

2021-2025 Council Plan and Budget

Engagement Report - June 2021



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Consultation highlights

This consultation was undertaken by Frankston City Council to inform the development of the 2021-2025 Council Plan and Budget.

The feedback provided from Council and the Frankston City community has influenced the following aspects of the Council Plan and Budget:

- The engagement findings from the open community consultation and Community Panel deliberations on the Community Vision, were used to determine the following six key outcomes of the Council Plan and Budget:
 - 1) Healthy and safe communities
 - 2) Community strength
 - 3) Sustainable Environment
 - 4) Well planned and liveable city
 - 5) Thriving economy
 - 6) Progressive and engaged city
- To seek feedback on the Draft 2021-2025 Council Plan and Budget to determine if we ‘got the balance right’ between the aspirations of the Council Plan and the financial sustainability of the Budget. We also sought feedback on the connection between the Community Vision 2040 and Council Plan outcomes.
- Input received from the online survey in stage 3 and the public exhibition in stage 4 were used to inform the final Council Plan and Budget.

Key engagement statistics

A range of community engagement activities helped to shape the Community Vision 2040 and the 2021-2025 Council Plan and Budget, including:

- Online surveys and polls
- Community workshops
- Ideas wall
- Telephone surveys with vulnerable residents
- Children’s activity
- Representative Community Panel (46 members)
- Facebook, Social Pinpoint

- Community pop-ups
- Submissions during public exhibition

Council undertook a robust and open community engagement program that followed deliberative engagement principles and involved the consideration of a wide range of information, including the findings from the broader community consultation for the Community Vision 2040, and hearing from a range of expert speakers.

The consultation also reached over 500 residents through online surveys, workshops and telephone conversations, receiving over 1,200 comments.

Barriers to engagement

During community consultations, there are often limitations to the engagement overall and/or specific engagement activities. The limitations of this consultation have been identified as:

COVID-19

The COVID-19 environment in Victoria and the changing restrictions over this engagement period had an impact on the amount of community members engaging with Council face-to-face due to safety, fear or restrictions. It also resulted in the majority of planned community pop-up events for the Council Plan and Budget being cancelled.

Lack of digital platform

Frankston City Council did not have a consistent digital engagement platform that the broader Frankston City community was familiar with using at the time of this engagement. This may have prevented some community members from participating in the online surveys.

Hard to reach audiences

Frankston City Council identified some communities in municipality as 'hard to reach', due to challenges finding the right locations, times and channels to engage with them during this consultation.

Weather

The state of weather on the day and time of community pop-ups had an impact on the amount of people who were at the location at the time of the events.



Overview

In a first for Frankston City, the Council Plan and Budget has been incorporated together to form the 2021-2025 Council Plan and Budget. . The Budget and yearly actions will be reviewed and updated annually over the next four years.

To meet Local Government Act 2020 requirements, key principles need to be considered regarding governance, community engagement, public transparency, strategic planning, financial management and service performance.

In particular, to be compliant with the Local Government Act 2020, Frankston City Council must develop a Community Vision, Council Plan, Long Term Financial Plan and Asset Plan using deliberative engagement practices.

As a result, Council undertook its most extensive and integrated community engagement process to date in the development of the Community Vision 2040 and 2021-25 Council Plan and Budget during the 2020-21 planning cycle.

The community engagement for the development of the Council Plan and Budget took place over four stages as follows, with each stage having a distinct objective and outcome as summarised below:

- Stage 1: Open community consultation with the whole community on the Community Vision 2040, with the findings from this stage used to inform the deliberative engagement process with the Community Panel (August to September 2020).
- Stage 2: Deliberative engagement with a representative Community Panel, with the findings from this stage used to create the Community Vision 2040 and help shape the 2021-2025 Council Plan and Budget (November 2020 to February 2021).
- Stage 3: Budget and Council Plan priorities online survey to seek input from the community on priorities for Council spending (April 2021).
- Stage 4: Public exhibition of the Draft 2021-2025 Council Plan and Budget. Findings from this stage helped to inform Councillors to finalise the Council Plan and Budget (11 May – 7 June 2021).



Purpose

Frankston City Council seeks to develop 2021-2025 Council Plan and Budget that sets the strategic direction for Council over the next four years with consideration to the needs and aspirations of the community.

Objectives

The objective of the engagement process was to work in partnership with the community to develop the Community Vision 2040, and to then use the themes developed in the Vision to shape the outcomes for the 2021-2025 Council Plan and Budget. The connection between the Community Vision and Council Plan and Budget was tested with the community in later stages of the process, asking the questions have we ‘got the balance right’.

The objectives of each individual stage of engagement was as follows:

Stage 1: Open community consultation with the whole community (Community Vision 2040)

To engage with a diverse range of people to capture what they most value about Frankston City and connects them to it, and their wishes for the future, to assist the community panel to consider multiple points of view in forming our community’s aspirations for the future.

Stage 2: Deliberative engagement with a representative Community Panel

To undertake a deliberative engagement process in line with key community engagement principles to enable panel participants to discuss the issues and options and develop their thinking together before coming to a consensus.

Stage 3: Budget and Council Plan priorities online survey

To seek input from the community on Budget and Council Plan priorities for Council spending.

Stage 4: Public exhibition of the Draft 2021-2025 Council Plan and Budget

To seek feedback on the Draft 2021-2025 Council Plan and Budget to determine if we ‘got the balance right’ between the aspirations of the Council Plan and the financial sustainability of the Budget. We also sought feedback on the connection between the Community’s Vision and Council Plan outcomes.



Council internal consultation process

Three internal staff workshops were held (with a total of 150 participants) on the Community Vision, in addition to multiple meetings with Council's Executive Management Team.

Specific to the Draft 2021-2025 Council Plan and Budget, six internal staff workshops were held (with a total of 100 participants), one for each of the Council Plan and Budget outcomes. Smaller groups then worked to further develop budget initiatives for Councillor discussion.

Councillors participated in a full day workshop to deliberate each of the six Council Plan outcomes including finalising priorities and four-year initiatives. The forum also included a presentation from the Community Panel relating to the Community Vision 2040. The Executive and Management Team were on hand to assist Councillors with their questions.

A number of smaller sessions with the Executive and Councillors were used to finalise the key actions for 2021-2022 and identify measures of success for the Council Plan outcomes.

Community consultation process

The community engagement process was undertaken over an 11 month period from August 2020 to June 2021 and delivered in four key stages, with each stage building upon the previous one.

The table below outlines the engagement methods used for each stage. An online engagement platform, Social Pinpoint, was used throughout the entire process for the community to learn about, provide feedback and input into the process.

Table 1

Engagement Method		Engagement Outcome
Stage 1	Online survey	209 surveys completed Requests could be made to have a printed survey posted in the mail or to be conducted by telephone with a council officer.
	Online ideas wall	121 ideas contributed
	Online community workshops	3 workshops held, 32 participants, 183 comments received

	Targeted community workshops with key groups	5 workshops held, 34 participants, 209 comments received
	Telephone interviews with vulnerable residents	39 interviews
	Children's activities with primary schools	10 schools, 63 worksheets received
	Facebook	7 posts and 1 Facebook Live Reach (how many saw it): 29,503 2,055 positive engagements
Stage 2	Community Panel	46 residents engaged Every single household invited
Stage 3	Budget and Council Plan priorities	33 surveys completed
Stage 4	Facebook	Posts: 16 Reach (how many saw it): 38,000 Engagement (reactions, clicks, comments, shares): 1,346 Link clicks: 146 Videos: 2 Minutes viewed: 497
	Website	Page views: 3,187 Council Plan document views/downloads: 94
	Community engagement pop-ups	Shannon Mall, Frankston – engaged with 44 community members on Draft Council Plan and Budget Seaford Library – engaged with 33 community members on Draft Council Plan and Budget
	eNews	Wednesday 19 May: Open rate 38.9% / 42 clicks on Council Plan link Wednesday 2 June: Open rate 38.2% / 0 clicks on Council Plan link
	FCN May-June publication	Distribution: Approx. 63,000
	Submissions	23 submissions received 4 presented submissions at the public Council Meeting

Community Panel

A representative community panel was formed in November 2020 to participate in a deliberative engagement process for both the Community Vision and Council Plan.

The Panel met six times between November 2020 and February 2021, and considered a broad range of information in determining the community's social, economic, cultural and environmental aspirations for the future of the municipality, and considered long-term issues such as equity, environmental impacts and climate change.

Conversation Caravan was engaged to conduct the community engagement activities during Stage 1, design the deliberative engagement process and facilitate the community panel throughout Stage 2. This ensured that the process was independent, unbiased and community led.

Online survey

An online Budget and Council Plan priorities survey was created on Social Pinpoint for Frankston City Councillors, staff and community to share their feedback online. The survey was open between 30 March - 13 April and sought feedback on the draft 2021-2025 Council Plan and Budget priorities to inform the prioritisation for funding in the draft Budget.

The survey also included feedback opportunities on a draft 2021-2022 Recovery Package and alternate priorities.

Consultation materials

To help inform the Council staff and community, a number of engagement materials were developed to promote the Stage 1 engagement process around the Community Vision.

Specific to the Council Plan and Budget, two posters were created to support in-person consultation activities. The posters were displayed at community consultation events and online as conversation starters.

The two posters included:

- You Told Us! (Draft Community Vision 2040) – We Listened! (Draft 2021-2025 Council Plan and Budget)...Have we got the balance right?
- Draft 2021-2022 Capital Works Spending

These posters have been provided in Appendix A.

Community pop-ups

Frankston City Council ran two public pop-ups to consult the Frankston community on the Draft 2021-2025 Council Plan and Budget (three more pop-ups were scheduled but cancelled due to COVID lockdown restrictions). The locations and times of the pop-ups were strategically chosen to reach large numbers of residents and harder to reach groups.

The pop-up locations and times are displayed below.

Table 1

Pop-up locations	Date	Time
Seaford Library	Wednesday 19 May 2021	3:00pm-5:30pm
Shannon Street, Frankston	Friday 21 May 2021	11am-1pm

Submissions

Twenty-three written submissions were received with four submitters requesting to be heard to support their submission at the meeting scheduled on Tuesday 15 June 2021.

The submissions are summarised as follows:

Table 3

Proposed 2021-2025 Council Plan and Budget	Issue	Request to be heard? (5 Minutes)
Submission 1	Objection to the increase in rates and comparison to neighbouring municipalities	No
Submission 2	Objection to the increase in rates and comparison to neighbouring municipalities	No
Submission 3	Objection to the increase in rates and the quality of services provided by Council	No
Submission 4	Objection to the increase in rates	No
Submission 5	Objection to the increase in rates, in particular relating to Frankston North	No
Submission 6	Objection to the increase in rates	No
Submission 7	Infrastructure concerns around Railway Parade, Seaford, including footpath, drainage and adequate lighting.	No
Submission 8	Objection to the increase in rates	No
Submission 9	Objection to the increase in rates	No
Submission 10	Objection to the increase in rates	No
Submission 11	Objection to the increase in rates and comment on Special Charge scheme for Barretts Road.	No
Submission 12	Objection to the increase in rates, in particular relating to Langwarrin	No
Submission 13	Support for a rate increase	No
Submission 14	Community housing rates waiver request under s171	No

Submission 15	Objection to the nature strip planting fee \$153	No
Submission 16	Request for additional \$110K budget funding in the 21-22 capital works program by the PGA Australia Pty Ltd to develop a Golf Learning Hub	Yes
Submission 17	Request from Carrum Downs Tennis Club to bring forward \$115K into the 2021-2022 capital works budget for court lighting and electronic pay for play infrastructure. The organization has received a commonwealth grant in support of the LED lighting installation that is required to be spent in 2021-2022.	No
Submission 18	Commentary and support for the Council Plan outcomes. Request for additional funding for heritage and local history education, protection and documentation.	No
Submission 19	Objection to the nature strip planting fee \$153	No
Submission 20	Community based advocacy group requesting Council to create an LGBTIQA+ advisory committee to support the community and develop an action plan to achieve Rainbow Tick accreditation for Council-run services.	No
Submission 21	Implementation of the Kananook Creek vision plan	No
Submission 22	Request for funding of the Frankston Music Community Network to support their program of services to be provided to the community	Yes
Submission 23	Multiple topics; Revitalise the CBD of Frankston Complete the foreshore revitalisation Tidy up nature reserves Adequate planting along the new shared user path Dedicated graffiti 'art' walls to encourage real art work Prioritise maintenance and trimming of existing street plants	No

At the Council meeting to adopt the 2021-2025 Council Plan and Budget, Councillors endorsed the support and funding of two submissions. Submission 22 regarding the Frankston Music Community Network was fully funded and an allocation of \$28,000 was made in the Budget. Submission 16 request for additional \$110K budget funding in the 21-22 capital works program by PGA Australia Pty Ltd to develop a Golf Learning Hub was partially supported with an allocation of \$60,000 towards the development.

Communications

The strategies used to support participation included a communications campaign to a diverse audience via:

- Email to the recipients of Frankston City 2040 project updates
- Over 30 posts on the following Facebook pages: Frankston City Council; Frankston Youth Services; Frankston City Libraries; and Invest Frankston
- Love Where You Live and Project Exchange Networks
- Council and community e-newsletters
- Frankston City News
- Promotion to key groups, including Nairn Marr Djambana, Disability Access and Inclusion Committee, Youth Services and Frankston City Libraries
- Grapevine (Council's staff intranet)
- Frankston City Council's Instagram
- Parks and reserves signage
- Videos
- Website
- Media Releases (7)

The engagement was also promoted via a dedicated project page for the Community Vision and Council Plan and Budget on both Council's website and Social Pinpoint, an online community engagement platform.

Social media posts from the stage 4 public exhibition phase are shown in Appendix A.



Community consultation outcomes

Stage 1 outcomes summary: Open community consultation with the whole community

The purpose of this stage was to engage with a diverse range of people to capture what they most value about Frankston City and connects them to it, what they want to keep for the future, what they hope would have been improved by 2040 and what their wish is for 2040.

The engagement findings from this stage were presented to the community panel in a detailed Outcomes Report, and were also used to determine the following six key themes that were used to structure the panel's deliberations:

- 1) Healthy families and communities;
- 2) Vibrant and inclusive communities;
- 3) Natural environment and climate action;
- 4) Connected places and spaces;
- 5) Industry, employment and education; and
- 6) Advocacy, governance and innovation.

A discussion guide was prepared for each of these themes, which contained the relevant findings from Stage 1, statistics and other evidence, role of council, opportunities and challenges. These resources were used to directly inform and guide the panel's deliberations in forming our community's aspirations for the future and Draft Community Vision at Stage 2.

Stage 2 outcomes summary: Community panel

A Community Panel of 46 residents was established to carry out this deliberative engagement stage. The panel met for a total of 15 hours over six meetings, and also completed homework in between meetings.

Throughout this process the panel considered a broad range of information and heard from expert speakers to discuss the issues and develop their thinking together before coming to a consensus on a Community Vision Statement, and an aspiration and set of priorities for each of the 8 six themes. These were captured in a Draft Community Panel Report and used to directly form the Draft Community Vision 2040 for public exhibition at Stage 3.

Stage 3 and 4 outcomes summary: Online survey and Public exhibition

The purpose of the online survey and public exhibition stage was to seek feedback from the Community on the Draft 2021-2025 Council Plan and Budget to determine if we had 'got the balance right' between the aspirations of the Council Plan and the financial sustainability of the Budget. We also sought feedback on the connected between the Community's Vision and Council Plan outcomes.

Input received from the online survey in stage 3 and the public exhibition in stage 4 was provided to Councillors to be considered when finalising the Council Plan and Budget.

Community pop-up events and online survey

Frankston City Council engaged with 110 Frankston City community members during stages 3 and 4; with 77 providing feedback and input during the public pop-ups, and 33 via the online pre-budget survey.

The main demographics of community members Council engaged with were the elderly, retirees, business owners, visitors to the CBD and young families.

All residents who engaged with the pop up were interested in providing input for the Draft 2021-2025 Council and Plan and Budget and were encouraged to make a submission.

Social media posts

Frankston City Council achieved a total reach of 85,651 people through the 30 Frankston City Council Facebook posts in stage 1 and 3 of engagement.



The Engagement Plan for this consultation included several measures of success related to the engagement objectives.

The success measures met and the objective they relate to are outlined below:

Objective	Success measure
Ensure people's input has informed the deliberation of the Council Plan and Budget	<ul style="list-style-type: none"> ● The Engagement Report explains how community input has informed the Council Plan and Budget.
Engage through cost-efficient and timely methods.	<ul style="list-style-type: none"> ● The pop up events enabled a diverse range of time poor individuals to contribute feedback. ● Social media and an online survey were also cost-effective ways to engage large numbers of the local community.
Meet legal requirements for municipal engagement.	<ul style="list-style-type: none"> ● Deliberative engagement practices were applied to the development of the Council Plan. ● The Engagement Report details the outcomes of the consultation.





Council's commitment to undertake this consultation has been positively received by the Frankston community. It is clear many individuals value the opportunity to be increasingly part of Council's decision-making processes and have their voices heard on a variety of topics, including financial management.

The consultation also identified a desire for the Community to clearly see how their input influences the outcomes of Plans, particularly seeing how their input into the six themes of the Vision then flowed through into the Council Plan and Budget.

Next steps

Council wishes to acknowledge and express gratitude to all the members of the community who have participated in engagement activities informing the 2021-25 Council Plan and Budget.

The final Community Vision 2040 and 2021-25 Council Plan and Budget were presented to Council for adoption on 28 June 2021, which concludes the engagement process.

The Community Vision 2040 will be used to link the community's aspirations for the future with Council decision making, ensuring that Council incorporates a long-term view of the community's desired future into strategic planning.

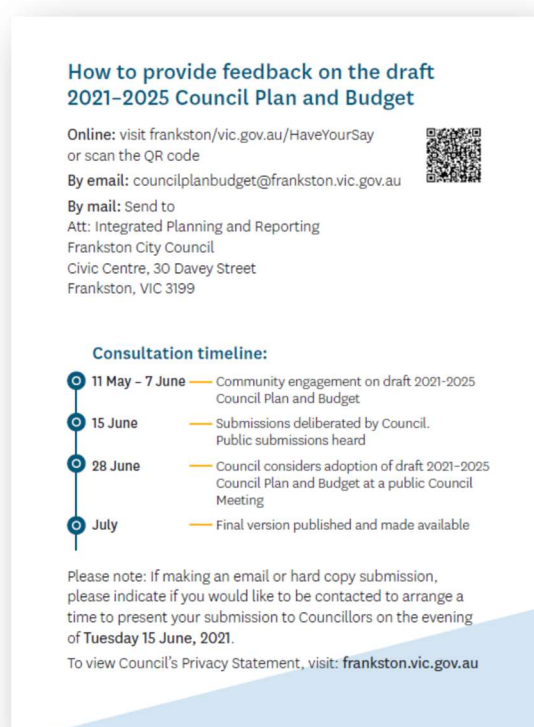
Appendices



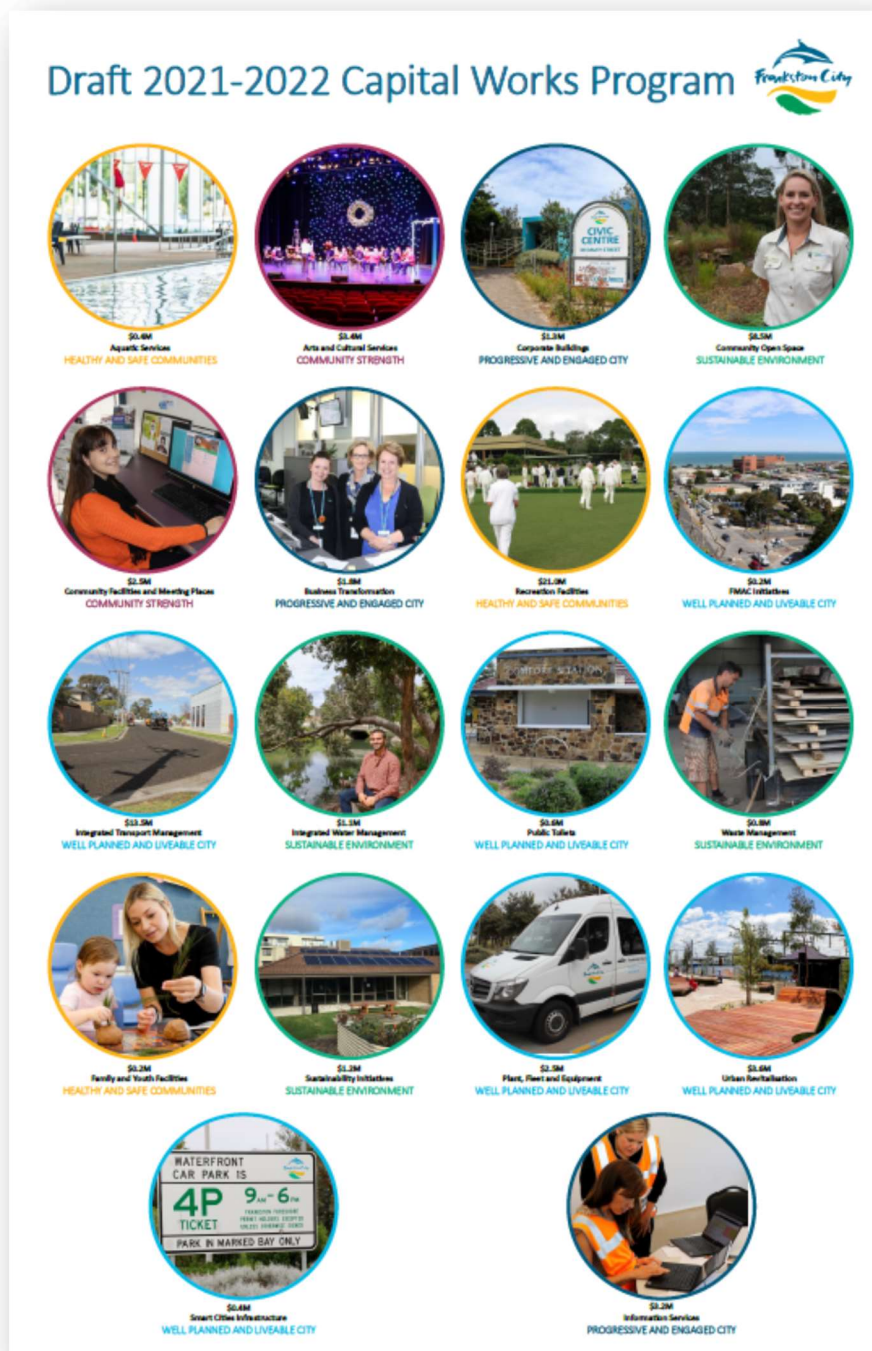
Appendix A Consultation materials

Consultation materials

Engagement poster and postcard 1



Engagement poster 2



Social media posts – Stage 4 engagement

