Draft Tree Management Policy Engagement Summary Report
October 2025

Background

The draft Tree Management Policy and supporting Guidelines will guide Council on how we care for trees on public land – ensuring consistent decisions about planting, pruning, maintenance, and removals.

The two documents will ensure that Council is consistent in its decision making, transparent regarding its processes and is ultimately focused on achieving its target of 20% canopy cover by 2040.

Methodology

Engagement on the draft Tree Management Policy was open from Wednesday 17 September to Sunday 19 October 2025.

Engagement (at the inform level) consisted of an online feedback form via Council's online engagement portal, Your City Your Voice, where residents could share any comments on the draft Policy and supporting Guidelines.

Engagement was promoted across Council channels, which included:

- a media release on 17 September 2025
- posters and flyers in community centres and libraries
- an article in the Possum Post newsletter on 1 October 2025
- social media posts on Council's official channels.

Overall response

A total of **18** comments were received during the engagement period. There were **176** visitors to the project page, resulting in **260** page views, while **119** documents were downloaded. This included:

- Draft Tree Management Policy – **59** downloads
- Draft Tree Management Guidelines – **33** downloads
- 2023 Open Space Update – **22** downloads
- Maribyrnong Open Space Strategy – **5** downloads.

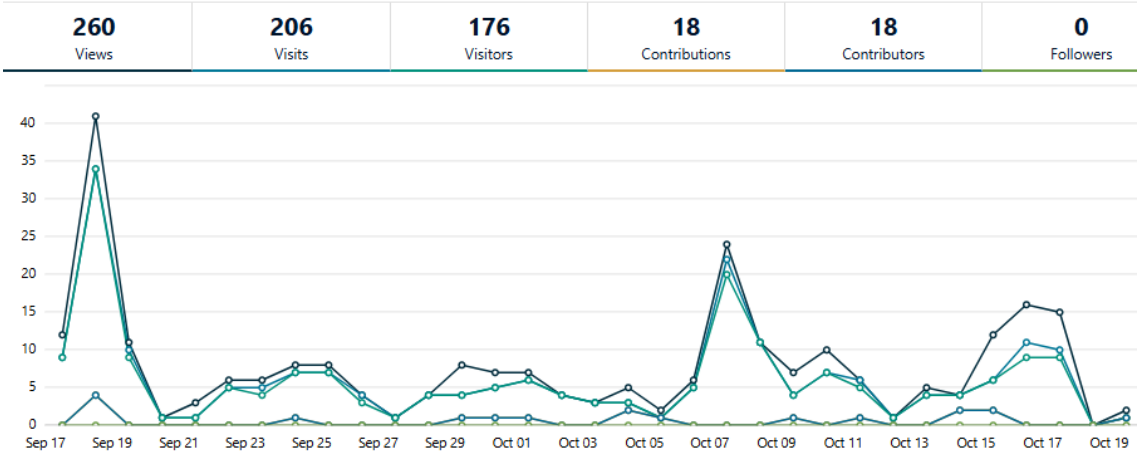


Figure 1. Online engagement performance summary for the draft Tree Management Policy and supporting Guidelines.

Social media response

There were four social media posts promoting engagement on 17, 19 and 24 September, and 7 October.

- **Facebook**
  The four Facebook posts were viewed 5,877 times, reaching 3,595 people. They generated 38 interactions and resulted in 23 link clicks to the Your City Your Voice page.
- **Instagram**
  The same four posts on Instagram were viewed 6,536 times, reaching 2,875 people and generating 44 interactions.

Findings

Your City Your Voice

Online engagement via Your City Your Voice provided the option for residents to share any comments on the draft Tree Management Policy and supporting Guidelines.

Question: Leave your comments below.

There were **18** comments from **18** contributors. Some contributors provided multiple suggestions/comments, meaning that the tags add up to more than 18 contributions.

The top tagged comments were:

- plant different tree species – **six**
- no/none – **four**
- policy is good – **four**
- need more trees – **three.**

Other tagged comments included:

- calls to do more/go further
- prioritise indigenous species
- seeking clarification about some parts of the policy
- ensure that trees are bird/wildlife friendly.

A sample quote is provided below:

Tagged comment	Sample quote
Plant different tree species	“Replace ornamental pear trees with native/non-invasive species.”
Policy is good	“Good in general – more trees and canopy would be great – needs ongoing attention/policy.”
Need more trees	“I think it would be great to increase the amount of trees in the street. Consider expanding trees near roads, e.g. in side street parking or footpaths around community areas and amenities, such as footpaths around markets and shopping areas.”

Calls to do more/go further	“This policy is not future thinking enough. There's plenty of empty lots of land-banking where space can be found. Plenty of huge lots of carparks that can be used more efficiently.”
Prioritise indigenous species	“I think the policy also needs to emphasise the value of trees as habitat and prioritise locally indigenous species (that are considered to be resilient to climate changes).”
Seeking clarification about some parts of the policy	“With regards to tree removal the draft policy states that trees that are causing damage to infrastructure, property will be considered for removal. I think this should say ‘significant or unacceptable damage’, otherwise it’s allowing a tree to be removed even if the damage is slight and able to be managed – as long as there is ‘no reasonable option’ to remove it.”
Ensure that the trees are bird/wildlife friendly	“Please ensure that trees are bee friendly all year round and are bird and wildlife friendly.”

Table 1. Top tagged comments and a sample quote.

Demographics

Gender

Of **18** responses:

- **61.11%** (**11**) identified as male
- **33.33%** (**six**) identified as female
- **5.56%** (**one**) selected prefer not to say
- **none** selected other identity.

Age

Of **18** responses, **35-39** years of age was the most popular age group **22.22%** (**four**). The remaining responses were between **20-74** years of age.

Suburb

Of **18** respondents, ‘Footscray’ **44.44%** (**eight**) was the most popular suburb, followed by ‘Seddon’ **16.67%** (**three**).

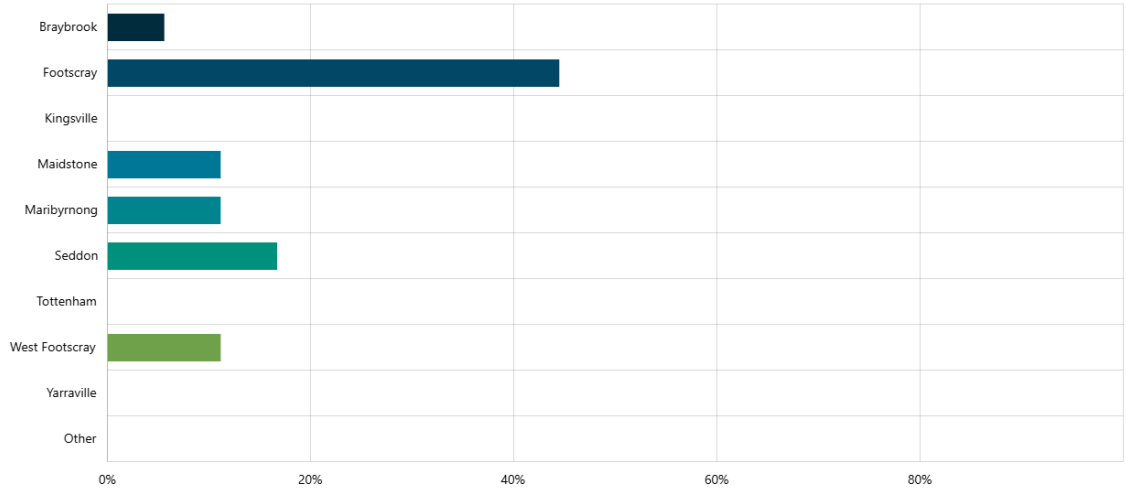


Figure 2. Respondents' suburb of residence.

Diversity

Of **five** respondents:

- **three** said they were a member of the LGBTIQA+ community
- **two** said they spoke a language other than English at home
- **one** said they were a person with a disability
- **none** said they were an Aboriginal or Torres Strait Islander person.

How did you hear about this project?

Of **17** responses, 'A Your City Your Voice notification' **52.94%** (**nine**) was the most popular response.

Conclusion

The high number of document downloads compared to the number of views on the Your City Your Voice page may suggest there was a degree of comfort or support for the direction and intent of the draft Tree Management Policy and supporting Guidelines.

Those who did comment suggested considering different tree species, called for more trees, thought he policy was good or did not have any comments/suggestions.

Officers will now consider comments received and review the draft Policy and supporting Guidelines based on this feedback. The Policy and supporting Guidelines will then be shared back to Council for consideration.