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Section 1: Description of Participation Profile

High level observations

This section presents the **participation profile** for the community consultation. A **strong level of engagement** by interested and affected community members that live, work, shop or have a connection to Highett was generated. **Participation by a broad cross section of the Highett community** (mostly residing in the Bayside municipality) was evident based on five key demographic indicators – gender, residential suburb, age, household structure and connection/s to Highett.

The depth and breadth of the participation profile signals support for:

- the **Communications Strategy** in informing the Highett community and supporting collateral
- the mix of **online and face-to-face engagement and deliberation approaches** selected for the engagement program in reaching and capturing input from of a large portion and cross-section of the Highett community.
- confidence in the findings, particularly where strong sentiment is evident in results and high frequency counts are evident in themes.

Participation level by engagement activity

From 17 April to 30 June 2017, community input was captured via a variety of online and face-to-face engagement approaches. Additional, targeted outreach engagement activities were conducted at Dunkley Fox Estate and Peterson Youth Centre after 30 June. As shown in the below table, participant numbers and the extent of demographic/personal details recorded varied across activities.

----- Demographic details recorded -----

	Gender	Suburb	Age	Household structure	Connection to Highett	Total interactions*
Online participation						
Apartment Resident Survey - online	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	127
Main survey (public) - online	<input checked="" type="checkbox"/>	136				
<i>Have Your Say Bayside</i> online forum contributions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	90
Written or face-to face participation						
Main survey - printed	<input checked="" type="checkbox"/>	19				
Individual submissions	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	9
Childrens' handprint activity x 2						
Highett Recreation Centre	<input checked="" type="checkbox"/>	X	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	39
Dunkley Fox Estate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	9
Café conversation x 2						
The Diplomat Cafe	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			30
Listening post x 2						
Woolworths Complex	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			42
Highett Recreation Centre						
Drop-in dotmocracy activity x 2						
Woolworths Complex	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			60
Highett Recreation Centre						
Walking tour x 2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			23
Drop-in outreach activity						
Woolworths Complex	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			40
Livingston St Kindergarten	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			33
Peterson Youth Centre	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			9
Idea Cards (available at all face-to-face activities)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			180
Community Workshop x 2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			54
Highett Neighbourhood House						
Total participant interactions						900

*There was a strong level of engagement with approximately **900 separate participation interactions and submissions** across all activities.

Due to the nature of some engagement activities (such as the dotmocracy and handprint activities), no or limited demographic/personal details were reported by participants. In some instances estimates were recorded by activity facilitators. To encourage participation, the provision of demographic/personal details was optional and some individuals elected to participate anonymously. A cross check of participant details showed some identifiable individuals participated in more than one activity or made more than one submission. While all submissions have been counted as participant interactions, these individuals have been counted as one participant only. In relation to the dotmocracy drop-in activity, a conservative estimate of a 15 dots allocation per participant has been assumed, thus the number of participants is more likely to be under-stated than over-stated.

While a precise number of participants is difficult to tally, by collating all the unique participant information received throughout all activities and reducing any duplicates it is estimated that around **740 unique individuals** participated in the engagement. Furthermore, available data can **verify 390 different participants** based on voluntarily provided full personal identifying information when opting-in for the prize draw or online.

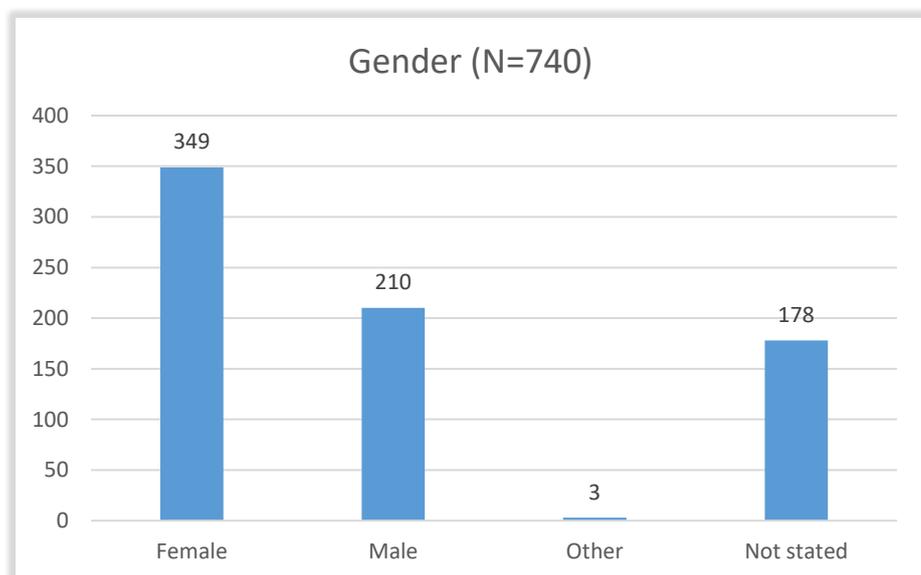
It is noteworthy that the previously presented table does not include online 'awareness' metrics. There were also **962 unique visitors** to the *Have Your Say Bayside – Managing Growth in Highett* consultation webpage and **91 new online e-newsletter subscribers** active throughout the consultation period.

Description of participants

Where the engagement activity permitted and participants were willing, five key demographic indicators were recorded. The participation profile was monitored throughout the consultation as a quality control mechanism to inform adjustments to the engagement program and ensure a broad cross-section of the Highett community and beyond participated. The five demographic indicators reported here are **gender, residential suburb, age, household structure and connection/s to Highett.**

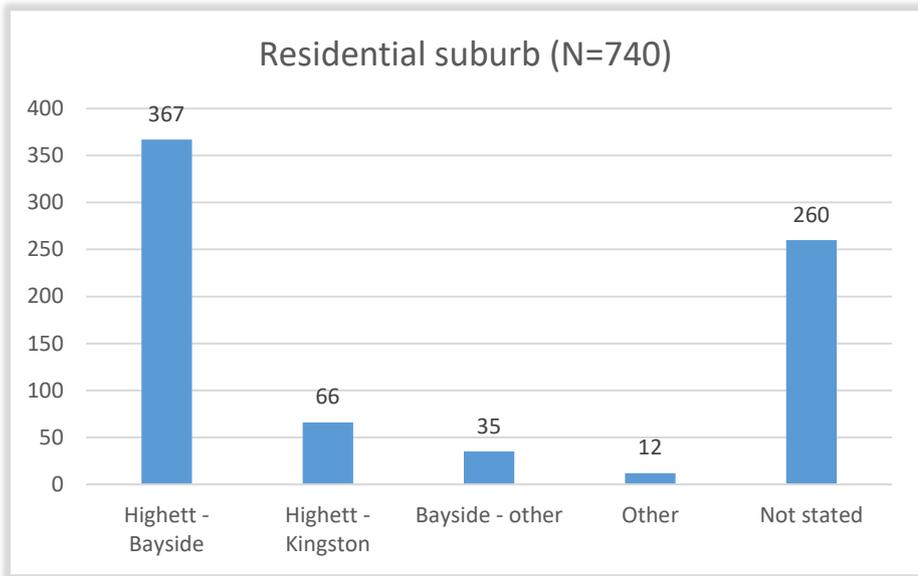
Gender of participants

As shown in the below chart, gender was not recorded for all participants. Based on the responses where gender is indicated, there are **more female (62.1% or 349 of 562)** than male (37.4% or 210 of 562) participants. A small number of participants elected 'other' as their gender identity.



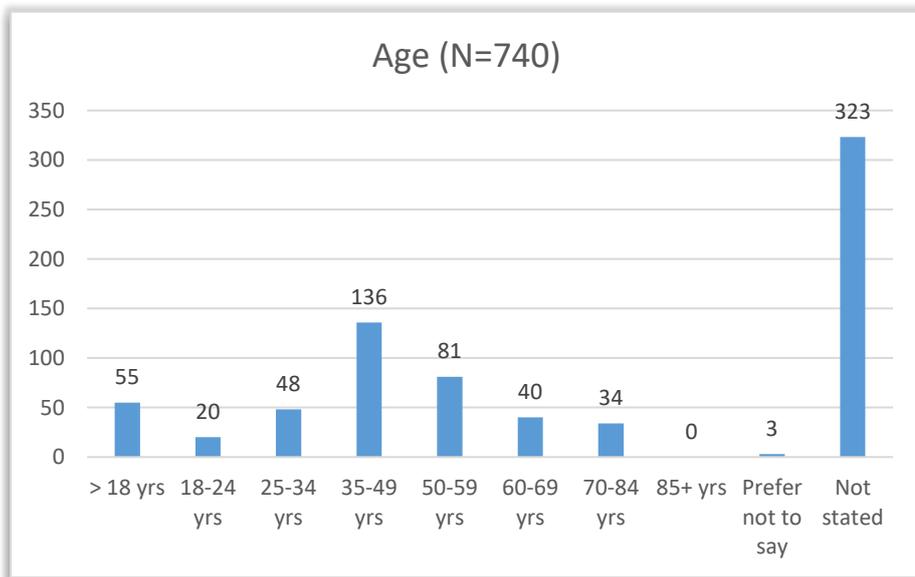
Residential suburb of participants

As shown in the below chart, residential suburb was not recorded for all participants. Based on the responses where residential suburb is indicated, **76.5% (or 367 of 480 participants) live in Highett – Bayside** and 13.8% live in Highett – Kingston. A small proportion of participants live in other suburbs within the Bayside municipality such as Cheltenham, East Sandringham, Hampton East, Hampton, Pennydale or Sandringham. A small number live outside of Bayside, mostly in neighbouring municipalities.



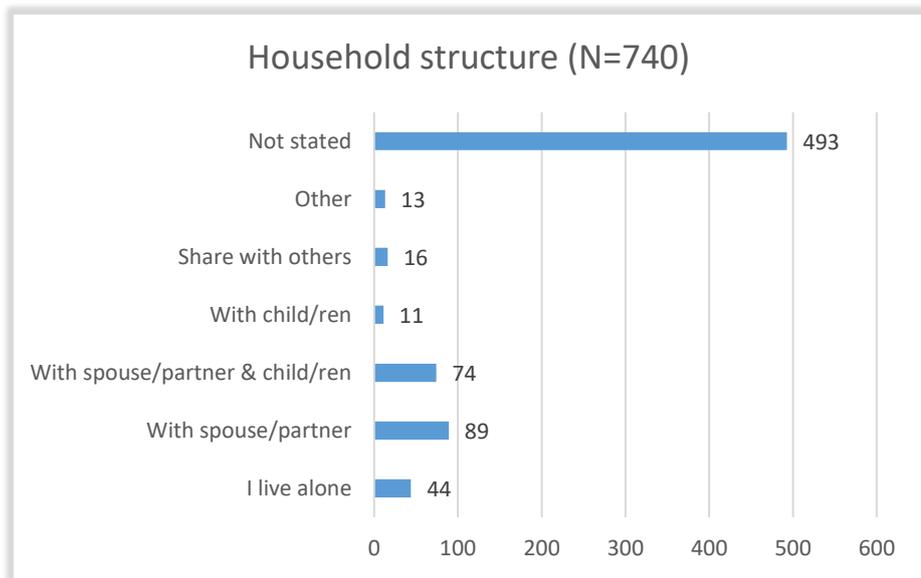
Age of participants

As shown in the below chart, age was not recorded for all participants. Based on available data, **almost all age groups were represented** in the engagement program with the only exception being the 85+ years age group. Based on the responses where age is indicated, there is strong participation by the **35 to 49 years age group (32.6% or 136 of 417 participants)**. It is noteworthy that the often harder to reach age group of **18 to 34 years** is also represented.



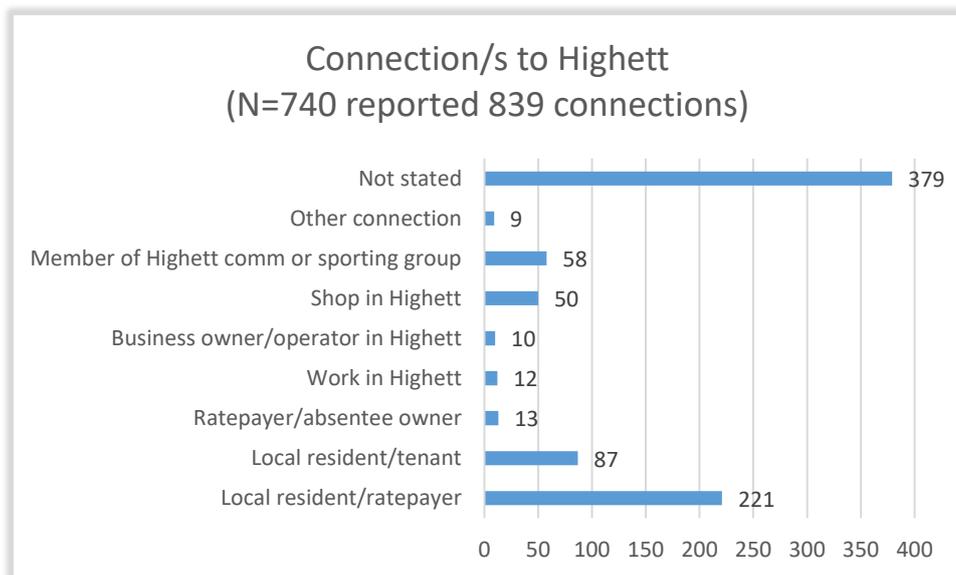
Participants' household structure

Information on household structure was invited via the apartment residents' online survey and main public survey. As shown in the below chart, based on available data, **all household combinations were represented**. Drawing on the responses by those participants who reported their household structure, there was strong participation by individuals who live with their spouse/partner (**36.0% or 89 of 247**) and those who live with their spouse/partner and child/ren (**30.0% or 74 of 247**).



Participants' connection/s to Highett

Across several engagement activities, respondents could indicate their connection (one or more) to Highett. As shown in the below chart, based on available data, participants reported having **a variety of connections which suggests a good cross-section of perspectives have been captured**. Of the 361 respondents who indicated a connection, many are local residents/ratepayers (61.2%). On average, participants have 2.3 connections (839/361) to the Highett area and community.



Section 2: Engagement Evaluation

High level observations

This section presents the **evaluation outcomes for the engagement** relating to the community consultation. Both **unsolicited and invited participant feedback** indicates an **overall positive sentiment** as well as some comments and improvement suggestions.

An **evaluation of the engagement activities facilitated by Council officers and the consultants** also indicates an overall positive sentiment. Key observations and improvement suggestions to consider in the next consultation phase were recorded.

An **evaluation of the approach to managing and reporting the consultation feedback** shows a large **volume of quality local knowledge** was gathered, rigorously analysed and transparently reported. **This consultation feedback:**

- Demonstrates the capability of the Highett community to articulate their preferences and views
- Reassures Council officers that the feedback from previous consultations is largely supported and has been extended through additional input
- Relates specifically to the key topics addressed in the Highett Structure Plan Review (February, 2017)
- Provides extensive and current local knowledge to inform the Review and identify key areas for action, advocacy and working with Kingston City Council.

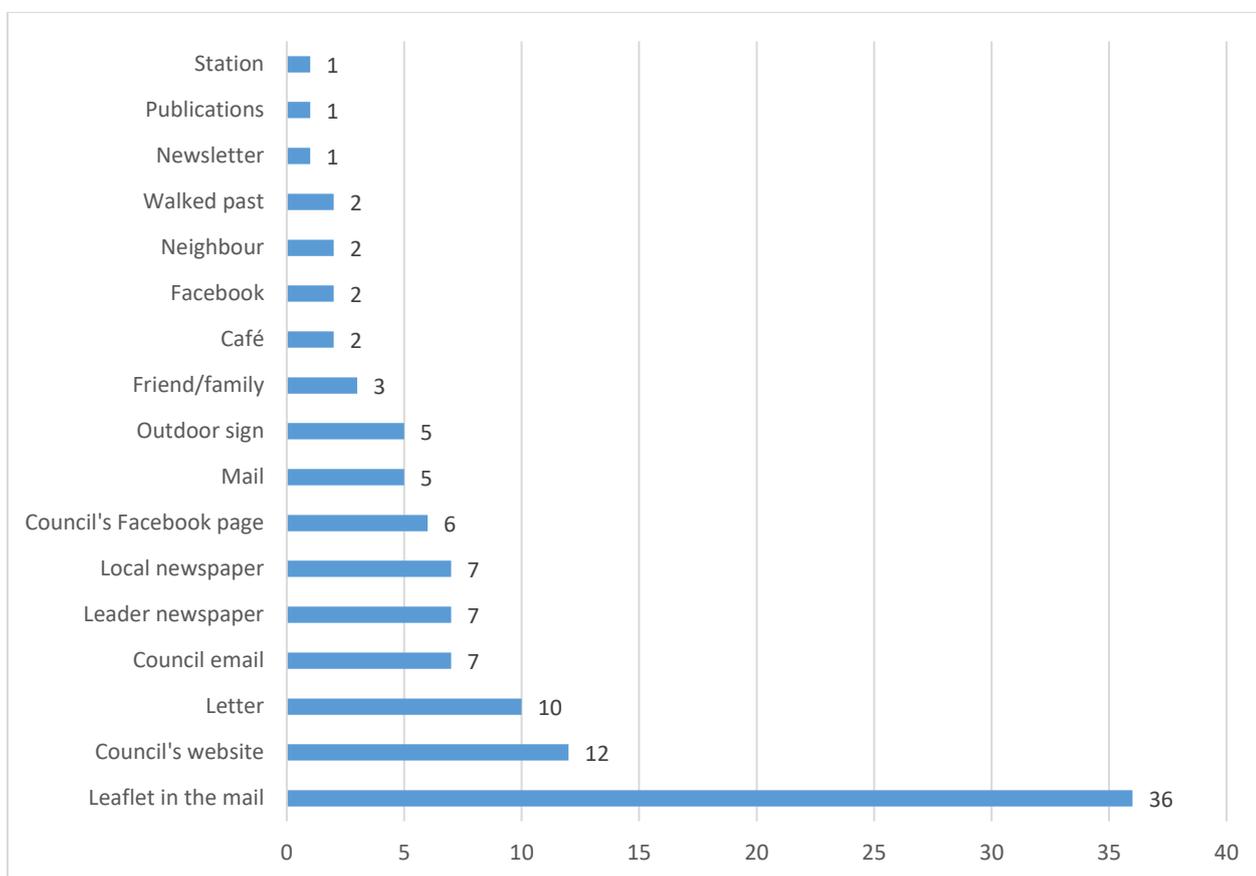
Taken together with the assessment of the project objectives, it is our view that the stated **Engagement Project Outcomes have been achieved.**

Communications Strategy

The **comprehensive Communications Strategy** developed for this project and implemented by Council’s Communications team, Planning team and the Consultants appears to have been successful in raising awareness and encouraging participation.

A variety of materials were purposely designed and made available online and in printed format to inform and support participation in this project. By way of examples, there were copies of the Highett Structure Plan Review (February 2017), DL brochures, maps showing key development sites (current and proposed), fact sheets explaining “Who are we planning for?”, posters, surveys with reply paid envelopes as well as an online video.

As shown in the below table, the combined use of **online and print-based communications** was effective. Direct mail/letter/leaflet; Council’s website and *Have Your Say Bayside* project webpage and Local/Leader newspaper were frequently referenced via the engagement approaches that captured this information.

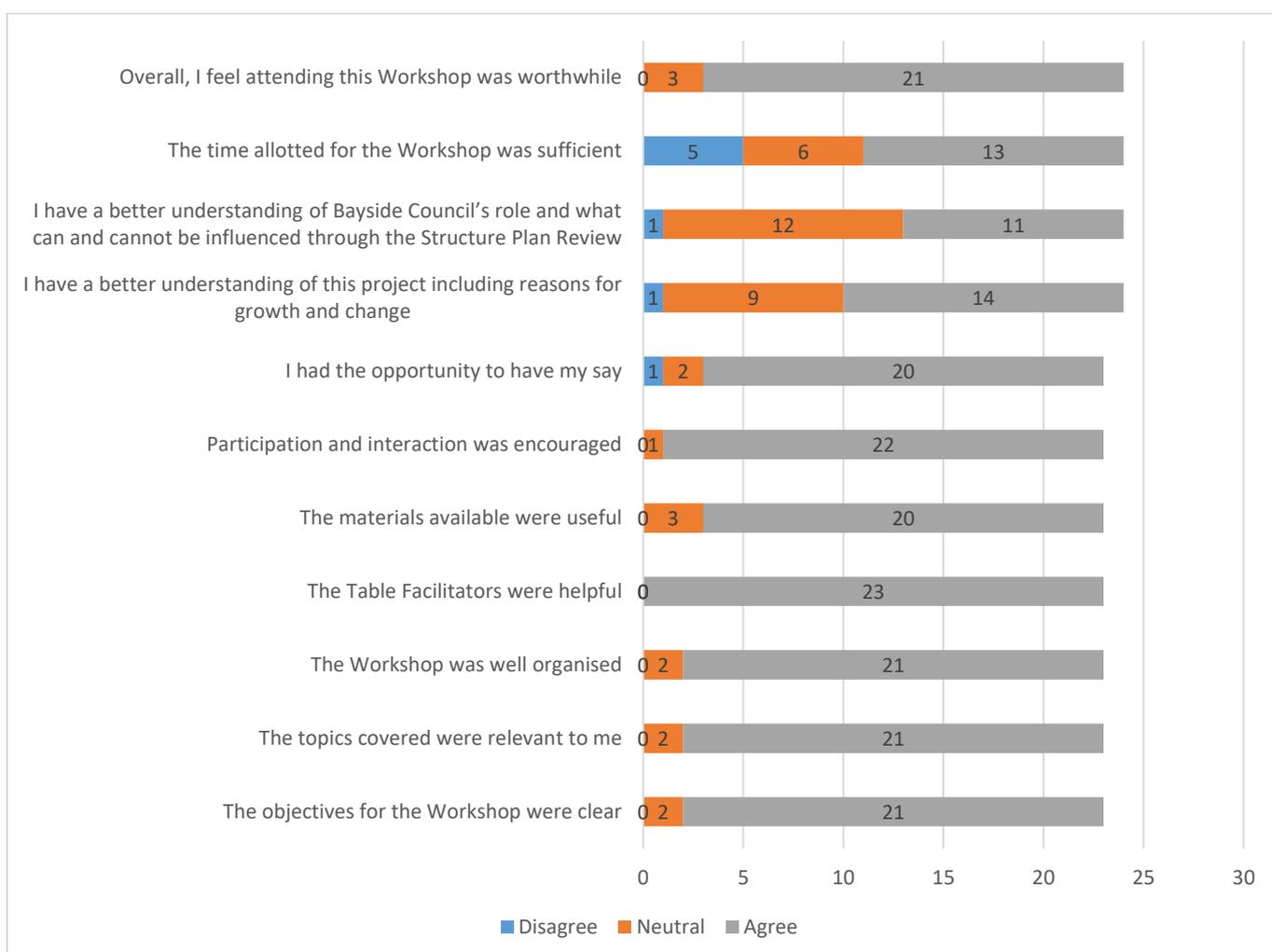


Participant Feedback – Engagement Activities

The verbatim comments provided by participants are reported in Attachment 1, and participant feedback on the engagement is presented in Section 9. A variety of unsolicited personalised comments were offered by participants through the engagement activities. Overall, this feedback indicates an overall positive sentiment as well as some comments and improvement suggestions.

Participant Feedback – Community Workshops

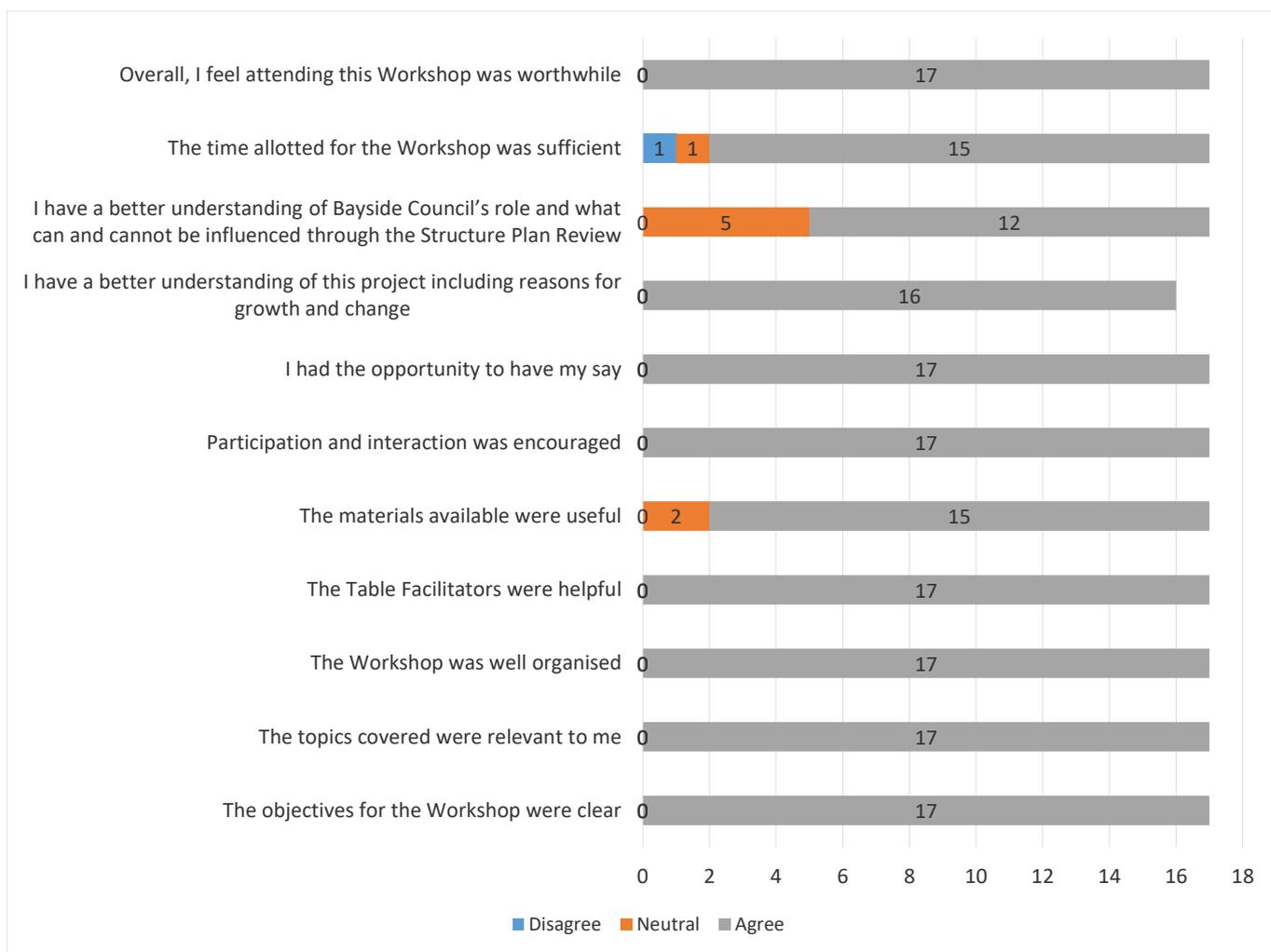
At the conclusion of **Community Workshop 1**, participants were provided with a paper-based evaluation form and invited to rate key aspects of the Workshop and to provide comments or improvement suggestions to consider for Workshop 2. As shown in the below table, a high level of agreement is evident for most aspects of the Workshop. See Section 9 in Attachment 1 for verbatim comments.



Some neutral and mixed views were reported regarding “The time allocated for the workshop was sufficient”. While the time allocation could not be altered for Workshop 2, additional time was provided after the completion of Workshop 2 to permit further and discussions. Neutral and mixed views were also reported for “I have a better understanding of Bayside Council’s role and what can and cannot be influenced through the Structure Plan Review” and “I have a better understanding of this project including reasons for growth and change”.

In response to these results, time was allocated to repeat the information relating to these two points and to encourage further conversation at the table-based discussions. Fact sheets, copies of the Highett Structure Plan Review (February 2017) document and copies of Workshop 1 slide handouts were made available. The content for the Workshop presentation was adapted to quickly bring newcomers up to speed and reiterate key points thus permitting more time for discussions. Attendees were invited to participate in table-based discussions or move to a quieter space to write and place their post-it ideas on posters at both Workshops.

At the conclusion of **Community Workshop 2**, participants were once again provided with a paper-based evaluation form and invited to rate the same key aspects of the Workshop and to provide comments or improvement suggestions for future engagement activities. As shown in the below table, a higher level of agreement is evident for all aspects of the Workshop. See Section 9 in Attachment 1 for verbatim comments.



Level of participant engagement

Some community members actively engaged online. There were a total of **962 unique 'aware' visitors** to the *Have Your Say Bayside* webpage of which:

- **588 informed participants** visited multiple project pages, downloaded a document, visited the Key Dates page, viewed a photo, viewed a video or engaged by making a contribution
- **106 engaged participants** made a contribution by participated in a survey, asking a question and/or contributing to the Online Forum.

Three participation incentives were used to encourage and thank individuals for engaging. Coffee vouchers were used at the café conversations and Apartment Residents Survey respondents could opt-in for the chance to win a \$100 prepaid Visa Card at the completion of the survey. The option to opt-in for the chance to win a second \$100 prepaid Visa Card was available at online and face-to-face engagement activities.

The level of take up by participants of opt-in options is another indicator of a positive engagement experience. By voluntarily opting in, participants are demonstrating an interest in the project and a willingness to build and continue their relationship with Council. A total of **299 different individuals** voluntarily disclosed their name and/or contact details (phone number, address or email account) of which:

- 44 different apartment residents opted in to **enter the first prize draw** for a chance to win
- 131 different individuals opted in to **enter the second prize draw** for a chance to win and
- 73 different individuals opted in to **receive an e-newsletter** from Council

The opportunity to enter the prize draw was the only opt-in option offered at engagement activities. Further, there were **91 new registrations or subscribers** to the *Have Your Say Bayside - Managing Growth in Highett* consultation webpage who were active throughout the consultation period.

Facilitators' Observations – Engagement Program

An evaluation template was promptly completed by Council officers and/or the Consultants facilitating each engagement activity. This template assisted with the monitoring and documenting of key indicators and improvement suggestions. Overall, the engagement activities led by the consultants were considered successful in attracting a good level and depth of participation from the community. Where possible, improvement suggestions were acted prior to an engagement activity being repeated. By way of example, observations and improvement suggestions noted for the Café Conversations and Walking Tours are shown in the below table.

	Café Conversations	Walking Tours
Venue	The Diplomat Café	Met at Woolworths Complex
Conditions	Café moderately busy, steady flow of people. Good in-depth conversations. The venue was a little noisy.	People arrived with questions and somewhat agitated, but were very content with the process by the end and grateful for the opportunity.
What worked well	The opportunity to sit and discuss issue with planners. The communal table, coffee and environment made it comfortable and people enjoyed spending their time. People were open to discussing the complexities and understood compromises need to be made. Some were interested but did not wish to participate. Positive remarks about Council being out and about. Received letter and would engage via the website.	Giving people extended period to discuss in detail issues relevant to them in a relaxed and intimate environment. A good forum for the highly engaged to feel heard, where they might not have that ability in other settings. Clearly showing the competing priorities and complexities in situ. Highlighting opportunities for individuals to influence future planning. Opportunity for the group connect, self-moderate and build community links – mobilising into a neighbourhood action group. Facilitator having strong knowledge of the area and planning issues.
Improvement suggestions	Reply paid envelopes (for surveys), blank paper for kids to draw on. Weather permitting, set up at the outside table as well as the café to give people two options.	Use a notebook or tailored form to document ideas as the idea cards were awkward. Have multiple copies of the attendance list for people to complete simultaneously. Have copies of the Structure Plan and Review Document to distribute. A number of people arrived agitated with current developments and aggrieved at Council's previous work in Highett. This could be challenging, support the facilitator and refer to Council staff.
Other feedback	The maps and materials prepared really aided the discussions. People really want to make sure Council keeps them informed right throughout the process.	Absolutely essential event for this project
Facilitator evaluation ratings	Community Engagement = High General Sentiment = Positive	Community Engagement = High (engaged and interactive, stayed in a group) General Sentiment: Positive. Grateful for the thorough process, thoughtful with concerns and expectations from Council.
Participant evaluation ratings (indicative)	Good = 12 Fair = 1 Poor = 1 (noisy)	Not provided
Sign up numbers	30	23

Facilitators' Observations – Community Workshops

Following completion of the two Community Workshops, the Workshop facilitator was invited to provide some observatory feedback. As shown below, the overall sentiment was positive and complimentary.

Overall I was really impressed by the broad range of people you managed to talk to over the course of all the engagement activities, particularly the range of ages and the fact you managed to talk to tenants and owner occupiers.

In terms of the workshop the themes that emerged these were very similar to those of the broader consultation. While I was facilitating I did notice some themes that came up a number of times across tables:

- *The importance of links through the CSIRO site – roads but also cycling and walking paths*
- *The importance of making the most out of existing facilities – linking the facilities that exist to the community – making sure they are the right facilities and people know about them*
- *The opportunities from the development of the CSIRO site and making sure this is developed well (opportunities to put in good community facilities and open space)*
- *Managing parking and transport was important but people generally understood the issues and that it is not an easy fix*
- *Improving facilities for pedestrians and cyclists was important – particularly in relation to making it safer for them (traffic and personal safety)*

In terms of people's comments about the process, most people were really pleased to have the opportunity to engage in the process and felt they had a good opportunity to discuss the issues with staff and other residents, I noticed that workshop participants were really respectful of each other's comments and participated really well, I got the impression that they felt it was a worthwhile process they were certainly engaged and very friendly.

Evaluation of the approach to Managing and Reporting of the Consultation Feedback

As shown in Attachment 1, this consultation gathered a significant volume of local input and knowledge.

Engagement activities incorporated a range of data gathering approaches. There were open and closed-ended questions, handprint drawings, a dotmocracy activity and individualised submissions. Participants were generous with their time and input, generating around 100 pages of personalised, qualitative feedback.

In relation to managing the data and reporting the findings, the responses were analysed with the assistance of Microsoft Excel and QSR NVivo11 data analysis software package. NVivo assists with the **rigorous analysis and transparent reporting** of large volumes of personalised responses to the open-ended questions. The data were subjected to content analysis using a template approach which allowed the data to be carefully sorted and categorised by main and/or minor themes. This approach permitted themes to be predetermined and to emerge throughout the course of analysis. Where appropriate, findings are presented as a visual word cloud, chart, summary table or a full listing of verbatim comments in Attachment 1.

The volume and quality of the consultation feedback:

- Demonstrates the capability of the Highett community to articulate their preferences and views
- Reassures Council officers that the feedback from previous consultations is largely supported and has been extended through additional input
- Relates specifically to the Highett (Bayside) area and the key topics addressed in the Highett Structure Plan Review (February, 2017)
- Provides extensive and current local knowledge to inform the Review and identify key areas for action, advocacy and working with Kingston City Council.

Evaluation against stated Engagement Project Outcomes

Based on the evidence demonstrated so far and the following responses to each of the stated project objectives, it is our view that the project outcomes have been achieved.

Project Objectives:

- Inform stakeholders and the public about the project and the opportunity to engage – achieved (see Participation Level)
- Provide a range of easy, creative and engaging ways for people to get involved – achieved (see Engagement Program)
- Reach 500 interactions across all engagement activities – achieved and exceeded (see Participation Level)
- Ensure council and the community hear a diverse range of views from a diverse range of stakeholders – achieved (see Participation Level)
- Improve Council’s relationship with the Highett community by showing them that Council is listening to their concerns and has listened to past concerns – achieved to date (see Section 9 in Attachment 1 and Attachment 2)
- Collection of new insights and verification of existing information (Background paper) – achieved (see detailed input reported)
- Improve quality of the Highett Structure Plan – achieved (see detailed input and recommendations reported, at Officer’s discretion)
- Raise awareness and create understanding of reasons for change in density, the role of Council and the structure plan and what can be influenced – achieved (also see Section 9 in Attachment 1)

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