



8.4	INTEGRATED COUNCIL PLAN 2017-21 - COMMUNITY ENGAGEMENT PROCESS AND FINDINGS
WARD:	WHOLE OF MUNICIPALITY
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ATTACHMENTS:	1. 'Plan 17-27' Engagement Findings Report - March 2017

PURPOSE

To advise Council of the outcomes of the community engagement process undertaken to inform development of the Integrated Council Plan 2017-27, and to endorse the release of the *'Engagement Findings Report – March 2017'*.

1. RECOMMENDATION

That Council:

- 1.1 Receives and notes the *'Engagement Findings Report – March 2017'* which has been prepared to inform development of the Integrated Council Plan 2017-27.
- 1.2 Endorses the public release of the *'Engagement Findings Report – March 2017'*.
- 1.3 Expresses its appreciation to the many community members and other stakeholders who participated in the engagement process, and acknowledges the value of the views and ideas expressed in the development of the Plan.

2. BACKGROUND

- 2.1 The *Local Government Act 1989* (the Act), requires Council to prepare and approve a four year Council Plan, supported by a Strategic Resource Plan and an annual Budget, by 30 June in the year after an election.
- 2.2 The Act also requires that Council must provide the opportunity for persons to make submissions on a proposed Council Plan and Budget, with a minimum 28 day consultation period to be provided. A formal public consultation and submission process will be undertaken following release of the draft Integrated Council Plan on 19 April 2017.



- 2.3 For the first time, an Integrated Council Plan will be prepared, incorporating the Municipal Health and Wellbeing Plan, Strategic Resource Plan and Budget. The integration of Council's planning, budget and resource allocation process will ensure strong alignment between Council priorities and strategies, and the services, programs and projects that it delivers.
- 2.4 The Plan will set a 10 year direction for the City, with a four year focus on the specific actions Council will undertake to work towards achieving this direction. This longer term focus is needed to ensure Council can respond to the opportunities and challenges the City faces (including significant population growth, an increasing density of development and climate change) in a way that enhances Port Phillip as a place to live, work and visit.
- 2.5 Given the preparation of a new integrated, long term plan, a significant community and stakeholder engagement process was considered essential to enable direct participation in the development of the plan. Understanding what the community values, how they want the city to be in 10 years' time, and their ideas on solutions for future challenges, is key to developing a plan that Council can own and deliver with confidence.

3. KEY INFORMATION

- 3.1 The *Engagement Findings Report – March 2017* is provided at Attachment 1. This report provides a summary of the engagement process and an analysis of feedback received during the four week engagement period.

Overview of the Community Engagement Process

- 3.2 From Monday 30 January to Sunday 26 February 2017, a comprehensive engagement program - 'Plan 2017-27' - was undertaken to invite the community (including residents, workers, community groups, business owners and visitors) to provide feedback on what they valued most about the City, and what they thought Council should address in the new Council Plan 2017-2027.
- 3.3 The objectives for the engagement process were:
 - to promote the Council Plan engagement process widely and provide the Port Phillip community with a clear understanding of the different ways they can be involved in the Council Plan engagement process
 - to hear from a broad cross section of our community including those who are typically harder to reach
 - to increase the rate of engagement by 10% from the previous Council Plan 2013-17 and budget 2016 community engagement processes.
- 3.4 The community engagement process was widely promoted across a variety of channels, including Council and library websites, social media, advertisements in the local Leader Newspaper and email updates to community networks. Postcards were distributed in town halls, libraries, shopping precincts, markets, childcare centres, community centres and various other sites across the City. Colourful and creative displays at the St Kilda, Port Melbourne and South Melbourne town halls helped raise awareness, including floor decals leading to the entrances and pull-up banners.



- 3.5 Over 2,000 individual pieces of feedback have been received and analysed to inform the new Council Plan. This is double the level of feedback received in 2016/17.
- 3.6 Diverse avenues were provided for the community to contribute feedback and ideas, including:
- A **community survey** seeking feedback on what people valued about Port Phillip and what sort of city they wanted in 10 years' time (651 surveys were completed).
 - **Avatar 'tool'** - a unique and fun way to involve the community (particularly younger people) through a series of values-based questions that identified an individual's 'avatar' eg 'Culture Vulture' or 'Enviro Champ' (619 avatars were completed).
 - **'Pop-up' conversations** were held in six different locations across Port Phillip with participants encouraged to fill out the survey and avatar, and add ideas to a chatter wall (305 chatter wall participants and 476 ideas).
 - **Targeted focus groups** took place to ensure groups (including some which are typically harder to reach) were included such as children, older persons, indigenous persons, CALD and youth (total of 450 hard to reach participants).
 - **Online discussion forums** (189 visits with 29 conversation contributions).
 - **Special focus workshops** to discuss and engage more deeply on key dilemma questions related to water use, social diversity and inclusion, waste management, and transport and parking (a total of 128 participants attended the workshops).
 - **Findings Forum** to provide the opportunity for special focus workshop participants to come together to view the priority ideas from each session (18 participants).
 - **Social media channels #futurecopp** (684 likes, 37 comments and 20 shares on Facebook, Twitter and Instagram).
- 3.7 Every effort was made to gather input from across a broad spectrum of the community, and to ensure a representative sample of the demographic profile of the city. The community survey and avatar tool results revealed participants from under 18, to over the age of 85 took part. Half of the special focus workshop respondents were randomly selected based on gender, age and postcode. Engagement with targeted groups also ensured a representative and inclusive process.
- 3.8 Overall, the Council Plan 2017-2027 engagement program was both in-depth and wide-reaching, and effective in accessing a broad audience of Port Phillip's residents, workers and visitors.
- 3.9 Participants in the engagement process expressed that they valued the opportunity to contribute, and appreciated that their ideas, views and comments were listened to, noted and would be considered as part of the Council Plan development process
- 3.10 Full details of the engagement process, including a description of the key activities and their reach, is provided in Section 3.2 of the Engagement Findings Report (Attachment I).



Key Themes and Findings from the Engagement Process

3.11 The key themes and findings from the engagement process are summarised in the table below:

Key theme	Key findings
<p>Supportive City for all</p>	<p>There is an ongoing desire to support all people in the Port Phillip community – including those who are most vulnerable and from diverse backgrounds – and to invest in a City that supports healthy living and community wellbeing for people of all ages, abilities and life stages.</p> <p>Council’s role in developing community spirit, capacity and connections was emphasised. Increasing social housing, using the skills of local people, and community garden initiatives are just some of the ideas people shared to support people in their community. ``</p>
<p>Transport choice and parking management</p>	<p>Improving transport, traffic management and parking management is one of the City’s greatest challenges. Parking (space, permits and payment systems) and traffic congestion was noted in community feedback. Our community wants a City that makes it easier and more enjoyable to walk, bike ride or use public transport rather than travel by car.</p> <p>This challenge area was the most popular topic on the chatter wall at the pop-up conversations and was one of the most frequently raised issues in the engagement with targeted groups. The community survey results identified that improvements to bus, train and tram services and stops were most likely to get car drivers out from behind the wheel. Better access, connections to and frequency of public transport were seen as the most likely to reduce the number of people using their cars. Public transport was preferred over active transport (bike and walking).</p> <p>Over half (59%) of survey responses supported converting existing road space to support safer, more enjoyable and accessible bike, walking and public transport use, even if this means reducing some on-street car parking; however, this was a topic with diverse views at the special focus workshop, so further engagement would be appropriate.</p>
<p>Creating a sustainable Port Phillip and managing a changing climate</p>	<p>Reducing carbon emissions and managing a changing climate are considered key challenges for the City. Ensuring a sustainable City (particularly in regards to waste and water management) is considered important.</p>
<p>Sense of place and community</p>	<p>The people of Port Phillip highly value the place in which they live – including the beach, parks and gardens. Clean, safe and inviting streets, spaces and amenities are of high importance to our community, now and in the future. Protecting the City’s heritage and iconic buildings is also considered important.</p>
<p>Developing our streets and neighbourhoods in a balanced way</p>	<p>How our neighbourhoods can provide for growth but maintain their character is considered a key challenge for the City. This is evident in the community survey results, open text avatar survey results, pop-up chatter wall and engagement with targeted groups.</p>
<p>The vibrancy, creativity and diversity of the City</p>	<p>The arts, culture, vibrancy and ‘vibe’ of Port Phillip is highly regarded and considered a part of what makes the City unique.</p>



Balancing activation and visitation with local amenity protection	Supporting businesses and activating shopping strips (such as Acland Street and Fitzroy Street) is recognised as a key opportunity. Events, festivals and attractions that bring people to the City need to be managed in a way that protects local amenity.
Water	<p>Water use in the City was the focus of one of the workshops and online forums, and the community has many ideas on addressing future challenges, including returning to a more natural landscape, and various ways to increase water harvesting through better use of space, partnerships and innovations.</p> <p>In the community survey, 44% of respondents supported less irrigation of our parks, gardens and playing surfaces to save water use.</p>
Waste management	<p>Challenges in relation to waste were noted; particularly in regards to services and facilities in apartments and new developments, the provision of green waste bins, localised composting, bins on the foreshore, street litter, litter education programs, and hard waste issues. Many behaviour change and advocacy ideas were generated by participants in a special focus workshop in response to these challenges.</p> <p>Within the community survey, 61% of participants were willing to pay more or the full cost for other options to reduce the amount of waste going to landfill, while 34% did not support paying more.</p>

How the engagement findings will inform development of the Integrated Council Plan.

- 3.12 The themes and findings drawn from the community engagement will inform the setting of strategic directions and outcomes for the new Council Plan, and the prioritisation of project initiatives and service levels that will deliver these outcomes. This ensures the Council Plan and the way in which Council allocates its resources is aligned to community views and aspirations.
- 3.13 Release of the draft Integrated Council Plan for public exhibition in late April 2017, inclusive of the 2017/18 Budget, will provide the opportunity for the community to provide feedback via submissions, prior to the plan being finalised for adoption in late June 2017. This process will provide a further ‘check-in’ to ensure the plan is aligned with community views.



FURTHER SUPPORTING INFORMATION

4. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 4.1 The 'Plan 2017-27' engagement process will directly inform the development of a new 10 year Integrated Council Plan. Findings from the engagement, particularly the special focus workshops, will also help inform the development of future policy, such as the Integrated Transport Strategy and Sustainability Strategy post 2020.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 As detailed throughout this report, a significant community and stakeholder engagement process has been undertaken to inform development of a new 10 year Integrated Council Plan.
- 5.2 Further consultation on the draft Plan, inclusive of the 2017/18 Budget will take place in late April / May and meet legislative requirements to provide the opportunity for interested persons to make submissions.
- 5.3 The consultation process will include displays of the plan at the three town halls and libraries, and two public forums where the community can attend and discuss details of the plan. The forums will be held in early May, with sessions at the St Kilda Town Hall (weekday afternoon/evening event) and the Port Melbourne Town Hall (Saturday event).

6. LEGAL AND RISK IMPLICATIONS

- 6.1 No risk of legal implications have been identified.

7. SUSTAINABILITY – Triple Bottom Line

7.1 ENVIRONMENTAL IMPLICATIONS

- 7.1.1 The Council Plan will respond to community feedback to create a more sustainable Port Phillip and manage the changing climate.

7.2 SOCIAL & CULTURAL IMPLICATIONS

- 7.2.1 The Council Plan will respond to the community feedback seeking a city that is socially inclusive, and which supports healthy living and community wellbeing.

7.3 ECONOMIC IMPLICATIONS

- 7.3.1 The Council Plan will respond to the community's desire to support businesses and activate shopping strips.

7.4 FINANCIAL IMPLICATIONS

- 7.4.1 The community engagement process was delivered within the allocated budget.
- 7.4.2 The community engagement process informs how Council will allocate budget and staff resources over the 10 year life of the plan (with a focus on years one to four).



8. IMPLEMENTATION STRATEGY

8.1 TIMELINE

- 8.1.1 The draft Integrated Council Plan will be presented to Council for consideration on 19th April 2017, and endorsed for formal community consultation with submissions invited.
- 8.1.2 Council will consider submissions received and finalise the Plan for adoption prior to the 30 June 2017 statutory deadline.
- 8.1.3 The Council Plan will be reviewed annually. Further deep engagement on specific topics through-out the year, will inform the review process and ensure on-going currency of the plan.

8.2 COMMUNICATION

- 8.2.1 The *'Engagement Findings Report – March 2017'* will be displayed on Council's website after this meeting, and will also be made available with the exhibition of the *draft Council Plan* in late April / May 2017.
- 8.2.2 The draft Council Plan document will summarise the key themes and ideas which have emerged from the community engagement process and demonstrate how the Plan has responded.

9. OFFICER DIRECT OR INDIRECT INTEREST

- 9.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.