

St Kilda Marina project

Community and stakeholder engagement plan



The City of Port Phillip is committed to engaging the community and stakeholders throughout the project. We aim to understand and explore community and stakeholder ideas, feedback and opinions to shape future outcomes for the St Kilda Marina site.

The St Kilda Marina project community and stakeholder engagement plan aligns with the project objectives and approach.

Our project objectives

Deliver implement a process that has a high level of public and government partner understanding and confidence by:

- Designing an engagement plan that offers genuine opportunities for community feedback to shape the outcome for the site.
- Developing a tailored approach to project governance and probity that supports Council's need to communicate while maintaining ethical practice and values of fairness and transparency.
- Involving Victorian Government agencies throughout the process, recognising the State will approve the lease arrangement.

We will deliver these objectives through engagement by:

- Ensuring that stakeholders and the community are well informed about the project and the opportunities to seek information and engage.
- Building community and stakeholder understanding of the opportunities and reasons for change at the St Kilda Marina site and facilitate meaningful engagement to shape future change.
- Building community and stakeholder understanding of and support for the preferred outcomes for the St Kilda Marina site.
- Understand the views and values of stakeholders and community to inform future choices and options for the site.
- Building Victorian Government understanding of and support for the preferred outcomes for the St Kilda Marina site.

Key communication and engagement activities will include:

- Online engagement throughout the project via Council's Have Your Say website.
- Workshops with a community representative panel to explore and test future options for the St Kilda Marina site during Stage 3 of the project.
- A working group of Council and Victorian Government officers to meet at each project stage and ensure State expectations and legislative requirements are met as planning progresses.
- Regular communication updates via online and print channels throughout each phase of the project.
- A public exhibition of the proposed Planning Scheme Amendment, inviting submissions to Council.
- Community feedback on the proposed design and Development Plan.

We will evaluate our engagement by:

- Assessing the level of community and stakeholder awareness of the project throughout each stage.
- Reviewing the demographic profile of community and stakeholders participating in engagement, with the aim of having diverse representation of the Port Phillip community.
- Seeking community and stakeholder feedback on how fair, accessible and appropriate the engagement activities were.
- Asking community members and stakeholders if they felt their feedback was fairly recorded and considered by Council throughout the project.

Project stage	Engagement purpose	Community and stakeholder engagement	Government engagement	Engagement outputs
Stage 1 Planning for the project	Project introduction <ul style="list-style-type: none"> Introduced stakeholders and community members to the project. Built community and stakeholder interest in participating in future engagement. 	<ul style="list-style-type: none"> Introduced the project through Council website and Divercity magazine. Established an email database of interested community members and stakeholders. Conducted intercept surveys at the Marina to inform the Opportunities and Constraints Paper. 	<ul style="list-style-type: none"> Initial meetings with Victorian Government agencies to introduce the project and agree a working relationship. 	<ul style="list-style-type: none"> Community and key stakeholders informed of the Project Approach. Feedback about community members' experience of the site from intercept surveys recorded and reviewed.
Completed March 2018				
Stage 2 Identifying the site vision and objectives	Consultation on opportunities and constraints for the site to inform site vision and objectives <ul style="list-style-type: none"> Built stakeholder and community understanding of the opportunities and constraints. Sought feedback on the draft site vision and objectives. Set the scene for Stage 3 engagement. 	<ul style="list-style-type: none"> Sought feedback from community and stakeholders on the draft vision and objectives through a four-week consultation period, using an Opportunities and Constraints Paper to provide information about the site, case studies and marina viability. <p>Between 30 April and 30 May 2018, the following activities occurred:</p> <ul style="list-style-type: none"> Two community pop-up sessions in St Kilda and Elwood St Kilda Marina Project Community Open Day Community drop-in session Survey tool on Council's Have Your Say page 425 community members actively participated via either face-to-face events or the online survey tool. Advertised the expression of interest process for the Stage 3 Community Panel. 	<ul style="list-style-type: none"> Established a working group of Council and Victorian Government officers to be consulted throughout the project. Continued to work with officers from DELWP to undertake a review of government and legislative requirements for the project. Meetings with Victorian Government ministers as planning progressed. 	<ul style="list-style-type: none"> Engagement report summarising key feedback themes and the next steps to confirm the final site vision and objectives.
Completed June 2018				

Project stage	Engagement purpose	Community and stakeholder engagement	Government engagement	Engagement outputs
Stage 3 Setting the parameters	Iterative engagement to test options for the site <ul style="list-style-type: none"> Iteratively tested ideas and solutions for the site for suitability against the site vision and objectives. Worked with a community representative panel to explore and test options. Broader community engagement provided input into the decisions explored by the community representative panel. 	<ul style="list-style-type: none"> Recruited a representative sample of community members and key stakeholders through an expressions of interest process to participate in a community representative panel. Twenty-four community members were recruited with one person deciding not to continue at the beginning of the first session. Panel members met on six separate occasions. Panel members worked with urban design, property, commercial and sustainability advisors to explore potential ideas for the site and test them against the site vision and objectives. Between 21 September and 7 October 2018, the wider community was invited to share feedback on the ideas being explored by the Community Panel. In total, 368 people completed the survey. 	<ul style="list-style-type: none"> Continued working group meetings with officers from Victorian Government agencies on the options being explored through the panel process. Continued to work with officers from DELWP to undertake a review of government and legislative requirements for the project. Meetings with Victorian Government ministers as planning progressed. 	<ul style="list-style-type: none"> Engagement report summarising key feedback themes and describing options supported and not supported by community, stakeholders and government. Updated design criteria forming the basis of the Site Brief to guide the future site development based on working sessions with community and stakeholders.
<i>Completed April 2019</i>				

Project stage	Engagement purpose	Community and stakeholder engagement	Government engagement	Engagement outputs
Stage 4 Planning for procurement	Consult with the community on the planning and legislative process <ul style="list-style-type: none"> Consult with the community on the proposed Planning Scheme Amendment. The community will be kept informed of project progress. 	<ul style="list-style-type: none"> Community drop-in sessions to support understanding of the Site Brief, Procurement Plan and Planning Scheme Amendment process. Public exhibition of the proposed Planning Scheme Amendment, inviting submissions to Council. Provide updates to the community and stakeholders. 	<ul style="list-style-type: none"> Council officers will continue to work with officers from Victorian Government agencies to progress project planning. 	<ul style="list-style-type: none"> Summary and response to submissions to be presented at an Ordinary Meeting of Council.
<i>To be completed August 2020</i>				
Stage 5 Procuring new lease	Provide information and updates to the community and stakeholders on the tender process (in line with the probity plan) <ul style="list-style-type: none"> The community will be kept informed of project progress. 	<ul style="list-style-type: none"> Provide updates to the community and stakeholders. Publish a summary of the Procurement Plan. 	<ul style="list-style-type: none"> Council officers will continue to work with officers from Victorian Government agencies to progress project planning. 	<ul style="list-style-type: none"> Community and key stakeholders to be informed of project progress.
<i>To be completed July 2020</i>				
Stage 6 Delivering new lease arrangement	Provide updates to the community on the new lease arrangement, with further engagement to be determined. <ul style="list-style-type: none"> Consult with the community on the proposed design. 	<ul style="list-style-type: none"> Seek community feedback on the proposed design. Seek community feedback on the proposed Development Plan. Provide updates to the community and stakeholders on project progress. 	<ul style="list-style-type: none"> Council officers will continue to work with officers from Victorian Government agencies to prepare and implement the new lease arrangement. 	<ul style="list-style-type: none"> Summary and response to community feedback to be presented at an Ordinary Meeting of Council.
<i>To be completed 2022</i>				