MAV
MUNICIPAL ASSOCIATION OF VICTORIA

Localising the Sustainable Development Goals

Session Overview.

- About the MAV
- Cr Dr Olivia Ball, City of Melbourne
- Dr Alexei Trundle, Melbourne Centre for Cities
- Kate Henderson, UN SDG Lead, City of Melbourne
- Q&A
- Wrap up

Acknowledgement of Country.

MAV
Webinar
Series

ABOUT THE MAV

Helping local councils build a resilient & sustainable Victoria

MAV Strategic Plan .

Our Purpose and Vision.

Our purpose is to mobilise action that supports Victorian councils to create cities, regions, and towns that are thriving, resilient and inclusive communities.

Our vision is to be a nation leading thought leader, partner and resource hub for the Victorian local government sector in strategic foresight, policy and research, leadership and governance, service design and advocacy impact.

1. Active local democracy

We will work with local government and other levels of government to ensure that local policies reflect the needs and preferences of local communities. Effective local democracy can facilitate public participation, improve service delivery, strengthen communities, and improve development outcomes.

2. Connected places

We will work with the local government sector to inspire people to collectively reinvent the public spaces at the heart of their communities, creating places that connect people to resources, opportunities, and to each other. We will strengthen the connection between people and the places they collectively inhabit through urban planning, transport, built forms, and the creation of a collaborative process by which we can shape our places to maximise shared value.

3. Health & wellbeing

We will work with the local government sector, community health organisations, the acute health sector and other levels of government to improve population health and wellbeing, creating place-based services that meet the diverse needs, experiences and identities of different population groups at different life stages.

4. Sustainable economy

We will work with the local government sector to design and support practices that facilitate long-term economic growth without negatively impacting the social, environmental and cultural aspects of the community. To do this, we will explore diverse strategies for achieving economic growth that strengthen local industries and improve circular economy performance. We will prioritise working with councils to enable the right conditions for creative and entrepreneurial thinking to meet future challenges and needs.

5. Future Gen

We will embrace FutureGen, a movement to improve lives in the present, the future, and for years to come. By collaborating with young people and the local government sector, we will drive long-term change for future generations. These changes will encompass a wide range of initiatives, mobilising people from all backgrounds to reshape our ways of living, working, and future planning.

6. First Peoples local government relations

We will work with the First Peoples' Assembly to connect with councils across the state to build understanding and capacity in treaty negotiations and continue to close the gap.

7. Climate & regenerative design

We will work with the local government sector, civil society, universities and other levels of government to plan and design for climate change, using regenerative approaches, technology, and innovation to create more resilient urban communities.

8. Diversity, equity & inclusion

We will collaborate with local governments, partner organisations, and communities to craft policies and initiatives that enhance representation and participation across diverse groups. Our commitment to diversity, equity, and inclusion (DEI) spans various ages, races, ethnicities, abilities, genders, religions, cultures, and the LGBTIQA+ community, ensuring a broad spectrum of perspectives and experiences are valued and integrated.

9. Resilience & recovery

We will work with the local government sector, as well as state and federal agencies, to enhance the economic and social resilience of communities to withstand and recover from disasters, including the effects of climate change. This will involve extensive collaboration on community-identified disaster resilience projects throughout the state, aimed at enhancing local preparedness and resilience against future disasters.

10. Intergenerational infrastructure

We will work with the local government sector to ensure funding is invested by all levels of government into intergenerational infrastructure, ensuring the population is supported by the necessary services and facilities as it grows. By working to ensure the funding of public transport, roads, and community facilities, we will enable economic and productivity growth by reducing congestion and allowing people to move efficiently around their communities and the state.

Shaping our Future.

Sustainable Development Goals.

The UN's 17 Sustainable Development Goals (SDGs) are designed to deliver a

better future for everyone.

While not legally binding, they act as a framing mechanism for measuring progress toward environmental, economic, and community outcomes.

For these reasons, the SDGs underpin the strategic priorities in our strategic plan.

Shaping our Future.

Sustainable Development Goals.

Cr Dr Olivia Ball

City of Melbourne.

United Nations Sustainable Development Goals at City of Melbourne Councillor Dr Olivia Ball

For the City of Melbourne, the Sustainable Development Goals act as a guiding framework to achieve a more socially inclusive, environmentally sustainable, and economically just future for the municipality by 2030.

Dr Alexei Trundle

Associate Director (International)

Melbourne Centre for Cities.

THE UNIVERSITY OF MELBOURNE

Melbourne Centre for Cities

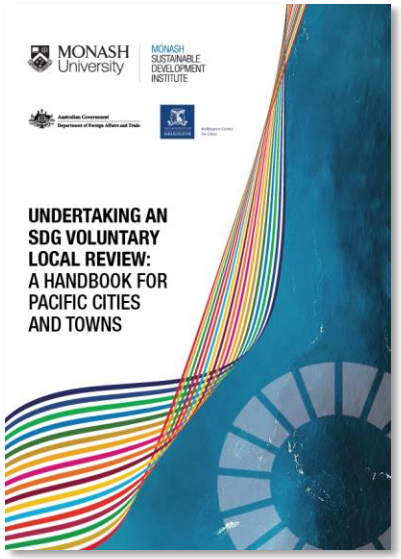
Localizing the UN Sustainable Development Goals

Pros and Cons for a Local Government

Dr Alexei Trundle

Associate Director (International)
Melbourne Centre for Cities

Melbourne Centre for Cities & the SDGs



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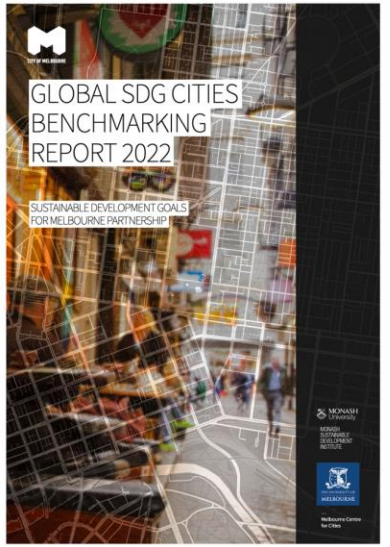
Transformative localization to accelerate the 2030 Agenda

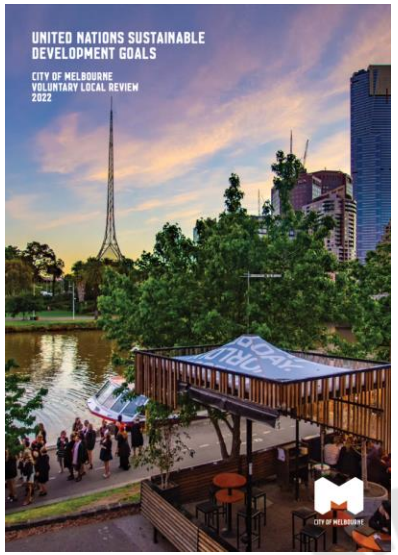
Shirin Malekpour, Rob Raven, Cameron Allen, Enayat A. Moallemi, Dianty Ningrum, Andrea Cuesta-Claros, Jarrod Grainger-Brown, Alexei Trundle, Tahl Kestin, Dominique Coy, India Dechrai, Jessica Walters & Brett Bryan

Nature Sustainability 7, 516–518 (2024) | Cite this article

806 Accesses | 9 Altmetric | Metrics

To get the Sustainable Development Goals (SDGs) back on track we need to reshape our approaches to implementation, including localization. Localization done differently involves progressing beyond symbolic piecemeal efforts, prioritizing the SDGs with the greatest gains, and pluralizing interpretations and pathways for actions.

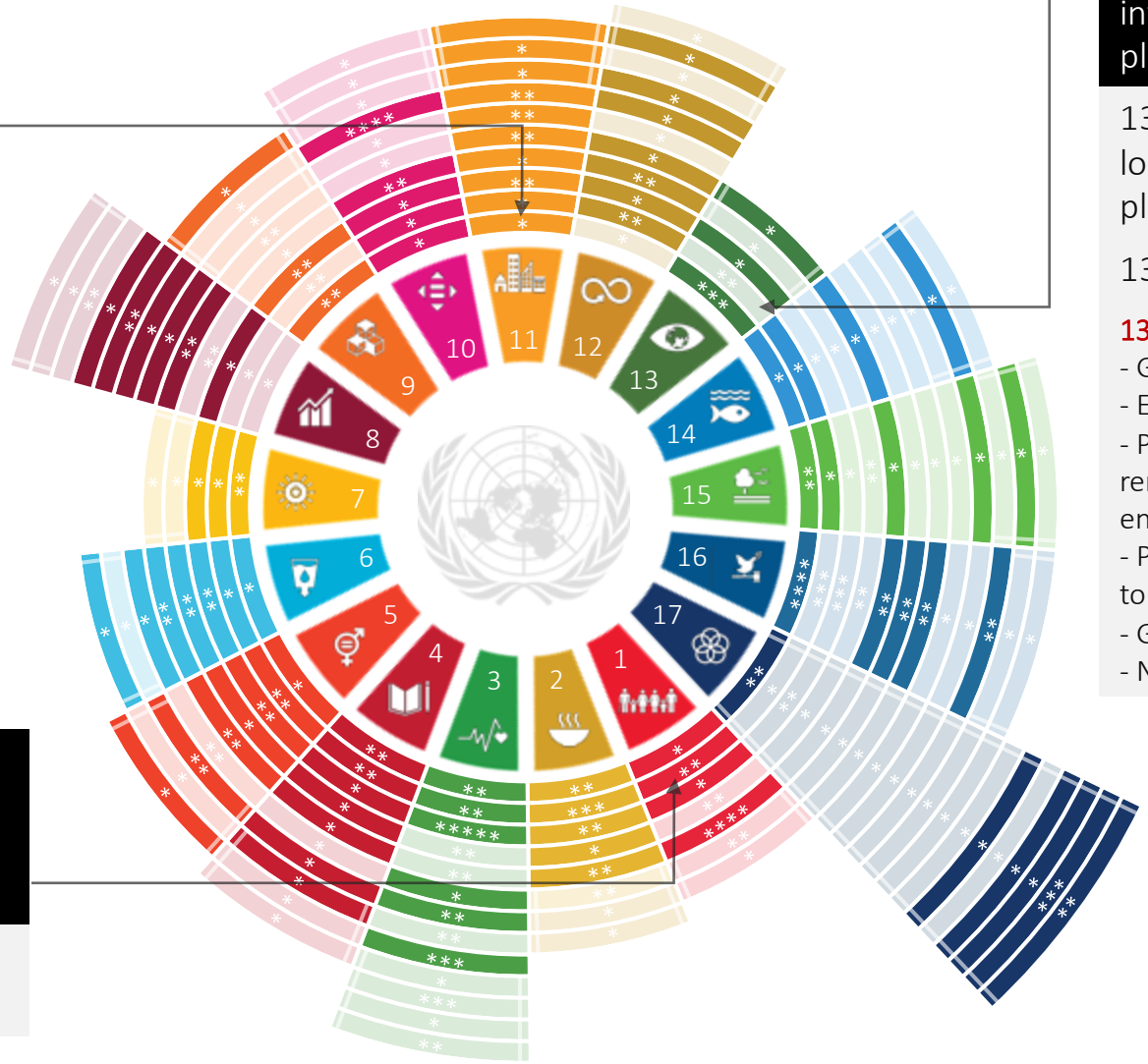




More than 17 Global Goals..

11.1 By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums

11.1.1 Proportion of urban population living in slums, informal settlements or inadequate housing



13.2 Integrate climate change measures into national policies, strategies and planning

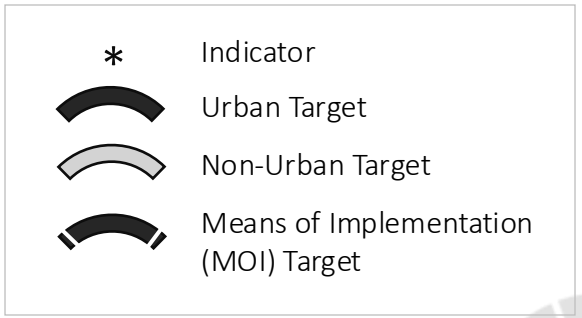
13.2.1 Number of countries with NDCs, long-term strategies, national adaptation plans …

13.2.2 Annual greenhouse gas emissions

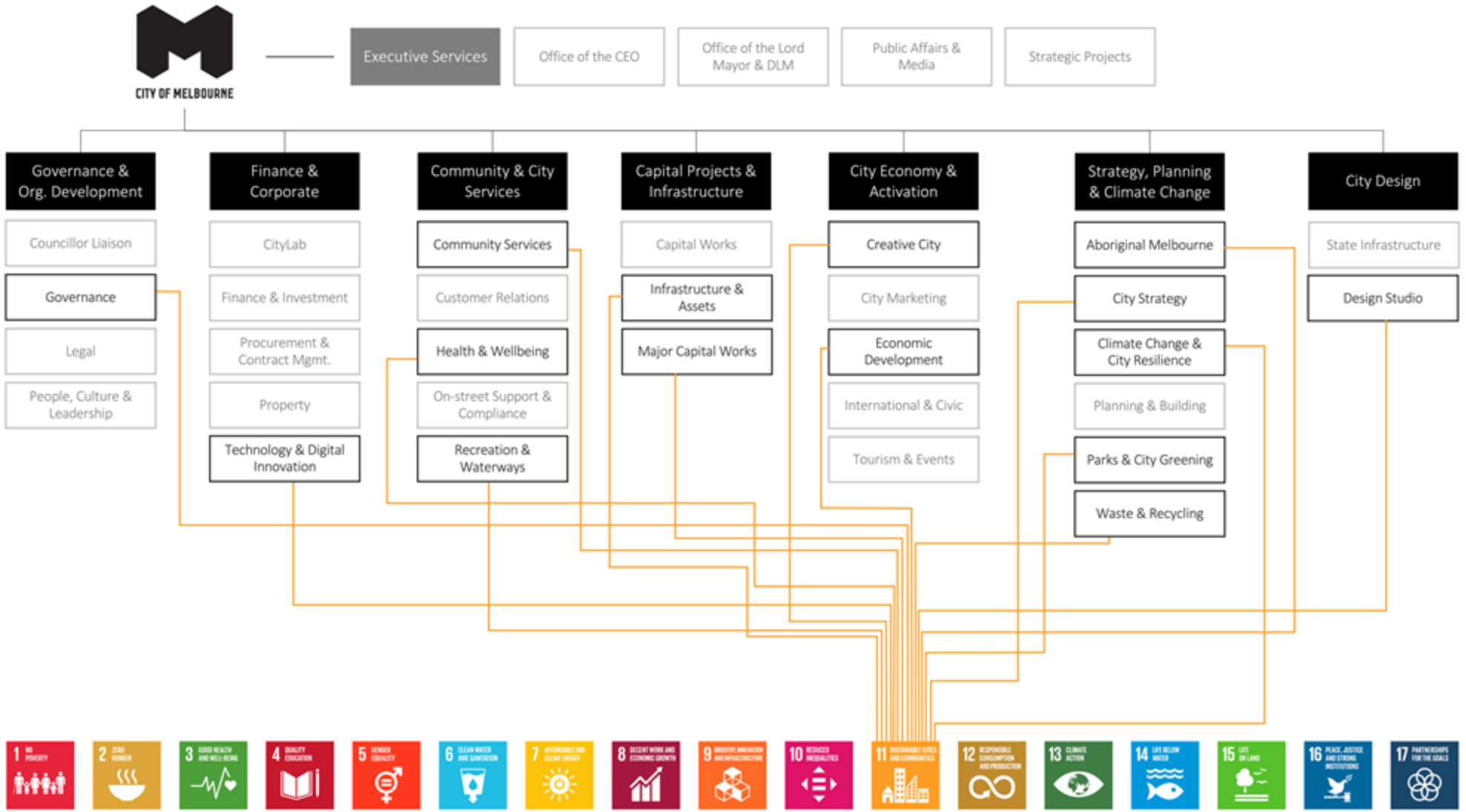
13.2 WCCD SDG Indicator Equivalents:
- Greenhouse gas emissions (tonnes per capita)
- Energy for public buildings (KWh/m2/yr)
- Percentage of total energy derived from renewable sources, as a share of the city's total energy consumption
- Percentage of commuters using a travel mode to work other than a personal vehicle
- Green area (hectares) per 100,000 population
- Number of trees planted per 100,000 pop. p.a.

1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

1.2.1 Proportion of population living below the national poverty line, by sex and age

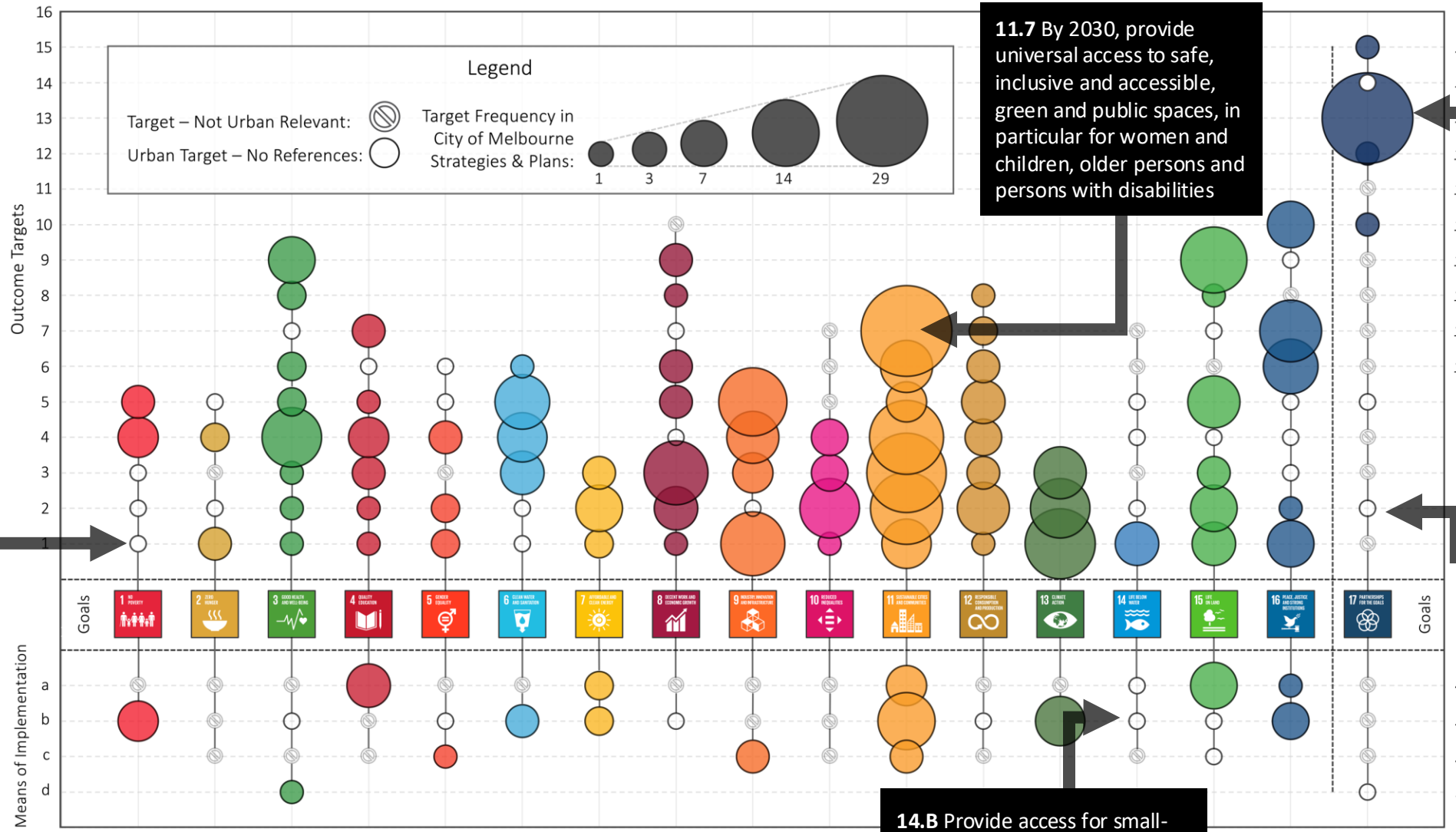


Understanding the ‘why’



Maximizing Relevance

1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than $1.25 a day



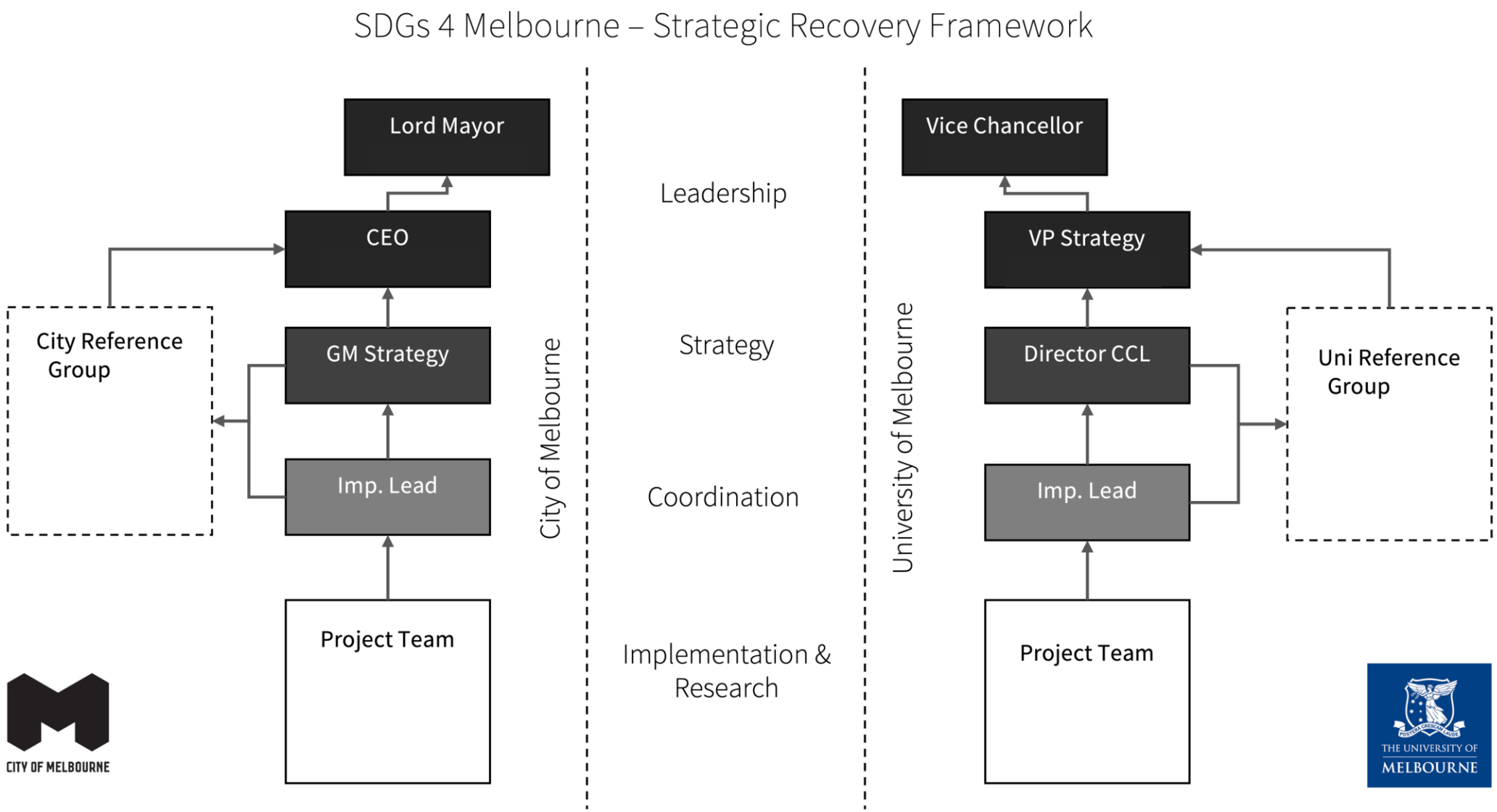
11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities

17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

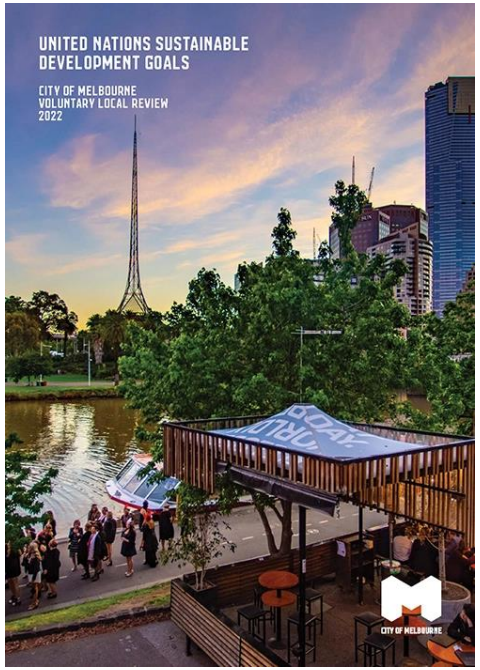
17.6 Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge sharing on mutually agreed terms…

14.B Provide access for small-scale artisanal fishers to marine resources and markets

Structure: Key to Confidence



Localisation: The Melbourne Principles



Vertical scales of action

Goals

Globally Consistent

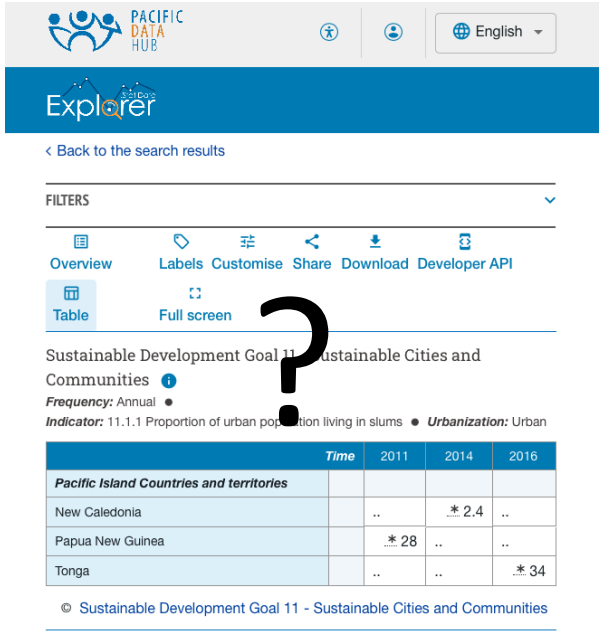
Targets

Localised to suit jurisdiction, capabilities & community priorities

Indicators

Global standardisation prioritized, proxies used where needed

Horizontal city peer knowledge transfer & comparisons



SDG Indicators post Target Localisation

- Comparison with global/regional/national goal & target progress

- Localised vs. National Target comparisons
- Demonstration of sub-national contributions

- Advocacy ‘upward’
- Metro partnerships
- State contributor

- ABS, Federal Data
- National SDG Portal linkages (& gaps)
- Capital/Metro City Comparisons
- Collated ‘urban’ reporting potential

- Official UN indicators
- External national assessments (e.g. SDSN)
- External sub-national assessments (e.g. OECD)
- Alignment with WCCD for city-to-city comparison
  Direct city-to-city comparison through VLR cohort

CITY OF MELBOURNE

- State Govt Data
- Spatial Data
- IMAP, Vic Roads

Benchmarking: A Basis for City Learning

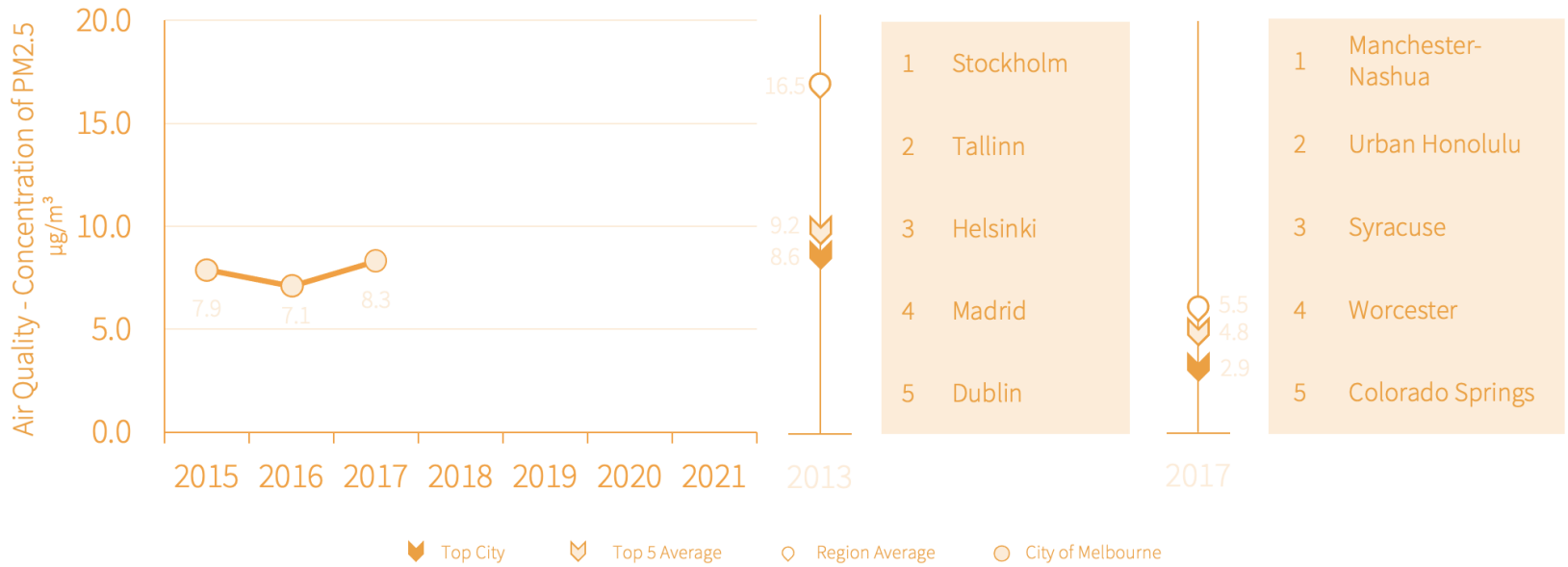
11 SUSTAINABLE CITIES AND COMMUNITIES

TARGET 11·6

REDUCE THE ENVIRONMENTAL IMPACT OF CITIES

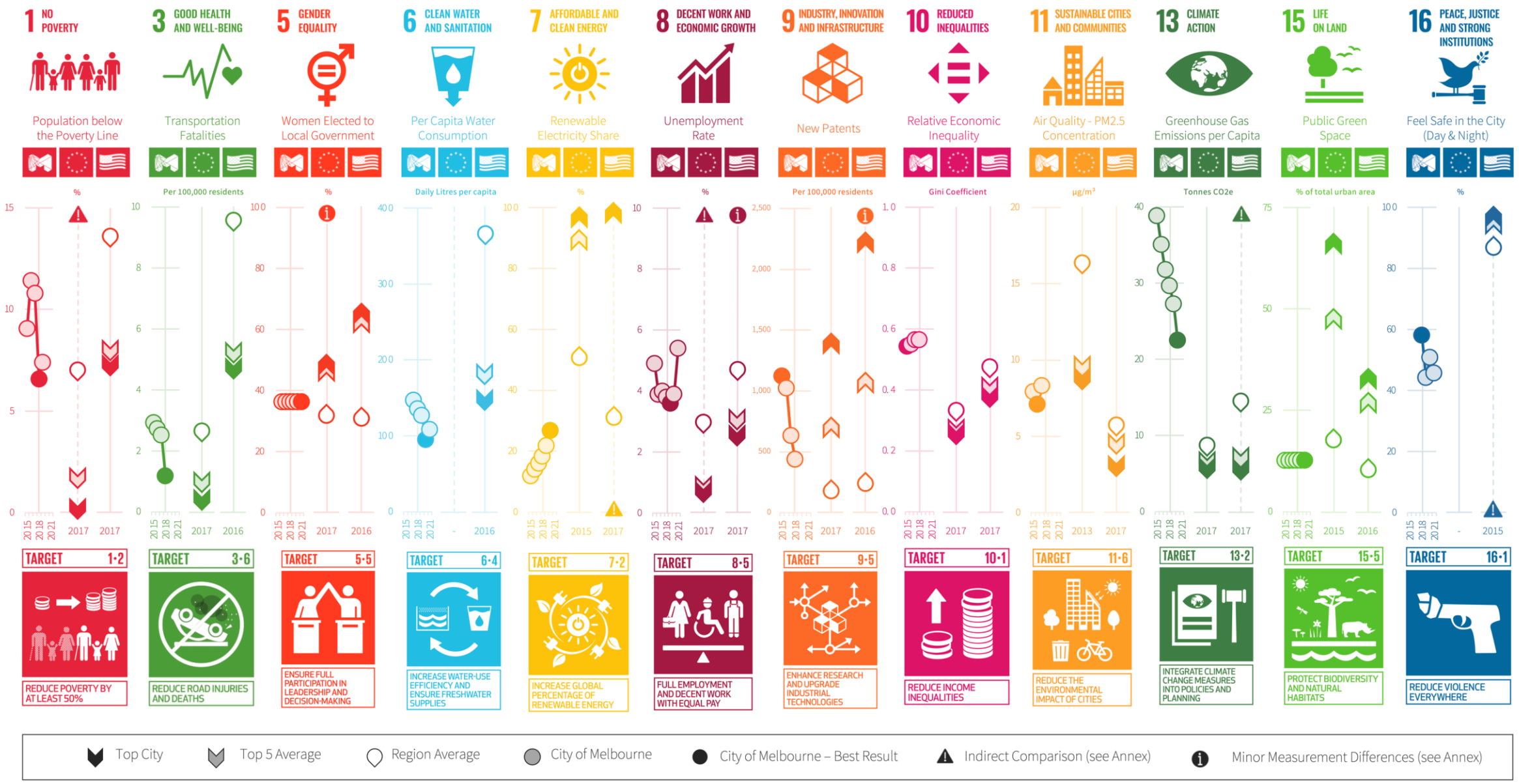
BY 2030, REDUCE THE ADVERSE PER CAPITA ENVIRONMENTAL IMPACT OF CITIES, INCLUDING BY PAYING SPECIAL ATTENTION TO AIR QUALITY AND MUNICIPAL AND OTHER WASTE MANAGEMENT

CITY OF MELBOURNE | SDSN Europe | SDSN United States of America

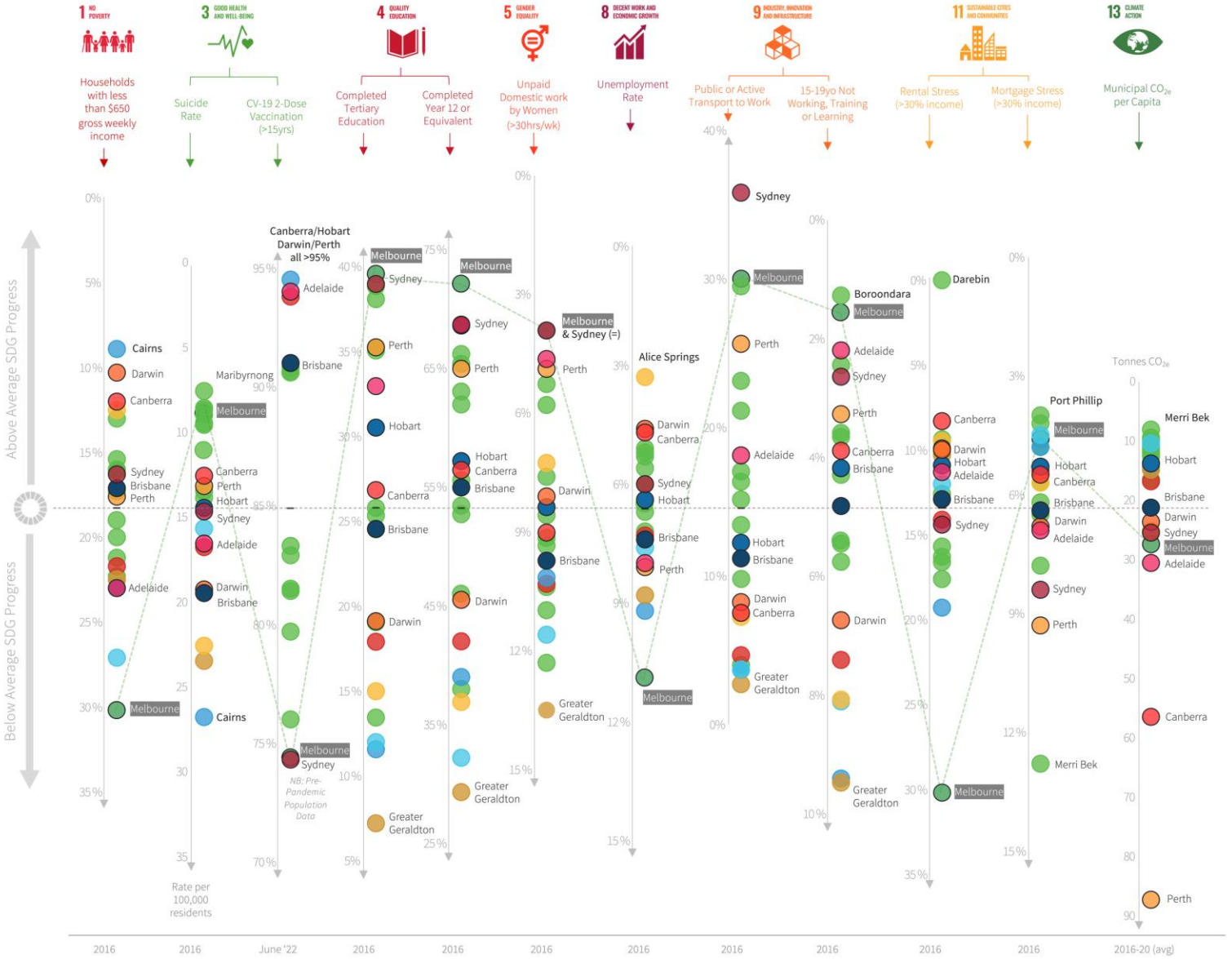


	SDSN Europe	SDSN United States of America
1	Stockholm	Manchester-Nashua
2	Tallinn	Urban Honolulu
3	Helsinki	Syracuse
4	Madrid	Worcester
5	Dublin	Colorado Springs

Benchmarking: A Basis for City Learning



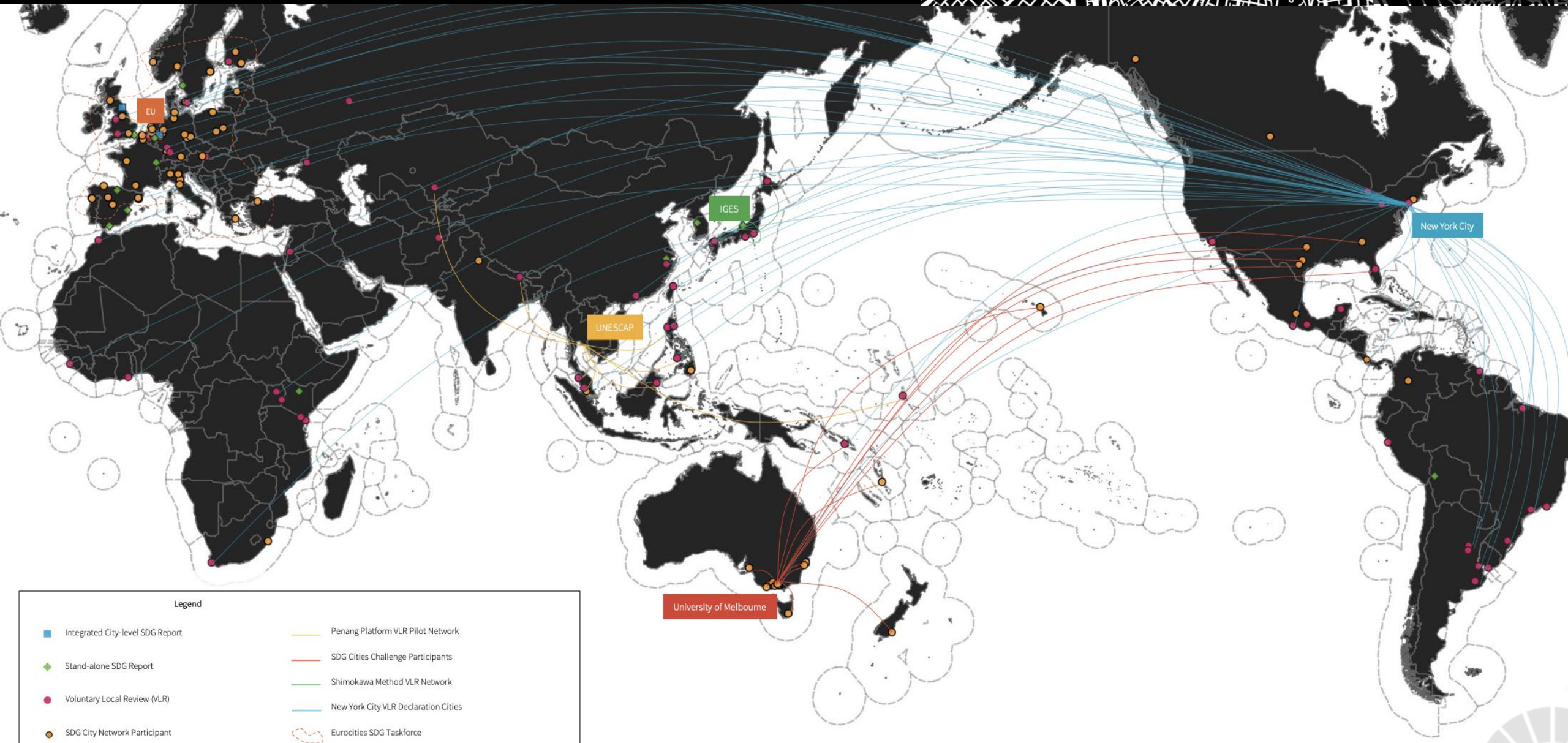
Benchmarking: A Basis for City Learning



Benchmarking: A Basis for City Learning

OECD Cities	Ctry.	Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Cambridge	GBR	1				1st			=1		2nd								
Rennes	FRA	2	2nd						=1			2nd							
Nantes	FRA	3	1st									1st							
Edinburgh	GBR	4				3rd								3rd					
Fort-de-France	FRA	=5							=1							1st			
Alkmaar	NLD	=5							=1	1st									
Bremerhaven	DEU	=5							=1						1st				
Thurston	USA	=5							=1				1st						
Linz	AUT	9	5th						=1			4th							
Matamoros	MEX	10														5th	2nd		
Jinju	KOR	=11							=1						2nd				
Pamplona	ESP	=11							=1									2nd	
Seville	ESP	=11		2nd					=1										
Halifax	CAN	=14											3rd				5th		
Stockholm	SWE	=14			4th														4th
Grenoble	FRA	=16	3rd						=1										
Innsbruck	AUT	=16			3rd				=1										
Madrid	ESP	=16		3rd					=1										
Milton Keynes	GBR	=16							=1	3rd									
Morelia	MEX	=16						3rd	=1										
Saint-Etienne	FRA	=16							=1			3rd							
Santander	ESP	=16							=1									3rd	
Trier	DEU	=16					3rd		=1										
Wirral	GBR	=16							=1						3rd				
Helsinki	FIN	25				5th	4th												
Cordoba	ESP	26							=1									4th	
Eindhoven	NLD	=27									1st								
Miskolc	HUN	=27												1st					
Mobile	USA	=27																	1st
Naples	ITA	=27		1st															
Tallahassee	USA	=27															1st		
Tampere	FIN	=27					1st												
Uppsala	SWE	=27			1st														

City to City SDG Networking: Less Talked About!



Thank You!

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THE UNIVERSITY OF MELBOURNE

Melbourne Centre for Cities

Kate Henderson

UN Sustainable Development Goals Lead, City of Melbourne

UN Sustainable Development Goals at City of Melbourne

Kate Henderson
29 May 2025

CITY OF MELBOURNE

Kate Henderson

Manager Climate Innovation and Networks

Climate Change and City Resilience Branch, City of Melbourne

Our Journey

Our Sustainable Development Goals Journey

Climate Change

SDGs conversations between Council and University of Melbourne

COVID-19 Pandemic

CITY OF MELBOURNE

Measures our performance as a municipality against 16 Goals, 89 targets and 300+ indicators

1 NO POVERTY

Targets

1.2
By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty within the City of Melbourne in all its dimensions according to national definitions

1.3
Implement nationally and locally appropriate social protection systems, services and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

1.4
By 2030, ensure that all men and women, in particular people experiencing socioeconomic disadvantage and vulnerability, have equal rights to economic resources and housing, including access to basic and financial services

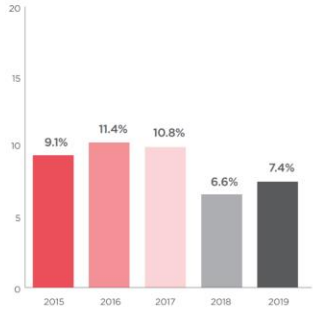
1.5
By 2030, build the resilience of people in the City of Melbourne experiencing socioeconomic disadvantage and in vulnerable situations, and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters (refer 11.5)

Poverty is a complex issue everywhere. The likelihood of experiencing and overcoming poverty is influenced by interdependent factors such as access to work and affordable community services, and income, education, housing, health and inclusion. It is disproportionately experienced in Australia by Aboriginal peoples, young people, older people, women, people with a disability and migrants. This means that achieving many other Goals also relies on reducing poverty, such as Goal 2 – No Hunger, Goal 3 – Good Health and Wellbeing, Goal 4 – Quality Education, Goal 8 – Decent Work and Economic Growth, Goal 10 – Reduced Inequalities, and Goal 11 – Sustainable Cities and Communities.

There is no nationally agreed definition of poverty in Australia. We adopt the OECD definition of the poverty line as half the median household income of the total population, this translates to a single adult living on less than $426.30 a week. For a couple with two children, it is $895.22 a week.

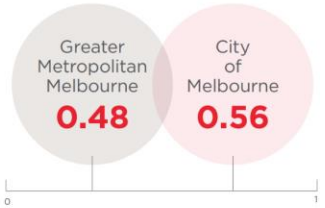
COVID-19 has highlighted the vulnerability we face when a crisis occurs. The interconnected nature of existing chronic stresses overlaid with an acute shock can have disproportionate impact. We have witnessed challenges with access to food, housing affordability, job losses and reduced wages.

City of Melbourne is responsible for providing programs that alleviate the lived experience of poverty for community members, as opposed to specifically reducing poverty. As the home of Melbourne's central business district, we also have a unique role to play in supporting economic activity via services and infrastructure, fostering the creation of decent, sustainable jobs, as well as advocating to other levels of government on behalf of the community.



Source: Geographia

Proportion of population living below the national poverty line (i.e. living on less than 50% of Australian median income)



Source: ABS

Gini Coefficient (in 2018)
(relative income inequality - where 0 is perfect income equality and 1 is perfect inequality)

Approximately
13,200 people living in poverty in 2019
7.4% of 2019 CoM population

Data coverage
Income alone does not represent the complexity of factors that affect poverty, but it does allow for measurement over time and comparison with other cities. Data on income distribution (Gini coefficient) at the local level can be more difficult to obtain.

Related indicators across other Goals

2 ZERO HUNGER — Food insecurity
8 DECENT WORK AND ECONOMIC GROWTH — Employment
10 REDUCED INEQUALITIES — Inequalities
11 SUSTAINABLE CITIES AND COMMUNITIES — Housing and resilience

Progress snapshot
The proportion of the population living in poverty fell from 9.1 per cent to 7.4 per cent between 2015 and 2019. Income inequality slightly worsened between 2015 and 2018 in comparison to the metropolitan Melbourne average.

CITY OF MELBOURNE

How we localised the UN targets to suit the City

Working with our university partner **University of Melbourne Centre for Cities** we developed an agreed and rigorous approach to localising the UN Targets.

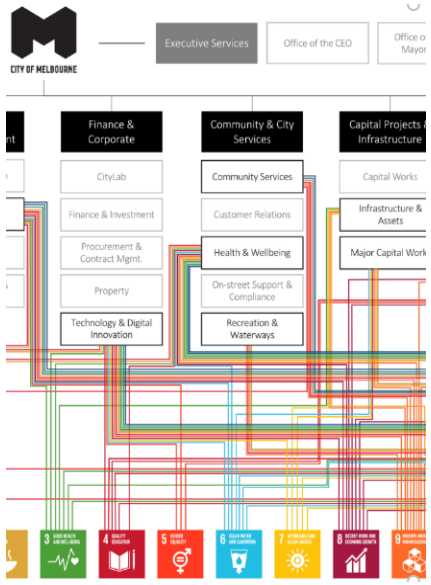
The Melbourne SDG Principles:

Goals are consistent with the global SDG framework, to provide a common language for all

Targets are 'localised' or 'translated' to suit the local context only where the global target is not suitable.

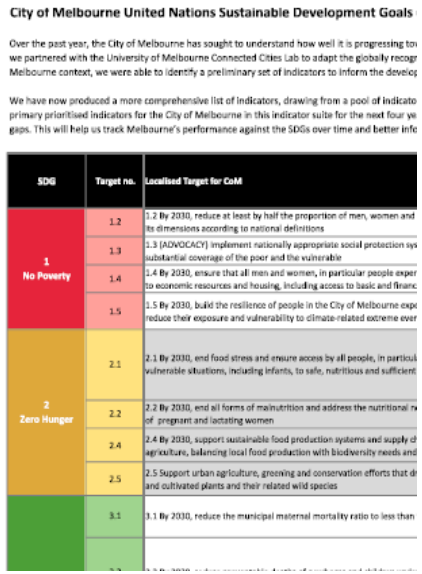
Indicators are selected with priority given to globally and regionally standardised measures, to facilitate city-to-city benchmarking and learning.

5 Step journey to committing to the UN SDG framework



Step 1. SDG mapping against branch functions and services

- Demonstrated that Council contributes to all SDGs



City of Melbourne United Nations Sustainable Development Goals

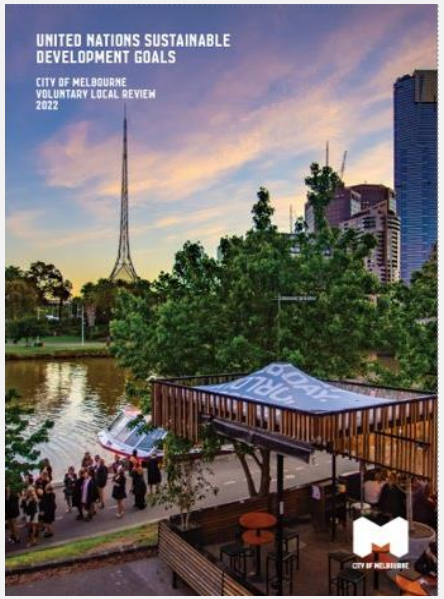
Over the past year, the City of Melbourne has sought to understand how well it is progressing to
we partnered with the University of Melbourne Connected Cities Lab to adapt the globally recogr
Melbourne context, we were able to identify a preliminary set of indicators to inform the develo

We have now produced a more comprehensive list of indicators, drawing from a pool of indicato
primary prioritised indicators for the City of Melbourne in this indicator suite for the next four ye
gaps. This will help us track Melbourne's performance against the SDGs over time and better info

SDG	Target no.	Localised Target for CoM
1 No Poverty	1.2	1.2 By 2030, reduce at least by half the proportion of men, women and its dimensions according to national definitions
	1.3	1.3 (ADVOCACY) Implement nationally appropriate social protection sys substantial coverage of the poor and the vulnerable
	1.4	1.4 By 2030, ensure that all men and women, in particular people exper to economic resources and housing, including access to basic and financ
	1.5	1.5 By 2030, build the resilience of people in the City of Melbourne expo reduce their exposure and vulnerability to climate-related extreme ever
2 Zero Hunger	2.1	2.1 By 2030, end food stress and ensure access by all people, in particul vulnerable situations, including infants, to safe, nutritious and sufficient
	2.2	2.2 By 2030, end all forms of malnutrition and address the nutritional n of pregnant and lactating women
	2.4	2.4 By 2030, support sustainable food production systems and supply ch agriculture, balancing local food production with biodiversity needs and
	2.5	2.5 Support urban agriculture, greening and conservation efforts that di and cultivated plants and their related wild species
	3.1	3.1 By 2030, reduce the municipal maternal mortality ratio to less than

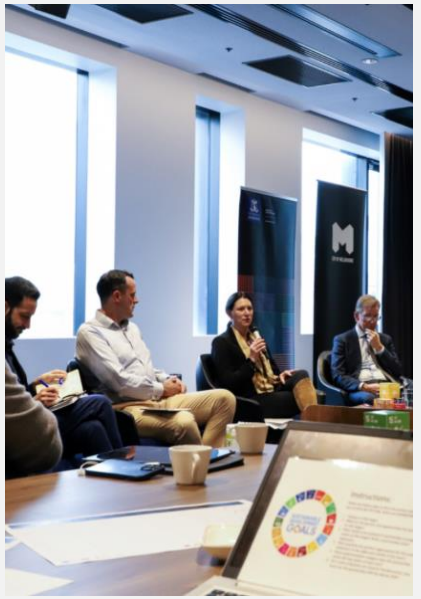
Step 2. Finalised localised SDG Dataset

- Includes 16 Goals, 88 Targets, 300+ indicators tracking data trends from 2015



Step 3. Voluntary Local Review of Municipality SDG Performance 2022

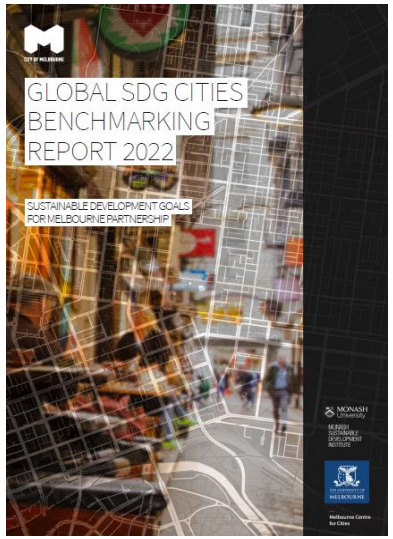
- Includes narrative about performance achievements and areas for improvement

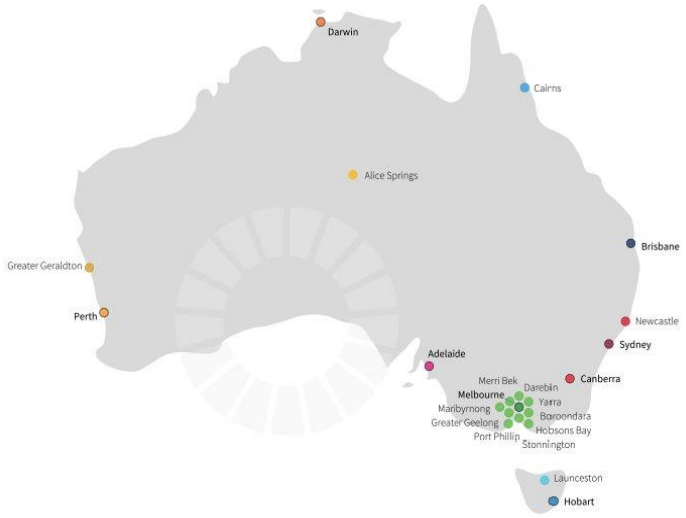


Step 4. Partnerships for the SDGs: Cross-Sectorial Forum

- Hosted 80 stakeholders across all industries to discuss partnership opportunities to progress the goals.

Step 5. Global and Local Benchmarking





Benchmarking

Ideally, the SDG targets and indicators can be compared and contrasted with other cities, regions and LGAs.

A first attempt to benchmark the City of Melbourne against its global peers on individual SDG progress

Opportunities

- City peer knowledge share to accelerate mutual learning, action and progress

Report prepared by The University of Melbourne Centre for Cities, Monash University Sustainable Development Institute

Benchmarking Insights

CoM performs **well above average** indicators relating to 3, 9, 11

CoM performs **comparatively better** in indicators relating to goals 4, 5

CoM performs **below average** in indicators relating to goals 1, 3, 8, 11, 13

Tracking Progress

Tracking municipal progress

GOAL
9 Industry Innovation & Infrastructure

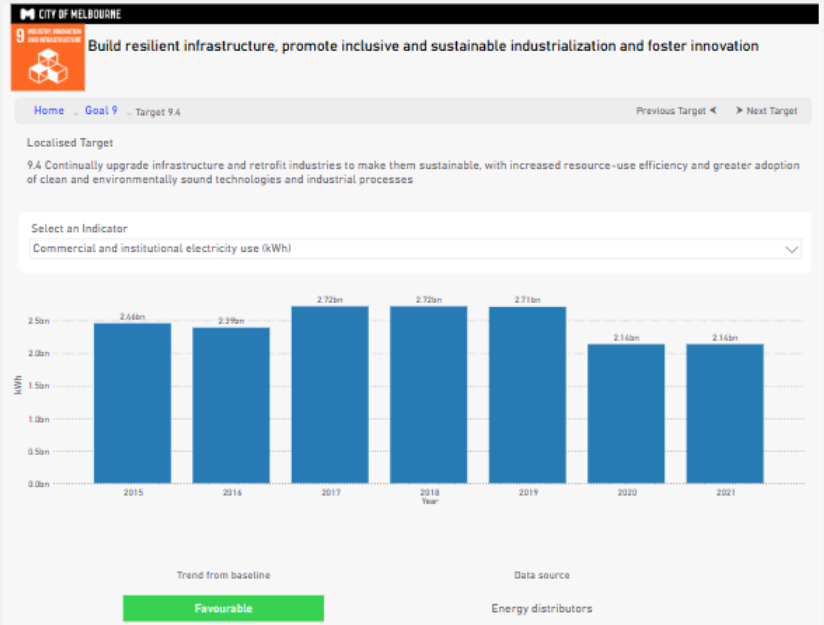
LOCALISED TARGET	INDICATOR	2015	2016	2017	2018	2019	2020	2021	UNIT	TREND	LIKELY COVID IMPACT	DATA SOURCE
9.4 Continually upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes	Commercial and institutional electricity use	2.459	2.393	2.720	2.721	2.712	2.138		kWh billion	↓	✓	ED
	Commercial and institutional gas use	2.555	2.555	2.856	3.212	3.311	2.694		GJ million	↑	✓	ED
	Industrial electricity use	414.5	403.3	178.1	174.8	216.6	252.5		kWh million	↓	✓	ED
	Industrial gas use	2.911	2.911	2.478	2.583	2.620	2.066		GJ million	↓	✓	ED
	Refer to 12.2 for resource-use efficiency and 13.2 for GHG emissions indicators											

SDG Data Set

In 2022 the SDG dataset was in an **excel** document

Since then, it has been migrated into our Corporate Planning and Performance platform and matched to appropriate data owners across the organisation

Data is updated when it's available

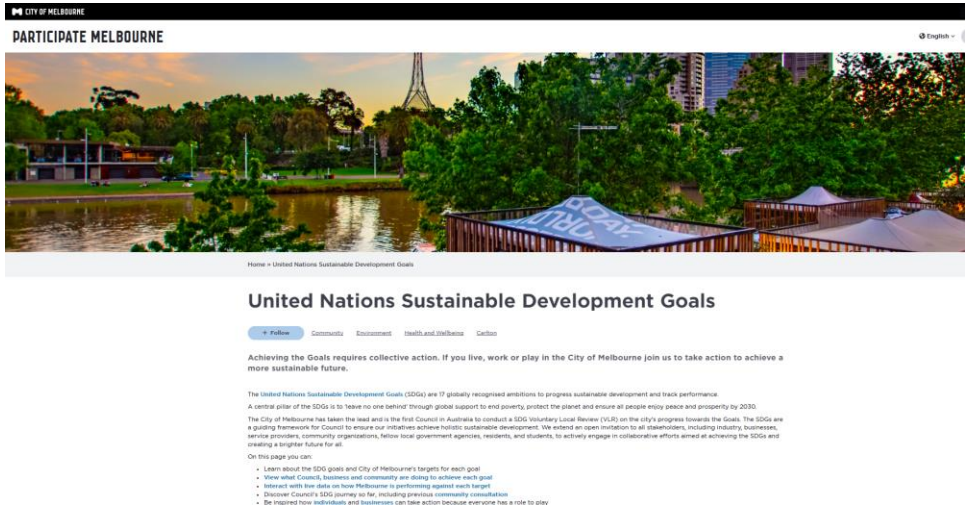


Digital data dashboard

In 2023 the data has been extracted into a Power BI Dashboard helping users to understand if the trends are favourable, unfavourable or no change.

The dashboard is publicly available on our City of Melbourne **Open Data Platform** and have your say page: **Participate Melbourne**.

Sustainable Development Goals in the public domain



Promoting Action

Achieving the Goals requires collective action. SDG resources for all who live, work or play in the City of Melbourne.

- Learn about the SDG goals and City of Melbourne's targets for each goal
- Find business and council SDG case studies and translated materials

Open data – end users

School students and entrepreneurs have been using the SDG data dashboard to identify goals of interest, review the city's progress and explore ideas to take action

New initiative

In the next financial year, we supporting small business to assess their SDG impact, plan business improvements and take a pledge for action (SDG Align Platform)

Mainstreaming SDGs and Making Impact

Embedding SDGs and tracking impact

Tracking impact via:

Internal:

- Alignment to Council Plan and all branch plans and major initiatives
- Corporate project management framework (tracking proposed and actual SDG impact)
- Governance (ESG Framework)

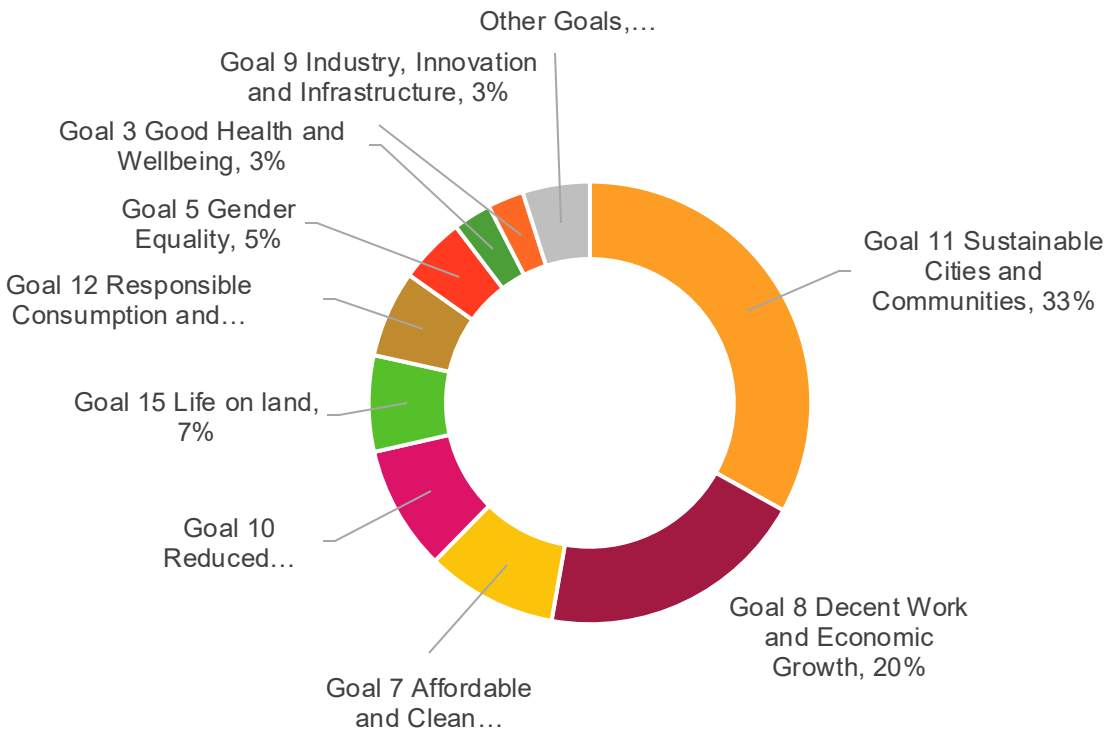
External:

- CoM Small Business, circular economy, social enterprise grants (tracking proposed and actual SDG impact)

All new strategies and plans are aligned to SDGs

- Economic Development Strategy (draft)
- Inclusive Melbourne Plan
- Homelessness Strategy
- Food City
- Heritage Strategy
- Greenline Master Plan

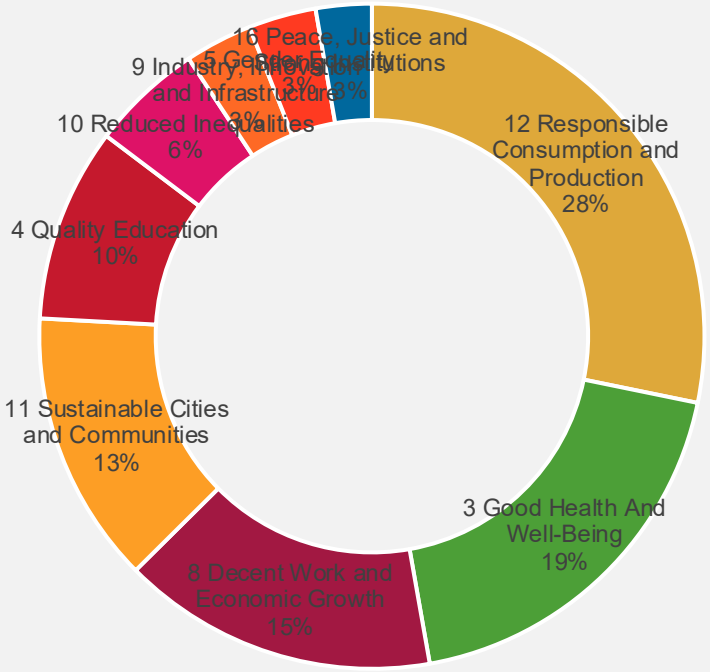
SDG tagging – assessing Council's areas of impact



Tracking our Council Plan Major Initiatives 2021-2025

Tracking our SDG target coverage with our Major Initiatives and branch labour budgets to understand potential areas of impact

Small Business Grants Investment 2025



Tracking our Small Business Grants

Analysing how we're investing our small business grants through asking businesses to self-assign the goal most aligned to their business operations or funding proposal.

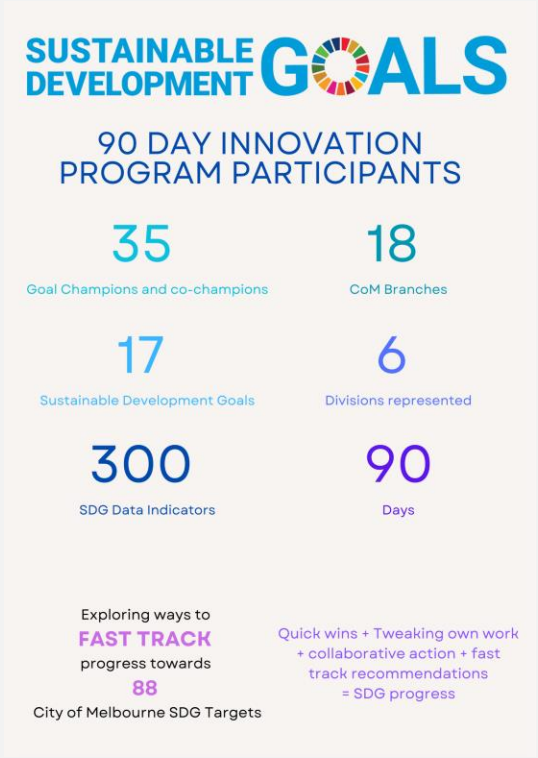
Sustainable Development Goals | A framework for innovation

Inspiring innovation

35 subject matter experts (Goal Champions) have completed

- an online SDG learning module,
- SDG data pre-reading,
- three workshops and offline discussions

Outcomes:19+ quick wins and 14 pitched SDG fast-track projects to the CEO and other sponsors. Some have been completed.



Questions?

Q&A.

MAV Professional Development Opportunities.

Councillor Masterclass:
Leading Communities Through Housing Change

Councillor Masterclass:
Councillors' role in CEO Performance Management

Course:
Bold Futures - Local Government Planning Leaders (in partnership with the Planning Institute of Australia)

Conference:
MAV Annual Conference (October)

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