

27 January 2021

Moonee Valley Community Survey 2020 Results Summary

About the Community Survey

Brickfields Consulting have been engaged to conduct an annual community survey on behalf of the MVRC Joint Venture Development team. The purpose and aim of this survey is to understand what is important to the people of the Moonee Ponds area. The information from the survey will be used to inform the Moonee Valley Racecourse Joint Venture Development team with an understanding of what is important to the Moonee Ponds community. The insights gained will inform the team's thinking as the vision for the site is developed, and as it evolves throughout the life of the project over the next 15 years.

2020 Community Survey Process and Context

The following summarises the key findings of the 2020 Community Survey. This is the third year the survey has been conducted. It was made available from 14th September 2020 until 18th November 2020. It was communicated through the 'Valley of Tomorrow' website, distributed through Hamton and Moonee Valley Park social media, distributed to the Community Reference Group (who were encouraged to share via their social media platforms) and distributed to the Moonee Valley Racecourse membership database. These 'community' responses were complemented by an online 'panel' of incentivised responses with participants recruited based on their residential postcode within a 5km radius of Moonee Ponds.

In March of 2020, COVID-19 emerged in Australia. During this year Melbourne experienced one of the longest lockdowns in the world to combat the pandemic. Level 4 restrictions were in place in Moonee Ponds for a majority of 2020. This has likely led to some societal shifts and has limited the community's ability to interact with the Moonee Valley Park development to date. With the easing of restrictions and commencement of community activations associated with the development we expect that awareness and engagement with the development will increase in 2021 and beyond.

Key Findings

Response Profile

- A total of 83 valid 'community' responses, and 273 online 'panel' responses were collected.
- Previously, the panel and community responses were analysed separately – however, due to a lower response rate in 2020, respondents were categorised into three segments: 'Locals' – non-racing who live, work or live and work locally, 'Visitors' – non-racing who visit regularly/occasionally, and 'Racing' – live, work or visit because of racing including MVRC members.
- Response data from the 2019 survey have been recoded to align with these segments to ensure a direct comparison year on year could be achieved with the 2020 responses.
- Overall, there were no significant changes to the age, gender or household profile year on year.
- In 2020, respondents were more likely to have a longer relationship with the Moonee Ponds area than in previous years, with over 60% of respondents being associated for twenty or more years.

Consistent Perceptions of Moonee Ponds

- Between 2019 and 2020, there was little difference in the levels of agreement associated with ‘Moonee Pond is a family friendly place’, ‘Moonee Ponds has a strong sense of community’ and ‘I really enjoy being in Moonee Ponds’.
- The ‘best’ things about Moonee Ponds in 2020 were related to ‘proximity and location’, ‘greenery, parks and open space’, ‘shops and retail’ and ‘cafes, restaurants and nightlife’.
- The ‘worst’ things about Moonee Ponds remained consistent between 2019 and 2020. These focussed on traffic, parking and concerns relating to density and over development.

Overall satisfaction with attributes of Moonee Ponds

- In 2020, respondents were more likely to recommend Moonee Ponds as a place to live to their friends and colleagues with ‘detractors’ reducing from 25% to 19%, and passives increasing from 45% to 50%.
- As with previous years, parking attracted the lowest mean level of satisfaction in 2020. However, its level of ‘importance’ fell by 13% and ‘satisfaction’ increased by 16%. This could be influenced by reduction in travel associated with COVID-19 restrictions.

The most pressing issues facing Moonee Ponds

- In 2019, ‘parking availability’ was the top-rated issue facing Moonee Ponds. In 2020, ‘parking availability’ dropped to second place behind ‘affordability’ which is now considered the most pressing issue facing Moonee Ponds.
- Beyond parking and affordability, the key issues were consistent between 2019 and 2020 being ‘future residential development’, ‘transport infrastructure’ and ‘environmental and social sustainability’.

What we’d like to see more of in Moonee Ponds

- In 2020 ‘food and beverage options’ was the top response that respondents would like to see more of in Moonee Ponds. This appears to reflect an increase in desire for ‘food and beverage options’ up from 34.7% in 2019 to 42.4% in 2020.
- Beyond food and beverage options, respondents would like to see more ‘community activities’, ‘landscaping and greenery’ and ‘urban public spaces’ in Moonee Ponds.
- When exploring what respondents would like to see more of in Moonee Ponds by audience type, the top choice in 2020 for ‘locals’ was ‘urban public spaces’ (45%).

Views of Moonee Valley Racecourse Redevelopment (Moonee Valley Park)

- Overall, perceptions of the Moonee Valley Racecourse Redevelopment (Moonee Valley Park) have become more positive between 2019 and 2020.
- In 2019 nearly 30% ‘agreed’ or ‘strongly agreed’ with the statement that ‘Moonee Valley Racecourse will be a family friendly place’. In 2020, this increased to nearly 45% agreement. For people with dependent children at home this was even higher at 49%.
- In 2019, nearly 53% of respondents ‘disagreed’ or ‘strongly disagreed’ with the statement ‘built form scale and density is appropriate for Moonee Ponds’. In 2020, this reduced to 40%. In 2019, 28% ‘agreed’ or ‘strongly agreed’. In 2020 this increased to 40% ‘agree’ or ‘strongly agree’.
- Respondents that ‘disagreed’ or ‘strongly disagreed’ with the statement ‘Moonee Valley Racecourse Redevelopment will be a community hub and recreation space for the Moonee Ponds community’ reduced from almost 35% to 24% between 2019 and 2020. Those that ‘agreed’ or ‘strongly agreed’ increased from 30% to 50% in 2020.

What we'd like to see the MVRC Redevelopment deliver

- The key themes amongst open-ended responses on what the community would like to see the MVRC Redevelopment deliver, included outdoor public spaces and green spaces, lifestyle, entertainment, nightlife and food and beverage options, adequate parking and infrastructure and low density/appropriate development.

Awareness of and available information regarding the Moonee Valley Racecourse Redevelopment

- In 2020, 57% of respondents were aware of the Moonee Valley Racecourse Redevelopment, down from 66% in 2019.
- In 2020, 63.8% of 'locals' felt there was 'significantly inadequate' or 'slightly inadequate' amounts of information available regarding the redevelopment. This was supported by open ended responses which noted the need for improved communications and consultation moving forward.