

### 3.6 ENHANCE COMMUNITY ENGAGEMENT

A number of previous studies relating to the Maribyrnong River Valley have recommended coordinated action to raise its profile, including promoting its attractions, upgrading public infrastructure, encouraging investment in tourism and retail development, facilitating major events and interpreting the valley's history (both Indigenous and industrial).

Some of these studies include: the *Maribyrnong River Investment and Marketing Strategy, 2002*; the *Western Melbourne Region Tourism Strategy, 2002*; the *Maribyrnong River Tourism Strategy, 2000*; the *Moonee Valley Tourism Strategy, 2003* and the *Maribyrnong River Vision for Recreational and Tourism Development, 1996*. In the past activities to raise the river's profile have been left to individual local councils or Parks Victoria to address, resulting in outcomes specific to individual municipalities or attractions, rather than the valley as a whole.

The establishment of a Maribyrnong River Valley Coordinating Committee provides a mechanism for raising the profile of the valley as a whole. The Maribyrnong River Valley Coordinating Committee could give priority to the following activities:

- > compiling relevant information for a Maribyrnong River Valley website
- > production of a regular newsletter and mailing list
- > development of a signage plan
- > development of a trail map
- > development of a calendar of events
- > development of an interpretive program including signage and brochures
- > raising the profile of the valley to encourage private investment consistent with the *Maribyrnong River Valley Design Guidelines*
- > prioritising capital works and seeking funding through all available sources.

A Maribyrnong River Valley website would provide a guide to the river valley, including:

- > summary of current policies and relevant reports for the entire river valley
- > links to more detailed information on Victorian Government and council websites
- > summary of roles and responsibilities of government agencies
- > access to relevant data and information, such as a list of indigenous plant species and information on river depths
- > contact points for friends and other community groups
- > calendar of events
- > maps of trails
- > newsletters and media releases.

#### Enhance community engagement

Action	Responsibility	Priority
27. Develop a whole-of-government Maribyrnong River Valley website.	Maribyrnong River Valley Coordinating Committee	Immediate
28. Develop a Maribyrnong Valley Heritage Strategy, based on the information collected as part of Action 25. The strategy should detail opportunities to interpret the history of the river valley and recommend priority works for the conservation and protection of heritage assets.	Maribyrnong, Melbourne, Brimbank, Moonee Valley City Councils, Parks Victoria, Heritage Victoria, Aboriginal Affairs Victoria	Long term