

St Kilda Marina Project

Community and Stakeholder Engagement Plan



The City of Port Phillip is committed to engaging the community and stakeholders throughout the project. We aim to understand and explore community and stakeholder ideas, feedback and opinions to shape future outcomes for the St Kilda Marina site.

The St Kilda Marina new lease project community and stakeholder engagement plan aligns with the project objectives and approach.

Our project objectives

Deliver implement a process that has a high level of public and government partner understanding and confidence by:

- Designing an engagement plan that offers genuine opportunities for community feedback to shape the outcome for the site.
- Developing a tailored approach to project governance and probity that supports Council's need to communicate while maintaining ethical practice and values of fairness and transparency.
- Involving Victorian Government agencies throughout the process, recognising the State will approve the lease arrangement.

We will deliver these objectives through engagement by:

- Ensuring that stakeholders and the community are well informed about the project and the opportunities to seek information and engage.
- Building community and stakeholder understanding of the opportunities and reasons for change at the St Kilda Marina site and facilitate meaningful engagement to shape future change.
- Building community and stakeholder understanding of and support for the preferred outcomes for the St Kilda Marina site.
- Understand the views and values of stakeholders and community to inform future choices and options for the site.
- Building Victorian Government understanding of and support for the preferred outcomes for the St Kilda Marina site.

Key communication and engagement activities will include:

- Online engagement throughout the project via Council's Have Your Say website.
- Workshops with a community representative panel to explore and test future options for the St Kilda Marina site during Stage 3 of the project.
- A working group of Council and Victorian Government officers to meet at each project stage and ensure State expectations and legislative requirements are met as planning progresses.
- Regular communication updates via online and print channels throughout each phase of the project.

We will evaluate our engagement by:

- Assessing the level of community and stakeholder awareness of the project throughout each stage.
- Reviewing the demographic profile of community and stakeholders participating in engagement, with the aim of having diverse representation of the Port Phillip community.
- Seeking community and stakeholder feedback on how fair, accessible and appropriate the engagement activities were.
- Asking community members and stakeholders if they felt their feedback was fairly recorded and considered by Council throughout the project.

Project stage	Engagement purpose	Community and stakeholder engagement	Government engagement	Engagement outputs
Stage 1 Planning for the project	Project introduction <ul style="list-style-type: none"> Introduce stakeholders and community members to the project. Build community and stakeholder interest in participating in future engagement. 	<ul style="list-style-type: none"> Introduce the project through Council web page, Divercity magazine. Establish email database of interested community members and stakeholders. Conduct intercept surveys at the Marina to inform the opportunities and constraints paper. 	<ul style="list-style-type: none"> Initial meetings with Victorian Government agencies to introduce the project and agree a working relationship. 	<ul style="list-style-type: none"> Community and key stakeholders informed of the Project Approach. Feedback about community members' experience of the marina site from intercept surveys recorded and reviewed.
March 2018				
Stage 2 Identifying the site vision and objectives	Consult on opportunities and constraints for the site to inform site vision and objectives <ul style="list-style-type: none"> Build stakeholder and community understanding of the opportunities and constraints. Seek feedback on the draft site vision and objectives. Set the scene for Stage 3 engagement. 	<ul style="list-style-type: none"> Seek feedback from community and stakeholders on the draft vision and objectives through a four-week consultation period, using Opportunities and Constraints Paper to inform the community and stakeholders about the site, case studies and marina viability. Advertise the expression of interest process for community members and stakeholders to participate in the community representative panel for Stage 3. 	<ul style="list-style-type: none"> Establish a working group of Council and Victorian Government officers to be consulted through each stage of the project. Work with officers from DELWP to undertake a review of government and legislative requirements for the project. Meetings with Victorian Government ministers as planning progresses. 	<ul style="list-style-type: none"> Engagement report summarising key feedback themes and the next steps to confirm the final site vision and objectives.
June 2018				

Project stage	Engagement purpose	Community and stakeholder engagement	Government engagement	Engagement outputs
Stage 3 Setting the parameters	Iterative engagement to test options for the site <ul style="list-style-type: none"> Iteratively test options for the site for suitability against the site vision and objectives. Workshops with community representative panel to explore and test options. Broader community engagement to provide input into the options explored by the community representative panel. 	<ul style="list-style-type: none"> Recruit a representative sample of community members and key stakeholders to participate in a community representative panel. Panel members will work with urban design, property, commercial and sustainability advisors to explore potential options for the site and test them against the site vision and objectives. The wider community will be invited to share their ideas and feedback on the options explored in the panel workshops. 	<ul style="list-style-type: none"> Continue working group meetings with officers from Victorian Government agencies on the potential options being explored through the panel workshops. 	<ul style="list-style-type: none"> Engagement report summarising key feedback themes and describing options supported and not supported by community, stakeholders and government. Updated options including sketches and associated text based on working sessions with community and stakeholders
April 2019				
Stage 4 Planning for procurement	The engagement approach for this stage will be informed by the outputs of Stages 2 and 3 <ul style="list-style-type: none"> Further engagement may be undertaken if changes to planning policy or legislation is required. The community will be kept informed of project progress. 	<ul style="list-style-type: none"> Community and stakeholder engagement for Stage 4 will be informed by Stages 2 and 3. Provide updates to the community and stakeholders on project progress. 	<ul style="list-style-type: none"> Council officers would continue to work with officers from Victorian Government agencies to progress project planning. 	<ul style="list-style-type: none"> Engagement outputs will depend on the engagement approach informed by Stages 2 and 3.
May 2019				

Project stage	Engagement purpose	Community and stakeholder engagement	Government engagement	Engagement outputs
Stage 5 Procuring new lease	Provide information and updates to the community and stakeholders on the tender process (in line with the probity plan) <ul style="list-style-type: none"> Further engagement will be informed by the outputs of Stages 2, 3 and 4. The community will be kept informed of project progress. 	<ul style="list-style-type: none"> Community and stakeholder engagement for Stage 5 will be informed by Stages 2, 3 and 4. Provide updates to the community and stakeholders on project progress. 	<ul style="list-style-type: none"> Council officers would continue to work with officers from Victorian Government agencies to progress project planning. 	<ul style="list-style-type: none"> Engagement outputs will depend on the engagement approach informed by Stages 2, 3 and 4.
<i>May 2020</i>				
Stage 6 Delivering new lease arrangement	Provide updates to the community on the new lease arrangement, with further engagement to be determined	<ul style="list-style-type: none"> Community and stakeholder engagement for Stage 6 will be informed by former project stages. Provide updates to the community and stakeholders on project progress. 	<ul style="list-style-type: none"> Council officers would continue to work with officers from Victorian Government agencies to prepare and implement the new lease arrangement. 	<ul style="list-style-type: none"> Engagement outputs will depend on the engagement approach informed by former project stages.
<i>May 2021</i>				