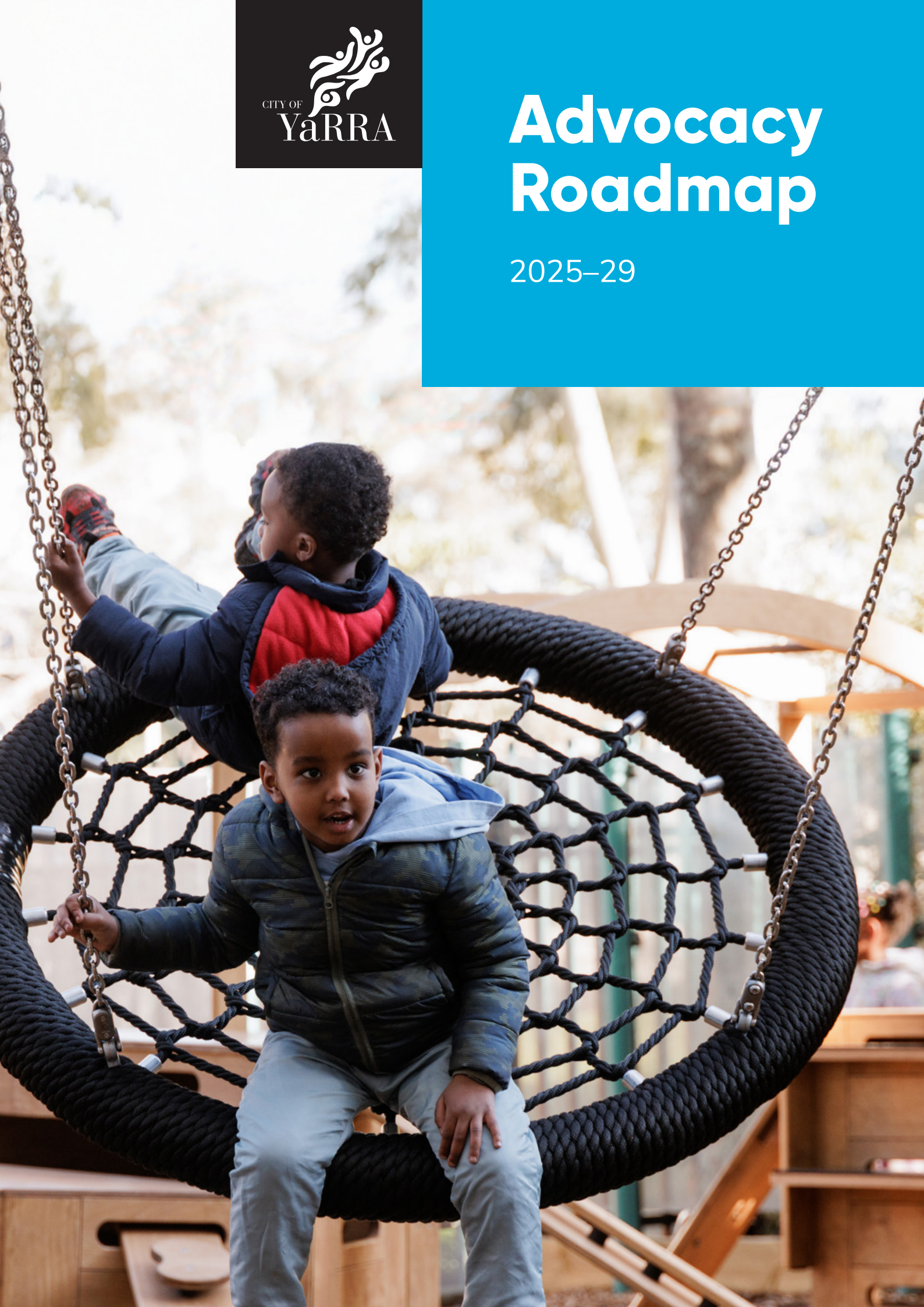


Advocacy Roadmap

2025–29



National Relay service

TTY 133 677 then (03) 9205 5555
or relayservice.gov.au

Yarra Council language line

العربية 9280 1930

中文 9280 1937

Ελληνικά 9280 1934

Italiano 9280 1931

Español 9280 1935

Tiếng Việt 9280 1939

Other 9280 1940

Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra.

We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations and to their Elders past and present.

REF 20529



Advocacy Roadmap 2025–29

Context

The Victorian Government has set the City of Yarra a target to grow by 44,000 dwellings over the next 25 years. Council understands the need for more housing in the inner-city and will work with the community and the State to play its part. However:

- Yarra has limited land, ageing assets, and an existing need for more open space and community infrastructure
- Yarra’s community is calling on the Victorian Government to be involved in decisions that affect them and their City.

It is important that the Victorian and Federal Governments recognise Yarra as a ‘growth council’ and:

- Provide funding to enable the delivery of open space, community infrastructure and services to match the growth
- Release government land that is not being used to the community for open space and community infrastructure
- Ensure adequate, fit for purpose trunk infrastructure is in place to mitigate flood risks and that sufficient, fully accessible transport services are available for the growing population
- Consult genuinely with Council and the community on planning reforms and local developments.

The Advocacy Roadmap 2025-29

Yarra City Council adopted its Council Plan 2025-29 on 17 June 2025. Advocacy to the state and federal governments plays a key role in its implementation.

The Advocacy Roadmap 2025-29 illustrates how our advocacy activity is supporting the delivery of the Council Plan and supporting plans that have been adopted, such as the Community Infrastructure Plan and the Public Health and Wellbeing Plan.

Council also partners with the Municipal Association of Victoria and the 9 inner metropolitan councils (M9) to collectively advocate on sector wide issues.

The Advocacy Roadmap is a summary document, intended to give an overview of Council’s advocacy agenda and a sense of the activity being undertaken. Advocacy is core business for Council and will take many forms that may not be explicitly mentioned in this document.

The state government election in November 2026

In the lead up to the state election in November 2026, Council has a unique opportunity to draw the Victorian Government, local MPs and candidates’ attention to matters that our community cares about.

These include:

- the continuing availability of vital public health services that support vulnerable residents in Collingwood and Fitzroy
- move the North Richmond Medically Supervised Injecting Room to a more appropriate location and provide expanded rehabilitation and recovery services
- specific requests that:
 - align with immediate and projected needs for community infrastructure and open space
 - upgrade Council and state government assets to meet disability access standards
 - protect the City’s unique live music industry.

Progress and Review

Progress will be reported regularly through a variety of channels including the Quarterly Community Report, Annual Report and online.

The Advocacy Roadmap will be updated as new challenges and opportunities emerge, and Council makes new decisions.

Living in the City

We are a City for everyone. We are welcoming, friendly and connected, where everyone is safe and supported.



Strong and Vibrant Community



Community Safety



Social Equity



Shared Spaces

Outcomes we are seeking	Our advocacy activity includes
1. Enhance safety in our streets and public spaces	<ul style="list-style-type: none"> • Work with state government agencies and community partners to implement community safety initiatives and social cohesion programs in targeted areas. • Call on the state government to: <ul style="list-style-type: none"> - move the North Richmond Medically Supervised Injecting Room to a more appropriate location and provide expanded rehabilitation and recovery services - fund permanent trauma informed outreach services in high-need areas, helping de-escalate unsafe behaviours, prevent crises and connect people to health, housing and support services.
2. Ensure that public health services continue supporting vulnerable people in Collingwood and Fitzroy	Advocate to the state and federal governments to ensure that vital public health services supporting vulnerable residents in Collingwood and Fitzroy continue to be provided.
3. Support families to access early years services in their neighbourhood	Finalise Kindergarten Infrastructure and Services Plan and secure capital and services funding from the state government.
4. Support vulnerable cohorts in Yarra's community	Advocate to the state government for: <ul style="list-style-type: none"> • stop wholesale demolition of the public housing towers without evidence that refurbishment is not an option • public housing residents are supported to remain in their communities and be active participants in how their communities are shaped • ongoing funding for the Richmond Youth Hub • climate safe rooms funding for vulnerable cohorts, as recommended by the Upper House Parliamentary Inquiry into Climate Resilience.
5. Minimum heating and cooling standards in place for renters	Advocate to the state government to finalise heating and cooling minimum standards for rental properties.

Outcomes we are seeking	Our advocacy activity includes
6. Retain trees and protect urban canopy at risk due to Electric Line Clearance regulations designed for areas with high fire risk	Advocate to the state government directly and with key partners in the sector to amend the Electricity Safety (Electric Line Clearance) Regulations 2020 so that tree canopy in metropolitan low bush fire areas is not removed.
7. Enhance maintenance and cleaning of state roads and other state-owned infrastructure	Advocate to the state government directly and with key partners in the sector to: <ul style="list-style-type: none"> • better clean and repair state roads • remove graffiti quickly from state assets.
8. Improve habitat, water quality, and provide cool green spaces for communities around our urban creeks, rivers, and waterways	Advocate to the state government directly and with key partners to secure a commitment to ‘extend’ the Green Links investment beyond 2027 to protect and restore biodiversity.

Building the City

We have the infrastructure we need to accommodate a growing community.

-  Environmental Sustainability
-  Growing Sustainability
-  Shared Spaces
-  Social Equity
-  Community Safety

Outcomes we are seeking	Our advocacy activity includes
1. The Victorian Government’s planning reforms, housing targets and activity centre program are developed and implemented in genuine partnership with Council and community	Advocate to the state government directly and with sector partners to ensure that the state’s planning system: <ul style="list-style-type: none"> • is transparent, includes genuine consultation and takes account of council and community views, especially in relation to the Development Facilitation Program • enables councils to retain direct control over developer contributions for open space, community infrastructure and city works • enables councils to be genuine partners in identifying strategic redevelopment sites • reimburses councils fairly for their assessment of planning applications.

Outcomes we are seeking	Our advocacy activity includes
2. Revitalise Victoria Street and North Richmond	<p>Advocate to the state government to support the revitalisation of Victoria Street and North Richmond by:</p> <ul style="list-style-type: none"> • precinct renewal through land consolidation and redevelopment, including on state government land • upgrading North Richmond Station to be safe, welcoming and accessible for people living with disability • releasing the Jonas Street intersection with Victoria Street to Council in order to create an appropriate public space, recognising the site's current surveillance and amenity challenges.
3. Adequate, well maintained and accessible community infrastructure and open space is available to the community in accordance with current and future needs	<ul style="list-style-type: none"> • Secure funding from the state and federal governments for community infrastructure and open space, to align with the Council Plan and supporting plans, including the Community Infrastructure Plan, Kindergarten Infrastructure Services Plan and Open Space Strategy. • Secure state government unused land for community uses • Specific items of advocacy currently planned include: <ul style="list-style-type: none"> - Release 2 River St, Richmond for open space and kindergarten expansion - Richmond Library upgrade to create more functional and flexible spaces, upgraded amenities and improved accessibility for people living with disability - Alphington Bowls Club refurbished to improve accessibility for people living with disability, broaden its reach and grow its services to the community - North Richmond community services hub to fulfil current and future demand for services including maternal and child health, kindergarten, youth services, library and co-location of other key health, multicultural and community services - Gillon Pavilion (Kevin Bartlett Reserve) upgrade to increase active participation of all ages and abilities in soccer, provide community spaces, and improve accessibility for people living with disability.
4. Adequate, well maintained stormwater infrastructure and drainage assets to mitigate the risk of local flooding events	<p>Ensure that the state and federal governments take urgent action to:</p> <ul style="list-style-type: none"> • Upgrade and invest in stormwater infrastructure and drainage assets (including Council assets) that will mitigate the risk of local flooding events as the effects of climate change continue to grow.
5. Adequate, accessible public transport in place to meet the needs of residents, workers and visitors	<p>Advocate to the state government to:</p> <ul style="list-style-type: none"> • upgrade train stations in the City of Yarra to be safe, welcoming, and accessible for people living with disability* • deliver tram stops that are accessible for people with disability* • deliver the North-East link bus way. <p>* prioritisation to be on the basis of safety, accessibility and projected population growth</p>

Outcomes we are seeking	Our advocacy activity includes
<p>6. More social and affordable housing provided in areas of need and all public housing well maintained and with adequate amenity</p>	<p>Advocate to the state government to:</p> <ul style="list-style-type: none"> • incorporate compulsory inclusionary zoning in planning schemes to create more affordable housing • deliver more social housing and commit to no net loss of public housing or public land, sufficient open space, and greater diversity of dwellings • ensure that all public housing is well maintained, with suitable amenity • ensure that public housing estates included in the state government redevelopment program, receive urgent, ongoing maintenance and upgrades.
<p>7. Key worker affordable housing project on Council land at Collingwood Town Hall is supported with capital funding and fast-track planning approvals</p>	<p>Advocate to the state and federal governments to support a key worker affordable housing project on Council land, including through:</p> <ul style="list-style-type: none"> • capital funding contributions • fast track planning approvals.
<p>8. New and upgraded bike lanes in the right places</p>	<ul style="list-style-type: none"> • Work with state government to secure approvals and funding for Council approved bike lanes. Current projects under consideration by Council include Elizabeth St, Langridge St, Gipps St, Coppin St, Wellington Street • State government to action existing commitments to install permanent cycling infrastructure on Heidelberg Rd and complete the Alphington Link.
<p>9. Improved transport networks, especially with regard to road safety and efficient mobility</p>	<p>Council will continue to work with state government to improve transport networks. A key focus is on road safety improvements, especially near schools and retail activity centres, and speed zones that protect all road users, especially pedestrians and cyclists.</p>
<p>10. Cremorne Place based Implementation Plan implemented in partnership with state government, stakeholders and community</p>	<ul style="list-style-type: none"> • Work with state government to implement: <ul style="list-style-type: none"> - recommendations of Council’s completed traffic study, including the scramble crossing at the corner of Cremorne and Swan Streets - shared street zones - more open space and amenity for residents and visitors • Advocate to the state government to reactivate its commitment and action to make Cremorne a centre for innovation, technology and high-skilled jobs.
<p>11. Improved infrastructure for electric vehicles</p>	<ul style="list-style-type: none"> • Advocate to the state government to: <ul style="list-style-type: none"> - invest more in EV destination charging, especially EV kerbside chargers in areas like Yarra with the least access to private, off-street parking - set the requirement that distribution network service providers must increase electrical capacity to support EV charging pole locations.

Working and Playing in the City

-  Thriving Local Economy
-  Strong and Vibrant Community
-  Growing Sustainability
-  Shared Spaces

We have a thriving economy with a variety of opportunities to work, create, play and celebrate.

Outcomes we are seeking	Our advocacy activity includes
<p>1. Yarra continues to be a City of Live Music with a thriving grass roots industry and an incubator for artist development</p>	<ul style="list-style-type: none"> • Advocate to the state government to champion live music, investing in infrastructure, businesses, musicians and audiences by: <ul style="list-style-type: none"> - Establishing and protecting live music precincts - Updating regulations to be more live music venue 'friendly' especially in relation to 'all age gigs' - Supporting local traders and performers through financial investment - Supporting Council's Leaps and Bounds Festival and the reactivation of the Brunswick St Festival • Work with the state government and Midsumma to build a bigger, better and safer Victoria's Pride Street Festival that becomes a permanent fixture on Yarra's event calendar.
<p>2. Reduce state government red tape that slows down Council and businesses</p>	<p>Advocate to the state government to review and reduce regulatory requirements, as appropriate, related to city works, street treatments, speed zones, waste regulations, opening and operating a business, live music venues.</p>



Running the City

We are transparent and accountable, making evidence-based decision to ensure the sustainability and health of Yarra.



Shared Governance



Growing Sustainability



Shared Spaces



Social Equity



Environmental Sustainability

Outcomes we are seeking	Our advocacy activity includes
1. The Victorian Government stop cost shifting to councils	<ul style="list-style-type: none"> Join with council partners to demand that the state government: <ul style="list-style-type: none"> stop cost shifting to councils in areas such as planning assessments, libraries, maternal and child health, school crossing supervisors prepare regulatory impact statements for councils on all new initiatives and funding agreements.
2. Council is compensated for syringe collection and cleansing around the Medically Supervised Injecting Room (MSIR)	<ul style="list-style-type: none"> Continue to advocate to the state government to reimburse Council for its syringe collection and cleansing since the opening of the MSIR: <ul style="list-style-type: none"> \$3.5 million incurred as at 30 June 2025 and \$0.5 million per annum from 1 July 2025.
3. Oppose the introduction of the Emergency Services and Volunteer Fund (ESVF) on residents and businesses and Council’s role as collectors	<ul style="list-style-type: none"> Advocate directly and with partners to the state government to oppose: <ul style="list-style-type: none"> the introduction of the ESVF councils forced to be collectors of the ESVF.
4. Back in sector advocacy for increases to block council funding for operations and roads infrastructure	<ul style="list-style-type: none"> Advocate with partners to the federal government to: <ul style="list-style-type: none"> restore Financial Assistance Grants to 1% of federal tax revenue increase funding to support the maintenance and upgrade of local roads.
5. Simplify and enhance waste and recycling services	<ul style="list-style-type: none"> Advocate to the state government to: <ul style="list-style-type: none"> release its waste and recycling service standards stop further increases to the waste (landfill) levy upgrade waste recycling services in public housing.

Opportunities in the lead-up to the State Election

The next state election is in November 2026. The City of Yarra spans three electorates in the Legislative Assembly and is captured in the Northern Metropolitan Region of the Legislative Council.

This presents Council with a unique opportunity to advocate to the Victorian Government, state Members of Parliament and candidates for electorate-based requests.

All three electorates that take in parts of the City of Yarra are anticipated to be close contests. Current MPs and candidates seek out items of local community value to influence community support. Council's eight requests below are based on the Council Plan 2025-29. These include immediate local safety concerns and critical health services for vulnerable people, current and anticipated need for community infrastructure, the need to upgrade council infrastructure to be accessible, and opportunities arising from the City's unique political landscape in the lead up to the election.

Yarra City Council calls on the Victorian Government to:

Ensure that public health services continue supporting vulnerable people in Collingwood and Fitzroy

The decision to axe bulk-billing GP clinics in Collingwood and Fitzroy will affect the communities that need them most. They are single parents on low incomes, newly arrived refugees learning to rebuild their lives, people facing homelessness or family violence, and residents managing chronic illness. The Victorian and Federal Governments must work together to ensure that these vital services continue.

Move the North Richmond Medically Supervised Injecting Room to a more appropriate location and provide expanded rehabilitation and recovery services

The Medically Supervised Injecting Room (MSIR) in North Richmond is next to a primary school and within a dense public housing and residential precinct, creating ongoing public safety challenges for residents, families and local traders. Council calls on the Victorian Government to identify and fund a suitable alternative site for the MSIR as a matter of priority. Relocation should be accompanied by expanded rehabilitation, detox and recovery services to support pathways out of dependency while improving safety, amenity and wellbeing for the local community.

Commit capital funding to upgrade Richmond Library

Richmond library had over 100,000 visitors last year and almost 14,000 people participated in 525 community programs on-site. The library needs more functional and flexible spaces, upgraded amenities and improved accessibility for people living with disability.

Release unused land at 2 River St, Richmond for community use to increase kindergarten places and create open space for the growing community

2 River St is a 5,000 sqm property that has been left idle for 5 years. This is the most densely populated part of the City and is growing exponentially. Yarraberg Kindergarten is on adjacent land and can be expanded to meet current need and projected shortfalls. Open space is needed. The Victorian Government should release this land for community benefit.

Commit capital funding and fast track planning approvals for a key worker affordable housing project on Council land at Collingwood Town Hall

Key workers can't afford private rentals in Yarra. Council is investigating whether it is possible to make some of the land it owns at Collingwood Town Hall available for an affordable housing development. The project needs state and federal government support to ensure its success. This will take the form of capital funding and fast track planning approvals.

Commit \$3.7 million to refurbish Alphington Bowls Club to meet accessibility standards and expand its community uses

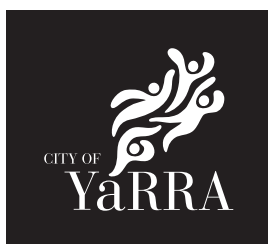
Almost 10,000 people go through the Alphington Bowls Club's doors annually to play bowls, socialise, attend local meetings, events and wellbeing programs. The club's internal space is restrictive and doesn't meet modern accessibility standards. The refurbishment will ensure it meets disability accessibility standards and can expand its role in providing community spaces and activities.

Commit to building a North Richmond community hub and fund sufficient services to meet immediate need and growing demand across a spectrum of community services

North Richmond is the most under-serviced precinct in this City. It has an immediate and growing need for community services and facilities delivered by Council, NGOs and other tiers of Government. At a minimum, the Victorian Government needs to provide facilities and services for maternal and child health, kindergarten, youth services, library and co-location of other key health, multicultural and community services.

Protect Yarra's unique live music industry by establishing a live music precinct, fit for purpose regulations and support for artists, the local industry and grassroots events

Live music is part of Yarra's cultural and economic fabric. It brings people together, cutting across social, cultural and generational boundaries. The state must work with us to protect live music by updating planning schemes and regulations and nurturing emerging artists. Yarra also calls on the state to support grassroots events such as Yarra's Leaps and Bounds Festival, and to join with us in reinventing Brunswick St Festival.



Contact us

Visit us

Richmond Town Hall, 333 Bridge Road, Richmond

Collingwood Town Hall, 140 Hoddle Street, Abbotsford

Connie Benn Family and Children's Centre, 160 Brunswick Street, Fitzroy

Bargoonga Nganjin – North Fitzroy Library, 182–186 St Georges Road, Fitzroy North

Get in touch

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