

THE CITY OF  
GREATER GEELONG

# COMMUNITY ENGAGEMENT IMPACT REPORT

APRIL 2021 TO MARCH 2022

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MAY 2022

The City of Greater Geelong adopted a new Community Engagement Policy in March 2021.

This document is reporting the impact and achievements delivered under the policy over the past 12 months.

# KEY ACHIEVEMENTS

Under the guidance of the Local Government Act 2020 community engagement at the City of Greater Geelong saw some valuable advancements in the past 12 months. The City has:



Adopted the Community Engagement Policy



Improved the accessibility of our online Have Your Say platform



191,000 views of the Have Your Say platform



Over 8,500 submissions via the Have Your Say platform



Conducted more deliberative engagement projects with our community



Improved community satisfaction with community consultation and engagement

# ALIGNING TO OUR PRINCIPLES

Engaging with the community ensures that Council listens and makes decisions based on community lived experience and in line with community views and values.

We have delivered our engagement activities under our five engagement principles in the design, delivery and reporting of all engagement activities.



A community engagement process must have a **clearly defined** objective and scope.



Participants taking part in community engagement must have access to objective, **relevant and timely** information to inform their participation.



Participants taking part in community engagement must be **representative** of the persons and groups affected by the matter that is the subject of community engagement.



Participants taking part in community engagement are entitled to **reasonable support** to enable meaningful and informed engagement.



Participants taking part in community engagement are informed of the ways in which the community engagement process will **influence** Council decision making.

# DELIVERING DELIBERATIVE ENGAGEMENT

**Deliberative engagement is a tailored process that ensures a representation of participants that reflect our community are brought together into the engagement process and closer to the decision makers than other forms of engagement.**

Deliberative practices, which may be co-designed, take place to allow for a representative group to deliberate on an issue in depth, over time, before coming to an informed consensus or decision.

Deliberative engagement methods this year have included advisory committees, workshops, community panels, reference groups and focus groups.

## Examples include:

- All Advisory Committees provided input on a range of engagements in deliberative settings
- Our Community Plan & Community Vision Refresh
- Long Term Financial Plan
- Asset Management Plan
- Community Engagement Policy
- Social Infrastructure Plan
- Sustainability Framework
- Social Equity Framework
- Central Geelong Reference Group
- Portarlington Recreation Reserve Reference Group
- Climate Change Action Plan, and more



# EMBEDDING IMPACT IN OUR PRACTICE

## CONNECTION WITH COMMUNITY

78,863

People visited the Have Your Say platform

8,555

Contributions were received via the Have Your Say platform

195

Projects were shared on the Have Your Say platform

4,905

Downloads of engagement summary reports shared with community

## MOST DOWNLOADED ENGAGEMENT SUMMARY REPORTS

- Ocean Grove Principal Pedestrian Network
- Avalon Corridor Strategy
- Drysdale Regional Library & Community Hub
- Clifton Springs & Drysdale Flood Study

## MAKING THE CITY MORE ACCESSIBLE AND INCLUSIVE

- Readspeaker (audio/listening tool) added to our Have Your Say platform.
- Delivery of hybrid engagements (online and face to face) providing greater choice & access.
- Offering more one-on-one phone conversations.
- Translation information on every Have Your Say project page.
- Increased use of Advisory Committee representative expertise.
- Development of a Reasonable Adjustment and Support resource.
- More deliberate and timely engagement with Wadawurrung Traditional Owners and Aboriginal and Torres Strait Islander People, for example:
  - › Wurriki Nyal – new civic precinct for Geelong
  - › Social Equity Framework
  - › City of Greater Geelong Climate Change Response Plan
  - › Baba Nyayl.

The screenshot displays the City of Greater Geelong's online engagement page for the Climate Change Response Plan. The page is titled 'City of Greater Geelong - Climate Change Response Plan' and features a 'Welcome' message indicating that the engagement is closed. A 'Timeline' section outlines the project's progress through four stages: Stage 1 (Understanding the Issues, April-September 2020), Stage 2 (Co-designing the Solutions, December 2020-February 2021), Stage 3 (Developing the Plan, March-September 2021), and Stage 4 (Endorsing the Plan, 23 November 2021). A 'Document Library' section provides links to three key reports: the main Climate Change Response Plan, the Stage 2 Consultation Report (March 2021), and the Stage 3 Consultation Report (March 2021).

Above: City of Greater Geelong Climate Change Response Plan engagement on the City's online Have Your Say platform

# SUCCESSFUL PROJECTS

Almost two hundred projects delivered a range of improvements and deliverables positively influenced by the community feedback received. Some example engagement projects include:



## WAURN PONDS SKATE PARK

### Objective:

Create a design for the upgrade of the popular Wauron Ponds Skate Park in collaboration with local residents and users, ultimately producing an inclusive flagship youth space.

### Positive outcome from engagement:

The overall response saw a diverse range of feedback with differences between the pre-design consultation and online surveys and reviews. The second round of consultation saw increased overall participation which unveiled different trends in the needs of the community, such as specific riding disciplines. The new concept plan now caters to a range of riding disciplines and skill levels as well as working to the project budget. It includes various elements, such as a new street drain area, a new snake run bowl, improved street plaza, a youth active recreation area with various activity options and an additional shade structure and seating areas.



## BARWON HEADS VILLAGE PARK MASTER PLAN

### Objective:

To develop a master plan, which will guide the future funding of the village park over the next decade.

### Positive outcome from engagement:

An adopted Master Plan has been collaboratively developed which secures the character of the park into the future whilst also supporting much needed upgrades to key facilities and new opportunities for children and youth through the bike discovery area.

The success of the plan is due to the high level of community input sharing their aspirations for the park to ensure it meets their needs and is a place they will continue to love. A number of changes were identified by community which have been included in the master plan, such as an additional shade structure and new seating areas.



## CLIMATE CHANGE RESPONSE PLAN

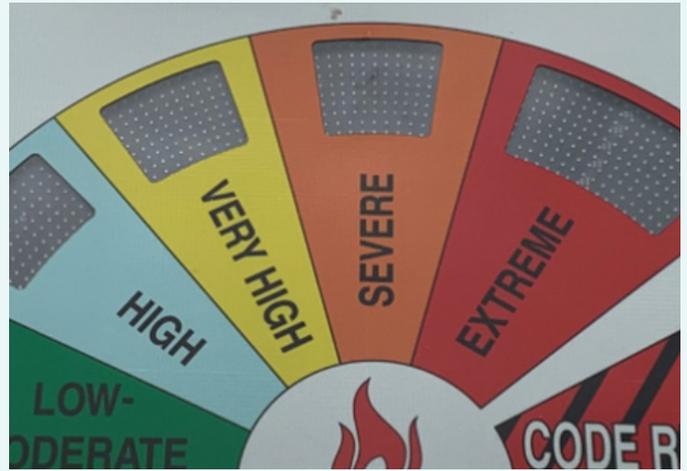
### Objective:

To work with the Greater Geelong community to achieve net zero emissions and increase our regions resilience to climate change impacts through coordinated and collective actions.

### Positive outcome from engagement:

Following extensive consultation with community groups, businesses, government agencies and nongovernment organisations we have developed a Climate Change Response Plan to guide how we can act as an organisation, and a community, to respond to our changing climate.

Community interest in tackling climate change is growing and strongly influenced the development and priorities that are now found in this holistic plan outlining how collectively we can rapidly reduce our emissions and reduce climate change impacts.



## TWO WAY FIRE SAFETY

### Objective:

The Two Way Fire Safety project is for the Anakie and Breamlea communities, due to the unique fire risk conditions identified in the two townships, to strengthen fire safety processes in these areas, by helping residents in Anakie and Breamlea become actively aware and engaged in their local fire safety plan.

### Positive outcome from engagement:

The Two Way Fire Safety project has been extremely valuable in helping the City and the agencies involved, to better understand the challenges faced by residents in Breamlea and Anakie when preparing for bushfire.

Throughout this project meaningful relationships were built with the residents in these high fire risk areas and relationships were enhanced with the agencies that work in the bushfire preparedness space and more broadly across the Emergency Management sector.

Awareness by residents of their fire risk and responsibilities with respect to bushfire was increased and a number of outcomes were delivered for these communities including the location specific Anakie Bushfire Safety Guide for Anakie residents and the Breamlea Fire Safety brochure for visitors and residents of Breamlea.

# SUMMARY

**There have been many positive outcomes as a result of community engagement activities over the past 12 months, however we recognise that there is always room for improvement.**

As we look to the next 12 months, we aim to continue to build on our relationships with community, to conduct successful community engagement projects with a focus on being community-centred that deliver positive outcomes for both community and council, in line with our engagement principles.

We also aim for a consistent approach to community engagement across the organisation to provide a synonymous customer experience whether the feedback is being sought for a strategy, project or service.

Thank you for your support of City of Greater Geelong engagements over the past 12 months and we look forward to hearing from you again soon.

[www.yoursay.geelongaustralia.com.au](http://www.yoursay.geelongaustralia.com.au)



**We acknowledge the  
Wadawurrung People as the  
Traditional Owners of the  
Land, Waterways & Skies.  
We pay our respects to their  
Elders, past and present. We  
acknowledge all Aboriginal and  
Torres Strait Islander people  
who are a part of our Greater  
Geelong community today.**

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**CITY OF GREATER GEELONG**

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**CUSTOMER SERVICE CENTRE**

100 Brougham Street  
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8.00am – 5.00pm

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