

# DVD aims to change view of the west

By **Cameron Tait**

A CAMPAIGN to improve the image of Melbourne's west by beautifying the region's neglected road corridors and gateways was launched in Yarraville last week.

The *Image and Perception of the West* interactive DVD premiered to an audience that included councillors, state MPs Don Nardella, Judy Maddigan and Andre Haermeyer, and transport and lobby groups.

The project was the final initiative of the Western Region Forum of Mayors and CEOs, which has since been replaced by advocacy group Leadwest.

Narrated by well-known actor and western suburbs resident William McInnes, the DVD paints a picture of the two different sides of the west.

It highlights some of the region's stunning features, such as Werribee Park Mansion and the Maribyrnong River, and contrasts those with the view many visitors see of overgrown verges and litter strewn along road corridors.

It also included current and projected

statistics for the region, and opportunities for cost-effective infrastructure improvements.

Among ideas suggested in the DVD are regular litter pick-ups, removal of dead vegetation, graffiti murals and upgraded river crossings.

Maribyrnong Mayor Michelle MacDonald said the key objective of the DVD was to highlight existing problems and suggest strategies for future upgrades.

"Something has to be done to enhance the look of our road corridors.

"We're [the west] a major gateway to the city and the perception visitors have of our region, affects their perception of Melbourne.

"The higher our expectations, the more we're going to achieve."

Cr MacDonald said the DVD would be distributed to Melton, Wyndham, Brimbank, Hobsons Bay, Moonee Valley and Maribyrnong councils, and used as an advocacy tool to lobby the state and federal governments.

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