



GLEN EIRA
CITY COUNCIL

GLEN EIRA CITY COUNCIL

Community Vision check in
Engagement Report

SEPTEMBER 2024

BENTLEIGH

BENTLEIGH EAST

BRIGHTON EAST

CARNEGIE

CAULFIELD

ELSTERNWICK

GARDENVALE

GLEN HUNTLY

MCKINNON

MURRUMBEENA

ORMOND

ST KILDA EAST

Executive Summary

Council delivered a communication and engagement campaign to check-in on the [Glen Eira 2040 Community Vision](#) from 1 August to 31 August 2024. The campaign aimed to inform and engage our community in conversations on whether the community vision developed in 2020 still reflects their aspirations for the future of Glen Eira.

This engagement campaign makes up the first of a multi-phased engagement approach, that will inform the development of the next 2025-2029 *Council Plan*. For this purpose, the engagement also aimed to gather insights about what the community identified as key areas of focus for the next four-year strategic planning cycle.

All of Council's strategic planning is guided by the [Glen Eira 2040 Community Vision](#) created by residents of Glen Eira through a demographically representative deliberative citizens panel of 32 residents in 2020.

Council regularly engages with our residents to listen to their views on a range of issues, services, and infrastructure. We know that our community highly values opportunities to engage in shaping the decisions about the municipality that they live, work, and play in.

At the 'consult' level on the IAP2 public participation spectrum, the engagement approach for this campaign was broad and aimed to reach a diverse range of people through in-person engagement opportunities and online engagement activities.

The engagement was promoted through various communication channels including *Glen Eira News*, the Have Your Say platform, social media, newsletters, posters, postcard distribution and through a variety of pop-up and drop-in sessions.

The community's feedback was gathered through an online survey (with a hard copy version also available). This was the main method for collecting the community's feedback. The campaign received a total of 114 contributions and 26 drawings from children.

Our pop-up and drop-in sessions engaged more than 650 people at various locations and events and our attendance at two community representative committee meetings engaged a further 15 residents.

This report provides the detailed engagement findings, with a brief snapshot of the data outlined below.



Community Vision survey results - snapshot

-  88 per cent (99 respondents) selected 'yes' — the Community Vision still feels right to them.
-  9 per cent (10 respondents) selected 'no' — the Community Vision does not still feel right to them

Respondents top five views of what they imagine for Glen Eira's future that is not represented in the Community Vision?

				
Climate emergency, green spaces and biodiversity	Community safety, social and community cohesion	Services to meet community need	Place and amenity	Planning and development
31% of responses	21% of responses	9% of responses	9% of responses	8% of responses

Of the six guiding principles in the Community Vision, the three highest ranked principles respondents would you like the next Council to focus on in 2025-2029 are:

- Principle 3. Inclusive and healthy community — 86 total votes
- Principle 4. Maximise and diversify our green and natural spaces — 85 total votes.
- Principle 5. We are proactive in meeting challenges and innovate using evidence-based methods — 53 total votes.

Respondents top five views of what is not represented in the six principles?

				
Climate emergency green spaces and biodiversity	Building a community that cares	Place and amenity	Community cohesion and connection	Economic responsibility and development
24% of responses	18% of responses	16% of responses	16% of responses	10% of responses

Respondents top five comments for any 'other' feedback you would like to add —

				
Climate emergency, green spaces and biodiversity	Transparent engagement with the community	Community safety and connection.	Place and amenity	Negative views of Council actions and services
21% of responses	17% of responses	11% of responses	10% of responses	8% of responses

Pop up engagement results

Voting pods

The top three principles that residents identified they want Council to focus on in 2025-2029, receiving the highest votes in the voting pod activity were:

- Principle 4. Maximise and diversify our green and natural spaces — 97 votes.
- Principle 1. We work together — 75 votes.
- Principle 3. Inclusive and healthy community — 70 votes.

Blackboard comments

A total of 11 comments were written on the blackboard and reflected diverse topics such as no littering, more skateparks, helping homeless people, more seats at Murrumbena footy, more help for disabled people, renewable energy, more nature, that we unite to make a change, friendship and no greenhouse gas and no climate change.

Childrens drawings

We received 26 children's drawing describing what children would like their future neighbourhood to look like, collected at pop up and drop-in sessions. Drawings referred to trees, flowers, sunshine, rainbows, parks, houses and homes for everyone, caring for animals, community gardens, skateparks, family and friends, money, chocolate, everyone to be happy, schools with great sport facilities, worms and the natural environment.

Engagement Report



Background

Council is guided by a Community Vision created by the residents of Glen Eira.

The *Glen Eira 2040 Community Vision* was our community's first ever Community Vision. It was informed by a wide community engagement program that captured the aspirations and priorities of thousands of our citizens and stakeholders — local people representing diverse backgrounds, ages and suburbs.

The Community Vision statement and six principles were developed by a deliberative citizens panel of 32 independently selected, demographically representative Glen Eira residents. This panel worked together, analysed data and feedback provided by the broader community to collectively develop a long-term vision that could meet the current and future needs of Glen Eira.

The vision statement and six principles they created are outlined below:



Principle one	We work together.
Principle two	Planning for community resilience.
Principle three	Inclusive and healthy community.
Principle four	Maximise and diversify our green and natural spaces.
Principle five	We are proactive in meeting challenges and innovate using evidence-based methods.
Principle six	Promote and develop our creative potential, celebrating our diverse identities through art and other cultural expression.

Council delivers several key four-year plans and strategies that outline how we will work toward our *Glen Eira 2040 Community Vision* each Council term. This is legislated under the *Local Government Act 2020* and aligns with our *Integrated Planning and Reporting Framework*.

As we near the completion of the final year of our 2021–2025 *Council Plan* term we have started to plan and develop our next four-year *Council Plan 2025–2029* and strategic planning cycle.

The 2025–2029 Glen Eira City Council Plan will be informed using a multi-phased communications and engagement program. The first phase of this multi-phased program is the check-in with our community about their Community Vision.

The aim of the ‘consult’ level engagement was to test whether the Community Vision and its six principles still resonated with our residents and community four years into its 20-year timeframe. The engagement also focused on gaining insights about what the community regarded as the highest priority areas for Council to focus on for the next four-year strategic planning cycle.

This report provides the engagement findings and results of this first phase of engagement.

Communication activities

The communication activities to promote the Community Vision engagement were delivered across multiple media channels throughout August 2024. This included the Glen Eira News, several newsletters, social media and website promotion and the distribution of posters and postcards across our service centre and libraries. Each communication activity along with the reach to the broader community is detailed below.

Communication Activities	Reach
<i>Glen Eira News</i> — August Article	Delivered to 65,000 residences
Sustainability E-newsletter August edition	Recipients: 3,968 Opened: 1,914 Link clicks: 409 Clicks to engagement: 5
Community Engagement newsletter August edition	Recipients: 4,474 Opened: 2,470 Link clicks: 167 Clicks to engagement: 89
Glen Eira Working Together e-newsletter August edition	Recipients: 517 Opened: 223 Link clicks: 22 Clicks to engagement: 3
Website — banner	28 days Link clicks: 40
Website — news item	Page views: 24 page views Link clicks: 9
Glen Eira City Council Social media paid ad	Reach: 10,800 Impressions: 30,000 Link clicks: 384
Glen Eira City Council Social media post — unpaid	Facebook and Instagram combined 18 August 2024

	Reach: 1,700 Impressions: 1,600 Engagements: 13 Shares: 3 Link clicks: 6
Post cards A6 postcards delivered to Council facilities and shared at community engagement activities.	500 delivered to libraries and service centre and given out various engagement sessions.
Posters A3 posters delivered to Council facilities to promote the engagement.	30 displayed at various locations around Glen Eira
Digital screens Glen Eira Town Hall	15 days
Libraries Facebook post — unpaid	Reach: 176 Impressions: 191 Engagements: 4 Shares: 0 Link clicks: 1
Arts and Culture Facebook post — unpaid	Reach: 475 Impressions: 514 Engagements: 7 Shares: 1 Link clicks: 31
Arts and Culture Instagram post — unpaid	Reach: 139 Engagement: 10 Activity: 5

Engagement activities

We delivered engagement activities across Glen Eira to consult and gather the views of different resident and population groups. The engagement was delivered at the ‘consult’ level of the IAP2 spectrum of public participation. It included in-person engagement activities such as pop-up engagement sessions as well as drop-in engagement sessions at various locations and events in Glen Eira.

We engaged with community representatives through attendance at committee meetings and ran an online survey (with the option of a hard copy survey) on Council’s Have Your Say platform. We also engaged children through a drawing activity.

A table of the engagement activities is summarised below, with a detailed summary of each activity provided further in the report.

Engagement activities	Number who participated
Have Your Say online community survey 1 – 31 August 2024	114 survey respondents (including two hard copy surveys)
Resident phone calls	one
Community drop-in sessions Caulfield Library, 7 August 2024 Carnegie Library, 20 August 2024	30 people 32 people
Night for Nature event 14 August 2024	120 people
Pop up engagement sessions Glen Eira Sport and Aquatic Centre (GESAC) 15 August 2024 Bentleigh Farmers Market 24 August 2024	300 people 180 people
Committee / Network Meetings Community Engagement Advisory Committee 12 August 2024 Youth Engagement Team 26 August 2024	eight community representatives seven youth representatives

Pop-up and drop-in engagements sessions

Over the month of August, we connected with more than 650 community members and had a range of conversations with them on the Community Vision. We gave out approximately 240 postcards during face-to-face engagements, shared the QR code directly with some residents, gave out eight hard copy surveys and collected approximately 26 children's drawings.

Pop-up engagements were an important part of the in-person consultations held with the broader community. They raised awareness about the engagement with community members who may not have otherwise engaged with the topic.

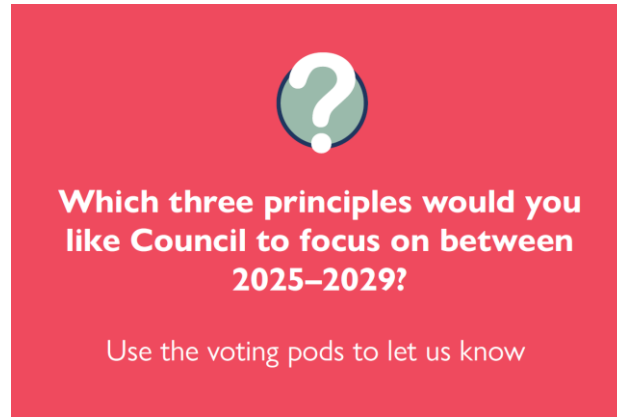
Two pop-up engagement sessions using our engagement trailer were held at GESAC and the Bentleigh Farmers Market. These locations were chosen due to their high foot traffic and attendance of diverse people, including parents with young children, parents with older children, older adults, people with disability and people from different multicultural backgrounds.

Pop-up consultation statistics						
Location	Date	Postcards	People	Paper Surveys		Children's drawings (#)
				Given	Received	
GESAC	15 August	111	300	1	1	3
Bentleigh Farmers Market	24 August	62	180	1	0	20
Total		173	480	2	1	23*

* 3 children's drawings were also done at the Carnegie library drop-in session.

To provide additional opportunities for conversation, the pop-up trailer sessions also provided interactive engagement activities to appeal to both children and adults. These included a voting pod and a black board feedback activity.

For the voting pod, people could cast a vote in response to the following statement:



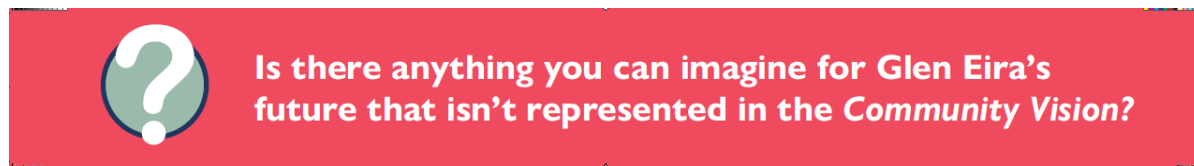
Results of the voting are outlined below.

Principle #	Principle	GESAC	Bentleigh Farmers Market	Total
1	We work together.	39	36	75
2	Planning for community resilience.	24	21	45
3	Inclusive and healthy community.	41	29	70
4	Maximise and diversify our green and natural spaces.	46	51	97
5	We are proactive in meeting challenges and innovate using evidence-based methods.	9	13	22
6	Promote and develop our creative potential, celebrating our diverse identities through art and other cultural expression.	26	19	45

The three principles receiving the highest votes were:

- Principle 4. Maximise and diversify our green and natural spaces — 97 votes.
- Principle 1. We work together — 75 votes.
- Principle 3. Inclusive and healthy community — 70 votes.

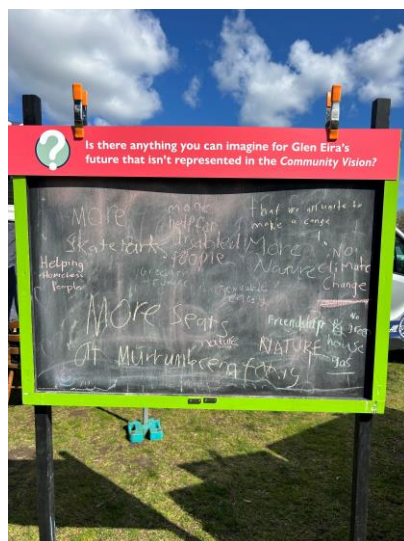
The black board feedback activity encouraged children and adults to express their ideas to the question:



This activity received 11 comments across the two pop up engagements.

Blackboard comments

No littering	More skateparks	Helping homeless people
More seats at Murrumbeena footy	More help for disabled people	Nature
Renewable energy	More nature	that we unite to make a change
Friendship and no greenhouse gas	No climate change	



An additional pop-up engagement session was held at Glen Eira's Night for Nature event on the evening of 14 August 2024. The event was about celebration, connection and action for our climate, wildlife and environment.

We hosted a pop-up table stall at the event and were able to engage in conversation with many of the 120 attendees during the initial meet and greet section of the event and following presentations at the end over a networking session.

Pop-up consultation statistics						
Location	Date	Postcards	People	Paper Surveys		Children's drawings (#)
				Given	Received	
Night for Nature event	14 August	35	120	3	1	0



Drop-in sessions were also held at Caulfield Library and Carnegie Library. A table was set up near the entrance of the library to engage people as they entered. As well as interacting with the general population using the library services we also spoke to parents and grandparents attending the story time sessions at the library.

These were smaller scale engagement sessions with a focus on intercepting people with postcards and surveys as they entered or left the library. These enabled some people the opportunity to have deeper conversations and understanding about engaging on the community vision.

Drop-in consultation statistics						
Location	Date	Postcards	People	Paper Surveys		Children's drawings (#)
				Given	Received	
Caulfield Library	7 August	8	30	2	0	0
Carnegie Library	20 August	22	32	3	1	3

Childrens drawing activity

A drawing activity for children was made available at selected pop-up and drop-in sessions. Children were invited to draw what their future neighbourhood would look like. A total of 26 children completed drawings. Drawings referred to trees, flowers, sunshine, rainbows, parks, houses and homes for everyone, caring for animals, community gardens, skateparks, family and friends, money, chocolate, everyone to be happy, schools with great sport facilities, worms and the natural environment.

Over the duration of the campaign there were 979 views, 896 visits and a total of 114 submissions received. This included two hard copy surveys that were also entered into the Have Your Say portal and included in the overall survey results.

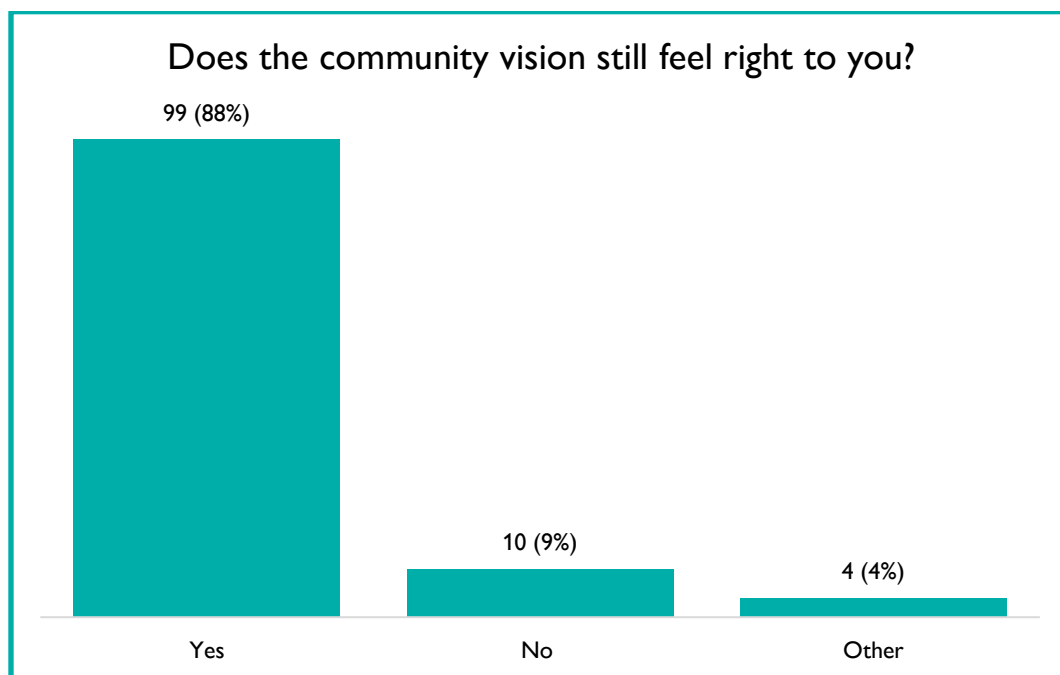
The survey included five questions exploring the community's views on the Community Vision statement and six principles, using a variety of open and closed questions. There were also an additional four demographic questions included at the end of the survey.

Survey question analysis

Question 1. Asked survey respondents — The *Glen Eira 2040 Community Vision* statement is “Our Glen Eira; A thriving and empowered community working together for an inclusive and sustainable future”. Does the Community Vision still feel right to you?

113 answered the question. The results clearly show that the community vision still feels right to the majority of people.

- 88 per cent (99 respondents) selected ‘yes’ — the Community Vision statement still feels right to them.
- 9 per cent (10 respondents) selected ‘no’ — the Community Vision statement does not still feel right to them.
- Four per cent (4 respondents) chose ‘other’. Their comments included:
 - “Good social housing. Very poor tree planting as an urgent priority”.
 - “Include also wellbeing of the community as a priority”.
 - “I feel it needs to be more specific. I like the vision but don't understand how it is different than any other community vision statement”.
 - “I would add the word “informed” to the community vision statement”.



Question 2. Asked survey respondents — Is there anything you imagine for Glen Eira's future that is not represented in the Community Vision?

61 per cent (69 respondents) answered the question. This was an open question and all comments have been analysed, summarised and themed. Some comments included more than one theme. The table below details the themes and the key commentary provided.

Theme	Description of comments	# of comments	% of comments
Climate emergency, green spaces and biodiversity.	Respondents asked for a reduction in climate risks and greenhouse gas/carbon emissions, acknowledging emissions from domestic solid fuel like wood, charcoal and firelighters, improving biodiversity, tree canopy and under story plantings increasing environmental sustainability and green spaces in our shopping strips and neighbourhoods.	24	31%
Community safety, social and community cohesion.	Respondents asked for improved community safety and a community free from violence, improved social harmony, fairness and equity in sharing resources amongst all residents, reducing racism, and improving tolerance and diversity.	16	21%
No further comments.	Respondents noted 'no' further comments.	7	9%
Services to meet community need	Respondents asked for increased activities and spaces for youth, more festivals, community activities, art and community spaces, more childcare in Carnegie, keeping aged care services, and funding for more art spaces and libraries.	7	9%
Place and amenity	Respondents asked for more support to deliver community village initiatives, fewer cars on the roads, parking restrictions in suburban streets, fewer massage parlours and pokies venues.	7	9%
Planning and development	Respondents asked for height limits for building permits and stricter tree and green space planting requirements, more consultation on building and planning development, a decrease in housing development as well as comments supporting densification of housing to accommodate increasing population and affordability.	7	9%
Community assets and infrastructure	Respondents asked for Council to maintain and fix our infrastructure,	6	8%

	improve the quality of our assets, fix our roads and add more exercise equipment in parks (i.e. Caulfield Park).		
Economic responsibility	Respondents asked for economic improvements, for affordability, reduced costs for services, understanding of Artificial Intelligence and technological changes and for Council to be more accountable for their spending.	5	6%
Connectivity and transport	Respondents asked for improved pedestrian connection to the existing public transport network, increased buses and frequency of bus routes and more community transport options.	4	5%
Celebration and enjoyment	Respondents asked for the opportunity to celebrate achievements and to enjoy the future.	2	3%

Responses also included a couple of comments about the vision being too broad, as well as several suggestions to amend the wording in the community vision statement or principles such as —

- Change word 'empowered' to 'flourishing'.
- Add words like "happy", "involved/engaged", "personable/people-oriented", "work, live, learn and play together..."
- Include 'cohesive'
- Add the word 'connected to say 'empowered, connected community'.
- Include terms neurodiverse and all abilities.
- Change 'planning community resilience' to 'building community resilience' in principle two.
- Replace principle one with something more specific about how Council will work together with residents and make commitments about planning to protect our suburban feel, environmental sustainability, more green spaces and investment in walking, cycling and public transport.

Question 3. Asked survey respondents — Of the six guiding principles in the Community Vision, which three would you like the next Council to focus on in 2025-2029? (rank in order of preference?)

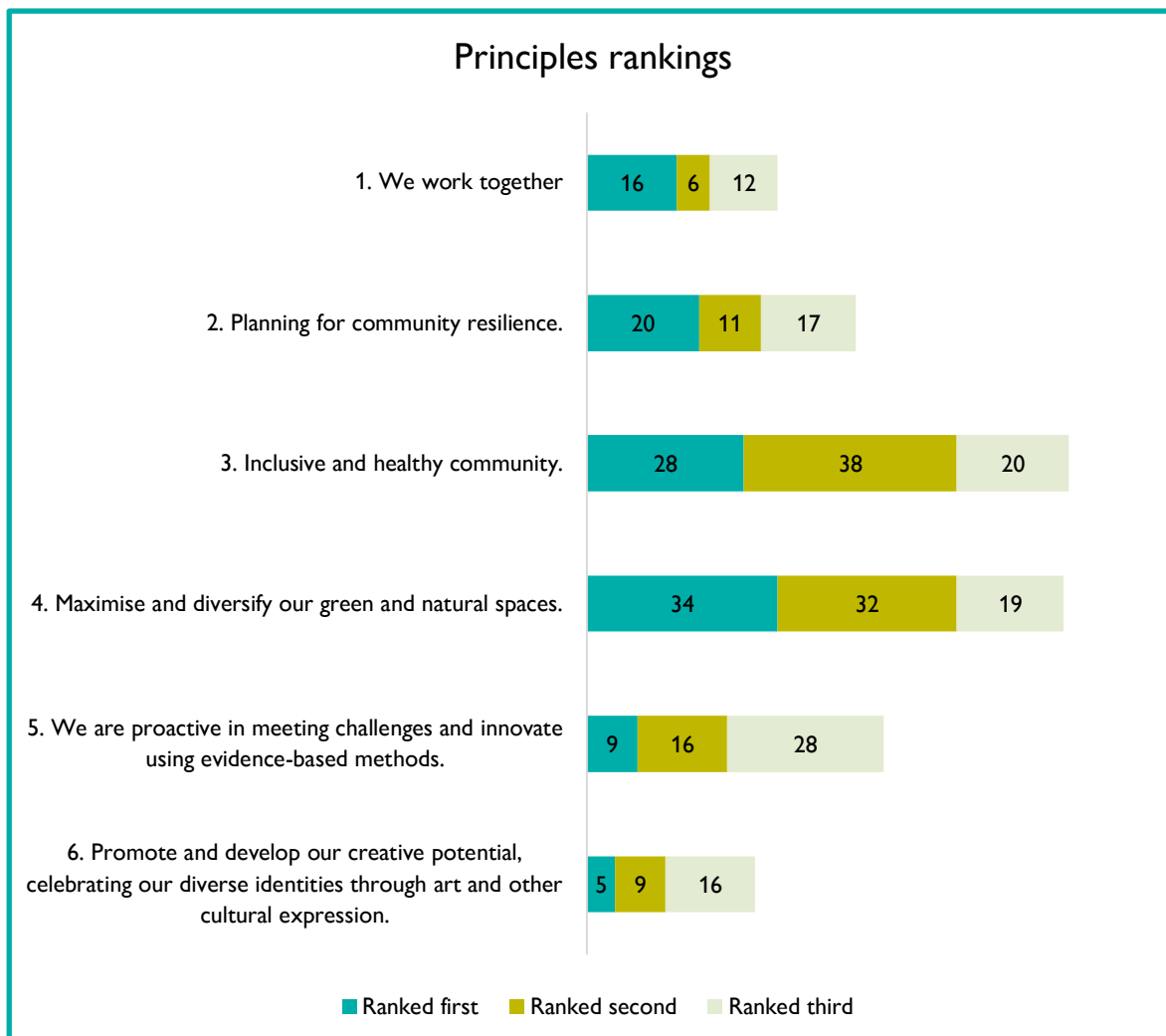
98 per cent (112 respondents) answered the question. The three principles that received the highest ranking and frequency of selection were —

- Principle 3. Inclusive and healthy community — 86 total votes.
- Principle 4. Maximise and diversify our green and natural spaces — 85 total votes.
- Principle 5. We are proactive in meeting challenges and innovate using evidence-based methods — 53 total votes.

The results for two of the principles align with the pop-up engagement voting pod results. Both have 'Principle 3. Inclusive and healthy community' and 'Principle 4. Maximise and diversify our green and natural spaces' as the top two voted principles. Although Principle 3. has the highest total

number of votes (86 compared to 85), Principle 4. received has the highest first ranking votes (34 compared to 28).

Principle #	Principle description	Ranked first	Ranked second	Ranked third	Total count
1.	We work together.	16	6	12	34
2.	Planning for community resilience.	20	11	17	48
3.	Inclusive and healthy community.	28	38	20	86
4.	Maximise and diversify our green and natural spaces.	34	32	19	85
5	We are proactive in meeting challenges and innovate using evidence-based methods.	9	16	28	53
6	Promote and develop our creative potential, celebrating our diverse identities through art and other cultural expression.	5	9	16	30



Question 4. Asked survey respondents — Is there anything you imagine for Glen Eira's future that is not represented in the six principles?

58 per cent (66 respondents) answered the question. This was an open question and all comments have been analysed, summarised and themed. Some comments included more than one theme. The table below details the themes and the key commentary provided.

Theme	Description of comments	# of comments	% of comments
Climate emergency green spaces and biodiversity	Respondents asked for more action on climate change and transitioning the local economy and infrastructure to net zero emissions, regenerating native, indigenous trees and flora in public spaces, raising awareness, and reducing environmental pollution, being greener, more sustainable and for more trees.	15	24%
Building a community that cares	Respondents asked for better care of our vulnerable residents - children and the elderly, to work with other levels of government to solve issue of homelessness, to provide community programs and partnerships to benefit marginalised populations, to support and empower young adults, for the community to be free from violence and men's violence against women, to have friendly neighbourhoods that support inclusion, to be friendly and fair to everyone, to increase awareness of Jewish peoples contribution, to recognise and promote emergency services and for a safe community.	11	18%
Place and amenity	Respondents requested for better connection of suburbs and hubs through bike paths and accessible and frequent public transport, the retention of public facilities, improving liveability, better roads, waste services and assets, a clean city with less overdevelopment and high-rise apartments.	10	16%
Community cohesion and connection	Respondents asked for help in creating connection, social cohesion and a sense of belonging, elevating shared spaces for community participation, instilling pride in our community, for more disability inclusion and social inclusion, to work	10	16%

	together and to focus on community services (e.g. libraries).		
No further comments.	Respondents noted 'no' further comments.	11	18%
Economic responsibility and development	Respondents asked for a focus on economic improvements, support to create vibrant and diverse local centres of commerce, affordability of housing and cost of living, financial sustainability and funding for services and infrastructure to meet community need.	6	10%
Transparent engagement with the community	Respondents asked for improved transparency and accountability on engagement data and financial spending, consulting with the community about public spaces, hearing the voices of the large silent majority (rather than loud minority) and fostering civic leadership and community ownership.	5	8%
Thoughts on principles	Respondents feedback was varied, some identified that the principles were good and provided good broad statements whilst others thought the principles were quite general or were not quite sure what they meant.	5	8%

Question 5. Asked survey respondents — Is there any other feedback you would like to share with us?

54 per cent (61 respondents) answered the question. All comments have been analysed, summarised and themed. Some comments included more than one theme. The table below details the themes and the key commentary provided.

Theme	Description of comments	# of comments	% of comments
Climate emergency green spaces and biodiversity	Respondents asked for a focus on green spaces, greener streets, neighbourhoods and spaces, wildlife and biodiversity, ecologically sustainable development in planning, asset renewal, reducing community emissions, and adapting to the climate emergency.	15	21%
Transparent engagement with the community	Respondents asked for Council to increase transparency and opportunity to consult with residents, to reply to residents in a timely manner, to offer	12	17%

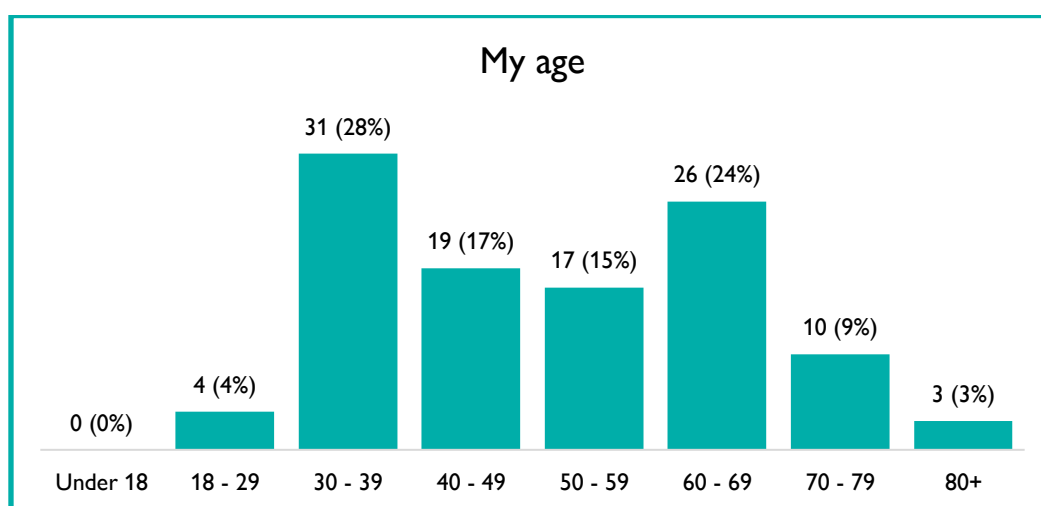
	choices and evidence base to the community to bring them along.		
Community safety and connection.	Respondents asked for Council to do an analysis of gaps in community cultural and social resources to build social connection, to provide more community events for teenagers and families to connect and socialise with music and food, to assist in creating a safe city for women and faith groups and to have less theft.	8	11%
Place and amenity	Respondents requested for the diversification of shopping strips (e.g. Koornang Road), improved management of hard rubbish left on streets, providing more outdoor gym equipment, more connection with Glen Eira's history through signage and information plaques (e.g. Boyd family), support in beautifying Glen Huntly shopping strip and improving pedestrian safety (e.g. Normanby Ave, Caulfield Village).	7	10%
Negative views of Council actions and services	Respondents feedback identified the failure of Council to meet promised greenery, neglect of residents during the level crossing removal project, dissatisfaction about the closure of childcare, rates bills and the Queens Avenue cycling path.	6	8%
Positive views of vision and principles	Respondents feedback identified views that the principles/vision statement sound good, are relevant, and are capable of including everything that's important for Council to plan for.	6	8%
No further comments.	Respondents noted 'no' further comments.	4	6%
Planning and development	Respondents asked for a reduction in overdevelopment, maximising the development of housing efficiently as well as increasing the densification of housing.	3	4%
Services to meet community need	Respondents asked for services to assist them as they age, for community development programs that support asset mapping that connect people and enable action, and for library services.	3	4%
Transport, cycling and walkability	Respondents requested a dedicated bike path under skyrail and more focus on	3	4%

	walkability, cycling, public transport and 15 minute cities.		
Positive view of Council actions and services	Respondent feedback identified that Council provides good services, is proactive and to keep doing these things.	2	3%

Demographic profile

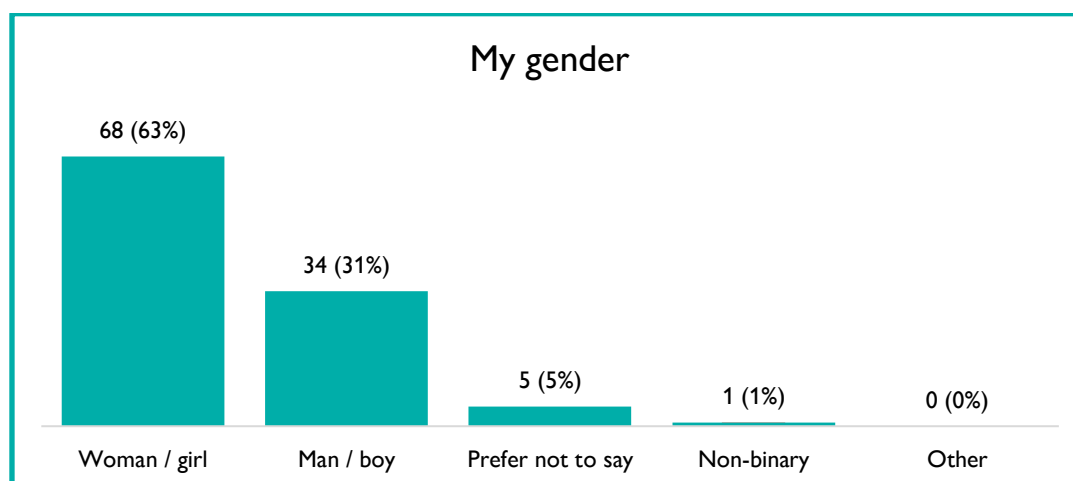
Question 6. Asked survey respondents about their age.

97 per cent (110 respondents) answered the question. Every age range was represented except the under18-years age range. The top three age ranges were 30 – 39-year-olds at 28 per cent (31 respondents), followed by 60 – 69 year olds at 24 per cent (26 respondents) and 40 – 49 year olds at 17 per cent (19 respondents).



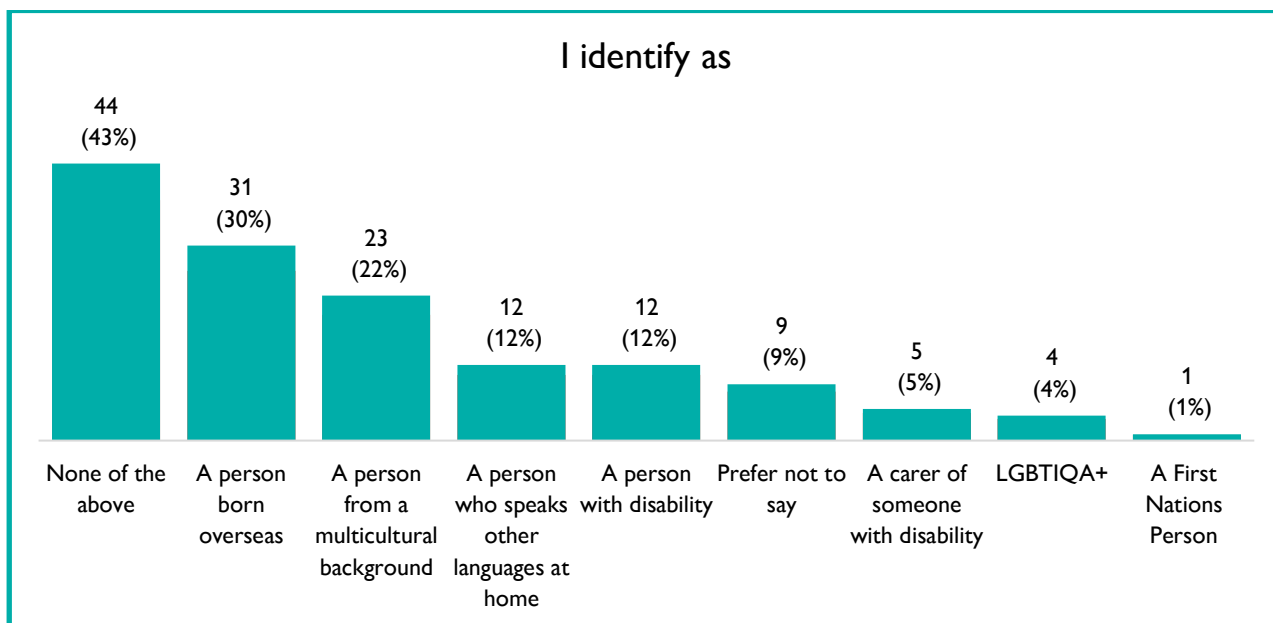
Question 7. Asked survey respondents about their gender.

95 percent (108 respondents) answered the question. The highest represented gender was woman/girl at 63 per cent (68 respondents) followed by man/boy at 31 per cent (34 respondents).



Question 8. Asked survey respondents to share a description of their identity.

90 per cent (103 respondents) answered the question. All identity features listed were represented. The top three identity features were people born overseas at 30 per cent (31 respondents), followed by people from multicultural backgrounds, 22 per cent (23 respondents), and equal third were people who spoke other languages at home and people with disability, at 12 per cent each (twelve respondents). There was one person who identified as a First Nations person and their identity was Aboriginal.



Question 9. Asked survey respondents about the suburb they live in.

99 per cent (113 respondents) answered the question. All suburbs in Glen Eira were represented. The top three suburbs were Bentleigh East, Carnegie and Bentleigh in that order.

