HOBSONS BAY CITY COUNCIL

COUNCIL PLAN 2025 - 2029

Hobsons Bay City Council
Engagement Summary Report
September 2025



Conversation Co.

1. Executive Summary

Project Overview

Hobsons Bay City Council (HBCC) is required to develop an integrated, longer-term and transparent approach to planning organised around a ten-year community vision under the Local Government Act 2020 (the Act). In addition to the vision, councils must prepare a:

- Council Plan (four year outlook).
- Financial Plan (ten year outlook).
- Asset Plan (ten year outlook).
- Municipal Public Health and Wellbeing Plan (Public Health and Wellbeing Act 2008)

The process of developing these key strategic documents includes engaging with its community to review the Hobsons Bay 2030 Community Vision and support the development of the Council Plan 2025-29 and related strategic documents. In accordance with the legislative requirements of the Act, these plans for the next four-year planning cycle will be developed through community consultation and deliberative engagement.

Participation

Community engagement was conducted from 30 April until 26 July 2025. Engagement activities consisted of two phases. Phase 1 was a broad engagement which included online surveys, community drop-in sessions, stakeholder and community workshops. The Phase 1 engagement activities involved a total of 1,063 participants. Phase 2 was deliberative engagement, which involved an additional 36 participants and focused on in-depth discussion and debate on key topics. Table 1 shows the breakdown by engagement activity.

Table 1. Participation by Engagement Activity

Engagement Activity	No.	%
General online/hardcopy surveys	783	71.3
Demographic collection cards from drop-in sessions	143	13.0
Early years online/hardcopy surveys	51	4.6
Middle years online/hardcopy surveys	58	5.2
Youth online/hardcopy surveys	25	2.3
Email submissions to Council	3	0.3
Community Representative Workshops	36	3.3
TOTAL	**1,099**	**100**

Key Findings- Phase 1

Community Vision Check in

The engagement program sought to test the Community Vision to ensure it remains relevant and appropriate to community members in the current context. Survey participants were asked whether each of the six key priorities under the Community Vision were still important to them. There were a total of 783 responses to this question.

The most important priority was 'An accessible and connected community' with 86% of participants selecting 'important' or 'very important', followed by 'Community wellbeing and inter-connection' with 82% selecting 'important' or 'very important'. Participants in this engagement indicated 'Visionary, vibrant, accountable urban planning' was the least important. However, this priority had the most divided responses with 66% selecting 'important' or 'very important', 18% 'not important' or 'somewhat important' and 16% 'neutral'.

Top service priorities for the next four years

Survey and drop-in session participants were asked to rank services and facilities in order of priority for the next four years (1= most important - 11= least important). All rankings were collated and weighted by the number of responses for each. Health and wellbeing community services was the highest priority across the services ranking followed by services for children, youth and/or families, older people and people living with a disability and sport and recreation facilities. The Council services that were of lower priority to participants were; business tourism and industry support and carparking.

Table 2. Top priorities for the next four years

Priority	Council services/facilities
1	Health and wellbeing community services
2	Services for children, youth and/or families, older people and people living with a disability
3	Sports and recreation facilities
4	Public amenity, dumped rubbish, litter and roadside cleaning
5	Urban planning and development controls and enforcement
6	Libraries and community centres
7	Climate change and sustainability
8	Arts and culture facilities and events
9	Rubbish, recycling and hard waste collection
10	Businesses, tourism and industry support
11	Car parking

Source: survey, drop ins

Residents highlighted the importance of public amenity, climate action, and community health and wellbeing. Key priorities included upgrading sports facilities, improving parks, footpaths, and drainage, and planning for growth to protect neighbourhood character and ensure infrastructure keeps pace with demand. Libraries, arts, and community services were valued for fostering social connection and mental health. Concerns about access, equity, and transport issues including parking and poor cycling infrastructure were common. While some residents called for a focus on core services, others supported a stronger leadership role in sustainability and wellbeing.

Financial management

Participants in the surveys and at drop-in sessions were asked what cost savings and/or revenue raising methods they would prefer Council to prioritise. Overall the top financial management priority was disposing of under-utilised buildings and facilities (n=484), followed by removing non-essential services (n=350) and introducing user-pays fees (n=200). In free text responses participants also suggested

- More sustainable Council organisation of revenue and spending (n=292)
- Smart investment and prioritisation of infrastructure and services (n=214)
- Investment in public and active transport (n=56)
- Supporting community and social outcomes, like support with the cost of living and ensuring equity across the municipality (n=45)
- Better management of public facilities and Assets, including disposal and renewal (n=28)

Assets priorities

Participants in surveys were asked to indicate which Council assets were most important for investment over the next four years. Survey participants were able to rank from a list in order of priority and drop in participants were asked to indicate preferences in a spending activity. Table 3 presents the asset priorities across the two engagement methods.

Table 3. Asset priorities for the next four years

Assets for investment	Surveys	Drop-ins
	Priority	Priority
Parks, reserves, and playgrounds (open space, fences, BBQs, furniture)	**1**	**1**
Roads	**2**	**3**
Community buildings (kindergartens, community centres, libraries)	**3**	**2**
Walking and cycling paths	**4**	**4**
Stormwater drainage	**5**	**5**
Sportsgrounds and pavilions	**6**	**6**

Overall, the highest priority was parks, reserves and playgrounds, followed by roads and community buildings. Stormwater drainage and sportsgrounds and pavilions were the lowest priorities.

Health and Wellbeing priorities

Survey and drop-in participants were asked 'What are the most important factors affecting health and wellbeing for you and/or your family that Council should consider working on over the next four years?' Table 4 presents the results.

Table 4. Community health and wellbeing priorities

Priority	Health and wellbeing factors
1	Feeling safe in your community
2	Social and community connections
3	Access to mental health and wellbeing support advice
4	Affordable and healthy food
5	Access to physical health and wellbeing support
6	Family violence
7	Homelessness/rough sleeping
8	Health impacts of climate change
9	Alcohol and other drugs
10	Tobacco and vaping

Feeling safe in the community was the highest priority by a significant margin, followed by social and community connections and access to mental health and wellbeing services. Feedback in free text responses largely linked community safety to other health and wellbeing activities like early interventions for mental health, family violence, alcohol and other drug issues and also community connection and engagement in activities and programs, for youth in particular. When asked, 'What is one thing that Council can do to improve the everyday health and wellbeing of you and/or your family?' Participants understood the roles of Council in addressing health and wellbeing were varied, from providing a safe and well planned municipality and ensuring good determinants of health to advocacy for health services and specific health interventions. The most common themes suggested in free-text responses were:

- Council Infrastructure and Open Space (n=317)
- Community Safety (n=143)
- Health and wellbeing priorities (n=129)

Key Findings- Phase 2

The 36 participants in the deliberative engagement program attended three Community Representative Workshops (CRCW) throughout July 2025.

Participants received information and presentations from Council staff and had in-depth discussion on key topics including: non-essential services; asset planning and management; waste management;climate change; arts and culture; community services; health and wellbeing needs and the Community Vision.

A significant amount of feedback and data was collected throughout the CRW program. It is recommended that the feedback is read in its entirety to gain a full understanding of the discussions and recommendations. A summary of the key recommendations arising from the CRW:

1. Apply an equity lens to the Council Plan, services, initiatives and asset investments to ensure fair access and resourcing across the municipality.
2. Use clear criteria to determine non-essential services and communicate how these decisions were made to the community.
3. Prioritise community needs and outcomes ahead of cost-savings.
4. Review how service “demand” is measured and ensure qualitative data is used to inform decision-making.
5. Close performance gaps in delivering on the Asset Plan principles, especially around equity and sustainability.
6. Align asset investment with community needs—prioritising parks, open space, streetscapes, and community and recreation facilities.
7. Deliver a mix of new and renewed assets, with a modest emphasis on renewal.
8. Provide clear, accessible information on the potential impacts of Advanced Waste Recycling before seeking community feedback or making decisions.
9. Promote recycling and proper waste management through targeted education, resources, and accessible services.
10. Recognise and reward correct waste sorting, educate those making errors, and enforce penalties for repeated and intentional non-compliance.
11. Activate existing spaces and underutilised infrastructure to host arts, culture, exhibitions, and events.
12. Use a mix of communication channels including physical signage and visual promotion, to inform the community about services, events, and programs.
13. Expand services that address drainage, flooding, and stormwater management.
14. Support households and communities to prepare for the impacts of climate change.
15. Advocate and partner with the State Government to ensure sustainable land use and climate-responsive development.
16. Identify community service gaps and respond through direct delivery or advocacy.
17. Prioritise health and wellbeing initiatives, especially those focused on community safety and social connection.
18. Refresh the community vision and priorities to better reflect current needs and expectations.
19. Make better use of existing assets and infrastructure to support arts and culture, health and wellbeing, employment, and local industry growth.

Table of Contents

1. Executive Summary **2**

2. Introduction **9**

2.1. Project background 9

2.2. Engagement purpose and scope 9

PART 1: BROAD ENGAGEMENT

3. Engagement Methodology **11**

3.1. Engagement Objectives 11

3.2. Methodology 11

3.3. Communication strategies 12

3.4. Strategies to support participation 13

3.5. Barriers to participation 14

4. Who Participated? **15**

4.1. Participation by engagement activity 15

4.2. Characteristics of participants 15

4.3. Residential location 17

4.4. Connection to the project 18

4.5. Submissions to Council 19

5. Key Findings **20**

5.1. Community Vision 20

5.1.1. Vision Priorities 20

5.2. Council Service Priorities 22

5.3. Financial Management 31

5.4. Asset Priorities 36

5.5. Health and wellbeing 38

5.6. Feedback from children and young people 45

5.6.1 Early years online survey 45

5.6.2 Middle years online survey 46

5.6.3 Youth survey 46

6. Next Steps **48**

PART 2: DELIBERATIVE ENGAGEMENT

7. Engagement methodology **50**

8. Who participated? **51**

8.1. Previous experience 51

8.2. Participation 52

8.3. Strategies to support participation 53

8.4. Barriers to participation 53

9. Workshop 1 **54**

9.1. Breaking the ice 54

9.2. Setting the scene 55

9.3. Identifying non-essential services 56
9.3.1. Summarised feedback by criteria 56
9.3.2. Determining top criteria 60
9.4. Asset Management 60
9.4.1. Assessing asset management principles 61
9.4.2. Recommended investment by asset class 63
10. Workshop 2 64
10.1. Arts and culture 64
10.1.1. Opportunities for arts and culture in Hobsons Bay 64
10.1.2. Investment in resources for arts and culture 66
10.1.3. Arts and culture - preferred communication channels 67
10.2. Climate change and sustainability 69
10.2.1. Preparing for changing weather 69
10.3. Landfill and contamination 76
10.3.1. Reducing landfill waste and contamination 77
10.3.2. Consequences for contamination 79
11. Workshop 3 81
11.1. Community Services 81
11.1.1. Identifying gaps in community services 81
11.2. Health and Wellbeing 85
11.2.1. Identifying Council's role in addressing health and wellbeing 85
11.2.2. Prioritising health and wellbeing needs 89
11.3. Community Vision 90
11.3.1. Vision statement review 90
11.3.2. Refreshed vision statements 91
11.3.3. Priority 1. Visionary, vibrant, accountable urban planning 91
11.3.4. Priority 2. Community wellbeing and inter-connection 92
11.3.5. Priority 3. Growth through innovation, access to local jobs, technology and education. 92
11.3.6. Priority 4. Proactive enrichment, expansion and conservation of the natural and urban environment. 92
11.3.7. Priority 5. Activation of sustainable practices 92
11.3.8. Priority 6. An accessible and connected community 92
12. Other issues raised 93
13. Evaluation of the CRW 94
14. Recommendations 98

2. Introduction

2.1. Project background

Hobsons Bay CIty Council is required to develop a long-term, transparent approach to planning under the Local Government Act 2020 (the Act). The process includes engaging with its community to review the Hobsons Bay 2030 Community Vision and support the development of the Council Plan 2025-29 and related documents; Long Term Financial Plan, Asset Plan and the Health and Wellbeing Plan 2025-29. In accordance with the legislative requirements of the Act, these plans for the next four-year planning cycle will be developed through community consultation and deliberative engagement and are expected to be reviewed in 2029.

2.2. Engagement purpose and scope

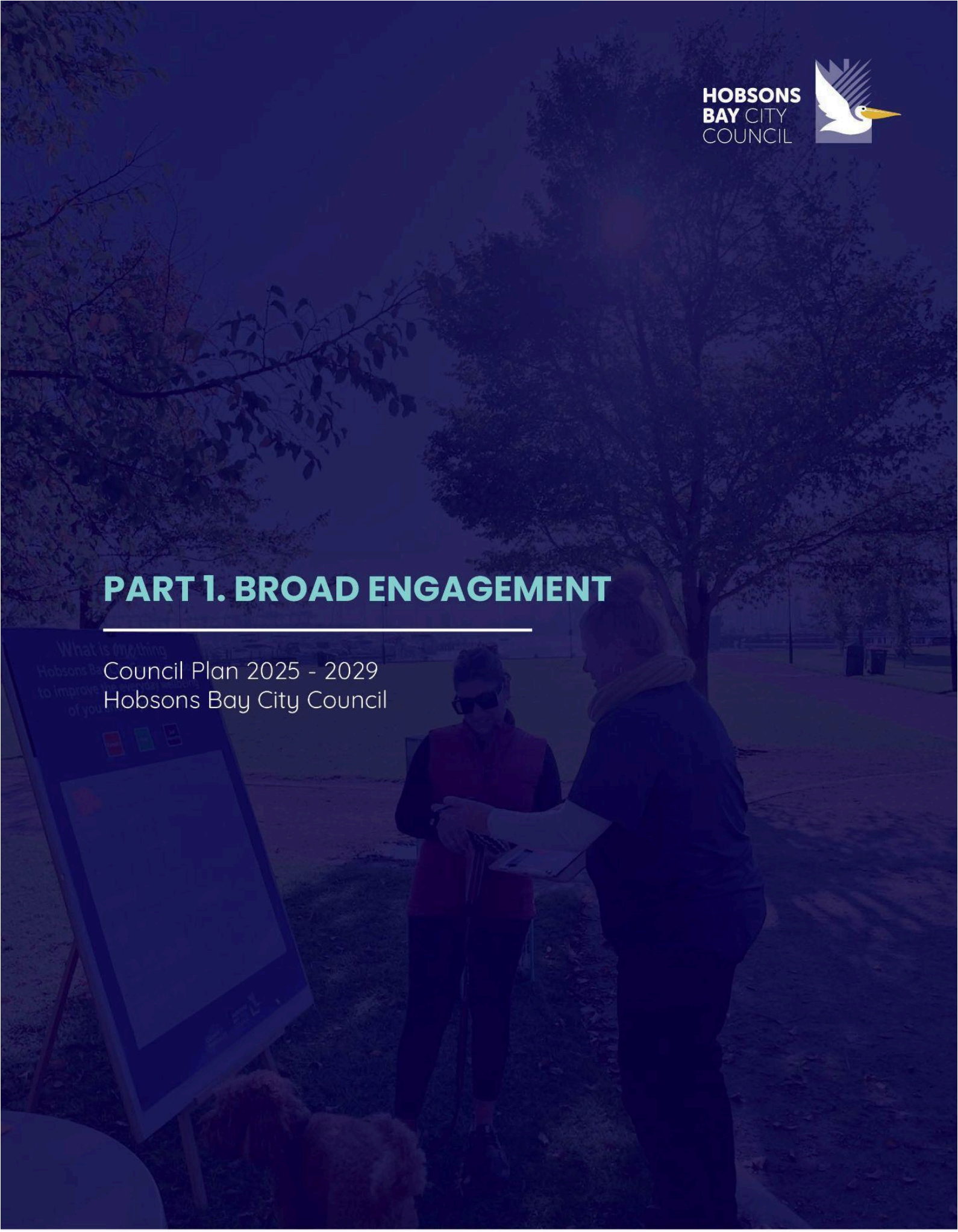
This project has two stages of engagement. Phase 1 will be used to understand board community sentiment and priorities for the Council Plan and Health and Wellbeing Plan as well as a check in on the relevance of the current Community Vision. Feedback from the broader engagement will support deeper discussions in Phase 2 deliberative engagement with the Community Representative Workshops to advise the development of the Council Plan, Health and Wellbeing Plan (MPHWP) and Community Vision.

This engagement summary report provides the findings from Phase 1, broad engagement and Phase 2 deliberative engagement.

The key negotiables of this engagement program were as follows:

- Key directions, objectives and strategies for 2025-2029 Council Plan
- Review of the Community Vision:
- Wording of Vision statement
- Number of, and scope, of Vision Priority Areas
- Vision Priority Areas wording
- Potential Council Plan and Budget initiatives
- Ongoing engagement and communications opportunities between Council and community

HOBSONS BAY CITY COUNCIL



PART 1. BROAD ENGAGEMENT

Council Plan 2025 - 2029
Hobsons Bay City Council

Conversation Co.

3. Engagement Methodology

Phase 1 of engagement employed a mixed-methodology approach to provide a range of convenient and accessible ways for diverse community members to participate.

3.1. Engagement Objectives

The specific objectives of the broad engagement phase were to:

- 'Check-in' with the Vision Statement (relevance, aligned to values) and the six priority areas of the 2030 Community Vision.
- Determine the key directions, objectives and strategies of the 2025-2029 Council Plan including the establishment of new objectives.
- Identify potential Council Plan and Budget initiatives (major projects, new infrastructure).
- Strengthen the Asset Plan and intended financial investment across the municipality through the Financial Plan.

3.2. Methodology

The broad engagement activities were based on the IAP2 Public Participation Spectrum under 'Inform' and 'Consult'. The promise to the Hobsons Bay community is to "*work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.*"

Following Council endorsement of the engagement program, community engagement was conducted from 30 April 2025 - 6 June 2025. Engagement activities consisted of online surveys, community drop-ins, stakeholder workshops and online activities.

Table 5. Engagement Activities

Activity	Description	Dates
Online survey and project information (*Participate Hobsons Bay*)	Allow community members to participate in the survey when and where suits them. Present project information and additional engagement activities: • EOI for deliberative engagement • Drop-in sessions	30 April 2025 - 6 June 2025
14 x 2 hour community drop-in sessions (note: some days had multiple drop-ins across locations)	Inform community members about the project and provide a shorter and more convenient way to engage for busy community members as they go about their daily lives. Promote further involvement in the project by taking the online survey or signing up to the community panel.	• 11 May 2025 • 14 May 2025 • 16 May 2025 • 21 May 2025 • 22 May 2025 • 24 May 2025 • 28 May 2025 • 4 June 2025

Activity	Description	Dates
Direct submissions to Council	To allow for more detailed feedback on issues related to the Council Plan.	30 April 2025 - 6 June 2025

3.3. Communication strategies

Phase 1 community engagement activities were supported by a communication campaign. The campaign for Phase 1 had multiple touch points including social media, traditional media, e-newsletters, posters, postcards, and internal communication.

- **Council website:** updated regularly, attracting 244 page views for the Council Plan between 30 April and 6 June.
- **ENewsletters**: sent through 10+ targeted lists, reaching over 40,000 subscribers, including youth, libraries, community development, and business networks.
- **Social media:** advertising reached 106,250 impressions, with over 24,700 people reached and 924 link clicks. A total of 23 organic social media posts and stories across Facebook and Instagram promoted key messages and events, with strong reach and engagement across multiple dates.
- **Letter box drops:** A5 flyers to 36,100 households, with an additional 2,500 flyers distributed across Council sites and with key service teams.
- **Posters**: translated into 13 languages, displayed at more than 20 Council locations to support inclusivity and access.

Other channels included a media release, Councillor column, digital screens, email signatures, and on-hold phone messages to reinforce messaging.

These efforts ensured broad community reach, including targeted communication to young people, culturally diverse groups, and regular Council service users.

Image 1. Social media post (Facebook)

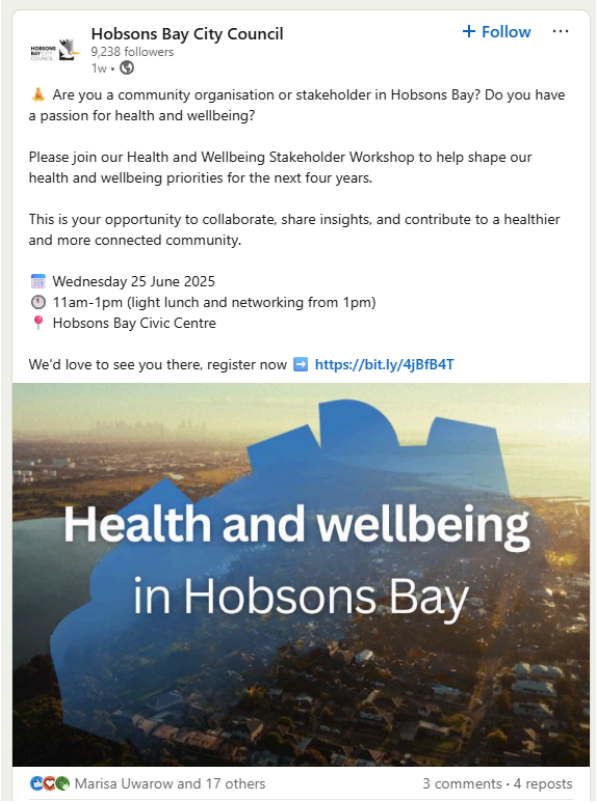


3.4. Strategies to support participation

An important part of best practice is to reflect on actions that may have supported, or limited participation. The following points note ways we believe Council and the Conversation Co. team supported participation:

- **Online engagement:** via Participate Hobsons Bay, including opportunities to ask questions and provide feedback. Information could be translated into various languages on this platform.
- **Separate project page for children and young people:** including children's, middle years and youth surveys. This approach encourages young people to participate.
- **In-person:** drop-in sessions across locations across the municipality, to ensure an even spread.
- **Leveraging off Council's contacts with community groups:** and being invited to set-up in community spaces.
- **Targeting specific groups:** Planning drop-ins to occur at times and locations to target specific groups, including those experiencing vulnerability or traditionally underrepresented in consultation.

Image 2.: Social media post (LinkedIn)

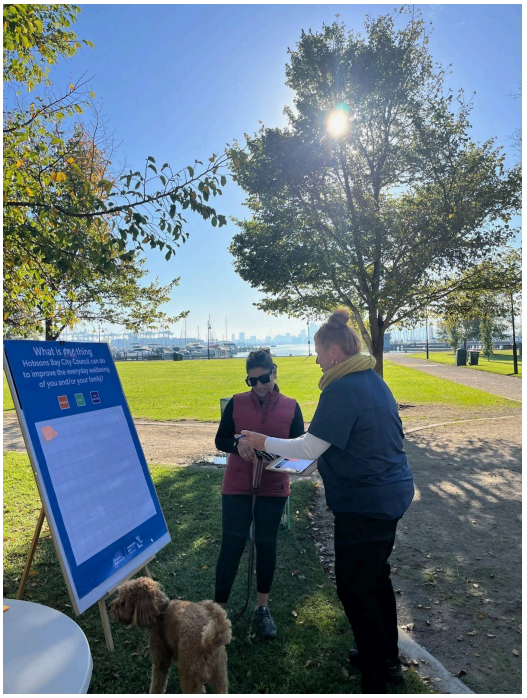


3.5. Barriers to participation

Some of the barriers to participation are as follows:

- **Poor weather conditions:** A community drop-in event was rescheduled due to unforeseen weather conditions. The subsequent reschedule had to be moved nearby for shelter.
- **Small group numbers:** Some of the drop-ins were scheduled to occur during existing group times. Some of the groups had low numbers on the day which limited the reach/participation numbers.
- **Lack of response to requests for space:** Conversation Co had requested to attend a large event (non-Council operated) to access a large section of the community, but were not provided with a response.

Images 3-4. Participation at drop-ins





4. Who Participated?

4.1. Participation by engagement activity

Table 6 shows a summary of the engagement activities by involvement. A total of 1063 participants were involved in the broad engagement. It is important to note some participants may have participated in more than one activity, for example they may have completed an online survey and also attended a community drop-in.

Table 6. Participation by Engagement Activity

Engagement Activity	No.	%
General online/hardcopy surveys	783	73.7
Demographic collection cards from drop-in sessions	143	13.5
Early years online/hardcopy surveys	51	4.8
Middle years online/hardcopy surveys	58	5.5
Youth online/hardcopy surveys	25	2.4
Email submissions to Council	3	0.3
TOTAL	**1,063**	**100%**

Attendance was counted at community drop-in sessions with a total of 397 across all drop-in engagements however the number in Table 6 only includes participants who filled in a demographic card. Some participants, for instance, completed an online survey while visiting the drop-in.

Throughout this report, the abbreviation “n=” is used to indicate the number of participants or responses. Percentages are rounded to one decimal place and as such may be subject to rounding errors (sum to 99.9% or 100.1%).

4.2. Characteristics of participants

The demographic characteristics of engagement participants are shown in Table 7. Percentages shown in Table 7 are of all responses received (excludes participants who did not provide this information).

Looking at communities of interest, this engagement had higher representation of people with disabilities (n=75, 7.2%) in comparison to census data (6.4%) and good representation of of Aboriginal and/or Torres Strait Islander participants (n=6, 0.6%) in comparison to the

census (0.7%). This engagement had much lower representation of communities who speak a language other than English at home (n=107, 10.3%) in comparison to their makeup of the population (27.3%). While the project page hosted on Participate Hobsons Bay could be translated into community languages, this engagement may have benefited from a more targeted approach with particular cultural groups, translated collateral, and further drop-in sessions planned for multicultural neighbourhoods. Participation in this project will be further supported during Phase 2 deliberation, with a group being selected to adequately represent the Hobsons Bay community.

Table 7. Characteristics of participants

Selected characteristics	No.*	%	2021 Census %
Gender			
Woman or female	543	59	48.9
Man or male	328	35.7	51.1
Non-binary	14	1.5	-
Prefer not to say	31	3.4	-
Use a different term	4	0.4	-
Total respondents	920	100	100
Age Group			
Under 18	202	19.1	21.5
18-25	26	2.5	8.1
26-39	235	22.3	20.6
40-59	403	38.2	27.9
60+	186	17.5	21.9
Prefer not to say	5	0.5	-
Total respondents	1057	100	100
Communities of interest			
Identifies as someone with a disability or caring for someone with a disability (responses)	75	7.2	6.4
Speak a language other than English at home (responses)	107	10.3	27.1
Born overseas	215	20.6	30.1

Selected characteristics	No.*	%	2021 Census %
Part of the LGBTQIA+ community (responses)	76	7.3	-
Aboriginal and/or Torres Strait Islanders (responses)	6	0.6	0.7
Prefer not to say	47	4.5	-
Belongs to at least one of these groups	479	45.9	-
None of the above	517	49.6	-

Data sources: Surveys, drop-in sessions
Source for 2021 Census data is https://profile.id.com.au/hobsons-bay. Disability approximated by Need for Assistance variable (6.4%), unpaid carers (13.4%).

This engagement program had greater representation from women than other genders (n=543, 59%) which is typical for community engagement projects. Young adults aged 18-25 were underrepresented in this engagement (n=26, 2.5%) in comparison to their makeup of the population (8.1%). This engagement program has higher representation of those aged 26-59 years (n=638, 60.5%) in comparison to census data (48.5%).

4.3. Residential location

Community survey and drop-in participants were asked to provide their residential location. There were a total of 911 responses to this question, with the bulk of participants residing in the Hobsons Bay municipality. Table 8. shows the breakdown of participation by residential location in comparison to census data.

Altona-Seaholme (n=156, 17.1%), Williamstown (n=150, 16.5%) and Newport (n=168, 16.5%) were all overrepresented in this engagement in comparison to the Census data. Altona Meadows (n=119, 13.1%), Altona North (n=78, 8.6%), Brooklyn (n=5, 0.5%) and Laverton (n=23, 2.5%) were unrepresented in this engagement in comparison to their makeup of the municipality. In response to low participation levels from Laverton, Council conducted targeted social media posts aimed at the region. This outcome may indicate a need to similarly target these regions in future engagements. Participation in this project will be further supported during Phase 2 deliberation, with a group being selected to adequately represent the Hobsons Bay community.

Table 8. Participation by residential location

Residential location	No.*	%	2021 Census %
Altona - Seaholme	156	17.1	14.8
Altona Meadows	119	13.1	20.2
Altona North	78	8.6	14.2

Residential location	No.*	%	2021 Census %
Brooklyn	5	0.5	2.2
Laverton	23	2.5	5.2
Newport	168	18.4	15
Seabrook	36	4	5.4
South Kingsville-Spotswood	54	5.9	5.4
Williamstown	150	16.5	12.7
Williamstown North	19	2.1	4.8
Other areas outside Hobsons Bay	103	11.3	-
TOTAL	**911**	**100**	**100**

Data sources: Survey, drop-ins. Data source for 2021 Census data is https://profile.id.com.au/hobsons-bay/population?WebID=200

In terms of locations outside of Hobsons Bay there were 103 responses, with 51 areas mentioned, the most common being Wyndham (n=20), Yarraville (n=10), and Tarneit (n=5).

4.4. Connection to the project

Survey participants were asked to share their connection to Hobsons Bay and were able to select as many as apply. There were a total of 1,399 responses to this question from 813 participants.

Table 9. Participants' connection to Hobsons Bay

Engagement Activity	No.	%
I live here	449	51
I work here	141	17.4
I study here	22	2.9
I own a business here	32	3.5
I visit the parks, sporting fields, coastal areas or shop here	222	25.3
TOTAL	**1,399**	**100**

Data source: Community survey

*Note: This total represents survey participants and is not indicative of the wider municipality.

The highest level of participation can be seen from those living in Hobsons Bay, with visitors and workers also among the highest connections. Certain areas of Hobsons Bay (parks, sport centres, shops) are likely to attract those living in surrounding municipalities which may explain the high number of visitor connections.

4.5. Submissions to Council

Three email submissions were made to Council, one from the Cancer Council, one from a representative of Bayfit Actively Ageing Advisory Group and one joint submission from local environment groups: Friend of Newport Lakes, Friends of Skeleton Creek and Altona Bay Wetlands, Friends of Truganina Welands, Grassy Plains Network, Hobsons Bay Wetlands Centre, Truganina Explosives Reserve Preservation Society (TERPS).

The Cancer Council specifically recommended the planning of UV protection and shaded areas in public spaces to reduce the risk of skin cancer and provide safe and comfortable public spaces as the climate changes.

The Bayfit submission highlighted the need for specific planning for seniors within the new Council and Health and Wellbeing plan including:

- Recognition of the importance of seniors and their protective health and wellbeing needs across the city by a dedicated section within Council and Health and Wellbeing Plans
- Explicit policies and programs to address these needs
- An ongoing mechanism by which the views of seniors can be accessed to inform Council actions for example; Reference Group, a dedicated Council Officer.
- The co-development, marketing and widespread roll-out of dedicated programs that enhance active ageing for different cohorts.
- Programs offered at low or no cost with resources also devoted to addressing mobility and other accessibility challenges

The environmental groups submission called for better integration of the Council Plan with other existing strategic documents that support the natural environment and land management across the municipality including:

- Hobsons Bay 2030 Community Vision
- Hobsons Bay Open Space Strategy 2018-2028
- Hobsons Bay Biodiversity Strategy 2024-2034
- Coastal and Marine Management Plan
- Nature in Hobsons Bay 24 February 2025
- Urban Forest Strategy 2020
- Hobsons Bay Industrial Land Management Strategy

Local environment groups asked for continued involvement in the development of the Council Plan and related strategies and pointed to further community engagement opportunities to support land management.

5. Key Findings

This broad engagement program aimed to gather feedback on the future directions for the new Council Plan, Financial Plan, Asset Plan and check the currency of the Community Vision statement.

The following sections present the findings from the survey, community drop-in sessions, submissions to Council and stakeholder workshops. Findings are presented in four sections:

- Section 5.1 Community Vision.
- Section 5.2 Council service and facilities priorities.
- Section 5.3 Financial management priorities.
- Section 5.4 Asset priorities.
- Section 5.5 Health and wellbeing.
- Section 5.6 Feedback from children and young people.

5.1. Community Vision

The Hobsons Bay Community Vision 2030 was developed by the community in 2017 through a multiphase community engagement process including broad engagement and deliberative engagement.

Community Vision Statement

> *By 2030, embracing our heritage, environment and diversity, we - the community of Hobsons Bay – will be an inclusive, empowered, sustainable and visionary community, led and supported by a progressive Council of excellence.*

The Vision is broken up into six key priorities:

- Visionary, vibrant, accountable urban planning.
- Community wellbeing and inter-connection.
- Growth through innovation, access to local jobs, technology and education.
- Proactive enrichment, expansion and conservation of the natural and urban environment.
- Activate sustainable practices.
- An accessible and connected community.

5.1.1. Vision Priorities

This engagement sought to test the Vision to ensure it remains relevant and appropriate to community members in the current context. Survey participants were asked whether each of the six key priorities were still important to them and were able to indicate; Very important, neutral, somewhat important, not important. There were a total of 783 responses to this question.

The most important vision priority was 'An accessible and connected community' with 86% of participants selecting either 'important' or 'very important', followed by 'Community wellbeing and inter-connection' with 82% selecting either 'important' or 'very important'.

Participants in this engagement indicated 'Visionary, vibrant, accountable urban planning' was the least important. However, this priority had the most divided responses with 66% selecting 'important' or 'very important', 18% 'not important' or 'somewhat important' and 16% 'neutral'. Table 10 shows the breakdown of responses.

Table 10. Vision priorities check in

Priority	Not important	Somewhat important	Neutral or unsure	Important	Very important
An accessible and connected community	12	44	56	313	358
	2%	6%	7%	40%	46%
Community wellbeing and inter-connection	9	68	64	300	342
	1%	9%	8%	38%	44%
Proactive enrichment, expansion and conservation of the natural and urban environment	21	55	101	288	318
	3%	7%	13%	37%	41%
Activate sustainable practices	37	77	122	267	280
	5%	10%	16%	34%	36%
Growth through innovation, access to local jobs, technology and education	16	95	135	313	224
	2%	12%	17%	40%	29%
Visionary, vibrant, accountable urban planning	34	109	127	290	223
	4%	14%	16%	37%	28%

Data source: Surveys

* Percentages are of the total number of responses for each vision priority

5.2. Council Service Priorities

Survey and drop-in session participants were asked to rank services and facilities in order of priority for the next four years (1= most important- 11= least important). All rankings were collated and weighted by the number of responses for each. A low weighted average represents a higher priority (received more 1 votes). Table 11 demonstrates this breakdown.

Table 11. Community priorities for Council services and facilities

Council services/facilities	Weighted average rank (lower is better)	Priority (1=higher)
Health and wellbeing community services	4.56	**1**
Services for children, youth and/or families, older people and people living with a disability	4.43	**2**
Sports and recreation facilities	5.37	**3**
Public amenity, dumped rubbish, litter and roadside cleaning	5.48	**4**
Urban planning and development controls and enforcement	5.62	**5**
Libraries and community centres	5.75	**6**
Climate change and sustainability	6.10	**7**
Arts and culture facilities and events	6.27	**8**
Rubbish, recycling and hard waste collection	6.32	**9**
Businesses, tourism and industry support	7.06	**10**
Car parking	7.87	**11**

Data source: Survey, drop-in sessions

Health and wellbeing community services was the highest priority across the services ranking followed by services for -children, youth and/or families, older people and people living with a disability and sport and recreation facilities. The Council services that were of lower priority to participants were; business tourism and industry support and carparking.

Participants were then asked to provide the reasoning behind their prioritisation for Council services and facilities. There were a total of 598 free text responses to this question. This feedback has been analysed thematically. Participants often mentioned more than one theme and these mentions have been counted accordingly.

Residents prioritised public amenity, climate action and the environment and health and wellbeing. There was strong demand for upgraded sports facilities, especially for growing junior clubs, and improved parks, footpaths, and drainage. People indicated a need for better

planning to manage development and population growth to ensure roads and infrastructure is able to meet community needs and protect neighbourhood character.

Libraries, arts, and community services are valued for their role in social connection and promoting mental health and wellbeing. Access and equity for children, families, and vulnerable groups were key concerns. Transport issues, especially parking and poor cycling infrastructure, were frequently raised. Some residents urged Council to focus on core services, while others supported broader leadership on sustainability and community wellbeing. Table 12. presents the common themes in detail, including descriptions of participant feedback and verbatim quotes.

Table 12. Community priorities rationale

Theme	Description	Verbatim quotes and suggestions
Public amenities, open space and maintenance (n=146)	• Expand public open spaces (parks, pocket parks, splash parks, playgrounds, dog parks, ensure green space for new residential developments) • Safe cycling and pedestrian routes • Maintenance of public spaces: high streets, roadsides, parks, footpaths, beaches, dog parks) • Disability access across the municipality • Maintenance: street sweeping, dumped rubbish, maintenance along major roads. • Maintain street trees, public gardens and planting • Maintain sporting grounds: resurfacing, mowing • Increased amenity in open spaces, streets and beaches: showers, public toilets, shade, public furniture, shelters, bbqs, bus stops, • Increased public facilities and buildings	*"We need more regular maintenance, especially footpaths. Many have broken Tarred Footpaths and easy for tripping and falling over"* *"We should prioritise cleaning up the suburbs that are sometimes forgotten... and lacking easy access for pedestrians"* *"skate park, ninja park, pump track, public basketball courts- things aimed at our late primary school and high school aged youth"* *"As I look around the City of Hobsons Bay I am disappointed as to the deteriorated state of our public amenities."*
Climate change, sustainability and the environment (n=130)	• Addressing climate change: green energy, community education and awareness, • EV charging infrastructure • Community batteries, solar panel schemes, sustainable energy incentives • Resilience, disaster risk reduction education and planning: sea level	*"Action on Climate Change is extremely urgent. Council must protect our special and unique places along the coastline not only for people but for all the species that live here too"* *"For Climate change my*

Theme	Description	Verbatim quotes and suggestions
	rise, flooding, extreme temperatures • Urban canopy: greening neighbourhoods, roadsides, public land and reserves • Stricter environmental control and sustainable design in the planning scheme • Air quality concerns • Reducing industrial pollution • Supporting biodiversity, local flora and fauna, wildlife and coastal habitats • Protecting waterways and coasts	*priority is revegetation and better care of our waterways and parks to help threatened species and to restore our locality from long term contamination and industry pollution."* *"Climate change places the community in danger in so many ways - extreme heat, flash flooding, coastal inundation, food insecurity and cost rises. We need to urgently build resilience both in public spaces and households"*
Health and wellbeing (n=124)	• Access to health services • Mental health programs, youth mental health • Healthy eating, access to affordable healthy food • Active living; investment in sport and recreation pathways, programming and facilities • Support services and community programs for people with disability and chronic illnesses • Early intervention, preventative health services • Healthy ageing services; support at home, meals on wheels, active seniors programs • Addressing health impacts of air quality	*"I work in youth mental health and Hobson's Bay are in dire need of more services for our young people, particularly around mental health and connection to community"* *"Our area has additional challenges with air pollution being a key factor- we need Council to help us keep this on the agenda for a healthier area"* *"With young children, support via maternal health and specialists is very important"*
Community services and programs (n=116)	• Youth and children's services and activities • CALD programs • Support services for vulnerable people • Services for people with disabilities • Seniors programs and service • Improved library programming • Community centres • Healthy ageing services • Support with the cost of living	*"More customised services and spaces for seniors in community, recreation, library and art settings"* *"Services for various groups within our community which may be disadvantaged or where services are lacking"* *"I would love to see the Altona Library - baby time*

Theme	Description	Verbatim quotes and suggestions
	• Improved facilities for community programs • LGBTQIA+ programs • Programs and activities that support social connection and belonging	*and story time sessions back on a Tuesday"*
Sport and recreation facilities (n=113)	• Improved sports facilities, maintenance and upgrades (clubrooms, courts, playing surfaces) • Expand sports facilities to service increasing demand • Aquatics facilities: improve and expand	*"I wanted to prioritize having a swimming pool in Altona Meadows as well as a gym connected to it"* *"Improved access to grounds and infrastructure for growing clubs like NPJFC"*
Urban Planning and Development (n=108)	• Urban renewal and revitalisation • Developing high streets and shopping precincts • Ensuring infrastructure, roads, parking, public transport and facilities to service population growth and new developments • Building height restrictions • Urban greening • Diversity in housing supply (small-large family homes) • Faster permit approval • Better planning for flooding • Disability access • Connectivity between neighbourhoods • Active transport links • Affordable housing • Transition from industrial to residential land • Retaining local character and heritage • Placemaking for areas between major roads • Sustainable urban design and planning	*"Stringent building application requirements around height appropriateness, confirmed occupation of people/dwellers and proprietors should be assured before approval".* *"I prioritised Urban Planning Development and Controls as it is really important to me to have liveable, walkable and safe outdoor areas for my family"* *"Increased density dwellings (recent and future) have advanced the need for future planning of services and access to the Council area"*
Roads and transport (n=86)	• Overreliance on driving; increase public transport linkages: more bus services, more train stations • Safe cycling and pedestrian links	*"The local traffic has been severely impacted by the vehicles at the new apartment , the new traffic*

Theme	Description	Verbatim quotes and suggestions
	• Road maintenance • Road widening to accommodate for population growth and car parking • Road expansion; reduce traffic and congestion and thoroughfares on suburban streets • Road safety: traffic calming, improving safety at intersections and in suburban streets. • Provision of parking on residential streets, new developments must have off street parking • Provision of parking: Train stations, high streets • Reduce parking fees, provide parking permits, more free parking	*lights at Birmingham and Melbourne Rd (which sends vehicles up Birmingham from the new Woolworths) and building works".* *"The urban development is a concern, new townhouses on Kororoit Creek Rd are not accounted for when it comes to road or parking development".* *"Lack of car parking in the Williamstown Shopping and Nelson Place has always been an issue and needs to be addressed and consideration to scrapping parking metres would also help".* *"Wish to see traffic calming measures improved and upgraded on Maddox Road"*
Rubbish, Recycling & Hard Waste Collection (n=78)	• Improved waste services: more frequent collections, soft plastics recycling, expand FOGO • Improved waste education: 4 bin system, how to recycle, FOGO • Public bins • Removal of dumped rubbish/ enforcement illegal dumping • More frequent, free hard rubbish collections	*"Dumped rubbish is everywhere and the roads flood when it rains"* *"Free hard waste collection quarterly which will also reduce rubbish being dumped in streets".* *"disappointing when green bin collection reverted to weekly collection - we need to apply the environment / climate change lens to all decisions and recognise that behaviour change takes time!"*
Arts, culture and events (n=66)	• Invest in arts and culture to promote community wellbeing • Events to bring people together and attract visitors • Public arts, sculptures beautify the	*"Arts and culture is important to the social fabric of our community. It should be a very important part of the new Council plan - particularly building on the*

Theme	Description	Verbatim quotes and suggestions
	municipality • Community arts, writers and music programs • Local opportunities for artists and performers • Invest in local arts facilities, performance spaces, galleries and community hubs	*success of the impact of The Substation and its resident organisations".* *"I work with the community members who utilise arts and community centre facilities each week. These facilities are essential for a wide cross-section of our community to thrive and be healthy."*
Business and Industry support (n=60)	• Increase offering of local neighbourhoods and high streets: independent shops, groceries, cinemas, cafes, restaurants • Placemaking and urban renewal to support development of high streets and sustainable businesses • Free parking to support businesses • Investment attraction • Support local business: grants, incentives, support with the cost of living • Provide local employment pathways, youth employment • Support tourism and the arts to promote local business	*"Pier St is tired and could actually do with considerable brightening up, before you even consider sustainable businesses"* *"There really aren't that many places to take my mates in this area, I usually head to other Council areas for bars, cafes and shopping - this is very much a family area, not one for young adults, but a lot of young adults live here!".*
Council Organisation and governance (n=43)	• Even investment across the municipality • More opportunities for community engagement in decision making • Improve internal governance, staffing and spending • Value for money in Council spending • Accountability and transparency in decision making • Prioritise locals over tourists • Focus on core mandated services; "Roads rates rubbish" • Council should focus on more than mandated services, advocate for community health, climate sustainability • Climate change and sustainability	*"Also a fairer sharing of the $$ across all the suburbs, rather than some suburbs only getting a much smaller share/investment."* *"It is not the job of Council to worry about climate change (for example) I'd far rather they concentrate public amenities etc"* *"Focusing on core Council items. Aiming to get the basic services right before expanding and focusing on other items"* *"I would like to see more*

Theme	Description	Verbatim quotes and suggestions
	not within the local government remit • Comments surrounding the structure of the Council Plan and community engagement; concerns about prioritisation of equal Council services, divesting from particular services to support others, leading questions.	*transparent processes within the Council."*
Other mixed responses (n=88)	• Community safety concerns (13) • Domestic animal management (4) • Rational behind decision making, general comments e.g: "*Based on my own personal values and what I believe would be best for the area".*	

Data source: survey and drop-in sessions

Table 13 shows the viewpoints of males versus females and participants of different age groups, with regards to Council service priorities. Compared to men, women ranked libraries and community centres and climate change and sustainability as higher priorities. Men ranked sport and recreation facilities much higher than women. Looking at age groups, older community members were less likely to prioritise climate change and sustainability than younger people. Sport and recreation was also more of a priority for young people, with the 60+ age bracket ranking sport as one of their lowest priorities. Urban planning and development controls were more important for older participants in this engagement program.

Table 13. Comparison of feedback service prioritisation - gender and age

	Gender and broad age groups					
Priority (1=higher)	Males	Females	< 18 years	18-34 years	35-59 years	60+ years
Health and wellbeing community services	**5**	**2**	**3**	**2**	**2**	**2**
Services for children, youth and/or families, older people and people living with a disability	**2**	**1**	**1**	**1**	**1**	**1**
Sports and recreation facilities	**1**	**7**	**4**	**6**	**3**	**9**
Public amenity, dumped rubbish, litter and roadside cleaning	**3**	**4**	**5**	**8**	**4**	**3**
Urban planning and development controls and enforcement	**4**	**5**	**9**	**7**	**5**	**4**
Libraries and community centres	**7**	**3**	**7**	**3**	**7**	**5**
Climate change and sustainability	**10**	**6**	**2**	**4**	**9**	**6**
Arts and culture facilities and events	**8**	**8**	**8**	**9**	**6**	**8**
Rubbish, recycling, hard waste collection	**6**	**9**	**6**	**5**	**8**	**7**
Businesses, tourism and industry support	**9**	**10**	**10**	**10**	**10**	**11**
Car parking	**11**	**11**	**11**	**11**	**11**	**10**

Data source: Surveys. The number of people in each sub-group was: males n=328, females n=543, under 18 years n=159, aged 18-34 years n=159, aged 35-59 years n=505, aged 60+ years n=185.

Table 14 shows the viewpoints of participants living in different parts of the municipality, people with a disability or a carer, and people from culturally diverse backgrounds. The West region was defined as Altona Meadows, Laverton and Seabrook. The Central region was defined as Altona, Altona North, Brooklyn and Seaholme. The East region was defined as Newport, South Kingsville, Spotswood, Williamstown and Williamstown North.

Participants with a disability, prioritised libraries and community centres as a high priority, as was arts culture and events, in comparison to the broader community. This was a lower priority for culturally diverse groups who prioritised youth services, health and wellbeing and public amenity above other services. All groups prioritised business, tourism and carparking the lowest. Participants in the central suburbs prioritised sport and recreation facilities lower than other areas in the municipality. Rubbish, recycling and hard waste were more commonly an issue for western and central suburbs than other areas.

Table 14. Comparison of feedback service prioritisation- suburbs and target groups

	Suburbs and other target groups					
Priority (1=higher)	With a disability /carer	Culturally diverse	Suburbs - west	Suburbs - central	Suburbs - east	Outside Hobsons LGA
Health and wellbeing community services	**2**	**2**	**3**	**2**	**2**	**1**
Services for children, youth and/or families, older people and people living with a disability	**1**	**1**	**1**	**1**	**1**	**2**
Sports and recreation facilities	**8**	**4**	**4**	**6**	**3**	**3**
Public amenity, dumped rubbish, litter and roadside cleaning	**5**	**3**	**2**	**5**	**5**	**9**
Urban planning and development controls and enforcement	**7**	**5**	**6**	**3**	**4**	**7**
Libraries and community centres	**3**	**6**	**7**	**8**	**6**	**4**
Climate change and sustainability	**6**	**9**	**9**	**9**	**7**	**5**
Arts and culture facilities and events	**4**	**7**	**8**	**7**	**8**	**6**
Rubbish, recycling, hard waste collection	**9**	**8**	**5**	**4**	**9**	**8**
Businesses, tourism and industry support	**10**	**10**	**10**	**10**	**10**	**10**
Car parking	**11**	**11**	**11**	**11**	**11**	**11**

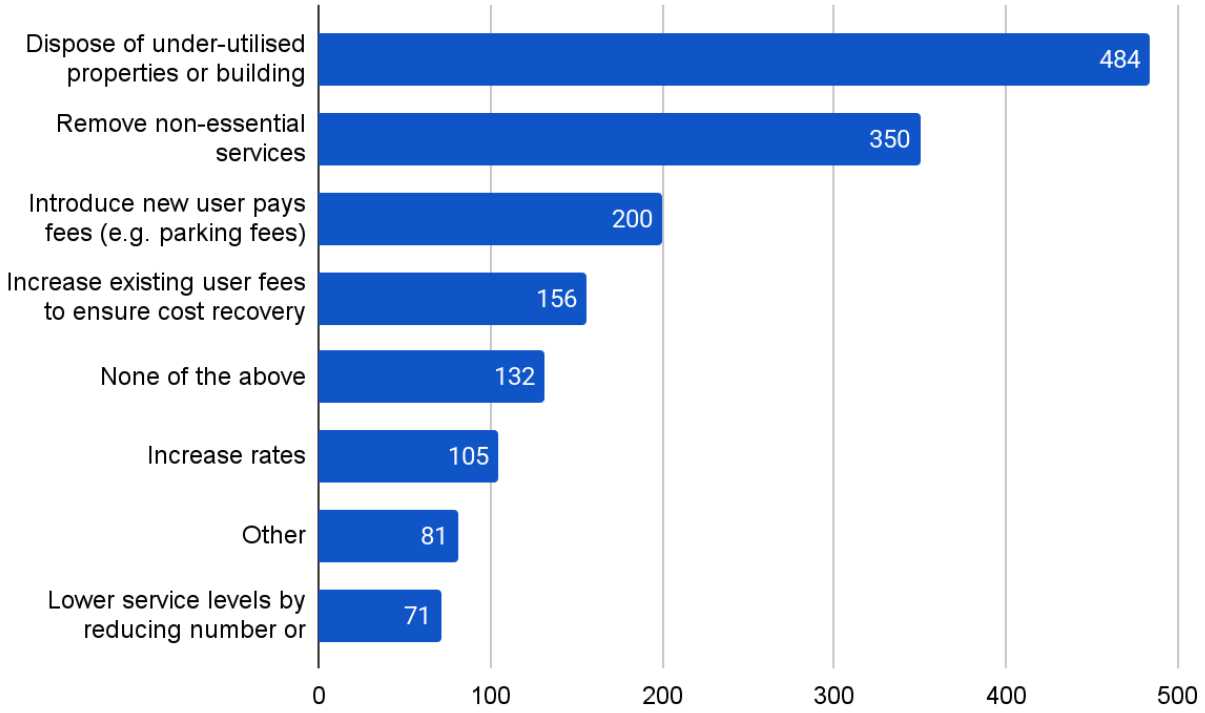
Data source: Surveys.

The number of people in each sub-group was: West n=178, Central females n=156, East n=474, Outside Hobsons n=103, disability/carer n=75, culturally diverse n=247.

5.3. Financial Management

Participants in the surveys and at drop-in sessions were asked the question: '*To balance financial constraints, what cost savings and/or revenue raising methods would you prefer Council to prioritise?*'. Participants were able to select as many that applied from a list of options. There were a total of responses to this question. Overall the top financial management priority was disposing of under-utilised buildings and facilities (n=484), followed by removing non-essential services (n=350) and introducing user-pays fees (n=200). Figure 1 presents this breakdown.

Figure 1. Community priorities for financial management



Data source: Surveys and drop-in sessions. Multi-response question.

Participants were able to select 'other' and provide a free text response under financial management priorities. These 81 responses were categorised into common themes:

- Reduce spending/raise income (n=29).
- Reducing salaries, staff, Councillors (n=22).
- Different ways to manage or set rates (n=16).
- Not relevant/out of scope comments (n=8).
- Charges to others/other ways (n=5).
- Advocacy (n=4).
- Reiterate choices (n=4).

Participants were then asked to provide the reasoning behind their selections. There were a total of 440 free text responses to this question. This feedback has been analysed thematically with common themes presented in Table 15.

Table 15. Community priorities for financial management - rationale

Theme	Inclusions	Verbatim quotes and suggestions
Council revenue and spending (n=292)	• Rates and Taxes • User Fees and Charges • Transparency and Accountability • Wage and Salary Costs • Financial sustainability	*"Increase in rates would disadvantage the less wealthy."* *"Don't care if you add parking fees, but charge those outside of the Council and let the locals park free."* *"Community participatory budgeting, transparency and not just looking at the $"*
Infrastructure and Services (n=214)	• Roads and Infrastructure • Service Access and Cuts • Reducing wastage	*"We need to streamline and redefine our assets and services without affecting ratepayers' pockets."* *"Many service providers appear to be allowed to provide a low level of service across a slow or inefficient time frame."*
Environment and Transport (n=56)	• Active Transport • Public Transport	*"Making driving less attractive by making parking more expensive will encourage people to think twice about driving, especially for trips under one kilometre away from home."* *"I suggest that the Council should upgrade the public transport system and offer incentives to encourage people to use it."* *"Climate change warrants urgent attention. Much needs to be done to mitigate negatives and capture positives."*
Community and Social Outcomes (n=45)	• Mental Health and Wellbeing • Cost of Living and Affordability • Equity and Inclusion	*"prioritised building things like wellbeing centres for the disabled or youth centres."* *"I feel like the average resident can't afford another price increase on anything else. Cost of living is epic right now."* *"I have a disability and parking is such a problem I tend to go to Altona Meadows. I would happily shop in Altona but it's difficult."*
Facilities and Assets (n=28)	• Public Facilities • Facility Disposal	*"Under-utilised properties or building facilities can have a significant negative impact on the surrounding area."*

		"An audit should be completed to review under-utilised properties or building facilities and achieve cost savings by selling such assets off."

Data source: Survey and drop-in sessions

Whilst the majority of respondents discussed the downfalls of increased rates and taxes in their free text responses, this was compounded by those either agreeing with the increase, or more often agreeing under certain circumstances. Some of these circumstances included supporting an increase of rates/tax where this supports a greater level of public services, rates/taxes directed toward those with vehicles or heavy vehicles parked on public land, if it improves quality of life and community services, and conducting internal efficiency and cost audits prior to the decision.

In addition to this, participants often recommended a higher degree of accountability in terms of spending, including Council being more transparent with the costs of projects and communicating tangible benefits of rates.

Categories under infrastructure and services experienced a significant crossover, with many discussing a need to shift budget from unnecessary or overly costly road related infrastructure to necessary services, parks and gardens and footpaths to promote accessibility. Participants often backed essential services and were generally open to reassessing "non-essential" services, however, a number of participants were seeking more clarity on how a non-essential service is determined.

Active and public transport was often referenced alongside parking fees, with some participants recognising the potential benefits of making parking less accessible. To support a decrease in personal car travel and parking, participants suggested improving the public transport system and providing more accessible active transport routes.

Participants most often discussed cost of living and resident financial issues when discussing rates, fees and taxes. Increasing these was seen to be unfair on already struggling community members, with rates already being seen as high in the area. The majority of comments in relation to the disposal of underused assets and facilities were in support of the idea, finding it beneficial in raising revenue without directly impacting the public.

Table 16 shows the viewpoints of males versus females and participants of different age groups, with regards to the proposed financial management options. There was little marked difference between women and men' s preferred revenue raising options. Introducing user pays fees was less popular with younger people, who preferred increasing rates than older people. Lowering service levels was also more acceptable for younger people by a small margin. All age groups preferred disposing of underutilised properties and facilities and removing non-essential services over other measures.

Table 16. Comparison of opinions on financial management - gender and age

	Gender and broad age groups					
Cost savings and/or revenue raising priorities	Males %	Females %	< 18 years %	18-34 years %	35-59 years %	60+ years %
Increase rates	8	7	8	11	6	7
Introduce new user pays fees	13	13	7	17	13	14
Increase existing user fees	10	11	7	11	10	12
Lower service levels	5	5	8	6	4	3
Remove non-essential services	24	23	31	18	24	25
Dispose of under-utilised properties or facilities	30	34	24	32	35	29
None of the above	10	8	15	5	7	10
TOTAL responses	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Data source: Surveys. Multi-response question.
The number of people in each sub-group was: males n=328, females n=543, under 18 years n=159, aged 18-34 years n=159, aged 35-59 years n=505, aged 60+ years n=185.

Table 17 shows the viewpoints of participants living in different parts of the municipality, people with a disability or a carer, and people from culturally diverse backgrounds. The West region was defined as Altona Meadows, Laverton and Seabrook. The Central region was defined as Altona, Altona North, Brooklyn and Seaholme. The East region was defined as Newport, South Kingsville, Spotswood, Williamstown and Williamstown North.

Both CALD and disability groups did not prioritise lowering service levels in order to save money. Participants with a disability were more supportive of increasing rates than other groups. There was not a marked difference in cost saving priorities across residential locations apart from central suburbs where there was higher prioritisation of introducing user pays initiatives.

Table 17. Comparison of opinions on financial management - suburbs and other target groups

	Suburbs and other target groups					
Cost savings and/or revenue raising priorities	With a disability /carer %	Culturally diverse %	Suburbs - west %	Suburbs - central %	Suburbs - east %	Outside Hobsons LGA %
Increase rates	11	7	6	6	8	10
Introduce new user pays fees	15	16	15	21	10	15
Increase existing user fees	14	10	11	11	10	11
Lower service levels	4	6	5	5	5	4
Remove non-essential services	18	23	25	22	24	21
Dispose of under-utilised properties or facilities	24	32	30	30	35	30
None of the above	15	5	9	6	8	8
TOTAL responses	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Data source: Surveys. Multi-response question.

The number of people in each sub-group was: West n=178, Central females n=156, East n=474, Outside Hobsons n=103, disability/carer n=75, culturally diverse n=247.

5.4. Asset Priorities

Participants in surveys were asked to prioritise Council assets in order of importance for investment for the next four years (1= most important-6= least important). All rankings were collated and weighted by the number of responses for each. Participants at community drop-ins were also asked about their priorities for Council assets. For this activity, participants were able to spend three dollars, allocating their money to their top assets. Table 18 demonstrates this breakdown.

Table 18. Assets priorities for investment

Assets for investment	Surveys		Drop-ins	
	Weighted average rank (lower is better)	**Priority** (1=higher)	**Selections** (count)	**Priority** (1=higher)
Parks, reserves, and playgrounds (open space, fences, BBQs, furniture)	2.85	**1**	155	**1**
Roads	3.38	**2**	116	**3**
Community buildings (kindergartens, community centres, libraries)	3.40	**3**	131	**2**
Walking and cycling paths	3.46	**4**	72	**4**
Stormwater drainage	3.81	**5**	47	**5**
Sportsgrounds and pavilions	4.09	**6**	70	**6**

Data source: Surveys and drop-ins

Overall the highest priority was parks, reserves and playgrounds, followed by roads and community buildings. drop-in participants placed higher priority on community buildings and sportsgrounds and pavilions than survey participants. This may have been due to the locations chosen for drop-in sessions, many of which were conducted at community centres and other public buildings and at sports facilities.

Table 19 shows the viewpoints of males versus females and participants of different age groups, with regards to assets. Men prioritised roads and sports grounds much higher in comparison to women who preferenced community buildings. Older people prioritised roads more than younger people who preferred community buildings and sportsgrounds higher.

Table 19. Comparison of feedback on assets for investment - gender and age

	Gender and broad age groups					
Assets for investment Priority (1=higher)	Males	Females	< 18 years	18-34 years	35-59 years	60+ years
Roads	**2**	**4**	**5**	**4**	**2**	**2**
Stormwater drainage	**6**	**5**	**6**	**5**	**6**	**3**
Community buildings	**5**	**2**	**1**	**3**	**4**	**4**
Walking and cycling paths	**3**	**3**	**3**	**2**	**3**	**5**
Parks, reserves, playgrounds	**1**	**1**	**2**	**1**	**1**	**1**
Sportsgrounds, pavilions	**4**	**6**	**4**	**6**	**6**	**6**

Data source: Surveys. The number of people in each sub-group was: males n=328, females n=543, under 18 years n=159, aged 18-34 years n=159, aged 35-59 years n=505, aged 60+ years n=185.

Table 20 shows the viewpoints of participants living in different parts of the municipality, people with a disability or a carer, and people from culturally diverse backgrounds.
The West region was defined as Altona Meadows, Laverton and Seabrook. The Central region was defined as Altona, Altona North, Brooklyn and Seaholme. The East region was defined as Newport, South Kingsville, Spotswood, Williamstown and Williamstown North.

Roads were the highest priority for those living in western suburbs, which was prioritised in the middle for other areas. Stormwater drainage was of more importance to central areas in comparison to other suburbs. All areas prioritised parks, reserves and playgrounds.

Table 20. Comparison of opinions on assets for investment - suburbs and other target groups

	Suburbs and other target groups					
Assets for investment Priority (1=higher)	With a disability /carer	Culturally diverse	Suburbs - west	Suburbs - central	Suburbs - east	Outside Hobsons LGA
Roads	**4**	**3**	**1**	**4**	**3**	**4**
Stormwater drainage	**5**	**5**	**5**	**2**	**6**	**5**
Community buildings	**1**	**4**	**3**	**3**	**5**	**1**
Walking and cycling paths	**3**	**2**	**4**	**5**	**2**	**3**
Parks, reserves, playgrounds	**2**	**1**	**2**	**1**	**1**	**2**

	Suburbs and other target groups					
Assets for investment **Priority** (1=higher)	With a disability /carer	Culturally diverse	Suburbs - west	Suburbs - central	Suburbs - east	Outside Hobsons LGA
Sportsgrounds, pavilions	**6**	**6**	**6**	**6**	**5**	**6**

Data source: Surveys.
The number of people in each sub-group was: West n=178, Central females n=156, East n=474, Outside Hobsons n=103, disability/carer n=75, culturally diverse n=247.

5.5. Health and wellbeing

Survey and drop-in participants were asked the question; 'What are the most important factors affecting health and wellbeing for you and/or your family that Council should consider working on over the next four years?'. Participants were asked to rank in order of priority from 1-11 (1= most important- 10=least important. All rankings were collated and weighted by the number of responses for each. Table 21 demonstrates this breakdown.

Table 21. Community health and wellbeing priorities

Health and wellbeing factors	**Weighted average rank** (lower is better)	**Priority** (1=higher)
Feeling safe in your community	3.16	**1**
Social and community connections	4.41	**2**
Access to mental health and wellbeing support advice	4.44	**3**
Affordable and healthy food	4.54	**4**
Access to physical health and wellbeing support	4.68	**5**
Family violence	5.77	**6**
Homelessness/rough sleeping	5.79	**7**
Health impacts of climate change	6.23	**8**
Alcohol and other drugs	6.82	**9**
Tobacco and vaping	7.61	**10**

Data source: Surveys and drop-in sessions

Overall the highest priority was feeling safe in the community, by a significant margin, followed by social and community connections and access to mental health and wellbeing services. Participants recognised there were safety issues in their community that required a

holistic response. Feedback in free text responses largely linked community safety to other health and wellbeing activities like early interventions for mental health, family violence, alcohol and other drug issues and also community connection and engagement in activities and programs for youth in particular. Community members also understood the roles of Council in addressing health and wellbeing were varied, from providing a safe and well planned ensuring good determinants of health to advocacy for health services and specific health interventions.

Participants were then asked the open-ended question; 'What one thing can Council do, to improve the everyday health and wellbeing of you and/or your family?'. There were a total of 732 responses to this question. Themes have been coded under Council Plan and Health and Wellbeing themes. The most common themes that emerged from community feedback were Council Infrastructure and Open Space (n=317) , Community Safety (n=143) and Health and wellbeing (n=129). Table 22 presents the detail under each of the common themes mentioned.

Table 22. Community ideas and suggestions for Council

Theme	Description	Verbatim quotes and suggestions
Council Infrastructure and Open Space (n=318)	Support health and wellbeing through the built environment and open space. • Improve, maintain or expand public open space and amenities (n=91) • Improve, maintain or expand Council facilities (community hubs, sports facilities, sports grounds, aquatics facilities) • Improve, maintain or expand pedestrian paths, pedestrian crossings, walking trails and bike lanes (n=59) • Roads (maintenance, expansion, traffic calming, road safety, enforcement for hoon driving, traffic congestion, road closures) (n=39) • Parking: improve parking residential streets and public places, local parking permits, free parking (n=21) • Urban planning to promote health and wellbeing (on street congestion, reduce high density development, active transport routes, access to open space, community amenity and	*"Improve the standards at parks, playgrounds and sporting facilities"* *"Invest in additional aquatic facilities or facilitate community sport/fitness activities that cater to working adults"* *"Better bike lanes"* *"More speed humps around schools because parents are rushing in the morning e.g. Seabrook Primary School"* *"Ensure good urban & building design as our city increases in density and population, eg short distances and easy access to open spaces & community facilities including shops"* *"Make our suburb cleaner therefore healthier for all"*

	infrastructure to support population growth, community engagement and First Nations engagement in development processes) (n=19) • Maintenance: dumped rubbish, clean streets, street trees, paths, timeliness (n=14) • Improve drainage (n=7) • Care for, repurpose or sell underutilised assets (n=4)	
Community Safety (n=143)	Increase community safety: • Public safety: lighting, CCTV, police presence, community safety groups, antisocial behaviour, AOD issues, public violence, theft (n=109) • Homelessness support services, food banks, enforcement, other interventions (n=27) • Family violence support services (n=9)	*"Feeling safe as a senior person is my priority"* *"There are so many homeless and sometimes drunk or aggressive people in the everyday places (around parks and supermarkets) making it feel so unsafe!!!"* *"Ensure running / walking paths feel safe for women. This could be helped by including more light and less seclusion."*
Health and wellbeing priorities (n=129)	Increase health and wellbeing through specific initiatives: • Healthy food: access to healthy and affordable food, community gardens, community food programs, free fruit, school programs (n=38) • Improved access to mental health services: youth services, affordable services, local services (n=34) • Reducing harm from smoking/vaping: smoking bans, remove cigarette and vape shops, public education (n=19) • Reduce alcohol and other drug harm (n=18) • Promote active living; community education, events, come try days (n=20)	*"Council could run a free wellness event at Logan reserve/the beach. Including education, demos, health or fitness classes, cooking demos, fitness comps etc. Make it a big community event focused on bringing people together for the right reasons"* *"Address drug affected people in the community to increase feeling of safety on the street"* *"Get rid of the smoking and vaping shops"* *"Provide better mental health support in the community"* *"Remove unhealthy food options at Council facilities e.g. pool kiosk"*

Community programs and services (n=116)	Support health and wellbeing by providing fair access to services and support programs (Council and partners): ● Increase/ support community services programs: Community hubs, CALD programs, Libraries, MCHN, Immunisation, arts, Bay program, supporting community-led programs (partnership, clubs, volunteers) (n=41) ● Social connection programs (n=29) ● Healthy ageing (U3a, seniors programs, Meals on Wheels, cleaning, social support) (n=20) ● Inclusion across community programs (CALD, FIrst Nations, LGBTQIA+) (n=10) ● Youth programs (n=9) ● Increased disability services/ programs/ access (n=6)	*"Keep having english as a second language classes at Laverton Hub"* *"Fridays by the Bay - these services are essential for social connection"* *"A rainbow action plan"* *"Disability support. Hobsons Bay doesn't even have a disability officer!'* *"Help for carers"* *"More funding for seniors - particularly for active, healthy aging, Meals on Wheels and activities for social connection"* *"Kids need more activities to keep them off the streets e.g. after school activities"*
Environment, Sustainability and Waste (n=79)	Support health and wellbeing by protecting the natural environment: ● Environment & sustainability: Increase canopy and tree planting, protect waterways and beaches, stronger governance of pollution and industry, improve air quality, wildlife corridors, protect and increase biodiversity, greening suburbs and major roads, flood mitigation, climate change mitigation, community sustainability initiatives (solar panels/community batteries) (n=68) ● Waste management: soft plastics recycling, circular economy initiatives, improved Council waste services, dumped rubbish, public bins (n=10)	*"Education programs about rubbish dumping to explain where it ends up (oceans, birds habitats etc.)"* *"Community swaps markets"* *"Pollution control from industrial areas - Brooklyn. And filters on tunnel Westgate"* *"To plant and establish gardens, groves, woodlands and forests everywhere. A tiny forest can be the size of a car parking spot, a tennis court, or a street verge. Imagine the possibilities"* *"We are very concerned about the health of the environment and how that impacts our health. One thing*

		we'd love to have more of is (native) trees in the parks and along main roads to improve air quality"
Council organisation (n=73)	Feedback on Council internal services and governance: ● Council internal operations: stick to core functions, First Nations leadership, reduce rates, reduce Council staff, reduce consultants, adaptable planning, accountability and transparency in decision making (n=72) ● Improved Council communications: whats on information, paper based information for older residents, improved Council website, better advertisement of local news, programs and events. ● Increase community engagement opportunities (n=16) ● improve consultation processes (n=14)	*"Unity, to work together and to get jobs to female and male"* *"Most of these are not core business of the Council"* *"Continue to ban outdoor fire pits and enforce the bans now. Not sure if any of the above are really the responsibility of Council"* *"Council website is not easy to navigate. Especially when the waste bins are not collected. Brisbane City Council is amazing to navigate"*
Advocacy (n=43)	Advocate for: ● Improved health services: access to affordable hospitals, GP, specialist and allied health services (n=21) ● Improved public transport (n=16) ● Affordable housing (n=6)	*"Improve public transport reliability. I have to catch the bus and it's not fun being late to the doctor for example"* *"Lowering hospital bills"* *"Ensure that everyone in the community has a roof over their head regardless of their financial position"*
Other areas (n=104)	● Support with the cost of living (n=29) ● Arts, culture and events (n=27) ● Economic development (n-20) ● Domestic animal management (n=6) ● Mixed/ general comments (n=22)	*"Need more events - can learn a lot about different cultures this way. Events always get a good turn out, helps with youth, gives them something to do"*

		"All of the above play an integral part in improving the health and wellbeing of my family"

Data source: Survey and drop-in sessions

Table 23 shows the viewpoints of males versus females and participants of different age groups, with regards to health and wellbeing priorities. Women placed higher priority on mental health compared to men. Men placed higher priority on access to physical wellbeing compared to women. Feeling safe in the community was the highest priority for all age groups, apart from children and young people under 18 who prioritised healthy and affordable food the highest. Access to physical health and wellbeing support was prioritised higher for people aged 35+ more so than young people.

Table 23. Comparison of feedback health and wellbeing - gender and age

	Gender and broad age groups					
Priority (1=higher)	Males	Females	< 18 years	18-34 years	35-59 years	60+ years
Feeling safe in your community	**1**	**1**	**2**	**1**	**1**	**1**
Social and community connections	**3**	**2**	**5**	**2**	**4**	**2**
Access to mental health and wellbeing support advice	**5**	**3**	**3**	**4**	**3**	**3**
Affordable and healthy food	**4**	**4**	**1**	**3**	**5**	**6**
Access to physical health and wellbeing support	**2**	**5**	**6**	**5**	**2**	**4**
Family violence	**6**	**7**	**10**	**8**	**6**	**5**
Homelessness/rough sleeping	**7**	**6**	**7**	**6**	**7**	**7**
Health impacts of climate change	**9**	**8**	**4**	**7**	**8**	**8**
Alcohol and other drugs	**8**	**9**	**9**	**9**	**9**	**9**
Tobacco and vaping	**10**	**10**	**8**	**10**	**10**	**10**

Data source: Surveys. The number of people in each sub-group was: males n=328, females n=543, under 18 years n=159, aged 18-34 years n=159, aged 35-59 years n=505, aged 60+ years n=185.

Table 24 shows the viewpoints of participants living in different parts of the municipality, people with a disability or a carer, and people from culturally diverse backgrounds. The West region was defined as Altona Meadows, Laverton and Seabrook. The Central region was defined as Altona, Altona North, Brooklyn and Seaholme. The East region was defined as Newport, South Kingsville, Spotswood, Williamstown and Williamstown North.

All groups living in Hobsons Bay prioritised feeling safe in the community highest. Mental health support was prioritised highly for people with disabilities. Interestingly mental health support was indicated as not as important for CALD communities. Central suburbs prioritised community connection higher than other areas, whereas western suburbs prioritised access to mental health higher and the eastern suburbs prioritised access to physical health. All groups placed alcohol and other drugs and tobacco and vaping as lower priority.

Table 24. Comparison of opinions on health and wellbeing- suburbs and other target groups

	Suburbs and other target groups					
Priority (1=higher)	With a disability /carer	Culturally diverse	Suburbs - west	Suburbs - central	Suburbs - east	Outside Hobsons LGA
Feeling safe in your community	**1**	**1**	**1**	**1**	**1**	**2**
Social and community connections	**3**	**2**	**5**	**2**	**3**	**4**
Access to mental health and wellbeing support advice	**2**	**5**	**2**	**4**	**5**	**1**
Affordable and healthy food	**4**	**3**	**3**	**3**	**4**	**3**
Access to physical health and wellbeing support	**5**	**4**	**4**	**5**	**2**	**7**
Family violence	**6**	**6**	**6**	**7**	**8**	**5**
Homelessness/rough sleeping	**7**	**8**	**7**	**6**	**6**	**6**
Health impacts of climate change	**8**	**7**	**8**	**8**	**7**	**9**
Alcohol and other drugs	**9**	**9**	**9**	**9**	**9**	**8**
Tobacco and vaping	**10**	**10**	**10**	**10**	**10**	**10**

Data source: Surveys.
The number of people in each sub-group was: West n=178, Central females n=156, East n=474, Outside Hobsons n=103, disability/carer n=75, culturally diverse n=247.

5.6. Feedback from children and young people

This engagement program sought to have feedback from children and young people across the municipality. Three separate surveys were provided for different age brackets via the *Participate Hobsons Bay* page. There were a total of 202 children and young people (under 18) who participated in this engagement. The following section provides a breakdown of responses by sub-group, along with the locations where each response was collected and verbatim responses from the Newport Community Hub's Youth Group.

Overall, comparative to the broad community feedback; early years children emphasise playful shared spaces and nature care, middle years participants ranked safety and environmental health highest and youth highlighted access (transport, services), mental health, and affordability highest.

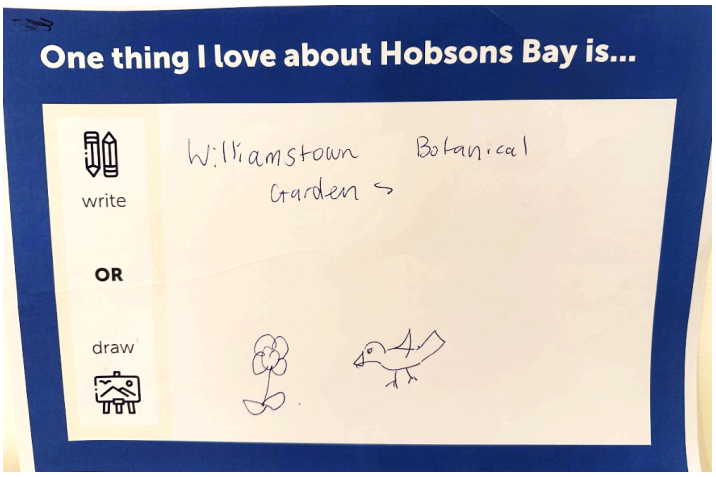
5.6.1 Early years online survey

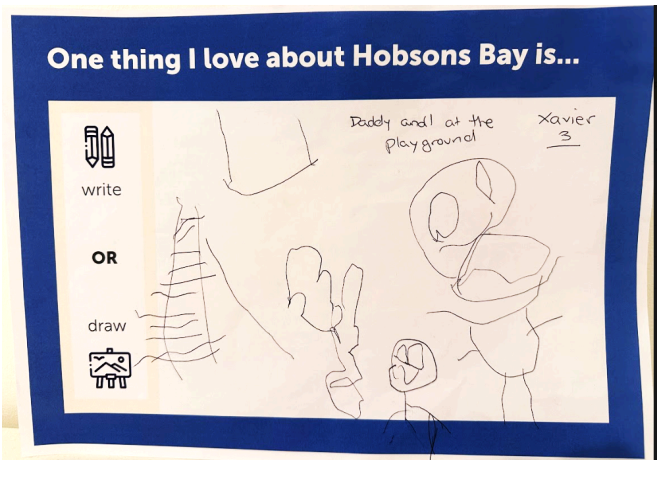
The early years survey was designed for people aged under five. There were a total of 46 participants in this survey. Participants were asked to choose which pictures were most important to them. Priorities for early years are as follows:

1. Fun places for everyone to share and enjoy (n=46, 18%).
2. Ways we go places, like biking, walking, and catching the bus (n=42, 17%)
3. Helping nature stay clean (n=40, 16%)
4. Caring for animals and plants (n=38, 15%)
5. Throwing parties and being creative (n=37, 15%)
6. Helping each other stay healthy and feel included (n=28, 11%)
7. New ways to use computers and the internet (n=21, 8%)

Images 5-6. Children's Drawings

Data source: Drop-ins





5.6.2 Middle years online survey

The middle years survey was designed for people aged 5-11 with participants ranging from age 5 to age 10. Participants were presented with a short video and then asked; 'What is most important to you?' and presented with a list of select options. There were a total of 55 respondents to this question. Middle years top priorities are as follows:

1. Plants and animals (n=40, 18%).
2. Feeling safe (n=40, 18%).
3. Making sure there's no rubbish and the environment is healthy (n=37, 16%).
4. Using places like sports clubs, dance halls, libraries, school crossings, etc. (n=33, 15%).
5. Having fun and staying healthy (n=28, 12%).
6. Walking and bike riding (getting around) (n=27, 12%).
7. Going to parties and festivals with lots of different people in the community (n=20, 9%).

When asked their reasons for their selections, a number of common themes emerged:

- Feeling safe in public spaces.
- Having a clean and tidy environment.
- Looking after plants and animals.
- Making friends and doing activities with other people.
- Having fun; doing activities like sports, going to the library, going to festivals, riding bikes.

Middle years participants were then asked to share any ideas they had to make their community a better place to be. There were a total of 54 responses to this question. Key themes were:

- Better parks and places to play.
- More and improved sports facilities.
- Being safe while walking and biking.
- Looking after the environment by cleaning up rubbish and planting trees.
- Looking after people who need it.
- Making places look welcoming and bright.
- More activities, festivals and things to do.

5.6.3 Youth survey

The youth survey was designed for people aged between eleven and 18 and participants' ages ranged from 12-17. There were a total of 25 respondents to this survey. Participants were presented with key themes from previous youth engagement and asked to select which factors were still relevant or important to them.

Overall, Outdoors and open spaces (n=18, 23%) were most important, alongside things to do for young people (like sport and recreation) (n=18, 23%) followed by People and community (n=13, 16%) and Facilities and services for teens (n=12, 15%) . When asked if there were any other things they found important participants shared:

- More local activities, with participants stating there's nothing to do here (ninja parks, rope climbing, arts programs.

- Better parks.
- More hangout spaces.
- Better transport (safe active transport, improved public transport).
- More green space, protected environment and more recycling options.

Youth participants were then asked to indicate their concerns from a list of select options. Participants concerns were as follows:

1. Climate change and the environment (n=15,26%).
2. Public and personal safety (n=15, 26%).
3. Services and amenity of the neighbourhood (n=13,23%).
4. Fairness and social justice issues (n=8,14%).
5. Health and wellbeing issues (n=6, 11%).

Youth participants were asked what they would like to see more of in their community. Participant priorities were:

1. More festivals and events for teens (n=17, 23%).
2. More spaces designed for and accessed by young people (n=16, 22%).
3. More sports and recreation opportunities (n=14, 19%).
4. More opportunities for education and employment (n=14, 19%).
5. Better health and wellbeing services and supports (n=12, 16%).

When asked to share ideas to make Hobsons Bay better for all young people, participants wanted cleaner, safer, and more fun spaces to enjoy. They asked for better parks and sports grounds; "*Can you put some rugby posts into a local park so I can practise*?" and safer ways to get around, like bike lanes and crossings near clubs and schools. Caring for nature matters too: *"We need the environment to be healthy to stay alive*," and "*If we litter, animals in the ocean will eat the rubbish and get sick.*" More festivals, splash parks, and places to meet friends were also popular, with one young person saying, "*It will make everyone happy and safe, as well as having some fun.*"

According to the youth survey, young people under 18 want more safe and fun spaces just for teens like hangout areas, bike tracks, and events during the holidays. One young person said, "*Maybe adding more places for teens to hang out and/or study.*" They would like better public transport, upgraded parks for older kids, and safer street crossings, with one teen sharing, "*We've had scary moments trying to cross Central Avenue… it honestly feels like an accident waiting to happen.*"

Many care about the environment and suggested more greenery and bins. Some raised concerns about feeling unsafe in certain areas, late buses, and wanting more support for mental health, jobs, and inclusion. As one young person put it, "*Make more spaces where young people are seen and appreciated.*" Overall, they want to feel seen, heard, and supported in their community.

6. Next Steps

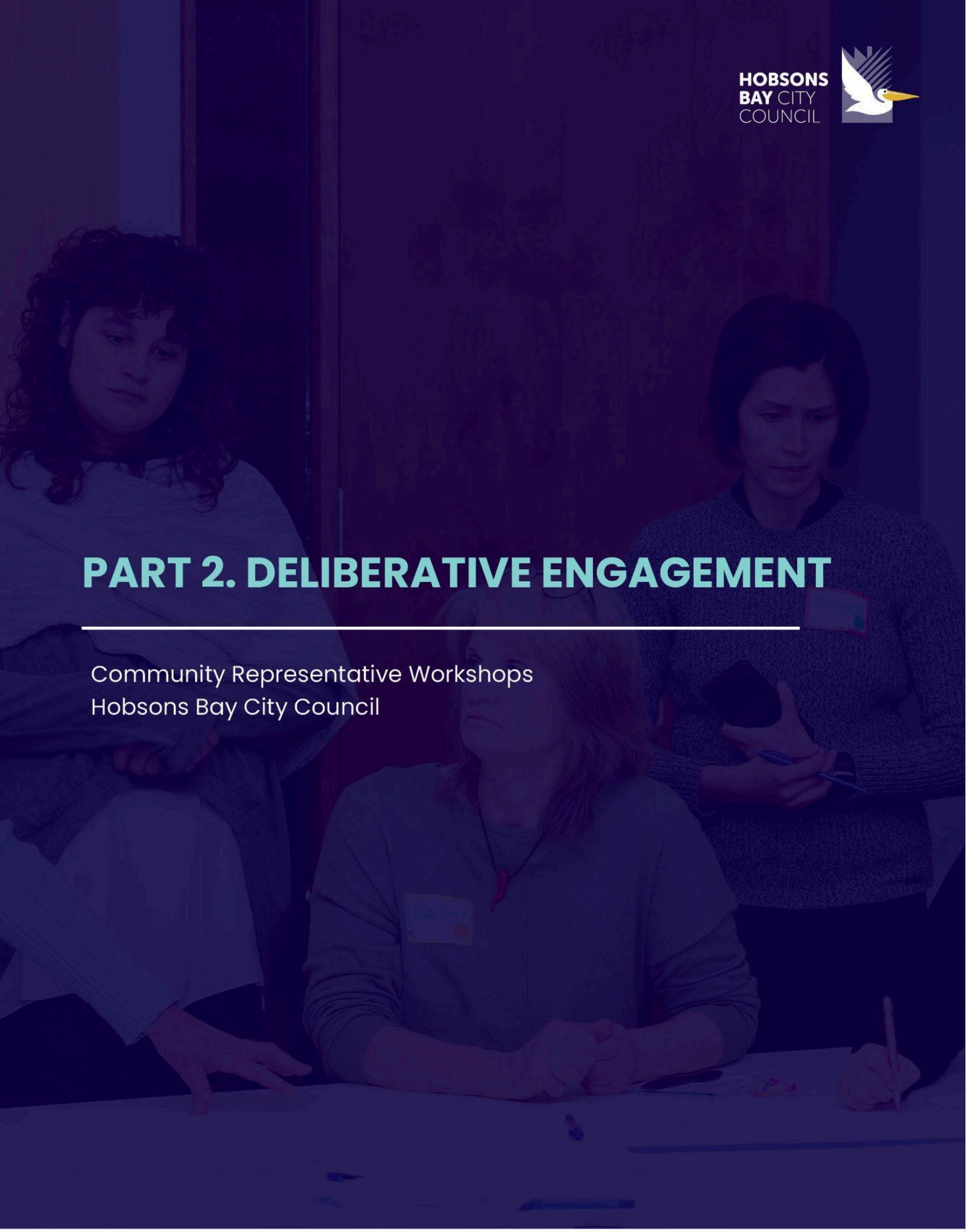
Following the conclusion of Phase 1, the engagement program will move to Phase 2 'deliberative engagement'. During Phase 2, a demographically representative sample of residents will meet for the 'Community Representative Workshops' which are responsible for providing support and recommendations to Hobsons Bay City Council to assist in the development of the Community Plan and revision of the Community Vision.

The workshops will consider the broad community engagement findings, hear from experts and work together to develop recommendations for Council to consider. Following Phase 2, this engagement report will be updated to reflect the findings.

Based on the broad engagement findings, it is recommended that the Community Representative Workshops for us the following key topics/goals:

Table 25. Recommended topics for the Community Representative Workshops and rationale

Topic/Goal	Why?
Identifying community-perceived core services	*Councillor and community desire to "Do the basics well and a little more"*
Determining a criteria for how we prioritise services	*Second community preference to address financial constraints*
Determine a criteria for how we prioritise infrastructure investment	*Financial implications*
Determining when we would sell land/assets	*Top community preference to address financial constraints*
Identifying what services are lacking for children, youth, families & people with disabilities	*Top service priority for the community*
Identifying how Council can address health and wellbeing needs	*Second top service priority for the community*
Strengthening the Community Vision	*Ensuring this is reflective- interest to Councillors*



HOBSONS BAY CITY COUNCIL

PART 2. DELIBERATIVE ENGAGEMENT

Community Representative Workshops
Hobsons Bay City Council

Conversation Co.

7. Engagement methodology

The Local Government Act (2020) requires Councils to undertake deliberative engagement when developing the Council Plan, Community Vision and other key strategies. Deliberative engagement is a deeper and more thorough engagement practice, it brings together a diverse and representative cross-section of the community, provides them with quality information, and supports thoughtful discussion to help shape advice on complex local issues.

Council developed a program of deliberative engagement, the Community Representative Workshops (CRW), which met the requirements of the Local Government Act (2020).

The CRW consisted of three separate workshops which focused on key issues which were selected based on:

- Broad engagement findings- that could be unpacked further
- Upcoming strategies- that could be influenced
- Key areas- that were likely to be considered in Council Plan and Municipal Public Health and Wellbeing Plan
- Checking in and refreshing the Community Vision

Image 7. Community Representative Workshop Members:



8. Who participated?

To ensure a broad and representative cross-section of the community, a targeted recruitment approach was used for the deliberative engagement process. Expressions of interest (EOIs) were open to all, with most received through the online survey. In total 117 EOIs were submitted.

Recruitment aimed to ensure balance across key demographics including gender, cultural background, disability, First Nations representation, age and suburb. Ultimately, 38 community members were appointed to the deliberative panel. The final appointed group closely reflected these intentions, with strong representation from women and those living with a disability. Participation from culturally and linguistically diverse (CALD) backgrounds was also in line with expectations, while representation from men was slightly lower (one participant) than targeted.

Representation by suburb mirrored this outcome, with targets primarily met. Suburbs with slightly lower representation included Laverton and Williamstown, and those with slightly higher representation were Altona Meadows and Newport. It is important to note that these suburbs only had a target difference of one participant.

Age group recruitment similarly only varied by up to two participants. There were two age groups that had no representation, these were under 19 and over 80 years of age. Those in the 'under 19' age group were required to be 18 years or older. There were three participants in the over 80 years age bracket appointed, though none were able to attend due to lack of availability or inability to contact despite several attempts.

8.1. Previous experience

Panel members were asked if they had ever contributed to a Hobsons Bay consultation before. A total of 27 people had not participated in previous consultation with eleven people providing feedback online or via a survey and three participating in various consultation activities as shown in Table 26.

Table 26. Participation in previous consultations

Consultation activity	No. participants
This is my first consultation experience with Hobsons Bay	27
I have attended a Hobsons Bay Council Meeting (to speak or listen)	1
I have provided feedback on a project (online, email, letter, phone call)	11
I have sent in a submission or signed a petition	3
I have been involved in a planning permit process (applicant or objector)	3
I have been a member of another Council committee or advisory group	0
I have attended a consultation workshop or community meeting	3

Source: pre panel participants survey

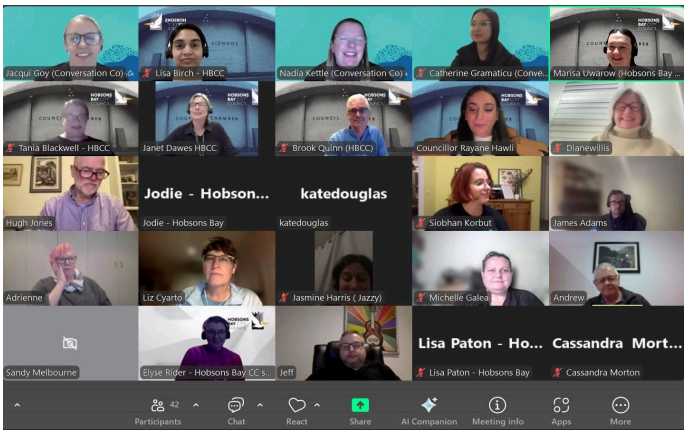
8.2. Participation

A total of 36 separate participants joined at least one workshop. Participation fluctuated between 31 and 35 participants across the three workshops (Table 27). It should be noted, that in multiple instances when a participant was unable to attend they contacted the facilitator to receive information on what they had missed, provided additional feedback and at times, met with the facilitator.

Table 27: Participation rates by workshop

Workshop	Participants
Saturday 5 July 2025, in-person at the Altona Civic Centre	35
Wednesday 16 July, 2025, online via Zoom	34
Saturday 26 July 2025, in-person at the Altona Civic Centre	31

Image 8. Online workshop

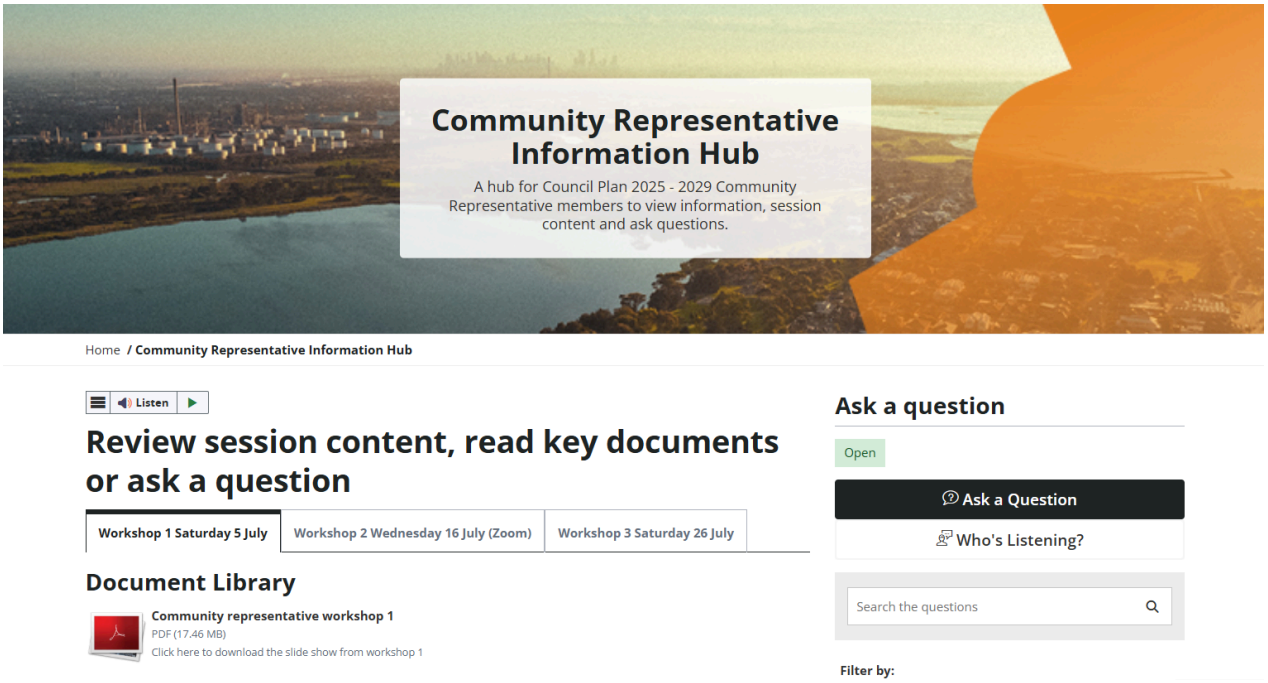


8.3. Strategies to support participation

An important part of best practice is to reflect on actions that may have supported, or limited participation. The following points note ways we believe Council and the Conversation Co. team supported participation in the CRW:

- **Online engagement:** a private page was created via Participate Hobsons Bay to share all CRW materials (e.g. agendas and presentations). There was also an opportunity to ask questions and provide feedback. Information could be translated into various languages on this platform.
- **Workshop sessions and timing:** providing a mix of workshops online and in-person that occurred outside of the regular working hours, allowed a greater selection of the community to participate.
- **Providing support:** participants were offered support to ensure they could fully participate. At times, facilitators provided support with technology and ensured quiet spaces for participants.

Image 9. Participate Hobsons Bay Page



8.4. Barriers to participation

Some of the barriers to participation are as follows:

- **Travel and technology:** Residents who had more complex mobility needs or were not comfortable with technology, may not have been able to participate in the CRW.

9. Workshop 1

The first CRW was held on Saturday 5 July 2025 at the Altona Civic Centre. This session brought together the newly appointed group for the first time, setting the foundations for a collaborative and informed deliberative process.

The workshop introduced the purpose of the series, the role of Council, and key background information including community demographics, Council finances, and asset planning. Participants also took part in early prioritisation activities focused on services and infrastructure, laying the groundwork for future discussions.

9.1. Breaking the ice

To start the session, participants were welcomed to share how they would like to work together, their goals, and topics they were interested in. Participants shared a number of ways they would like to work together. See Image 10 for a demonstration of these ideas.

Image 10. Working Together (word cloud)



Goals identified by participants included:

- Reducing negative interference in personal lives
- Gaining more insight into community needs
- Building stronger community for future generations
- Unlocking the potential of underutilised areas, inspired by the success of Yarraville.

Key topics and issues raised:

- Youth issues and opportunities
- Crime and community safety
- Community connection and social cohesion
- Access to arts, health and public transport
- Local environment and area clean-up
- Suggestions such as a $50 business voucher program and improved public transport in Altona Meadows.

Additional reflections included:

- A perceived lack of respect in the community
- Desire for more intergenerational involvement, particularly mentorship between older and younger residents
- Interest in how Council can support job creation through manufacturing and industry growth.

9.2. Setting the scene

Before moving into group discussions, participants were presented with a series of foundational topics to build a shared understanding of Council's role, community needs and current challenges. These presentations helped ensure everyone had the information they needed to contribute meaningfully to the sessions ahead.

The role and function of Council
Participants were introduced to how Council operates, including its core roles as a service provider, partner, advocate and educator. The session also covered the three levels of government and provided a high-level overview of Council services, including what is considered discretionary and non-discretionary.

Understanding our community
A demographic snapshot was shared to highlight key characteristics of the Hobsons Bay population. This helped set the scene for discussions about diverse needs across the municipality.

Community feedback to date
An overview of the community engagement undertaken prior to the workshops was presented, outlining who we heard from and how their input will be reflected in the relevant topic areas throughout the process.

Council's financial overview
This session provided insight into the current financial position of Council, including the annual budget, ongoing pressures and potential future decisions such as reducing spending or adjusting services. It also covered steps the Council is already taking to improve financial sustainability.

Insights from community engagement
Key findings from earlier engagement activities were shared on two focus areas: financial sustainability, and service prioritisation. These insights helped inform the upcoming workshop discussions.

9.3. Identifying non-essential services

To help inform future decision-making around service delivery, participants explored the key question: How do we identify what a non-essential service is?

Building on earlier discussions about discretionary and non-discretionary services, this session invited participants to consider how Council might assess which services are most critical to the community.

A world café format was used, with participants working in small groups and engaging with two criteria. Each round ran for 15 minutes, allowing group discussion and individual reflection.

Participants considered the following criteria:

1. Level of community demand
2. Whether other organisations can provide the service
3. Cost to deliver the service is too high for Council
4. Consequence of not providing the service

Participants also had the option to suggest an additional criterion if they felt something important was missing.

A worksheet supported discussion, prompting participants to consider the benefits of each criteria and any questions or concerns they had about it. The activity sparked valuable conversations about priorities, community needs and the challenges involved in making complex service decisions.

9.3.1. Summarised feedback by criteria

1. Level of Community Demand

Benefits of using this criterion:

- Highlights the importance of aligning services with actual need and usage.
- Enables data-driven decisions, particularly when linked to broader trends such as social connection or state-wide programs (e.g. swimming lessons).
- Recognises the value of qualitative data and storytelling alongside quantitative evidence.

Considerations and reflections:

- Demand should not be viewed solely through data—personal and community perspectives matter.

- Services with lower demand may still be essential for marginalised or vulnerable groups.
- The way a service is promoted, its accessibility (physical, cultural, or digital), and its location all influence perceived demand.
- Some services may show low demand due to poor communication or design (e.g. opening hours not meeting needs).

Key questions:

- Is there truly a lack of demand, or is there a lack of awareness?
- Is the service culturally safe and inclusive?
- Does "demand" reflect real need, or just the loudest voices?
- Should demand be considered by geographic area, rather than at the municipality level?
- Is the demand reactive (e.g. crisis-based) or long-term/preventative?
- How do we define and measure demand meaningfully?

2. Other Organisations Can Provide the Service

Benefits of using this criterion:

- Allows Council to focus on core strengths while leveraging the expertise of others.
- Opens up opportunities for co-funded service delivery and more efficient use of resources.
- Encourages regional collaboration and scaling of services.

Considerations and reflections:

- Outsourcing can reduce Council control—issues around compliance, accountability and risk need to be addressed.
- Contracts should clearly outline service expectations and consequences for underperformance.
- Community concerns often return to Council regardless of who delivers the service.
- Ongoing monitoring (e.g. KPIs, annual reviews) is needed to maintain quality and trust.

Key questions:

- What mechanisms are in place to ensure quality when services are contracted out?
- How does Council retain accountability for services delivered by third parties?
- Could partnerships with neighbouring LGAs enhance service efficiency?
- What risks emerge when Council is no longer the direct provider?

3. Cost to Deliver the Service is Too High for Council

Benefits of using this criterion:

- Enhances financial transparency and encourages data-driven prioritisation.
- Supports benchmarking against other LGAs to assess value for money.
- Can help identify opportunities for strategic partnerships or funding advocacy.
- Encourages reflection on whether service costs align with community outcomes.

Considerations and reflections:

- There needs to be a clear understanding of what “too high” means and how it’s measured.
- It’s important to balance cost with social benefit—particularly for vulnerable users.
- Sudden changes to services can create confusion and community dissatisfaction.
- Removing services may disproportionately affect those with high support needs.

Key questions:

- What are the social costs of service reduction?
- How do we measure value vs cost?
- Can we justify continued investment in high-cost services if they offer high social return?
- How do we align service cost decisions with Council’s broader 2030 Vision?

4. Consequence of Not Providing the Service (That is Not Currently Utilised)

Benefits of using this criterion:

- Encourages a forward-looking approach by assessing potential negative impacts.
- Helps identify duplication and reduce inefficiencies.
- Supports informed decision-making about who will be affected if a service is removed.

Considerations and reflections:

- Not all consequences are immediately visible—some communities will feel impacts more acutely (e.g. people with disability, those without transport).
- Removing services may increase pressure on residents to travel or access non-local alternatives.
- Council’s reputation may be affected by service reductions.
- The broader impact on community wellbeing should be a key consideration.

Key questions:

- Who will be most affected, especially among vulnerable groups?
- Will the absence of a service result in inequitable outcomes or lost opportunities?
- Could reductions push people towards unsafe or unqualified alternatives?

Proposed Additional Criterion: Alignment with Community Vision and Benefit

Benefits of using this criterion:

- Grounds decisions in the shared values and aspirations of the community.
- Encourages a strengths-based approach focused on improving quality of life.
- Helps assess both positive outcomes (benefits) and risks (dis-benefits).
- Encourages consideration of long-term community satisfaction and place-making goals.

Considerations and reflections:

- Safety and risk assessments should be factored into decisions.
- Reducing services may lead to gaps filled by non-qualified individuals or groups.
- Needs to reflect whether the service contributes to Hobsons Bay being a great place to live.

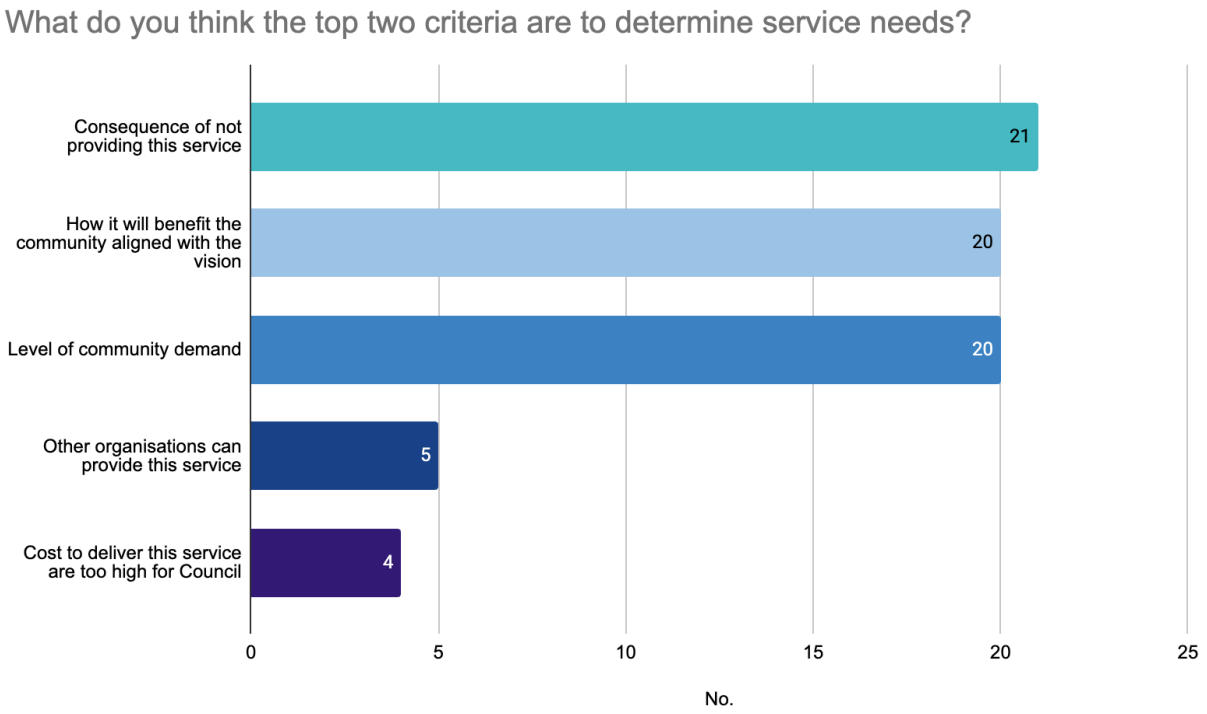
Image 11. Community Representative Workshop- table discussions



9.3.2. Determining top criteria

Following this activity, participants were asked to vote on their top two criteria via online polling. The majority of participants selected Criteria 4. Consequence of not providing this service (21 votes), followed by the additional criteria suggested by the group 'How it will benefit the community aligned with the Vision' (20 votes), and Criteria 1. Level of community demand (20 votes). Figure 2. demonstrates all votes.

Figure 2. Participants preferred criteria



9.4. Asset Management

Participants were provided with an overview of Council's current approach to infrastructure asset management. This included an introduction to key concepts such as asset value, lifecycle planning, condition assessments, and long-term maintenance strategies. The session aimed to build a shared understanding of how Council manages its assets over time, the challenges associated with ageing infrastructure, and the importance of balancing investment, risk, and community need.

This context supported participants to make informed contributions during the following activity, where they considered how to prioritise and manage community assets within real-world constraints.

9.4.1. Assessing asset management principles

The first asset management activity consisted of determining how important each of the principles are, then recording each participant's opinion on how Council is performing in those areas (Table 28).

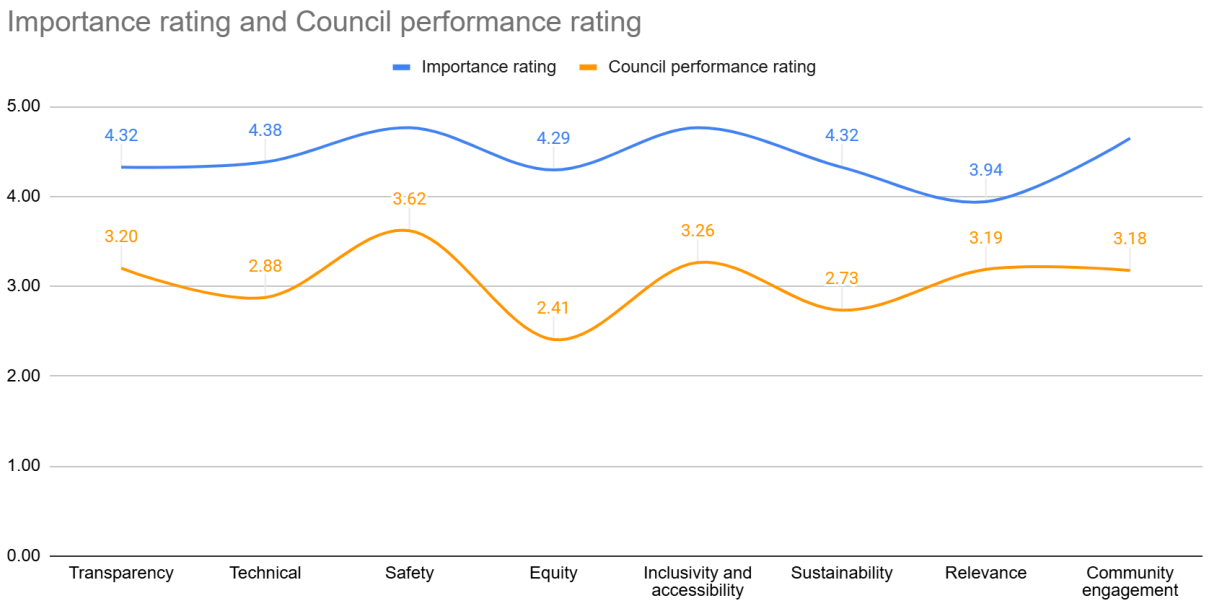
Table 28. Principles by importance and council performance

Principle	How important do you feel this principle is? (avg out of 5)	How would you rate Council's performance? (avg out of 5)
Transparency- All asset management principles and planning including expenditure is clearly documented and accessible to the community.	**4.32**	**3.20**
Technical - Utilise best practice, innovative methods and engineering techniques to achieve quality, cost effective and sustainable asset management solutions.	**4.38**	**2.88**
Safety- Keep everyone safe whilst also protecting the community's assets and infrastructure.	**4.76**	**3.62**
Equity- Ensure all wards/suburbs have access to equally high-quality, well-maintained assets with resources allocated to most critically needed areas.	**4.29**	**2.41**
Inclusivity and Accessibility- Ensure all assets are designed and maintained to provide universal use and accessibility for all members of the community.	**4.76**	**3.26**
Sustainability- Prioritise sustainability in asset management from an economic, social and environmental perspective that also includes climate change consideration	**4.32**	**2.73**
Relevance- Provide assets that remain contemporary and relevant to community requirements.	**3.94**	**3.19**
Community Engagement- Undertake community engagement for major maintenance and renewal projects to ensure community needs are considered.	**4.65**	**3.18**

Figure 3 below demonstrates the gaps between the importance rating and performance rating, as reported by participants. The greatest disparity exists within equity with an

importance rating of 4.29 compared to a performance rating of 2.41, the second largest gap is observed within sustainability with an importance rating of 4.32 and a performance rating of 2.73. The closest aligned principle compared to performance is relevant with 3.94 rating of importance compared to 3.19 rating for performance.

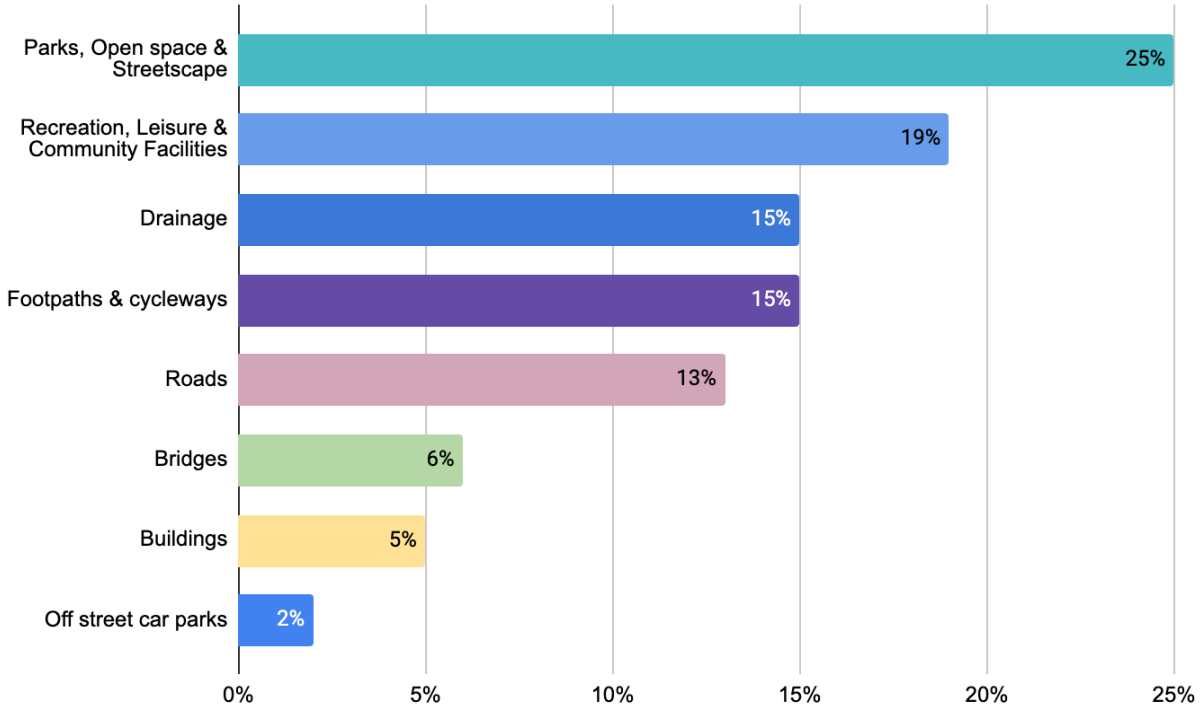
Figure 3. Importance rating and council performance rating



9.4.2. Recommended investment by asset class

Participants were invited to demonstrate their preferred investment by asset class. Each participant was given $10 of fake money and were able to choose where to allocate their spending. Participants were able to select different options, or place multiple notes in one or more options depending on how important each asset class was to them. The results show a noticeable preference for parks, open space and streetscape (25%), and recreation, leisure and community facilities (19%). Drainage (15%), footpaths and cycleways (15%), and roads (13%) received a similar amount of investment. Off street car parks received the lowest funding in this activity (2%). Figure 4. Shows the breakdown of all participant investment.

Figure 4. Recommended Investment by asset class



10. Workshop 2

On Wednesday 16 July, 2025, participants were brought back for the second workshop of the CRW series. This workshop was hosted online via Zoom and ran for approximately three hours (6 pm to 9 pm). Some participants requested background information to inform their participation, information shared with participants for optional pre-reading included strategies, plans and policies relating to Arts and Culture, and the Climate Change Action Plan.

At the opening of the session, participants were welcomed and provided with a quick overview of what was discussed in Workshop 1 and what the next steps are for this feedback.

10.1. Arts and culture

Participants were presented with approximately 15 minutes of information regarding arts and culture in Hobsons Bay. This included, but was not limited to, arts spaces and destinations, cultural venues, art in the public realm, community arts, First Nations programming, heritage and challenges and pressure points. This segment was followed by a short question and answer section and a presentation of relevant engagement findings to date.

10.1.1. Opportunities for arts and culture in Hobsons Bay

Using the new knowledge and information, participants were asked to reflect on what they consider to be the opportunities in Hobsons Bay for arts and culture. Participants were spread across six groups with a scribe. These are the key opportunities for arts and culture in Hobsons Bay.

Local Stories and History

- Engage older residents to help document local stories and history.
- Use storytelling to connect residents with place and heritage.
- Celebrate local history, particularly around Williamstown and its maritime past.

Access and Equity Across the Municipality

- Ensure arts opportunities extend beyond Newport and Altona to suburbs like Altona Meadows, Seabrook, and outlying areas.
- Offer activities at local community centres, including cooking, art, sewing and mosaic classes especially in Altona Meadows.
- Improve promotion and awareness of events, particularly through community noticeboards and social media.

Youth Engagement

- Increase creative and leadership programs for young people, especially those aged 18–25.
- Expand activities beyond FreeZa and into more suburbs and age groups.
- Revive programs like “Leaders of Today” and offer after-school activities for teenagers.

Regular Cultural Programming

- Support community-led art installations, workshops and pop-up displays.
- Establish recurring events like an Indian music festival or slam poetry competition to build local reputation and identity.
- Reinvigorate venues like Altona Theatre with consistent programming (e.g. live music, competitions).
- Use pop-up markets and festivals to encourage movement across the municipality.
- Combine arts initiatives with broader goals in health, wellbeing and local economic development.

Nature and Environment

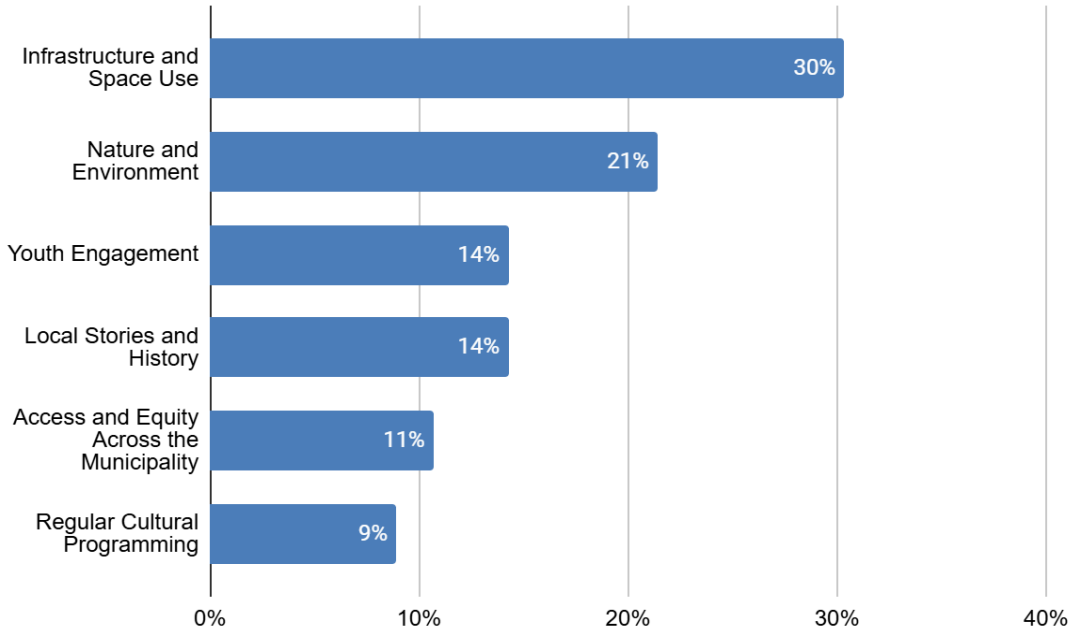
- Explore creative opportunities that celebrate Hobsons Bay's coastal setting and natural assets (e.g. sea, shorelines, bird migration).
- Use public art to bring calm and beauty to everyday places, such as roundabouts and walkways.

Infrastructure and Space Use

- Better utilise vacant or underused buildings for exhibitions and galleries.
- Animate blank walls and shopfronts with murals or installations.
- Activate outdoor and underutilised spaces, including shopping strips and train stations.
- Incorporate art into capital works and planning projects to boost economic and community outcomes.

During Workshop 3, participants prioritised the key themes further and selected the top two opportunities. Figure 5 (below) demonstrates that top priorities being infrastructure and space use with 30% (N=17) followed by nature and environment with 21% (N=12), and youth engagement and local stories and history with 14% respectively (N=8).

Figure 5. Prioritised arts and culture opportunities



10.1.2. Investment in resources for arts and culture

Remaining in their groups, participants were asked where they think Council should invest its resources in arts and culture services and why. This activity also related back to the criteria used to determine non-essential services. Below are the suggestions for investment in arts and culture resources.

Maximise Use of Existing and Affordable Spaces

- Make better use of Council-owned outdoor spaces (e.g. for events or art installations).
- Activate local community centres and underused venues like the Louis Joel Arts Centre.
- Promote indoor options during colder months using libraries, shopping precincts, and co-located spaces.
- Utilise “eyesores” and industrial sites as creative, low-cost venues for innovative art.

Focus on Youth

- Prioritise activities and spaces for young people to reduce anti-social behaviour and graffiti.
- Strengthen school partnerships and raise awareness of youth arts opportunities.
- Create programs specifically tailored for youth rather than generic “all ages” initiatives.

Strengthen Partnerships and Funding Pathways

- Seek sponsorships and joint ventures with local industry and businesses.
- Allocate some funds to source external financial support or employ fundraising expertise.
- Encourage economic development teams to ease permit/trading rules that enable activation of spaces (e.g. empty shops in Williamstown).

Increase Equity and Accessibility

- Address affordability by reducing hire fees for non-profit and community groups.
- Ensure programs are inclusive and accessible across different age groups and income levels.
- Avoid creating exclusivity in arts and culture offerings as art should be for everyone.

Strategic Investment for Long-Term Gain

- Consider bold investments such as a purpose-built performing arts venue (e.g. modelled on Dandenong’s Drum Theatre).
- Use existing events or markets as platforms for promoting arts and culture (e.g. Council-sponsored artist stalls).
- Invest with clear outcomes in mind, whether that’s tourism, economic activity or increased community pride.

Promote Community Voice and Storytelling

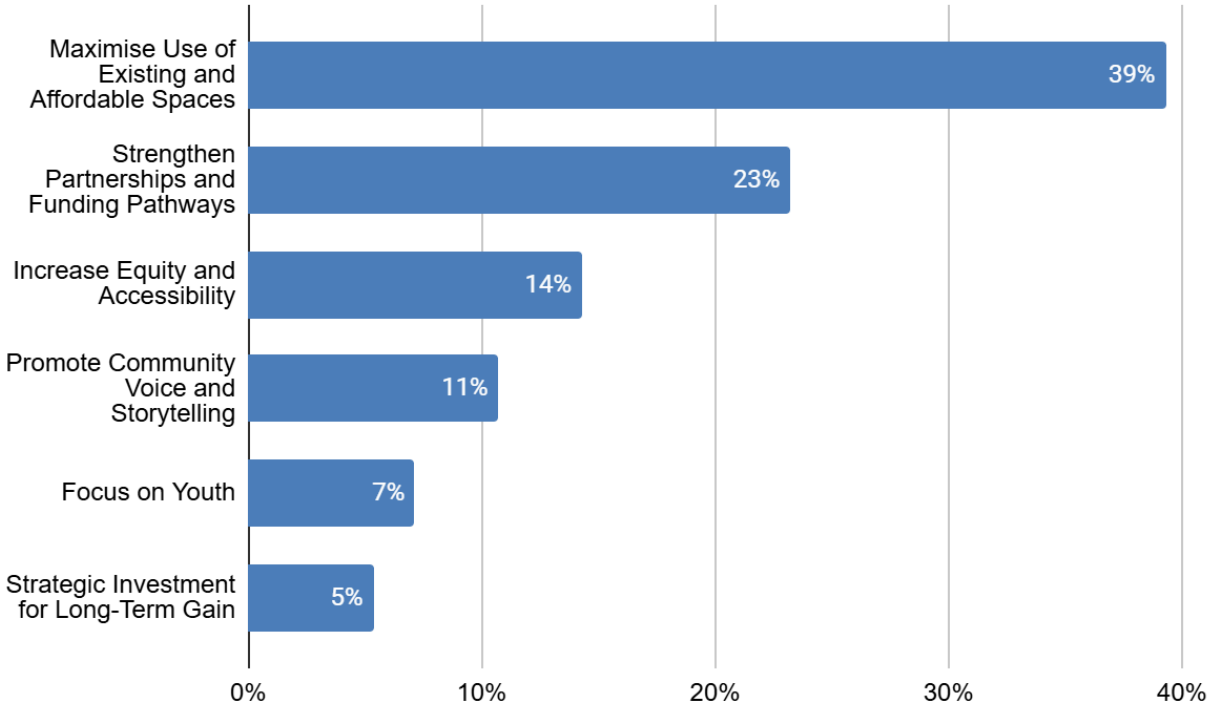
- Emphasise the importance of arts and culture in telling local stories and expressing community values.
- Support initiatives that reflect and build on Hobsons Bay’s unique identity.

Other: There was other feedback received regarding overall approach to investment, specifically:

- Use the new prioritisation criteria and local data (e.g. health, wellbeing, demand) to guide decision-making.
- Accept that the budget is limited and focus spending where it can make the most meaningful impact.

During Workshop 3, participants prioritised the key themes further and selected the top two opportunities. Figure 6 (below) demonstrates that top priorities being maximise use of existing and affordable spaces 39% (N=22) followed by strengthening partnerships and funding pathways 23% (N=13), and increase equity and accessibility 14% (N=8)

Figure 6. Prioritised arts and culture investment



10.1.3. Arts and culture - preferred communication channels

The final activity under arts and culture included a brainstorm on how participants would expect to hear about arts and culture services and opportunities. The findings from all groups are shown below under common themes.

Physical and Visual Promotion

- Posters in local areas, shopping centres, community hubs and markets.
- Flyers and leaflets in letterboxes and public spaces.
- Community noticeboards, especially at high-traffic locations (e.g. Logan Reserve, Altona Information Centre).

Council and Community Newsletters

- Quarterly Council newsletters (suggested to be more timely for planning purposes).

- Email newsletters people can subscribe to.
- School newsletters to reach families.

Online and Digital Channels

- Council's website, with a clear and accessible events/bulletin board.
- Social media platforms (especially Facebook).
- Local news websites and digital community updates.

Local Print Media

- Coverage in community newspapers like *The Westsider.*

On-the-Ground Engagement

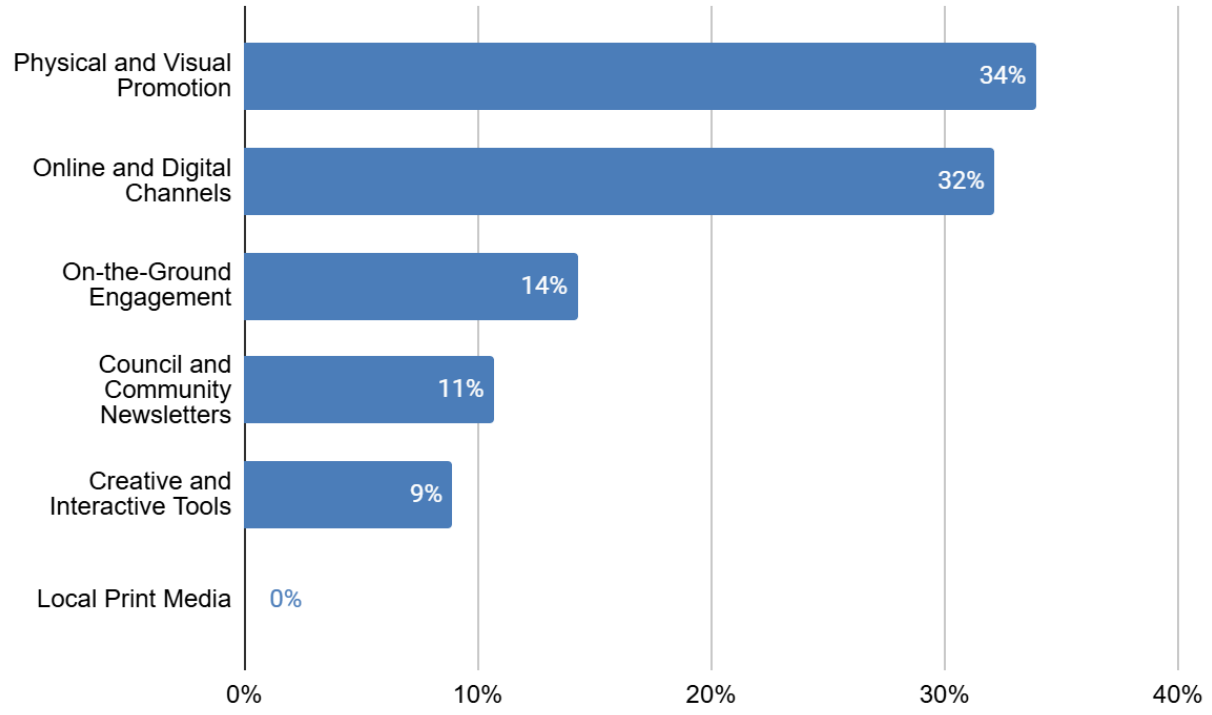
- Pop-up sessions with Councillors or staff to share upcoming opportunities.
- Information shared through trader associations and at passive exposure points like transport hubs or busy shopping strips.

Creative and Interactive Tools

- QR codes at busy locations.
- Electronic billboards or "What's Coming Up" banners.

During Workshop 3, participants prioritised the key themes further and selected the top two opportunities. Figure 7 (below) demonstrates that top priorities being physical and visual promotion with 34% (N=19) followed by online and digital channels 32% (N=18), and on-the-ground engagement 14% (N=8). Interestingly no participants prioritised local print media.

Figure 7. Preferred communications methods- arts and culture



10.2. Climate change and sustainability

Before heading into group discussions about changing weather and waste treatment, participants were presented with sustainability and climate change information, followed by relevant engagement findings to date. Later in this segment, participants were shown information on waste and recycling, in particular, landfill and contamination. These presentations helped frame thinking for the upcoming activities.

10.2.1. Preparing for changing weather

Participants were spread across 11 groups and were asked to consider council's role in preparing for changing weather under four role categories. These categories were:

- **Provider:** we directly plan and deliver services, support, infrastructure or facilities to meet the needs of the community.
- **Partner:** we deliver services or facilities in partnership with key stakeholders. We provide support to enable other organisations to provide a service or facility.
- **Advocate:** we use our voice to influence government (and other stakeholders) on issues that are important to change policy or secure funding.
- **Educator:** we share information, raise awareness, and develop knowledge and skills to empower individuals and groups.

Council's role as a provider

Participants feedback consisted of a number of different, but often overlapping themes. Categorised feedback is shown below, with the number of mentions and example feedback*.

Urban Greening and Tree Canopy (9)

- Plant more trees, especially canopy trees in red zoned areas (Laverton, Seabrook, Altona Meadows)
- Maintain existing tree canopy and improve tree health
- Focus on native tree planting and create dense plantings for microclimates
- Encourage verge planting for biodiversity
- Double nature strip plantings (plant two trees instead of one)
- Protect trees from vandalism
- Fines for destruction of Council-planted trees

Drainage, Flooding, and Stormwater Management (8)

- Ongoing drainage upgrades and maintenance, especially near the coastline
- Address flooding on roads (many lack functioning stormwater discharge)
- Clean and maintain creeks and waterways (e.g. Skeleton Creek, Laverton Creek Spit)
- Future-proof infrastructure and development to manage rainfall and runoff
- Mandate permeable surfaces in new developments
- Forecast trouble spots based on historical flooding data
- Reinstate natural drainage in built-up spaces
- Clear Laverton Creek spit to prevent flooding

Shade, Cooling, and Heat Preparedness (7)

- Shade in parks, beaches, and along pedestrian paths

- Shaded rest areas and public spaces
- Hydration stations and working public water fountains
- Use libraries and community buildings as cool refuges
- Install shelter hubs for extreme weather or disaster events
- Update flood-prone underpasses (e.g. to Altona Meadows Baseball Centre)
- Improve pedestrian crossings to provide protection in extreme heat/rain

Sustainable Infrastructure and Planning (7)

- Ensure new developments incorporate climate-smart design (light roofs, permeable surfaces, water tanks)
- Reduce concrete in built environments
- Invest in infrastructure to manage climate risk
- Reinstate Old Paisley Station to support sustainable growth
- Role model sustainability through Council infrastructure (e.g. EV for CEO)
- Stick to existing climate commitments and ensure compliance
- Improve consistency between Council regulations and environmental goals (e.g. allow solar panels/rainwater use)

Funding, Incentives, and Education (6)

- Provide grants for sustainable home upgrades (e.g. water tanks, permaculture, worm farms)
- Funded green home and climate resilience initiatives
- Council to offer sustainability education tailored to Hobsons Bay
- Incentivise SES membership and provide greater support for local emergency responders
- Use creative ways to connect people with the environment (e.g. scavenger hunts, outdoor classes)
- Use signage to educate and protect sensitive coastal areas

Resource Recovery and Waste Management (5)

- Increase green bin collection frequency
- Increase hard waste collection (e.g. twice a year)
- Provide free compost bins and promote composting
- Support a Council-run recycling centre to process hard rubbish
- Encourage behaviour change by making sustainable choices easier for the community

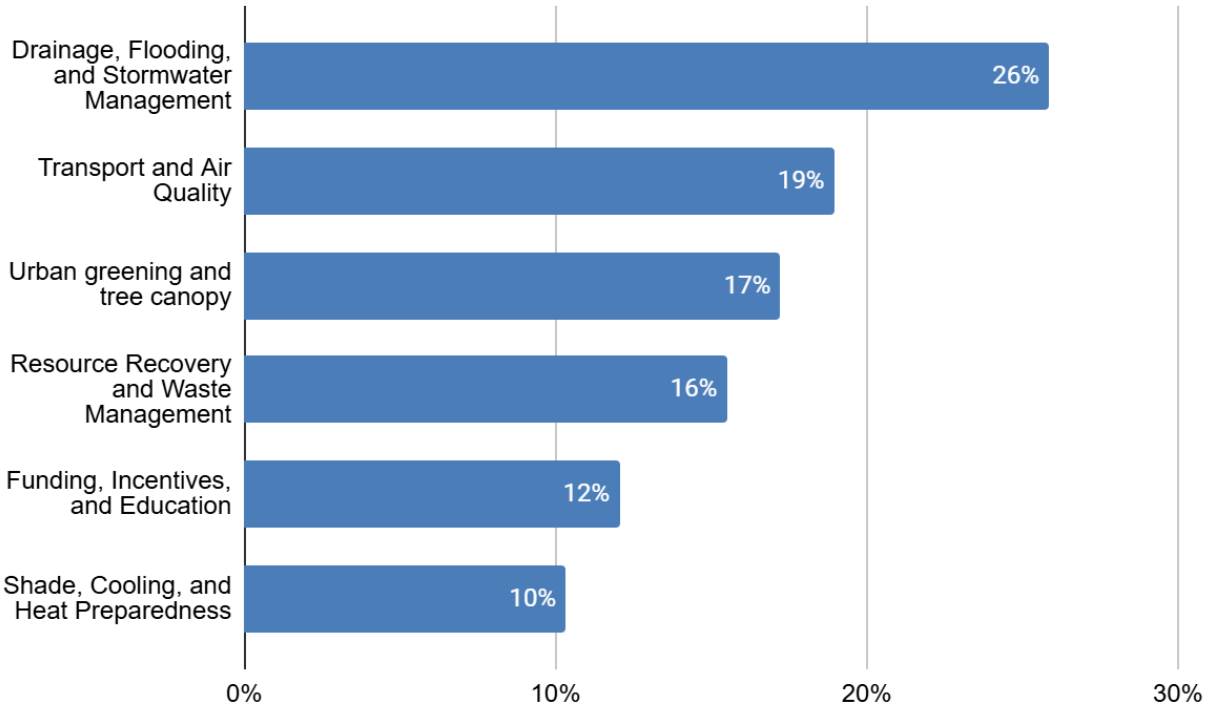
Transport and Air Quality (4)

- Provide bike paths and support public transport to reduce car dependency
- Council to police factory and woodfire chimney emissions
- Encourage greener industries over polluting ones
- Reinstate train stations to support modal shift and urban connectivity

*Where feedback was the same or similar, contributions have been merged into one piece of example feedback.

During Workshop 3, participants prioritised the key themes further and selected the top two opportunities. Figure 8 (below) demonstrates the top priorities being Drainage, Flooding, and Stormwater Management 26% (N=15) followed by transport and air quality 19% (N=11) and urban greenery and tree canopy 17% (N=10). Please note due to an error the 'Sustainable Infrastructure and Planning' was not included as a voting option- which may have altered the overall voting.

Figure 8. Preferred Council roles (Provider)



Council's role as a partner

Participants feedback consisted of a number of different, but often overlapping themes. Categorised feedback is shown below, with the number of mentions and example feedback.

Partnering with other government agencies and authorities (8)

- Collaborate with:
  - Melbourne Water, Parks Victoria, VicTrack/Metro, and EPA on flooding, waterways and environmental issues
  - City of Maribyrnong and other neighbouring councils on shared infrastructure and upstream development.
  - State Government on Public/active transport advocacy and local weather information
- Work with agencies to rework Paisley Drain and address rail-related flooding
- Communicate more localised, accurate weather information to waterway users.

Support for Households and communities (6)

- Collaborate on home solar grants, interest-free solar loans and electrification initiatives
- Support access to neighbourhood battery programs

- Partner with groups to assist elderly and vulnerable people during climate events
- Help communities adopt circular economy practices (waste management, food sharing)
- Encourage donations of leftover food from cafes/restaurants to charities

Engagement with local organisations and volunteers (5)

- Support and collaborate with:
  - Local SES units for emergency response, education and free stalls at events
  - Volunteer groups, schools and community organisations to promote environmental care
  - Business on climate actions (emergency hot weather planning)
- Encourage businesses to be climate resilient and promote it as “good business”

Knowledge sharing and expertise (5)

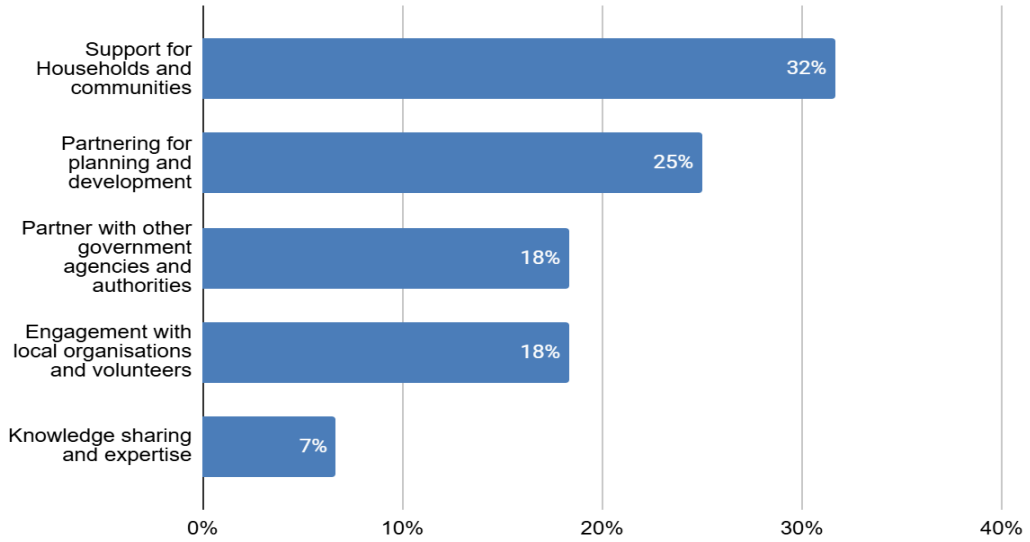
- Partner with:
  - Indigenous land management groups to improve understanding and care of land
  - Universities, consultants and data specialists to access weather data and apply it to decision making
  - Other international cities with similar climate challenges to exchange ideas and solutions

Partnering for planning and development (4)

- Work with developers to future proof infrastructure
- Collaborate with businesses to reuse sites, like the Mobil refinery
- Partner with neighbouring councils for mutual strategies and regional plans

During Workshop 3, participants prioritised the key themes further and selected the top two opportunities. Figure 9 (below) demonstrates the top priorities being support for households and communities 32% (N=19) followed by partnering for planning and development 25% (N=15) and partner with other government agencies and authorities 18% (N=11) advocacy to State and Federal Government 14% (N=8).

Figure 9. Preferred Council roles (Partner)



Council's role as an advocate

Participants feedback consisted of a number of different, but often overlapping themes. Categorised feedback is shown below, with the number of mentions and example feedback*.

Advocacy to State and Federal Government (8)

- Lobby for climate resilient infrastructure and coastal protection (seawalls and drainage).
- Push for better public transport and reopening of old railway stations to reduce car reliance.
- Advocate for solar and battery storage incentives to improve energy resilience.
- Request clarity and support on localised flood risks and climate change preparedness.
- Champion rehabilitation of former industrial sites (Spotswood, refinery land).
- Work with the government to explore cost effective erosion control, not just sea walls.
- Ensure state led solutions where needed, but keep local needs visible.

Education and behaviour change (7)

- Promote better recycling habits (education campaigns, bin stickers).
- Inspire and educate residents on climate resilient gardening (native, low maintenance plants).
- Support rubbish sorting education and sustained campaigns to shift everyday behaviour.
- Keep the community informed and aware of climate impacts through accessible data.
- Encourage residents to take action in their own homes and neighbourhoods.
- Offer regular community hubs / focus groups to tackle emerging climate challenges together.

Sustainable development and land use (5)

- Support more sustainable and greener housing through planning policy advocacy.
- Promote responsible development near transport hubs and activity centres.
- Push for greener building standards in both new developments and retrofits.
- Advocate for tree planting grants and government acquisition of flood prone properties.
- Encourage joint efforts to rehabilitate disused or contaminated land for green / open space.

Active and connected communities (3)

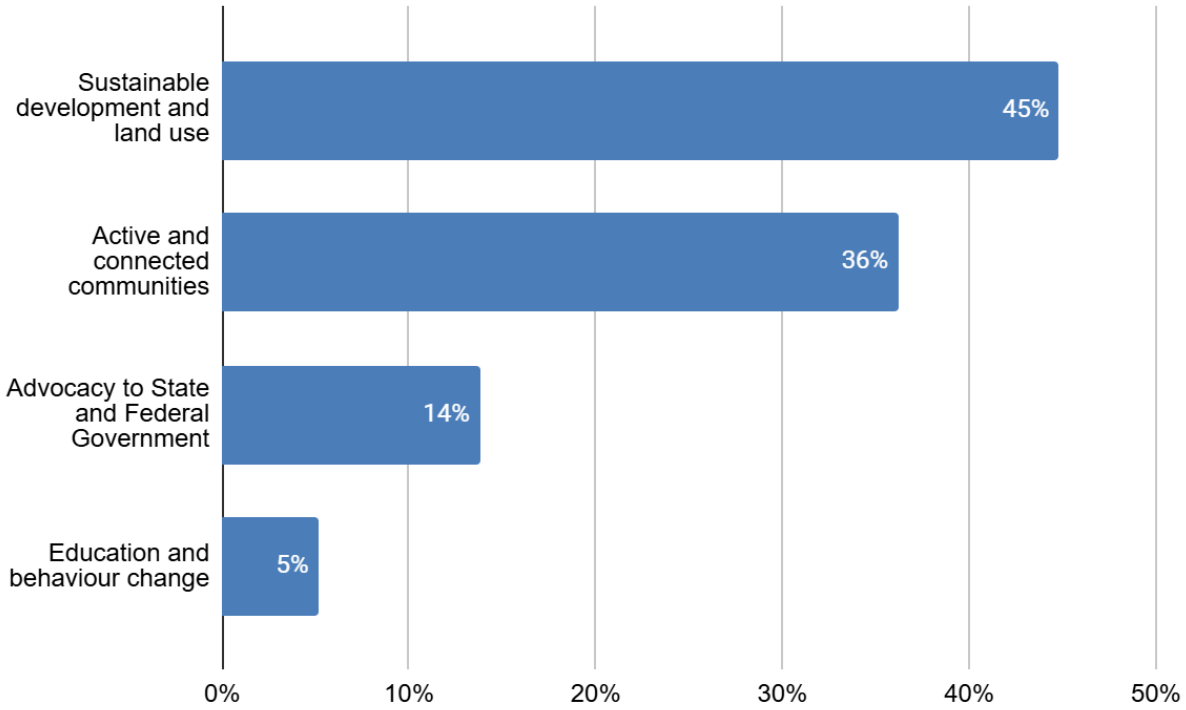
- Advocate for programs that promote walking and cycling, including suburb based groups.
- Reduce reliance on cars with active transport incentives.
- Encourage more connected and climate conscious communities through local initiatives.

Other: There was additional feedback on how Council could approach advocacy (3)

- Focus advocacy on stakeholders Council can influence directly instead of broader or harder to reach targets.
- Use local data to build compelling cases for funding and government support.
- Avoid spreading efforts thin and prioritise achievable outcomes.

During Workshop 3, participants prioritised the key themes further and selected the top two opportunities. Figure 10 (below) demonstrates that top priorities being sustainable development and land use 45% (N=26) followed by active and connected communities 36% (N=21) and advocacy to State and Federal Government 14% (N=8).

Figure 10. Preferred Council roles (Advocate)



Council's role as an educator

Participants feedback consisted of a number of different, but often overlapping themes. Categorised feedback is shown below, with the number of mentions and example feedback.

Climate change and environmental awareness (11)

- Educate on climate change impacts specific to Hobsons Bay (flooding, temperature rise, erosion).
- Promote existing tools like the interactive climate risk map.
- Help residents understand their local environmental risks (coastal flooding).
- Share local facts and case studies about climate change to build trust and action.
- Use clear communication and prioritised messaging to avoid overwhelming people.
- Offer accessible workshops, sessions and online resources for community learning.
- Encourage shared understanding and ownership of climate goals.
- Provide honest updates on Council actions including what didn't work.
- Keep information clear and consistent, use multiple channels (website, social media, newsletter).
- Increase public visibility of council achievements (signage in parks).
- Focus on shared ownership of goals and two way communication.

Recycling, waste and sustainability education (6)

- Provide better recycling education for both residents and businesses.
- Promote how household waste systems work.
- Improve promotion of council led sustainability activities (recycling at libraries).
- Use festivals and public events in all suburbs to engage people with sustainability.
- Encourage recycling habits through subtle visual education (native garden in Logan Reserve).
- Raise awareness of circular economy practices through schools and groups.

School and youth engagement (5)

- Focus education efforts in schools, targeting young people as future leaders.
- Work with schools to teach students about their local environment.
- Deliver presentations in schools to promote climate awareness and community pride.
- Identify and involve youth as a key stakeholder group in climate discussions.
- Use school based engagement to build early understanding and motivation for change.

Disaster preparedness and risk communication (3)

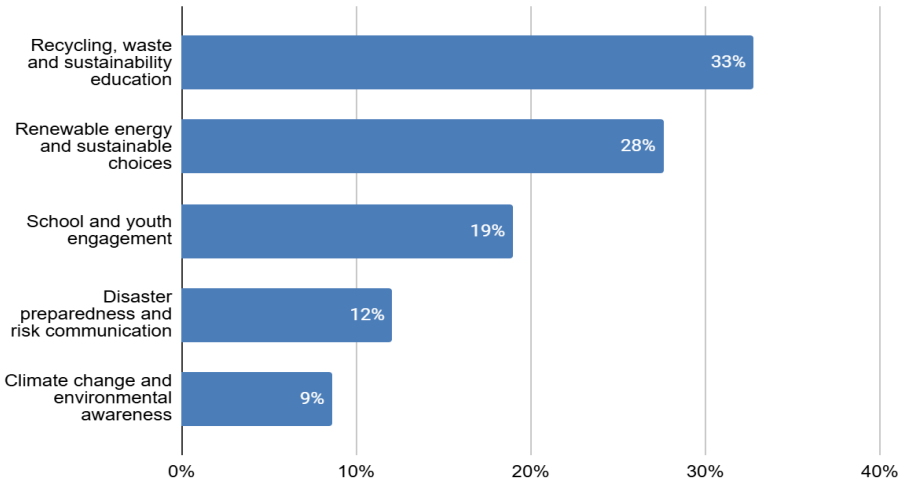
- Educate residents on disaster preparedness including where to go in an emergency.
- Clearly communicate the location of emergency hubs and local procedures.
- Ensure information is accessible before, during and after a climate related event.

Renewable energy and sustainable choices (2)

- Help the community make informed decisions on solar panels and batteries.
- Share reputable information to build confidence and encourage uptake.

During Workshop 3, participants prioritised the key themes further and selected the top two opportunities. Figure 11 (below) demonstrates that top priorities being recycling, waste and sustainability education 33% (N=19) followed by renewable energy and sustainable choices 28% (N=16), and school and youth engagement 19% (N=11).

Figure 11. Preferred Council roles (Educator)



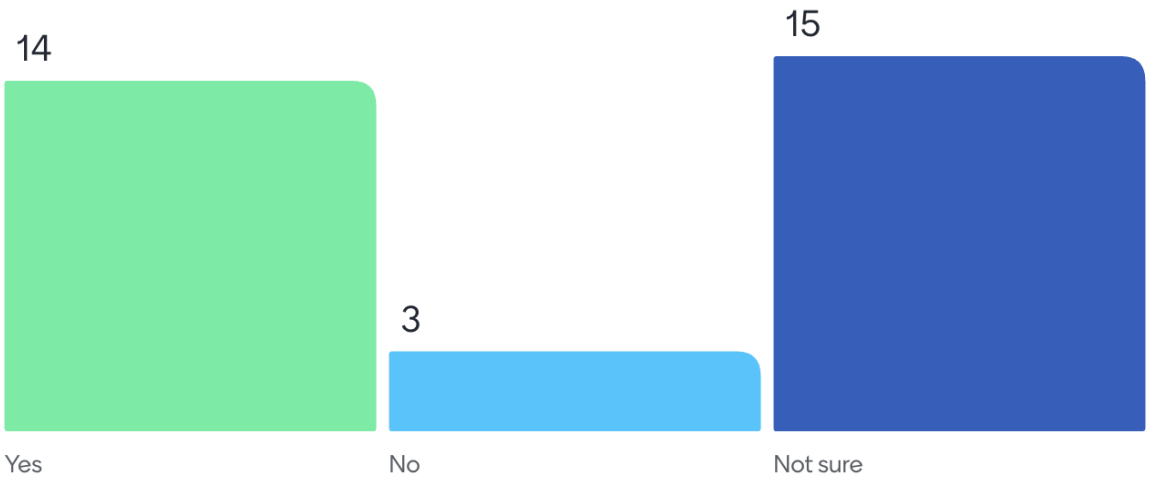
10.3. Landfill and contamination

After being presented with information about waste and recycling, including the current state, the options available to Hobsons Bay, and a run through of what others are doing in this space, participants were asked to consider whether HBCC should consider sending waste to the Advanced Waste Recycling facility.

This segment was hosted on an online platform, Mentimeter, which allowed participants to vote on their preferred decision. Options included 'yes', 'no', and 'unsure'. Of the 32 responses captured, 15 participants were unsure, followed by those in support of the decision (14), and three participants opposed.

It was determined that more information would need to be provided in order for the community to have an informed opinion, particularly regarding the possible consequences of the Advance Waste Facility including impact on air quality.

Figure 12. Should Council consider sending waste to the Advanced Waste Recycling facility



After being presented with relevant engagement findings to date, participants were asked questions relating to the reduction of landfill waste and contamination, and prompted to consider the consequences that should be in place. Participants were given ten minutes to consider each question and were able to 'like' or discuss ideas in the room.

10.3.1. Reducing landfill waste and contamination

Education and awareness (20)

- Increase community education on correct use of the four-bin system, including what goes where.
- Deliver public campaigns via newsletters, flyers, posters, libraries, and social media.
- Focus on explaining not just how to reduce landfill, but why it matters.
- Provide targeted education for young people and schools.
- Promote the consequences of contamination (e.g. costs, environmental impact).
- Improve bin signage and expand visual reminders (e.g. stickers, posters).
- Share human stories and local impacts to build connection and accountability.

Infrastructure and services (15)

- Provide more frequent or flexible bin collections (e.g. weekly green bin, opt-in red bin pickups).
- Offer accessible drop-off points for e-waste, batteries, and hazardous materials.
- Reintroduce or expand local recycling centres and tip shops for second-hand goods.
- Improve recycling technology and accept a broader range of materials (e.g. soft plastics, hard-to-recycle plastics, more glass types).
- Expand communal disposal options for items like paper and glass.
- Review and upgrade bin sizes to meet combined garden and food waste needs.

Incentives and rewards (14 mentions)

- Offer financial or rate-based incentives for households that correctly sort waste.
- Reward high-performing streets or suburbs for good recycling habits.
- Provide discounts or credits for reduced landfill or increased composting.
- Promote behaviour change through “carrot over stick” approaches.
- Offer free compost bins, larger green bins, or paper liners for food waste.
- Create community-based recognition programs for sustainability.

Enforcement and regulation (12)

- Penalise repeat contamination with a staged warning and fine system.
- Increase monitoring and follow-up on incorrectly sorted bins.
- Use bin stickers, audits, or technology like truck-mounted cameras.
- Charge for red landfill bins or excess landfill as a disincentive.
- Enforce proper waste practices in businesses and shops.
- Address illegal dumping and contamination more visibly and consistently.

Composting and organic waste (9)

- Support community and home composting through education and incentives.
- Promote benefits of composting and raise awareness of food waste impacts.
- Run home composting workshops and offer start-up resources.
- Address barriers like odour and bin size to make food waste disposal easier.

- Encourage use of biodegradable liners and provide alternatives to plastic bags.

Shared responsibility and advocacy (7)

- Advocate for changes at state and federal levels around packaging and soft plastics.
- Encourage supermarkets and manufacturers to reduce unnecessary plastic.
- Work with businesses to minimise waste and improve recycling practices.
- Highlight the role of industry and shift some responsibility away from consumers.
- Promote biodegradable alternatives and responsible procurement in local shops.
- Advocate for consistent national approaches to recycling.

Contamination and environmental clean-up (5)

- Clean up contaminated sites and address long-term waste build-up.
- Investigate causes of local contamination and communicate openly with the public.
- Take proactive steps to rehabilitate heavily polluted or animal-affected landfill areas.
- Prevent further environmental damage by decontaminating before expanding or redeveloping land.
- Highlight the urgent need to fix existing problems, not just manage future waste.

Of the comments received in this segment, a number of individuals 'liked' others' responses. This showed that some ideas resonated with other participants in the room. The comments with the highest number of likes are shown in Figure 13.

Figure 13. Most liked recommendations



10.3.2. Consequences for contamination

Fines and financial penalties (17)

- Apply fines for repeat offences, with many suggesting a staged approach (e.g. warnings, small fine etc).
- Significant penalties for businesses and smaller fines for households.
- Increase rates or bin charges for households that continue to contaminate or overuse landfill.
- Suggested models include fines proportionate to income or charging based on individual landfill use above a certain amount.
- Concerns were raised that penalties could lead to unintended consequences like increased illegal dumping.

Warnings and education first (11)

- Many advocate for education and clear communication before resorting to fines.
- Suggested approaches included warning letters, flyers explaining environmental impacts, or mandatory waste education sessions.
- Support for a 'three-strike' model (e.g. initial warning followed by consequences if behaviour doesn't change).
- Some felt that education without penalties was the most ideal option.

Positive reinforcement and incentives (10)

- Emphasis on rewarding good behaviour as it would be more effective and build community pride.
- Suggestions included reduced rates or bonuses for compliant households, bin stickers that celebrate good behaviour and street competitions.
- Recognising good recycling habits through visual cues or reporting could motivate others.
- Competitions between sports groups, blocks or suburbs were seen as fun and inclusive ways to build momentum.

Behavioural and community based consequences (7)

- Some participants suggested 'consequences with purpose' like community service (e.g. a day collecting rubbish or working at a recycling depot).
- Loss of access to extra bin collections or incentives.
- Public reporting, contrasted with others disagreeing with shaming others.

System and policy level change (6)

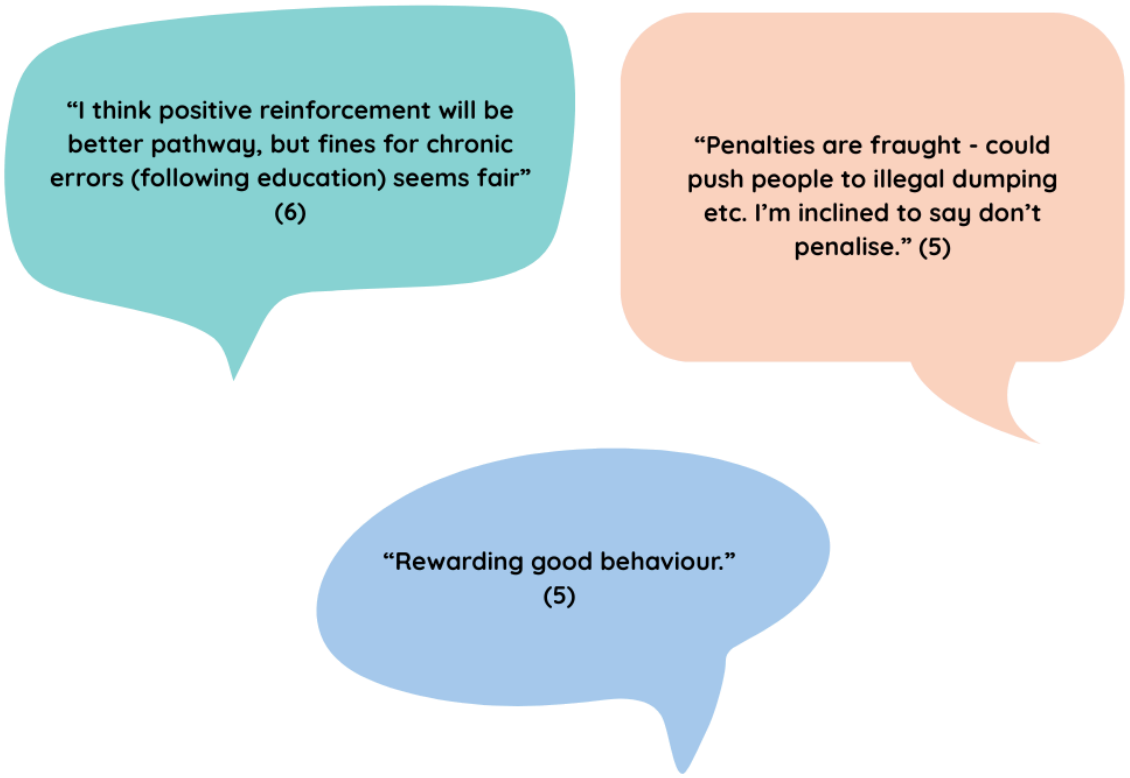
- Concerns about systemic issues like the lack of clarity on recycling rules, inconsistent messaging and responsibility shifting to users.
- Suggestions included improving waste contracts, enforcing waste standards through planning permits and targeting waste management companies for non-compliance.
- Some asked the council to focus on the main causes like why residents are getting it wrong rather than just punishing the outcome.

Concerns about fairness and equity (6)

- Some participants felt penalties could be unfair, especially for renters who don't control their bins or those with limited access to information.
- A few questioned whether the real problem lies with individuals or with over-packaging and unclear recycling policies.
- There was a strong caution against shaming people, for example with angry-faced bin stickers or public callouts.

Of the comments received in this segment, a number of individuals 'liked' others' responses. This showed that some ideas resonated with other participants in the room. The comments with the highest number of likes are shown in Figure 14.

Figure 14. Most liked consequences



11. Workshop 3

On Wednesday 16 July, 2025, participants were brought back for the third workshop of the Community Representative Workshop series. This in-person workshop was held at Council's Corporate Centre (9am to 1:30 pm). Information shared with participants for optional pre-reading included the Health Profile and Health Priority Fact Sheets, Community Vision Report and video on how the Community Vision was created through engagement.

At the opening of the session, participants were welcomed and provided with a quick overview of what was discussed in Workshop 2, prioritised findings for Workshop 2 and explored the goals for the final workshop.

11.1. Community Services

Participants were presented with approximately 15 minutes of information regarding community services in Hobsons Bay. This included, but was not limited to early years, children, youth, community support and an outline of current challenges. This segment was followed by a short question and answer section and a presentation of relevant engagement findings to date.

11.1.1. Identifying gaps in community services

Participants were divided into five groups, each with a different persona to consider: parent with a baby; young person; older person; child; and a person with a disability. The groups were asked to:

- Discuss what services this person may need
- Document what service is NOT available that they may need
- Highlight what Council's role would be to ensure this service is available.

Parent with a baby

Wellbeing services for parents and babies were viewed as a potential gap, such as:

- Sleep services for new parents struggling with their baby sleep schedule
- Food access for new struggling parents (including meals on wheels)
- Safe housing for new babies' parents.
- Adopt-a-grandparent program
- Trustable babysitting services
- Parent support services
- Social get-togethers
- Services available on a Saturday

Participants articulated Council's role to have a strong focus on communication to parents about what services are available, including communicating directly to those with babies not born in Australia.

Young person

The participants identified key gaps in communication- particularly how young people can find out what services and activities are available. Specific gaps highlighted included:

- Extending library hours for local students
- Ensuring programs and services are spread across the municipality
- Digital inclusion and safety programs
- Games and music-based activities
- Focusing on getting young people outside
- Life skills education
- Public education campaigns
- More opportunities for sports groups as well as non-competitive groups such as arts.

Communication was seen as a key role for Council, to promote opportunities, ensuring that digital communication is utilised. Utilising and expanding existing services such as libraries and youth services was viewed as important.

Older person

This group recognised that there are existing services that are crucial including home visits, assistance with shopping community transport. Further suggestions that may address gaps:

- Exercise opportunities including tai-chi
- Opportunities for community building such as: chess, cards, morning tea, information sharing, promoting local clubs. This could occur in a variety of locations such as libraries, outside shipping centres etc.
- Education opportunities including technology education, preventative home maintenance, and how to access taxi cards and companion cards.
- Partner with youth to assist with technology
- Expand the community bus for wider uses e.g. visiting/socialising
- Assistance to navigate the complex service environment- this could be through drop in sessions in libraries, or, through a concierge-type service,

Council was seen to have key roles in providing information and support to older residents, including providing hard copy information (not solely on the internet). There was a suggestion that Council could reduce the red-tape required for community members wishing to organise events.

Image 12 and 13. Example personas





Child

This groups spoke about the variety of service needs and particularly had a focus on ensuring child safety, Suggestions that may address gaps:

- Supervised communal play areas with volunteers or older youth
- Opportunities to build local community across all skill levels e.g. sports teams
- Increased local clubs and activities, working with volunteers
- Finding ways to work with police for community safety
- Address safety e.g. advocate for police presence, safe public transport and active transport networks
- Offer skill building for young people
- Connecting families to the right services
- Partner with schools, kindergartens and Department of Education:
    - Visits prior to starting school to familiarise with school and procedures
    - Transition programmes
    - Volunteers in schools in first term to help with assimilation
    - Breakfast clubs
    - Council run playgroups and
    - Parents group for first time school parents

Council was seen to have key roles in providing direct services (e.g. facilitating youth clubs, parent groups etc) as well as a role in sharing information on existing services and advocating for changes to the education system.

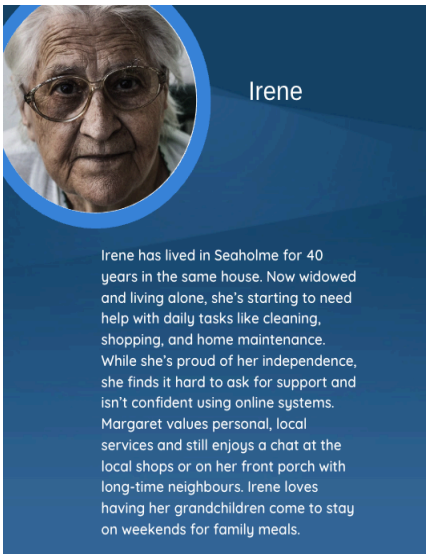
Person with a disability

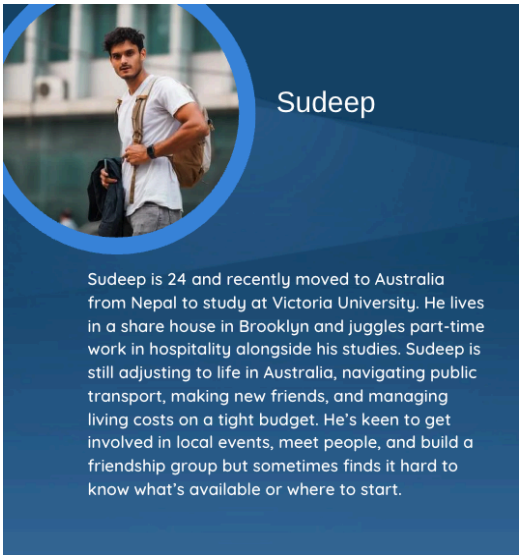
This group recognised that there is no “one-size-fits-all” approach and that it is crucial that individual needs are recognised. Suggestions that may address gaps:

- Improve accessible transport- respect autonomy on when and where.
- Providing meal services.
- Ensuring interpreters at community events e.g. AUSLAN interpreters.
- Providing maintenance service (gap with NDIS).
- Providing information and advice on services and NDIS funding.
- Improve Council website to make user friendly and accessible.
- Provide information in community centres and libraries.
- Improve pathways to support independent travel and access to parks.
- Increase offerings with libraries and community centres (e.g. gaming).
- Support groups for those with disabilities, particularly peer-led.
- Improve access to toilets.

Council’s role could focus on infrastructure improvements for physical accessibility, as well as website improvements for digital access. Council could expand offerings in community venues and be a source of information and advice for the community.

Image 14 and 15. Example personas





11.2. Health and Wellbeing

Participants were presented with approximately 15 minutes of information regarding health and wellbeing. This included, but was not limited to Council's legislated requirements, health and wellbeing trends, and current data on key topics. This segment was followed by a short question and answer section and a presentation of relevant engagement findings to date.

11.2.1. Identifying Council's role in addressing health and wellbeing

Participants were encouraged to individually visit five separate stations each focusing on a different health and wellbeing priority and provide suggestions on what they believe Council's role should be in addressing the health and wellbeing need.

Active living

Participants recognised that physical activity is one the top ways of preventing and managing chronic disease and mental health. It is especially important with an ageing population that is at high risk of falls and supporting people to live independently with a high quality of life.

Provider

- Provide safe bike paths connecting all suburbs (e.g. Kororoit Creek Rd roundabout.
- Provide exercise programs (e.g. walking, exercise, yoga, exercise equipment). Target vulnerable and isolated groups. Assist to set-up not necessarily manage.
- Proactive management of council pool (e.g. Bayfit) to directly benefit the community.
- Maintain and upgrade footpaths and drains- too many tripping hazards.
- Fund vouchers for kids sport (e.g. feeds, uniforms) for those who cannot afford it.
- Subsidise sporting fees for struggling families to put children in sports.
- Ensure access for all at Williamstown pool e.g. appropriate fees.

Partner

- Walkable shopping strips work with businesses and business owners to promote pedestrianised commercial precincts (see Street Commerce by Andrew Sevtsuk).
- Partner with state groups e.g. Football Victoria to provide more casual sporting opportunities.
- Work with schools to open up sports grounds to the public after hours (see infrastructure Victoria report).
- Create a local league for people who do not have a sports club to use sports grounds currently only used a few times a week e.g. near Altona sports centre.
- Create "rock-up" sports in a semi-formalised and non-competitive structure.
- Add female change rooms to all sports facilities to encourage girls participation.
- Utilise sports facilities/grounds when clubs aren't using them.

Advocate

- Lobby the state government to provide reliable public transport fast and frequent and connect these services to active transport (e.g. walking and cycling paths) to ensure integrated transport networks.
- Advocate to subsidise fees and charges for kids sport.

Educator

- Encourage school systems to include more physical activity opportunities and nutrition.
- Promote/support more physical activity in the council area.

Mental health

Provider

- Provide safe spaces in the community (e.g. a quiet room).
- Provide a women's shed.
- Provide peer support groups venues where they can meet.
- Provide activities for good mental health at council leisure facilities.

Partner

- Partner with state government funding to create a regional package (e.g. an incentive for mental health practitioners to stay and work in this region).
- Partner with local universities and schools who have mental health practitioners and encourage placement and graduate opportunities in the region.

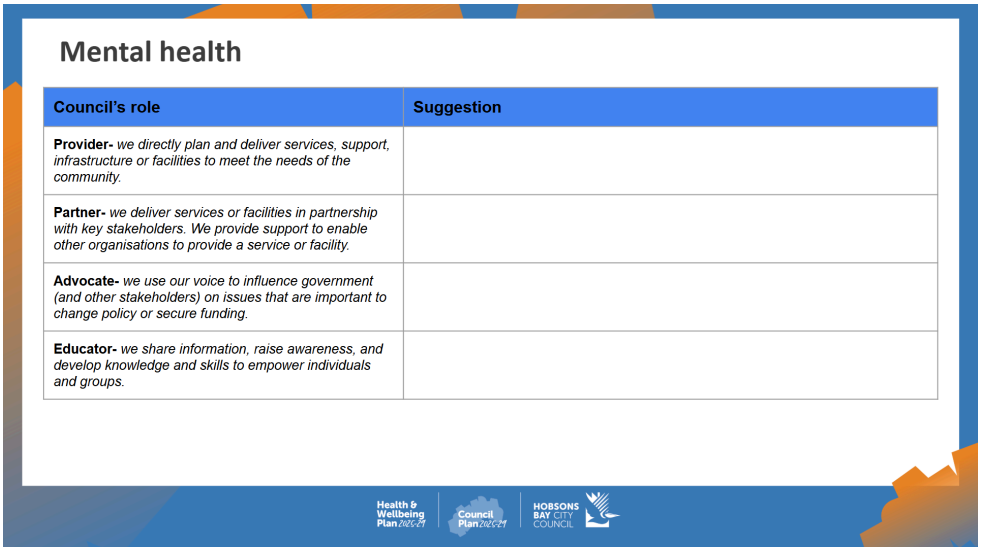
Advocate

- Advocate for safe spaces and quiet rooms at all schools.
- Advocate on the importance of mental health at schools, institutions and organisations.

Educator

- Educate on the link between being online and loneliness and depression.
- Educate parents and students on device usage and detrimental effects on mental health and isolation.
- Provide broad awareness of programmes.
- Raise awareness that RUOK? day is not just a day, it's everyday.
- Provide material at community hubs (e.g. library pool) about services, programmes and tips for good mental health.

Image 16. Example Health and Wellbeing activity sheet



Safety in the home

Provider

- Provides opportunities for community bonding and creating support networks through initiatives e.g. street parties.
- Access to services across all areas (e.g. orange door, community legal services) for all genders.
- Provide Neighbourhood Watch.
- Open community facilities later e.g. libraries.
- Increase CCTV cameras in public areas and streets.

Partner

- More visible police presence.
- Advertise help lines on fridge magnets etc.
- Partner with high influence people to role model behaviours.

Advocate

- Increase mental health services.
- Advocate for more police presence.

Educator

- Share the statistics with the community to improve awareness.
- Provide information in Hobsons Bay newsletter on home security e.g. ring doorbells.
- Advertise support options.
- Educate on the impacts of substance abuse.
- Encourage a culture for checking in on neighbours.
- Ensure family violence information is inclusive of male victims.

Safety in the community

Provider

- Provide security in public places (e.g. Pier Street).
- Provide alternative places for people to spend time (e.g. social clubs).
- Provide support to isolated groups (e.g. migrants).
- Provide a safe space (e.g. library open late).
- Support rough sleepers (e.g. bus that provides a safe space, soup kitchen).
- Provide adequate lighting in public places (e.g. footpaths and intersections).

Partner

- Partner with Police and Neighbourhood Watch.
- Monitor and take feedback from local Facebook groups.
- Partner with local jujitsu and taekwondo groups to provide subsidised training to youth.
- Work with VicRoads to improve roadways and signals and lighting.
- Partner with churches to utilise halls.

Advocate

- Advocate for support for migrant communities.
- Advocate to state and federal government to set up new police stations.
- Advocate for better transport to ensure safe travel.
- Advocate for regular and varied police patrols.

Educator

- Educate on how to call out poor behaviour.
- Work with schools on teaching respectful behaviour.
- Work with a celebrity influencer to educate children.
- Education on behaviour and respecting the law.

Social connections

Provider

- Support social gatherings - make it easier for community groups to run events (e.g. assistance with paperwork).
- Support men's shed and similar (e.g. secure spaces, insurance coverage etc).
- Provide community sport opportunities.
- Expand Bayfit spaces and unused spaces to offer activities.
- Provide facilities to community groups that may be niche and targeted.
- Ensure opportunities for social connection with physical activity (e.g. tea or coffee after a walk).
- Provide intergenerational activities in partnership with other organisations (e.g. adopt a grandparent).
- Provide a social connections ideas box in libraries.

Partner

- Partner with community groups to promote opportunities to become involved.
- Partner with services to encourage physical delivery of newspapers and local newsletters in addition to email service.

Advocate

- Advocate for better transport connections (e.g. community shuttle for people with limited mobility).
- Advocate for leadership programmes for young people aged 18 to 25.

Educator

- Provide information on social groups and activities (e.g. location, contact details).
- Develop a careers fair for younger people 18 to 25- get various council departments to speak about their work.

Image 17. Community Representative Workshops

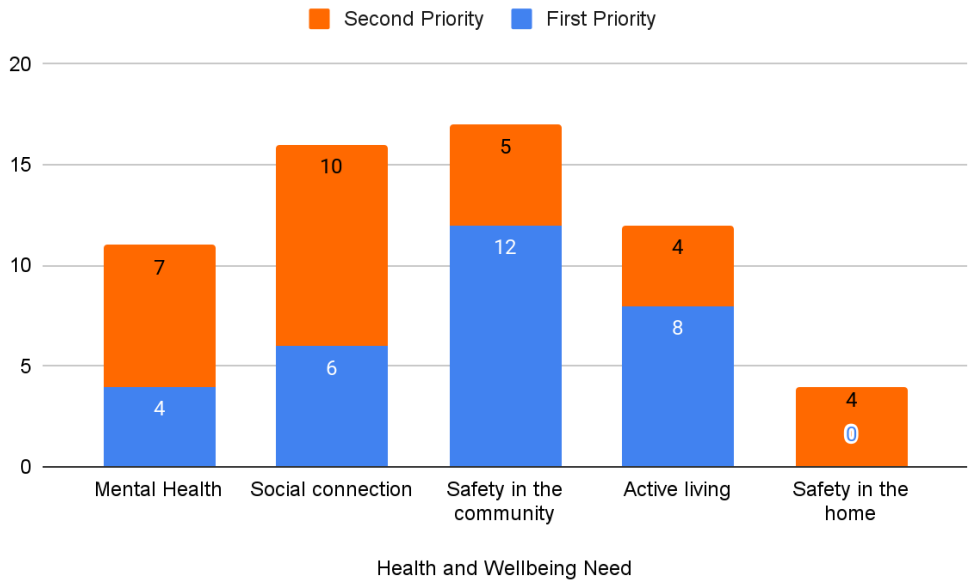


11.2.2. Prioritising health and wellbeing needs

Participants were asked to move to the health and wellbeing priority that they considered most important, followed by their second. Figure 15 shows that safety in the community was voted as the highest priority (N= 12 first priority and N=17 total), with social connection the second highest overall (N=16 total) and active living the highest preference at the second vote (N=8).

When votes were discussed, there was recognition from participants that there were many areas that overlap and that could positively impact subsequent areas.

Figure 15: Health and wellbeing priorities



11.3. Community Vision

Participants were presented with a brief overview of the purpose of a vision statement, and how the original statement was developed and the broad engagement feedback received on the community vision.

11.3.1. Vision statement review

Participants were then asked to work in pairs to review the current vision statement and six priorities. They were asked to highlight words in green that they felt were strong and still relevant and highlight words in red which they felt were unclear or outdated. Image 18. shows the words from the community vision statement most commonly 'green' were environment, inclusive, diversity, sustainable and community. Image 19. shows the words from the community vision statement most commonly 'red' which were excellence, empowered, progressive and visionary.

Image 18. Word cloud of strong and/or relevant community vision words 'Green'



Image 19. Word map of unclear and/or outdated community vision words 'Red'



11.3.2. Refreshed vision statements

Participants then split into six groups and were asked to review the highlighted words and refresh the community vision statement. They came up with the six statements, seen below in Table 29, which were then voted on (two votes per person).

Table 29. Propose Community Vision statements

Proposed Community Vision statement	No. of votes
By 2030 the Hobsons Bay Council will be transparent, accountable and efficient, for prioritising principles of community well being, safety and sustainability.	16
By 2030, celebrating our heritage environment and diversity, we - the community of Hobsons Bay - will be inclusive, sustainable, community-led and supported by a responsive and accountable Council.	11
By 2030, building on our unique heritage, nature, and community, we will thrive on a versatile, financially sustainable, courageous and bold council.	10
By 2030 Hobsons Bay will be a sustainable and inclusive community, building on and respecting our heritage, environment and diversity, supported and served by a progressive and transparent Council	8
By 2030, we will be protecting and supporting our heritage, environment and diversity, and continuously improving our inclusive, healthy community, led by a progressive council for the residents, continuing to learn from and respecting traditional custodians of this land.	7
By 2030, embracing our history, environment and diversity, we - the community of Hobsons Bay - will be an inclusive, engaged, sustainable and visionary community supported by council	7

The six groups also received one priority to refresh after reviewing the highlighted words.

11.3.3. Priority 1. Visionary, vibrant, accountable urban planning

General feedback from participants indicated that the words visionary and vibrant were not well supported, with additional feedback regarding the statement being unclear and out-dated.

The suggested re-freshed wording by the group was *"Sustainable, safe, accessible, person-centred and functional urban planning"*

11.3.4. Priority 2. Community wellbeing and inter-connection

General feedback from participants indicated that this priority was supported with some believing the term “inter-connection” was unclear.

The suggested re-freshed wording by the group was *“Building community wellbeing by engaging with all residents of Hobsons Bay”.*

11.3.5. Priority 3. Growth through innovation, access to local jobs, technology and education.

General feedback from participants indicated that this priority was unclear particularly in regards to the words ‘growth’, ‘innovation’ and ‘technology’

The suggested re-freshed wording by the group was *“Increased access to local jobs, technology and education.”*

11.3.6. Priority 4. Proactive enrichment, expansion and conservation of the natural and urban environment.

General feedback indicated that participants were not supportive of the terms “proactive enrichment” and were unclear what “expansion” meant in the content of both natural and urban environments. There was also commentary that this priority appeared to be contradictory in nature.

The suggested re-freshed wording by the group was *"Continuous improvement and conversation of the natural environment, whilst maintaining consideration of the urban environment.”*

11.3.7. Priority 5. Activation of sustainable practices

General feedback indicated that participants were not supportive of the term “activation” with further participants questioning exactly what was meant by sustainable practices.

The group suggested two re-freshed wording options for consideration: *"Maintain, measure and expand sustainable practices”* and *“Ensure accountability of sustainable practices”*

11.3.8. Priority 6. An accessible and connected community

General feedback indicated that participants were supportive of the priority, with some questioning the term “accessible”.

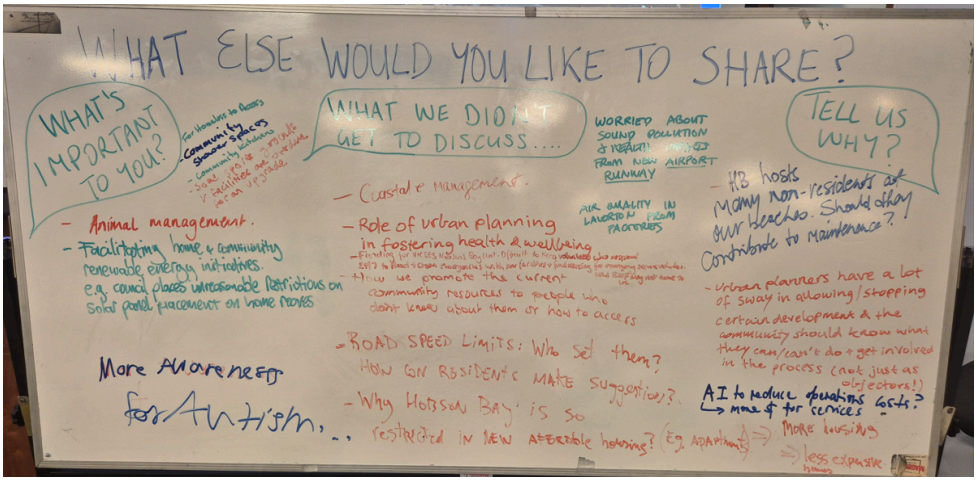
The suggested re-freshed wording by the group was *"Better and more accessible transport options.”*

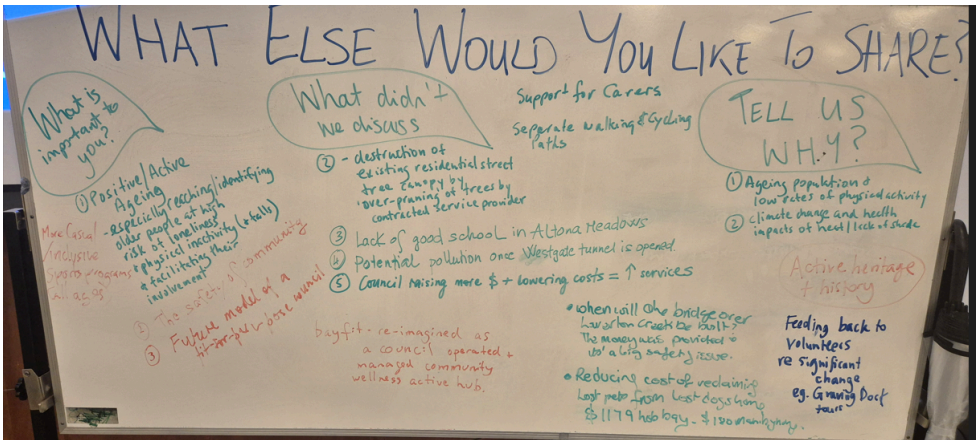
12. Other issues raised

Participants were provided with an option to record other issues they felt strongly about that the CRW did not discuss. Participants were able to add to a whiteboard throughout Workshop 3. Key issues raised broadly fit into the following themes:

- **Health, Ageing & Wellbeing:** positive ageing; ageing population; climate change impacts on health; support for carers; autism awareness; and homeless services. .
- **Inclusive & Active Communities:** inclusive sports programs; sportsground upgrades; active heritage and history; feedback to volunteers; and community engagement in urban planning.
- **Environment & Sustainability:** tree canopy destruction; pollution (air, sound, water); coastal management; climate action and renewable energy (home and community initiatives); and visitor contributions to beach maintenance.
- **Urban Planning & Infrastructure:** urban planning and its links to health and wellbeing; Laverton Creek bridge; separate active transport paths; road safety; affordable housing; and school availability.
- **Governance, Safety & Council Services:** community safety; animal management (including reclaim fees); increasing revenue for Council; Bayfit as a council-managed facility; role of AI in local government; and communicating community resources.

Image 20 and 21. Photo of whiteboard activity



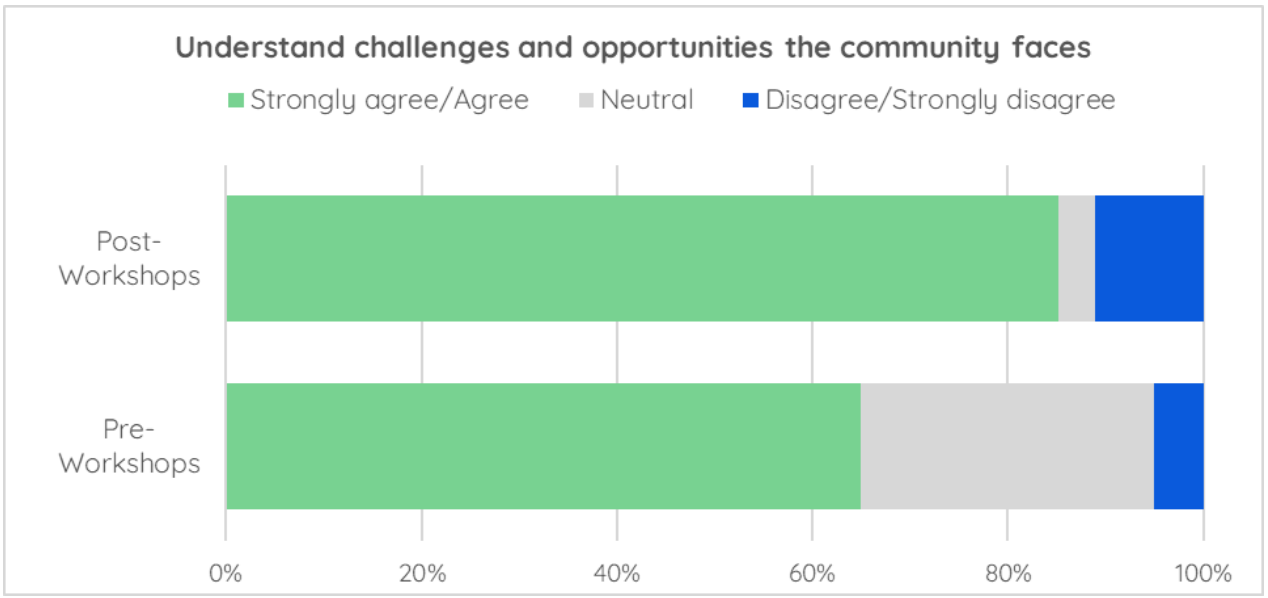


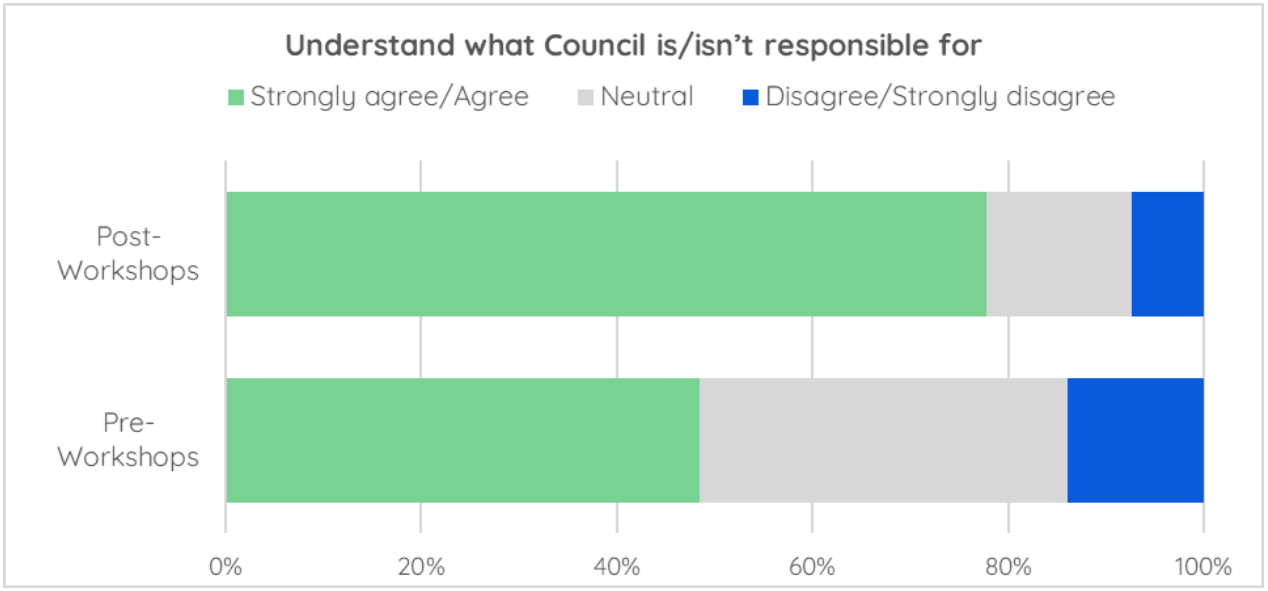
13. Evaluation of the CRW

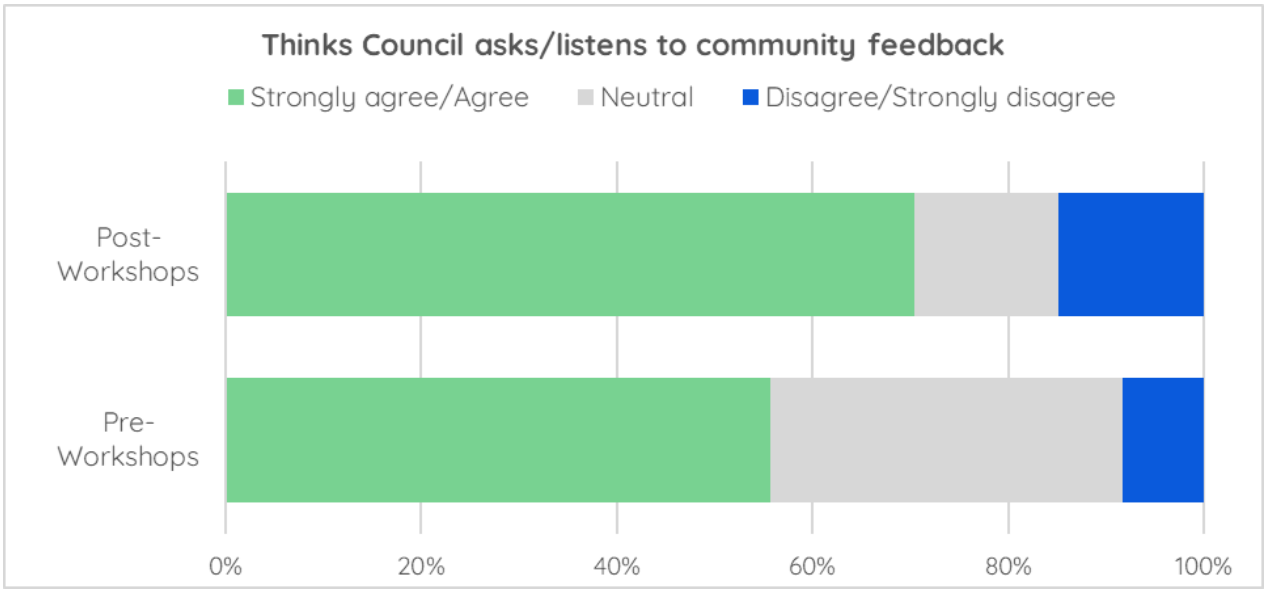
Panel members were asked questions about their experience before and after the panel. Completion of the pre and post panel surveys was optional, with 37 panel members completing the pre survey and 28 completing the post survey. It is important to note that not all panel members completed all questions in the pre and post-survey.

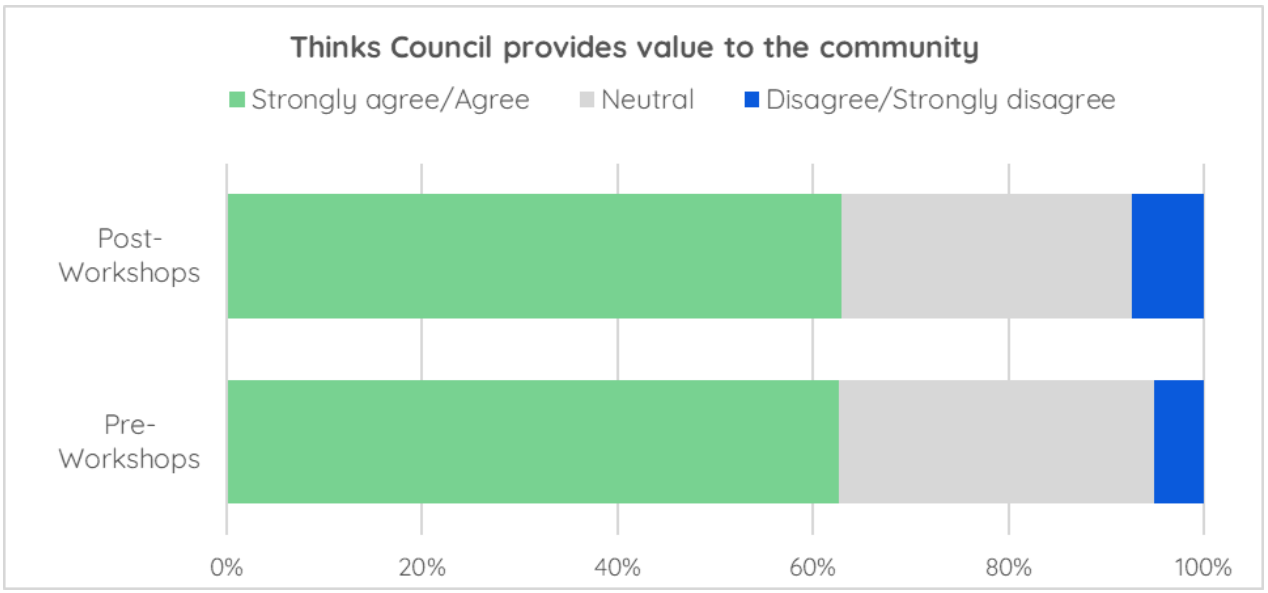
Participants were asked to demonstrate their level of agreement with a series of statements relating to their understanding of Council and Council process and their trust in Council. Figure 16a-f show the pre participation and post participation responses. There was a marked increase in understanding of what Council is and is not responsible for in the post survey. There was a considerable increase in agreement with the phrase; 'Council asks and listens to community feedback' (56% v.s 72%) however there was also an increase in disagreement (6% v.s 16%). There was an increase in disagreement with the phrase 'Council provides adequate opportunities for the community to input into Council decisions' (8%vs.21%) and trust in Council to make decisions on behalf of the community (14% vs. 20%).

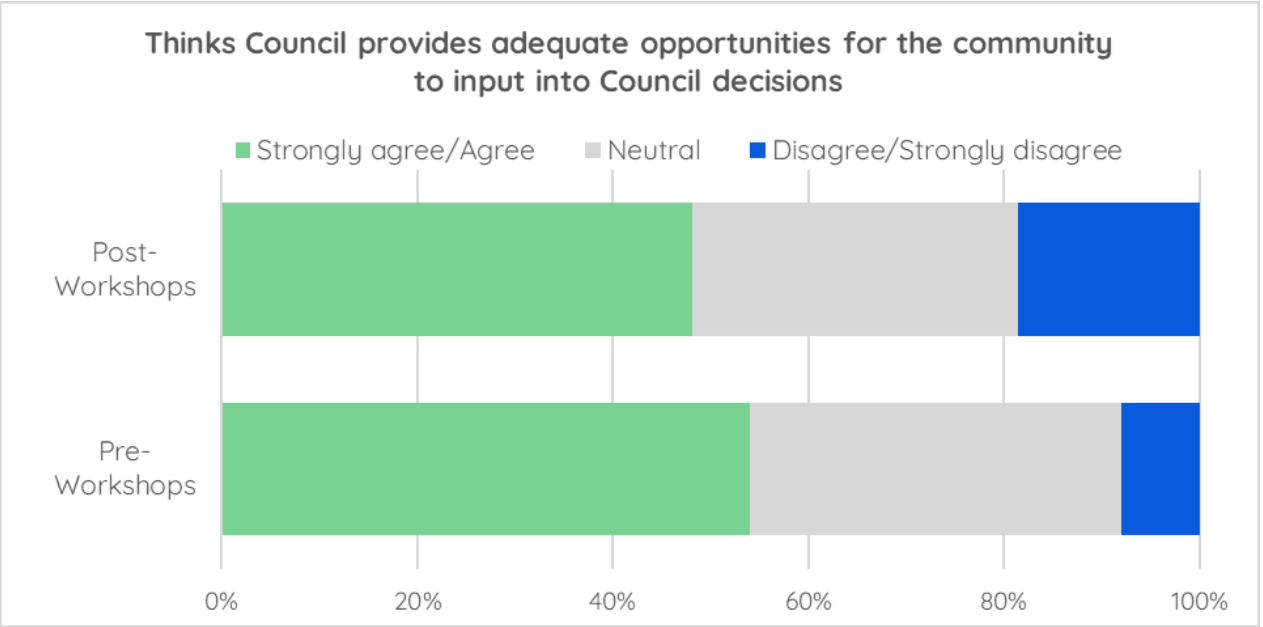
Figure 16a-f. Comparison of participants' opinions about Council and its processes

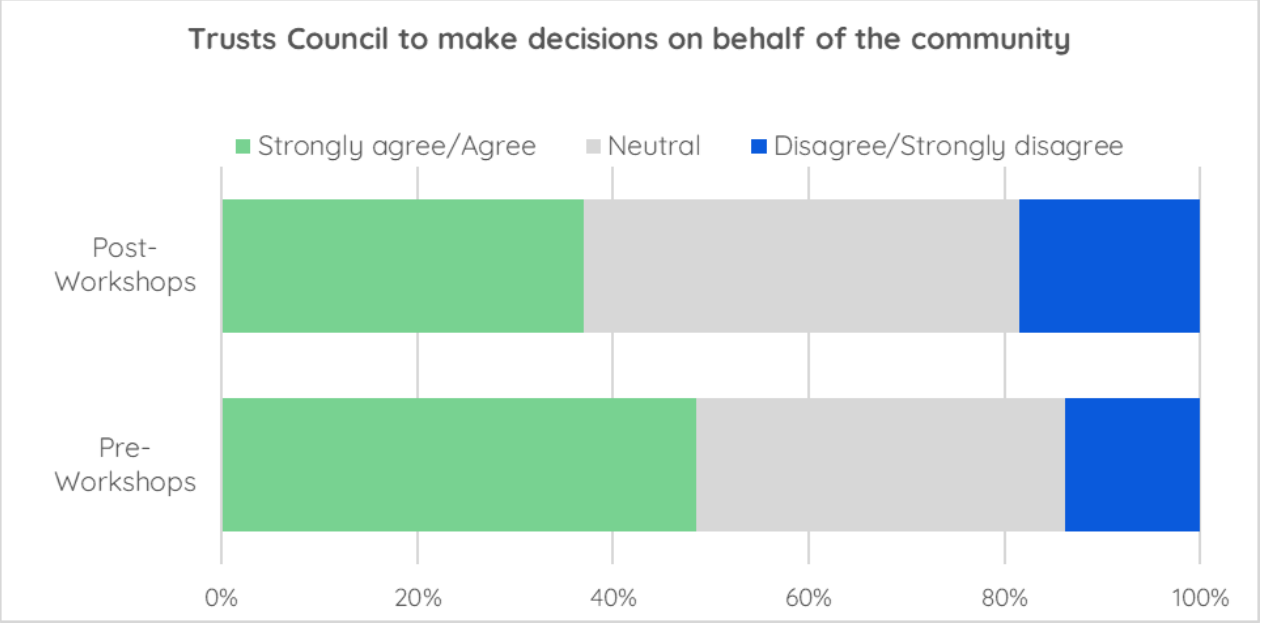



Understand what Council is/isn't responsible for
Strongly agree/Agree
Neutral
Disagree/Strongly disagree
Post-Workshops
Pre-Workshops
0%
20%
40%
60%
80%
100%


Thinks Council asks/listens to community feedback
Strongly agree/Agree
Neutral
Disagree/Strongly disagree
Post-Workshops
Pre-Workshops
0%
20%
40%
60%
80%
100%


Thinks Council provides value to the community
Strongly agree/Agree
Neutral
Disagree/Strongly disagree
Post-Workshops
Pre-Workshops
0%
20%
40%
60%
80%
100%





100% of participants in the post survey indicated that they would recommend joining a Community Representative Workshop to another community member.

When participants were asked how the workshop program could have been improved, the bulk of suggestions were for more detailed information to support answering questions in the form of pre reading, financial information, usership data, presentations, easy to understand information, greater scope of experts involved (n=11). Some participants felt there could have been more time allocated to group work or reflection before moving on to other activities (n= 5). Others had concerns about the application of the representative workshop findings and wanted more concrete or measurable actions (n=3).

When asked what their favourite part of the workshop program was, getting to know other members of the community (n=18). Participants described the value of working together with a diverse group of community members and hearing a variety of opinions and approaches. Others enjoyed the opportunity to have conversations with and be heard by Council (n=6). Participants also shared good feedback about the activity structure and design (n=5). Others mentioned it was a good experience to increase their knowledge about Council (n=4) and some participants enjoyed the facilitation of the workshop program (n=2).

Figure 17: Favourite parts of the CRW



14. Recommendations

A significant amount of feedback and data was collected throughout the CRW program. It is recommended that the feedback is read in its entirety to gain a full understanding of the discussions and recommendations.

A summary of the key recommendations arising from the CRW:

1. Apply an equity lens to the Council Plan, services, initiatives and asset investments to ensure fair access and resourcing across the municipality.
2. Use clear criteria to determine non-essential services and communicate how these decisions were made to the community.
3. Prioritise community needs and outcomes ahead of cost-savings.
4. Review how service “demand” is measured and ensure qualitative data is used to inform decision-making.
5. Close performance gaps in delivering on the Asset Plan principles, especially around equity and sustainability.
6. Align asset investment with community needs. Prioritising parks, open space, streetscapes, and community and recreation facilities.
7. Deliver a mix of new and renewed assets, with a modest emphasis on renewal.
8. Provide clear, accessible information on the potential impacts of Advanced Waste Recycling before seeking community feedback or making decisions.
9. Promote recycling and proper waste management through targeted education, resources, and accessible services.
10. Recognise and reward correct waste sorting, educate those making errors, and enforce penalties for repeated and intentional non-compliance.
11. Activate existing spaces and underutilised infrastructure to host arts, culture, exhibitions, and events.
12. Use a mix of communication channels including physical signage and visual promotion, to inform the community about services, events, and programs.
13. Expand services that address drainage, flooding, and stormwater management.
14. Support households and communities to prepare for the impacts of climate change.
15. Advocate and partner with the State Government to ensure sustainable land use and climate-responsive development.
16. Identify community service gaps and respond through direct delivery or advocacy.
17. Prioritise health and wellbeing initiatives, especially those focused on community safety and social connection.
18. Refresh the community vision and priorities to better reflect current needs and expectations.
19. Make better use of existing assets and infrastructure to support arts and culture, health and wellbeing, employment, and local industry growth.