‘Help shape a better Bass Coast’

Council Plan 2017-21

Community Engagement
Contents

Introduction .................................................................................................................. 3

Engagement Framework ............................................................................................ 3

International Association Public Participation (IAP2) ........................................... 4

Engagement Methods ................................................................................................ 5

Engagement Calendar ............................................................................................... 7

Community Engagement Sessions and Pop-Ups ..................................................... 8

Including existing strategies and previous consultations .................................. 17

Engagement Participation Numbers ........................................................................ 19

Posters, Adverts and Social Media .......................................................................... 23

Themes ....................................................................................................................... 32

Closing the loop .......................................................................................................... 34

What happens next? .................................................................................................. 34
Introduction

The new Councillors for Bass Coast Shire Council were elected at the October 2016 Local Government Elections and commenced their roles as Councillors in November 2016. Each new Council has to develop a Council Plan that sets their strategic direction over the next four years. Along with this Plan, Council must also develop a Municipal Public Health and Wellbeing Plan and commence the development of their first Annual Budget (2017/18).

Council is committed to improving community engagement and want to make it a key focus over the next four years. As part of the new Councillor’s Transition Program (induction), Councillors worked in partnership with Council staff to prepare the engagement plan for the development of the Council Plan. A community engagement campaign was developed called ‘Help shape a better Bass Coast’.

At the Ordinary Meeting of Council on 14 December 2016, the Council endorsed the engagement plan for this process. The Councillors agreed to lead the engagement.

Engagement Framework

A well-planned community engagement campaign was identified by Council as a necessity for the successful development of the Council Plan and Municipal Public Health and Wellbeing Plan. It is an opportunity for the community to influence what they would like to see for Bass Coast in the future and the areas that they would like their elected representatives to place their strategic focus for the next four years.

To gather a variety of information, the following questions were confirmed by Council for the engagement:

• What would make living, visiting or investing in Bass Coast better?
• What would you like to see retained or improved?
• What health and wellbeing issues are you concerned about?
• What would you like the Council to achieve in the next four years?

The engagement campaign ran through the month of January 2017. No consultants were used in the development or running of this engagement campaign.
International Association Public Participation (IAP2)

As recommended in Council’s Communication and Engagement Strategy 2015-18, Council followed the International Association Public Participation (IAP2) best practice guide for the appropriate type of engagement to be used.

When referring to the IAP2 Spectrum, Council was committed to work in the ‘Involve’ and ‘Collaborate’ space where ever possible to ensure the Council worked with the community to reflect their aspirations and feedback and incorporate their advice into the Council Plan recommendations.

IAP2’s Public Participation Spectrum

The IAP2 Federation has developed the Spectrum to help groups define the public’s role in any public participation process.

The IAP2 Spectrum is quickly becoming an international standard.

<table>
<thead>
<tr>
<th>Increasing impact on decision</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inform</strong></td>
</tr>
<tr>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
</tr>
<tr>
<td><strong>Promise to the public</strong></td>
</tr>
</tbody>
</table>

Councillors and staff worked together to develop the scope of the engagement; plan and design the sequence and select the appropriate methods to connect with the community.
Engagement Methods

**Councillors**
Attending community meetings, workshops, events, Face-to-face discussions including ‘Coffee with a Councillor’ sessions, distributing printed surveys, etc.

**Pop-ups/Events**
A marquee was set up at some key events with Councillors and staff in attendance to talk to residents, non-residents and visitors to gather information. Survey ‘Postcards’ were available to people to complete themselves and place in the drop box or staff and Councillors collected information through general conversations.

**Workshops**
The workshops were conducted in a ‘World Café’ engagement style using the four open ended questions, a Strengths, Weaknesses, Opportunities and Threats (SWOT) feedback sheet and a Domestic Animal Management Plan feedback sheet. This provided the opportunity for residents to openly discuss any issue, raise questions and share ideas. Maps were also provided that showed Council’s and VicRoad’s Road Network, Coastal Reserves Management and the new municipal map that displayed the ‘Three-Ward’ boundaries.

**Posters**
Printed posters promoting the campaign were distributed across the Shire and placed on shop windows, community noticeboards, local gyms, life saving clubs, neighbourhood houses, sports clubs and recreation centres, Wonthaggi cinema, visitor information centres, real estate agents and libraries.

**Website Page**
This was the central information point. Relevant documents, website links and progress updates on the Council Plan development were available to the public. Links to surveys, social media channels, videos, Q and A feedback forms, etc. were also made available.

**Local Media**
Local newspaper adverts were placed over four weeks through January in South Gippsland Sentinel-Times and Phillip Island and San Remo Advertiser. Their estimated combined circulation is approximately 10,000 copies per week. Media Releases and Media Alerts were also sent to Council’s media distribution list (30+ recipients). Over 15 articles were featured on the campaign. Unfortunately, not all local publications/newsletters were used due to deadline dates and print distribution dates. Interviews were also done with ABC Gippsland and WIN News.
Radio
Radio adverts on 3mFM – Weekly (three x 30 sec adverts run weekly over four weeks). Council’s News Show – Weekly (broadcast three times each week). Radio interviews with ABC Gippsland.

Television News
WIN News interviews to promote Council Plan development and engagement methods.

Facebook
Regular posts and reminders regarding Council Plan participation and engagement opportunities. Live Q and A feedback session and videos. Over 52,000 people were reached through the campaign.

Twitter
Regular tweets distributing similar posts, questions and surveys as per Facebook.

Video/YouTube
Short and snappy videos were produced to promote the engagement opportunity. These are linked via Facebook and Council’s website.

Email
Group email requesting participation and engagement was sent to Business and Community Networks. Examples include Residents and Ratepayer Associations, Town Associations, Community groups, Business Associations and Chambers of Commerce, Tourism Associations, Indigenous groups, local large employers such as Phillip Island Nature Parks, Westernport Water and Bass Coast Health, etc.

Postcard
A feedback form/survey was developed to reflect the questions Council asked the community to respond to. It was printed and provided for completion at the various events, pop-ups and workshops that Council attended. It was also distributed by Councillors and staff to harder to reach people such as Home and Community Care carers and clients, Planned Activity Groups, youth attending local skate parks, real estate agents, service clubs, libraries, Wonthaggi cinema, day care centres, YMCA, etc.

Printed Survey
An online survey was developed and promoted through the printed materials and also on Council’s website and social media channels. The survey was developed in SurveyMonkey.
# Engagement Calendar

This calendar shows the engagement sessions, pop-up events attendance and Facebook Q and A.

<table>
<thead>
<tr>
<th>January 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>1 New Year’s Day</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>13 Facebook Q &amp; A (Evening - Live)</td>
</tr>
<tr>
<td>20</td>
</tr>
<tr>
<td>27 Kilcunda Lobster Festival Pop-up</td>
</tr>
</tbody>
</table>

7
Community Engagement Sessions and Pop-Ups

Music in The Glade, Inverloch (7 January)
Cape Paterson Community Engagement Session (9 January)
Cowes Community Engagement Session (11 January)
Bass Community Engagement Session (12 January)

Bass Coast Agricultural Show, Wonthaggi (14 January)
Inverloch Farmer’s Market (15 January)

Facebook Q and A (16 January)
San Remo Engagement Session (17 January)
Inverloch Engagement Session (19 January)
Churchill Island Farmer’s Market (21 January)

Wonthaggi Engagement Session (24 January)
Corinella Engagement Session (25 January)
Including existing strategies and previous consultations

Over the past 12 months Council has engaged with the community on the development of a number of specific strategies and plans that may also be considered as part of the development of the Council Plan. This includes the following:

Future Wonthaggi 2016

Council facilitated a series of interactive focus group workshops to obtain community insights into the future of Wonthaggi. The workshop series resulted in the preparation of a brief report by participants which identified six key themes relating to Wonthaggi:

- A safe town to walk and move around
- Create an interest and understanding of the community
- Focus on our infrastructure
- Deliver strong tourism services
- Wonthaggi model town
- Grow our own entrepreneurs and business champions to keep our kids here

Sport and Active Recreation Needs Assessment (SARNA) 2016

Council undertook SARNA to map the current state of play in the Shire and asked all sporting and recreation clubs and individuals to tell us about how they participate and their needs. This community and stakeholder consultation has helped to ensure future recommendations are reflective of the Bass Coast community’s needs now and in years to come.

Long Term Financial Plan and Rate Capping

Community members had numerous opportunities to have input, with community forums/workshops running from January 2016 through to March 2016, and an online survey seeking feedback and preferred options. These were opportunities to influence the Long Term Financial Plan and the 2016/17 Annual Budget before it is developed as a draft in March 2016.

Economic Development Strategy 2016-21

The Strategy outlines Council’s vision for economic development for the Shire and identifies key activities to enhance the prosperity of Bass Coast. It focusses on five key themes which are closely linked to the Council Plan 2013-2017:

- Growing our businesses
- Sustainable economy
- Visiting Bass Coast
- Economic Diversity and
- Farming for the future
Phillip Island and San Remo Visitor Economy Strategy 2035 - Growing Tourism

Recognising that tourism is one of the main economic drivers of Phillip Island and San Remo, Bass Coast Shire Council has partnered with Regional Development Victoria, Destination Phillip Island and Phillip Island Nature Parks to develop a 20-year Visitor Economy Strategy for the Island to help ensure the long-term viability and sustainability of this important sector.

Tourism is a key economic driver on Phillip Island, which attracts over 1.85 million visitors annually. Visitor numbers are projected to grow by 4.2% per year to reach over 4 million visitors by 2035.

Natural Environment Strategy 2016-26

The Natural Environment Strategy is Council’s commitment to preserve, protect, restore and enhance the natural environment across Bass Coast for the next 10 years. Feedback was invited from community members, businesses operators, and potential investors to contribute to the draft Strategy.

Youth Action Plan 2016-20

The development of the Youth Action Plan identified Bass Coast as having a strong sense of community, sense belonging, and a strong connection to their environment - particularly the coastal environment. Other issues included:

- Mental health
- Bullying
- Sexual Health – sexually transmitted infection/teenage pregnancies
- Alcohol and other Drugs – marijuana/alcohol (service providers input); link to mental health issues and family issues
- Access to the arts - young people want more access
- ‘Youth Voice’ – lack of civic engagement opportunities; young people don’t have a say in local decision making – local government, support services, community, etc.

Disability Action Plan 2016-20

The consultation for the Disability Action Plan identified the following issues and themes for people in Bass Coast:

- Accessing goods services and facilities, (road crossings, public toilets, public transport, etc.)
- Obtaining and maintaining employment, (access to supported training, training for employers, disability specific roles, etc.)
- Promoting inclusion and participation in the community, (accessible playgrounds, inclusive community events, opportunities such as bowling, etc.)
- Achieving tangible changes in attitudes and practices which discriminate against people with disability, (community attitudes, workplace discrimination, positive portrayal of people with disability, understanding of mental illness and autism, etc.)
Engagement Participation Numbers

Throughout the month of January, Council led the community engagement campaign, ‘Help Shape a Better Bass Coast’. The month included community engagement sessions held in various townships, pop-up stalls at community events, social media posts and a Facebook Q and A session, online and hard copy surveys, feedback posters on community boards and places of interest, ideas posters at children’s holiday programs (ages 6-13), and engagement with over 150 year 10-11 students.

The following figures show the engagement reach and interactions:

- Over 2,600 website page views
- Over 52,400 people reached on Facebook (including 4,200 during the Live Q and A session)
- Over 10,800 people reached on Twitter
- Over 850 people reached on Instagram
- Over 3,000 emails sent
- Over 850 surveys completed
- Over 820 people engaged with directly through the workshops, pop-ups and Councillor catch-ups

The diverse and anonymous nature of these interactions and connections make it challenging to collect information on all who provided feedback. Some of our methods did have analytical resources, the results of which are outlined below. The below statistics provide only a snapshot of who we engaged with.

Facebook

Council published 21 Facebook posts on ‘Help shape a better Bass Coast’ from 3 January to 31 January and reached over 52,400 people. Using a sample of 18,949 people reached, via our Vox Pop videos and a boosted post, the below is gender and age breakdown of people reached:

**Gender**
- Men 29.7%
- Women 70.3%

**Age**
- 13-17 years 0.75%
- 18-24 years 2.6%
- 25-34 years 9.3%
- 35-44 years 25.3%
- 45-54 years 24.1%
- 55-64 years 17.5%
- 65+ years 17.6%
Webpage
Council’s website featured the community engagement promotions and information at www.basscoast.vic.gov.au/abetterbasscoast
From 1 January to 31 January the webpage received over 2,600 visits from the following people, the below is gender and age breakdown of people reached:

Survey
Council received 568 completed online surveys and 332 printed paper surveys - a total of 900 surveys. The survey asked the four open-ended Council Plan questions and also asked if people surveyed identified as a resident (permanent place of residence), non-resident (owned a property, but not permanent, i.e. holiday house, etc.), visitor or other.
Residential status was collected in both online and printed surveys. Age and gender was captured online in the online surveys only.
Community Engagement Sessions

Council ran ten ‘World Café’ style community engagement sessions across the Shire and had 316 people registered as attendees. Residential status and participant gender were collected:

Residential Status
- Non Resident 3%
- Resident 97%

Gender
- Male 51%
- Female 49%
Total engagement
By adding the information captured for participant’s residential status, gender and age through the mix of online, printed and face-to-face engagements, the total breakdown is available below:

### Age
- 17 years and under: 0.45%
- 18-24 years: 6.1%
- 25-34 years: 10.6%
- 35-44 years: 23.3%
- 45-54 years: 23.4%
- 55-64 years: 20.2%
- 64+ years: 17%

### Gender
- Male: 38.4%
- Female: 62.3%
- Unspecified: 0.3%

### Residential status
- Resident: 85.5%
- Non-Resident: 9.25%
- Other: 5.35%
Help shape a better Bass Coast

Tell us what you think...


#abetterbasscoast
How did we engage?

January 2017

Weekly advertisements in local newspapers
2,651 website page views
52,415 reached on Facebook
10,880 Twitter impressions
855 Instagram impressions
3,000+ emails sent
Over 850 surveys completed
6 radio show features on 3mFM and online
Live Q&A Session on Facebook - 16 Jan
820+ conversations at 18 events:

- 7 Jan - Music in the Glade - Inverloch
- 9 Jan - Cape Paterson - workshop
- 11 Jan - Cowes - workshop
- 12 Jan - Bass - workshop
- 14 Jan - Bass Coast Agricultural Show
- 15 Jan - Inverloch Farmers’ Market
- 16 Jan - Facebook Q&A session
- 17 Jan - San Remo - workshop
- 19 Jan - Inverloch - workshop
- 21 Jan - Churchill Island Parkrun and Farmers’ Market
- 22 Jan - Grantville Farmers’ Market
- 23 Jan - Grantville - workshop
- 24 Jan - Wonthaggi - workshop
- 25 Jan - Rhyll - workshop
- 26 Jan - Pioneer Bay Australia Day
- 28 Jan - Inverloch Parkrun
- 29 Jan - Kilcunda Lobster Festival
- 30 Jan - Kernot - workshop

(current at 1 Feb 2017)

Thanks for telling us what you think


#abetterbasscoast
Help shape a better Bass Coast

Thank you for taking the time to help shape a better Bass Coast.

Read more on...
Community helps to shape Bass Coast’s future news.basscoast.vic.gov.au /community-help …

Wow! Thanks for all your feedback to help make #abetterbasscoast! All your info comes together now for the draft #CouncilPlan at March mtg.

How did we engage?

January 2017

- Weekly advertisements in local newspapers
- 2,651 website page views
- 52,415 reached on Facebook
- 10,880 Twitter impressions
- 855 Instagram impressions
- 3,000+ emails sent
- Over 850 surveys completed
- 6 radio show features on 3mFM and online
- Live Q&A Session on Facebook - 16 Jan
- 820+ conversations at 18 events.

2 Jan - Movie in the Glade, Inverloch
3 Jan - Capel Fashion - workshop
7 Jan - Cowes - workshop
12 Jan - Bass workshop
14 Jan - Bass Coast Agriculture Show
15 Jan - Inverloch Farmers Market
16 Jan - Facebook Q&A session
17 Jan - San Remo workshop
19 Jan - Inverloch workshop
22 Jan - Churchill Island Ballina and
23 Jan - Flinders Island Ballina and
basscoastshire: What would make living, visiting or investing in Bass Coast better? Help us shape a better Bass Coast and tell us what you think in the comments below, or by tagging your ideas with #betterbasscoast. You can also fill out our online survey or take part in our community engagement sessions - more info linked in our bio!

#lovebasscoast #basscoastshire
#wandervictoria #visitbasscoast

basscoastshire #visitbasscoast #basscoast #nature #scenery #landscape #scenic #sun #travel
#beautiful #regionalvictoria
#visitgippsland #destinationgippsland
#worldtravelbook #ocean #sea #coastal #coastline #beach #shapes #circle #community #communalspirit #localgovernment #ideas

Log in to like or comment.
**Facebook banner**

**Facebook vox pop videos**

There's only two days left to have your say in our 'Help shape a better Bass Coast' campaign! Luckily, we still have one community session being held tomorrow at the Kernot Hall at 11:00am, so come down and join the discussion, or go online at [www.basscoast.vic.gov.au/abetterbasscoast](http://www.basscoast.vic.gov.au/abetterbasscoast). Here's what some of our participants at the Wonthaggi session had to say!

![Vox pop video]

1,641 people reached

324 Views

Like  Comment  Share
It's great to see so many of you getting involved in our 'Help shape a better Bass Coast' community engagement! Here are some thoughts of participants at the San Remo session.

If you'd like to have your say, we'll be at the Kilcunda Lobster Festival tomorrow (Sunday). Look for the Council logo and come and have a chat!

---

Are you interested to hear some of the ideas that have been shared at our 'Help build a better Bass Coast' sessions? Here's what some of our community members at the Inverloch event had to say!

I'm Trudy from Inverloch. I came here tonight because I can see that Council

1,260 people reached

---

Our 'Help shape a better Bass Coast' campaign only has a week to go - but there's still time to have your say! Not sure where to start? Have a listen to what others have been saying at our community engagement sessions throughout the last few weeks...

to the community. It's been a really good forum to be here

1,765 people reached
Facebook posts

**Bass Coast Shire Council**

What a stunning day for the Kilcunda Lobster Festival! We’re joining in the fun on the Foreshore, so don’t forget to drop by our pop-up while you’re enjoying all the festivities (and don’t forget to slip, slop, slap!)

1,122 people reached

---

**Bass Coast Shire Council**

We’re down at the finish line of Inverloch parkrun on this sunny Saturday morning! Come and say hi!

1,083 people reached

---

**Bass Coast Shire Council**

We’re at the Grantville Market today. Stop by and share your ideas to help shape a better Bass Coast.

Today’s forecast: sunny and 25°C.

1,541 people reached

---

**Bass Coast Shire Council**

We’ve listened to your feedback and added TWO MORE community engagement sessions to the calendar this month! Sessions will now be held at:

- Corinella Hall, 38-44 Smythe Street, Corinella - Wednesday, 25 January from 7.00pm to 9.00pm
- Kerneit Hall, 1056 Loch-Kerneit Road, Kerneit - Monday, 30 January from 11.00am to 12.30pm


499 people reached
Facebook Q&A

Help shape a better Bass Coast Facebook Q&A LIVE NOW!
Thanks for joining us! Answering your questions and taking on board your feedback and ideas until 8.00pm will be Council’s Mayor, Cr Pamela Rothfield, Deputy Mayor Cr Brett Tessari and Cr Julian Brown. They will try to answer your questions as quickly as possible. If there is anything they cannot answer tonight, they will take them on notice and answer them tomorrow.

Facebook event

COWES - Don't forget our 'Help shape a better Bass Coast' community session is happening at 7.00pm THIS WEDNESDAY at the Cowes Heritage Centre. Come along, chat to our Councillors and make your say count!
Themes

Throughout the engagement process, Council was collating the information and feedback provided by the community. The information was categorised into preliminary common themes that reflected the topics and suggestions the community were providing in the community engagement sessions, surveys and social media comments. Individual submissions were also received and included into the common themes for consideration. The following are the initial broad themes that were identified, (within many of these broad themes are sub-themes that have also been identified):

<table>
<thead>
<tr>
<th>Accessibility</th>
<th>Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocacy</td>
<td>Local Laws and Animals</td>
</tr>
<tr>
<td>Amenity of Towns</td>
<td>Paths, Trails and Footpaths</td>
</tr>
<tr>
<td>Arts and Culture</td>
<td>Planning</td>
</tr>
<tr>
<td>Boating and Fishing</td>
<td>Positive Comments</td>
</tr>
<tr>
<td>Car Parking, Crossings and Signage</td>
<td>Public Transport</td>
</tr>
<tr>
<td>Community Engagement</td>
<td>Roads</td>
</tr>
<tr>
<td>De-Amalgamation and Amalgamation</td>
<td>Sport and Recreation</td>
</tr>
<tr>
<td>Dogs on Beaches</td>
<td>Toilets and Cleaning</td>
</tr>
<tr>
<td>Economic Development</td>
<td>Tourism</td>
</tr>
<tr>
<td>Education</td>
<td>Waste</td>
</tr>
<tr>
<td>Environment</td>
<td>Youth and Children</td>
</tr>
<tr>
<td>Finances and Budget</td>
<td>Other</td>
</tr>
</tbody>
</table>

Separate feedback through specific youth engagement conducted with secondary school children prior to Christmas 2016 from Wonthaggi Secondary College and Newhaven Secondary College was also captured.
Common themes

The summary of themes that were identified throughout the community engagement for the Council Plan 2017-21 represent the most popular topics. These were captured through social media comments, online and printed surveys, community engagement sessions and event pop-ups. They do not represent a particular topic that is deemed to have a higher value of importance to another. Throughout the engagement process Councillors and staff have tried to accurately reflect the ideas and feedback presented to Council from the community. The themes, and comments contained within, will help Councillors identify and prioritise outcomes that will set their strategic direction over the next four years.

![Community Engagement Themes](chart.png)
Closing the loop

A success factor that was identified during the engagement planning process was to ensure the community are kept up to date on progress of the engagement, and that when appropriate, Council would provide the feedback gathered back to the community. This would ensure the process was open and transparent. Information collated at the individual town community engagement sessions will be summarised and uploaded on to Council’s website, along with the overall ‘Themes’ summary. Council will also keep the social media posts captured from their Facebook and Twitter pages live and available for people to review. Council produced some short ‘Vox Pop’ videos that were filmed at community engagement sessions and pop-up events. The videos feature attendees providing their views on the engagement sessions and what they think will help shape a better Bass Coast. They have been developed and posted on Council’s Facebook page and linked from Council’s website. Participants that provided their email addresses during the registration process at community engagement sessions, people’s individual submissions, existing email lists (community, business, tourism, ratepayer groups, etc.), will be sent a follow up email to alert them to any progress and thank them for their contribution and participation. Adverts thanking the community and letting them know the ongoing progress of the engagement process and development of the Plan were also published. The autumn and winter editions of Council’s community newsletter ‘Coastell’ will feature articles on the engagement and Council Plan development.

What happens next?

Council has used the community engagement feedback to develop the draft Council Plan. The draft Plan will be presented to Council in April and then made available to the community for comment during May 2017. This will include a formal consultation process that will also provide the opportunity for the community to make submissions based on the draft Plan. The community is encouraged to keep their eyes out for the draft through Council’s website, social media and local news publications to make sure you have the chance to read it and provide feedback. The final version will then be presented to Council for adoption in June 2017.