



A vibrant and prosperous community

Our community's aspiration

Maroondah is a vibrant and prosperous destination. Creative precincts, placemaking and experiences make Maroondah a culturally rich place to live, work, play and visit. Our strategic location and competitive strengths facilitate economic development, and local businesses are supported to be successful and sustainable.



Our community said

Our community values the arts and cultural places, spaces and experiences available in Maroondah.

Our community also values Maroondah's larger activity centres and local neighbourhood centres, which together give them access to the range of amenities and services they need, and enable them to support local businesses, which facilitates job creation in Maroondah.

When thinking about aspirations for the future of Maroondah, our community used words such as culturally rich, vibrant, prosperous and thriving.

In working towards their aspirations for the future, our community would like to see a high priority placed on promoting arts and culture in Maroondah, supporting local businesses, and attracting new business and investment opportunities to Maroondah, to enhance the employment opportunities available within the municipality.

The Maroondah Community Panel identified business and economic sustainability as a key priority for the future. They expressed a desire to give more people the opportunity to live and work locally, and enable them to focus on continuing to build a strong, thriving and socially responsible local economy. They also suggested a focus on innovation and support for alternative employment and business options.



“Support for local businesses to encourage a thriving economy and a strong community.”

“Keeping that community feel in local shopping precincts, parks and reserves. Encouraging art spaces in many places in Maroondah.”

“Maroondah offers a diverse range of services. Whether it be a big shopping centre or a smaller hub...”

The path ahead

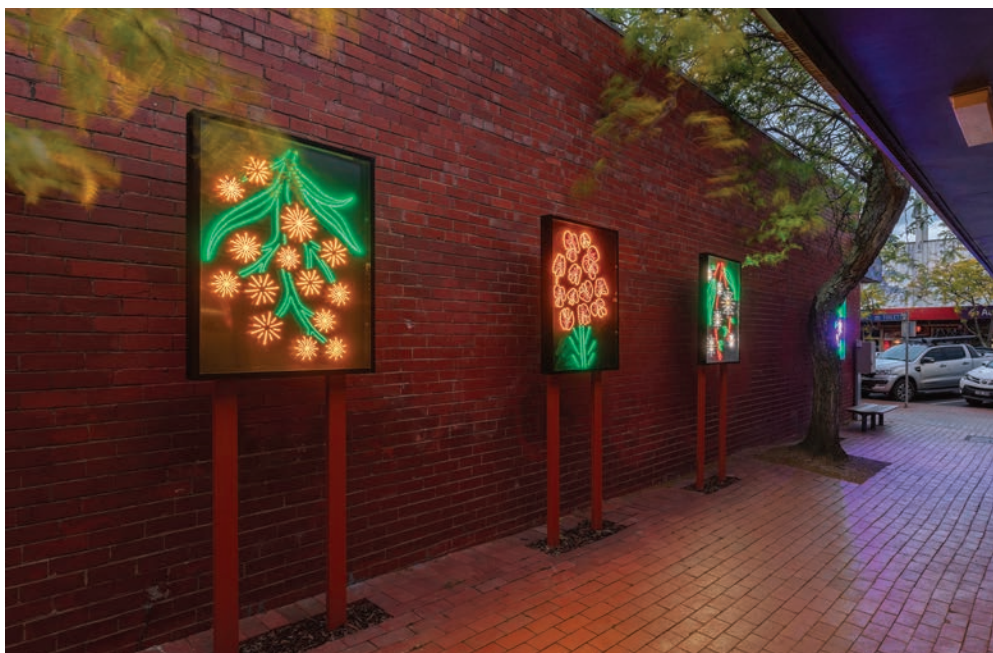
To work towards a vibrant and prosperous community, Council will focus on:

- Facilitating vibrant places and spaces through placemaking initiatives and events, enhancing cultural precincts and venues, and delivering a diverse range of arts and cultural initiatives and experiences.
- Promoting the competitive strengths of Maroondah and leveraging the strategic location and unique roles of the Ringwood Metropolitan Activity Centre, the Croydon Major Activity Centre and the Bayswater Business Precinct.
- Enhancing the accessibility and amenity of neighbourhood centres and commercial and industrial precincts across Maroondah.
- Providing support to businesses, and encouraging innovation and alternative modes of employment.
- Promoting skills development, and employment pathways and opportunities for all people in Maroondah.

Measuring our progress

We will know we are making progress when we see:

- More attendees at Maroondah's creative precincts and places.¹
- Growth in businesses, jobs, and economic output.²
- Growth in commercial and industrial investment.³
- More residents have access to employment locally.⁴



Light Stitches: Illuminating Croydon's Indigenous Flowers, 2024, Kirsten Baade and Alinta Koehrer (Wurundjeri/Yorta Yorta) (image by Christian Capurro).

1. Internal data

2. Australian Bureau of Statistics and REMPLAN

3. REMPLAN

4. Australian Bureau of Statistics