

# Let's Talk Bayside

## Community Engagement Summary



June 2022

Bayside City Council  
Corporate Centre  
76 Royal Avenue  
SANDRINGHAM VIC 3191

T (03) 9899 4444  
F (03) 9598 4474

[www.bayside.vic.gov.au](http://www.bayside.vic.gov.au)



## 1 Background

This document provides a summary of stakeholder and community feedback on Council's bi-monthly news magazine Let's Talk Bayside.

As part of a regular communications review, the community was engaged to evaluate the effectiveness of Let's Talk Bayside magazine in keeping the community informed about how Council is contributing to the liveability of Bayside. Community engagement also sought to identify potential opportunities for improvement to better meet resident needs.

Consultation was open for six weeks from 18 February to 3 April 2022, with feedback provided by 662 community members.

## 2 Consultation process

### 2.1 Consultation purpose

The consultation was designed to provide the Bayside community with the opportunity to provide feedback on Let's Talk Bayside magazine, including the content, length, relevance, and overall satisfaction with the publication.

### 2.2 Consultation methodology

Details	Activity
<b>18 Feb – 3 April</b> <b>151 respondents</b>	<b>Have Your Say – online survey</b> A Have Your Say page was created and went live on 18 February. The online survey was open for 6 weeks and closed on 3 April.  Any interested party had the ability to submit their feedback regardless of whether they were a Bayside resident or not
<b>Let's Talk Bayside Feb/March</b> <b>511 respondents</b>	<b>Let's Talk Bayside - printed survey</b> A tear-out reply paid survey was included in the Feb/March edition of Let's Talk Bayside, which was distributed via letterbox delivery to all Bayside households, as well as hospitality businesses in activity centres.

## 3 Participant profile

Most of the 662 respondents answered demographic questions in the online and print surveys.

There was an over representation of participants aged over 50 years, with around half aged over 70 years. Only 9% of respondents were aged under 50 years old. Females were also overrepresented, making up 68% of the total respondents.

Participant suburbs of Brighton, Beaumaris and Black Rock were overrepresented when compared to the Bayside population profile – see Table 1 below. There were no respondents from Hampton East.

Respondents were also asked about their connect to Bayside with the vast majority living in Bayside (97%). Other connections included: work in Bayside (14%), household with children under 18 (7%), living with disability or a carer (6%), new resident (1%) or other (2%).

**Table 1: Age and gender of participants and population profile**

	Demographic	Bayside 2016 Census	Participants (%)
Gender	Male	47.6%	29%
	Female	52.4%	67%
	Unknown	-	4%
	Other identity	-	-
Age	15-24	11.5%	1%
	25-39	13.6%	1%
	40-49	16%	7%
	50-59	14.4%	17%
	60-69	11.5%	26%
	70-84	9.9%	48%
	85+	3.7%	-
	Undisclosed	-	-
Suburb	Beaumaris	13.5%	17%
	Black Rock	6.5%	9%
	Brighton	24.1%	30%
	Brighton East	15.9%	14%
	Cheltenham	3.7%	2%
	Hampton	13.6%	10%
	Hampton East	5.0%	-
	Highett	7.2%	6%
	Sandringham	10.5%	10%
	Outside Bayside	-	1%

## 4 Consultation findings

The following section summarises the key themes which arose in community feedback on Let's Talk Bayside. In the interest of stakeholder and community privacy, individual quotes have not been included within this public document. Where there was more than one mention of a topic or item, the number of mentions has been specified in brackets and italics.

### 4.1 Support for actions

There is clear public support for the printed publication, Let's Talk Bayside to continue, and a positive view towards its value in keeping the community informed. Most participants (84%) said they usually read the publication, with half reading it cover to cover.

Participants gave an average rating of 8 out of 10 for the publication, with 69% rating it an 8, 9 or 10.

The value of the publication among Bayside's older population was particularly evident through very high survey participation, with three quarters of participants aged over 60.

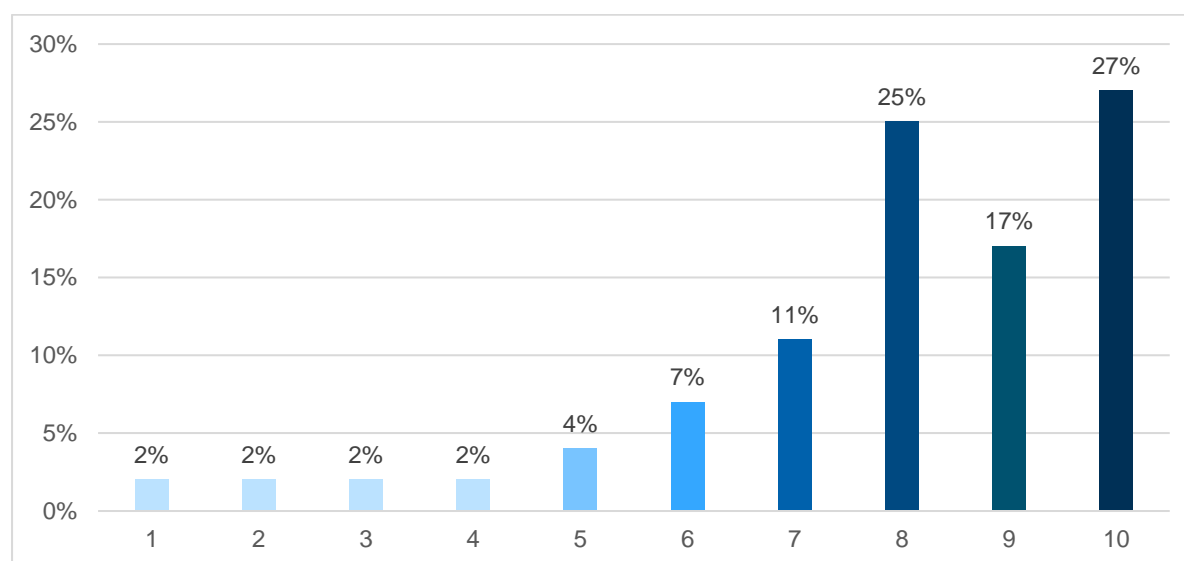
## 4.2 Item-specific feedback

The sections below summarise respondent's views of the publication as well as identify opportunities for improvement.

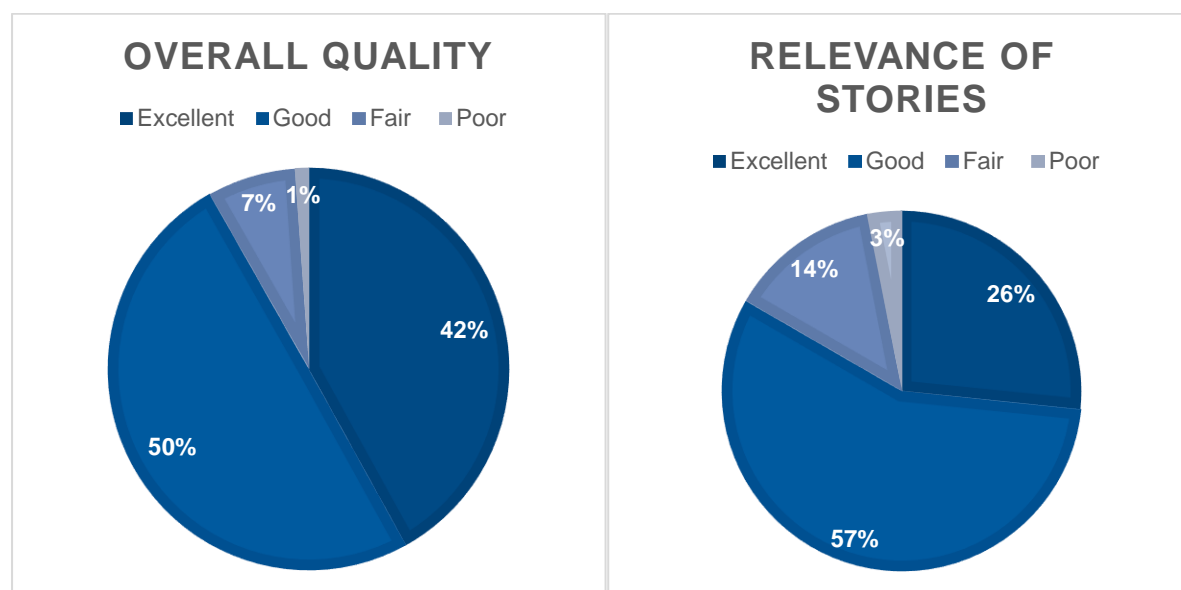
### 4.2.1 Rating the publication

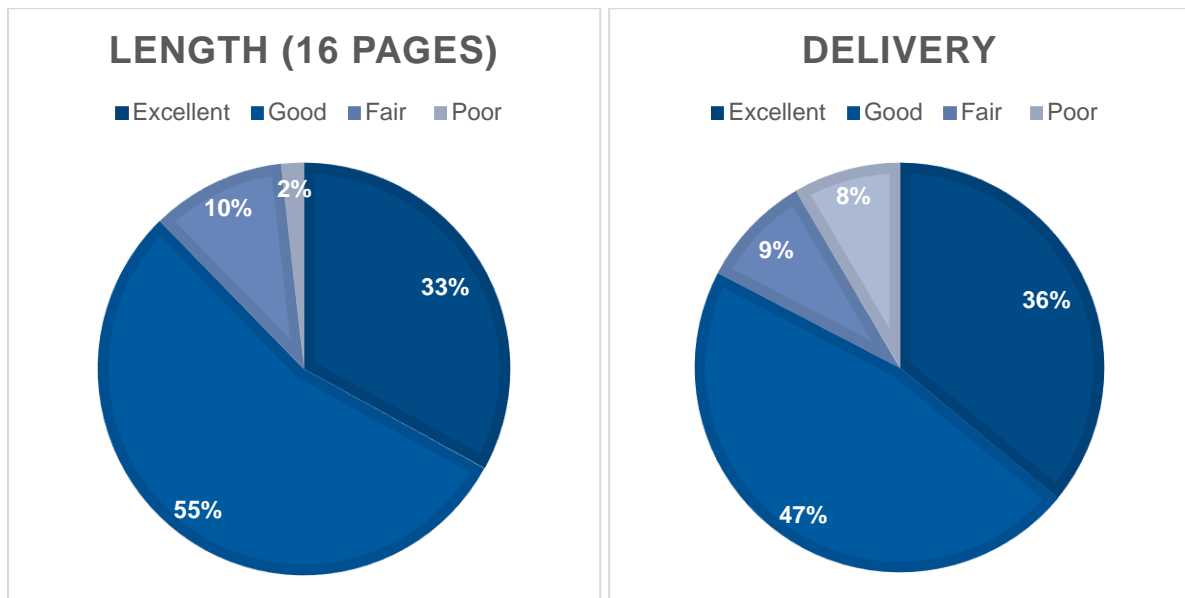
Respondents were asked to rate the publication as a whole, and then give a rating for overall quality, relevance of stories, length, and delivery.

Of the 662 respondents 98% rated the publication, with 69% rating the overall magazine an 8 or higher out of ten.



Of the 662 respondents 95% of respondents rated the overall quality, 94% rated the relevance of stories, 93% rated the length and 93% rated the delivery.

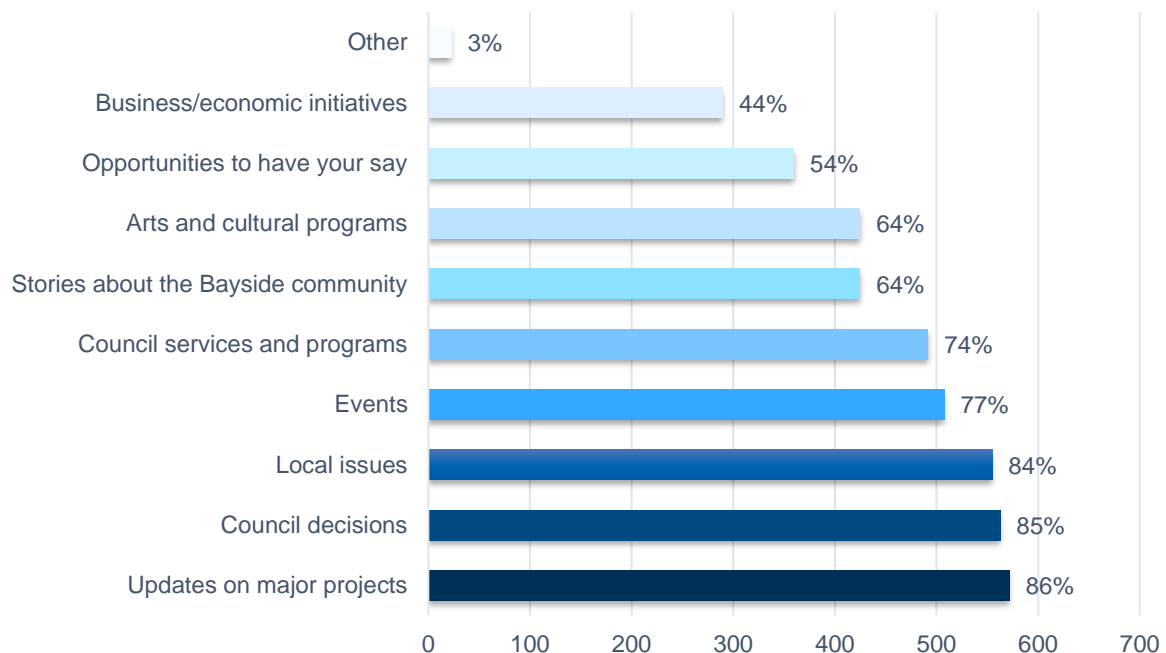




#### 4.2.2 What the community wants to read about

The question “What do you want to read about?” gave respondents ten options to select multiple topics that were of interest to them. The top three topics were updates on major projects, Council decisions, and local issues. Each of these topics gained interest from over 500 respondents.

### What do you want to read about?



The ‘Other’ category allowed respondents to write comments about other topics or subjects they felt should be included in the publication. Only 23 comments were made in this section with most respondents providing their feedback in relation to the question “What other subjects would you like to see covered in Let’s Talk Bayside?”

**What residents want to read  
– Other answers**

**Community feedback**

Children/pets	Children's events ( <i>2 mentions</i> ) Children's topics and pets
Local residents/ historical stories	Resident stories. Bayside history. Older community, history Local artists
Climate/ environment	Environmental stories ( <i>2 mentions</i> ) Climate info
Council/ finances	Councillor's activities in Bayside Council finances Cost savings at council Council budget and performance against previous year's budget.
Sport & Fitness	Sport and fitness Local Sport
Other topics	Neighbourhood watch and Graffiti Busters email index of articles with links. Results of surveys Brighton development Library Q&A Annual changes to garbage collections Networking and local ads Issues impacting residents

#### 4.2.3 Community chosen topics for inclusion in the magazine

In response to the question "What other subjects would you like to see covered in Let's Talk Bayside?" over 300 comments were received. The top five themes and other topics are listed in the table below.

**Other subjects to include**

**Community feedback**

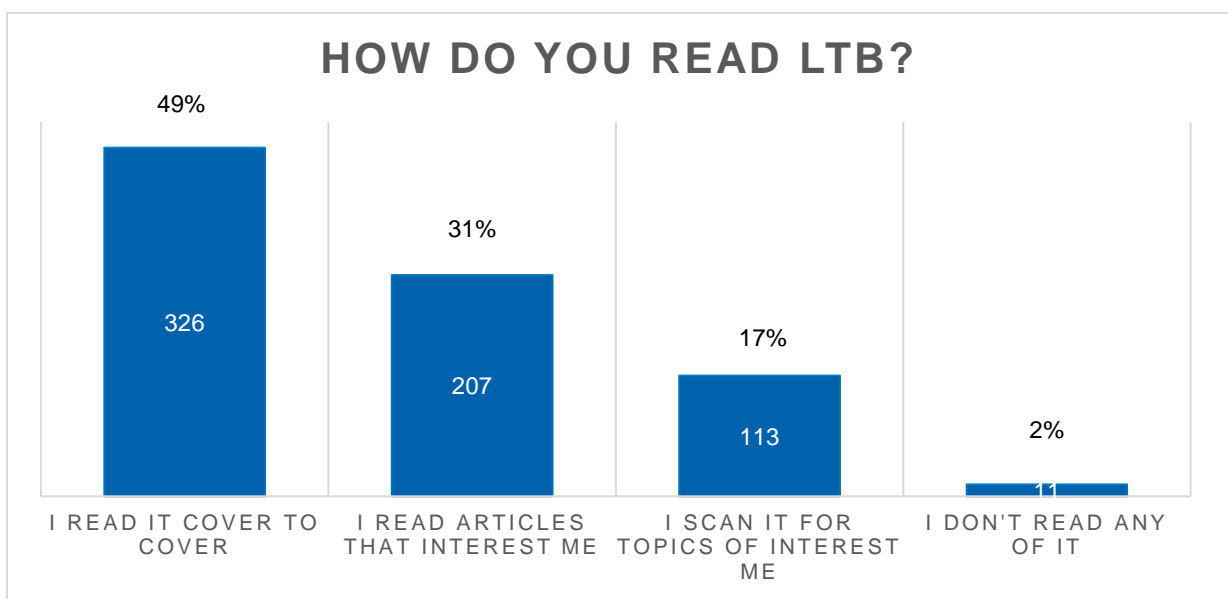
Planning & building	Planning and building overdevelopment ( <i>36 mentions</i> )
Activities/events	Activities/events ( <i>31 mentions</i> )
Local sport	Local sport ( <i>26 mentions</i> )
Clubs and programs	Clubs & Programs ( <i>31 mentions</i> )
Natural environment & sustainable living	Natural environment and sustainable living ( <i>28 mentions</i> )
Other Topics	Business & Economics ( <i>10 mentions</i> ) Small organisations ( <i>1 mentions</i> ) More pages/ Detail ( <i>4 mentions</i> ) Info about councillors ( <i>12 mentions</i> ) Climate ( <i>6 mentions</i> )

Car parking (6 mentions)  
 Local laws (4 mentions)  
 History (12 mentions)  
 Where our rates go (12 mentions)  
 Support for elderly & vulnerable (16 mentions)  
 Children/ youth (9 mentions)  
 Local residents (11 mentions)  
 Markets (3 mentions)  
 Local jobs (3 mentions)  
 Police & Crime reports (7 mentions)  
 Heritage (8 mentions)  
 Footpath/ Roads & Transport (22 mentions)  
 Project updates (16 mentions)  
 Pets (5 mentions)  
 Issues (13 mentions)  
 Waste/ recycling (20 mentions)  
 Cost of magazine (3 mentions)  
 Volunteer opportunities (7 mentions)  
 Art/culture (11 mentions)  
 Other (8 mentions)  
 Maps (1 mention)  
 Health/ Wellness (4 mentions)  
 Q&A/ Submissions (4 mentions)

---

#### 4.2.4 Community concerns regarding the publication

When asked “How do you read Let’s Talk Bayside”, the most frequent response was cover to cover (49%). Only 11 respondents (2%) said they did not read any of it.



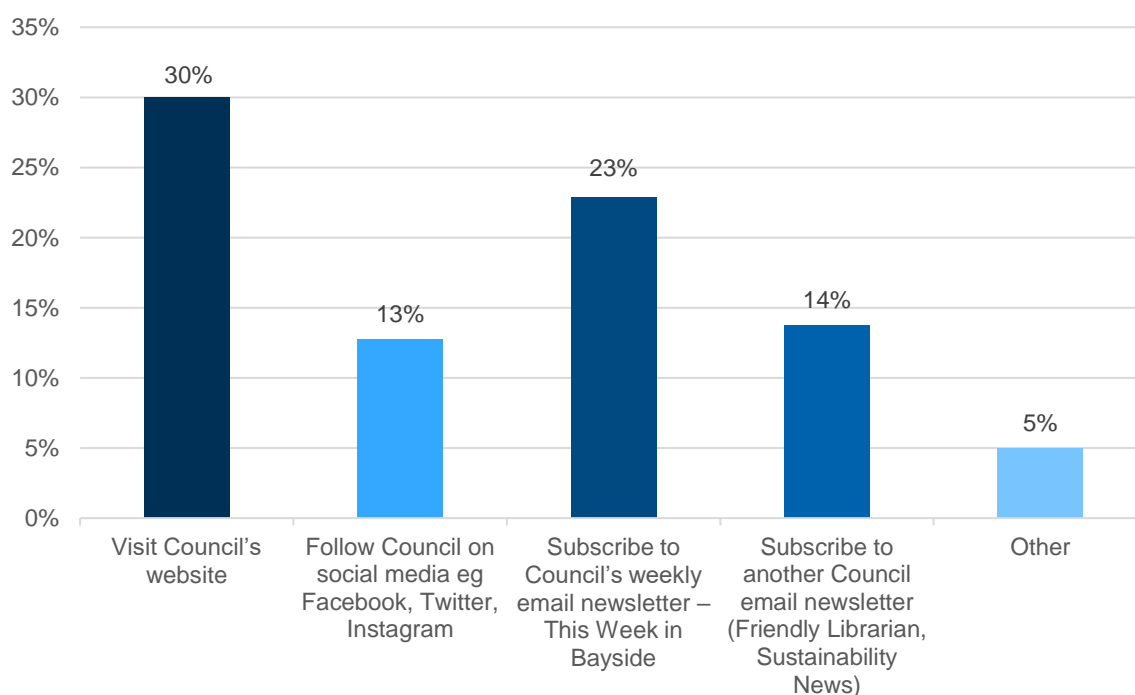
If the respondent selected the option “I don’t read any of it”, they were asked to provide feedback to explain their response.

The overall concerns relating to why people don't read the magazine are centred around delivery/distribution issues followed by dissatisfaction with the content and a small mention regarding the cost to produce the publication.

Concerns relating to the publication	Community feedback
Cost of the magazine	Waste of money ( <i>2 mentions</i> ) Amazed council is still spending money on this It is rubbish and wastes money
Delivery issues	Never delivered ( <i>14 mentions</i> )
Irrelevant or little content	Little content ( <i>2 mentions</i> ) Not much of interest Nothing for Cheltenham area The articles are rubbish ( <i>2 mentions</i> ) It's pretty but dull Poor replacement for the Bayside Leader
Other Topics	Email newsletters are enough Print is old fashioned Waste of paper

#### 4.2.5 Other ways the community stays informed

Respondents were asked to identify any other methods they are using to stay informed about Council matters. Of the 662 respondents, 83% gave feedback about the other methods they use to stay informed about Council. 30% of respondents rely on the website to provide them with information.



5% of respondents indicated they use 'other' methods to stay informed on council issues. From these other methods 12 themes emerged. Talking to neighbours generated the most responses with 10 mentions.



<b>Other ways the public stay informed</b>	<b>Community feedback</b>
<b>Council Meetings</b>	<i>(2 mentions)</i>
<b>Website</b>	<i>(1 mentions)</i>
<b>Talk to neighbours</b>	<i>(10 mentions)</i>
<b>Library/ Gallery News</b>	<i>(2 mentions)</i>
<b>Poster Boards</b>	<i>(2 mentions)</i>
<b>Other Publications (non council)</b>	<i>(2 mentions)</i>
<b>Banksia Bulletin</b>	<i>(1 mentions)</i>
<b>Letters</b>	<i>(2 mentions)</i>
<b>HYS</b>	<i>(1 mentions)</i>
<b>Other</b>	<i>(1 mentions)</i>
<b>Nothing</b>	<i>(4 mentions)</i>
<b>Bayside Seniors magazine</b>	<i>(3 mentions)</i>

### 4.3 Project Evaluation

The purpose of the consultation was to gain further insight into the community's view on the publication and whether it provides value to them.

The high number of responses showed the community positively embraces the magazine and it is used as a significant tool for communicating with the municipality. 662 responses were received during the six-week engagement with 92% of respondents rating the magazine as good or excellent.

Certain questions may have led to confusion around their meaning, specifically when mentioning "delivery". It seems delivery could have been interpreted 2 different ways, with some respondents associating the term with the publication distribution "delivery" and others interpreting it as the way that the subject matter of an article is "delivered" and our writing style.

Language used in questions should be more project specific to limit the number of out-of-scope comments. For example, "Is there anything else you would like to tell us" received a large number of non-project related comments.

## Have your say on Let's Talk Bayside



### 1. Do you read Let's Talk Bayside?

- ☐ Usually  
☐ Occasionally  
☐ Rarely  
☐ Never, Why?

How many other people in your household read the magazine?

### 2. How you read Let's Talk Bayside?

- ☐ I read it cover to cover  
☐ I read articles that interest me  
☐ I scan it for topics of interest to me  
☐ I don't any of read it.

### 3. On a scale of one to 10, how do you rate the magazine in keeping you informed about Council and the Bayside community?

1 2 3 4 5 6 7 8 9 10  
 1 = it has no value to me 10 = I enjoy reading it

Why did you give that rating?

### 4. How do you rate the following?

	poor	fair	good	excellent
Overall quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relevance of stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length (16 pages)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments

### 5. What do you want to read about?

**Tick all that apply.**

- ☐ Council decisions  
☐ Updates on major projects  
☐ Opportunities to have your say  
☐ Local issues  
☐ Council services and programs  
☐ Stories about the Bayside community  
☐ Events  
☐ Arts and cultural programs  
☐ Business/economic initiatives.  
☐ Other

### 6. What other subjects would you like to see covered in Let's Talk Bayside?

### 7. How else do you stay informed about Council activities? Tick all that apply.

- ☐ Visit Council's website  
☐ Follow Council on social media e.g., Facebook, Twitter, Instagram  
☐ Subscribe to Council's weekly email newsletter – This Week in Bayside  
☐ Subscribe to another Council email newsletter (Friendly Librarian, Sustainability News) – please specify below

☐ Other – please specify

### 8. Is there anything else you would like to tell us?

### 9. About you

- ☐ Female  
☐ Male   
☐ Prefer to self-describe  
☐ Prefer not to say  
☐ Under 24 years ☐ 50 – 59 years ☐ 80 + years  
☐ 25 – 34 years ☐ 60 – 69 years  
☐ 35 – 49 years ☐ 70 – 79 years

### 10. Which of the following groups describes you? Tick all that apply.

- ☐ Live in Bayside  
☐ Work in Bayside  
☐ Household with children under 18  
☐ New resident (less than one year)  
☐ Person with a disability  
☐ Other (please specify)

### 11. What suburb do you live in?

### 5.1.1 Engagement plan overview

#### Project objective

To evaluate the effectiveness of Council's Let's Talk Bayside magazine in keeping the community informed on how Council is contributing to the liveability of Bayside and identify potential improvements/opportunities.

#### Project impacts

- Environmental impact of producing print publications
- Potential improved/reduced access to information about Council programs, decisions, events, projects
- Financial cost of production of magazine – currently every 2 months
- Resourcing support for production of magazine

#### What information do we need from the community?

Feedback on Council's Let's Talk Bayside, how effective it is in keeping them informed and any potential improvements.

*What can the community influence?*

- Frequency of publication of the magazine
- Article mix of the magazine
- Distribution method of the magazine
- Length of the magazine

*What can't the community influence?*

- Council's use of print media to reach community members who do not access electronic or online methods of communication
- Coverage of Council decisions, programs, events and services
- Production and design of the magazine

#### Stakeholders and community

This stakeholder assessment is a generalised understanding of sections of the community that have a connection to the project or matter. This information is used to understand the types of tools and techniques that will achieve the strongest and most effective outcomes for engagement and communication.

Stakeholder / community	Impact	Interest	Influence
Bayside residents	L	L	Consult
Councillors	L	L	Involve
Community groups	L	L	Consult
Bayside businesses	L	L	Consult

## **Selected tools and techniques**

The tools and techniques selected for this project are informed by the project content, stakeholders and type of feedback sought. The impact of COVID-19 restricts our ability for face-to-face communication, as well as slower distribution of printed mail.

### *Key tools for communicating the project*

- Let's Talk Bayside magazine
- Have Your Say website
- Council website news
- This Week in Bayside enewsletter
- Council's Facebook page

### *Key methods for gathering feedback*

- Printed survey in Let's Talk Bayside magazine
- Online survey on Have Your Say

## **Project timelines**

- 16 February – 3 April 2022: survey is open
- May 2022: evaluate results
- June - July 2022: develop recommendations
- August/September 2022: implement change to magazine

## **Decision-making process**

Council's Communications and Engagement department will consider feedback gathered from the community to implement possible improvements to the magazine to better meet community needs and interests.

---

## **More information**

Sally Morgan

External Communications and Media Coordinator

9599 4385

[smorgan@bayside.vic.gov.au](mailto:smorgan@bayside.vic.gov.au)