

COMMUNITY ENGAGEMENT REPORT

BUDGET 2023/24

Overview

Frankston City Council prepares a budget for each financial year that shows how Council will deliver on the Council Plan and other key strategic plans.

Stage One - from 16 February to 21 March 2023 - community members were invited to participate by sharing their priorities and aspirations for their communities.

Stage Two - from the 4 April until the 2 May 2023 - allowed community members to provide feedback on the Draft Budget 2023-2024.

The engagement activities were available online, on paper and supported through in-person engagement at key locations in the municipality.

Community members were asked to rank key topics in their order of importance.

Key activities and findings

Stage One consultation:

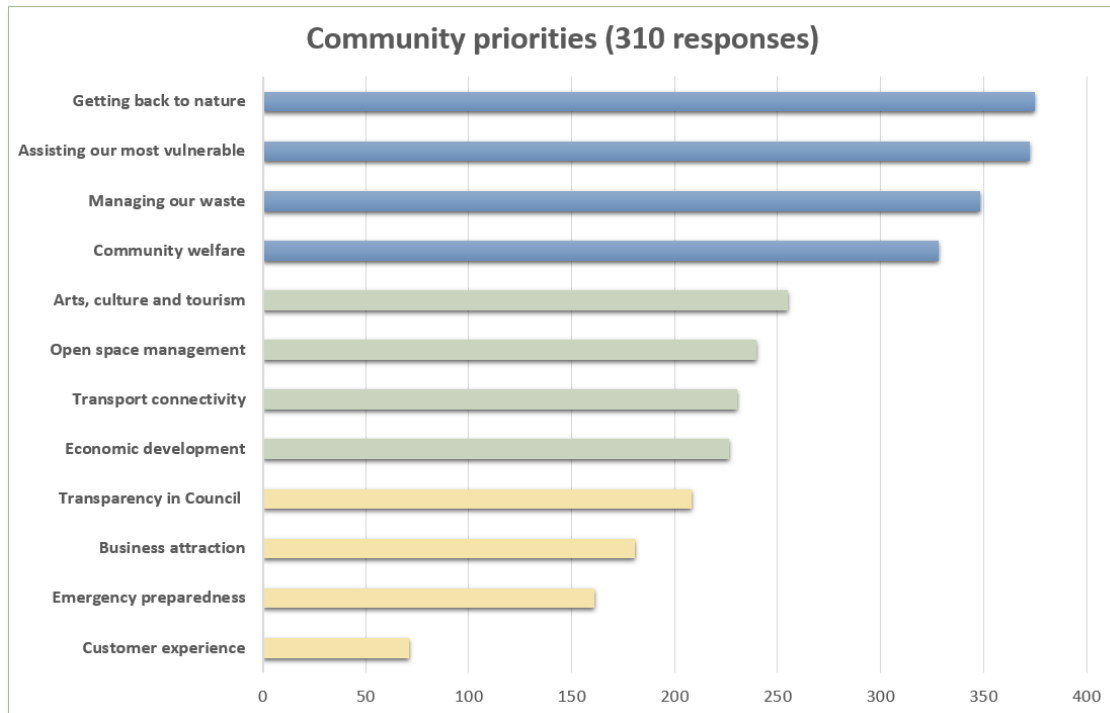
Through two engagement methods - a Focus Area Activity and a Funding Idea Survey, 362 submissions were received.

- The Focus Area Activity received 310 responses, 103 of which were completed on paper and the majority completed during drop-in sessions at Community Centres.
- The Funding Idea Survey had 52 responses, 7 of which were completed on paper surveys.
- In person engagement conducted at:
 - Frankston North Community Centre and Men's Shed
 - Frankston South Community and Recreation Centre
 - Ebdale Community Hub and Learning Centre
 - Karingal PLACE Neighbourhood Centre

The community ranked in the areas of:

1. Getting back to nature
2. Assisting our most vulnerable
3. Managing our waste
4. Community welfare
5. Arts, culture and tourism
6. Open space management
7. Transport connectivity
8. Economic development
9. Transparency in Council
10. Business attraction
11. Emergency preparedness
12. Customer Experience

The topics ranked in order of importance:



Stage Two consultation:

After reporting back to the community regarding the Stage One results, 14 submissions were received via the 'Draft Budget 2023-2024 – Feedback form' on Engage Frankston or via post. Four submitters chose to provide a verbal submission to Councillors at the public Council meeting on 10 May 2023.

Key engagement statistics

Budget Submissions

2022	2023 Stage 1	2023 Stage 2
In-person		
21 individuals participated	362 responses	14 submissions
Online		
941 Views	1,739 Views	862 Views
559 Visits	1,304 Visits	534 Visits

Engagement Method	Number of Submissions
Stage 1	
Focus Area Activity (online)	267
Focus Area Activity (paper)	40
Focus Area Activity (conducted by phone for additional support)	2
Funding Idea Survey (online) *includes one duplicate	46*
Funding Idea Survey (paper)	7
Total	362
Stage 2	
Feedback forms submitted on Draft Budget	14
Verbal submissions presented at Council meeting	4

Stage One - results of the Funding Idea Survey

Ideas received ranged across all Council Plan Outcomes with the most popular being Outcomes three and four.

1: Healthy and Safe Communities		4
2: Community Strength		5
3: Sustainable Environment		25
4: Well Planned and Liveable City		11
5: Thriving Economy		1
6: Progressive and Engaged City		4

The largest portion of ideas submitted focused on protecting FCC's reserves.

All ideas will also be presented to Council at the start of the 2024-2025 Budget process, commencing in late 2023.

Themes	No. of ideas (52)	Council Plan outcomes
Protection of reserves (e.g. Long Street)	17	3: Sustainable Environment
Sporting clubs and facilities (e.g. Bruce Park)	5	4: Well Planned and Liveable City
Native planting	4	3: Sustainable Environment
Parking	3	4: Well Planned and Liveable City
Environmental education and access	2	1: Healthy and Safe Communities 3: Sustainable Environment
Active lifestyle, paths and transport	2	1: Healthy and Safe Communities 4: Well Planned and Liveable City
Transparency	2	6: Progressive and Engaged City
Early learning and maternal child health	2	1: Healthy and Safe Communities
Tourism, history and culture	2	2: Community Strength
Improve community safety	2	6: Progressive and Engaged City
Waste Management	1	3: Sustainable Environment
Healthy ageing	1	2: Community Strength
Business attraction	1	5: Thriving Economy
Roads and access	1	4: Well Planned and Liveable City

Stage Two - community feedback

As noted above there were 14 written submissions received and four submitters choosing to provide a verbal submission (in-person or telephone) to Councillors on 10 May 2023. Submission themes are detailed below:

Theme	No of Responses
Sporting clubs and facilities	4
Native planting	2
Waste	2
Environment	5
Transparency	2
Economy	2
Active Lifestyle	1
Capital Works	1

The four submitters to Council spoke regarding general feedback, green waste bin charges, Long Street Reserve, Long Island Tennis Club and Bruce Park Pavilion.

Stakeholder feedback

Specific stakeholder feedback was also received from meeting with the Disability Access and Inclusion Committee (DAIC) - feedback included:

Disability Access and Inclusion Committee (DAIC) Meeting
Positive insights <ul style="list-style-type: none">• Positive feedback from autistic community member – point allocation activity is helpful.• Positive feedback that library staff have assisted people with disabilities in past to engage• Positive feedback that the group is grateful to be engaging before the Budget is finalised which they feel is an improvement from past engagements.• Positive feedback that community member would like to do the survey on the phone due to barrier to engagement
Opportunities for improvement or Investigation <ul style="list-style-type: none">• How prevalent is Braille and can we produce it?• Simplify language and remove images for screen readers. Prepare separate plain text document?• Images – ensure they are bright and vibrant for people with dementia• Is there technology in library to assist those with vision impairment? Eg. magnifier or screen readers?

Evaluation and conclusion

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

Objective	Success Measure
Build upon previous year's Budget engagement work, taking the engagement one step further this year.	More advanced engagement design the previously Quantity and quality of engagement responses
Trial online collection tool for pilot Budget engagement.	Number of responses received
Gauge interest in Budget engagement from community.	Number of community members engaged throughout process
Provide community feedback regarding priorities to Council during and after engagement activities.	Number of visits to Engage Frankston in Stage Two, amount of reach of social media posts in Stage 2, and number of submissions received.
To engage a cross section of the whole community online and by paper hard copy.	Number of responses received, and diversity of demographics

Council's commitment to undertake this consultation has been positively received by the Frankston City community.

It is clear many individuals value the opportunity to be increasingly part of Council's decision-making processes, and as early as possible in significant projects like the Budget.

Appendix A

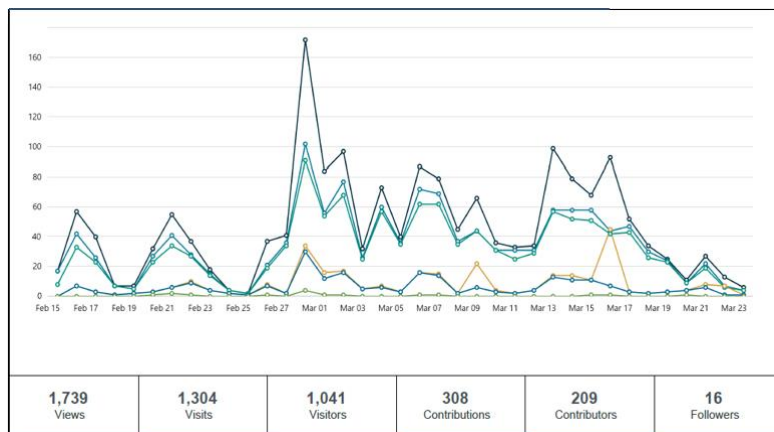
Detailed Engagement Statistics

Online - Engage Frankston

Online methods are used to reach people who may not be able to attend in person engagements or want more time to consider the information before responding.

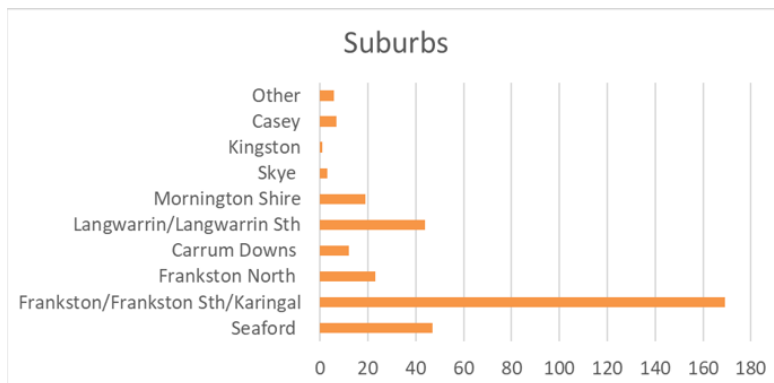
The Stage One project page was published on Council's engagement website Engage Frankston from 16 February until 21 March 2023.

Engage Frankston Visitation Statistics – Stage One



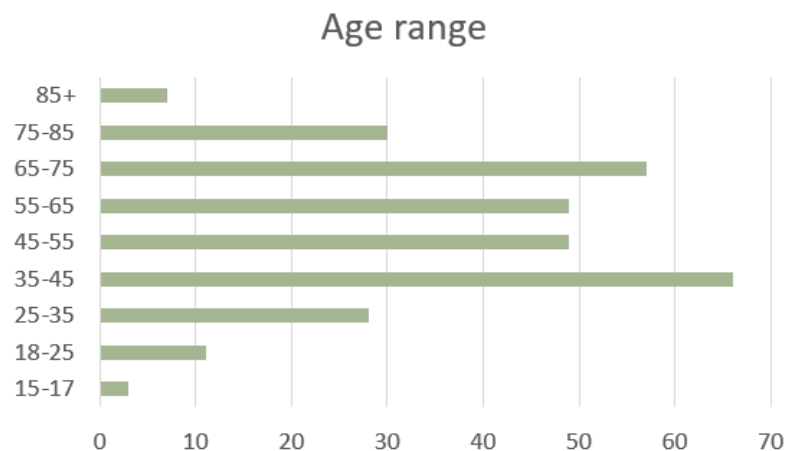
Where do participants live?

The majority of Engagement participants reported the Frankston, Frankston South and Karingal postcodes. Subsequent postcodes were those of Seaford, Langwarrin and Frankston North. The majority of Mornington Peninsula Shire residents surveyed were most likely present at Frankston South Community and Recreation community engagement as noted by the team.



How old are participants?

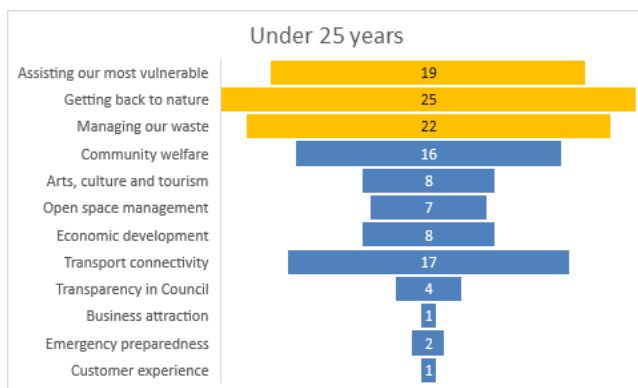
A broad range of ages participated in this engagement with less participation from youth and older Australians as expected. These age groups can be harder to reach and despite lower numbers, we consider this a success to have their voices included.



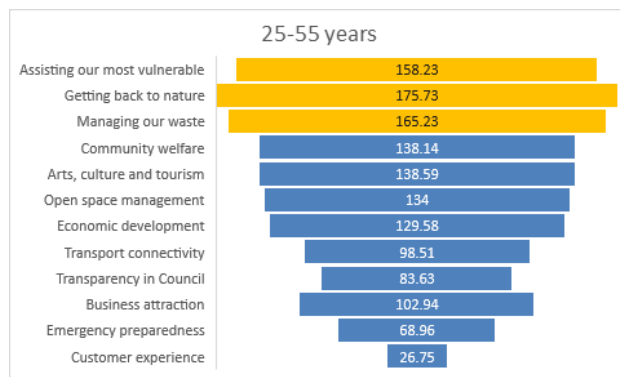
Above: Age range of participants

Results by Age Group

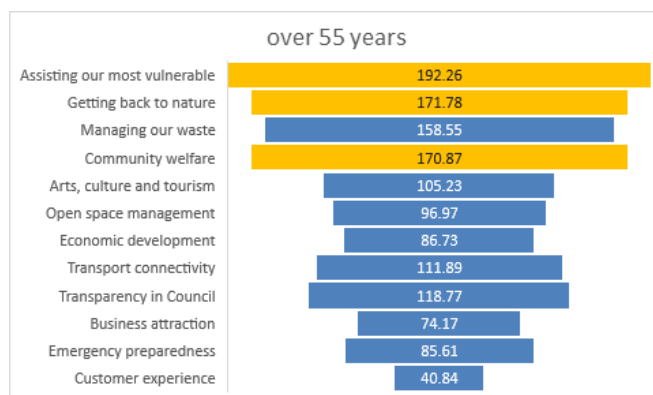
As shown in the below graphs, priorities for Focus Areas (and themes of sustainability and community support) were consistent over all age groups represented in the results.



Above: Participants aged under 25



Above: Participants aged 25-55



Above: Participants aged over 55

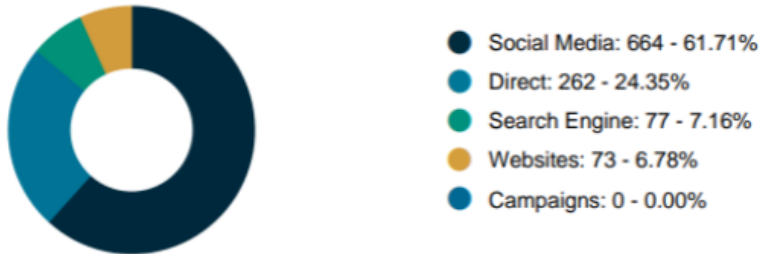
Appendix B

Stage Two Engagement Summary of submissions

Theme	Summary of Feedback
Sporting clubs and facilities	Concern: Bruce Park upgrades
Sporting clubs and facilities	Concern: junior sport participation and Bruce Park upgrades
Sporting clubs and facilities	Request for Long Island Tennis Club upgrades
Environment	Positive: approach to mitigating climate change and enhancing access to nature. Long Street Reserve preservation
Environment	Request for purchasing or leasing land to build developments and preserve greenspaces.
Environment	Concern re: diminished funding for reserves and parks. Prioritizing natural environment over economic development.
Waste	Positive: well-balanced, sustainable, and well-targeted connection with the council's plan. Suggestion: a Plan progress scorecard. Concerns re: 'raise 'Green Bin' charge by over 5%'.
Environment and Waste	Concerned re: sustainable future and parks/reserves/green space. Suggestions: soft recycling bin Concern: glass recycling
Transparency	Positive: budget is 'comprehensive and outlines a positive plan for the future'. Suggestion: 'more strategic indicators which Council has a high level of influence over'.
Economy, Active Lifestyle	Prioritises items 1, 5, 6, 8 and 10. Concerns re: business and activity restored to the City. Amenities and Community
Native planting	Positive: priorities. Suggestion: 'encouraging residents to create indigenous habitat in their own gardens' and 'protect established trees'
Environment	Positive: 'It's a balance plan and contains very positive initiatives for our municipality. I particularly like the imperative to increase our tree canopy!'
Capital Works and Financials	Concerns and Suggestions re: Borrowings, Baxter Park Dam, Mechanics Hall, Frankston Yacht Club, Industrial rate revenue
Native planting	Positive: Suggestion: indigenous plants to reforest and protect old, significant trees.

Appendix C – Promotion

How did people get to the Engage Frankston Page?



How was the engagement promoted?

Online	Stage 1 Reach	Stage 2 Reach
Social Media campaigns	50,118	14,504
e-newsletters	CALD Network newsletter Sport and Recreation newsletter Frankston Arts Centre eNews Invest Frankston Business eNews Youth Services Mini Frankston City Positive Ageing Together Newsletter Foreshore Advisory Panel Arts Advisory Committee	

Social Media

Post Type	No. of click throughs to website from content	Reach (no. of people who saw the content)	Impressions (no. of times people saw the content)
Stage 1			
Facebook Main advertisement	708	39,976	112,008
Arts Centre ticket give away Facebook post	115	2,971	7,637
Organic unpaid post 1	33	1,516	1,687
Organic unpaid post 2	142	4,655	9,729
Instagram	N/A	1,000	NA
Stage 2			
Facebook	96	14,504	44,230
Boost	96	9,490	33,971
Total	998	50,118	131,061