

Frankston City Community Vision 2040

COMMUNITY ENGAGEMENT CLOSING THE LOOP REPORT



Lifestyle Capital of Victoria



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1. Purpose

The purpose of this report is to present the findings from the community engagement held on the development of the Community Vision 2040 for Frankston City.

The community engagement for the development of the Community Vision 2040 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**, 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 Draft Community Vision 2040 for public exhibition (November 2020 to February 2021).
- Stage 3: Public exhibition of the Draft Community Vision 2040 with the whole community**, with the findings from this stage used to inform the Community Panel to undertake the final stage of engagement (April to May 2021).
- Stage 4: Re-convening of the Community Panel**, with the findings from this stage used to finalise the Community Vision 2040 (May 2021).

2. Background

The Community Vision 2040 has been developed to meet the requirements under the *Local Government Act 2020* for local council's to have a long-term community vision developed in consultation with the local community that articulates its vision for the municipality, using deliberative engagement practices.

To fulfil these requirements, a representative community panel was formed to participate in a deliberative engagement process, which involved considering a broad range of information and weighing up the issues in determining the community's social, economic, cultural and environmental aspirations for the future of the municipality, and considering long-term issues such as equity, environmental impacts and climate change.

Consultants were engaged to assist with the process to ensure that it was independent, unbiased and community-led. Deliberately Engaging was engaged to select the representative community panel, and Conversation Caravan was engaged to conduct the community engagement activities during Stage 1, design the deliberative engagement process and facilitate the community panel throughout Stages 2 and 4.

Once adopted, the Community Vision 2040 will form part of Council's strategic planning framework to ensure it incorporates a long-term view of the community's desired future into strategic planning

and decision making. In particular, the Community Vision will help to shape the strategic priorities and directions in the four-year Council Plan to be established at the start of each Council term.

3. Engagement Objectives

The objective of the engagement process was to work in partnership with the community to develop the Community Vision 2040, ensuring that the process was community-led and the Vision articulated in the community's own voice.

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

Stage 1: Open community consultation with the whole community

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: Public exhibition of the Draft Community Vision 2040 with the whole community

To test the Draft Community Vision 2040 to determine if it had captured the broader community's values and aspirations for the future of our municipality, and to determine if there was any elements that had been missed, needed to be added or explained more clearly.

Stage 4: Re-convening of the Community Panel

To allow the panel to strengthen and finalise the Community Vision 2040.

4. Engagement Process

The engagement process was undertaken over a 10 month period from August 2020 to May 2021 and delivered in four key stages, with each stage building upon the previous one. A detailed Community Engagement Plan was developed for this process, and adopted by Council at its OM on 10 August, with an amended version approved by EMT at a later date (see Appendix 1). It should be noted that this process was undertaken during an international pandemic, and all engagement activities were designed around COVID-19 safety advice.

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.

Engagement method		Engagement outcomes
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
	Online staff sessions	3 lunch-time sessions held with approx. 150 participants
	Children's activity with primary schools	10 schools, 63 worksheets received
	Facebook	7 posts and 1 Facebook Live Reach 29,503 2,055 positive engagements
Stage 2	Community panel	46 residents engaged Every single household invited
Stage 3	Online survey	55 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.
	Targeted community workshops with key groups	4 workshops held, approx. 40 participants
	In person drop-in session at Carrum Downs Library	Library patrons engaged
	Online staff sessions	2 lunchtime sessions held, approx. 100 participants
	Facebook	6 posts Reach 9,123
Stage 4	Community panel	19 residents engaged

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
- 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

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

5. Engagement Outcomes

As outlined in the Engagement Outcomes at Section 3, each stage of engagement had a distinct purpose and outcome.

We listened carefully to community throughout each stage of the engagement process, with what we heard being collated, analysed and presented as outcomes in detailed reports, as follows:

Stage 1: Stage 1 Community Engagement Outcomes Report (Appendix 2)

Stage 2: Draft Community Panel Report (Appendix 3)

Stage 3: Public Exhibition Consultation Findings Report (Appendix 4)

Stage 4: Final Community Panel Report (Appendix 5)

Stage 1 outcomes summary

Stage 1: 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 key findings from this stage can be summarised as follows:

What you value most about Frankston City and want to keep for 2040

- Beach and coastline
- Natural environment
- Sports and recreation
- Social connection and safety
- Proximity of retail and hospitality



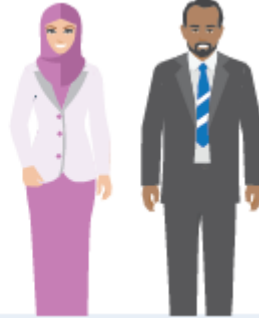
What you want to improve for 2040

- Vitalisation of the City Centre
- Attractive and vibrant neighbourhoods
- Opportunities for young people
- Appreciation of diversity
- Walking and cycling opportunities



Your wish for Frankston City 2040

- A welcoming and inclusive community
- A protected natural environment and climate change action
- A signature city centre
- Vibrant public spaces
- A hub of activity and innovation



These engagement findings 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

The purpose of Stage 2 was to undertake a deliberative engagement process in line with key community engagement principles. A representative community panel of 46 residents was established to carry out this process.

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

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 outcomes summary

The purpose of Stage 3 was to publically exhibit the Draft Community Vision 2040 to test it with the community and determine if it had captured the broader community's values and aspirations for the future of our municipality, with the scope being to seek feedback on any elements that had been missed, needed to be added or explained more clearly.

These engagement findings were presented to the community panel in a detailed Findings Report, which was used by the panel to strengthen the Draft Community Vision 2040 at Stage 4.

Stage 4 outcomes summary

The purpose of this final stage of engagement was to re-convene the community panel to review the findings from the public exhibition and make any amendments to strengthen the Draft Community Vision 2040. Re-drafting the Community Vision as a result of Stage 3 was a non-negotiable. The outcomes to this process were captured in the final Community Panel Report and used to directly form the final Community Vision 2040.

6. Next steps

The final Community Vision 2040 is being 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.

The aspirations and priorities in the Community Vision 2040 will influence Council's long-term resourcing strategies and medium term strategic plans and policies. More specifically, Council work deliver the Community Vision 2040 through the development of four year Council Plans, which will be implemented, measured and reported on through annual action plans and annual budgets.