 October, 2000
- 30 November, 2000
- 28 February, 2001
- 31 May, 2001

Exciting **Capital Works** projects for 2000/2001

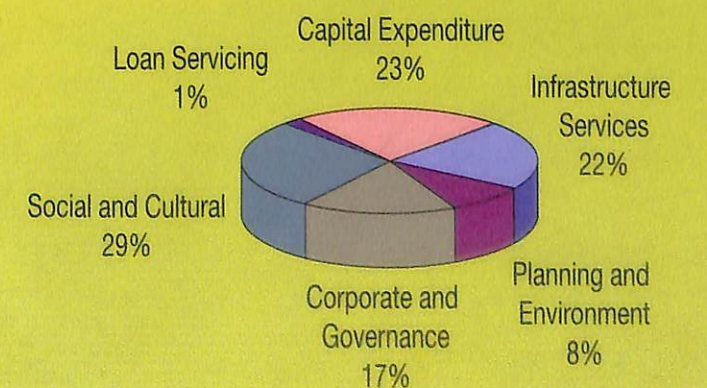
Each year, Council sets aside part of its annual budget for Capital Works, which are projects for the development of City facilities, including roadworks, streetscapes, drainage, sporting reserves and buildings.

Some of the highlights of this year's Capital Works budget are:

- resurfacing of flooring at the Croydon Leisure Centre - \$165,000
- playground refurbishment throughout the City - \$100,000
- completion of the Federation Estate in Greenwood Avenue - \$611,000
- planning and future development of the Ringwood Town Centre - \$600,000 from the State Government
- traffic and safety roadworks at Liverpool Road between Terradan Drive and Canterbury Road - \$555,000

In total, Council will be contributing over \$20 million to an extensive capital works program over the next three years.

Planned Program Expenditure for 2000/2001



directors

Two new directors join Maroondah's senior management team

Under the leadership of Maroondah Chief Executive Officer, Mr Michael Marasco, Council has welcomed two new directors to complete its Corporate Management Team.

Mr Nicholas Foa has been appointed Director Community and Organisational Development and Ms Penny Gale has accepted the position of Director Best Value Services and Infrastructure. Mr Steve Kozlowski continues in the position of Director Strategic and Corporate Services.

Under the new structure, Council returns to a three directorate model. Nicholas Foa will be responsible for Community Services, Leisure Culture and Youth Services, Resources, Community Planning and the Organisational Performance Unit; Penny Gale for Customer Service and Performance, City Parks and Infrastructure Services; and Steve Kozlowski for Integrated Planning, Planning and Environmental Services, Civic and Financial Services and Information Technology. Michael Marasco will assume responsibility for Public Affairs and Legal Services.

Nicholas Foa has a long history with Council, joining the former City of Croydon in 1989. Between 1992 and 1996 Nick was Manager of Leisure, Culture and Youth Services and was appointed Manager Community Services in 1997.

Penny Gale joins Maroondah from the City of Melbourne to take up the responsibilities of Director Best Value Services and Infrastructure. She has a wealth of experience in local government and infrastructure services and has also worked extensively in the private sector.

Steve Kozlowski continues as Director Strategic and Corporate Services. Steve has 20 years experience in the local government arena,



THE NEW TEAM... (l-r) Maroondah Chief Executive Officer Michael Marasco, with Director Strategic and Corporate Services Steve Kozlowski, Director Community and Organisational Development Nicholas Foa and Director Best Value Services and Infrastructure Penny Gale.

backed up by management qualifications and experience in finance, human resource management and information technology.

Michael Marasco has been Chief Executive Officer of Maroondah for almost six years and prior to this, was General Manager of the former City of Doncaster and Templestowe, Chief Executive Officer at the City of Fitzroy and held several senior management roles at the City of Melbourne, as well as private enterprise experience at the Ford Motor Company.

"Our team is a very highly skilled and complementary combination and well experienced in many areas. I look forward to their individual and collective contributions to Council and more importantly, to our community," Mr Marasco said.

Good Advice Has Many Rewards

Lesley Smith, co-ordinator of the Maroondah Citizens' Advice Bureau, was recently honoured in the Queen's Birthday Honours List. Lesley has tended to community needs for many years and has been recognised for her efforts with the Medal of the Order of Australia.

With 28 years at the Citizens' Advice Bureau and a genuine concern for those in need, Lesley has shared her experience and wisdom with many.

"The Bureau provides help for everything from accommodation and rent issues to support for teenagers, marriage guidance and even tax advice," Maroondah Councillor Marj Munro said.

Volunteers at the centre, trained in Community Information, are always welcoming. "They are there to listen and provide support, and are able to guide residents to the services available, with no appointment necessary," Cr Munro said.

Congratulations are also in order to our other Maroondah residents whose contributions have been recognised. The Medal of the Order of Australia was awarded to Elvie McKay for her work with the Maroondah Hospital Croydon Auxiliary and to William Quill for his contribution to professional boxing, especially for the safety and welfare of boxers. David Gibson has been awarded the Public Service Medal in recognition of his assistance to the ex-service community through his work with the Central Army Records Office.

Telephone the Maroondah Citizens' Advice Bureau on 9723 4450.



ACHIEVERS... (l-r) David Gibson, Elvie McKay, Lesley Smith and William Quill all received gongs in the Queen's Birthday Honours List.

Small Business Expo 2000

Get along to Eastland Shopping Centre on Saturday 21 October to visit some of Maroondah's small businesses who will be displaying a range of their products and services, at a Small Business Expo.

For further information, contact the Economic Development Unit on 9871 0278.

Small Business Training

Council's final Small Business training course for 2000 will be held every Thursday night from 5 October to 9 November from 6.30pm to 9.30pm at the City Offices, Braeside Avenue, Ringwood.

"The Business Plan course covers the format and purpose of business plans, processes required for successful planning, and developing marketing, financial and operational plans," Maroondah Councillor Les Willmott said.

This subsidised course costs just \$59, but if you have previously completed a short course through Council, then the cost is just \$20. To book, contact Economic Development on 9871 0278.

Road safety a priority

Maroondah Council continues to take a proactive role to provide for Maroondah's road safety needs.

Councillor Neil Rose said Council not only provided a high level of local services and facilities relating to road safety, but also represented the interests of Maroondah at regional, State and national levels.

"We are ensuring the future road development needs of the City," said Cr Rose.

"For example, Maroondah is represented on the Eastern Freeway Extension Liaison Group and the Eastern Ring Road Steering Committee," he said.

"We are also spearheading the need for Maroondah roads funding by the State and Federal Governments, primarily by working with VicRoads and the TAC," he said.

Cr Rose said specific locations of road safety concern were the subject of \$14.6 million worth of 'Blackspot' funding applications by Maroondah.

Some of these locations include:

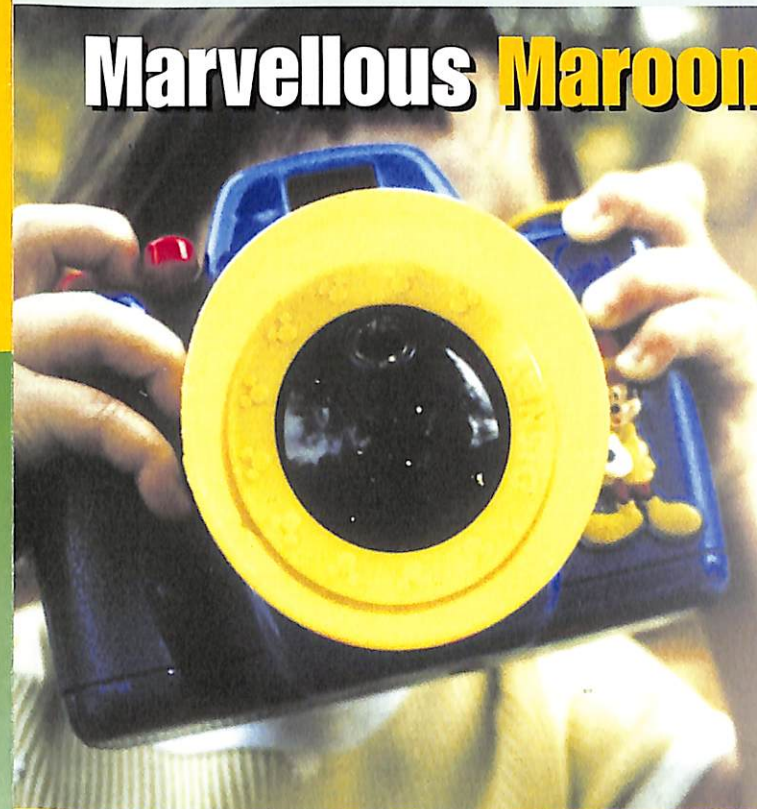
- Bayswater Rd, between Canterbury Rd and Mountain Highway, Croydon South
- the corner of Maroondah Highway and Dublin Rd, Ringwood

Maroondah is also a member of the Victorian Road Funding Alliance, which is fighting the Federal Government for a fairer road funding deal for Victoria.

"This alliance aims at stopping the drain of Victorian money through the national fuel excise of which Victoria contributes 25 per cent of national revenue, effectively subsidising the other States," said Cr Rose.

"All this road safety advocacy is a vital part of future planning, seeking alternative funding sources for our City so we can maintain our road infrastructure at high levels, as well as funding our future road safety needs," he concluded.

Marvellous Maroondah - People and Places



Now is the time to get snapping with only four weeks left of the 2000 "Marvellous Maroondah: People and Places" Photographic Competition.

Entrants have the chance to have their photographs appear in Maroondah Council publications and also in the Maroondah Journal newspaper.

Maroondah Councillor Nick Kirmos, said, "We're looking for photos which show off Maroondah's facilities and people".

People who live, work or even visit Maroondah are all welcome to enter a maximum of 12 photos each, with a maximum size of 8" x 10".

All photos must have been taken within Maroondah, and can be of people, places or events within the City.

The first prize is a Pentax camera valued at \$600, with \$150 worth of film and processing from Croydon Camera House, while the second and third prizes are a \$200 and \$100 shopping voucher from Ringwood Square Shopping Centre, respectively.

The Competition opened on 14 August and closes on 29 September, 2000.

Continuous improvement the key to success

The State Government's Annual Community Satisfaction Survey, has once again given Maroondah the thumbs up.

The Government's survey provides for benchmarking across "like Councils", which include Melbourne, Boroondara, Darebin, Glen Eira, Manningham, Monash, Port Phillip and Whitehorse City Councils.

The relative performance of Like Councils is listed between the lowest and highest ratings. These ratings are indexed out of 100. For example, scores for Overall Performance were between 62 and 72, with Maroondah receiving a 70 rating. The overall performance rating indicates community satisfaction with the general performance of the Council.

The survey covered specific areas of service, (with their indexed rating in brackets) including:

- Customer Contact (76)
- Health and Human Services (71)

- Recreational Facilities (77)
- Appearance of Public Areas (71)
- Traffic Management and Parking Facilities (64)
- Waste Management (73)
- Town Planning Policy and Approvals (60)
- By Laws Enforcement (64)
- Local Roads and Footpaths (63)

Maroondah Councillor Frank Corr, said Council was happy with the results of the survey.

"These results are pleasing and reflect well on the dedication and professionalism of Council and its staff. We cannot afford to become complacent. There is still room for improvement, which is something that is always high on Council's agenda," Cr Corr said.

International Business Showcase

'Taking Local Business to the World'

If you own a business, come show your wares or see what's on offer at the International Business Showcase at the Karralyka Centre.

To be held on Tuesday 10 October, activities for the Showcase are filling quickly. The Showcase will provide an opportunity for local businesses to further their understanding of export trade and e-commerce services.

E-commerce forging the way

The theme of the Showcase is "Taking Local Business to the World" and among the e-commerce speakers will be Ms Georgia Blomberg, Senior Project Manager for Tradegate ECA, Dr John Dowell, General Manager - E-Commerce from Telecom Primus, and Mr Barry Dorr, Business Development Director from Timemac Pty Ltd.

"E-commerce really is the way exporting is heading, with international boundaries being broken down, which makes exporting easier," Maroondah Mayor Cr Peter Gurr said.

The Showcase will also feature a Business Breakfast with special guest speaker Ambassador Aneurin Hughes who heads the Australian office of the European Commission, a Trade Expo, seminars on Europe, Asia and the Pacific Rim and a cocktail and networking event to complete the day.

"The Showcase will also provide interested residents and other businesses owners with a sample of the enormous variety of products and services offered by businesses in Maroondah and beyond," Cr Gurr said.

Our local businesses get expert helping hand

Sponsors for the Showcase include Queensland Investment Corporation, Eastland Shopping Centre, Commonwealth Bank of Australia, Sarina Russo Recruitment, Timemac, the Department of State and Regional Development, Whitehorse City Council, Ringwood Chamber of Commerce & Industry, Croydon Chamber of Commerce & Industry, Centastaff and EPA International Pty Ltd.

For further information about the International Business Showcase, please contact Economic Development on 9871 0278 or visit Council's website at www.maroondah.vic.gov.au or the showcase website at www.businessshowcase.org

Can you **see** into the **future**?

A review of Maroondah 2020

Maroondah residents are invited to become involved in a review of Maroondah 2020: A Shared Future, the City of Maroondah's long-term strategic plan.

The Plan was adopted in December 1996 following extensive community consultation workshops and forums.

The Review process will be overseen by a Community Panel chaired by Maroondah Mayor, Cr Peter Gurr.

"As a community document, Maroondah 2020 is a shared vision for the municipality which reflects the views and desired outcomes of the community, council, service providers and agencies," Maroondah Councillor Maureen Naylor said.

"Council's Corporate Plan and annual budget process are derived from this long-term strategic plan, and it is now timely to undertake a review," she said.

The community consultation will run until February 2001.

Cr Naylor said the Community Panel would include four community members and also draw from groups representing the environment, the economy, community services including youth, aged, health, disability, leisure, culture and sport and school and church groups, as well as transport and infrastructure representatives.

Community members will also have the opportunity to make written submissions on areas of interest or concern, or to be involved in open workshops and forums.

Keep an eye out in local newspapers for opportunities to become involved.

For further information contact Council's Integrated Planning Unit on 9871 0218.

AT YOUR SERVICE...

The staff at each of Council's Service Centres will be happy to assist you with your Council business.

City Offices Service Centre

Braeside Avenue, Ringwood 3134
PO Box 156, Ringwood 3134
Tel: (03) 9871 0222 Fax: (03) 9879 3534

Main Street Service Centre

50 Main Street, Croydon 3136
Tel: (03) 9722 9529 Fax: (03) 9722 9441

Ringwood Mall Service Centre

12 Civic Mall, Ringwood 3134
Tel: (03) 9876 9899 Fax: (03) 9876 8966

Civic Square Service Centre

Civic Square, Croydon 3136
Tel (03) 9724 3222 Fax (03) 9723 2615

Maroondah On-Line

Visit us on-line at www.maroondah.vic.gov.au

Front cover: Autumn Glory... A family relaxes at Ringwood Lake. Photo courtesy George Fernando.

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