## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contents</td>
<td>2</td>
</tr>
<tr>
<td>Executive summary</td>
<td>3</td>
</tr>
<tr>
<td>Purpose of engagement</td>
<td>4</td>
</tr>
<tr>
<td>Introduction</td>
<td>4</td>
</tr>
<tr>
<td>Communications tools</td>
<td>4</td>
</tr>
<tr>
<td>Engagement methodology</td>
<td>5</td>
</tr>
<tr>
<td>Online survey</td>
<td>5</td>
</tr>
<tr>
<td>Intercept surveys</td>
<td>5</td>
</tr>
<tr>
<td>Community workshop</td>
<td>6</td>
</tr>
<tr>
<td>Feedback and findings</td>
<td>7</td>
</tr>
<tr>
<td>Survey</td>
<td>7</td>
</tr>
<tr>
<td>Community workshop</td>
<td>11</td>
</tr>
<tr>
<td>Data limitations</td>
<td>17</td>
</tr>
<tr>
<td>Demographics</td>
<td>17</td>
</tr>
<tr>
<td>Next steps</td>
<td>18</td>
</tr>
<tr>
<td>Reporting back</td>
<td>18</td>
</tr>
<tr>
<td>Appendices</td>
<td>19</td>
</tr>
</tbody>
</table>
Executive summary

To determine the Port Phillip community’s aspirations for the Domain Precinct and help inform a Public Realm Development Plan, Council engaged with residents and businesses in July and August through a survey and facilitated workshop.

The online survey via Council’s Have Your Say website haveyoursay.portphillip.vic.gov.au was open from Tuesday 24 July to Tuesday 14 August 2018. On-ground intercept surveys were also conducted in two locations in the Domain Precinct from 2 to 3 August 2018. A total of 453 survey responses were received, comprising 213 Domain residents, 170 Domain employees and 70 Port Phillip residents.

A total of 133 people registered to receive ongoing updates about the project.

The independently facilitated workshop was held on Tuesday 28 August, with 14 people attending alongside representatives from Council and landscape architects HASSELL. Participants were highly engaged throughout the workshop, indicating a high level of interest in the project. An illustrator captured the discussions and resulting themes visually and in real time.

The engagement explored various themes and topics, including priorities for public spaces, services, amenities, transport and access. It also explored what is and isn’t working well in the precinct and Domain’s ongoing legacy.

An analysis of the feedback received found that there were several recurring and strong themes amongst participants:

**Public spaces in the Domain Precinct should include:**

- a pedestrian-friendly place
- green spaces and trees
- spaces to feel safe
- spaces to relax and enjoy nature.

**Transport and access options in the Domain Precinct should include:**

- ease of access to trams
- availability of parking
- high quality streets, including footpaths
- good bike connections.
Purpose of engagement

The purpose of the Place Identity engagement process was to determine the community’s aspirations for the Domain Precinct and help inform a Public Realm Development Plan.

Introduction

Growth in the Domain Precinct is accelerating due to increasing mixed use development and new State infrastructure – namely the new underground Anzac Station at Domain. These developments are creating unique and transformational opportunities to activate spaces, build strong connections and strengthen the precinct’s cultural and heritage identity, and create a precinct that is functional, sustainable and unique in character.

Council sought feedback on Domain’s Place Identity to support the community throughout this period of change and ensure there are spaces and amenities that respond to its needs.

During the online consultation period from Tuesday 24 July to Tuesday 14 August 2018, a total of 453 survey responses were received (both online and intercept surveys). These comprised 213 Domain residents, 170 Domain employees and 70 Port Phillip residents. A total of 133 people registered to receive ongoing updates about the project.

One additional submission was received outside of the consultation period.

Council Officers collated all survey responses received, which were used to inform discussions at a facilitated workshop on Tuesday 28 August 2018 at Seasons Botanic Gardens Melbourne. A total of 14 people participated in the workshop.

Communications tools

A range of communications tools were used to encourage the community to participate in the Place Identity engagement.

These included:

- postcards distributed to Council buildings, libraries, and local businesses
- posters displayed on coffee carts at intercept survey locations
- electronic direct mail (EDMs) to all ratepayers in the Domain Precinct
- social media posts via Facebook and Twitter
- Council website updates
- Have Your Say website updates.
Engagement methodology

Community engagement for Domain Place Identity was conducted during July and August 2018. It provided multiple opportunities for the community to have its say on the Domain Precinct. A summary of the engagement activities is provided in the following table.

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online survey</td>
<td>The online survey was open on Council's Have Your Say website haveyoursay.portphillip.vic.gov.au from Tuesday 24 July to Tuesday 14 August 2018. The Domain Place Identity page received 515 visits and 453 survey responses during the consultation period.</td>
</tr>
<tr>
<td>Intercept surveys</td>
<td>Council conducted intercept surveys in two locations within the Domain Precinct from 2 to 3 August 2018 using the existing online survey.</td>
</tr>
<tr>
<td>Community workshop</td>
<td>An independently facilitated workshop was held on Tuesday 28 August 2018 at Seasons Botanic Gardens Melbourne. Registration to participate in the workshop was open to anyone via a form on Council’s Have Your Say website. Out of 31 people who registered to attend the workshop, 14 attended.</td>
</tr>
</tbody>
</table>

Online survey

An online survey was used as the primary engagement for this project. It provided a forum for the community to share their thoughts and experiences on a range of topics relating to the Domain Precinct, including:

- priorities in terms of public spaces, transport and access, and services and amenities
- what is and isn’t working well in the Domain Precinct
- demographic questions (age, relationship to the precinct, preferred mode of transport).

The feedback received from the survey was used to inform discussions at a facilitated community workshop. A copy of the survey questions can be found in Appendix 1.

Intercept surveys

Council conducted on-ground intercept surveys at two locations in the Domain Precinct on Thursday 2 August and Friday 3 August 2018. A summary of the locations, dates and times of the intercept surveys are listed in the table below and in Appendix 2.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 2 August</td>
<td>12 pm to 3 pm</td>
<td>Kings Way Reserve, Melbourne</td>
</tr>
<tr>
<td>Friday 3 August</td>
<td>3 pm to 6 pm</td>
<td>Corner of Park Street and St Kilda Road, Melbourne</td>
</tr>
</tbody>
</table>

Social research firm Metropolis Research undertook the intercept surveys on behalf of Council. The intercept surveys complemented Council’s online engagement and targeted residents, visitors
and workers who may have been unaware of the project, and were unlikely to engage through standard online channels.

Metropolis Research collected all data via the existing survey on Council's Have Your Say website. Participants were asked to complete the survey on the spot or subscribe to Have Your Say to complete it later.

Free coffee or coffee vouchers were offered to people who completed the survey on the spot.

Community workshop

A community workshop was held on Tuesday 28 August from 1 pm to 4.30 pm. It was designed to enable a facilitated discussion around what the current and future place identity could be for the Domain Precinct.

The session was facilitated by independent consultant Steven Weir, and discussions were captured by in real time by illustrator Jessamy Gee of Think in Colour.

At the beginning, participants were provided with a series of statements around respectful behaviours and collaborative participation at the commencement of the workshop (the terms of engagement), and were asked to agree to adhere to these and add any extras.

The workshop’s discussions were split into three major themes:

- **What makes a great place?**

  An icebreaker exercise to help participants get to know one another and begin to capture some of the aspects of place important to them.

- **What currently makes Domain a great (and not so great) place to live, work and play?**

  Participants were asked to reflect on what makes Domain a great place to live and work in today. They were also asked to think about what might not be working well, but with a focus on the aspects of the urban realm which the Place Identity project and could influence.

- **Domain's future place identity.**

  Participants were encouraged to reflect on the aspirations already captured as part of the online survey, which were shared at the beginning of the workshop. They also worked with precedent images provided by landscape architects HASSELL, who provided architectural expertise to inform the workshop discussions. Their images showed different landscapes, uses, features and activities which could be considered for Domain. Participants were also asked what sort of changes to the urban realm would help realise their desired future place identity for Domain.

  Discussions not directly related to questions at hand were captured in a parking lot for Council to consider and respond to after the workshop.
Feedback and findings

Survey

A total of 453 survey responses were received to the survey (both online and intercept surveys). These comprised 213 Domain residents, 170 Domain employees and 70 Port Phillip residents.

It should be noted that not all questions were compulsory, and some encouraged people to select multiple options.

A summary of the findings can be found below.

Question 1

*When thinking about spaces in the Domain Precinct, what is important to you? Please choose your top three.*

- A pedestrian friendly place
- Green spaces and trees
- Spaces to feel safe
- Spaces to relax and enjoy nature
- High quality streets
- A variety of open space options
- Spaces to meet and socialise
- A village neighbourhood environment
- Places to shop and access products
- Spaces for recreation and exercise
- Spaces that have cultural significance/artwork
- Playgrounds and child friendly spaces
- Other

Question 2

*In terms of transport and access what is most important to you?*

- Ease of access to trams
- Availability of parking
- High quality streets including footpaths with easy access to main routes
- Good bike connections and lanes
- Ease of access to trains
- Ease of access to other shared transport
- Other
Question 3
If other shared transport, please specify.
One response was received:
- public transport.

Question 4
When you think about the last time you enjoyed using a space within the Domain Precinct, was there anything specific that made it a good experience, such as ease of access to seating, good playgrounds, green space etc.?
Common responses included:
- greenery and green spaces
- seating
- open space
- Shrine of Remembrance
- Botanic Gardens
- cafes
- walking, footpaths and pedestrian access
- safety
- cleanliness.

Question 5
When you think about the last time you didn’t enjoy using a space within the Domain Precinct, what would you like to see changed to improve your experience, such as improved seating, amenities, green space etc.?
Common responses included:
- improved bike access
- more parking
- more street furniture, amenities and lighting
- better eating and entertainment options
- more shade/shelter from the elements
- improved seating
- more green spaces
- activities for families.
### Question 6

*How important are the following to you in the Domain Precinct?*

(participants were asked to rank from 'not important at all' through to 'very important' on a likert scale)

<table>
<thead>
<tr>
<th>Category</th>
<th>Not important at all</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Neutral</th>
<th>Not important</th>
<th>Very important</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail stores</td>
<td>67</td>
<td>80</td>
<td>109</td>
<td>136</td>
<td>52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convenience shopping</td>
<td>28</td>
<td>56</td>
<td>61</td>
<td>172</td>
<td>107</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks and green space</td>
<td>21</td>
<td>82</td>
<td></td>
<td></td>
<td>333</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation facilities</td>
<td>12</td>
<td>55</td>
<td>114</td>
<td>145</td>
<td>119</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fitness equipment</td>
<td>39</td>
<td>107</td>
<td>141</td>
<td>109</td>
<td>49</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playgrounds</td>
<td>42</td>
<td>73</td>
<td>107</td>
<td>134</td>
<td>89</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cafes and restaurants</td>
<td>3</td>
<td>34</td>
<td>186</td>
<td>212</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>7</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Question 7

*If you selected ‘other’ above please specify*

Common responses included:
- public toilets
- parks
- ease of access to public transport
- better traffic flow
- safe bike lanes
- supermarket
- trees and green spaces
- off-lead dog area.

Question 8

*Is there anything else you would like to tell us about the Domain Precinct?*

Common responses included:
- needs parks and recreation opportunities built in
- it’s fine
- tunnel project a poor outcome for St Kilda Road and Domain Precinct
- make it a place that overseas and interstate visitors would remember on their trip to Melbourne
- remove bikes from footpaths
- a lovely spot
- street congestion has to be addressed
- no overdevelopment
- more services needed (i.e. doctor, ATM, post office)
- cater to older residents
- hard to judge with changes as result of tunnel works
- don’t change anything
- more lighting needed for safety.
Community workshop

The community workshop on Tuesday 28 August discussed three major themes/questions.

**Theme one - What makes a great place?**

Participants were divided into tables to debate the question. They reported back the following themes:

1. **A place with a neighbourhood heart**
   
   Participants noted that great places often have a recognisable heart, a central point in a village or suburb where people gather and celebrate. It was noted that successful villages often included a popular cafe/bar or community facility such as a library.

2. **A place that is walkable and that prioritises people over vehicles**
   
   A sense of accessibility and a proximity to amenities by foot was raised as a key factor in successful places. Greville Street in nearby Prahran was raised as an example where changes have been made to create an urban streetscape where pedestrians are prioritised over cars. Participants noted that well designed shared zones, for example streets changed to one-way traffic and smartly designed speed calming and landscaping, can create more pedestrian friendly environments.

3. **A human centred place with shifts in colour, texture and ambiance.**
   
   A sense of human scale was noted as being a key ingredient to successful places, with Melbourne's city laneways cited as a great example of spaces which has been reimaged with a focus on the fine grain of city life. However, a key factor for success for the workshop participants was a smart combination of attractive buildings and architecture alongside green spaces and water. Participants noted that successful spaces have their own sense of ambiance, and that those most successful have spaces that can help foster a sense of peacefulness balanced with activity.

4. **A place with a connection to its past**
   
   Participants noted that some of the most successful places they have encountered have managed to retain their local heritage as they have changed and evolved, holding on to and celebrating connections with the past.

5. **A place that feels safe and is well maintained**
   
   It was felt by several participants that a place looking clean and well maintained can help to promote a feeling of safety and community pride. A place that has strong community connections was also seen to foster a sense of safety.

6. **A place with both day and night time activity**
   
   A broad sense of a place being full of activity and a sense of life, including a variety of cafes, restaurants and bars, was a key factor in successful and thriving places. It was also noted that the most successful places are often the ones that have activities at different times of the day/night and week.

7. **A place of journeys and a sense of the hidden**
   
   Melbourne’s laneways also provided an example of something that can make spaces feel truly exciting – a sense of hidden spaces and places for discovery. Participants stated that places that foster connectivity, activity and a sense of a journey, such as laneways or New York City’s
High Line linear park, can provide great templates for future changes to urban environments like Domain.

8. A place with a diverse and well-connected community.

A place that acknowledges, celebrates and serves the needs of a variety of community stakeholders was successful. Places which are designed to accommodate a culturally diverse community, from young to old, through the provision of physical infrastructure and programmed activities and services, can lead to a thriving neighbourhood. Additionally, it was noted that a genuine mixed use environment, with a variety of residential, business and tourism focused functions can lead to a vibrant and well functioning place.

*Illustration – what makes a great place?*
Theme two - What currently makes Domain a great (and not so great) place to live, work and play?

<table>
<thead>
<tr>
<th>What makes Domain a great place to live, work and play?</th>
<th>What isn’t working well in Domain?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>An incredible location and access to neighbouring amenities</strong></td>
<td></td>
</tr>
<tr>
<td>- Domain’s fantastic location, walking distance to parks, Melbourne’s CBD, great public transport, facilities and amenities close by in South Melbourne and South Yarra, make it a great place.</td>
<td></td>
</tr>
<tr>
<td>- Proximity to Melbourne’s cultural precinct is a great factor in living and working in Domain, and further linkages could be explored.</td>
<td></td>
</tr>
<tr>
<td>- Close access to medical facilities, including the nearby Alfred Hospital.</td>
<td></td>
</tr>
<tr>
<td><strong>Tree lined streets and access to green spaces</strong></td>
<td></td>
</tr>
<tr>
<td>- St Kilda Road’s beautiful tree canopy adds incredible character to the area and could be expanded further around the precinct.</td>
<td></td>
</tr>
<tr>
<td>- Access to green space is a fantastic asset locally, with Albert Park, the Royal Botanic Gardens, Kings Domain and Fawkner Park.</td>
<td></td>
</tr>
<tr>
<td><strong>A growing and thriving local community</strong></td>
<td></td>
</tr>
<tr>
<td>- The gradual change of properties from business uses to residential is adding new communities to the area, with the increase in residents seen as a great thing for Domain.</td>
<td></td>
</tr>
<tr>
<td>- There are pockets of well established and connected residential populations and feeling of an ever-strengthening sense of community.</td>
<td></td>
</tr>
<tr>
<td>- Morning activity around Albert Road has greeted a great sense of a busy and thriving community.</td>
<td></td>
</tr>
<tr>
<td>- There is a great diversity of community and options for different places to live.</td>
<td></td>
</tr>
<tr>
<td><strong>Quality architecture and design</strong></td>
<td></td>
</tr>
<tr>
<td>- There are some great examples of quality apartment developments locally, including 50 and 38 Albert Road.</td>
<td></td>
</tr>
<tr>
<td>- Some residential developments have great access to spectacular views over Port Phillip Bay and towards the city and great natural light into their homes.</td>
<td></td>
</tr>
<tr>
<td>- The business Kettle Black on Albert Road was cited as having created a great urban environment, with a smartly design ground floor and a sense of fine grain connection to the street.</td>
<td></td>
</tr>
<tr>
<td>- The design of many of the precinct’s apartments presents a great opportunity for front door access.</td>
<td></td>
</tr>
<tr>
<td><strong>The pedestrian environment could be improved</strong></td>
<td></td>
</tr>
<tr>
<td>- There are limited east-west connections through the precinct.</td>
<td></td>
</tr>
<tr>
<td>- There is a sense that Domain is somewhat hemmed in between the busy roads of St Kilda Road and Kings Way.</td>
<td></td>
</tr>
<tr>
<td>- There are currently poor pedestrian connections and crossings across both St Kilda Road and Kings Way, which currently operate too fast and are difficult for some pedestrians to manage.</td>
<td></td>
</tr>
<tr>
<td>- Generally it was felt that Kings Way currently has a poor pedestrian environment which is in need of improvement.</td>
<td></td>
</tr>
<tr>
<td><strong>A loss of established trees could impact negatively on neighbourhood character</strong></td>
<td></td>
</tr>
<tr>
<td>- There are concerns about the loss of trees as part of Melbourne Metro’s construction and a sense that the tree canopy should be protected and improved.</td>
<td></td>
</tr>
<tr>
<td>- There are calls for a detailed urban forest strategy from Council that addresses a smart plan for tree planting and species selection locally.</td>
<td></td>
</tr>
<tr>
<td>While attention has been paid to the future of the tree canopy on St Kilda Road, it is felt that there needs to be more attention paid to the tree canopy surrounding streets and spaces.</td>
<td></td>
</tr>
<tr>
<td><strong>There are pockets of social ‘disconnection’</strong></td>
<td></td>
</tr>
<tr>
<td>- While it was acknowledged that there are some pockets of a very strong sense of community, other felt that the growing high-rise environment is not supporting new community connections as well as it might, and would like to see the addition of more community services/activities/facilities or more consideration for shared facilities within new developments.</td>
<td></td>
</tr>
<tr>
<td>- The lack of local community facilities such as a library or community centre was being detrimental to fostering stronger community connections locally as the population increases.</td>
<td></td>
</tr>
<tr>
<td><strong>There’s work to be done around design in and around the precinct</strong></td>
<td></td>
</tr>
<tr>
<td>- Some parts of Domain are felt to have become wind tunnels through ill-considered design, with Park Street singled out as being particularly bad.</td>
<td></td>
</tr>
<tr>
<td>Generally Kings Way was seen to have a very poor visual identity and amenity, with calls for work to be done to improve the urban realm along the street.</td>
<td></td>
</tr>
</tbody>
</table>
A place embracing sustainable transport

- Public transport options locally plentiful and greatly appreciated, with the multiple tram connections and the eventual addition of train services via Melbourne Metro.
- Domain’s location, including the general walkability, cycling options and nearby public transport, fosters and encourages a more car free and healthier lifestyle.

A precinct that’s not sticky and lacks a commercial and community heart

- There is a feeling that while Domain is a great place to live there are too few activities to make residents and workers stick in the area, for example restaurants, cafes, bars, entertainment options, community facilities and retail.
- Some feel that the lack of a supermarket in the area is an issue, meaning many still rely on a vehicle to go to neighbouring South Melbourne to do their grocery shopping instead of walking.
- There isn’t a clear village heart, where people come together to entrainment, socialising and community activity.
- There are not enough facilities for small children, such as a playground, or activities for young adults/teenagers.
- There is inadequate parking available for visitors to the area.

Illustration – how does Domain work now and a visual depiction of the survey results
Illustration – what makes Domain great (or not)

WHAT MAKES DOMAIN great (or not) NOW?

LOCATION

MORNING ACTIVITY

KETTLE BLACK

FRONT/BACK DOOR EXPERIENCE (GREEN/URBAN)

SENSE OF COMMUNITY

ACCESS + PROXIMITY

THE PEOPLE

SENSE OF COMMUNITY

TRANITIONAL

How do we develop community + high rises?

NO "VILLAGE CENTRE"

WALKABLE

GREEN SPACE

VIEWS

SUNSHINE

WALKABLE

WALKABLE

ACCESS + PT

DOMAINT INT. DISRUPTION

TREE CANOPY

36 ALBERT ROAD

VARIETY OF CAFES

PROXIMITY + MEDICAL FACILITIES

CONNECTION + HERITAGE
**Domain's future place identity**

Each table was asked to consider a series of descriptive statements that summarised their ideal place identity for Domain, which are captured below under the emerging themes.

In 10 years' time, Domain is a place that is known for:

- its walkability
- prioritising people over cars
- being full of activity and community connections
- being a true and diverse mixed-use neighbourhood
- celebrating its heritage
- its green, inviting and tree-lined character.

<table>
<thead>
<tr>
<th>Theme</th>
<th>Workshop comments – Domain in 10 years’ time…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walkability</td>
<td>• Renowned for its increased permeability and walkability throughout the whole precinct.</td>
</tr>
<tr>
<td></td>
<td>• Very walkable, with more midblock connections.</td>
</tr>
<tr>
<td></td>
<td>• Improved pedestrian lanes and linkages.</td>
</tr>
<tr>
<td>Prioritising people over cars</td>
<td>• A reduced need for cars across the precinct, with parking infrastructure returned to the public realm.</td>
</tr>
<tr>
<td></td>
<td>• A place that prioritises public transport, cycling and walking over private vehicles.</td>
</tr>
<tr>
<td></td>
<td>• The Kings Way ‘barrier’ has been addressed, with an improved pedestrian environment and more greenery and trees.</td>
</tr>
<tr>
<td>Being full of activity and community connections</td>
<td>• Full of activities for young people and teenagers, with places for socialising and recreational activities.</td>
</tr>
<tr>
<td></td>
<td>• Full of activities such as markets and a sense of community participation.</td>
</tr>
<tr>
<td></td>
<td>• A place of vibrant and diverse social networks.</td>
</tr>
<tr>
<td>Being a true and diverse mixed-use neighbourhood</td>
<td>• A true neighbourhood, with facilities and services such as community centres and cafes, all accessible by foot.</td>
</tr>
<tr>
<td></td>
<td>• Caters to its broad demographic within its own boundaries.</td>
</tr>
<tr>
<td></td>
<td>• Is seen as a destination to live work and play.</td>
</tr>
<tr>
<td></td>
<td>• Has a variety of scales and uses of spaces and buildings.</td>
</tr>
<tr>
<td></td>
<td>• Supports a diversity of business typologies.</td>
</tr>
<tr>
<td>Celebrating its heritage</td>
<td>• A place that has retained and celebrates its heritage.</td>
</tr>
<tr>
<td>Its green, inviting and tree lined character</td>
<td>• A strong landscape and street tree character throughout the precinct.</td>
</tr>
<tr>
<td></td>
<td>• Is green, sunny, comfortable - and not windy.</td>
</tr>
<tr>
<td></td>
<td>• Landscape and tree plan.</td>
</tr>
</tbody>
</table>
Data limitations

A very good response rate was received for the online and intercept surveys (453 responses). Participation in the community workshop was much lower, with 14 people attending out of 31 registered.

Demographics

Basic demographic data was collected through the online survey. A summary of this information is below:

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>Per cent of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>5</td>
<td>1.1</td>
</tr>
<tr>
<td>18 to 24</td>
<td>48</td>
<td>10.7</td>
</tr>
<tr>
<td>25 to 34</td>
<td>132</td>
<td>29.5</td>
</tr>
<tr>
<td>35 to 49</td>
<td>121</td>
<td>26.9</td>
</tr>
<tr>
<td>50 to 59</td>
<td>48</td>
<td>10.7</td>
</tr>
<tr>
<td>60 to 69</td>
<td>71</td>
<td>15.8</td>
</tr>
<tr>
<td>70 to 84</td>
<td>24</td>
<td>5.4</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td><strong>Total</strong> (three participants skipped this question)</td>
<td><strong>450</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Preferred mode of travel in Domain Precinct

<table>
<thead>
<tr>
<th>Mode</th>
<th>Count</th>
<th>Per cent of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>180</td>
<td>39.8</td>
</tr>
<tr>
<td>Cycling</td>
<td>30</td>
<td>6.7</td>
</tr>
<tr>
<td>Public transport</td>
<td>181</td>
<td>40</td>
</tr>
<tr>
<td>Car</td>
<td>57</td>
<td>12.7</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>0.9</td>
</tr>
<tr>
<td><strong>Total</strong> (one participant skipped this question)</td>
<td><strong>452</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Relationship to Domain Precinct

<table>
<thead>
<tr>
<th>Mode</th>
<th>Count</th>
<th>Per cent of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>I live in the Domain Precinct</td>
<td>215</td>
<td>39</td>
</tr>
<tr>
<td>I live in the City of Port Phillip</td>
<td>73</td>
<td>13.2</td>
</tr>
<tr>
<td>I live outside the Domain Precinct but own property there</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td>I work in the area</td>
<td>170</td>
<td>30.9</td>
</tr>
<tr>
<td>I study in the area</td>
<td>18</td>
<td>3.3</td>
</tr>
</tbody>
</table>
I own or operate a business in the Domain Precinct | 14 | 2.5
Prefer not to say | 12 | 2.2
Other | 27 | 4.9
Total | 453 | 100

Next steps

Reporting back

We’re now incorporating community feedback into a Design Response for Domain, which will include a site analysis, opportunities and priority projects for the precinct. There will be an opportunity to have your say on the Design Response in early 2019.

The Design Response will then inform a draft Public Realm Development Plan.

Participants and the wider community will continue to be kept abreast of future engagement opportunities for the Domain Precinct via Council’s regular communications channels.

The 133 people who registered for updates will also be informed of the outcome and next steps for the precinct.
Appendices
Appendix 1 – survey questions
Domain Precinct Place Identity

About the Precinct
The Domain Precinct is currently experiencing significant growth. Over the coming decade, this Precinct is set to emerge as a place with a unique character and community. In anticipating the growth and change in the area, your feedback will support us to improve open space and amenities that respond to the community's needs.

The Domain Precinct is set amongst Melbourne’s Art Precinct and some of Melbourne’s best green spaces, including the Royal Botanic Gardens, the Shrine of Remembrance and the Albert Park Reserve. St Kilda Road, one of Melbourne’s most iconic boulevards and busiest transport corridors, runs through the Precinct. This provides important connections for people travelling to and from the CBD.

How can I be involved?
The survey is open until 14 August. We are also holding facilitated workshops.

Survey
In anticipating the growth and change of the Domain Precinct, your feedback will support us to improve open space and amenities that respond to the community’s needs.

Privacy Statement: All responses are anonymous. Any feedback made via this questionnaire may be published and used as part of Council promotion.
When thinking about spaces in the Domain Precinct, what is important to you?

Please choose your top three.

☐ A pedestrian friendly place
☐ High quality streets
☐ A variety of open space options
☐ Spaces to meet and socialise
☐ Spaces to feel safe
☐ Green spaces and trees
☐ A village neighbourhood environment
☐ Spaces for recreation and exercise
☐ Spaces to relax and enjoy nature
☐ Playgrounds and child friendly spaces
☐ Places to shop and access products
☐ Spaces that have cultural significance/ artwork
☐ Other

In terms of transport and access what is most important to you?

☐ Good bike connections and lanes
☐ Availability of parking
☐ Ease of access to trams
☐ Ease of access to trains
☐ High quality streets including footpaths with easy access to main routes
☐ Ease of access to other shared transport
☐ Other
When you think about the last time you enjoyed using a space within the Domain Precinct, was there anything specific that made it a good experience, such as ease of access to seating, good playgrounds, green space etc.?  

Please specify the name or the type of space.

When you think about the last time you didn’t enjoy using a space within the Domain Precinct, what would you like to see changed to improve your experience, such as improved seating, amenities, green space etc.?  

Please specify the name or the type of space.
How important are the following to you in the Domain Precinct?

<table>
<thead>
<tr>
<th></th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Not important</th>
<th>Not important at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail stores</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convenience shopping</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks and green space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation facilities e.g. BBQs and benches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fitness equipment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playgrounds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cafes and Restaurants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If you selected 'other' above please specify

Is there anything else you would like to tell us about the Domain Precinct?
About you

Privacy statement: Demographic data allows Council to assess whether it is providing all areas of the community with an opportunity to become involved and be heard. The personal information provided in this section is being collected by Council for the purpose of providing a demographic snapshot of contributions to this project. Your personal information will be used solely by Council and the consultants working on this Strategy for this primary purpose or directly related purposes. Demographic data may be published in an aggregate form and used as part of a Council report.

For more information, please contact Council’s Privacy Officer via ASSIST on 03 9209 6777.

Please indicate your age:

- □ Under 18 years
- □ 18 to 24 years
- □ 25 to 34 years
- □ 35 to 49 years
- □ 50 to 59 years
- □ 60 to 69 years
- □ 70 to 84 years
- □ Over 85 years
- □ Prefer not to say
What is your preferred transport method within the Precinct?

- [ ] Walking
- [ ] Cycling
- [ ] Public transport
- [ ] Car
- [ ] Other

If other, please specify.

What is your relationship to the area?

Please select all that apply.

- [ ] I live in the Domain Precinct
- [ ] I live in the City of Port Phillip
- [ ] I live outside the Domain Precinct but own property there
- [ ] I work in the area
- [ ] I study in the area
- [ ] I own or operate a business in the Domain Precinct
- [ ] Prefer not to say
- [ ] Other

If other, please specify.
Expressions of Interest for workshops

If you would like to attend one of the workshops please register your expression of interest by selecting your preferred date and time and we will do our best to accommodate you. The proposed workshop dates and times may vary depending on registration numbers.

Preferred workshop date

☐ Tuesday 28 August from 2 pm to 4.30 pm
☐ Thursday 30 August from 6 pm to 8.30 pm
☐ Saturday 1 September from 10 am to 12.30 pm

About you

Name

Contact phone number

Street address including suburb

Please briefly tell us why you would like to be involved in these workshops
Frequently Asked Questions

Why is Council consulting on Domain Precinct Place Identity?

Feedback on Domain Place Identity will enable Council to support the community throughout this period of change, and will help ensure there are spaces and amenities that respond to community needs.

Does the Place Identity consultation relate to the Metro Tunnel Project and construction of the new Anzac Station?

No, this consultation is separate to the Anzac Station construction works, which are led by Rail Projects Victoria. This consultation is a Council initiative to facilitate engagement with the community on the broader Domain Precinct Place Identity. Feedback from this engagement will assist us in supporting the community and ensuring the community continues to enjoy a broad mix of amenities and activities in the precinct after Anzac station opens.

For more information about the Metro Tunnel Project, please visit [www.metrotunnel.vic.gov.au](http://www.metrotunnel.vic.gov.au) or contact the Metro Tunnel Project Information Line on 1800 551 927.

Do I have to live in the area to participate?

Anyone with an interest in the Domain Precinct is welcome to participate in the Have Your Say survey or register to attend one of the workshops. This includes residents within the City of Port Phillip and the Domain Precinct, as well as visitors, business owners and employees. We would love to hear from you!

Why should I participate?

This is a great opportunity to have your say about the place where you work, live and play and to influence how the Domain Precinct will be shaped and developed into the future. Tell us what the Domain Precinct means to you and how community connections can be strengthened.

How can the community get involved?

Participate in our engagement activities, including Have Your Say, and/or register your expression of interest to attend one of our facilitated workshops. You can also visit us for a free coffee while we are out and about doing pop up surveys, watch out for upcoming details on our Facebook page or subscribe for updates.

What happens next?

Feedback from the survey and workshops will be used to inform the Domain Precinct Masterplan. The plan will help Council to identify future projects and may also identify additional opportunities for community consultation.
Appendix 2 – Domain Precinct intercept survey locations

Domain Precinct Intercept survey locations

- Park St
  - Friday 3 August 2018, 3 pm to 6 pm

- Kings Way Reserve
  - Thursday 2 August 2018, 12 pm to 3 pm