



Council Plan Year 3 Action Plan Community Engagement Summary Report

May 2023

1	Contents	
2	Overview	3
2.1	Engagement process	3
2.2	Community and stakeholder feedback	3
2.3	Next steps	3
3	Consultation process	4
3.1	Consultation methodology	4
3.1.1	Engagement activities	4
3.1.2	Communications activities.....	5
4	Participant profile.....	5
5	Consultation findings	5
5.1	Community feedback	5
5.1.1	Goal 1: Our Planet.....	6
5.1.2	Goal 2: Our People.....	6
5.1.3	Goal 3: Our Place.....	7
5.1.4	Goal 4: Our Promise.....	8
5.1.5	Other Feedback.....	8
6	Project Evaluation.....	8
6.1	Participation.....	8
6.2	Engagement.....	8
6.3	Communications	9
7	Appendix.....	10
7.1	Have Your Say online survey.....	10
7.1.1	Section 1 – Action Plan	10
7.1.2	Section 2: About you	12
7.2	Written statement	12
7.3	Community engagement plan overview on Have Your Say.....	13

2 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.

2.1 Engagement process

Community consultation on the proposed Year 3 Action Plan was conducted between 19 April and 9 May 2023. 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 27 June 2023.

There were five participants who submitted feedback by completing the online survey via Council's Have Your Say engagement website.

2.2 Community and stakeholder feedback

Feedback on the proposed Annual Action Plan was limited, however the five completed surveys showed a high level of detailed consideration of the Action Plan.

Overall, there was agreement that the proposed actions would help progress the delivery of all goals:

- Goal 1: Our Planet (60% agreement)
- Goal 2: Our People (80% agreement)
- Goal 3: Our Place (80% agreement)
- Goal 4: Our Promise (60% agreement).

Concerns raised included high-density and precinct development, mental health and wellbeing support; perception that Council's focus should be on roads, rates, rubbish – with consideration of the environment, lack of investment and support for organised community sport in comparison to investment in the warm water pool; and investment in open space infrastructure.

Survey results and community feedback is provided in Section 5 of this report.

2.3 Next steps

Council will consider feedback from the community, including this community engagement report, before adopting a proposed Year 3 Action Plan at its meeting on 27 June 2023. Interested community members can also request to be heard at this meeting.

3 Consultation process

3.1 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 19 April and 97 May 2023.

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 7.2: Engagement Plan Overview](#).

Timeline

-  **Drafting of Action Plan**
Council endorsed draft Action Plan at its 18 April 2023 meeting. [Read the minutes](#).
-  **Community consultation**
19 April – 5pm 9 May 2023
Read about [how we're engaging with our community](#) on this project.
-  **Adoption of Action Plan**
27 June 2023
Council expected to consider community feedback and adoption of Action Plan at its June meeting.

3.1.1 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
19 April – 9 May 2023 5 contributions 5 contributors 2 project followers	Have Your Say engagement website <ul style="list-style-type: none">• Written statement form (0 submissions)• Survey form (5 responses)• Provision of feedback by post or anonymously (0 submissions)• Question and answer forum (0 participants)
Email 0 submission	0 comments were received via email from Council Plan community panel members
Social media	Two social media posts were published referencing the consultation on the budget. There were no comments on the posts.

3.1.2 Communications activities

It is estimated that communications via Council channels reached more than 11,000 community members.

Table 2: Communications tools, activities, participation, and reach

Details	Activity
Have Your Say engagement website 227 views 184 visits 152 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 (152 visitors) • Annual Action Plan (downloaded 38 times) • Council Plan 2021-25 (direct web link) • Question and answer forum (0 visitors) • Engagement Plan Overview (3 visitors)
Direct email 20,076 recipients	Council Plan representative community plan members <ul style="list-style-type: none"> • Invitation to participate sent 19 April (32 recipients) Have Your Say project subscribers <ul style="list-style-type: none"> • Council budget and strategic plans. Sent 19 April: 1,224 recipients, opens 693 (57%), clicks 53 (4.4%) This Week in Bayside e-newsletter <ul style="list-style-type: none"> • 20 April: 11,015 recipients, 6,225 opens • 27 April: 11,016 recipients, 6,640 opens • 4 May: 11,015 recipients, 5,955 opens
Social media 2,228 reach	<u>Facebook post</u> promoting consultation 19 April 2023: 725 reach, 2 reactions, 0 comments <u>Instagram post</u> promoting consultation 19 April 2023: 1,503 reach, 20 likes, 0 comments

4 Participant profile

Participant profile data was asked only in the survey which received five responses.

Two of the five respondents were female, and three respondent's males. Three of respondents reside in Bayside, one was a Bayside ratepayer and one respondent visits Bayside but lives outside of the area. Two respondents were aged between 61-80, two between 41-60, and one respondent between 25 – 40. All survey participants (100%) responded they were not a member of the Council Plan community panel.

5 Consultation findings

5.1 Community feedback

The following section summarises the key themes which arose in community feedback on Council Plan Year 3 Action Plan. 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.

5.1.1 Goal 1: Our Planet

1

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

Multi Choice | Skipped: 0 | Answered: 5 (100%)

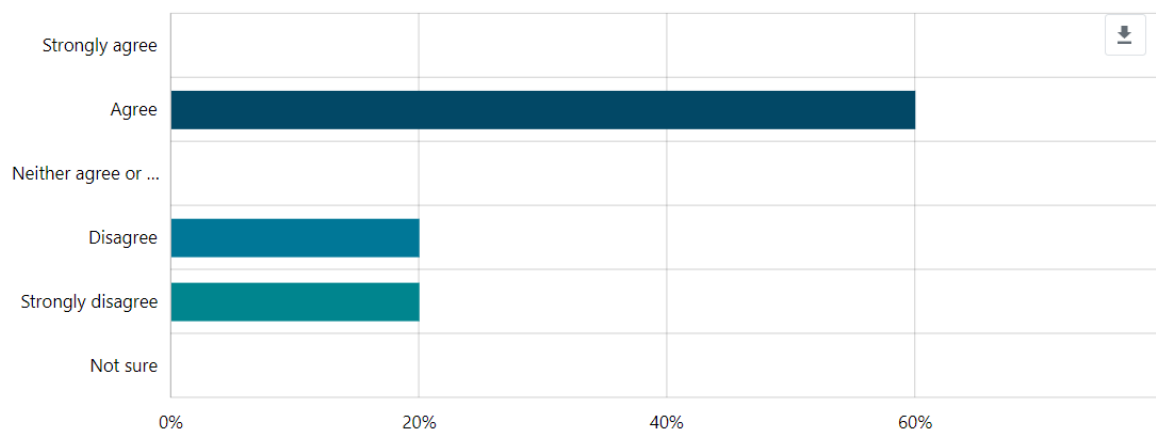


Table 3: Response summary of the survey question “Are there any important actions that you think are missing for Goal 1: Our Planet draft Action Plan?”

Topic	Community feedback
Approving high density development	Causing increased traffic and accidents (1) Financial, not environmental motivation (1)
Goal 1 should not be Climate	Focus should be on roads, rates, rubbish, recreation, keeping the environment in mind but not as end goal (1)

5.1.2 Goal 2: Our People

3

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

Multi Choice | Skipped: 0 | Answered: 5 (100%)

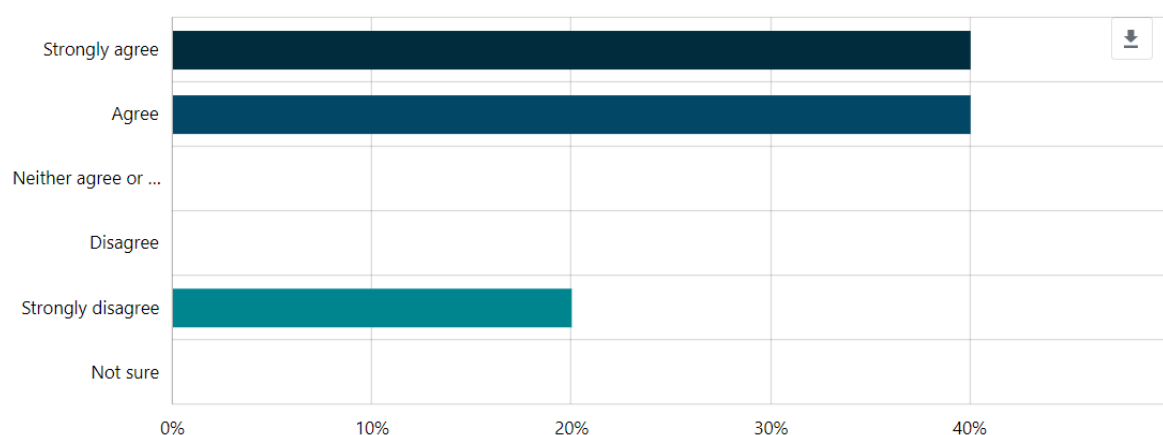


Table 4: Response summary of the survey question “Are there any important actions that you think are missing for Goal 2: Our People draft Action Plan?”

Topic	Community feedback
Mental health support	Affordable housing for residents with mental health issues who don't have NDIS (1)

	Youth and adult support programs (1)
Health, fitness, and recreation	Programs for youth and adults (2) Improve organised community sport and support organisations (1) Engage with community sport organisations to action volunteer opportunities (1) Pavilion upgrades and include adequate changerooms for females (1)
Strategy	Organised community sport strategy (1)
Open space	Build casual sports facilities throughout municipality (1) Balance between sport and passive recreation (1)

5.1.3 Goal 3: Our Place

5 Do you agree or disagree that the proposed actions will help to progress the delivery of Goal 3: Our Place? Required
 Multi Choice | Skipped: 0 | Answered: 5 (100%)

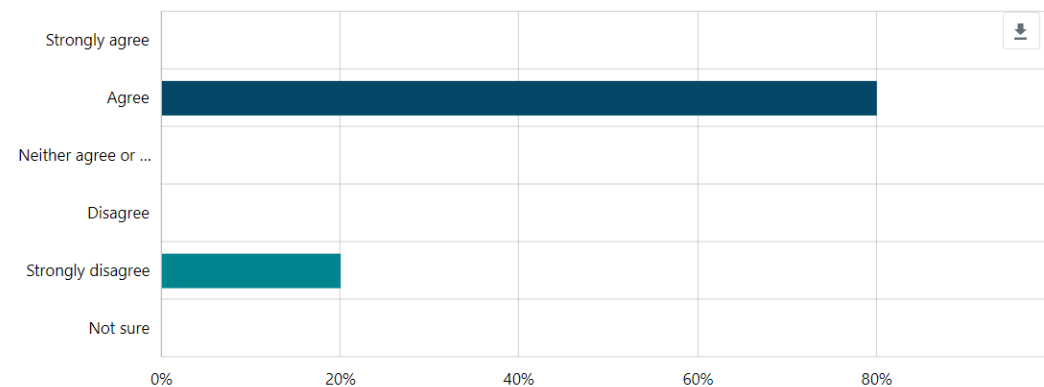


Table 5: Response summary of the survey question “Are there any important actions that you think are missing for Goal 3: Our Place draft Action Plan?”

Topic	Community feedback
Public toilets	Municipal review (Strategy) not required just maintain and update (1)
Community sport facilities	Build and upgrade facilities (1) Honour previous commitments to renew/ rebuild (1) Do not remove access to open spaces (1)
Open space	Too much investment in developing passive open space (1) No need for Yalukit Willam Nature Reserve Gateway Building (1)
Roads	Hampton Street needs resurfacing (1)

5.1.4 Goal 4: Our Promise

7 Do you agree or disagree that the proposed actions will help to progress the delivery of Goal 4: Our Promise? Required
Multi Choice | Skipped: 0 | Answered: 5 (100%)

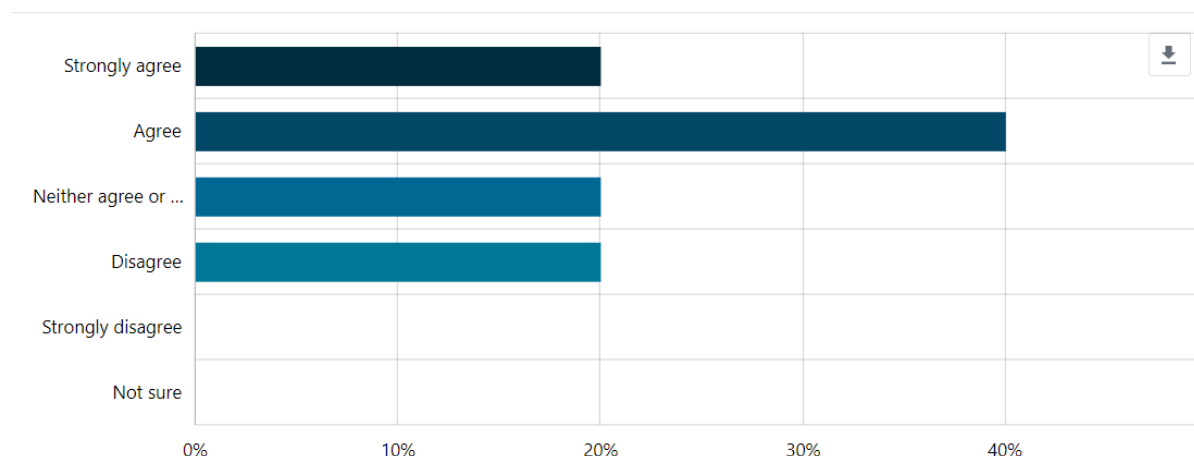


Table 6: Response summary of the survey question “Are there any important actions that you think are missing for Goal 4: Our Promise draft Action Plan?”

Topic	Community feedback
Council meetings	Community should be encouraged to attend (1)
Strategic plans	Hampton development plan requires more funding (1)
Capital projects	Warm Water Pool is a large investment for few users (1)

5.1.5 Other Feedback

Table 7: Response summary of the survey question “Do you have any other feedback you’d like Council to consider for the draft Action Plan?”

Topic	Community feedback
Governance	Raise the standards of governance of council meetings (1) Commit to transparency (1)
Councillors	Requirement for Councillors to live in the Ward they represent (1)

6 Project Evaluation

6.1 Participation

The low number of submissions received (5) through the consultation process is broadly consistent with the 2022 consultation where 2 written submissions and 1 email submission was received.

6.2 Engagement

It was proposed that the engagement activities would attract at least:

- 200 views of the Have Your Say project webpages (achieved; 227 views)

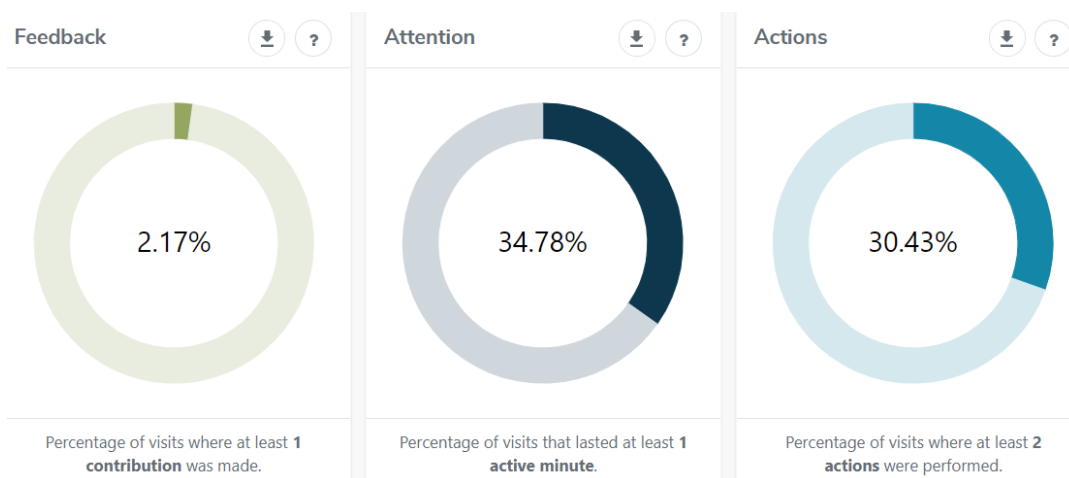
- 2 contributions via the Have Your Say online survey or written statement form (achieved; 5)

Performance Summary

227 Views	184 Visits	152 Visitors	5 Contributions	5 Contributors	2 Followers
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The goals for Have Your Say webpages were that:

- 2% of visits would have at least one contribution made (met, 2.17%)
- 25% of visits would last at least one active minute (met, 34.78%)
- 20% of visits would have at least two actions performed, such as moving around the project page or clicking on links (met, 30.43%)

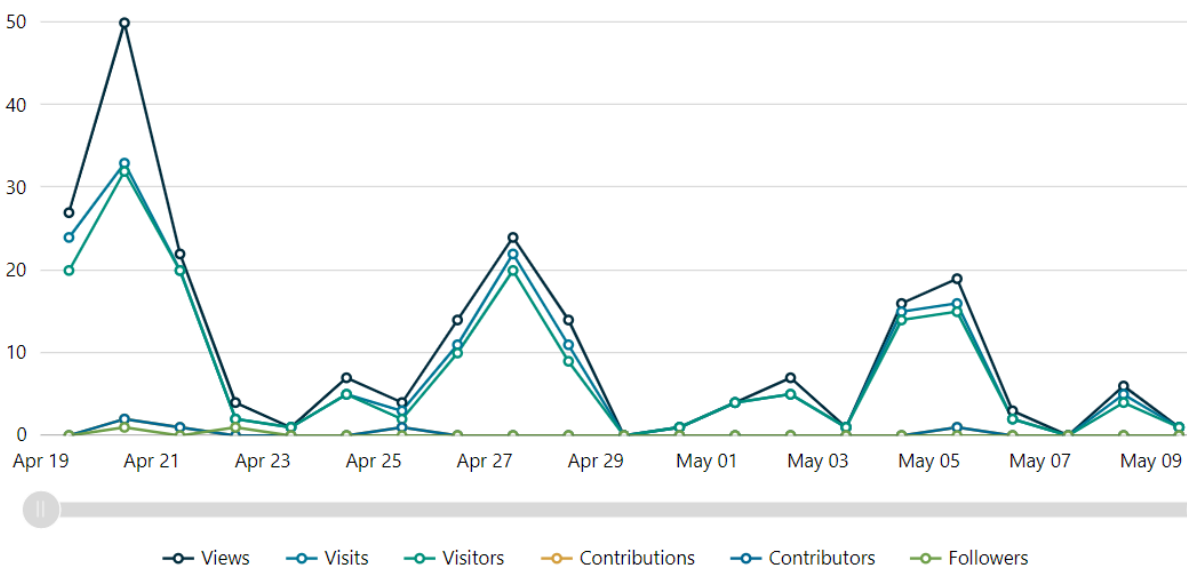


6.3 Communications

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

- 15,000 community members (met, 22,000+)

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 19 April; and via e-newsletters on April 20, 27 and 4 May.



7 Appendix

7.1 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.

7.1.1 Section 1 – Action Plan

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

12 actions including:

- Yalukit Willam Nature Reserve: Wetlands and design Gateway Building
- Implement Climate Emergency Action Plan
- Review and implement the Biodiversity Action Plan
- Implement Park and Habitat linkage plan
- Develop an Ornamental Lake Management Plan
- Determine long term options to manage coastal erosion at Dendy Street beach
- Lead community to reduce waste and develop a circular economy.

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

Are there any important actions that you think are missing for Goal 1: Our Planet?

[open comment]

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

10 actions including:

- Implement the Municipal Health and Wellbeing Plan
- Expand Council's aged care service to include aged care packages
- Implement the Innovate Reconciliation Action Plan
- Implement the new Bayside Arts, Culture and Libraries strategy.
- Implement the Affordable Housing Strategy
- Deliver the Disability Action Plan
- Complete the Economic Development, Tourism and Placemaking Strategy.

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

Are there any important actions that you think are missing for Goal 2: Our People?

[open comment]

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

15 actions including:

- Implement the Playground Improvement plan
- Review Public Toilet strategy including Changing Places
- Deliver capital works program, including replacement and renewal
- Commence work on Billilla precinct
- Implement actions from Council's Integrated Transport Strategy
- Implement Bayside Parking Strategy

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

Are there any important actions that you think are missing for Goal 3: Our Place?

[open comment]

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

5 actions including:

- Conduct annual Council Plan review and develop the Annual Action Plan 2024-25
- Review and adopt the 10-Year Financial Plan and Annual Budget
- Understand and improve customer experience in all interactions.

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

Are there any important actions that you think are missing for Goal 4: Our Promise?

[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]

7.1.2 Section 2: 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. (required)

- ☐ Yes
- ☐ No
- ☐ I'm not sure
- ☐ Prefer not to say

Connection to Bayside (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

Age range

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

Gender

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

7.2 Written statement

Please upload your written statement here.

Choose file...

Allowed file types: pdf,doc,docx,txt,xls,xlsx,rtf,png,gif,jpg,jpeg Size limit: 10.00 MB

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. (required)

- ☐ Yes
- ☐ No
- ☐ I'm not sure

- ☐ Prefer not to say

Terms of submission: Written statements are not confidential and may be incorporated or summarised (including your first and last name only) into a community engagement report and/or the agenda and minutes of any Council or Committee meeting at which the annual Action Plan is considered.

- I have read and agree to the terms of submission Required
-

[Auto-submission message – all forms]

Thank you for providing your feedback on the annual Action Plan.

Your feedback will be considered and presented to Council at its meeting on 27 June 2023.

Please press the blue +Subscribe button at the top of the page to receive updates about this project.

7.3 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 3 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 2023.

Project impacts

The review will confirm how Council will deliver services and projects for the next three years to achieve the strategic objectives of the Council Plan 2021-25. This process provides an important opportunity for the community 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 3 Action Plan from community panel members and the broader community.

- Does the Year 3 Action Plan support the strategic intent outlined in the Council Plan 2021-2025?
- Have we got it right? Is anything significant missing?

What can the community influence?

- Provide feedback on the proposed Year 3 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
- 2023-2024 Annual Budget (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	L-M	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 timelines

The timelines for this phase of public consultation are detailed in the table below.

Date	Activity
18 April 2023	Council endorse draft Council Plan Action Plan
19 April – 9 May 2023	Community consultation
27 June 2023	Council expected to consider community feedback and adoption of Council Plan Action Plan

Decision-making process

Council will consider all community feedback and adopt the Year 3 Action Plan at its meeting on 27 June 2023.