

FOOTSCRAY UNIVERSITY TOWN

VISION AND STRATEGIC PRIORITIES
2020-2025



**VICTORIA
UNIVERSITY**



Maribyrnong
CITY COUNCIL

VISION AND STRATEGIC PRIORITIES 2020-2025

VISION

Footscray is recognised as a premier university town at the forefront of the knowledge economy.

Through harnessing University and community knowledge and resources, Footscray is a smart, creative and vibrant community; a liveable, sustainable and prosperous university town.

Footscray University Town provides access to opportunities and celebrates the benefits from its diverse communities.

FOOTSCRAY UNIVERSITY TOWN 2025

Footscray University Town partners will contribute to a vibrant, prosperous and attractive university town, with diverse employment and education opportunities, by:

- Harnessing the benefits of FUT and major government investments to promote and enable opportunities for employment, education, health and wellbeing; and businesses and services associated with significant development projects in Footscray
- Attracting support for precinct-wide initiatives that add value to FUT including sustainable transport, diversified employment opportunities, community infrastructure, place-based programs, enhanced urban amenity and community wellbeing
- Continuing to strengthen Victoria University's engagement and focus on the contemporary needs of students and communities in Melbourne's west
- Ensuring the support of key stakeholders and the broader community for the FUT vision.

FOOTSCRAY UNIVERSITY TOWN PILLARS



We have established strong foundations that position us well for the FUT Vision 2025:

FOUNDATIONS	MEASURES
Strong partnerships and alliances leading to shared aspirations and effort	<ul style="list-style-type: none"> • Smart City initiative • City West Water • Western Bulldogs
New place-based collaborations and engagement models	<ul style="list-style-type: none"> • Footscray Art Prize • One Night in Footscray • VicPol Diversity Recruitment Program
VU and Council investments in Footscray	<ul style="list-style-type: none"> • Student accommodation • Footscray Park enhancements • Footscray City improvements
Major government investments in transport, education and health services in Footscray	<ul style="list-style-type: none"> • Footscray Hospital at Footscray Park • Footscray Learning Precinct • Metro Tunnel, Westgate Tunnel
VU presence in the community	<ul style="list-style-type: none"> • VU at MetroWest • Festivals and events • Work integrated learning • Ideas and knowledge sharing forums

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Strategic priorities to build FUT 2025 Vision:

- 1 FUT presence: place-based creative and knowledge sharing program
- 2 Strong partnerships and collaborations
- 3 Footscray Hospital
- 4 Revitalised Footscray campuses
- 5 The VU Way
- 6 Integrated precinct-wide approach
- 7 Footscray Learning Precinct
- 8 Affordable student and worker living and housing
- 9 Sustainable integrated transport network
- 10 City, cultural and community infrastructure

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