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**LATROBE CITY
COUNCIL**

CONSULTATION SUMMARY

MOE ACTIVITY CENTRE PLAN

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1	Consultation Summary	TM	LD	12.12.2025

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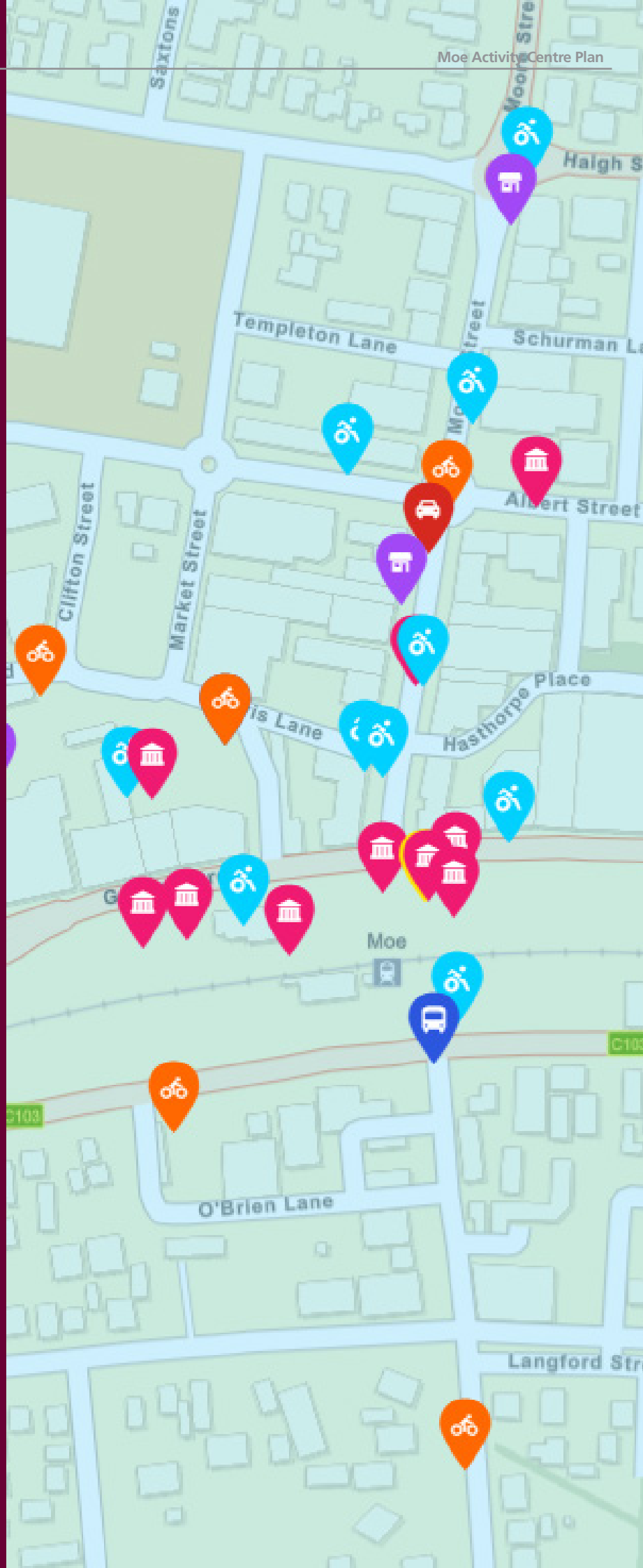
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Latrobe City Council acknowledges
that it operates on the traditional land
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Gunaikurnai nation and pays respect
to their Elders past and present.

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Introduction

Latrobe City Council is developing the Moe Activity Centre Plan which will define the look and feel of the Moe CBD over the next 15 years. It will look at Land Use, Built form, Transport, Access and Movement, and the Public Realm.

The Moe Activity Centre Plan (MOACP) serves the combined communities of Moe and Newborough and provides direction and guidance to ensure the CBD is meeting the needs of the communities.

To inform the development of the MOACP, stakeholder consultation was conducted between the 21 November 2024 to 31 January

2025, using multiple modes of engagement to reach all corners of the community.

Over 300 people were engaged during the consultation period. A snapshot of the key themes and insights of this process are included in this summary document.

KEY INSIGHTS

Insights heard from our community include:

**The VILLAGE
FEEL is a valued
commodity in
Moe**

**There is a strong
desire for Moe
to have its own
IDENTITY**

**The Skate Park
has been a
valued addition,
MORE TYPES OF
ACTIVITY should
be provided**

**There is a strong
sense that
CONNECTIVITY
AND WAYFINDING
needs to be
improved**

**SAFETY is a key
issue for the
community**

**ENHANCE THE
LOOK of the town
centre so it no
longer feels dated**

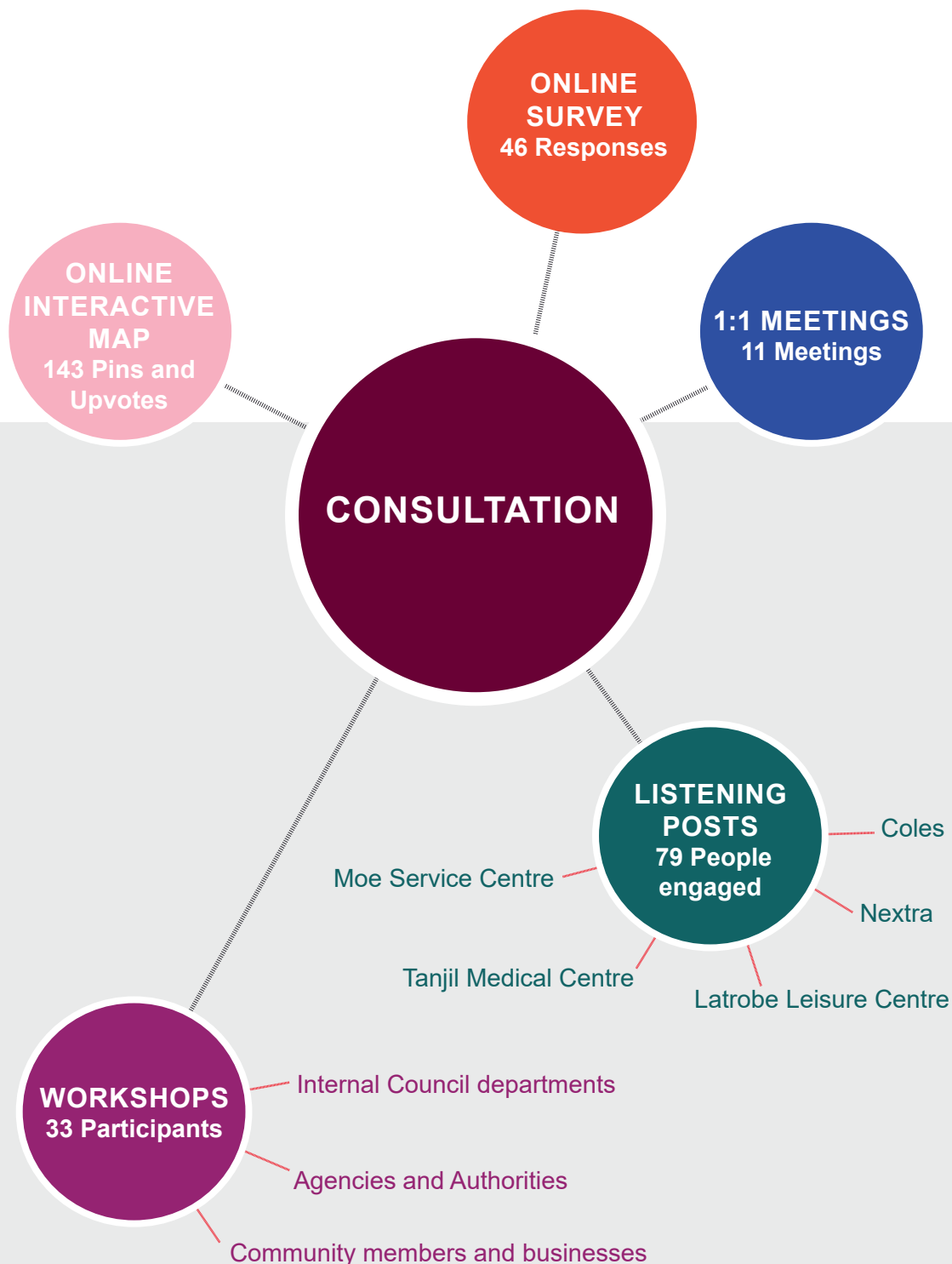
**CELEBRATE
the murals that
are scattered
throughout the
township**

**Maintain
SERVICES in
Moe**

**Provide
Greater RETAIL
DIVERSITY
to cater to
multiple age
demographics**

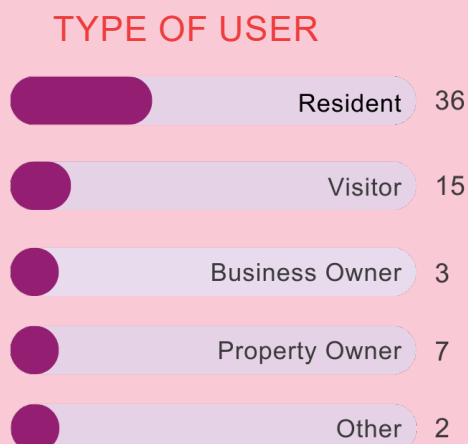
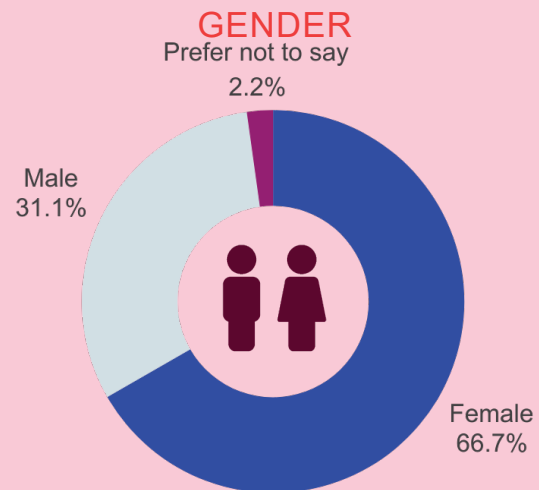
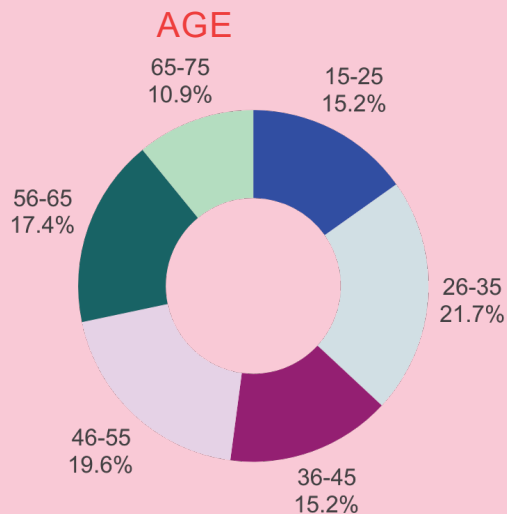
How We Engaged

Engagement took place between 21 November 2024 and 31 January 2025 across a broad range of mechanisms. Key engagement methods are noted in the diagram below:



Who We Engaged

Across the 312 people engaged in this project, 46 completed a survey.
Survey respondents included:



IDENTIFYING WITH A DISABILITY



17.8% of respondents which is on par with the 18% of the total Australian population.

What You Said

Bringing together participants from across our engagement mechanisms, we can start to see some key elements of our strategy and areas of focus. You said ...

VISION

The Moe CBD will be a vibrant, walkable and connected town centre with a strong community identity, diverse retail and entertainment, and a thriving day and night economy. Improved public realm, public transport, green open spaces, and accessible infrastructure will support local business, affordable housing, and reduced car resilience. A clean, safe and engaging environment will attract and retain young people while celebrating culture, art and sustainability.

PRINCIPLES

1

Strengthen the Moe CBD's identity and sense of place: Celebrate local culture, art, heritage and community pride.

2

Create a vibrant, 24-hour mixed use economy: Support diverse retail, hospitality, and entertainment options that activate the CBD.

3

Connected, green and inclusive public spaces and streets: Deliver high-quality parks, gathering places, and accessible infrastructure that supports all ages and abilities.

4

Support inclusive and sustainable growth: Encourage a diversity in housing, land and responsible development. Promote active transport, improve public transport access, and design streets for people rather than cars.



Strengths and Challenges

A range of existing strengths and challenges within Moe's Activity Centre were identified by engagement participants.

STRENGTHS



Character

Moe has a village feel with places like the Moe Plaza, where people like to meet and chat.



Geography and Attributes

The flat topography, and the wide streets makes it easy to get around the CBD.



Civic Precinct

The access to green space near restaurants, playgrounds and the service centre is highly valued.

CHALLENGES



Retail Activity

The vacancy rate is quite high making the CBD feel unattractive and unsafe.



Pedestrian Safety

Vehicles are prioritised over active transport options such as walking and cycling.



Outdated Feel

The amenities throughout the CBD look tired and run down, adding to the lack of vibrancy.

“ ”

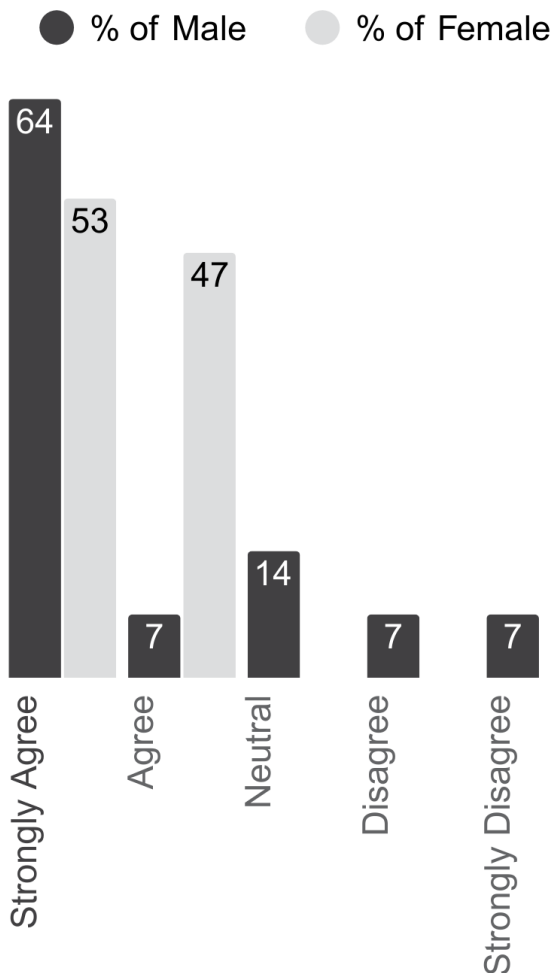
Skate Park has been a really good addition to the town.

What We Heard

Engagement allowed our community to provide detailed insights into key areas of Moe's CBD. We heard...

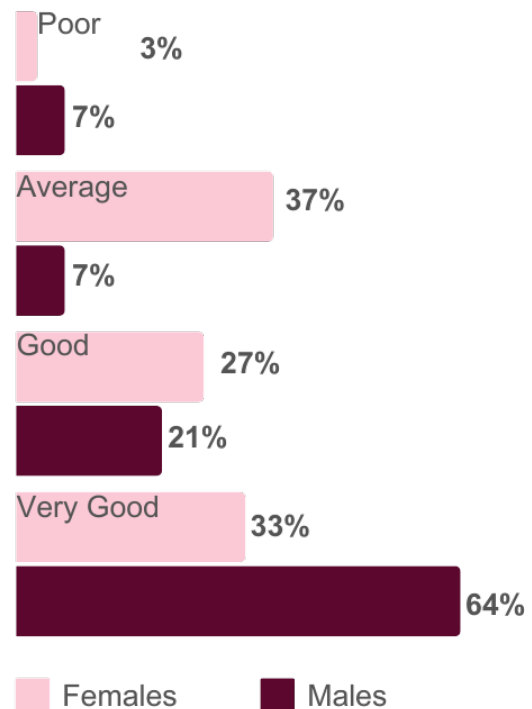
The community felt that the shop vacancies were the biggest problem within the Moe CBD.

All of the female respondents and 71% of male respondents either strongly agreed or agreed that there were too many vacant shops.



The community feel that their access to shops and services on foot is 'very good.'

Survey respondents were asked to rank their access to shops and services by foot. Sixty-four (64) percent of males and 33% of females responded with 'very good.' However, more females responded with 'average.'



“
Moe needs more shops. We have too many vacant shops and nothing to appease people to shop in Moe.”

~ Female Survey Respondent, 45-55

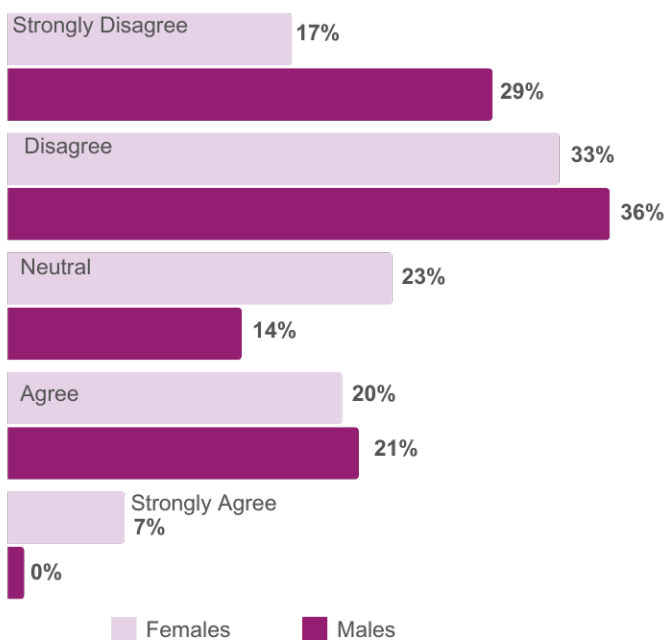
“
Beyond immediate safety benefits, improved footpaths will encourage walking, enhance business district accessibility, and demonstrate Council's commitment to inclusive community infrastructure.”

~ Map Respondent



The community feel that the services available within the Moe CBD are good although there is some concern that these will be taken away.

Survey respondents were asked to rank how they felt about the services available within the Moe CBD. Eighty-six percent (86%) of male respondents felt that it was average or better while 76% of female respondents thought the same.



“We need a chemist that is open late on weekends.”

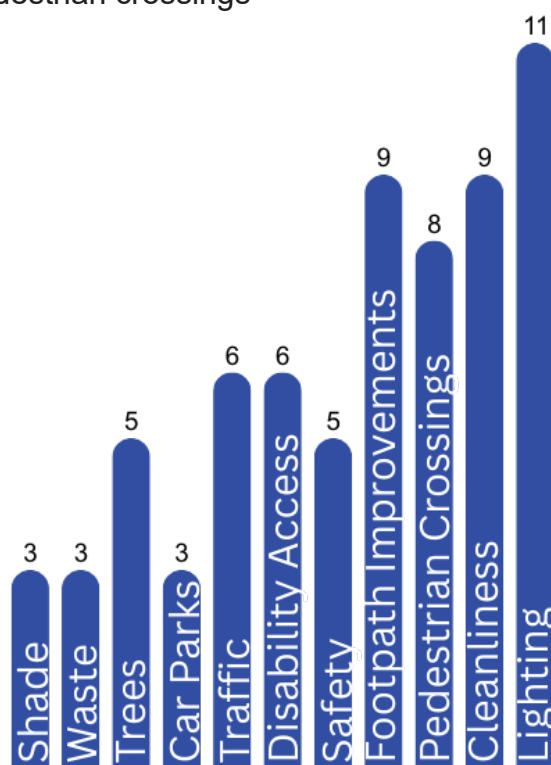
~ Male Survey Respondent, 25-35

“I don’t want the banks to close.”

~ Male Listening Post Attendee, 65-75

The community highlighted lighting and walkability were concerns

1 in 7 people mentioned lighting as an issue while 2 in 7 mentioned footpaths or pedestrian crossings



“The [Haigh Street] footpath should be widened to allow two scooters to pass on it as it connects a retirement home to the CBD.”

~ Map Respondent

“Better lighting of the entire path from Fowler St over the railway line is needed.”

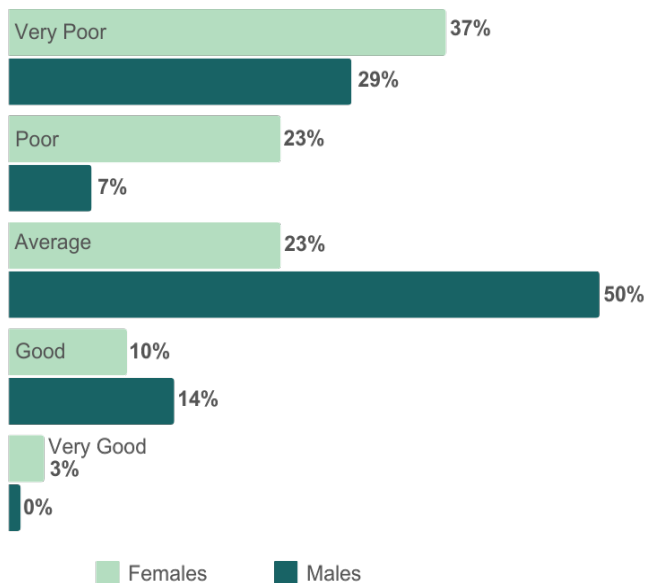
~ Map Respondent

What We Heard Continued



Community members felt that safety could be improved within the Moe CBD.

Community members were asked to rank their feeling of safety within the CBD. Sixty percent (60%) of female respondents saying it felt 'poor' or 'very poor', while only 14% of male respondents thought it was better than 'average'.



“Increase street lighting in the CBD for safety.”

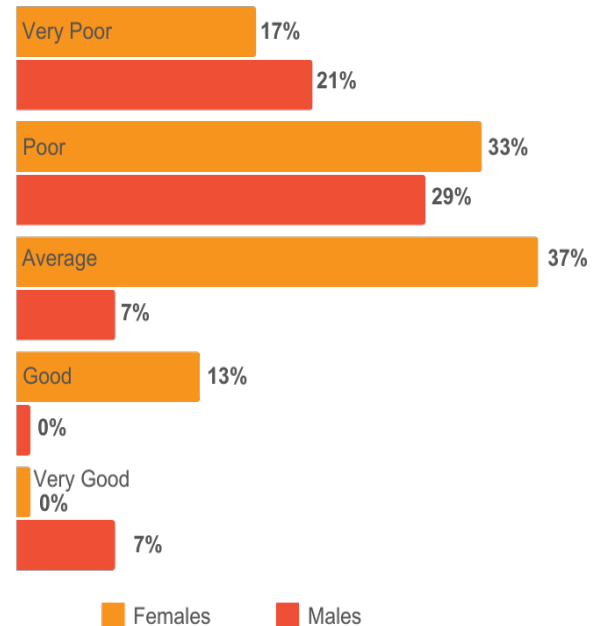
~ Map Respondent

“Purvis Lane needs to be modernised. It's too tight a space for the infrastructure provided - and can feel intimidating to navigate.”

~ Map Respondent

Community members felt that there should be more activity within the Moe CBD.

Community members were asked to rank how lively they thought the Moe CBD was. Eighty-seven percent (87%) of female respondents thought it was average to very poor. While 57% of male respondents thought the same.

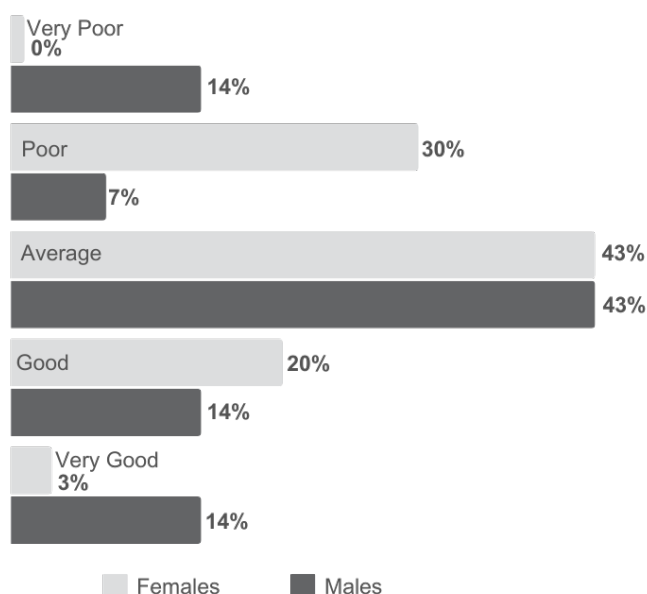


“It needs to be more lively, it needs to attract more young people to come and live, more entertainment, more shops and more job opportunities which create more opportunities for young people to come and live here. It needs infrastructure so that it feels more modernised, right now it just feels like a place in a middle of nowhere.”

~ Male Survey Respondent, 25-34

Community members feel that there could be a greater emphasis on cycling infrastructure to improve safety.

Community members were asked to rank the suitability and safety of roads for cyclists. Forty-three percent (43%) of both male and female respondents thought the suitability and safety of roads for cyclists was average. Additionally, 30% of female respondents thought it was poor. 7% of male respondents thought it was poor. 14% of both male and female respondents thought it was good. 14% of both male and female respondents thought it was very good. 3% of female respondents thought it was very poor. 0% of male respondents thought it was very poor.



“Improve bike access to [Latrobe] Community Health.”

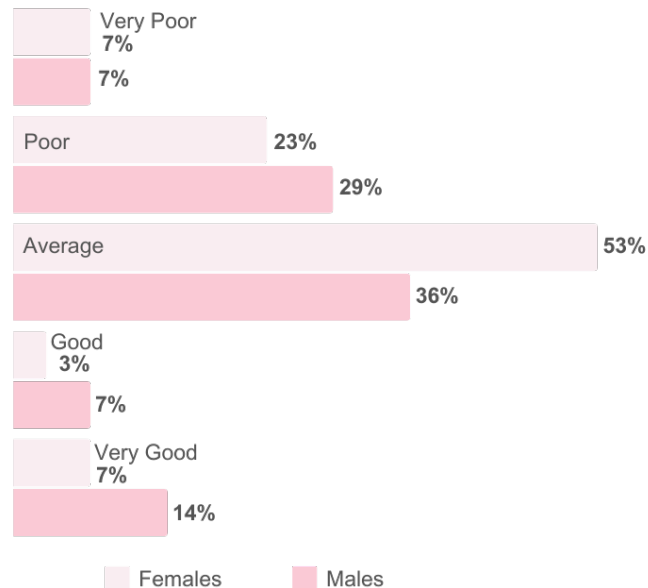
~ Map Respondent

“The cycle lane ends abruptly, which means cyclists get squeezed in by cars when approaching the intersection with South St.”

~ Map Respondent

Community members feel that access for the elderly and those with a disability could be improved.

Community members were asked to rank their experience for access for the elderly and people with a disability. Eighty-three percent (83%) of female respondents believe that felt it was average or below average. Male respondents felt it average (36%), or below average (36%). Of the 13 respondents that were elderly or identifying as having a disability. Only 2 ranked it better than average.



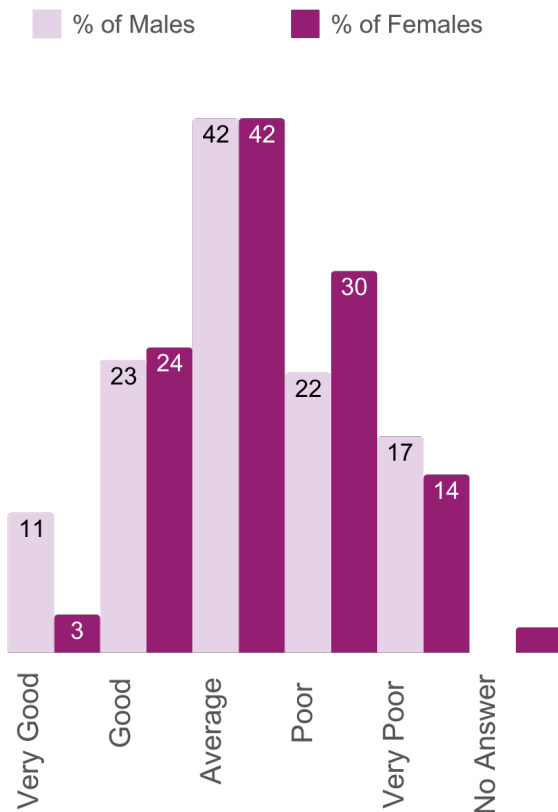
“More disabled parking. Better pavements. Take out trees, even though they are beautiful they can be very slippery when leaves fall off. Also they lift up the concrete. Too hard for a disabled person.”

~ Female Survey Respondent, 55-65

What We Heard Continued

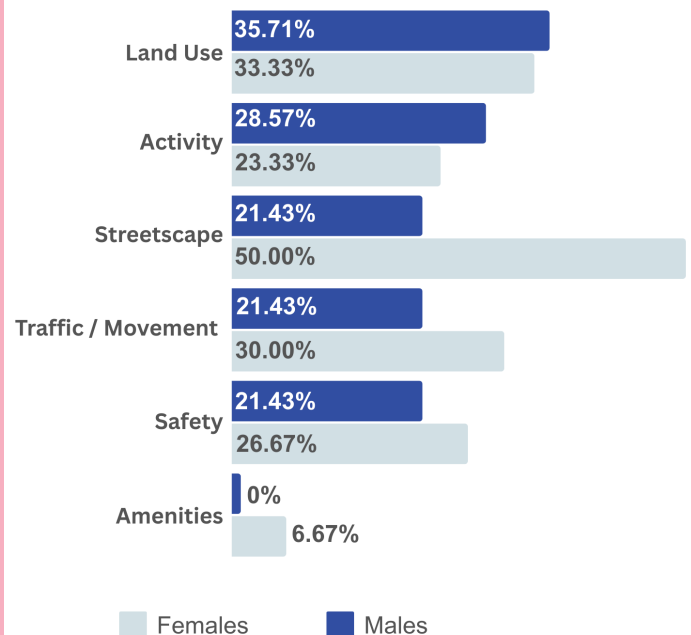
The community feel that the amenities are okay but they could be improved.

Community members were asked to rank the range of amenities including the provision of bins and drinking fountains, availability of shade, provision and quality of public toilets, the appearance of buildings, the extent of lighting, availability of places to sit, the appearance of street trees and the feeling of safety. These were then combined to give an overall sense of the amenities within the CBD. Forty-two percent (42%) of male and female respondents ranked the amenities as average. An additional 44% of female respondents thought they were poor or very poor. While 39% of male respondents ranked it as poor or very poor.



The community would like to see a wide range of improvements to the Moe CBD.

Community members were asked what they would change in the the Moe CBD. These were then categorised under themes that appear in the urban design and traffic background reports. Fifty percent (50%) of female respondents and 21.5% of male respondents would like to see streetscape improvements. Thirty six percent (35.71%) of male respondents and 33.33% of female respondents would also like to see land use improvements.

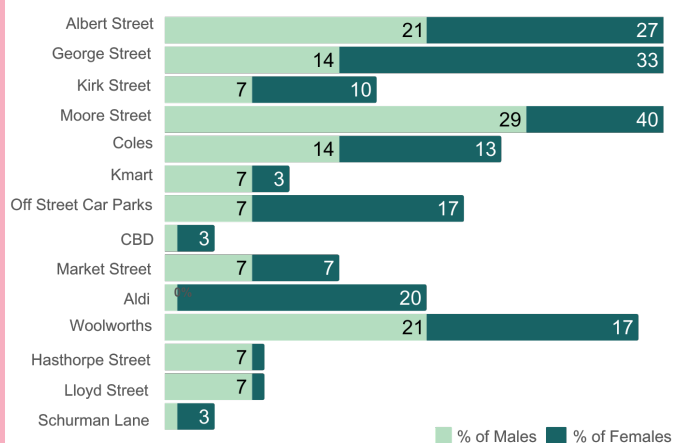


“Revamp the streets like Morwell. New plants and seating. Moe looks so drab, especially in Moore street with worn out pavements.”

~ Female Survey Respondent, 35-45

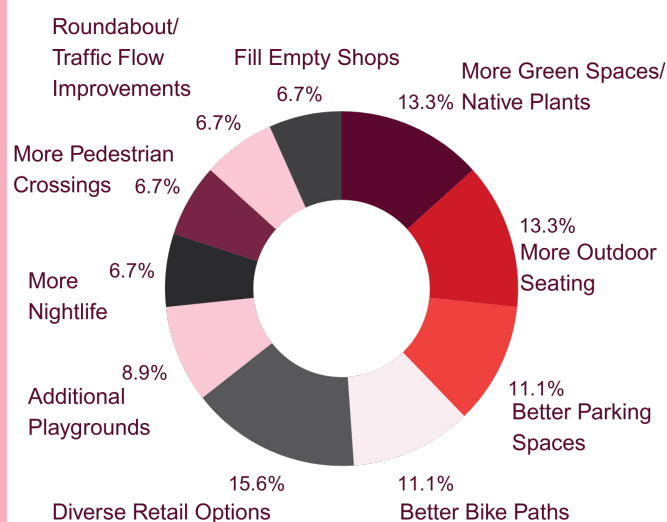
Community members are more likely to park close to where they are shopping.

Survey respondents were asked where they often park, they could choose multiple answers. The results show that female respondents are more likely to park on the streets that feel safer and have more activity with Albert Street, George Street and Albert street the most popular choices at 100%. The corresponding response from Male survey respondents was 64%.



The community would like to see the CBD operating to its full capacity, and to have high amenity values.

Map respondents identified 'more diverse retail options', 'more green spaces' and more 'outdoor seating' as the top three improvements that they would like to see in the Moe CBD.



"The main pedestrian areas of Moore and Albert Streets could have the roads changed to be one way. This would free up a fair bit of public space for pedestrian or retail activity, simplify street crossings, and not remove the door front parking that everyone seems to love."

~ Map Respondent

"It's nice there is at least green space [at the skate park] somewhat near the restaurant areas. My family prefer eating outside and this is one of the only nice spots in walking distance of some restaurants."

~ Map Respondent

Engagement Themes & Insights

We can summarise the key findings from engagement across the following five themes.

ATTRIBUTES

Village Character

Moe-Newborough residents love the low scale feel of the Moe CBD and want to retain the character.

Murals

There is a strong desire from the community to celebrate the high quality art that is within Moe and build upon it.

Updating the look of Moe

The Moe CBD has a distinctive teal colour on its lighting, bollards, bins, seating and fences. This has not been updated since it was installed in the 90s. Progressively replacing the amenities will make the CBD feel more modern and contemporary.

ACTIVITY

Retail Activity

Filling shops with a diverse range of retail, dining, services and entertainment options was the number one priority for the community. More retail activity will increase pedestrian activity increasing passive surveillance.

More Events

The community want to see more events in places in the CBD. They feel like a lot of places are underutilised.

Night-time Activities

Increasing the number of night-time dining options and entertainment options was highlighted by the community.

“ Moe has village feel, especially near The Plaza where folk like to meet and chat. Please do not take this away. Perhaps more meeting nooks could be provided. ”

~ Map Respondent

“ Open more shops, you can't shop in Moe. ”

~ Female Survey Respondent,
55-65

“ Needs more vibrant life. There is nothing to do after 5pm and there is about 2-3 dining options. ”

~ Female Survey Respondent, 55-65

AGE

Youth Facilities

Providing activities, and better quality facilities for the younger community members was highlighted by the community as a priority for better youth engagement.

Better Access for the Elderly and Disabled

Amenities were highlighted as a way of making it easier for the elderly to get around the Moe CBD by the community.

Family and Dog Friendly

Creating areas for families and for dogs was highlighted as a key desire from the community.

“ More disability access please into shops, across roads extra. Small ramps better than nothing in these areas and entrances. Make Moe more disability friendly. ”

~ Map Respondent

“ I wish it had a more family feel, better parks and equipment for children of all ages and abilities. ”

~ Map Respondent

SAFETY

Lighting

By improving lighting throughout the CBD, it will help people feel safer and encourage more night-time activity.

Road Speeds

Road speeds and their implications for safety and practicality of roads was discussed. There was a strong desire from community members to make our streets safer regarding speeds.

Street Network

Community members highlighted a number of conflicts with the road network and would like to see improvements made.

“ I am concerned about pedestrian safety with current car parking. If a driver accidentally goes forward instead of reversing and consequently mounts the kerb, pedestrians are at risk of injury. So making the parking horizontal or removing it altogether would be what I would change. ”

~ Female Survey Respondent,

55-65

AMENITY

Placemaking

There is a strong desire from the community to increase the number of resting places, where people can relax.

Footpath Network

Fixing footpaths was a key point of discussion for the community. Fixing the grade and filling in missing gaps were both highlighted.

Providing Amenities

More parks, seating, bins and shade were highlighted as something that the community would like to see in the Moe CBD. This will increase the liveability of the CBD, helping people to linger longer which helps increase the economic viability of the CBD.

Greening the CBD

The community felt that the CBD could be greener, and that the street trees could be better protected.

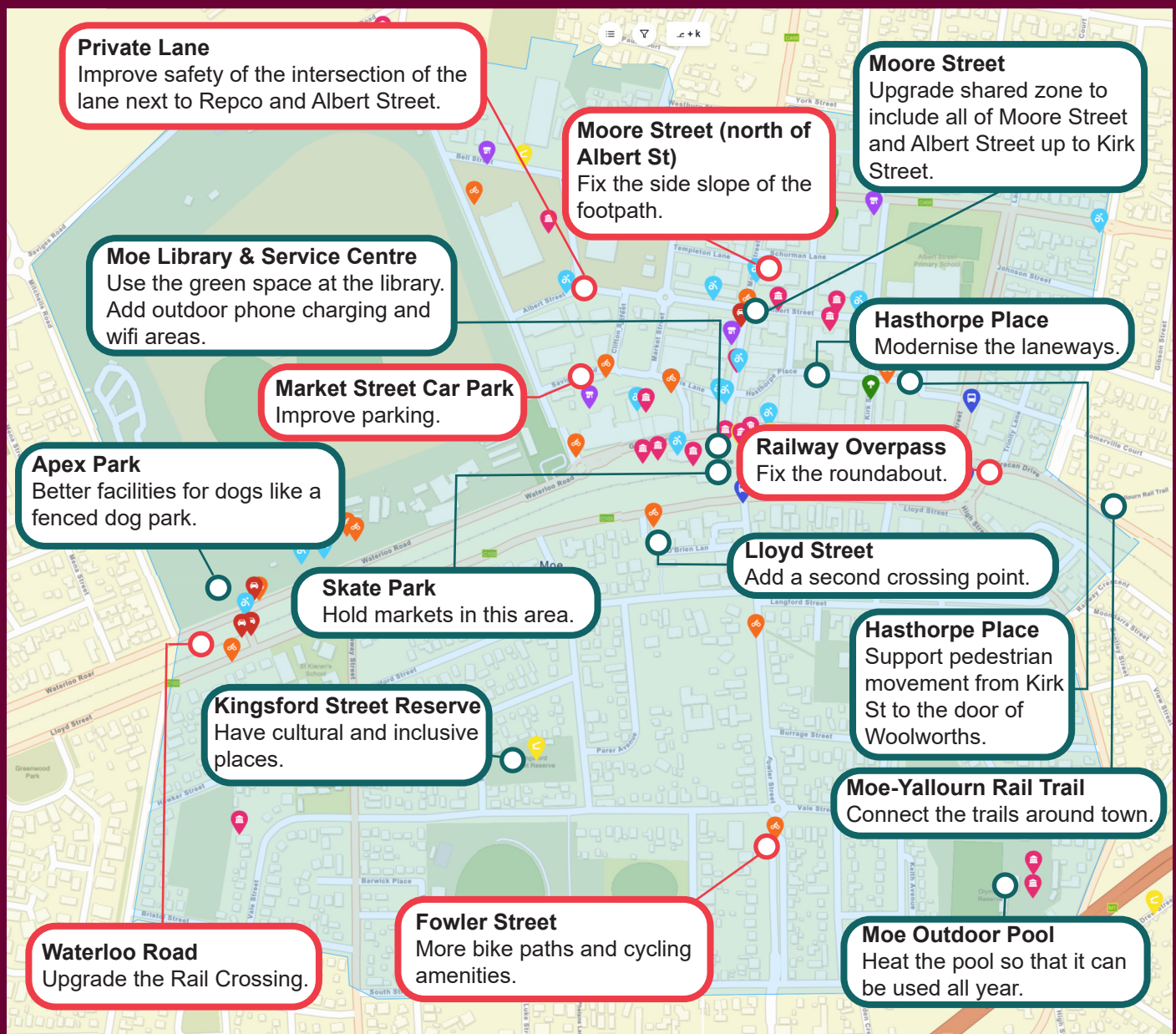
“ Create Traditional Owners' yarning circles in several parks for storytelling and cultural education. ”

~ Map Respondent

Online Interactive Map

This map highlights the areas that our community interacted with the most on the online engagement map.

It shows the concentration of submissions and upvotes according to location, providing us with an indication of key hotspots. Based on the 117 map submissions and 26 upvotes, key locations of concern and opportunity were identified.



Improve Moe's footpaths, including adding more tactile markers.

Future Moe

What could the future look like for the Moe CBD?

Based on the ideas and direction from our community, the following opportunities were identified as ways to validate and achieve our shared vision for Moe's CBD in the future.

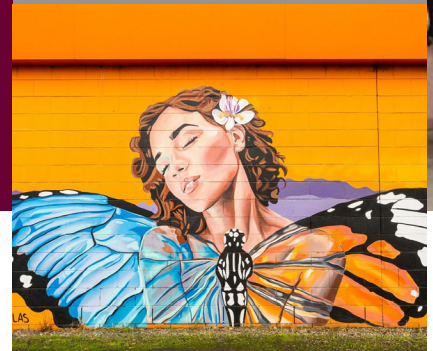
Green Spine through the CBD



EV Charging Stations



Art trails throughout the CBD



Dedicated Bike and Pedestrian Paths



Modernised amenities and facilities

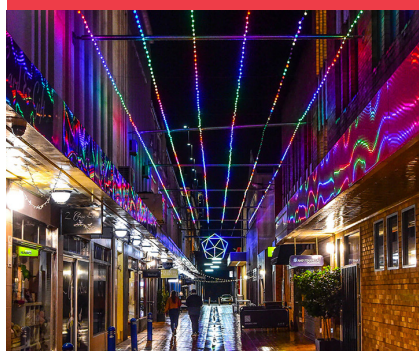


A 24-hour economy with more entertainment options





Activated Laneways



Upgraded Moore Street



More community events



Conclusions

The top priorities for the community can be summarised as:

Encouraging better connectivity between the northern and southern sides of the railway line to create one cohesive CBD while fostering greater accessibility to key destinations.

Prioritising place-based solutions and the identification of key locations for initiatives to enhance safety, accessibility, and connectivity. Embedding the Movement and Place Framework to achieve this.

Focus on attracting a variety of businesses to add to a diverse mix of retail, dining and entertainment options in Moe.

Identify opportunities for more community events within the Moe CBD, using the spaces to their greatest advantage.

Explore opportunities to build on Moe's strengths as a town of art while retaining the low scale 'village' feel of the CBD.

Create a green spine through the CBD through a network of open spaces and activated laneways that creates a family friendly environment.

Utilise Council's lobbying, leadership and advocacy abilities to partner with other levels of government to encourage faster, more reliable connections across the township and CBD.





Photograph References

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Service Centres & Libraries

Morwell

Corporate Headquarters
141 Commercial Road, Morwell

Morwell Library
63-65 Elgin Street, Morwell

Moe

Moe Service Centre and Library
1-29 George Street, Moe

Traralgon

Traralgon Service Centre and Library
34-38 Kay Street, Traralgon

Churchill

Churchill Community Hub
9-11 Philip Parade, Churchill

For more information

Strategic Planning

1300 367 700

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Attention: Strategic Planning

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This information in this document is correct as at the date of publication but is subject to change. Please check the Latrobe City Council website www.latrobe.vic.gov.au to make sure this is the latest version.

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