

Council Plan Action Plan

Community engagement
summary report

May 2022

1 Overview

This document provides a summary of community and stakeholder feedback on the Council Plan Action Plan.

The Council Plan 2021 - 2025 was developed by a representative community panel to set priorities for Council over the next four years. It was adopted in July 2021.

The Council Plan is implemented each year through an annual Action Plan. At least once in each financial year, Council must consider whether the current Council Plan requires any adjustment in respect of the remaining period of the Council Plan and renew the Annual Action Plan and Annual Budget for the following year.

Engagement process

Community consultation on the proposed Year 2 Action Plan was conducted between 27 April and 17 May 2022. Feedback was specifically sought from the Council Plan representative community panel and broader Bayside community to inform Council's consideration and adoption of the Action Plan at its meeting on 28 June 2022.

There were two participants who submitted feedback in the form of a written statement uploaded via Council's Have Your Say engagement website.

Community and stakeholder feedback

Feedback on the proposed Annual Action Plan was limited, however the two written statements received showed a high level of detailed consideration of the Action Plan.

Statement 1 referenced most strategic objectives within the Action Plan and called for Council to clarify, amend and/or strengthen many of its environmental, planning, and access and inclusion initiatives and strategic indicators.

Statement 2 specifically referred to the Highett Grassy Woodland, calling for the action to be included in Goal 1: Our Planet with additional focus on vegetation conservation, as the aim is to protect biodiversity, as well as greater funding for the project to be considered as part of the proposed Annual Budget 2022-23.

The written statements are provided in full in Section 4 of this report.

Next steps

Council will consider feedback from the community, including this community engagement report, before adopting a proposed Year 2 Action Plan at its meeting on 28 June 2022. Interested community members can also request to be heard at this meeting.

2 Consultation process

2.1 Consultation methodology

Community engagement on the annual Action Plan was designed to provide the Council Plan representative community panel members and the broader community with opportunities to provide feedback on the proposed Plan. The engagement process was open to all Bayside community members between 27 April and 17 May 2022.

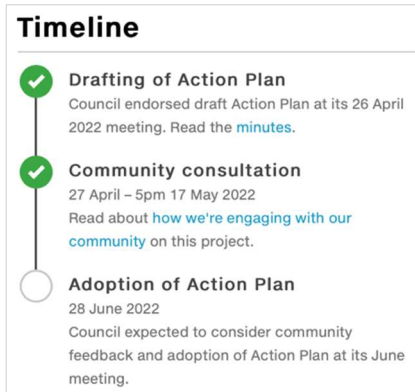
Digital engagement tools (websites, online survey and written statement submission form, question and answer forum) were used to deliver the engagement program and assessed as meeting the needs of interested community members and stakeholders.

Project information and engagement materials were available in print, as requested.

Community panel members were invited to participate via email. The broader community were informed of the consultation via digital Council communication channels and targeted social media advertising.

Engagement was assigned at 'Consult' level, noting that the Council Plan 2021 – 2025 was developed through an extensive, deliberative community engagement process.

More information about the scope and design of the engagement program is available in [Appendix 6.2: Engagement Plan Overview](#).



2.1.1 Engagement activities

The following engagement activities were undertaken:

- Project information on Council's Have Your Say digital engagement website, including opportunity to ask questions and provide feedback via a survey or upload a written statement.
- Phone, post, and email correspondence.

Table 1: Engagement activities and participation

Details	Activity
27 April – 17 May 2022 2 contributions 2 contributors 0 project followers	Have Your Say engagement website <ul style="list-style-type: none">• Written statement form (2 submissions)• Survey form (0 responses)• Provision of feedback by post or anonymously (0 submissions)• Question and answer forum (0 participants)
Email 1 submission	1 comment was received via email from Council Plan community panel members
10 – 17 May 2022 0 comments	Social media One social media post (which included sponsored advertising) was published referencing the consultation, which reached 5,459 individuals. No comments were received.

Communications activities

It is estimated that communications via Council channels reached more than 20,000 community members. Sponsored social media advertising was particularly effective in raising awareness of the consultation, especially among Bayside residents who may not subscribe to Council communications channels.

Table 4: Communications tools and reach activities and participation

Details	Activity
Have Your Say engagement website 172 views 153 visits 128 visitors	yoursay.bayside.vic.gov.au/annual-budget <ul style="list-style-type: none"> • Project information on annual Action Plan and Council Plan 2021-2025 (128 visitors) • Annual Action Plan (downloaded 46 times) • Council Plan 2021-25 (downloaded 8 times) • Question and answer forum (2 visitors) • Engagement Plan Overview (0 visitors)
Direct email 13,939 recipients	Council Plan representative community plan members <ul style="list-style-type: none"> • Invitation to participate sent 27 April Have Your Say project subscribers <ul style="list-style-type: none"> • Council budget and strategic plans; all suburbs subscribers Sent 28 April: 4,312 recipients, opens 2,294, clicks 173 This Week in Bayside e-newsletter <ul style="list-style-type: none"> • 28 April: 9,540 recipients, 5,183 opens • 5 May: 9,565 recipients, 5,292 opens • 12 May: 9,627 recipients, 5,459 opens
Social media 5,459 reach	Facebook post promoting consultation 10 May: 5,459 reach, 0 comments (sponsored advertising)

3 Participant profile

Participant profile data was asked only in the survey which received no responses. There was no requirement to register/sign-in to provide feedback.

All participants were asked if they were a member of the Council Plan community panel. None of the Council Plan community panel members responded via the HYS. One respondent was a member of the community panel for the Bayside 2050 Community Vision. In the interests of privacy, the responses for this question are not recorded in this report.

Steps to ensure participants were part of the Bayside municipal community include direct communications through Council channels and geographic restrictions on sponsored social media posts.

4 Consultation findings

4.1 Community feedback

The following section includes the verbatim feedback received on the annual Action Plan.

4.1.1 Submission 1 Marcus Barber

Goal 1, Our Planet Strategic Indicators

Unless there is an intent by Council to go Carbon negative (which it may choose to do so) then the indicator of 'reducing energy usage by 5%' is moot because you've already said you will be 100% carbon neutral. At that point, how much energy you use is irrelevant. You may instead prefer to INCREASE your energy usage as a means to achieve other things, because it is still carbon neutral

Under 1.1.1 there is only ONE action that is on Council's head. The other stated actions rely on others to do the work. It reads as a non commitment to the challenge

1.1.2 – it's almost impossible to reconcile this action whilst continuing to promote car parking access and usage around shopping centre strips, rather than actively REMOVING car parking and replacing them with spot to eat, sit, park bikes etc

1.2 - Type of trees? Size, placement, Species? Does 2,000 offset trees lost to disease, harm, age, development?

1.2.1 Apart from anecdotal data, where is the specific scientific case study indicating that noisy miners are an issue? The ONLY piece of scientific research I've ever seen pointed out that contrary to popular opinion, they do not raid other birds nests or move into territory.

1.2.2 Where is the connection between urban tree canopy and vegetation on development of housing. Where are the incentives for green walls on buildings? Huge missed opportunity

1.3 Circular economy OMG #S I G H

Show me ONE single procurement strategy where Council insists that it must utilise 'resource x made entirely from recycled/reclaimed/repurposed materials'. Until we recognise that the Circular Economy is little more than the still running LEAN model, we should stop jumping on an environmental label we clearly know NOTHING about. There can be NO 'circular economy' without Governments of all ilk, insisting on purchasing products made from recycled goods. Australia does NOT have a recycling model – we have a collect, sort, bury model. Until any single Government can point to the array of products made from recycled materials, any suggestion about Circular is a lie

2 Our People

2.2.1 Again, missed opportunity. If you're serious there MUST be the immediate implementation of a Micro-housing amendment that reduces the financial and regulatory planning burden that prevent people from putting single person and two person dwellings onto every day blocks. The pop up housing, social housing, tiny-

home living model would have an immediate impact on housing affordability and accessibility.

The micro-housing should be flipped to be an 'Approved Unless Cause for Non Approval can be shown' model which would place the burden on others seeking to prevent it to prove a micro house is not suitable. The argument 'not suitable for the neighbourhood' usually means 'I'm a white person fearing people who do not look like me might dare invade my space'. Micro-housing solves so many problems at ease, in low cost methods. All that is needed is a simple change to the Planning scheme

1. 2.2.2 – see above

2. 2.2.3 – can anyone name ONE 'unique' thing about any of our shopping areas?

Seriously, one? Maybe the square at Beauy, but what's unique about Church St, Highett Rd, Sandy Village, Hampton St, Bay St? The closest we have is Martin St which is as close to 'Village' as we're going to get. It's a weird kind of delusion to think anything about them is unique. Unless you mean 'mostly visited by white people only?'

Far better to drop that phrase and focus on what we can to make them enjoyable and attractive places. None of them are unique

3 – Our Place

3.1.1 There's not a single ramp onto the beach sand at any place in Bayside – not one. There's ramps down onto the walking path, but none onto the sand. You could I guess claim that the driveway near the bathing boxes is a 'ramp' but it's not designed for people, it's just that people use it

3.2 Great to see the activation of sporting pavilions beyond sporting hours – sorely needed as these facilities are costly to build and maintain and sit idle 80% of the time

3.3.2 What is the Neighbourhood Character review? Is that the White Bayside Policy?

4 – Our Promise

Just have to be careful that 'happy customers' is a reliable or even useful indicator of your performance. There will likely be times, likely SHOULD be times when you will need to make a decision that residents may not be happy with. That such an outcomes is reflected in your results as a negative to be avoided is problematic. It's okay not to get things right so long as we learn quickly. It's okay to make a call on an action that may seem to go against the grain of current and even outdated thinking. A negative result from a happy sheet should NOT be the reason why Councillors choose to kick Council for actions taken.

4.1.2 Submission 2 - Friends of the Highett Grassy Woodland

As you know, we will soon see the long-awaited transfer of the Highett Grassy Woodland to Bayside Council. This follows over 20 years of near-intolerable delays since we, started our campaign, joined by the Council, that successfully led, in 2013, to the Federal Government deciding that three hectares of the Highett CSIRO site would be dedicated to conserving the Woodland, with one hectare to be provided as a general Public Open Space.

In the next financial year Council will have control of the site with Citywide and, possibly, Friends able to start to care for and restore the significant and threatened vegetation.

The draft Action Plan for 2022/23 includes, in 3.1.1, 'Commence development of the Highett Grassy Woodland Masterplan'.

We consider that the action would be better included under 1.2 because the aim is to protect biodiversity.

More importantly, the Action should have added to it “and conservation of the vegetation”.

For several years no one has been able to care for the vegetation that includes locally rare plants, with an abundance of weeds threatening them. Similarly, the wonderful appearance of native plants, such as Running Postman, that on new sandy areas, has similarly gone unintended.

In the proposed Budget one of the two relevant items is covered under Major Initiatives (p28) “Commence development of the Highett Grassy Woodland Masterplan (CSIRO site) \$114,000”. In the Capital Works program, p66, this is joined by “Site Investigation & Fencing 126,000”.

We support both these items (that have appeared in previous budgets) although there have not been increased in response to inflation and they could, again, be included under a more appropriate heading.

More importantly, there is no allocation to support the essential, skilled work of caring for and restoring the Grassy Woodland, especially in the first few crucial years.

Our estimate in the past was that this would require about \$250,000 for staff and support services, disregarding the extra work for the Community Nursery functions in future years. Council staff suggested a lower, but not dissimilar figure.

In the 9 months or so in 2022/23 when the site is owned by Council ownership, our estimate would require \$180,000 that is not covered by the current open space/bushland contract. Some years ago we were promised by senior managers that the necessary work would be done.

Councillors might wish to assure themselves that sufficient funds would be available this financial year to ensure all the plant identification, weeding, mapping, and other work will be done to conserve this urban wonderland, or to secure the funding by including an extra amount in the budget.

Hoping for a favourable response

[Contact information redacted from this report]

Michael Norris
for the Friends of the Highett Grassy Woodland

4.1.3 Submission 3 – Email from Council Panel Member R Browne

I haven't read thoroughly but would comment in relation to **“Goal Our Planet 1.2 Number of trees planted on public land and Community satisfaction re provision and maintenance of street trees.”**

I alerted the Council a while ago that two gum trees were dead, one small and one large situated in the Beaumaris Seaview shopping strip. These two trees have been removed now, however nothing has replaced them as yet. I did ask to be informed as to what had killed these trees so suddenly and what would replace them, follow through being important to ensure "community satisfaction re provision and maintenance of street trees".

“.. my main point was to highlight that in the documents we read it emphasised community communication which didn't occur to the extent it should have on this occasion. The trees were removed after my phone call which was prompt however there was no communication regarding what was going to replace them and what had caused the large one to die so quickly.”

[Follow up was provided to the customer from Open Space – with an explanation of what happened to the trees and plans for replacement as well as other streetscape plans.]

5 Project Evaluation

5.1.1 Engagement

The goals for Have Your Say webpages were that:

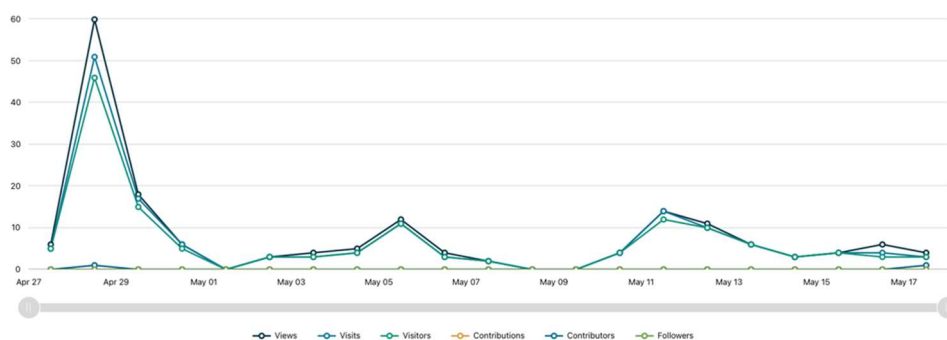
- 25% of visits would last at least one active minute (not met, 20%)
- 20% of visits would have at least two actions performed, such as moving around the project page or clicking on links (met, 20%)
- 2% of visits would have at least one contribution made (not met, 1.5%)

5.1.2 Communications

It was proposed that the communication activities would reach at least:

- 15,000 community members (met, 15,000)

The chart below shows peaks in visitation to the Have Your Say engagement webpages when the consultation was promoted via direct email to panelists and Have Your Say members on 28 April; and via e-newsletters on 5 May and 12 May.



6 Appendix

6.1 Have Your Say online survey

Participants were provided with an option to complete a survey or upload a written statement. Items with an asterisk were required.

Do you agree or disagree that the proposed actions will help to progress the delivery of Goal 1: Our Planet? *

16 actions including: • Elsternwick Park Nature Reserve: Wetlands • Implement Climate Emergency Action Plan • Annual review of the Biodiversity Action Plan • Investigate options to manage coastal erosion at Dendy Street beach • Explore innovative solutions to reduce, reuse and recycle through the Transfer Station review.

Strongly agree
Agree
Neither agree or disagree
Disagree
Strongly disagree
Not sure

Do you agree or disagree that the proposed actions will help to progress the delivery of Goal 2: Our People? *

13 actions including: • Implement the Municipal Health and Wellbeing Plan • Expand Council's aged care service to include aged care packages • Commence the Innovate Reconciliation Action Plan • Deliver six local arts and cultural events • Implement the Affordable Housing Strategy • Increase levels of service for footpaths and toilet cleaning.

Strongly agree
Agree
Neither agree or disagree
Disagree
Strongly disagree
Not sure

Do you agree or disagree that the proposed actions will help to progress the delivery of Goal 3: Our Place? *

20 actions including: • Implement the Playground Improvement plan • Deliver capital works program, including replacement and renewal • Implement the Environmentally Sustainable Development policy • Implement actions from Council's Integrated Transport Strategy.

Strongly agree
Agree
Neither agree or disagree
Disagree
Strongly disagree
Not sure

Do you agree or disagree that the proposed actions will help to progress the delivery of Goal 4: Our Promise? *

9 actions including: • Develop and implement Annual Council Plan Action Plan and Annual Budget • Review Councillor Code of Conduct • Review Leases and Licences policy • Understand and improve customer experience

Strongly agree
Agree
Neither agree or disagree
Disagree
Strongly disagree
Not sure

Are there any important actions that you think are missing from the draft Action Plan? [open comment]

Do you have any other feedback you'd like Council to consider for the draft Action Plan?

If your comments refer to a specific objective or action, please quote the relevant number eg 1.1.1 [open comment]

About you

This section of the survey helps us understand who we are hearing from and the views of different stakeholder groups. The information you provide in this section is confidential and non-identifiable.

Were you a member of the Council Plan community panel? *

The representative panel was formed in early 2021 and met for five workshops in April – June 2021 to develop the Council Plan 2021-25.

- Yes
- No
- Not sure
- Prefer not to say

Your connection to Bayside

Please select all that apply

- I live in Bayside
- I work/study in Bayside
- I visit Bayside but live outside the area
- I own/operate a business in Bayside
- I am a Bayside City Council ratepayer

Your age range

- 24 and under
- 25 - 40
- 41 - 60
- 61 - 80
- 80 +

Your gender

- Male
- Female
- Prefer not to say
- Prefer to self-identify

Do you have a lived experience of disability or care for someone who does?

- Yes
- No
- Prefer not to say

6.2 Community engagement plan overview on Have Your Say

Project objective

The [Council Plan 2021 - 2025](#) was developed by a [representative community panel](#) to set priorities for Council over the next four years. It was adopted in July 2021.

The Council Plan is implemented each year through an annual Action Plan. At least once in each financial year, Council must consider whether the current Council Plan requires any adjustment in respect of the remaining period of the Council Plan and renew the Annual Action Plan and [Annual Budget](#) for the following year.

We are seeking feedback on the proposed Year 2 Action Plan from the Council Plan representative community panel and broader community to inform Council's consideration and adoption of the Action Plan in June 2022.

Project impacts

The review will confirm how Council will deliver services and projects for the next four years to achieve the strategic objectives of the Council Plan 2021-25. This process is best practice under the *Local Government Act 2020*, and provides an important opportunity for the representative community panel members to consider how the Council Plan is being delivered.

What information do we need from the community?

We're seeking feedback on the Council Plan Year 2 Action Plan from community panel members and the broader community.

What can the community influence?

- Provide feedback on the proposed Year 2 Annual Action Plan
- Express views on priority and timing of actions suggested within the Plan

What can't the community influence?

- Council operations, resource allocation and committed major projects
- Annual Budget 2022-23 ([separate consultation on Have Your Say](#))

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.

- Impact: What level of change the stakeholder / community segment may experience as a result of the project / matter
- Interest: What level of interest has been expressed or is anticipated
- Influence: Reference to the [IAP2 Spectrum](#)

Stakeholder / community	Impact	Interest	Influence
Council Plan Community Panel members	L	M-H	Consult
General Bayside community	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.

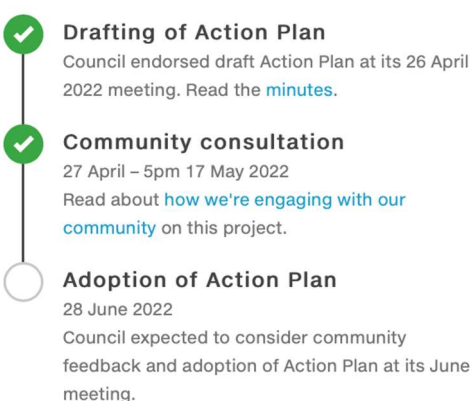
Key tools for communicating the project

- Email invitation to Council Plan Community Panel
- *This Week in Bayside* e-newsletter
- Email notification to Have Your Say members and Council Plan project subscribers.

Key methods for gathering feedback

- Online engagement through Have Your Say, including opportunity to ask questions, as well as provide feedback

Project timeline



Decision-making process

Council will consider all community feedback and adopt a Year 2 Action Plan at its meeting on 28 June 2022.