

Frankston City

Active Leisure Strategy 2021-2029

Engagement Report



Contents



- 1. Purpose 3
- 2. Background Error! Bookmark not defined.
- 3. Engagement Objectives..... 6
- 4. Engagement Process 7
- 5. Engagement Outcomes 12
 - Stage 1 outcomes summary 13
 - Stage 2 outcomes summary 14
 - Community Vision 2040 outcomes summary Error! Bookmark not defined.
- 6. Next Steps..... 24

Executive Summary



Consultation highlights

To inform the development of the new Active Leisure Strategy 2021 - 2029 the Recreation Department initially undertook a community engagement process in 2020 which included a Frankston community survey (264 responses), sports club survey (56 responses), youth survey (63 responses), Council staff workshops, meetings with the Frankston Disability Access and Inclusion Committee (DAIC), Peninsula Health and interviews with a selection of Peak Sporting Bodies and neighbouring Local Government Areas (LGA). Community consultation was then taken in September 2021 to seek feedback on the Draft Active Leisure Strategy.

Stage 1: Open community consultation on physical activity preferences, access to facilities, barriers to participation and levels of participation in Frankston City, to capture what helps enhance the health and wellbeing of residents, be more active, and more connected to each other.

Stage 2: Open community consultation on the Draft Active Leisure Strategy 2021-2029, to seek feedback on the Draft prior to it going to Council for adoption on 15th November 2021 (11 August to 14 September 2021, five weeks).

The consultation involved a range of methods, including surveys, targeted community conversations, social media and use of an online mapping tool. Community pop-ups were planned, but weren't able to proceed due to introduction of COVID-19 restrictions.

Key engagement statistics

Over 450 people participated in the community engagement process, as follows:

- Survey respondents: 458
- Participation in targeted community conversations: 97
- Comments on map tool: 22

A total of 7 Facebook posts were made, generating 78 comments.

The Draft Leisure Strategy was provided to the Bunurong Land Council Aboriginal Corporation and a follow up presentation made highlighting the key priorities.



55% of respondents to the recent survey were satisfied that the priorities in the Draft Active Leisure Strategy met the Frankston City community's needs. The key themes found in the answers provided by those who responded that they were not satisfied or were unsure whether they were satisfied with the priorities of the Strategy included:

Respondents wanted more attention paid to:

- Safety
- Affordability
- Flexibility/ choice/ independent activities such as outdoor exercise equipment
- Accessibility
- Walking and cycling pathway connections
- Active ageing opportunities

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 pandemic restrictions had a significant impact on Stage 2 of the engagement, which took place during 'Lockdown 6' in Victoria resulting in all activities moving to an online format and the cancellation of planned community pop-ups.
- **Hard-to-reach groups:** While targeted community workshops were held with community groups representing key populations that experience health inequities, like the Disability Access and Inclusion Committee, there were a number of groups that were missed, like people belonging to the LGBTQI+ and culturally and linguistically diverse communities. Limitations included the lack of connection to groups representing these populations and the need to consult in an online environment.



Overview

This report provides a summary of the community engagement held to inform the development of the Frankston City Active Leisure Strategy 2021-2029.

Access to high quality leisure opportunities is shown to have a direct link with community strength, health and wellbeing. Physical activity, through organised sport or active leisure opportunities, improves mental health, fosters community connection and reduces the risk of some of Australia's leading medical conditions such as heart disease, obesity and diabetes. By influencing the quality and distribution of conditions needed for good health, Councils can directly guide the natural constructed and social environments in which we live, work and play.

This Active Leisure Strategy aims to enhance the range and effectiveness of Frankston City's leisure programs, facilities and services for a stronger, healthier Frankston community. It is designed to contribute to Council's work towards the achievement of Frankston City's long-term and strategic community outcomes within our seven local communities to ensure that Frankston City is recognised as the Lifestyle Capital of Victoria.

The community engagement process for the Active Leisure Strategy commenced in 2020 through a series of community and stakeholder surveys and focus workshops. The Strategy was also informed by the Frankston City Community Vision 2040 and Council Plan 2021-2025. The Active Leisure Strategy has strong links with the Council Plan as well as other key strategic documents such as the Health and Wellbeing Plan, Play Space Strategy, Open Space Strategy and the Coastal Management Plan.

The community engagement was undertaken in line with Council's Engagement Principles as follows:

- Purpose
- Informed
- Representative
- Supported
- Influence
- Report



Purpose

The purpose of the community engagement was to inform the development of the Frankston City Active Leisure Strategy, using a two staged approach as follows:

- Stage 1:** Open community consultation on physical activity preferences, access to facilities, barriers to participation and levels of participation in Frankston City, to capture what helps enhance the health and wellbeing of residents, be more active, and more connected to each other.
- Stage 2:** Open community consultation on the Draft Active Leisure Strategy 2021-2029, to seek feedback on the Draft prior to it going to Council for adoption on 15th November 2021 (11 August to 14 September 2021, five weeks).

Objectives

The objectives of the community engagement were as follows:

Engagement activity	Engagement objective
Open community consultation with the whole community on physical activity preferences, access to facilities, barriers to participation and levels of participation. (stage 1)	To consult with a diverse range of people and capture what helps them to be healthy, physically active and socially connected. Engagement focused on identifying leisure participation trends, current issues and suggestions to improve Council performance in meeting the community's leisure needs.
Open community consultation with the whole community on the Draft Active Leisure Strategy 2021-2029 (stage 2)	To consult on the Draft Strategy, seeking feedback on whether the Draft Strategy's priorities and objectives met our community's needs, if there were any elements missing or needed to be changed, and to seek further ideas on what Council can do in their local area to take action on the objectives.



Activity	Engagement objective
Targeted conversations with key community groups, including: Disability Access and Age Friendly Ambassadors	Held during both stages of engagement to consult with a diverse range of voices, and capture the voices of population groups on their participation (or not) in physical activity.
Involvement of the Bunurong Land Council Aboriginal Corporation	To collaborate with our Traditional Owners, by inviting them to review and influence the Strategy to ensure it reflected the needs and priorities of the local Aboriginal community.

Community consultation process

The engagement process was conducted in two key stages involving surveys, targeted community conversations, an online community engagement platform (Engage Frankston!) and social media.

Stage 2 was conducted in partnership with Council's Social Policy and Planning Department and involved an integrated community engagement process with the Draft Health and Wellbeing Plan 2021-2025. Together, the Draft Active Leisure Strategy and Draft Health and Wellbeing Plan set out how Council will work in partnership over the next eight years to support our community to be healthy, well and physically active at every stage of life. The objective of this integrated process was to simplify the engagement for the community and leverage from their strategic alignment.

Stage 2 of the community engagement process was impacted by the introduction of 'Lockdown 6' in Victoria, with the pandemic restrictions requiring all workshops to be conducted virtually and the cancellation of community engagement pop-up stalls. The pop-ups were to include a series of inter-linked strategic draft plans, including: the Draft Active Leisure Strategy 2021-2029; the Draft Health and Wellbeing Plan 2021-2025; the Draft Play Strategy; and Draft Local Park Action Plan.



Stage 1: 2020

Who	Engagement method	Engagement type	Role
Whole community	Frankston Community Survey	Consult	Identify community needs to inform the development of the Strategy's objectives and actions.
Sports Club's and Facilities	Online Survey	Involve	Provide views and opinions that are directly considered in the development of the Plan's strategic objectives and actions.
Disability Access and Inclusion Committee	Workshop (targeted community conversation)	Involve	Provide views and opinions that are directly considered in the development of the Plan's strategic objectives and actions.
Youth Council	Workshop (targeted community conversation)	Involve	Provide views and opinions that are directly considered in the development of the Plan's strategic objectives and actions.
Peninsula Health	Meetings	Consult	Identify community needs to inform the development of the Strategy's objectives and actions.
Peak Sporting Bodies/ Associations	Involve	Consult	Provide views and opinions that are directly considered in the development of the Plan's strategic objectives and actions.



Stage 2: 11th August to 14th September 2021 (five weeks)

Who	Engagement method	Engagement type	Role
Whole community	Draft Active Leisure Strategy including Implementation Plan Available on Engage Frankston!	Inform	Provide information about the Active Leisure Strategy, its four focus areas and the implementation plan to inform feedback.
	Online survey Available on Engage Frankston! Requests could be made to have a printed survey posted in the mail or to be conducted by telephone with a council officer.	Consult	Provide feedback on the Draft to determine if it meets our community's needs and to identify any gaps.
	Social media Frankston City Council, Frankston City Youth Services, and Peninsula Health Facebook pages	Inform and consult	
	Community pop-ups – <i>cancelled due to COVID-19 restrictions</i>	Inform and consult	
	Mapping tool Available on Engage Frankston!	Consult	Identify the community's open space needs to influence further development of actions.
Bunurong Land Council Aboriginal Council	Meeting and distribution of the Draft Strategy to Elders	Involve	As Traditional Owners, collaborate on the strategic priorities and objectives.
Disability Access and Inclusion Committee	Workshop (targeted community conversation)	Involve	Provide views and opinions on behalf of people with disabilities that are directly considered in the development of the Strategy's key objectives and actions.



Who	Engagement method	Engagement type	Role
Age Friendly Ambassadors	Workshop (targeted community conversation)	Involve	Provide views and opinions on behalf of people with disabilities that are directly considered in the development of the Strategy's key objectives and actions.
Youth Council	Workshop (targeted community conversation) Cancelled – the Youth Council was unavailable during Stage 2 due to the negative impact that the COVID-19 pandemic restrictions (Lockdown 6) was having on young people's wellbeing.	Involve	
Nairn Marr Djambana	Workshop (targeted community conversation) Cancelled – Nairn Marr Djambana was closed due to pandemic restrictions.	Involve	
Sporting Clubs and Facilities	Workshop (targeted community conversation)	Involve	

Community Vision 2040

The community engagement process undertaken in 2020 for the Community Vision 2040 was also drawn upon, with the objective of considering the significant feedback on health and wellbeing was received from the community through this process.

Council and stakeholders

Extensive engagement was also undertaken with a range of internal and external stakeholders, including Council departments.



Consultation strategies

The strategies used to support participation in the engagement process included a communications campaign to a diverse audience via:

- Emails to the Engage Frankston! community engagement database
- Council and community e-newsletters
- Promotion to key groups, including Sporting Clubs and Facilities, Disability Access and Inclusion Committee, Youth Services and Age Friendly Ambassadors
- Grapevine (Council's staff intranet)

The consultation was also promoted via a dedicated project page on Council's website and Engage Frankston! platform.

Consultation outcomes



Community feedback

Council listened carefully to our community throughout both stages of the engagement process. The reach of our community consultation is summarised in the following table:

	Engagement method	Reach
Stage 1 <i>2020</i>	Community Online survey	264 surveys completed
	Sports Club Survey	56 surveys completed
	Youth Survey	63 surveys completed
	4 x targeted community conversations	35 participants (approx.)
	<ul style="list-style-type: none"> • Council Staff Workshops • Disability Access and Inclusion Committee • Peninsula Health • Peak Sporting Bodies/Associations 	
Stage 2 <i>11 Aug. to 14 Sept. 21</i>	Online survey	75 surveys completed
	Mapping tool	22 comments made
	4 x targeted community conversations	62 participants
	In person pop-ups in various locations across the municipality	Cancelled
	7 x Facebook posts	Comments: 78 Reach: 30,155 (aggregated total) Engagements: 100 Negative interactions: 14



Stage 1 outcomes summary

Stage 1 was an open community consultation held with the whole community on physical activity preferences, access to facilities, barriers to participation and levels of participation in Frankston City, to capture what helps enhance the health and wellbeing of residents, be more active, and more connected to each other. Stage 1 involved online surveys and targeted community conversations.

The key outcomes from Stage 1 can be summarised as follows:

Physical activity, active transport and safety

- Respondents sought improved sport and recreation facilities to meet the changing needs of the community and highlighted the need for facility maintenance (ie. Sport clubs and pavilions)
- When asked what would encourage people to be more physically active outdoors in open green spaces, respondents identified the accessibility and connectedness of shared paths and tracks, followed by feelings of safety (lighting, other people around), more facilities and shade protection by trees.
- When asked what would encourage people to walk and cycle more for recreation and active transport, respondents identified connected shared walking and cycling paths and track networks with better connections with destinations, followed by better quality shared walking and cycling paths and feelings of safety. Participants in the targeted conversations identified reducing the cost of participation, introducing a buddy system, incorporating physical activity into cultural events and having culturally welcoming spaces.
- Respondents indicated low participation in active transport (walking, cycling and public transport), with the main form of active transport identified as being walking and the key destinations being public transport and the gym.
- In terms of safety, respondents said they felt safer walking and cycling during the day. Most respondents did not need anything to change to feel more safe when walking or cycling during the day, this was followed by traffic free cycling routes, quality of footpaths and roads, and protected on-road cycle lanes and shared paths separating people from traffic.
- The main thing respondents identified as helping them to feel safer when walking and/or cycling at night was improved street lighting, followed by visible police presence and more people walking in the area. The targeted conversations also identified improved lighting and better visibility, as well as community connection and designated safe locations.



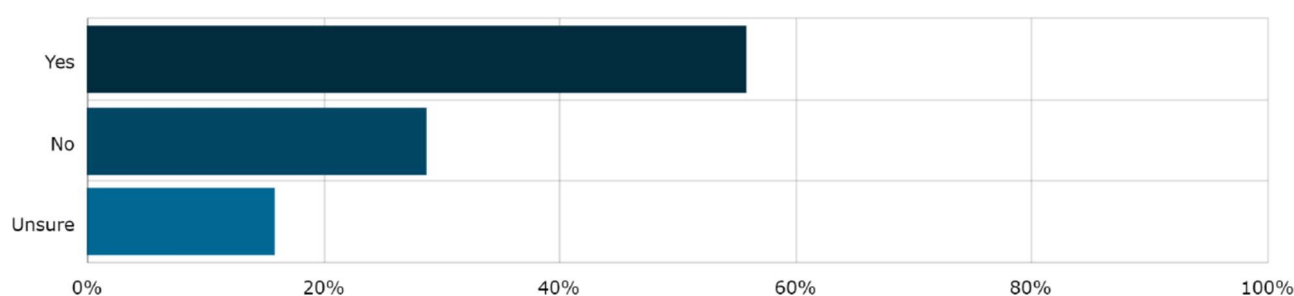
- Respondents noted their desire for Council to improving existing parks and reserves to support casual use, including ongoing development of the foreshore areas.
- Providing or supporting recreation programs and encouraging participation – including opportunities/programming from existing Community Centres, Halls and Leisure Centres was identified as important
- Providing more information and promoting existing leisure opportunities was identified as valuable by respondents
- Sport Club respondents sought development support, in particular supporting participation by women and girls; grant writing; sponsorship; turf maintenance; risk management; specialist coaching and financial management

Stage 2 outcomes summary

Stage 2 was an open community consultation held with the whole community on the Draft Active Leisure Strategy 2021-2029.

The survey was completed by 75 respondents. The majority of respondents (55%) were satisfied that the objectives met the needs of the community. For those who responded 'no' or 'unsure' the feedback indicated that they sought more efforts on the following key areas:

- Safety
- Affordability
- Flexibility/ choice/ independent activities such as outdoor exercise equipment
- Accessibility
- Walking and cycling pathway connections
- Active ageing opportunities





The key findings from Stage 2 survey and targeted conversations can be summarised as follows.

Gaps identified by the community

Note, some of the gaps identified were included in the Draft Strategy.

- The message that cycling and walking needs to be promoted as a form of transport to replace cars, with improved shared paths, better cycling facilities and improvements to cycling lanes and walking path connectivity
- Provision of facilities in open spaces, including public toilets, shared, seats and tables.
- More focus to be placed on increasing participation in non-club based or non-organised sport with an indication that many in our community are choosing to stay active in casual, flexible and independent ways
- Outdoor fitness equipment along walking trails and shared paths
- Mountain bike and pump track facilities, skate park facilities, disc golf, ocean water swimming, half-court basketball. Outdoor table tennis, yoga and meditation were also noted as activities the community wanted to see more of in our parks and open spaces
- The message that affordability was a key barrier to participation for our community with many seeking family activities, Council run group fitness opportunities, 'come try' days and subsidisation of programs and activities for school aged children
- Increased promotion of the opportunities to participate in physical activity was sought by respondents
- Greater attention to community safety was sought including more pathway and facility lighting, traffic calming measures and pathway improvements
- Further efforts to improve the inclusivity and accessibility of our facilities and open spaces

Ideas identified by the community for how to action the priorities

Active Transport, Walking and Cycling

- Improve the accessibility, quality and safety of footpaths and shared paths, including for people who use wheelchairs and prams.
- Increase dog walking infrastructure along pathways
- Improve the connectedness of shared paths to provide a safe environments for walking and cycling, and to reduce motorised vehicle-usage. This includes safe crossings over major roads.



- Improve the facilities along shared paths, like drinking fountains, picnic tables, bins and public toilets.
- Footpath improvements in areas that do not have them (specifically mentioned include Quarry Rd to connect from Lexton Dve to McClelland Dve, Potts Rd between Gumnut Dve and Valley Road, North Rd, Langwarrin, part of Rosedale Grove and safer routes for walking and riding to local reserves and park in Langwarrin)
- Improve the connections between local roads and major arterial roads to encourage more people to cycle, reducing vehicle usage.
- More bike lanes on busy local roads.
- Improve opportunities for cycling and active travel through Frankston's city centre by reducing Nepean Hwy to two-lanes in each direction, pedestrianising Wells Street as a mall, connecting areas with bridges and connecting the City Centre with the Frankston Foreshore.
- Improved road safety through lower speed limits and traffic calming measures in high pedestrian areas and around schools to encourage more walking and active travel.
- Continuing the boardwalk from Frankston through to Carrum.

Physical activity infrastructure, play spaces and open spaces

- The most common comment relating to play spaces was the many requests to install outdoor fitness equipment in local parks and along shared paths. This also makes physical activity more accessible for people who cannot afford gym memberships.
- More dog-friendly parks with facilities, including sheltered picnic areas that provide protection from sun, rain and wind.
- Establish a second skate park on the Frankston Foreshore behind the Cheeky Squire as a regional attraction.
- More park infrastructure to encourage physical activity including disc golf, outdoor table tennis, bocce, public chess, half-court basketball
- Further consideration for wellness activities such as more yoga and meditation in our parks
- More open water activities such as cold water immersion, open water swimming including an event such as the Lorne Pier to Pub swim
- More opportunities for nature and water play.
- Provide more mountain bike tracks and BMX facilities.
- More seating in needed in areas protected by shade.
- Improve the natural environment for greater enjoyment by the community, including greater tree canopy and nature play.
- Careful planning is required to ensure that our facilities will meet the needs of our ageing population, with play spaces and open spaces providing opportunities for intergenerational play and recreation.



- Install more distance markers in open spaces to encourage people to exercise, like the ones at Belvedere Park and Frankston Nature Conservation Reserve. Good locations would be Ballam Park and the Seaford Wetlands, also installing connecting walking loops and signature fitness circuit trails for running and short bike rides.
- Install public toilets and drinking fountains at the Frankston Conversation Reserve, the Seaford Wetlands and at beaches and local parks to improve access for all.

Recreation activities and facilities including providing affordable opportunities

- Provide 'exercise buddies' to encourage people to be more physically active and connect.
- Provide recreation activities for families in local parks to get the whole family active, including family-based competitions and scavenger hunts.
- Provide more recreation activities, including Park Run, pump tracks, yoga and meditation, walking groups, soccer groups and activities on the Frankston Foreshore.
- Provide more affordable recreation activities, including swimming and cycling for children, and council-run free or low-cost sporting days, team sports and other physical activities.
- Activities that encourage more people to walk, including social walking groups on accessible shared paths, monthly walks for good causes with healthy food vans at locations suitable for people of all ages and abilities, guided walks at parks (including by torch at night) and reserves and themed dress-up walks.
- More recreation activities at community centres, with improved walking access to the community centres.

Boardwalks

- Extend the boardwalk from Seaford beach to Mt Eliza, and from Frankston to Carrum. This will provide more opportunities for physical activity in nature. Currently people have to move to the beach track, which doesn't feel safe for all users.
- Further develop the Frankston Foreshore boardwalk and activate Oliver's Hill and the surrounding area, including the steps leading up to Cliff Road and connection with Sweetwater Creek.
- Improve access to the beach for older people.

Health promotion and information sharing

- Launch a campaign promoting the mental health benefits of physical activity, with activities that connect people of all cultures, ages and abilities. To include yoga on the beach or in the park, family walks or fun runs in parks, expos at Frankston skate park and summer sports expos on the Frankston foreshore.



- Establish a local 'health and wellbeing' social media platform to share information about how to stay active, including walking tracks, activities and featuring locals.
- Promote outdoor activities on social media to create interest and encourages people to share their own images, like how they do at places like the 1000 steps in the Dandenong Ranges.
- Provide online maps showing walking trails and parks that families can explore.
- Explore the option of using digital technology to provide audio transcripts of Council meetings.
- Provide a register of community groups, with hardcopies available at Customer Services and in libraries.
- Provision of Council documents in accessible formats.

Healthy eating

- Improve opportunities to promote good nutrition and healthy food choices within community and sporting facilities
-

Mental wellbeing and inclusion

- Raise awareness of mental health and wellbeing by improving access to programs and services that support good mental wellbeing and education on how to have conversations about mental health and help seeking behaviours.

Vulnerable groups

- Provide more opportunities for vulnerable groups to get support, including affordable food vans and 'come and try' days' at sports clubs.

Safety

- More street lighting to improve safety and walking at night and early in the morning.
- Improve signage in on-leash local parks to encourage compliance and improve feelings of safety.
- Improved footpaths
- More CCTV in quiet recreational areas to improve feelings of safety.
-
- Safe spaces for the LGBTQIA+ community.



•

Map

A total of 22 responses were received. Comments included:

- Beauty Park is an almost perfect 1km loop, which is perfect for running.
- Walking briskly along the beach is invigorating and a great cardio workout. More rubbish bins are needed along the beach.
- The area on the northern edge of the Seaford Wetlands is unsurfaced and often muddy. This area would benefit from being asphalted to complete the circuit trail.
- The Peninsula Link trail in Seaford has a good running circuit with a fine gravel surface and distance markers. Would like to see this replicated at other locations, like Ballam Park and Beauty Park.
- The Dam Wall Walk in Frankston South is great for running, cycling and walking with the kids, and perfect for a Park Run.
- The natural bushland at Sweet Water Creek Nature Reserve is a relaxing environment.
- The Kananook Creek Trail from Frankston City to Seaford is a wonderful spot to gain enjoy natural vegetation.



Social Media

A total of 78 comments were made, summarised as follows:

Post 1: Visit Engage Frankston to have your say – 3 comments

- Enforce local law compliance on shared paths to ensure they are accessible for everyone (dogs on leashes).

Post 2: Have our Say on the Draft Leisure Strategy – No comments

Post 3: We want to help people to be more physically active – 38 comments

- Support the creation of more community gardens on Council land to grow fresh food.
- Install lighting on the Frankston boardwalk near Sophia's to improve safety for early/late joggers.
- Walking tracks and local parks with playgrounds in all local areas.
- More bike riding tracks, and a dedicated mountain bike track.
- Establish a pump track, there are none nearby.
- Horse riding trails for children with ponies.
- The paths at Ballam Park are muddy and need to be sealed.
- Establish a disc golf park at Baxter Park.

Post 4: Where is your favourite spot to get active? – 35 comments

- The Pines Flora and Fauna Reserve is fantastic, though it needs some dog poo bins.
- Cycling along Peninsula Link.
- Lawton Reserve, but the road needs upgrading.
- Ballam Park, but the muddy paths need to be sealed.
- Additional benches and seats are needed outside Seaford Community Centre.
- Do not allow Park Runs at conservation reserves, keep them to parks like Ballam, Jubilee and Beauty.
- A conservation reserves prime function is to protect flora and fauna, and not for Park Run.
- Install outdoor fitness equipment at Belvedere Reserve in Seaford.
- Establish mountain bike trails.
- Public toilets are needed on Peninsula Link.
- Frankston Reservoir needs public toilets and a drinking fountain.
- Establish a Park Run at Frankston Reservoir.
- Do not allow cars to drive onto the walking tracks at sporting grounds as they are causing damage. This is being seen at Lloyd Park.



Post 5: We want to support our community to enjoy good mental wellbeing – 2 comments

- Comments deleted.

Post 6: We're creating a healthier future for Frankston City – No comments

Post 7: How healthy is Frankston City – No comments

Community Vision 2040 outcomes

The Community Vision 2040 was developed by our community to articulate its long-term aspirations for the future of our City. The Vision was created by a representative community panel of 48 local residents through a deliberative engagement process.

The community's aspiration for healthy families and communities is for Frankston City to empower everyone to improve their health and wellbeing including through physically activity opportunities. To achieve this, the community has identified and prioritised the following items:

- Youth events and activities are well promoted to meet diverse community needs.
- Council will partner with community groups, services and other organisations to create and promote affordable activities and programs to encourage residents to be connected.
- Healthy living is promoted in festivals and events run by Council.
- Fitness equipment in parks and sporting facilities are available in all local areas for people of all ages and abilities to enjoy good health and wellbeing.
- Council, local organisations and the community work together to create shared facilities that are accessible and culturally safe to strengthen community connections, irrespective of interest and age.
- Create and promote an Indigenous walking trail to highlight the cultural significance of places, plants and animals.
- The community will have access to multi-purpose infrastructure to support flexible events and programs in public spaces and sporting ovals throughout the municipality.
- Council will ensure that universal design principals are applied to infrastructure and public spaces across the municipality, enabling people with disabilities to enjoy greater access and participation.



- Council will advocate for improved public transport and create well connected and safe walking and cycling shared paths with commuter bike storage facilities to promote recreation and active transport, and reduce reliance on cars.
- Council will improve and promote pedestrian and cycling connections to the beach from outside of the Frankston's city centre to encourage walking and cycling.

Key learnings

What worked

- Conducting targeted conversations with hard-to-reach groups through Council's advisory groups and committees as well as with engaged groups such as Sport Clubs and Facilities
- Engaging Council departments and external stakeholders from project inception, and keeping them engaged in each step of the project, including the community consultation.
- Integrating the community consultation with the Draft Health and Wellbeing Plan.
- Use of a graphic designed Draft Strategy including infographics to present key statistical evidence on physical activity and health and wellbeing in our community.
- The introduction of the new EngageFrankston! platform for Stage 2.

Not working so well

- Too much time passing between the Stage 1 engagement and Stage 2 engagement
- Lack of representation of key population groups in the engagement, including culturally and linguistically diverse groups, LGBTQIA+, Aboriginal and Torres Strait Islander peoples and women's focus groups
- Using the term 'priorities' rather than focus areas as noted in the Draft Strategy. Some survey respondents believed that the first priority listed was our key priority whereas all four had equal focus.



Evaluation

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
Stage 1: Open community consultation with the whole community on physical activity preferences, access to facilities, barriers to participation and levels of participation.	
To consult with a diverse range of people and capture what helps them to be healthy, physically active and socially connected. Engagement focused on identifying leisure participation trends, current issues and suggestions to improve Council performance in meeting the community's leisure needs.	383 surveys were completed by a range of people on topics covering physical activity, community sporting facilities, walking and cycling, active transport and social connection.
Stage 2: Open community consultation with the whole community on the Draft Active Leisure Strategy 2021-2029	
Seek feedback on whether the Draft Strategy's priorities and objectives met our community's needs.	55% of survey respondent said the priorities and objectives of the Draft Strategy met the community's needs.
Seek feedback on if there were any elements missing or needed to be changed.	A small number of issues were identified as missing or needing to be changed.
Seek further ideas on what Council can do in their local area to take action on the objectives.	More than 106 ideas were submitted.



Recommendations

The following changes have been made to the Draft Strategy in response to Stage 2 consultation:

- Change the name of the Strategy from Leisure Strategy to Active Leisure Strategy following targeted feedback from over 50 sport clubs and community facilities
- To close the gaps in this Strategy as identified by the community specific initiatives have been added or strengthened within the Active Leisure Strategy implementation plan including:
 - Collaborate with clubs and sport organisations to deliver a sport access program for children from low socio economic backgrounds to ensure equitable access to sport and leisure opportunities
 - Support the Open Space Strategy to deliver connected and accessible local walking and cycling networks including a connected municipal shared trail network for journeys within and beyond our municipal boundaries
 - Update the Frankston City Council Bike and Trail Plan with consideration to incorporating ride to school route possible upgrades (This timing of this initiative has also been brought forward and is now listed as a short term priority)
 - Develop a Frankston City Council Skate and Bike Park Strategy with consideration for gender equity
 - Promote family activities as well as 'come try days' offered by sport and recreation organisations and consider opportunities to incentivise clubs to focus on vulnerable groups
 - Collaborate with Council's Youth Services department to invite our youth groups to collaborate on the creation and implementation of a series of engaging pop-up activities to increase physical activity levels and improve mental and physical wellbeing
 - Support the Coastal Management Plan direction to provide ongoing development and promotion of the foreshore as a recreation and leisure option for the community including consideration for safe open water swimming programs, events and infrastructure
 - Advocate to the appropriate authorities to upgrade visitor facilities associated with the canoe launch ramps and where space permits. This includes access, paths and picnic areas.
 - Carry out a review of potential destination outdoor activity infrastructure allowing free use and socialisation (eg. Oliver Hill's stairs) and make recommendations for improvements and opportunities for use.
 - Proactively consider and explore opportunities for collaboration with community and commercial partners (for example activating open space through programs such as yoga in the park and meditation activities).



- Incorporate the ideas provided by the community into discussions with Council departments and external stakeholders on developing the implementation plan for the Active Leisure Strategy 2021-2029

Next steps

The final Active Leisure Strategy is being presented to Council for adoption on 15th November 2021, which concludes the engagement process.

This engagement report will be made available on Council's website and EngageFrankston! Platform, and sent to the participants of the targeted conversations, to 'close the loop'.

The Strategy will be implemented over the next eight years to improve the opportunities for physical activity and the health and wellbeing of our residents in Frankston City.