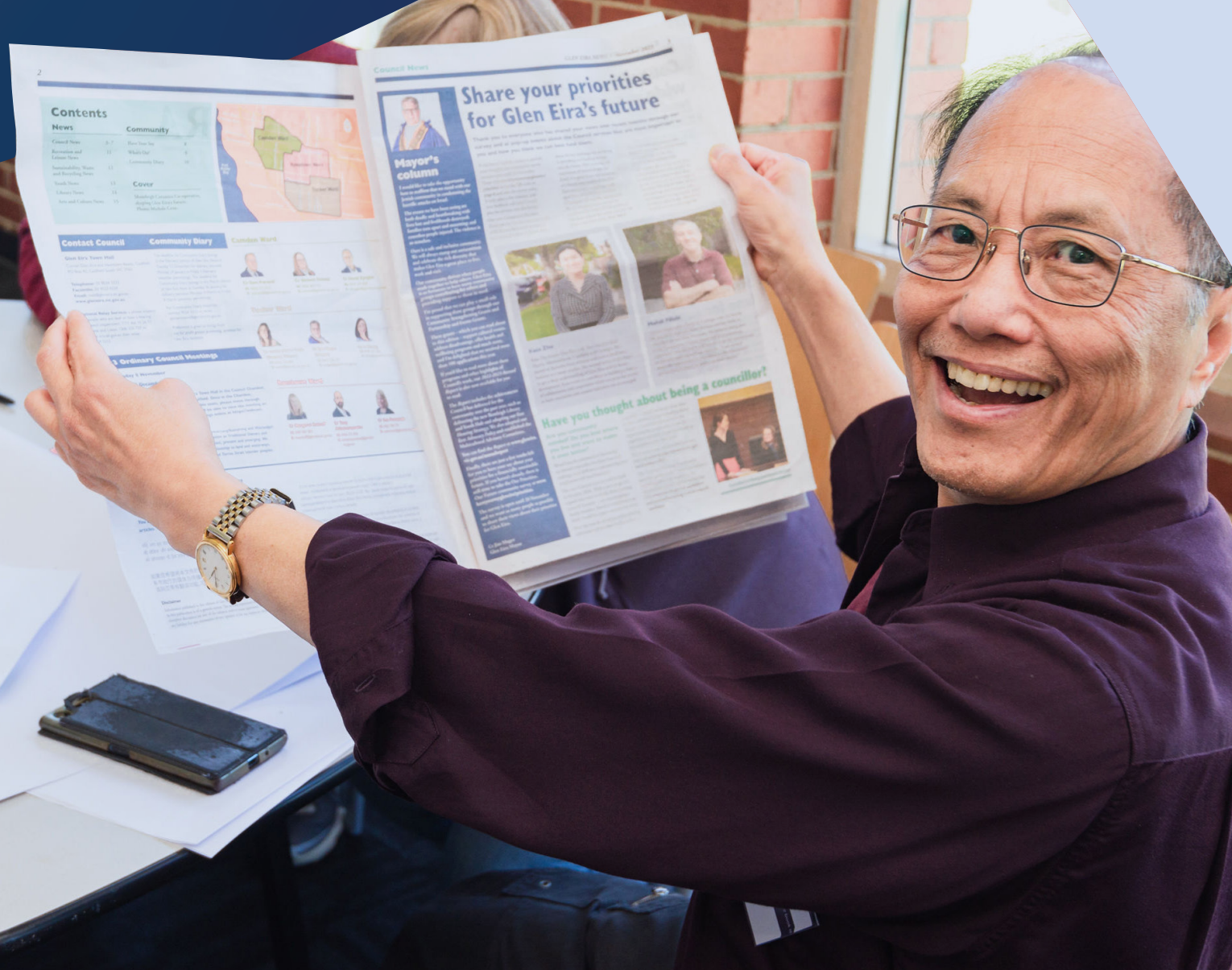




GLEN EIRA
CITY COUNCIL

BENTLEIGH
BENTLEIGH EAST
BRIGHTON EAST
CARNEGIE
CAULFIELD
ELSTERNWICK
GARDENVALE
GLEN HUNTLY
MCKINNON
MURRUMBEENA
ORMOND
ST KILDA EAST

Glen Eira City Council Accessible Communications Blueprint



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A woman with dark hair and bangs is shown from the chest up, looking down with a focused expression. She is holding a large, dense bundle of green branches and leaves, which she is using to perform a smoking ceremony. A thick plume of white smoke is rising from the bundle, partially obscuring her face. In the background, another person is partially visible, and the scene is set outdoors with trees and a clear sky.

ACKNOWLEDGEMENT OF COUNTRY

Glen Eira City Council acknowledges the Boon Wurrung/ Bunurong and Wurundjeri Woi Wurrung peoples of the Kulin Nation as Traditional Owners and Custodians, and pays respect to their Elders past and present. We acknowledge and uphold their continuing relationship to land and waterways. Council extends its respect to all Aboriginal and Torres Strait Islander peoples.

Council honours the rich histories and cultures of First Nations peoples and recognises and values the important contribution of Aboriginal and Torres Strait Islander peoples in enriching our community. We support the Uluru Statement from the Heart and are committed to a *Reconciliation Action Plan* which is underpinned by the principles of self-determination. We work towards improved outcomes and long-term generational change, and to consolidate Glen Eira as a culturally safe place for Aboriginal and Torres Strait Islander peoples. We are committed to achieving equality for Aboriginal and Torres Strait Islander people to live healthy and prosperous lives and to improve life outcomes for current and future generations.

Glen Eira resides on country that always was, and always will be, Aboriginal land.



FOREWORD FROM THE CHIEF EXECUTIVE OFFICER

Every day, we share a lot of news, decisions, service updates and opportunities for engagement with our community. In a world saturated with information, how we communicate matters just as much as what we communicate.

If our information is not clear and accessible, people can miss out — on services, on having their say, and on understanding how decisions are made. That is why this *Accessible Communications Blueprint* is so important.

We have a responsibility to communicate in plain English. Clear language is not about oversimplifying complex issues; it is about respect for the audience. It ensures you can quickly find, understand and use the information we provide. When we communicate clearly and accessibly, we reduce confusion, build trust and make it easier for everyone to engage with us.

This *Blueprint* sets an organisation-wide approach to ensure all Council information is accessible to our community — including our website, digital platforms, social media, printed materials, signage and interactions with customers. It aligns with our *Council Plan 2025–2029* and reinforces our commitment to transparency, equity and continuous improvement.

Accessible communication is not the responsibility of one team — it belongs to all of us. Whether we are creating content, responding to enquiries or leading projects, we each play a role in making accessibility standard practice.

Through this *Blueprint*, we commit to using plain English, designing for diverse needs from the start, embedding accessibility into our workflows, and measuring and reporting on our progress.

Accessibility is not just compliance. It is about fairness, inclusion and confidence in Council. By working together, we can ensure everyone in our community can access, understand and engage with us.

Lucy Roffey

Chief Executive Officer

INTRODUCTION

We are committed to keeping our community informed, engaged, and confident in how Council decisions are made and how services are delivered. Clear, accessible, and inclusive communication is essential to building trust, transparency, and shared ownership of Glen Eira's future.

This *Accessible Communications Blueprint* provides an organisational approach to ensure Council communications are easy to access and understand regardless of age or ability. This includes digital, printed, and customer interactions — from letters, to billboards, to social media posts. It supports the *Council Plan 2025–2029* strategic direction of 'Innovative and financially sustainable' by improving how we design, deliver, and maintain information so it is clear, inclusive, efficient, and fit for purpose.

The *Blueprint* responds directly to what our community told us in 2025 through the development of the *Council Plan 2025–2029*. Community members asked for timely, easy-to-understand information, accessible engagement options, and greater transparency about decision-making and feedback.

Through this *Blueprint*, we commit to:

- > Keeping our community informed and engaged by making it easy for them to find the information they need, in language that is easy to understand, and in formats that meet diverse needs including making important information available in community languages and Easy Read formats.

- > Building trust and transparency by giving our community opportunities to contribute to our planning and decision-making, explaining Council decisions clearly, and making performance information available and easy to find.
- > Making our services easy to access and inclusive by clearly promoting what we do and reducing barriers to participation.
- > Continually improving how we communicate by listening to and acting on customer and community feedback.

Accessibility is not just compliance — it improves how we deliver services. Clear, accessible information reduces confusion and repeat enquiries, while building staff capability. It also supports our commitment to transparency, inclusion and community engagement by embedding accessibility into everything we design, deliver and maintain.

Developed collaboratively with staff and Councillors, and with feedback from the Disability Reference Network, this *Blueprint* sets out our vision, current and future states, principles, governance, and a phased roadmap for implementation.

PURPOSE AND SCOPE

Purpose

The *Accessible Communications Blueprint* provides a clear organisational approach for ensuring all Council communications are accessible, inclusive, and easy to understand. It supports equity, compliance, and efficiency by embedding accessibility into everyday practices, processes, and workflows. The *Blueprint* guides staff, contractors, and partners in delivering communications that meet the needs of all community members, regardless of age, ability, language, or digital literacy.

Scope

This *Blueprint* applies to:

- All communication channels including digital platforms (websites, *Have Your Say*, social media, emails, e-newsletters), print materials, signage, letters and correspondence, and video.
- All Council staff
- Contractors and third-party providers: who produce content, communications, or engagement materials on behalf of Council.

Included:

- Webpages, *Have Your Say*, documents, forms, newsletters, social media, video
- Easy Read, multilingual, and alternate format documents
- Municipal signage
- Staff training

Excluded (unless specified):

- Legal, technical and procedural documents intended for use by qualified staff or relevant external parties (although reasonable adjustments will be made where needs arise).

- Some of our online services rely on digital platforms that are managed externally. Our ability to meet accessibility standards for some services may be limited as these third-party platforms are outside of our control.

Outcomes:

1. Our communications are community-centred in formats that meet their needs.
2. Website and digital communications are accessible by design.
3. We are capable and feel confident to deliver accessible communications.
4. We have processes and systems in place to improve accessibility of our information.

Guiding principles

Our work in accessible communications is guided by five principles:

Clarity — Information is clear, easy to read, and understand.

Equity — All community members have fair access to information and opportunities to engagement.

Compliance — Communications meet legal obligations and standards.

Consistency — Communication is accessible across all channels and teams.

Learning — Staff capability, community feedback, and technology are used to continuously improve accessibility.

These principles inform all Council communications and underpin the actions outlined in the *Blueprint*.

CURRENT STATE AND INSIGHTS

This section looks at where we are now. It outlines our community, our current approach to communication, and the areas where we need to improve to make information clearer and more accessible for everyone.

המסמך הזה הוא סיכום של המצב הנוכחי של העירייה. הוא מציג את סדר היום הנוכחי של העירייה, את האתגורים והזדמנויות, ואת הצעדים שתמצאו אותה לפעול יחד אתכם כדי לחזק את חזקת יושר, פתוחות, שקיפות, תחומים העיקריים של העירייה. למידע נוסף, אנא נקטים.

במסמך תמצאו את המרכזיים של www.gleneira.vic.gov.au

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במסמך תמצאו את המרכזיים של www.gleneira.vic.gov.au

BACKGROUND AND CONTEXT

Legislative and policy alignment

This *Blueprint* aligns with key legislation and standards that apply to Council's public information, including the:

- *Disability Discrimination Act 1992*
- *Victorian Disability Act 2006*
- *Equal Opportunity Act 2010*
- *Local Government Act 2020* and transparency requirements
- *Freedom of Information Act 1982*
- Web Content Accessibility Guidelines (WCAG) 2.2 AA accessibility standards.
- *Victorian Government Accessible Communications Policy 2025*

Embedding consistent accessibility practices across channels also strengthens Council's compliance with its policies, including the:

- *Writing Style Guide* and *Style and Identity Guide*
- *Media and Social Media Policies*
- *Community Engagement Policy*
- *Disability Support Policy*
- *Public Transparency Policy*

GLEN EIRA COMMUNITY PROFILE

OUR COMMUNITY IS DIVERSE AND GROWING



Population in 2024

161,057



Median age

38 years



21%

are aged 60 or over



4.8%

of residents live with disability
affecting communication or
mobility

59 per cent female,
41 per cent male²



493,000

Social media visits per month
across all channels



Residents born overseas²

37%



31%

speak a language other than English.²
The most common languages spoken
at home are:

Mandarin 5.6%

Greek 3.6%

Russian 3.1%

Hebrew 2.1%

Hindi 1.2%

These characteristics reinforce the
need for accessible, multilingual and
multi-format communication.



92,324

Website visits per month

Glen Eira City Council website — **56,524** per month

Glen Eira Leisure website — **32,800** per month

Glen Eira Libraries website — **3,000** per month

1 Population forecast forecast.id.com.au, ProfileID — ABS ERP 2024, 2 and Australian Bureau of Statistics (2021 census) abs.gov.au

WHY AN ACCESSIBLE COMMUNICATIONS BLUEPRINT?

It ensures our communications:

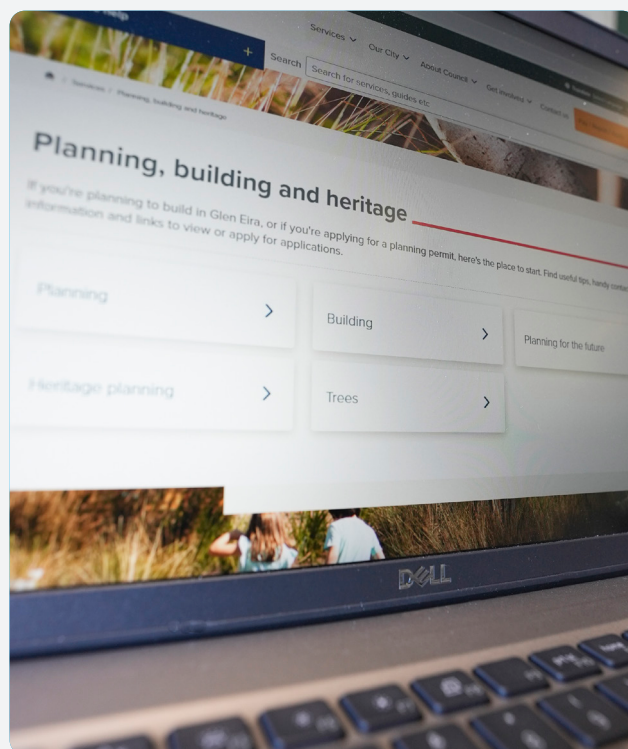
- Reach people regardless of ability, age, language or access needs
- Support equitable access to services and participation
- Meet legislative obligations and best practice standards
- Are consistent, and efficient
- Are embedded into how we work — not an add-on.

HOW THIS BLUEPRINT WAS DEVELOPED

This *Blueprint* was developed through a collaborative, whole-of-Council process to ensure shared ownership and practical implementation.

Development included:

- Workshops with a range of departments to identify challenges, strengths and opportunities
- Input from key teams including Communications, Engagement and Insights, Digital and Technology Services, Organisational Strategy, Customer Experience, Community Wellbeing, People and Culture, Libraries, Arts and Culture, Youth Services and Glen Eira Leisure
- A review of our website content
- Engagement with Councillors and the Disability Reference Network
- Review of peer Council approaches and best-practice guidance.



CURRENT STATE

The following current state assessment is informed by insights from across Council teams and feedback from the Disability Reference Network.

Strengths:

- Staff awareness is growing, particularly in digital and engagement teams.
- Plain language and Easy Read are emerging practices for key documents.
- We communicate through a range of channels, including website, social media, print, and frontline interactions.
- Some digital platforms meet Web Content Accessibility Guidelines (WCAG AA) standards; early accessibility tools and training exist.

Opportunities:

- Accessibility is inconsistent across teams and workflows; not fully embedded in governance.
- Digital accessibility is incomplete; PDFs, forms, and multimedia are variably accessible.
- Easy Read and multilingual content are limited and not always discoverable.
- Staff knowledge and capability on accessible communications is varied.
- Signage, wayfinding, and document design require improvement.

Overall:

- Accessibility is often assumed rather than tested, and people can struggle with complex information, limited digital access, and inconsistent services.
- Priority areas include establishing organisation-wide standards, improving multi-format delivery, and embedding accountability and continuous improvement.



ACCESSIBILITY JOURNEY AND OUTCOMES

The following current state assessment is informed by insights from across Council teams and feedback from the Building on the strengths identified in the current state assessment, we will continue to improve how we plan, create and deliver information to our community. This includes embedding accessibility more consistently across our communications, systems, processes and decision-making.

Accessibility is an ongoing journey. The following outcomes describe what we are working towards and how we will measure progress over time.

The key outcomes are:

Outcome 1.

Our communications are community-centred in formats that meet a broad range of needs

- Our communications are designed with accessibility in mind from the start
- Our communications are designed to reach all community members, including people with disability, CALD communities, older residents, and digitally excluded residents.
- We communicate in plain English that is easy to understand, on our website, in documents, including our letters and emails, and when we talk with our customers and community.
- We make important information available across multiple channels including websites, social media, printed documents and SMS alerts — and in multiple formats such as Easy Read, audio, video, and translation into priority languages where required.
- Our signage makes it easy for people to find their way to our facilities and connect with the services they need.



How we will monitor our progress

ACCESSIBILITY INDICATOR	TARGET
Number of easy read summaries published where there is an identified need	Number expected to increase over time
Number of priority non-compliant signs replaced	five priority non-compliant signs replaced annually



OUTCOME 2.

Website and digital communications are accessible by design

- Our website and digital content is accessible, so everyone can easily find, understand and use our information online
- We follow the *Web Content Accessibility Guidelines* (WCAG 2.2 AA) when designing and publishing digital content, so our online information works for people of all abilities.

How we will monitor our progress

ACCESSIBILITY INDICATOR	TARGET
Number of outdated webpages archived	Monitor quarterly We expect to reduce the number of pages we archive over time as we get better at keeping our website up to date.
Number of webpages updated for currency of content	Monitor quarterly We expect an initial increase in updates, which will reduce after we've dealt with a backlog
WCAG 2.2 AA compliant web pages	Increasing to 85 per cent compliance by 2029
WCAG 2.2 AA compliant Engagement platform pages	Increasing to 85 per cent compliance by 2029
Platform issues logged and escalated to provider	Monitor quarterly Number is expected to reduce as issues are identified and logged
Published videos with captions	100 per cent by June 2027
Images with descriptive alt text	100 per cent by June 2027



OUTCOME 3.

We are capable and feel confident to deliver accessible communications

- We update our writing and identity guides regularly so they reflect accessible communications guidelines, signage, and multimedia formats are standardised.
- We support our staff to have the knowledge, skills, and confidence to produce accessible content.
- We recognise accessibility recognised as part of our day-to-day responsibilities and performance expectations.

How we will monitor our progress

ACCESSIBILITY INDICATOR	TARGET
Percentage of staff completing annual accessibility awareness training	2027 50 per cent of identified staff complete annual training Ongoing: 70 per cent completion rate each year
Percentage of targeted customer facing and communications staff who complete accessible communications training	2027 ≥ 60 per cent of identified customer facing and communications staff complete targeted training 2028 onwards: ≥ 80 per cent completion (with training embedded into induction for new starters)
Percentage of communications and engagement plans that include a completed accessibility review section	2027 100 per cent of new communications and engagement plans use the updated template with an accessibility review section included Ongoing: 100 per cent compliance maintained



OUTCOME 4.

We have processes and systems in place to improve accessibility of our information

- We integrate accessibility into governance, workflows, and project governance to keep us accountable for accessibility.
- We monitor accessibility through accessibility indicators and publicly report our results.
- We use technology and co-design with relevant stakeholders and listen to community feedback, to continuously improve practices.

How we will monitor our progress

ACCESSIBILITY INDICATOR	TARGET
Website accessibility audits completed	Four per year
Print material spot checks completed	Four per year
Audit/spot check findings assigned to owner within four weeks	100 per cent
Percentage of new engagement content that completes the accessibility checklist prior to publishing	2027 ≥ 70 per cent of new engagement pages/forms complete checklist before publishing 2028 onward: ≥ 90 per cent compliance across all new engagement content



HOW WE WILL DELIVER

This section explains how we will put this *Blueprint* into practice. It outlines roles, responsibilities, and the tools and approaches we will use to make accessible communication part of our everyday work.

ROLES AND RESPONSIBILITIES

Governance arrangements will leverage existing Council structures wherever possible, to coordinate standards, monitor progress and share good practice.

How we will monitor our progress

DEPARTMENT	RESPONSIBILITY
Public Affairs	Develop standards, approve accessibility checklists, monitor accessibility indicators, review audits, provide advice, implement accessibility standards, update writing and identity guides and signage guidelines, support staff and develop a centralised accessibility hub on GECKO, assist with translations.
Customer Experience	Review accessibility of key internal knowledge resources, e.g. <i>Knowledge Bank</i> used for resident enquiries and prioritise improvements (such as accessibility of linked documents/ PDFs, alt text, structure). Support accessible access to information through customer service channels, including identifying when non-digital or assisted access is required.
Digital and Technology Services	Conduct web accessibility audits, implement remediation, manage content management system (CMS).
Community and Economic Development	Coordinate Easy Read process, test Easy Read and accessible communications tools and content with the Disability Reference Network, provide training advice.
People and Culture	Deliver training, embed accessibility knowledge into induction process, capability building.
Service departments including Libraries, Arts and Culture, Glen Eira Leisure, Life Stages and Public Affairs that manage information about our services	Ensure communications, including those on our micro websites, meet accessibility requirements before publishing.
All staff	Follow accessibility standards in all communications in line with Council's writing and identity guides and <i>Municipal Signage Guidelines</i> .

TIERED CONTENT PRIORITISATION MODEL

Accessible communications requirements will be applied using a tiered, risk based approach. This ensures effort and resources are focused where the impact on the community is greatest, while still embedding everyday accessibility as standard practice across all communications.

This model helps staff make clear, consistent decisions about:

- the level of accessibility required
- when additional formats (such as Easy Read or translations) are needed

- how content should be prioritised based on risk, reach and urgency.
- Content is classified into tiers based on:
 - audience size and diversity
 - potential impact on the community, especially where information is essential, time sensitive or safety related
 - legal or reputational risk.

The tiered approach supports practical implementation by recognising that not all content carries the same level of risk, while ensuring that essential information is always accessible to those who need it most.

TIER/PRIORITY	EXAMPLES	ACCESSIBILITY STANDARDS THAT APPLY
Tier 1 Essential, time-sensitive or high-risk information people must be able to access to stay safe, understand major decisions, or access critical services. High legal, safety or reputational risk if inaccessible.	• Emergencies and severe weather updates • Community safety alerts • Major service changes • <i>Council Plan</i> • <i>Financial Sustainability Strategy</i>	• Plain English • WCAG 2.2 AA compliance • HTML-first where possible, accessible PDFs • Alt text, captions and transcripts • Translations into priority languages • Easy Read where required • Same-day accessibility check before publishing

TIER/PRIORITY	EXAMPLES	ACCESSIBILITY STANDARDS THAT APPLY
Tier 2 High-interest or high-engagement information that impacts many people or invites participation but is not urgent or safety-critical. Moderate risk if inaccessible.	• Key strategies and policies • Consultations • <i>Annual Report</i> summaries • Event and key program communications • Major project updates	• Plain English • Alt text and captions; • Easy Read summaries where required • Translations for priority languages • Accessibility check before publishing

TIER/PRIORITY	EXAMPLES	ACCESSIBILITY STANDARDS THAT APPLY
Tier 3 Routine, internal or low-risk information with limited audience and low impact. Accessibility should still be considered as standard practice.	• Routine updates • Department newsletters • Internal communications	• Plain English • Everyday accessibility: alt text and contrast • No Easy Read or translation unless a specific need is identified

COMMUNITY VOICE/CO-DESIGN

We will work with the Disability Reference Network and CALD community members to:

- Test Easy Read and multilingual materials
- Test accessible tools and content
- Provide feedback through accessible channels
- Close the feedback loop by reporting outcomes.

TRAINING AND CAPABILITY

To build capability without adding unnecessary burden, training will be delivered using a tiered, role based approach, aligned to how staff interact with Council communications.

This recognises that different roles require different levels of knowledge and skill — from basic awareness for all staff, through to specialist capability for content creators, digital teams and leaders. Training will focus on practical application, supported by templates, tools and embedded guidance, rather than relying solely on mandatory compliance modules.

ACTION PLAN

This *Action Plan* translates our *Blueprint* into clear, practical actions that can be delivered within existing resources. It focuses on embedding accessibility into our everyday ways of working, supported by clear governance, shared accountability and continuous improvement.

RISK MANAGEMENT

Embedding accessible communication practices is both a compliance obligation and a practical risk mitigation measure. If information is inaccessible, unclear or difficult to understand, community members may be excluded from services, engagement opportunities or decision-making processes. This can result in increased complaints, reduced trust, reputational damage, avoidable operational inefficiencies and non-compliance with legislative obligations.

The risks below relate specifically to the delivery and embedding of accessible communications across Council. Likelihood ratings reflect current maturity and existing controls, while mitigation measures focus on strengthening and sustaining good practice.

Embedding accessible communications into standard practice reduces the likelihood of complaints, rework, non-compliance and reputational impact, while improving consistency and service delivery across Council.

Where significant accessibility risks are identified for Tier 1 communications, escalation pathways will be used to support appropriate decision making prior to publication.

RISK	LIKELIHOOD	CONSEQUENCE	RISK TREATMENT
Inaccessible information excluding community members from services or participation	Low	High	Plain English standards, accessibility checklists, staff guidance, tiered content prioritisation and accessibility checks prior to publication.
Non-compliance with <i>Disability Discrimination Act</i> and WCAG requirements	Low	High	Mandatory accessibility checks, periodic audits, governance oversight and remediation of identified accessibility issues.
Reputational damage due to accessibility failures	Low	High	Proactive monitoring, clearer governance ownership, escalation pathways and ongoing review of high-risk communications.
Increased complaints, enquiries and rework due to unclear information	Medium	Medium	Consistent templates, plain English practices and improved content review and quality assurance processes.
Technology limitations impacting accessibility	Medium	Medium	Partnership with Digital and Technology Services, planned platform upgrades, issue escalation processes and ongoing accessibility remediation.
External supplier delivering inaccessible outputs	Low	Medium	Accessible procurement standards, clear accessibility requirements, acceptance criteria and quality assurance prior to publication.

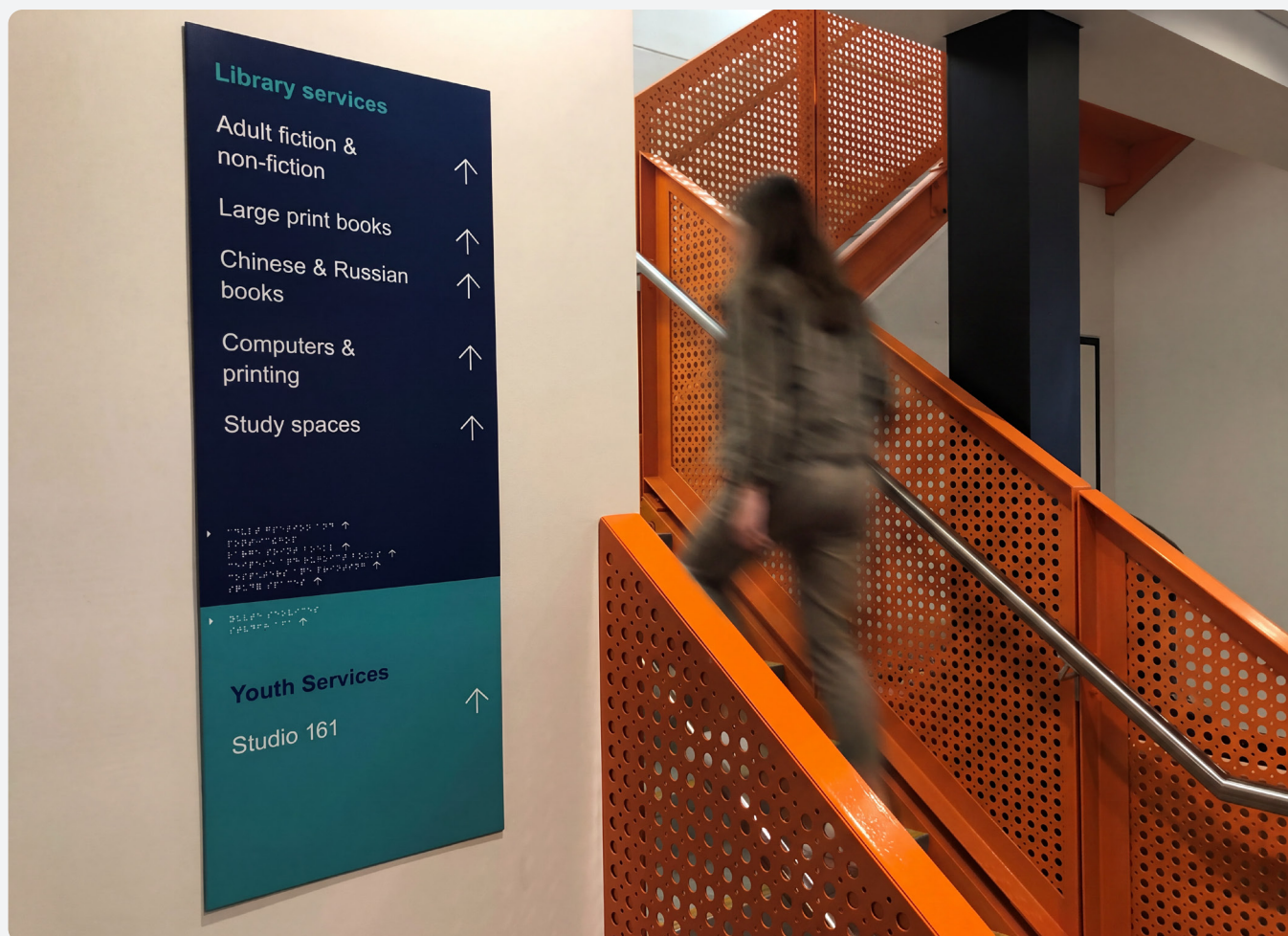
CONCLUSION

This *Blueprint* represents our shared commitment to accessible and inclusive communication at Glen Eira City Council.

By embedding accessibility into how we work, we:

- Strengthen trust and transparency
- Improve service delivery and participation
- Ensure everyone can access and understand Council information

It is practical, measurable, and future-ready, ensuring we are inclusive now and into the future.



SUPPORTING INFORMATION

This section includes the community feedback and insights that have informed this *Blueprint*. It reflects the experiences and perspectives that guide our approach to accessible communication.



APPENDIX A:

OUR PRIORITIES, OUR FUTURE

COMMUNITY FEEDBACK

Excerpts from *Engagement Summary Report*,
December 2023

Through *Our Priorities, Our Future*, we are taking action now to have this important conversation with our community. We're taking a detailed look at our financial position and the services we offer to genuinely understand the pressure we're under and what it means for us now and in the long-term. With costs soaring, we need to look at the best — and most responsible — ways to spend the money the community trusts us to manage.

On 11 July, Council gave in-principle support for engaging with the community on the *Financial Sustainability Plan*. On 8 August 2023, Councillors were briefed on the approach for the broad community engagement and deliberative panel and requested a further discussion around a community engagement plan. On 29 August, officers sought further input from Councillors to ensure strong visibility and alignment on the community engagement plan.

Our Priorities, Our Future launched on 1 September and engagement concluded on 20 November.

As part of *Our Priorities, Our Future*, the Community Priorities Panel recommended the following around the services and infrastructure we value most:

1. Maintain community wellbeing services
2. Review community wellbeing services every four years
3. Maximise assets existing
4. Improve digital customer experience

Our Priorities, Our Future — Community Priorities Panel

Excerpts from *Panel Report*, November 2023

In the current difficult economic climate and as part of its ongoing commitment to consult with community, Glen Eira City Council convened a diverse group of community members to form the Community Priorities Panel whose task was to consider two key questions:

- Which infrastructure or services are priorities for our community?
- How can we best raise money, or make savings, to pay for what we value most?

This report contains the recommendations the panel unanimously agreed upon as well as those offered, but which did not reach quorum.

1. Recommendations: Which infrastructure or services are priorities for our community?

Recommendation 1: For Council to continue providing community wellbeing services at current levels. For example: services for people with disadvantage, aged, youth, people with disability, maternal and children.

Rationale: While rising costs to provide current services outpace Council income, each of these services is deeply valued because of the equity and value it creates within the community.

Recommendation 2: Review the provision of community wellbeing services at least once every four years, in conjunction with the *Council Plan*.

Rationale: It is critical to review service provision and community priorities in light of changing demographics (e.g. fluctuating numbers of young families, young adults forced to live with parents, LGBTQIA+ individuals, refugees and the unemployed). Panel members also noted the

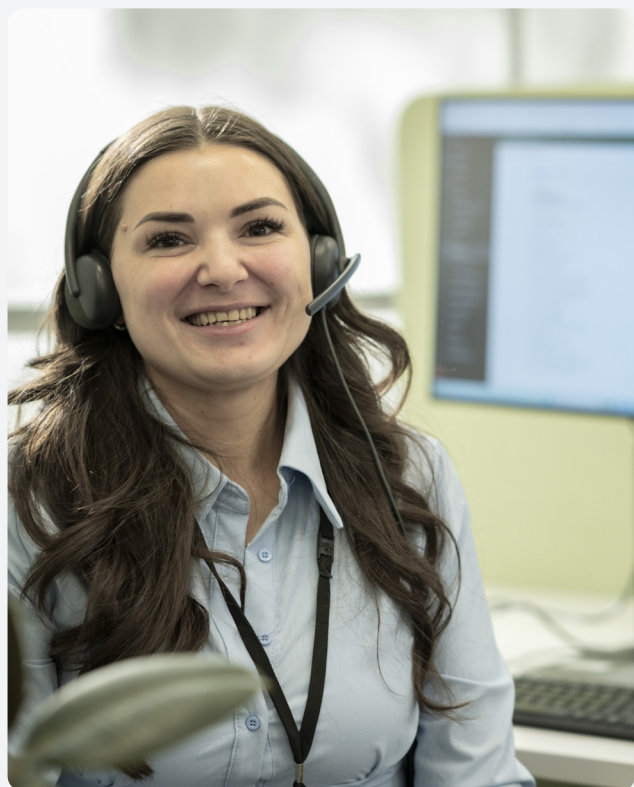
significant income differentials within Glen Eira Council's community.

Recommendation 3: Maximise the utility of existing assets.

Rationale: Council can minimise their asset spend by maintaining and/or expanding current assets rather than creating new ones. This will enable some of current funding allocated to new developments to be dedicated to making provision for future, major adverse events. It will also allow Council to minimise risk in the current cost environment as existing assets should be known quantities in terms of complexity.

Recommendation 4: Improve digital customer experience of touch points between public and Council and within Council, e.g. customer portal

Rationale: Members noted the efficiency benefits of providing 24/7 services such as snap/send/solve. Glen Eira's current digital platform does not allow access to all services in one streamlined space. Timely reporting under an Open Data approach will support Council's stated commitments to transparency and accountability.



Our Place, Our Plan — broad engagement

Except from *Engagement Summary Report, April 2025*

Our Place, Our Plan is a multi-phased communications and community engagement program to inform Council's integrated planning process and help shape Glen Eira's future for 2025 and beyond.

During the broad community engagement program, we asked the community for ideas about what's important to them.

The Our Place, Our Plan broad community survey's quantitative questions indicated the following key findings:

What would help you feel more confident using Council services online?

1. Ability to talk to a real person if needed (55%)
2. Easy to find information on the website (45%)
3. I feel confident using Council's services (32%)
4. Easy to use services and transactions (26%)

A significant program of targeted engagement supported the broad community survey to ensure we heard the voices of our often less represented community members.

The key findings from these discussions include:

Older residents

- A deep appreciation for senior citizen clubs and social connection programs
- Social isolation is a major concern particularly as physical health declines and transport needs change verifying the importance of community connection
- Accessible transport, facilities and services become more important with age

People with disability

- Reducing feelings of social isolation
- Enabling access to places and services
- Boosting feelings of safety when in the community
- Gaining access to meaningful employment

Culturally and linguistically diverse people

- Community safety with a focus on the safety of children

- Accessibility and awareness of local events and programs
- Better communication and translation services

Question 13. How easy is it for you to access Council's services online right now? Required question.

This question explored how easy it is for respondents to access Council's services online now. As a mandatory question, it received 831 responses.

Seventy-nine per cent of responses (655 respondents) suggested Council's services online are very easy or somewhat easy to use, while eight per cent (68 respondents) suggested they are not easy to use.

- Very easy (36%)
- Somewhat easy (43%)
- Not easy (8%)
- Don't know (13%)

Question 14. What would help you feel more confident using Council services online? Please select up to three priorities. Required question.

As a mandatory question, it received 830 responses, with the top five priorities listed below.

- Ability to talk to a real person if needed (55%)
- Easy-to-find information on the website (45%)
- I feel confident using Council's services (32%)
- Easy-to-use services and transactions (26%)
- 24/7 self-service access (20%)

Responses that chose 'Other' (4%) were provided space to comment. These comments have been themed and counted. The top five themes are shown below. Theme count per cent

- Improved response and resolutions (1%)
- Improved website structure (1%)
- Not interested (1%)
- Don't know (1%)
- Improved clarity of information (<1%)

Actions Council can take to support multicultural communities

Our multicultural contributors highlighted key areas where Council can enhance services to improve community safety, foster more inclusive community connections and provide practical support in daily life:

- Improve communications and promotion
- Increase targeted promotion to help multicultural communities connect with local services, community groups, and events
- Use accessible and multilingual communications channels to ensure inclusivity

Our Place, Our Plan — Community Priorities Panel

The Our Place, Our Plan (OPOP) Community Priorities Panel was assembled to advise Glen Eira City Council on how to best ensure strategic plans realise the Community Vision over the next four years. 50 members were selected through stratified random sampling to ensure diverse representation. Out of the 50 members, 42 were confirmed based on their ability to attend all five panel meetings, leading to the final formation of the Community Priorities Panel.

The panel met over four sessions in March–April 2025 and developed recommendations across five key themes.

Theme One: Community Wellbeing

- Multi-use Spaces: Ensure green spaces and physical recreation areas accommodate different community groups throughout the week (90% support)
- Asset Maximisation: Utilise existing council assets to support social connection and mental health (88%)
- Accessibility: Understand barriers to council programmes and improve accessibility (80%)
- Information Centralisation: Establish a one-stop-shop for all services in Glen Eira (80%)
- Adult-Oriented Spaces: Create passive, quiet outdoor spaces with activities specifically for adults (82%)
- Digital Hub: Introduce a centralised digital tool for information about activities and services from both Council and external providers (84%)
- In-Person Outreach: Institute council-run pop-ups to promote community activities for those who can't access digital resources (76%)

Theme Five: Innovation and Digitally Enabled Services

Digital Inclusion vs Resource Allocation:

- Educate the community about digital offerings through various media (76%)
- Ask the community which services they want digitised or use analytics to prioritise (76%)

Community Voice

Excerpt from *Summary Report, November 2024*

Glen Eira News

Glen Eira News is Council's monthly newspaper, delivering the latest news, updates and community events directly to all household letterboxes.

In this section of the survey, we sought to gather insights from Community Voice members on how frequently they read *Glen Eira News*, whether they find it useful and informative and how important they feel it is as a source of information from Council. We also aimed to understand what types of content they would like to see more of, as well as any suggestions for how the publication can be improved to better meet the needs of the community.

These insights will help us evaluate the effectiveness of *Glen Eira News* as a communication tool and guide future improvements to ensure it continues to provide valuable and relevant information to the community.

Key findings

- 94 respondents (70%) said *Glen Eira News* is their main source of news about Council and 75 respondents (56%) read *Glen Eira News* monthly (every issue).
- 112 respondents (83%) of respondents said *Glen Eira News* was either very important (60 responses, 44%) or somewhat important (52 responses, 39%) for keeping them informed about Council.
- 91 responses (67%) did not know they could read *Glen Eira News* online and 110 respondents (81%) didn't know the online version could be translated.
- The top three stories' respondents want to see more of in *Glen Eira News* are Council engagements and decisions (96 responses, 23%), information about places and spaces (86 responses, 21%), and Council news and programs (83 responses, 20%).

Do you have any other feedback about *Glen Eira News*?

73 responses were provided to this question. Listed below are the top themes from the responses received. A participant's responses could reference more than one theme.

Top theme responses:

- Satisfied with the paper (21%)
- Preference for a digital copy (10%)
- Preference for the physical copy (8%)
- Would like more information about Council (7%)

Other feedback included:

- Interest in community contributions (5%)
- Interest in information about the community (5%)
- Interest in content for all ages (5%)
- The importance of timely delivery (4%)
- Interest in more in-depth content (4%)
- The physical paper has secondary uses (4%)
- Dissatisfaction with the paper or Council (4%)

- Preference for social media (1%)
- Preference for emails (1%)
- Preference for the content to match Council priorities (1%)
- Gratitude towards Council (1%)

25 responses (34%) provided no further comment.

Excerpt from *Summary Report, March 2025*

Our digital services

We manage a range of digital services that support everything from paying rates to borrowing library resources. These online services play a key role in shaping how residents interact with and experience Council.

This section of the survey aimed to understand Community Voice members' experiences using our online services. We wanted to learn which platforms are being used, how easy they are to navigate, and whether there are any barriers that might prevent some members of our community from accessing them.

This feedback will help us improve existing services and guide the development of future digital options to better meet the needs of our community.

Key findings

- Most respondents are satisfied with their experience using Council's website (46%), Glen Eira Libraries website (40%) and Glen Eira Leisure website (21%) — but many respondents have also not used several of Council's online services — including Live Chat (78%), *Snap, Send, Solve* (49%), Glen Eira Leisure website (56%), and Glen Eira Libraries website (36%).
- Most respondents don't face challenges (or know someone else who does) when using Council's online services (70%) — but for those who do — the top suggestions for improving the experience was improving website navigation and providing digital literacy training (60%, respectively).

Question one:

How would you rate your overall experience using these online services?

This was a required question. It received 100 per cent response rate (138 respondents).

Most respondents are satisfied with their experience using Council's website (63 respondents, 46%), online forms (61 respondents, 44%), and payment portals (43 respondents, 31%).

Many respondents have not used one or more of Council's digital services, including *Snap, Send, Solve* (68 respondents, 49%) or Live Chat when contacting Customer Service (107 respondents, 78%).

Question two:

Would you like to share more about your above ratings?

This was an optional question. It received a 33 per cent response rate (45 respondents).

The survey asked respondents to share feedback on what's working well or suggestions for improving these online services.

Listed below are the top themes from the responses received. A participant's responses could reference more than one theme (i.e. a comment).

The highest response theme was about Council's website (10 comments, 22%).

Council's website (22%)

- The website is hard to navigate and search using key search terms.
- Not enough 'in-depth' or up to date information.
- Issues using online forms.

Positive experience (10%)

- The libraries and GEL websites, and *Snap, Send, Solve* work well and are easy to use.
- Appreciate that the GEL membership prices are advertised online.
- Customer Service are responsive.

Glen Eira Leisure (13%)

- Difficult to use booking system.
- No online process for cancelling membership or reactivating an old membership.
- Hard to find information about swim school.
- A GEL app with site specific information would improve the experience.

Rates (11%)

- Difficult to pay rates online and setting up direct debit.
- The ability to check rates balance and payment history online would improve the experience.
- Unresponsive (11%)
- Responses to online enquiries are slow or unresolved.

Other themes:

- Glen Eira Libraries — difficult browsing and borrowing e-books; option to renew library membership online (7%)
- *Snap, Send, Solve* — the app doesn't work, or the issues aren't resolved (7%)
- Prefer talking to someone on the phone or in-person (7%)
- Didn't know that all or some of these digital services were available (4%)
- Haven't used any digital services, but would like to in the future (2%)

Question three:**Do you, or someone you know, face any challenges when using these online services?**

This was an optional question. It received 93 per cent response rate (128 respondents).

Most respondents indicated that they, and those that they know, don't face challenges when using Council's online services (89 respondents, 7%).

Question four:**If yes, please share how we can improve the experience.**

This was an optional question. It received a 12 per cent response rate (16 respondents).

Listed below are the top themes from the responses received. A participant's responses could refer to more than one theme (i.e. a comment).

The top themes were both improving website navigation and providing digital literacy training and resources (6 comments, 60% respectively).

Website navigation (60%)

- Prioritise improving website navigation.
- Improvements should be tested with a range of user groups of different abilities.

Digital literacy (60%)

- Provide digital literacy training and resources, particularly for older adults.

Question five:**How would you prefer to be contacted when using these digital services?**

This was a required question. It received 100 per cent response rate (138 respondents).

The highest response was email (117 responses, 85%).

APPENDIX B: DISABILITY REFERENCE NETWORK: 24 FEBRUARY 2026 FEEDBACK

Barriers

- Anything with a lot of information or too much detail
- Something with more than one page should have a one-page summary
- Flowcharts and graphic elements help summarise things like processes and procedures
- Balance flowcharts with written info, as visual images can be difficult for some people
- Some colours are more difficult for people to read, such as blue and green, which is concern for signage for example

Formats

- Possibly too many sources of information, try to consolidate
- Send a question to everyone asking for their preference
- Still a strong preference for hard copy

Easy Read

- Ensure Easy Read PDFs are screen reader compatible
- Plans and strategies (only the *Council Plan*, and the rest on request)
- Services we offer, including broken down by cohort e.g. services for older people
- Community engagement
- News isn't as important for Easy Read

Priority

- Signage and wayfinding should be a priority, including temporary signage
- Making it easy to find essential information on the website and who to contact
- Know your audience





GLEN EIRA CITY COUNCIL

BENTLEIGH
BENTLEIGH EAST
BRIGHTON EAST
CARNEGIE
CAULFIELD
ELSTERNWICK
GARDENVALE
GLEN HUNTLY
MCKINNON
MURRUMBEENA
ORMOND
ST KILDA EAST

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National Relay Service

A phone solution for people who have a hearing or speech impairment. Internet relay users connect to NRS then ask for 03 9524 3333.

TTY dial 13 36 77 or Speak and Listen dial 1300 555 727 then ask for 03 9524 3333. <https://internet-relay.nrscall.gov.au>

Social media

Glen Eira City Council:

www.facebook.com/GlenEiraCityCouncil

@cityofgleneira:

www.instagram.com/cityofgleneira

LinkedIn:

www.linkedin.com/company/glen-eira-city-council

Glen Eira arts, gallery and events:

www.facebook.com/gleneiraarts

www.instagram.com/gleneiraarts

Glen Eira Leisure:

www.facebook.com/GESAConline

www.instagram.com/gleneiraleisure

Glen Eira Libraries and Learning Centres:

www.facebook.com/GlenEiraLibraries

www.instagram.com/gleneiralibraries

Glen Eira sustainable living:

www.facebook.com/sustainablelivinggleneira

Glen Eira Youth Services:

www.facebook.com/GlenEiraYouthServices

www.instagram.com/gleneirayouthservices