

A satellite night map of South Australia, showing the state's outline against a dark background. The landmass is illuminated with a network of glowing yellow and white lines representing roads and city lights. The surrounding ocean is dark blue. The text 'COMMUNITY OPINION RESEARCH REPORT' is overlaid in large, bold, white capital letters on the left side of the map.

# COMMUNITY OPINION RESEARCH REPORT

**PREPARED FOR:  
GLEN EIRA CITY COUNCIL  
AUGUST 2016**



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A satellite night map of South Australia, showing the state's coastline and major cities like Adelaide, Perth, and Melbourne. The land is dark brown, and the surrounding ocean is dark blue. Numerous small white dots represent city lights, and a network of thin white lines indicates major roads or highways. The text "BACKGROUND, OBJECTIVES & METHODOLOGY" is overlaid in white, bold, sans-serif font across the center of the map.

# BACKGROUND, OBJECTIVES & METHODOLOGY



# BACKGROUND

- The Glen Eira Community Plan is the framework and key planning document for work to be undertaken by Glen Eira City Council (Council) on behalf of the community from 2017-2021. It reflects the community's priorities and directions as stated during consultations with residents, Council staff, and groups that work with Council. As a community leader, Council works to protect the unique characteristics that attract people to Glen Eira.
- The document will be used as a guide for decision making, resource allocation and organisational focus. The Plan details the priorities that Council will pursue to meet the needs of the Glen Eira community.
- The Plan includes strategies and actions to ensure Council is transparent and accountable for the resources used for these purposes. A community plan is a living document that is reviewed and reported on each year in Council's Annual Report. It also provides a strategic overview of Council's proposed priorities in coming years, putting boundaries around core activities within the range of work that Council is called on to perform.
- The Community Plan is developed in consultation with Glen Eira residents to ensure it is reflective of community aspirations and needs. A steering committee, comprising both councillors and community representatives, was formed in 2012 to guide the development of the next iteration of the Plan.

# RESEARCH OBJECTIVES

- Before it can proceed with the development of a new Community/Council Plan, the City of Glen Eira needs to consult with residents and councillors alike to identify, assess and understand community interests, needs and priorities for the City of Glen Eira.
- The Community/Council Plan in essence, is a reflection of what Glen Eira residents see as being the most important considerations for the area in the coming years.
- Research results will provide an understanding of residents' needs and aspirations for the community, including analysis by different subgroups within the community such as various demographic, geographic and resident groups.
- More specifically, the research assesses the following:
  - What Glen Eira residents perceive to be the most pressing needs for the community.
  - The aspirations Glen Eira residents have for their community.
  - Profile of which residents hold which interests, and in what location.
  - The expectations Glen Eira residents have of the Council over the next four years.

# METHODOLOGY AT A GLANCE

- To fully explore community needs and aspirations for the 2017-2021 Community Plan, JWS Research adopted a combined qualitative and quantitative research approach to investigate community perceptions and information needs.
- **Qualitative research in the form of focus groups was conducted first to identify and explore attitudes in depth, and to provide input into the quantitative phase.**
- **The second phase of fieldwork comprised a telephone survey to validate and quantify opinions.**

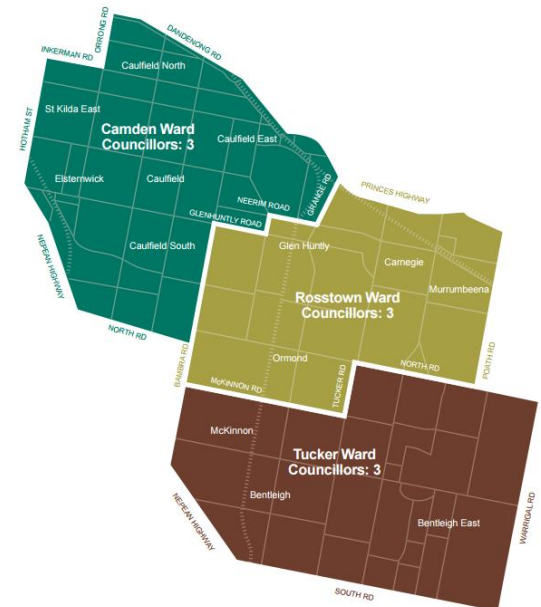




# QUALITATIVE RESEARCH METHODOLOGY

- Six focus group discussions were held between 13<sup>th</sup> – 18<sup>th</sup> July 2016.
- Participants were recruited by age, gender and area of residence, and included a mix of both ratepayers and non-ratepayers.
- Two groups, one 'older' and one 'younger', from each of Glen Eira's three wards were conducted, as follows:

Focus Group Matrix	25-54 y/o	55+ y/o	TOTAL
Camden Ward	1	1	2
Rosstown Ward	1	1	2
Tucker Ward	1	1	2
<b>TOTAL</b>	<b>3</b>	<b>3</b>	<b>6</b>



# QUANTITATIVE RESEARCH METHODOLOGY

Fieldwork comprised a 12 minute telephone survey, conducted between 1<sup>st</sup> – 8<sup>th</sup> August 2016.

Representative sample of n=500 Glen Eira residents aged 18+ years, including a mix of ratepayers and non-ratepayers.

Survey quotas on age, gender and location were implemented, as well as post-weighting to ABS population distribution to ensure accurate representation.

The maximum margin of error on a sample of 500 interviews is +/-4% at the 95% confidence level for results around 50%. Differences of +/-1% are due to rounding.

This research was conducted in compliance with AS-ISO 20252.



# QUESTIONNAIRE STRUCTURE

- The questionnaire was structured as follows:

Screening questions (incl. gender, age, suburb and postcode)

Q1. Overall quality of life in Glen Eira

Q2. Importance of issues for the future of Glen Eira

Q3. Awareness of the Community Plan

Q4. Clarity of responsibility of services by different levels of government

Q5. Importance of issues on which Glen Eira Council can advocate to State or Federal Government

Q6. Importance of Community Plan themes to the future of Glen Eira

Q7. Communication sources most likely to take notice of

Demographic questions (own or rent, time lived in Glen Eira area)

*NOTE TO READER: Throughout the report, where there are significant differences between subsamples (at the 95% confidence level) these have been highlighted, and marked in blue or red as follows:*

*Significantly higher than total at 95% confidence interval*  
*Significantly lower than total at 95% confidence interval*

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network of light points and lines. The surrounding ocean is dark, and the land is a mix of brown and green tones.

# EXECUTIVE SUMMARY

# SNAPSHOT OF KEY FINDINGS AND IMPLICATIONS



The findings suggest there is **opportunity to increase awareness of the Community Plan** as the majority of residents are not aware of its existence. Increasing awareness will enable a greater level of engagement with the plan formation process and ultimately with the Plan itself.



Across the research program, there are some consistent key issues that residents believe are **important to the future of Glen Eira**. These include:

- Security and safety
- Development
- Traffic congestion and parking
- Community consultation and engagement
- Council transparency and accountability

**These are the issues that are most important to residents and that they want to see covered in the 2017-2021 Community Plan.**



When tested against current Community Plan themes, **Security and Safety** is seen to be the most important to the future of Glen Eira. There is evidence to suggest that this could be included as a **stand-alone theme in the upcoming Community Plan**.



There is **confusion amongst residents as to which levels of government are responsible for what services and amenities**. Providing clarification will arm residents with the knowledge of what Council is responsible for and what they can advocate to higher levels of government on. This will clarify Council responsibilities and expectations.



# EXECUTIVE SUMMARY

- More than nine in ten (93%) Glen Eira residents describe their quality of life to be at least 'good', with a majority (51%) of residents indicating it is 'very good'.
- With most residents living well, things that are perceived to need improving **centre around issues that are perceived to be, or have the potential, to detract from residents' high quality of life.** These involve concerns relating to **overdevelopment, parking, traffic congestion and safety.**
- On a prompted basis, **the most important issues for the future of Glen Eira** are:
  - Security and public safety (78% 'very important')
  - Council transparency and accountability (78% 'very important')
  - Protection from overdevelopment and/or inappropriate development (71% 'very important')
  - Traffic congestion issues (70% 'very important')
  - Provision of parking for new developments (70% 'very important')
- These results are in-line with the qualitative findings, and highlight a need for Council to **address these issues prominently in the upcoming Community Plan.**





# EXECUTIVE SUMMARY

- **The majority of residents (71%) are unaware of the current Community Plan.** This suggests there is scope to raise awareness of the next Community Plan amongst Glen Eira residents. Increasing awareness is a key first step towards greater engagement with the plan process and with the plan itself.
- Findings throughout the research program strongly indicate that **Security and Safety is an important area/theme** that residents are seeking Council to address and communicate – more so than other areas/themes currently addressed by the Community Plan. Given its clear importance to local residents, **the research findings strongly suggest Security and Safety be directly addressed in future Community Plans.**
- When tested against current Community Plan themes on a forced choice basis, **residents view Security and Safety as the most important to Glen Eira's future.** Thirty percent (30%) of the Glen Eira population rate this theme as most important, followed by Town Planning and Development (20%), Traffic, Parking and Transport (18%) and Services to Support the Community (12%).
- **The rating of Security and Safety as the most important theme** for the future of Glen Eira is **consistent across all demographics**, with those who rent (44%) and Tucker ward residents (34%) rating it the highest.



# EXECUTIVE SUMMARY

- The qualitative research provides insights into ways Council could improve the way it presents information in the Community Plan. For instance, simplifying language and making text more concise, and thinking about how to make the Community Plan easy to read and engage with. **The content of what is covered in the Plan is met with positive reactions, but Glen Eira residents are seeking a more streamlined presentation to give as broad a cross-section of people in the community the opportunity to effectively absorb the information presented.**
- Ideally, residents want the **Community Plan to be measurable, with detailed goals and timeframes for projects.**
  - The inclusion of some kind of key performance indicators (KPI's), are seen as **important to increasing measurability and accountability of Council to residents.** For instance, Council could consider ways to report back progress on areas addressed in the Community Plan, as this will aid in improving the relationship between residents and Council by **demonstrating a willingness to be accountable.**
- **Residents would also like to see more detail on specific projects, such as:**
  - Outline of current and future projects
  - More location specificity
  - Specific allocation of budget
  - Detailed objectives and targets



# EXECUTIVE SUMMARY

- Incorporating aspects of and increasing the awareness of Council's yearly Action Plan will provide residents with the project detail they are seeking and thus allow for a **deeper engagement with the Community Plan**.
- Research findings suggest that there is **confusion amongst the community as to which services Council is responsible for, and what is the responsibility of other levels of government**. Residents are seeking clarity on this issue and want to see a clear outline of **what Council is advocating** on to higher levels of government in the next Community Plan.
- Misunderstanding and over-responsibility for services results in **blaming of all levels of government regardless**. Outlining the services for which Council is responsible will provide residents with an understanding of what to expect from Council across the various service areas (responsibility or advocacy).
- **Paper-based channels dominate resident preferences for how Council communicates with them about the Community Plan**. Seven in 10 people (71%) say they are most likely to take notice of Council newsletters or information sent by mail, whilst half (50%) of residents indicate that are likely to take notice of advertising in the paper version of the local Leader newspaper. Communicating to residents regarding the Community Plan through these channels is most likely to increase awareness and engagement in the community.



A satellite map of South Africa at night, showing the country's coastline and major cities illuminated by city lights. The map is set against a dark background of the surrounding oceans. The text "DETAILED FINDINGS" is overlaid on the left side of the map.

# DETAILED FINDINGS

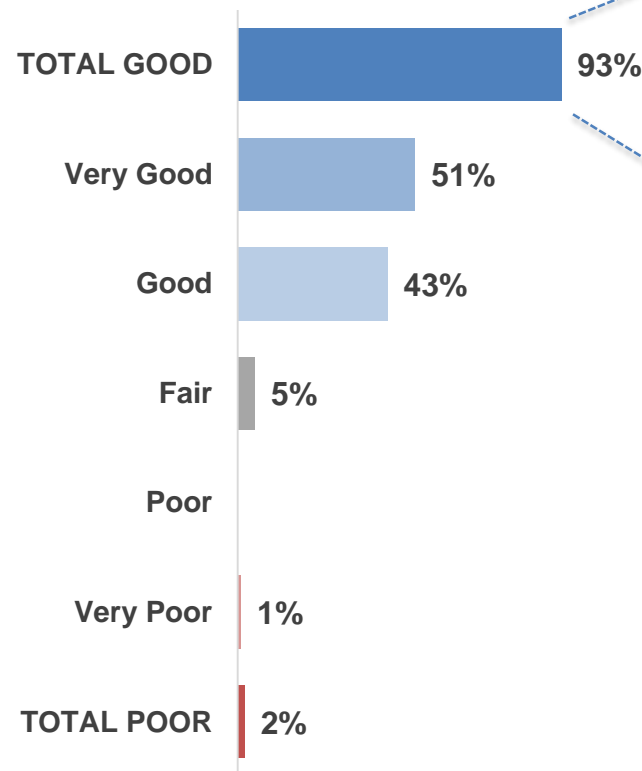


A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The lights are concentrated in the coastal areas and around major urban centers, creating a glowing network against the dark land and sea. The text "LIFE IN GLEN EIRA" is overlaid on the left side of the map.

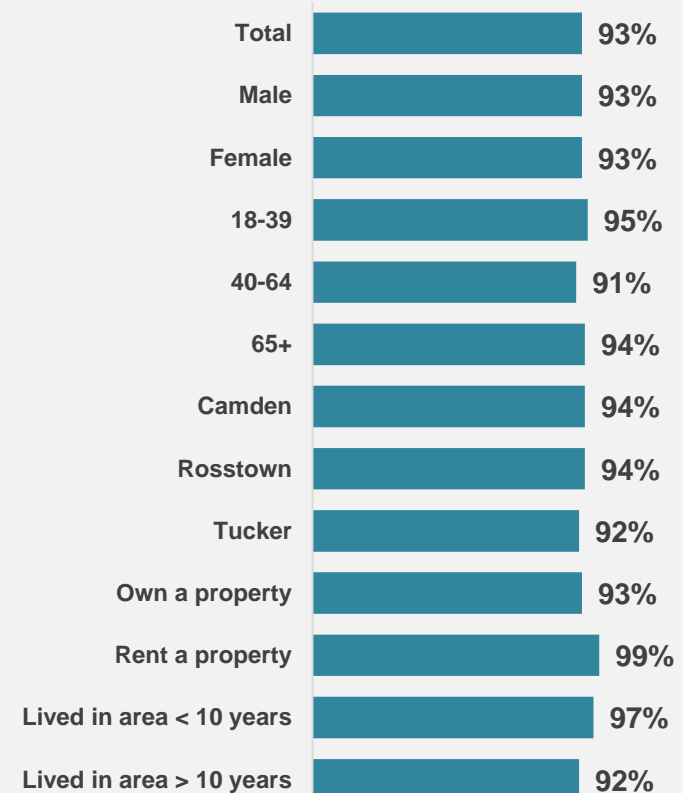
# LIFE IN GLEN EIRA

# THE VAST MAJORITY OF GLEN EIRA RESIDENTS CONSIDER THEY HAVE A 'GOOD' QUALITY OF LIFE

## Quality of life in Glen Eira



## Total 'Good' amongst demographics



Q1. How would you describe your overall quality of life in the City of Glen Eira?

Base: All respondents, n=500

## HOW TO READ A WORD CLOUD

- People in our focus groups were asked to outline some good things about living in Glen Eira, as well as some not so good things or things that need improving in Glen Eira. Their responses have been transcribed and put into word clouds on the following slides.
- The size of the word in the word cloud reflects the frequency of which the word was mentioned by participants across all groups. Smaller words were also talked about by people in our groups, however these words were not mentioned as frequently as larger ones.







- JWS RESEARCH 20





- JWS RESEARCH 21

# PERCEIVED OVERDEVELOPMENT IS A PRIMARY ISSUE AND A KEY AREA RESIDENTS WISH THEY COULD CHANGE

When group participants were asked to nominate one thing they would change about the City of Glen Eira, a range of issues, big and small, were voiced.

**Perceived inappropriate development is the most common concern among residents.** Residents view development as detracting from their overall quality of life as it is creating **wider problems such as traffic and parking congestion and loss of neighbourhood character**. People articulate a desire for Council to ‘curb’ this issue through tighter restrictions on new multi-dwelling buildings.

*“Stop the overdevelopment. It’s just getting too big and too cumbersome and just has flow on effects and problems with traffic and parking. For each 2 bedroom unit it’s got 1 car spot.” (Camden Ward, Older)*

*“A policy on housing density – controlling it. It’s affecting amenity, parking, privacy. Congested parking – it’s because every property that gets knocked down becomes 3 or 4.” (Rosstown Ward, Older)*

*“Restricting development of larger apartment blocks – knocking down the lovely houses is changing the look of the area.” (Rosstown Ward, Younger)*

# CONFUSION OVER RESPONSIBILITIES IMPACTS CHANGES SOUGHT BY THE COMMUNITY

The group discussions highlighted **existing confusion** amongst residents over what services and amenities **Council is responsible for** and the services and amenities **that higher levels of government are responsible for**.

Changes to the City of Glen Eira as outlined by residents fall under two categories:

- **Direct responsibility** – areas that come under council's guise that they are directly responsible for.
- **Advocacy** – areas that Council is not directly responsible for but can advocate on to higher levels of government.

The changes highlighted on the following slide show the interchangeable nature of the perceived problems. Residents struggle to differentiate between the different levels of government and are therefore likely to highlight problems that Council is not responsible for but can advocate on. This issue is addressed in more detail in the 'Responsibility for Services and Advocacy' section.

On an unprompted basis, people do not necessarily feel unsafe in their communities. However, upon deeper reflection and consideration of issues holistically, safety and security does present itself as an important concern for residents. Aspects such as increased street lighting and police presence were often mentioned on a prompted basis. This is confirmed in the quantitative results where security and safety is consistently rated as the most important issue for the future of Glen Eira on a considered basis.

# DESIRED IMPROVEMENTS CAN BE CLASSIFIED BY DIRECT RESPONSIBILITY &/OR IN NEED OF ADVOCACY EFFORTS

One thing to change about the City of Glen Eira (further examples of individual comments)...





# RESIDENTS HOPE THAT A FUTURE GLEN EIRA IS GREEN, VIBRANT AND STILL PROUD OF ITS HERITAGE

Our focus group participants were also asked to look forward 10 to 20 years and try to envision what would need to happen to make **Glen Eira the ‘ultimate’ place to live**.

The question produced an array of responses, however it is clear that Glen Eira residents are proud of the areas that they live in, and their local communities. **Glen Eira residents want to see the character of their neighbourhoods preserved and the quality and number of their parks and open spaces maintained.**

Participants want local economies to flourish. For this to happen, they see an **enhancement of their local shopping areas and amenities** so that they don’t have to leave Glen Eira to access certain services and facilities. Participants understand that the population is increasing and are hopeful that their local areas will improve simultaneously to cope with the fluctuation in numbers.

**Encouraging the use of bicycles and other modes of transport** is seen as important by some in this context. They envision a ‘bicycle friendly’ Glen Eira where it is easier for residents to actively cycle around the municipality. This is a limited view not shared by the broad community who in the main are not cyclists.

The following two slides provide some specific examples of how residents envisage Glen Eira’s future.

# ASPIRATIONS – WHAT WOULD MAKE GLEN EIRA THE ULTIMATE PLACE TO LIVE?



*“Be prouder of our heritage – the beautiful old houses. New, snazzy isn’t always the best.” (Rosstown Ward, Younger)*



*“I’d like to ride a bike safely on the road. It’s very important because I’ve given up now.” (Camden Ward, Older)*



*“What I hope in 20 years’ time is that our amenities, our parks and things aren’t gradually eaten away and they’re improved so that there are toilets and areas for kids to play.” (Camden Ward, Older)*



*“Glen Eira will become an inner city area so we need to protect our parks and our walking paths.” (Rosstown Ward, Older)*



*“Local jobs – should be an office and business zone so people can work locally.” (Rosstown Ward, Younger)*

# ASPIRATIONS – WHAT WOULD MAKE GLEN EIRA THE ULTIMATE PLACE TO LIVE?



*“Improve quality of local shops so I don’t have to go to Chadstone, Southland – local shops have been replaced by cafes... I like to support my locals.” (Rosstown Ward, Younger)*



*“You want to be able to enjoy the area you live in as much as possible... and make the most of being part of a community, meeting people, being able to recognise people.” (Rosstown Ward, Younger)*



*“General parklands and green. More bike paths – ones that go for more than a few hundred metres.” (Tucker Ward, Younger)*



*“Events and festivals to accommodate for the higher density of people. Some sort of nightlife attraction.” (Tucker Ward, Younger)*



*“Bike paths, infrastructure to encourage less cars, more sports facilities and more native trees to attract more native birds.” (Tucker Ward, Older)*

A satellite night-time map of South Australia and Tasmania, Australia. The landmasses are dark, while the cities and towns are brightly lit with yellow and white lights, creating a network of glowing points and lines. The surrounding ocean is dark blue. The text 'IMPORTANT ISSUES FOR THE FUTURE OF GLEN EIRA' is overlaid in white, bold, sans-serif font on the left side of the map.

# IMPORTANT ISSUES FOR THE FUTURE OF GLEN EIRA



# SECURITY AND PUBLIC CONCERNS ARE ENTWINED WITH WIDER SOCIAL ISSUES

All aspects of the research program suggest that **security and public safety is a growing concern for the people of Glen Eira**. Residents perceive the City of Glen Eira to be a safe place to live and concerns centre around a will for that to continue to be the case well into the future.

Anxieties over security and safety are **intertwined with wider issues** such as increases in population through development (this is a tangible change that is bringing about new populations and demographics), as well as issues that are far beyond council control such as the perceived increased threat of terrorism. In this context, **security and safety matters become amplified** to the extent that their importance is projected upwards on a list of issues that are important for the future direction of the Glen Eira.

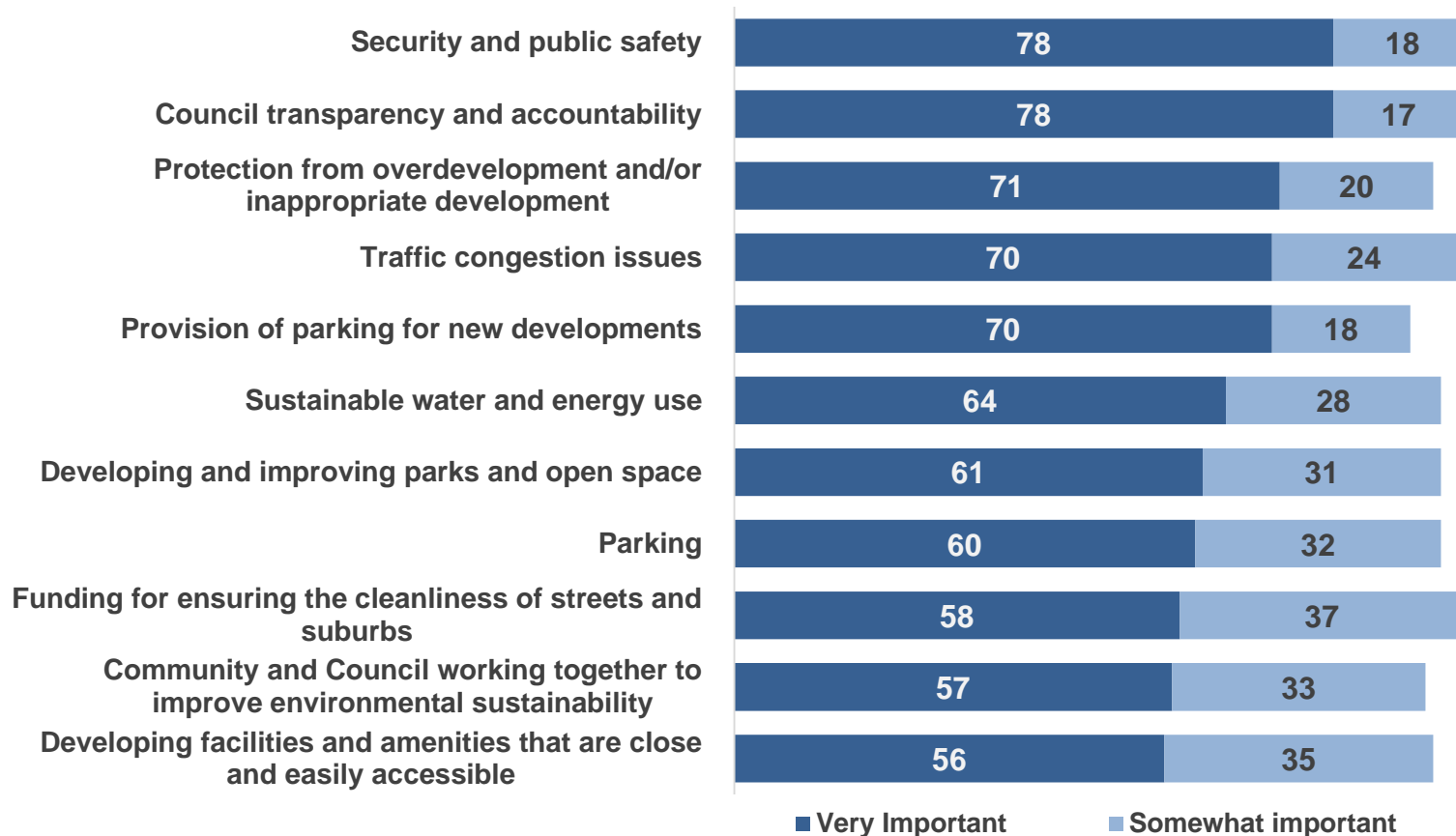
Given this, **residents are becoming more astute and aware of problems associated to security and safety** and are more likely to take notice of any media (local or other) that outlines these problems. This ranges from attacks in parks or at stations to inadequate street lighting in a particular area.

Consequently, **residents are seeking reassurance from Council (and all levels of government) that their concerns are being heard and that security and public safety is an issue of high priority.**

Residents are seeking an outline for how Council is planning to keep Glen Eira safe in the future with clarification on any improvements to specific areas and on what it will advocate to higher levels of government.

# RESIDENTS VIEW SECURITY AND SAFETY AND TRANSPARENCY AND ACCOUNTABILITY AS MOST IMPORTANT FOR GLEN EIRA'S FUTURE

## Most important issues for the future of Glen Eira (%)



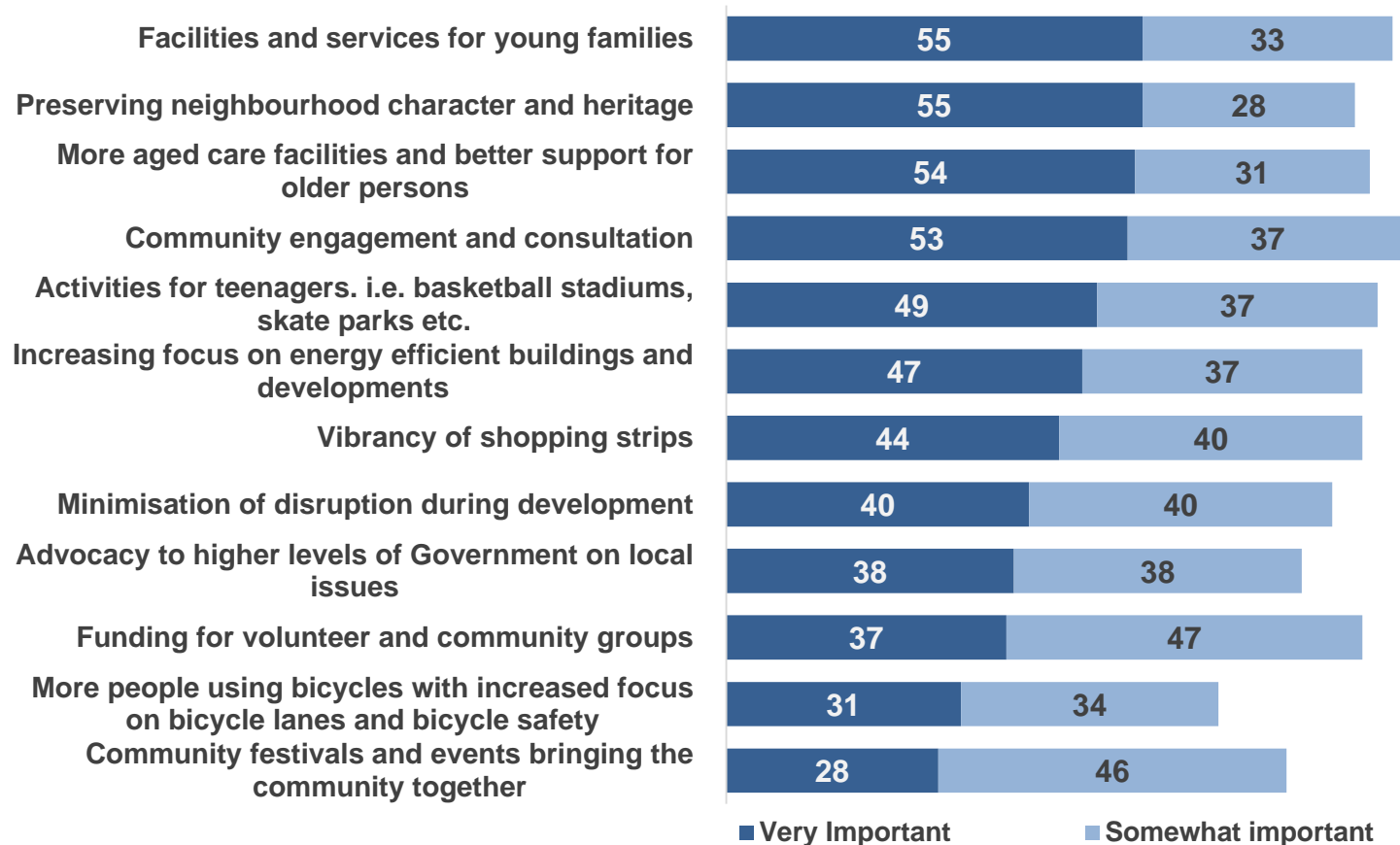
Q2. I am going to read out some issues that people have said are important for the future of the City of Glen Eira. Please indicate whether you think these are very important, somewhat important, neither important nor unimportant, somewhat unimportant, very unimportant for the future of Glen Eira.

Base: All respondents, n=500

\*Results for all metrics can be found in appendix

# INCREASED FOCUS ON BICYCLE USE AND COMMUNITY FESTIVALS ARE GIVEN THE LOWEST IMPORTANCE RATINGS FROM CHOICES OFFERED

## Least important issues for the future of Glen Eira (%)



Q2. I am going to read out some issues that people have said are important for the future of the City of Glen Eira. Please indicate whether you think these are very important, somewhat important, neither important nor unimportant, somewhat unimportant, very unimportant for the future of Glen Eira.

Base: All respondents, n=500

\*Results for all metrics can be found in appendix

# RESIDENTS WANT GLEN EIRA TO CONTINUE TO BE A SAFE PLACE TO LIVE

*“Put in street lighting to improve safety. Some streets are really poorly lit, even main streets.”*  
(Rosstown Ward, Older)

*“I am concerned about the public safety in our community, I know that when I grow up you could walk the streets at night comfortably.”*  
(Camden Ward, Older)

*“For me it’s a piece of mind thing, they can go out and go clubbing and they can come home with her friends on the tram. It’s a safety thing to me to know that there’s still an above average standard and safety that they’re living in.”* (Camden Ward, Younger)

*“We’ve had some attacks in Boyd Park through lack of lighting I suppose, gangs sitting there using drugs... I’m very worried about security, especially in the station area.”*  
(Rosstown Ward, Older)

*“In terms of safety. There’s some spots where you can see some hooligans around. Perhaps a centre or somewhere you can educate the young teenagers who might be struggling at school.”* (Tucker Ward, Younger)



# KEY ISSUES FOR THE FUTURE OF GLEN EIRA: A SUMMARY OF THE QUALITATIVE INSIGHTS

The following summarises the most important issues for the future of Glen Eira arising from the qualitative research:

## Security/ Safety

- Big concern – safety is perceived to have changed
- Has a direct impact on residents' lives
- What Council is doing in this area?

## Development

- Perception is that overdevelopment is having a major impact on residents quality of life
- Development limited and neighbourhood character and heritage preserved

## Community consultation and engagement

- In what ways is Council working with the community to achieve goals?
- Perception is that Council could do more in this area

## Traffic congestion and parking

- A major concern is experienced on a day-to-day basis
- Congestion and parking are seen to be getting worse, many are looking to Council to provide solutions to these problems

## Transparency and accountability

- An increased focus on Council transparency and accountability
- Council could do better in this area and many are eager to see this covered more prominently in the future Community Plan

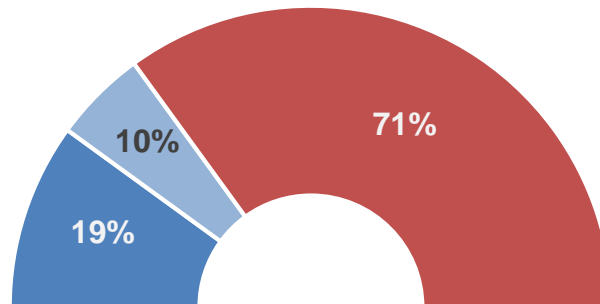
A satellite night map of South Australia, showing the state's outline against a dark background. The landmass is illuminated with a network of glowing yellow and white lines representing roads and city lights. Major urban centers like Adelaide, Perth, and Melbourne are visible as bright clusters of light. The surrounding ocean is dark blue.

# **AWARENESS AND VIEWS OF THE COMMUNITY PLAN**

# THE MAJORITY OF RESIDENTS ARE UNAWARE OF THE COMMUNITY PLAN, SUGGESTING SCOPE TO RAISE AWARENESS

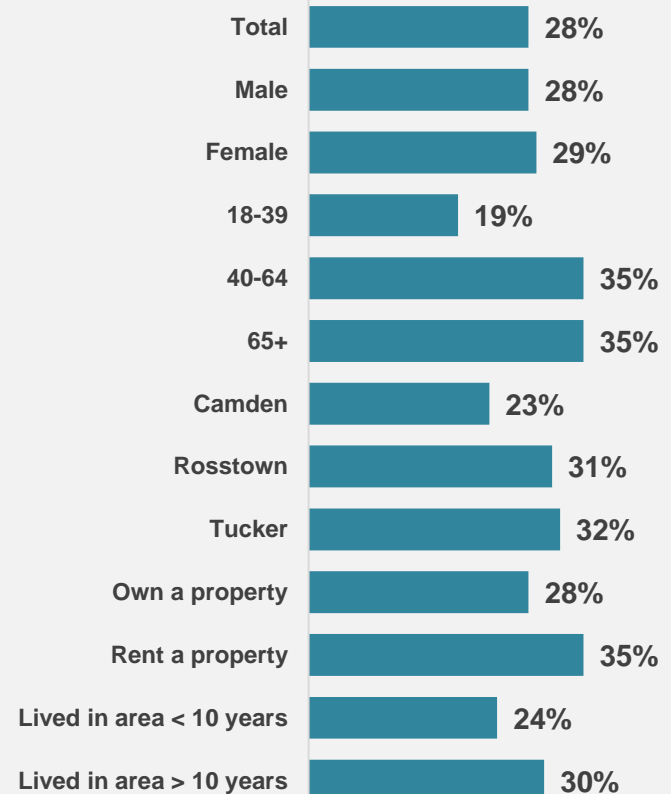
## Awareness of the Glen Eira Community Plan

Total aware = 28%



- Definitely heard of it
- May have heard of it
- Have not heard of it

## Total 'Aware' amongst demographics



Q3. The Glen Eira Community Plan is the framework, and key planning document for Council's work over the next few years. It reflects the community's priorities and directions and is used as a guide for decision making, resource allocation and organisational focus. The 2017-2021 Community Plan is due to be released next year. Having heard this now, were you previously aware of the Glen Eira Community Plan?

Base: All respondents, n=500

# SPECULATION REGARDING WHAT THE PLAN ENTAILS LEADS TO THE ASSUMPTION IT IS ABOUT LOOKING TO THE FUTURE

## Awareness of the Glen Eira Community Plan is negligible amongst our qualitative participants.

Glen Eira residents are generally unaware that the Community Plan exists – and the very few that have heard of it can only recall seeing it either at Council offices or mentioned in the Glen Eira newsletter. This suggests there is potential to **raise awareness** of the Plans' existence.

*"I think it was on the counter at Glen Eira Council offices."  
(Camden Ward, Older)*

When asked what they would expect to find in a 'Community Plan', **responses are speculative and generally based around the perception that a plan means looking towards the future.**

Consequently, people reason that the Community Plan would involve what Council plans to spend its budget on and the vision it has for the community for the coming years. Responses are largely shallow, with people unable to articulate the specifics of what a Community Plan would entail. This indicates a need to communicate to residents what the Community Plan is and how it will impact their communities, as speculation can lead to a misguided perception of what the Plan is.

*"Probably what they're going to spend their money on, like a 5 or 10 year plan."  
(Camden Ward, Younger)*

*"Probably details on population, amenities and costs." (Rosstown Ward, Older)*



# WHEN INTRODUCED TO THE PREVIOUS COMMUNITY PLAN, RESPONSES ARE GENERALLY POSITIVE

Participants were **positive about the information** covered in the 2012-2016 Community Plan. Rather, **criticisms tend to centre around the way in which the information is presented**. People feel that the plan was ‘too wordy’ and this made the material hard to digest and resulted in disengagement.

Glen Eira residents stress the need for the plan to **be communicated in a succinct and easy to digest manner** as this will keep residents engaged and allow them to absorb important information about the future of their communities.

In terms of theme areas, those in our groups feel that the themes in the 2012-2016 Community Plan **cover most of their concerns** and most are satisfied with these as theme areas. People generally struggle to articulate any area that they think is missing from the plan and are happy with the way in which the plan is broken down. However, residents identify some areas that they would like to see more emphasis on in the upcoming Community Plan. These are discussed on the ensuing slides.

*“I think it’s a good plan, I just want to know what’s been spent and on where.” (Camden Ward, Older)*

*“They seem to be aware of the issues – the parking and development issues, open spaces.” (Tucker Ward, Younger)*

*“Less words, be more specific.” (Rosstown Ward, Younger)*

# RESIDENTS WANT TO SEE MORE DETAIL RELATING TO UPCOMING PROJECTS, INCLUDING ALLOCATION OF BUDGET AND LOCATION OF PROJECTS

In terms of specific information in the Community Plan, Glen Eira residents feel that the **information presented is ‘somewhat vague’** and express a desire to see changes in how the Community Plan is presented. Specifically, people would like information on:

- The **outline of current and future projects** that Council has planned.
- More detail on **specific allocation of budget**.
- Where relevant, more **location specificity** in relation to projects.

Whilst this information is available in Council’s yearly Action Plan, relatively low awareness of the Community Plan means that people are also unaware of the Action Plan. The detail that is outlined in Council’s Action Plan is the information that residents are seeking and increasing awareness of the Action Plan will give residents the opportunity to understand the projects and targets that Council has in place.

*“It’s lacking examples of things that the Council has done and things that they are doing.” (Tucker Ward, Younger)*

*“It doesn’t have any dates, like any targets dates or how much it costs.” (Camden Ward, Younger)*

*“Allocation of budget, they don’t tell you what you’ve spent of each individual item, it’s about transparency.” (Camden Ward, Older)*

*“I’m a local resident and I don’t feel this is relevant to me... I want more specific street names, park names.” (Rosstown Ward, Younger)*

# INCREASING AWARENESS OF AND INCORPORATING THE YEARLY ACTION PLAN WILL PROVIDE RESIDENTS WITH THE INFORMATION THAT THEY SEEK

Those we spoke with voice a desire for the Community Plan to be **measurable and with some kind of key performance indicators (KPI's)**, as this is perceived to **increase trust and accountability** between the community and Council.

- People want to see **goals and timeframes for projects** – they want Council to make itself more accountable by providing specific goals and timelines.
- The perception is that it is not necessarily about achieving all the goals set forth, rather it is about **being able to measure levels of achievement**, thus making Council more accountable.
- If goals aren't achieved, people express a desire to see Council communicating where the project is at, why targets weren't met and the steps being taken to achieve the end goal. **This is perceived to reflect honesty and humility.**

Again, given Council's yearly Action Plan contains the information that is sought by residents, this stresses a need to:

- a) **incorporate some of the information in the yearly Action Plan within the Community plan;** whilst concurrently,
- b) **increasing awareness of the Action Plan itself** so that residents are aware that the information is available, should they want more detailed information on specific projects and KPI's.

# RESIDENTS ARE SEEKING FOR THE COMMUNITY PLAN TO BE MEASURABLE

*“Come up with things that you’re going to do by a certain date then you have some accountability.”  
(Camden Ward, Younger)*

*“Accountability is not just collecting the rates and promising, accountability says that we’re actually going to do something about it.” (Camden Ward, Younger)*

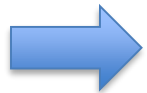
*“It needs to incorporate accountability – what has been done, achieved in certain areas from previous plan, funding details. It’s about communication and building trust – it doesn’t have to be really specific (on timing).” (Rosstown Ward, Younger)*

*“What we want to know is what has been achieved in the previous period and what they plan to achieve in the coming period.” (Tucker Ward, Older)*

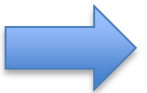


# SUMMARY: WAYS TO IMPROVE THE COMMUNITY PLAN

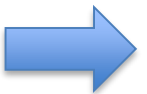
The findings of the research suggest there is scope for the Community Plan to be improved and streamlined through the following means:



**Simplifying of language** – Long bodies of text and complex language are a deterrent. Keeping language simple and succinct will enable residents to engage with the Community Plan on a deeper level. Residents want to know what Council has planned for the communities but loath to read long and complex documents.



**Increase tangibility through project detail** – Residents want to know what Council has planned for their specific areas. Providing some clear detail on projects that Council is implementing with outline of specific locations will make the Community Plan more tangible and relevant for residents.



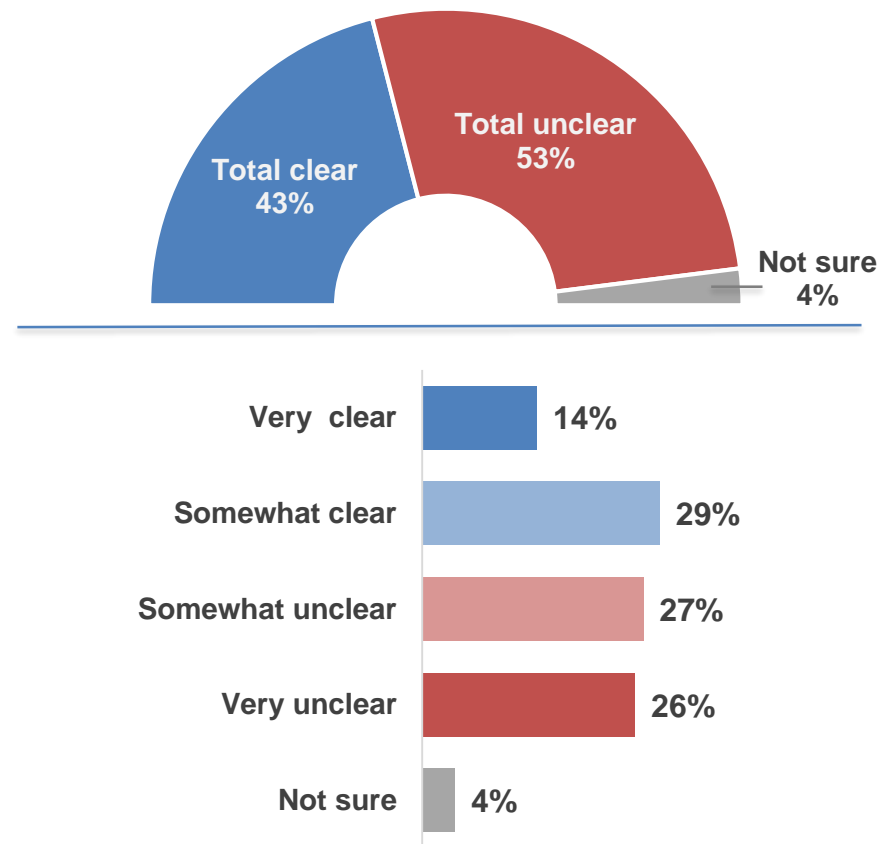
**Increase awareness of and incorporate aspects of Council's yearly Action Plan** – Much of the information that residents are seeking is contained in the Action Plan. Finding ways to both increase its awareness and incorporating it into the Community Plan will serve to satisfy most of resident's information needs.

A satellite night map of South Australia, showing the state's coastline and major cities like Adelaide, Perth, and Melbourne illuminated by city lights. The surrounding ocean is dark blue.

# **RESPONSIBILITY FOR SERVICES AND ADVOCACY**

# THE MAJORITY OF RESIDENTS ARE UNCLEAR ON WHICH LEVELS OF GOVERNMENT ARE RESPONSIBLE FOR PARTICULAR SERVICES

## *Clarity of responsibility for services between levels of government*

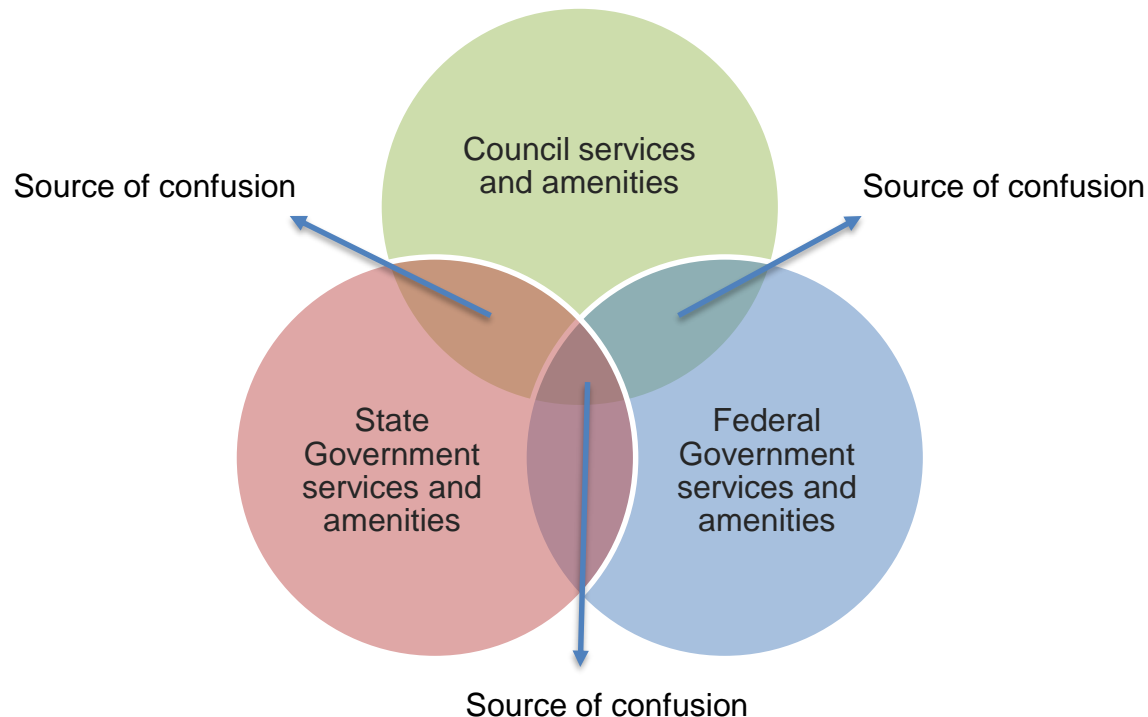


Q4. The responsibility for delivery of various services and amenities to the Glen Eira community is shared between Glen Eira Council and the Victorian State Government. How clear do you think it is to you, the services and amenities that Glen Eira Council is responsible for delivering and the services and amenities that the Victorian State Government is responsible for delivering? Is it...?

Base: All respondents, n=500

# GLEN EIRA RESIDENTS ARE SEEKING A CLEAR UNDERSTANDING OF THE SERVICES FOR WHICH COUNCIL IS RESPONSIBLE

The services and amenities that Council and other levels of government are responsible for is **not clear to residents**. Frustrations on particular issues results in **blaming for all levels of government**, regardless of who is responsible. Residents seek a clear distinction on the services and amenities that Council is in charge of and the issues on which Council can advocate on residents' behalf to higher levels of government. This will provide residents with a clear understanding on how Council might approach an issue and reduce prospect of Council being blamed for issues that do not fall under its guise.





# CONFUSION RESULTS IN ALL LEVELS OF GOVERNMENT BEING BLAMED FOR ISSUES, REGARDLESS OF WHO IS ACTUALLY RESPONSIBLE

*“So much of what is happening to our Council is because of State Government – need better awareness of who to approach on issues.” (Rosstown Ward, Older)*

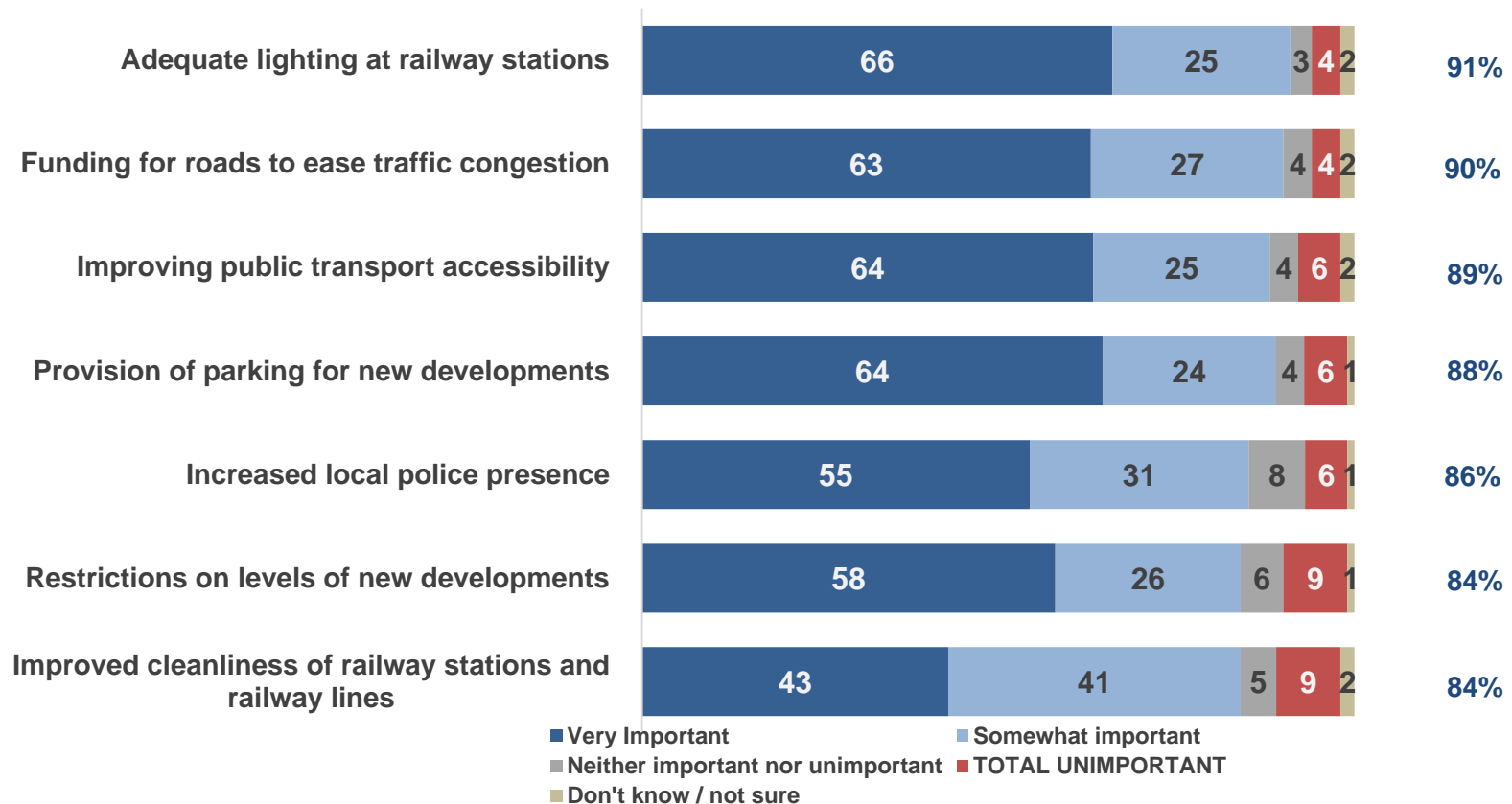
*“Do these things rely on funding from state and federal government?” (Camden Ward, Older)*

*“Maybe they actually need to say, we’ve tried to fix this, because people are blaming the council.” (Camden Ward, Younger)*

# THE MOST IMPORTANT ISSUES FOR ADVOCACY INVOLVE SAFETY, TRAFFIC CONGESTION, PUBLIC TRANSPORT AND PARKING FOR NEW DEVELOPMENTS

## *Most important issues to advocate to higher levels of government on (%)*

Total important =  
Very + somewhat  
important



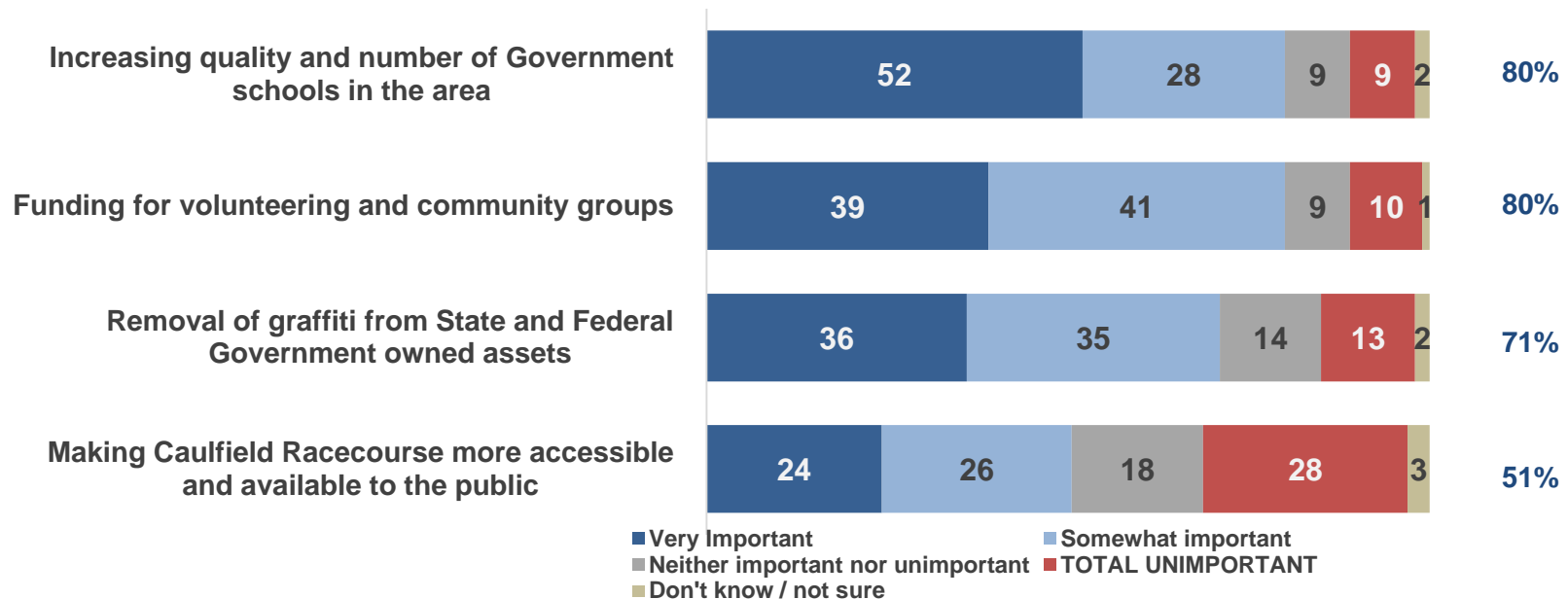
Q5. I am now going to read out some issues that people have said are important to the planning of the future for the City of Glen Eira, however these issues do not come under the guise of Council, rather Glen Eira Council can advocate to State or Federal Government regarding these issues. Please indicate whether you think these are very important, somewhat important, neither important nor unimportant, somewhat unimportant, very unimportant for Glen Eira Council to advocate to State or Federal Government on.

Base: All respondents, n=500

# ISSUES CONCERNING CAULFIELD RACECOURSE AND GRAFFITI REMOVAL ARE SEEN TO BE LESS IMPORTANT

## Other important issues to advocate to higher levels of government on (%)

Total important =  
Very + somewhat  
important



Q5. I am now going to read out some issues that people have said are important to the planning of the future for the City of Glen Eira, however these issues do not come under the guise of Council, rather Glen Eira Council can advocate to State or Federal Government regarding these issues. Please indicate whether you think these are very important, somewhat important, neither important nor unimportant, somewhat unimportant, very unimportant for Glen Eira Council to advocate to State or Federal Government on.

Base: All respondents, n=500

A satellite night map of South Africa, showing the country's coastline and major cities illuminated by city lights. The map is dark, with the landmasses in shades of brown and green, and the surrounding oceans in deep blue. The city lights are bright yellow and white, creating a network of glowing points and lines across the country. The text "COMMUNITY PLAN THEMES" is overlaid in the center-left of the map.

# COMMUNITY PLAN THEMES

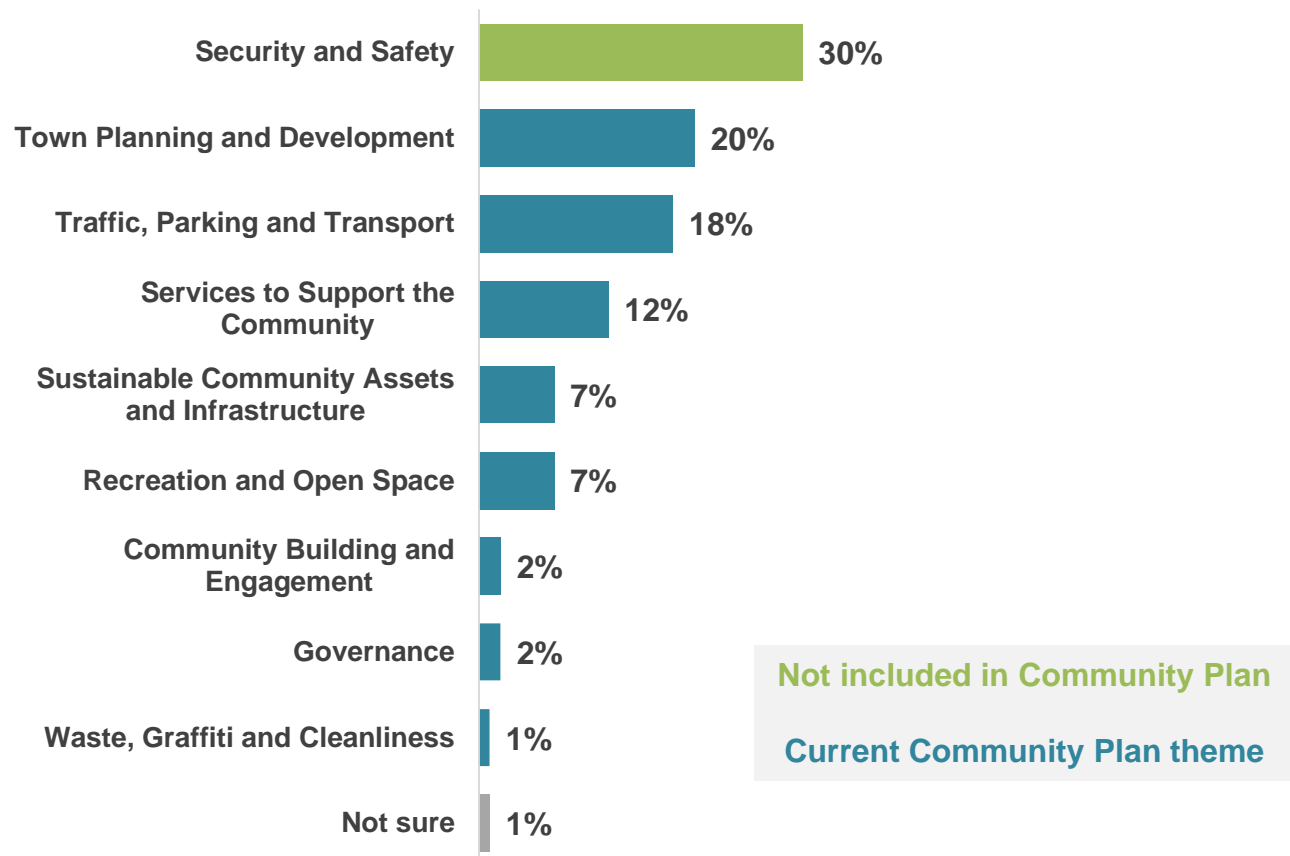


# COMMUNITY PLAN THEMES: AN INTRODUCTION

- We asked survey respondents which Community Plan themes they felt are most important to the future of Glen Eira.
- The themes tested include all of the themes in the 2012-2016 Community Plan:
  - Services to Support the Community
  - Traffic, Parking and Transport
  - Town Planning and Development
  - Governance
  - Recreation and Open Space
  - Waste, Graffiti and Cleanliness
  - Sustainable Community Assets and Infrastructure
  - Community Building and Engagement
- Given the strength of response in the qualitative research, we also quantitatively tested response to the theme of **Security and Safety**, which was *not* a theme in the 2012-2016 Community Plan.

# SAFETY AND SECURITY IS SEEN AS THE MOST IMPORTANT THEME FOR THE COMMUNITY PLAN, FOLLOWED BY TOWN PLANNING AND DEVELOPMENT

## Most important Community Plan theme for the future of Glen Eira



Q6A. Of the following Community Plan themes, which ONE is the MOST important to the future of Glen Eira?

Base: All respondents, n=500

# IMPORTANCE RATINGS OF THE DIFFERENT COMMUNITY PLAN THEMES IS CONSISTENT ACROSS DEMOGRAPHICS

## Most important Community Plan theme for the future of Glen Eira

	Total	18-39	40-64	65+	Camden	Rosstown	Tucker	Own	Rent
Security and Safety	<b>30%</b>	32%	27%	32%	30%	25%	34%	28%	44%
Town Planning and Development	<b>20%</b>	16%	23%	22%	21%	22%	18%	22%	6%
Traffic, Parking and Transport	<b>18%</b>	22%	14%	15%	14%	20%	19%	18%	17%
Services to Support the Community	<b>12%</b>	11%	14%	10%	8%	17%	12%	13%	7%
Sustainable Community Assets and Infrastructure	<b>7%</b>	6%	11%	4%	9%	7%	5%	7%	6%
Recreation and Open Space	<b>7%</b>	8%	5%	6%	10%	5%	5%	6%	14%
Community Building and Engagement	<b>2%</b>	1%	3%	2%	3%	1%	2%	2%	*
Governance	<b>2%</b>	1%	1%	5%	3%	2%	1%	2%	5%
Waste, Graffiti and Cleanliness	<b>1%</b>	1%	1%	2%	1%	*	3%	1%	1%
Not sure	<b>1%</b>	1%	1%	2%	2%	*	2%	1%	1%

*Significantly higher than total at 95% confidence interval*

Q6A. Of the following Community Plan themes, which ONE is the MOST important to the future of Glen Eira?

Base: All respondents, n=500

## QUALITATIVELY, PEOPLE WANT TO SEE MORE EMPHASIS ON KEY ISSUES SUCH AS SECURITY/ SAFETY, DEVELOPMENT AND TRAFFIC CONGESTION

The themes covered in the previous Community Plan are seen to be **well-directed and encompassing the key issues** facing the Glen Eira community. However, there are a few issues where people want to see some greater emphasis.

Matters concerning **safety and security and development are prominent**. Moreover, problems relating to **traffic congestion and parking** are seen to be directly related to increased development, making this issue also a key area of focus.

*“The more they overdevelop the more populated it will be, the worse off everything else will be, the traffic, the parking...” (Camden Ward, Younger)*

*“Parking and traffic is increasing as a result of this radical development.” (Rosstown Ward, Older)*

*“Stop the over development. It’s just getting too big and too cumbersome and just has flow on effects and problems with traffic and parking.” (Camden Ward, Older)*

*“It fails to communicate the key concern of this group – safety. It should be more prominently placed with more detail.” (Rosstown Ward, Younger)*

Other areas that people are seeking an increased focus on are **Council accountability and transparency** as well as community **consultation and engagement**.

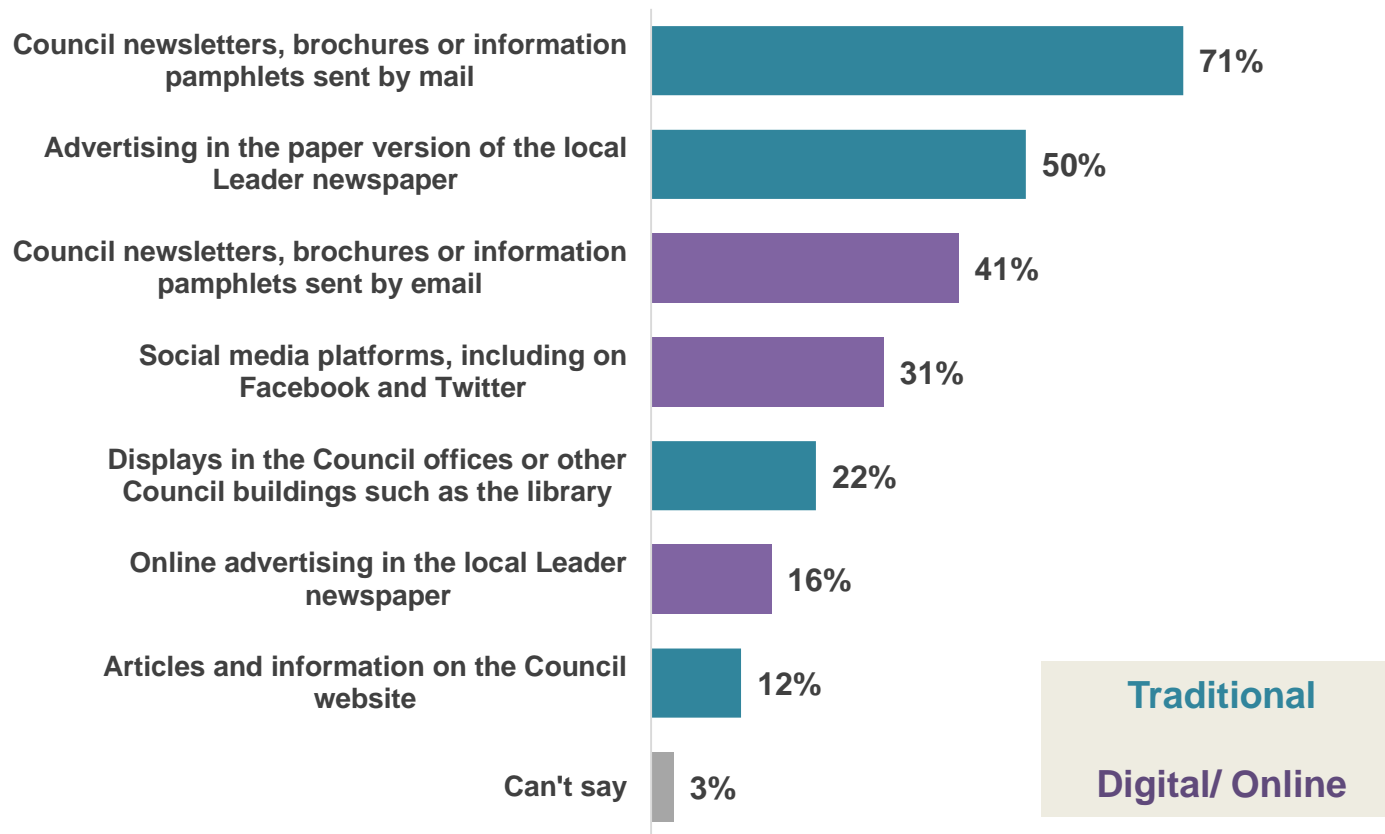


A satellite map of South Africa at night, showing the country's coastline and major cities illuminated by city lights. The map is centered on the country, with the surrounding ocean visible in dark blue. The text "COMMUNICATION PREFERENCES" is overlaid in white, bold, sans-serif font.

# COMMUNICATION PREFERENCES

# COUNCIL NEWSLETTERS SENT BY MAIL ARE THE PREFERRED FORM OF COMMUNICATION

## *Best method of communication to keep informed of the Community Plan*



Q7. To keep you informed of the Community Plan, which of the following are you likely to take notice of? MULTIPLE RESPONSES

Base: All respondents, n=500

# YOUNGER RESIDENTS ARE SIGNIFICANTLY MORE LIKELY TO TAKE NOTICE OF SOCIAL MEDIA PLATFORMS

## *Best method of communication to keep informed of the Community Plan*

	Total	18-39	40-64	65+	Camden	Rosstown	Tucker	Own	Rent
Council newsletters, brochures or information pamphlets sent by mail	71%	65%	73%	77%	73%	73%	66%	71%	65%
Advertising in the paper version of the local Leader newspaper	50%	38%	58%	60%	44%	47%	59%	51%	47%
Council newsletters, brochures or information pamphlets sent by email	41%	38%	47%	36%	50%	38%	35%	42%	34%
Social media platforms, including on Facebook and Twitter	31%	51%	20%	9%	36%	24%	31%	29%	46%
Displays in the Council offices or other Council buildings such as the library	22%	26%	15%	25%	29%	21%	15%	20%	32%
Online advertising in the local Leader newspaper	16%	14%	17%	19%	18%	16%	16%	16%	16%
Articles and information on the Council website	12%	11%	15%	10%	13%	18%	7%	12%	15%
Can't say	3%	4%	1%	4%	4%	4%	1%	2%	7%

Significantly higher than total at 95% confidence interval

Significantly lower than total at 95% confidence interval

Q7. To keep you informed of the Community Plan, which of the following are you likely to take notice of? MULTIPLE RESPONSES

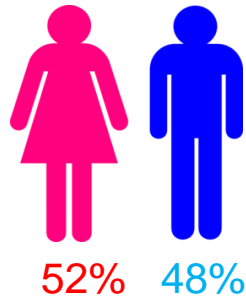
Base: All respondents, n=500



# APPENDICES



# DEMOGRAPHIC PROFILE OF RESPONDENTS [QUANTITATIVE]



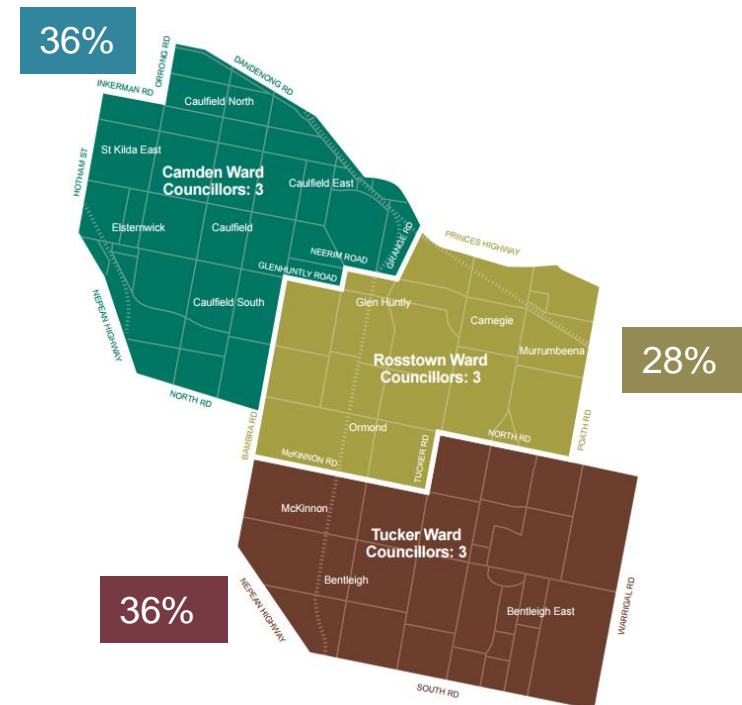
Own: 87%



Rent: 12%

## Age

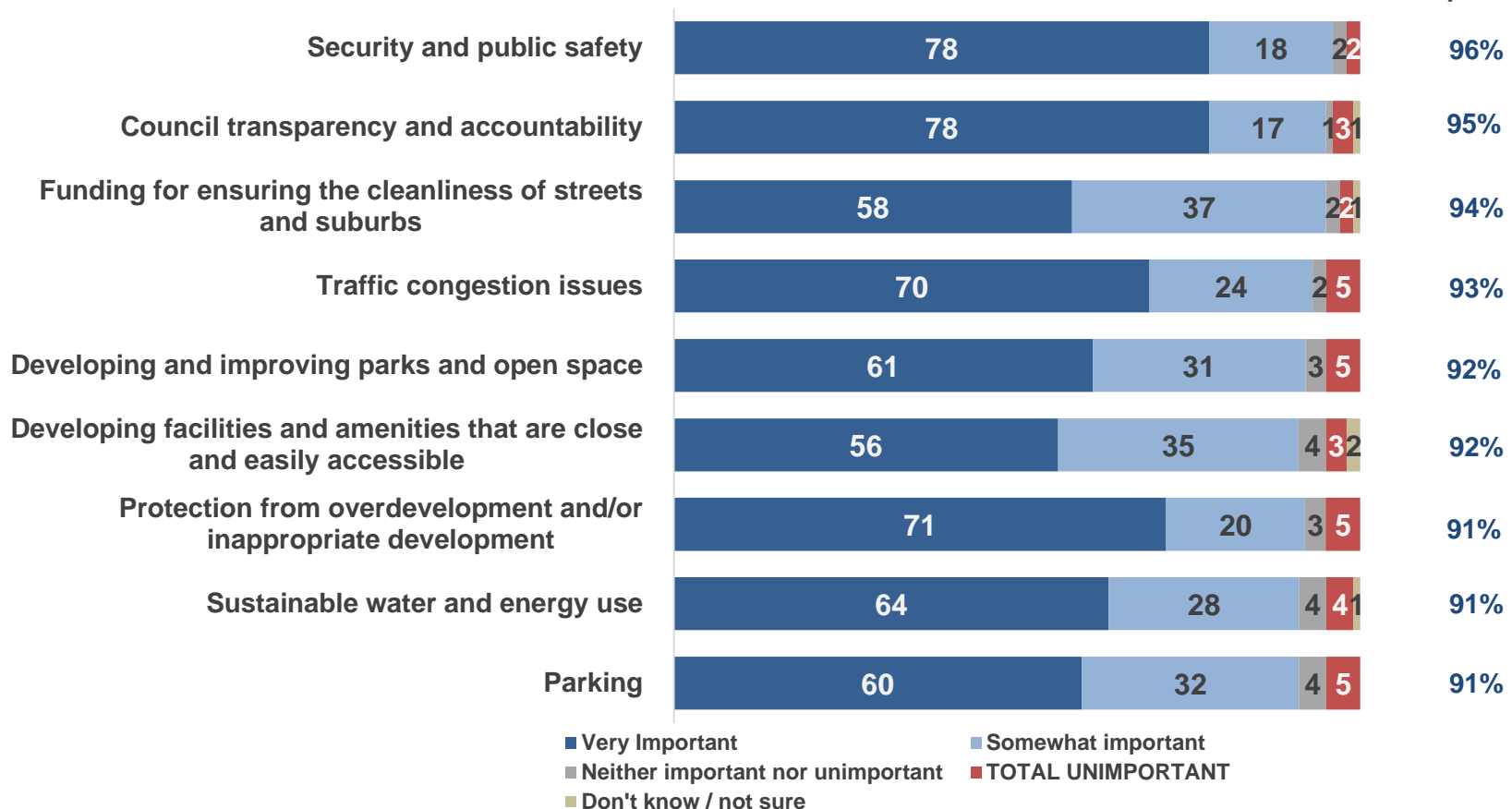
Ages 18 to 39	41%
Ages 40 to 64	41%
Ages 65+	19%



# MOST IMPORTANT ISSUES FOR THE FUTURE OF GLEN EIRA [FULL DETAIL]

## Most important issues for the future of Glen Eira (%)

Total important =  
Very + somewhat  
important



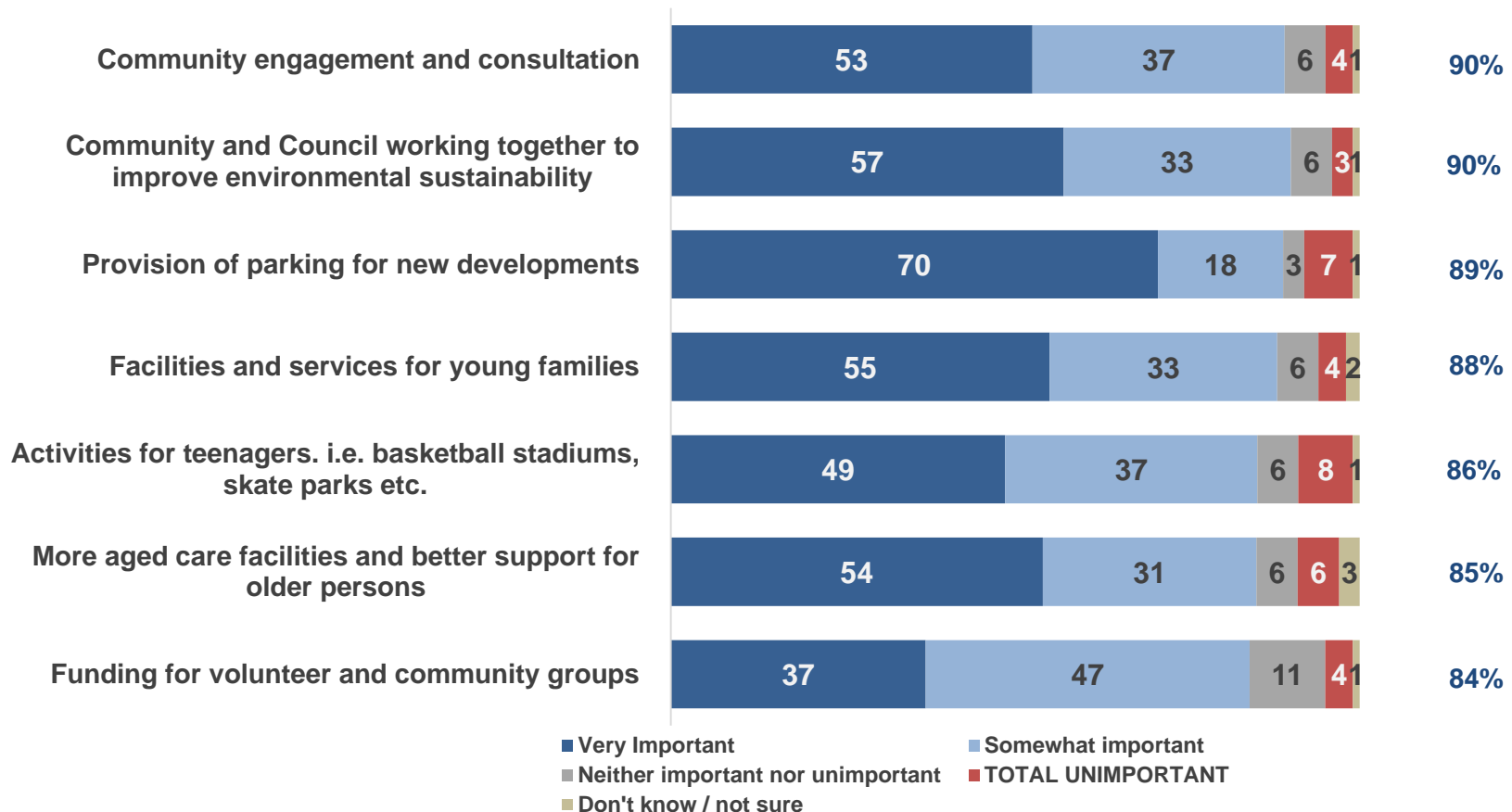
Q2. I am going to read out some issues that people have said are important for the future of the City of Glen Eira. Please indicate whether you think these are very important, somewhat important, neither important nor unimportant, somewhat unimportant, very unimportant for the future of Glen Eira.

Base: All respondents, n=500

# OTHER IMPORTANT ISSUES FOR THE FUTURE OF GLEN EIRA [FULL DETAIL]

## Other important issues for the future of Glen Eira (%)

Total important =  
Very + somewhat  
important



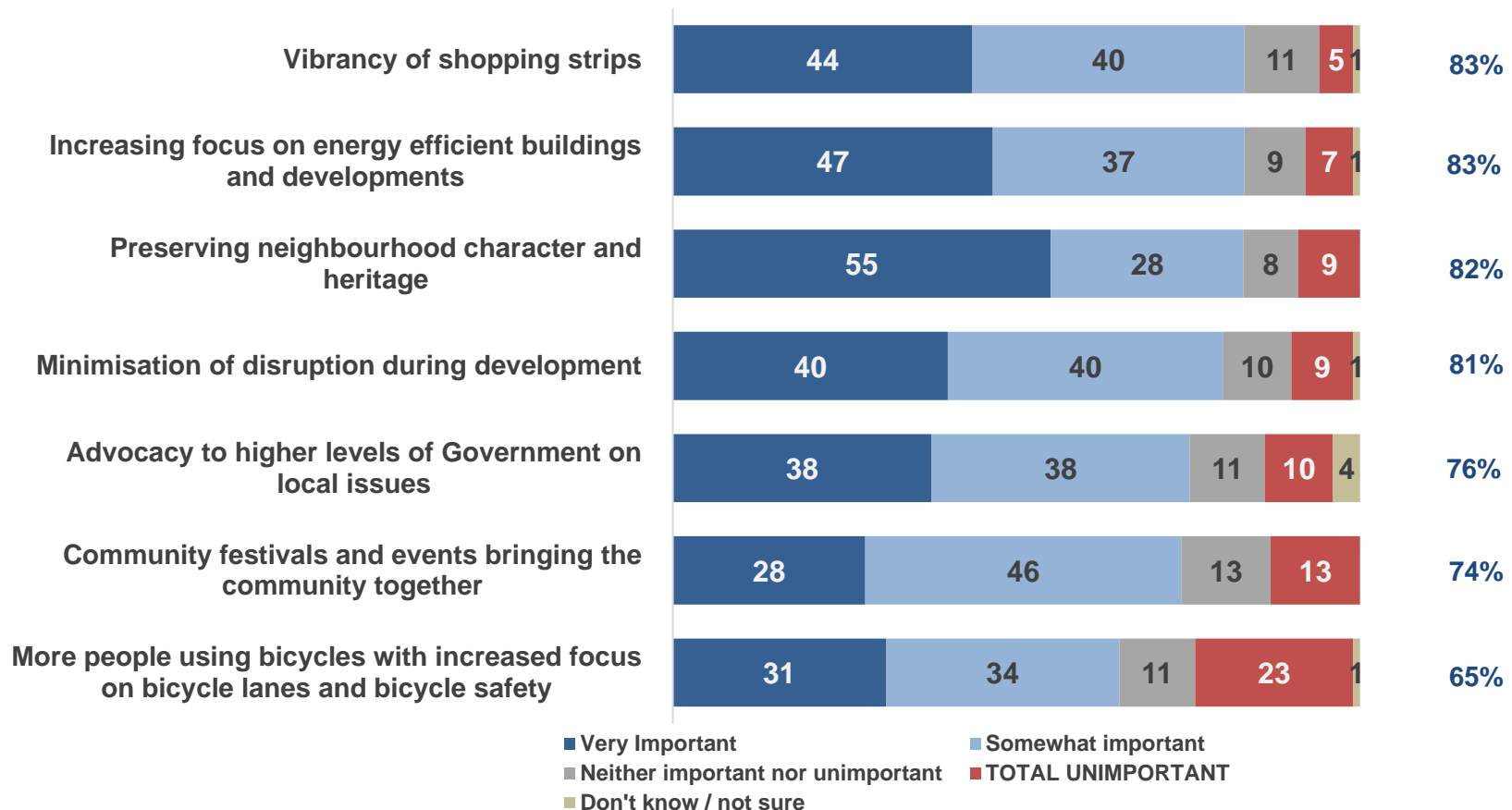
Q2. I am going to read out some issues that people have said are important for the future of the City of Glen Eira. Please indicate whether you think these are very important, somewhat important, neither important nor unimportant, somewhat unimportant, very unimportant for the future of Glen Eira.

Base: All respondents, n=500

# LEAST IMPORTANT ISSUES FOR THE FUTURE OF GLEN EIRA [FULL DETAIL]

## Least important issues for the future of Glen Eira (%)

Total important =  
Very + somewhat  
important



Q2. I am going to read out some issues that people have said are important for the future of the City of Glen Eira. Please indicate whether you think these are very important, somewhat important, neither important nor unimportant, somewhat unimportant, very unimportant for the future of Glen Eira.

Base: All respondents, n=500





**THERE ARE OVER  
146 THOUSAND PEOPLE  
IN GLEN EIRA...**

**FIND OUT  
WHAT THEY'RE  
THINKING.**

**Contact Us:**  
03 8685 8555

**John Scales**  
Managing Director

**Mark Zuker**  
Managing Director

