

# Pakington North Urban Design Framework Community Panel Engagement Process

**Engagement Strategy**

**Greater Geelong City Council**

**September 2023**

# Giving every person a voice.

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Capire acknowledges  
and deeply respects the  
Wurundjeri people and  
the Traditional Owners  
of the Victorian land.



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## Consultation

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## Definitions

**Community:** Broadly defined as those who have an interest in or are affected by the business of Council and the way it operates and includes: residents and landowners, businesses, workers, organisations and visitors.

**The City:** The City of Greater Geelong organisation led by the Chief Executive Officer.

**Committee:** A delegated committee, joint delegated committee or community asset committee under sections 63, 64 and 65 of the Act, respectively.

**Council:** The Greater Geelong City Council comprising Councillors and its Delegated Committees.

**Deliberative engagement:** Deliberative engagement is a process of engagement that brings participants closer to the decision makers than other forms of engagement; where participants are provided with a clear task or question, have access to appropriate resources and information, and are given the time and space required to deliberate and reach their consensus.

**Engagement:** A process for improved decision-making that invites the feedback from, and incorporates the insights, wisdom and concerns of, affected stakeholders and also meets the needs of the decision-making body.

**Participatory engagement:** Participatory engagement involves one-way information exchange either from Council to community or community to Council. Participatory engagement typically occurs when feedback is invited on service satisfaction, ideas, alternatives or draft documents.

**Stakeholders:** An individual or group with an interest in the decisions of Council, that is directly or indirectly impacted by the decisions made and the final outcomes.

*Source: Community Engagement Policy, City of Greater Geelong, 2021*

**Interest Group:** defined as any formal or informal network of community members with a shared interest that may be issues or interest based (e.g. Geelong Sustainability, Help Save Pako Group, etc)

| VERSION | AUTHOR                         | REVIEWER       | DATE          |
|---------|--------------------------------|----------------|---------------|
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| V2      | Clare Murrell                  | Amy Hubbard    | 28 March 2023 |
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# 1 Introduction

## 1.1 Project Background

The City of Greater Geelong (City) has engaged Capire Consulting Group (Capire) to design and deliver an engagement process that will develop an agreed outcome for the Pakington North Precinct Urban Design Framework (UDF), with a community panel (Panel) reflective of the wider study area.

The development of the UDF commenced in 2017, two precincts were adopted in December 2021. As a result of community opposition to a number of key elements, the Pakington North Precinct was not adopted and requires further consideration through a new engagement process.

## 1.2 Purpose of this document

A series of meetings with City officers and community stakeholders informed the development of this strategy.

This strategy will guide the design and delivery of the engagement process and will be endorsed by Council, prior to implementation.

The approach detailed is flexible to meet the evolving needs of participants and project requirements. Specifically, this engagement strategy seeks to:

- clearly articulate the purpose, objectives and scope of the engagement, including the Panel's scope, negotiables and non-negotiables and outputs
- outline the Panel recruitment and selection approach
- outline the tools and techniques that will support the Panel to deliver the outputs
- identify how we will measure success and report on the outcomes (project deliverables).

## 1.3 Key dates

Outlined below are the key dates, including the Panel recruitment and selection, the timeframe for Panel sessions and update of the new UDF proposal. Implementation of this process is dependent on Council endorsement of this strategy on 24 October 2023. The Panel EOI will open shortly after that.

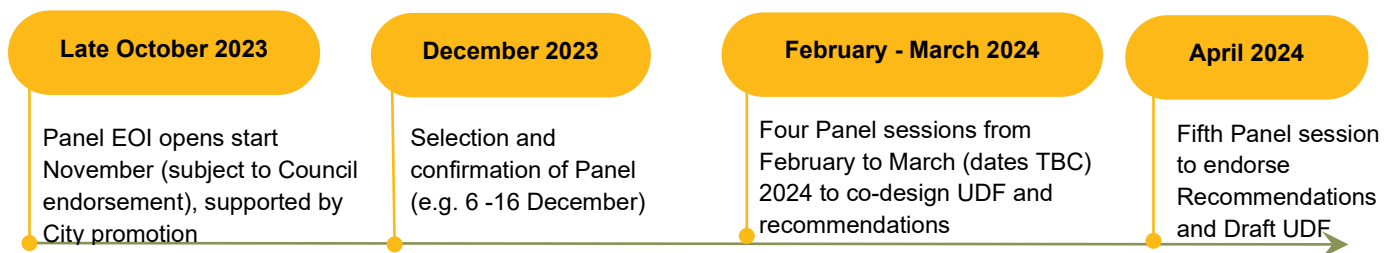


Figure 1. Key dates

## 2 Engagement overview

### 2.1 Engagement objectives

The objectives of this engagement process are outlined below.

- To recruit a panel of community members reflective of the diversity of the (wider) Geelong West community.
- To co-design with the Panel, core elements of the Urban Design Framework (UDF) for Pakington North Precinct that is understood and supported.
- To understand community aspirations and concerns regarding the UDF and future developments of the Pakington Street North Precinct to inform design of the new UDF.
- To ensure an open, transparent engagement process that the panel, community members and stakeholders are confident is informing design of the UDF.
- To increase the Panel and community understanding of the planning process and how the UDF will facilitate sustainable development through dialogue and deliberation.

### 2.2 Engagement Scope and Outputs

The scope of the Panel articulates what can be influenced by the Panel through the engagement process. The Panel will work together to deliberate over a number of key themes of public realm, built form controls and access and movement. The overarching scope of the engagement is:

*The City of Greater Geelong is preparing an Urban Design Framework\* to guide future development in the Pakington North Precinct to revitalise the area and help accommodate demand for new homes, retail, services and jobs. On this basis, what are the community's recommendations for the future development of the Pakington North Precinct?*

\*The Urban Design Framework will consider how people use the streets and public spaces, how they will move about, how the local character will be preserved, and the styles and use of future buildings and other places.

The Panel's key output is an endorsed UDF, which will be prepared by the City's Urban Design team and reflect the Panel session outputs.

### 2.3 Council's promise and 'level of influence'

The 'promise' refers to Council's commitment to the Community Panel process and what it will do with the outcomes.

The International Association of Public Participation Spectrum (IAP2) is an industry recognised tool for help to identify the public participation goal and the decision-makers promise to the public.<sup>1</sup> Figure 1 illustrates the Spectrum and where this project sits. The Community Panel sits at the **Collaborate level**.

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<sup>1</sup> See <https://iap2.org.au/>

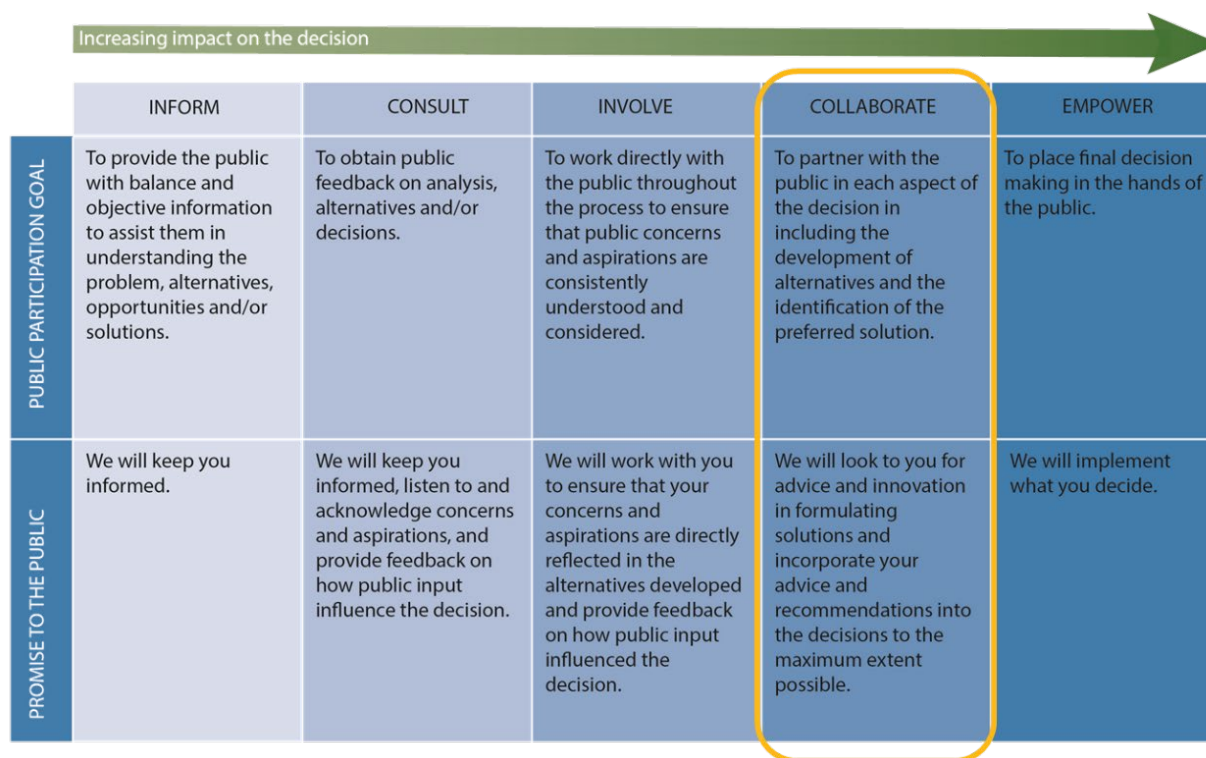


Figure 2 IAP2 Spectrum of engagement

## 2.4 Negotiables and Non-Negotiables

Table 1 below outlines the project negotiables and non-negotiables. The negotiables are the project elements that can be directly influenced through the engagement process. The non-negotiables are elements of the project that cannot be influenced due to technical, statutory or regulatory reasons (e.g. State policy, planning scheme requirements and inter-related strategies and policies).

Table 1 Project negotiables and non-negotiables

| UDF Element                                    | Negotiables<br><i>These have <b>not been</b> decided and <b>can be</b> influenced by panel</i>     | Non-negotiables<br><i>These have <b>already been</b> decided and <b>can't be</b> influenced by panel</i> |
|--|--|--|
| Vision, Strategic Approach, Guiding Principles |  | Not up for review/revision.  |
| Context/Background                             |  | Not up for review/revision.  |
| <b>Public Realm</b>                            |  |  |
| Street and public spaces                       | Opportunities to improve streets and public spaces.  | Road safety requirements<br>Traffic engineering requirements   |
| Open space                                     | Opportunities to provide additional public open space.   |  |
| Planting and tree canopy                       | Opportunities to 'green' Pakington North through increased planting and tree canopy cover.         | Objectives of the Urban Forest Strategy  |
| <b>Built form controls</b>                     |  |  |
| Heritage and local character                   | Opportunities to enable development while respecting the built heritage and character of the area. | What, why, how information.  |

| UDF Element                    | Negotiables<br><i>These have <b>not been</b> decided and <b>can be</b> influenced by panel</i>                                  | Non-negotiables<br><i>These have <b>already been</b> decided and <b>can't be</b> influenced by panel</i>   |
|--------------------------------|---|--|
| Building heights               | Locations where additional height can be accommodated to deliver on the Clever and Creative Vision and the Settlement Strategy. | What, why, how information: Why large sites need to be treated differently, transitions and rhythms, development economics, and ability to deliver on growth |
| Floor area ratios              | If a floor ratio tool should be introduced on specific locations and if so what the floor area ratio should be.                 | What, why, how information   |
| Site coverage                  | If site coverage areas should be introduced on specific locations and if so, what should the coverage be.                       | What, why, how information   |
| Solar access                   | Where solar access is important.  | What, why, how information: State Policy, what we have to work with. Additional protection for solar panels.   |
| Interfaces                     | Opportunities for interface approaches in certain situations (e.g. interface with side or rear boundaries)                      | What, why, how information   |
| <b>Access and Movement</b>     |   |  |
| Demand for additional movement | How we manage the demand for additional movement  | What, why, how information   |
| Parking                        | Opportunities to mitigate potential impacts of increased development on residential parking.                                    | What, why, how information   |
| Traffic flow                   | Opportunities to mitigate potential impacts of traffic flow along local residential streets.                                    | What, why, how information   |



# 3 Forming the Panel

The following section summarises how a diverse community Panel will be formed, including its size, the participant mix, and the recruitment process, to be reflective of the wider study area community.

## 3.1 Size of the Panel

Consideration for the size of the Panel includes a large enough group for diversity of views and small enough to have in-depth conversation and achieve collective agreements. For this project it is recommended that the Panel be made up of up to 60 people and no less than 43.

The lower limit allows for confidence that the group will be reflective of the municipal community profile. For the population of Geelong, a sample size of 43 people will deliver a margin error of 15% in the Panel's ability to represent community sentiment (see [qualtrics.com/blog/calculating-sample-size/](https://qualtrics.com/blog/calculating-sample-size/)). This is considered acceptable given the final decision will sit with Council.

## 3.2 Participation mix

While the study area is site-specific, the final participant mix will reflect the demographic make-up of the broader community. Capire has reviewed the most recently available demographic information from the Australian Bureau of Statistics (ABS) 2021 Census and provided demographic and segmentation targets. The selection criteria recognises the high level of interest that extends beyond the geographic boundaries of Geelong West. A higher percentage is given to immediate residents and business owners of the Pakington North Precinct, whilst allowing opportunity on the Panel for community and stakeholders with a diversity of interests (e.g. visit, work, study in the area).

Note the target make-up of the Panel, as shown in Table 2, may not all be possible in the final selection. Where targets cannot be met, participant numbers as close as possible to the target will be achieved. Note the target composition uses the participant recruitment pool of 66 participants to allow for a ~10% dropout, which is common in a project such as this where the commitment hours are significant (e.g. 5 x sessions).

Table 2 Target participation mix for the Panel

| Category<br>(in order of priority) | Criteria and Representation target (%)  | Selection target (#) |
|------------------------------------|---|----------------------|
| Relationship to the Study area     | • A resident of the area (minimum of 60% across the locations as described in Location category)  | 40                   |
|                                    | • A local business owner (target of 30% of total panel makeup, with a diversity of 'use' e.g. hospitality, retail, commercial, etc.)          | 20                   |
|                                    | • Work, visit or study on Pakington Street (10%)  | 7                    |
| Location                           | From answer to the above... relationship to the following location:   | 20                   |
|                                    | • Pakington North Study Area (bound by Gordon Avenue, Church Street, Shannon Ave and Latrobe Terrace) (30%)                                   |                      |
|                                    | • Geelong West- Manifold Heights-Herne Hill (30%)   | 20                   |
|                                    | • Immediate neighboring suburbs to the above (30%)  | 20                   |
|                                    | Other (outside of study area) (10%)   | 7                    |
|                                    | <i>Note: participants will be asked for their residential address and selection will include aiming for a diverse geographic distribution</i> |                      |
| Gender                             | • Male (45%)  | 30                   |
|                                    | • Female (49%)  | 33                   |
|                                    | • Identify as other (6%)  | 3                    |
| Age                                | • under 18 opportunity with Youth Council (minimum x 2)   | 4                    |
|                                    | • 18 - 24 years (9%)  | 8                    |
|                                    | • 25 - 34 years (14%)   | 11                   |

| Category<br>(in order of priority)   | Criteria and Representation target (%)   | Selection<br>target (#) |
|--|--|-------------------------|
|  | <ul style="list-style-type: none"> <li>35 - 49 years (19%)</li> </ul>  | 14                      |
|  | <ul style="list-style-type: none"> <li>50 - 59 years (12%)</li> </ul>  | 9                       |
|  | <ul style="list-style-type: none"> <li>60 - 69 years (12%)</li> </ul>  | 9                       |
|  | <ul style="list-style-type: none"> <li>70+ (14%)</li> </ul>  | 11                      |
| <b>Affiliated interest</b>   | <ul style="list-style-type: none"> <li>I am affiliated with an active interest group (please specify) (20%)<br/>(nb: maximum of 5 representatives from any one group)</li> </ul> | 13                      |
|  | Note: this is to ensure diversity and mix of views and interests, not as a criteria to include or exclude.   |                         |
| <b>Duration/ How Long you have been a resident, business owner or had a connection (approx.) – as described in your answer to Q 1.</b> | <ul style="list-style-type: none"> <li>Less than 12 months</li> </ul>  | 17                      |
|  | <ul style="list-style-type: none"> <li>1-4 years</li> </ul>  | 16                      |
|  | <ul style="list-style-type: none"> <li>5-10</li> </ul>   | 16                      |
|  | <ul style="list-style-type: none"> <li>11+</li> </ul>  | 17                      |
| <b>Previous engagement with Council</b>  | <ul style="list-style-type: none"> <li>Within the last 12-months (25%)</li> </ul>  | 16                      |
|  | <ul style="list-style-type: none"> <li>Within the last 3-years (35%)</li> </ul>  | 23                      |
|  | <ul style="list-style-type: none"> <li>Never or longer than 3-years (40%)</li> </ul>   | 26                      |
| <b>Traditionally under-represented groups</b>  | <ul style="list-style-type: none"> <li>Aboriginal or Torres Strait Islander (&gt;2%), <i>minimum of 3 people</i></li> </ul>  | 3                       |
|  | <ul style="list-style-type: none"> <li>A person with disability (7%)</li> </ul>  | 5                       |
|  | <ul style="list-style-type: none"> <li>Carer (14%)</li> </ul>  | 9                       |
|  | <ul style="list-style-type: none"> <li>LGBTIQ+ (4%)</li> </ul>   | 3                       |
|  | <ul style="list-style-type: none"> <li>Speak a language other than English at home (e.g. Mandarin, Punjabi (growing), Italian...) (12%)</li> </ul>                               | 9                       |
|  | <ul style="list-style-type: none"> <li>Born overseas (e.g. UK, India, NZ, Philippines, China, Italy, Croatia, Germany, Netherlands) (18%)</li> </ul>                             | 12                      |
| <b>Housing Tenure</b>  | <ul style="list-style-type: none"> <li>Own home/mortgage (66%)</li> </ul>  | 44                      |
|  | <ul style="list-style-type: none"> <li>Renter (23%)</li> </ul>   | 15                      |
|  | <ul style="list-style-type: none"> <li>Public or Social housing (3%)</li> </ul>  | 2                       |
| <b>Housing Type</b>  | <ul style="list-style-type: none"> <li>Free standing (85%)</li> </ul>  | 56                      |
|  | <ul style="list-style-type: none"> <li>Apartment / unit (14%)</li> </ul>   | 10                      |
| <b>Family Composition</b>  | <ul style="list-style-type: none"> <li>Families with children (27%)</li> </ul>   | 20                      |
|  | <ul style="list-style-type: none"> <li>Couples without children (27%)</li> </ul>   | 20                      |
|  | <ul style="list-style-type: none"> <li>One parent families (11%)</li> </ul>  | 9                       |
|  | <ul style="list-style-type: none"> <li>Group household (4%)</li> </ul>   | 5                       |
|  | <ul style="list-style-type: none"> <li>Lone household (17%)</li> </ul>   | 7                       |

### 3.3 Recruitment and selection

Recruitment will take place through an expression of interest (EOI) process. Council will utilise corporate communication channels, draw on interest from previous engagement, reach out to community networks and undertake a mail invitation to households and business owners in the study area.

All communications will include information about the different perspectives we want to hear from and the Panel process including the session dates. Those who wish to submit an expression of interest form will access a digital link that will capture information about them and help Capire match them to the target criteria. See Appendix A for draft EOI form.

### 3.4 Panel remuneration and support

The EOI invitation will also promote a financial remuneration and seek information from interested community members on what additional support they may require to be part of the Panel process. Table 9 Implementation plan details the recruitment stages and timeline.

- Each participant will be offered remuneration, to thank them for their time and efforts. The remuneration includes \$100 for taking part in all 5 sessions (20 hours in total). Participants will receive this 'stipend' at the conclusion of all four sessions and will be remunerated pro-rata (i.e., for the number of sessions they attended).
- The provision of any additional supports to fully participate in sessions will be asked for during Panel confirmation (e.g., transport, childcare, large print format, translation or interpreting, dietary requirements, spaces for cultural practices, etc.)

# 4 Panel session design

## 4.1 Overview

The panel will come together over four in-person sessions early 2024, located at the Geelong West Town Hall, to co-design the UDF. A fifth session will be held in April 2024, to seek panel endorsement for the draft UDF, prior to Council endorsement. Participants will be asked to attend all sessions, totalling 20 hours. Participants will also be asked to engage in pre and post-activities such as pre-reading, responding to surveying or additional reading between sessions, etc. The session structure, and tentative dates and times are below. Note that detailed session plans will be prepared before each session and include specific activity details, the timing for each activity, roles and responsibilities, and facilitation notes.

Table 3. Panel session overview

| Session              | #1. Setting the scene and understanding drivers for change  | #2. The public realm  | #3. Built form   | #4. Access and movement  | FINAL Session– Panel endorsement<br>*Council-led   |
|----------------------|---|---|--|--|--|
| Tentative Date       | Thursday, mid February (TBC)  | Saturday, end February (TBC)  | Saturday, mid March (TBC)  | Saturday, end March (TBC)  | 18 April 2024 (TBC)  |
| Time                 | 3-hours, (e.g. 5.30pm – 8.30pm)   | 5-hours, (e.g. 9.30am – 2.30pm)   | 5-hours, (e.g. 9.30am – 2.30pm)  | 5-hours (e.g. 9.30am – 2.30pm)   | 2-hours (e.g. 6.00pm – 8.00pm)   |
| Objectives           | <ol style="list-style-type: none"> <li>To introduce participants to the role, purpose and outcomes of the Panel (including the remit and negotiables / non-negotiables)</li> <li>Establish Panel ground rules for working together</li> <li>To introduce the planning challenges currently faced by City of Greater Geelong</li> <li>To build participant knowledge by sharing critical background information through a series of expert presentations and ‘deep dive’ discussions</li> <li>To reach an agreed understanding on the key drivers for change, challenges to be addressed and preferred future use/s</li> </ol> | <ol style="list-style-type: none"> <li>To recap on session 1</li> <li>To build participant knowledge on public realm focusing on challenges and opportunities via expert presentations and ‘deep dive’ discussions</li> <li>To develop community recommendations for Public Realm, answering the following questions: <ul style="list-style-type: none"> <li>How do we improve our streets and public spaces?</li> <li>How can we fit everything in / manage competing demand?</li> <li>How can we provide additional open space?</li> <li>How can we provide more planting, tree canopy cover etc.?</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>To recap on session 2 and present City officers updated public realm section of the UDF</li> <li>To build participant knowledge on built form controls focusing on challenges and opportunities via expert presentations and ‘deep dive’ discussions</li> <li>To develop community recommendations for Built Form Controls: <ul style="list-style-type: none"> <li>Heritage and character e.g., How can we enable development while respecting the built heritage and character of the area?</li> <li>Building heights</li> <li>Floor area ratios</li> <li>Site coverage</li> <li>Solar access</li> <li>Interfaces</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>To recap on session 3 and present City officers updated built form section of the UDF</li> <li>To build participant knowledge on access and movement focusing on challenges and opportunities via expert presentation and ‘deep dive’ discussions</li> <li>To develop community recommendations for Access and Movement, answering the following questions: <ul style="list-style-type: none"> <li>How do we manage the demand for additional movement?</li> <li>How do we mitigate potential impacts on parking and traffic flow?</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>To recap on overall process to develop the panel recommendations and core elements of the draft UDF</li> <li>For City officers to present the draft UDF, including how panel recommendations and outputs have informed the draft</li> <li>To confirm areas of support, areas for additional consideration and panel endorsement of the draft UDF, prior to Council endorsement</li> </ol> |
| Agenda               | <ul style="list-style-type: none"> <li>Welcome, scope, purpose and ‘promise’</li> <li>Presentations: <ul style="list-style-type: none"> <li>The planning process and the role of a UDF, Q&amp;A</li> <li>The ‘why’ for a UDF in Geelong West</li> <li>Overview of how a UDF is prepared</li> <li>Development Economics and understanding the scale of development and what’s feasible</li> <li>Presentation from HSPS group</li> </ul> </li> <li>Table discussions / group activity</li> <li>Further info the required by the Panel</li> <li>What to share with the wider community</li> <li>Close / next steps</li> </ul>    | <ul style="list-style-type: none"> <li>Welcome, scope, purpose, recap</li> <li>Setting the scene with new experts <ul style="list-style-type: none"> <li>Landscape architect</li> <li>Placemaking</li> <li>Wadawurrung vision is presented (tbc)</li> </ul> </li> <li>Table discussion / activities to brainstorm e.g. ideation</li> <li>Table discussion / activities to prioritise and agree on recommendations e.g., (through ‘pair and share’)</li> <li>What to share with the wider community</li> <li>Close / next steps</li> </ul>   | <ul style="list-style-type: none"> <li>Welcome, scope, purpose, recap</li> <li>Setting the scene with new experts <ul style="list-style-type: none"> <li>Heritage and character (including existing successful measures)</li> <li>Building heights and interfaces</li> <li>Floor area ratios</li> <li>Site coverage</li> <li>Solar access</li> </ul> </li> <li>Table discussion / activities to achieve built form controls / informed by the agreed key drivers for change and challenges (session 1 output)</li> <li>What to share with the wider community</li> <li>Close / next steps</li> </ul>   | <ul style="list-style-type: none"> <li>Welcome, scope, purpose, recap</li> <li>Setting the scene with new experts <ul style="list-style-type: none"> <li>Access and movement</li> </ul> </li> <li>Table discussion / activities e.g., ideation / brainstorming</li> <li>Table discussion / activities to prioritise and agree on recommendations e.g., (through ‘pair and share’)</li> <li>What to share with the wider community</li> <li>Reflection on process/evaluation</li> <li>Close / next steps</li> </ul>   | <ul style="list-style-type: none"> <li>Welcome, purpose of session</li> <li>Recap of overall process</li> <li>Presentation of draft UDF</li> <li>Panel discussion / activities to test levels of agreement/support</li> <li>Final panel endorsement</li> <li>Close / next steps</li> </ul>   |
| Engagement materials | <ul style="list-style-type: none"> <li>Presentations x 4</li> <li>Questions on Notice cards</li> <li>Tell Me Once cards</li> <li>Reflective worksheets e.g., ORID</li> <li>Template for sharing with community</li> </ul>   | <ul style="list-style-type: none"> <li>Presentation x 2</li> <li>Questions on Notice cards</li> <li>Tell Me Once cards</li> <li>Ideation worksheets</li> <li>Recommendation worksheets</li> <li>Template for sharing with community</li> </ul>  | <ul style="list-style-type: none"> <li>Presentations x 6</li> <li>Questions on Notice cards</li> <li>Tell Me Once cards</li> <li>Activity worksheets</li> <li>Template for sharing with community</li> </ul>   | <ul style="list-style-type: none"> <li>Presentation x 1</li> <li>Questions on Notice cards</li> <li>Tell Me Once cards</li> <li>Ideation worksheets</li> <li>Recommendation worksheets</li> <li>Template for sharing with community</li> <li>Evaluation Survey</li> </ul>  | <ul style="list-style-type: none"> <li>Presentation x 1</li> <li>Voting/polling materials (tbc)</li> </ul>   |
| Panel outputs        | <ol style="list-style-type: none"> <li>Panel ground rules</li> <li>Agreement on challenges and drivers</li> <li>Communique to wider community</li> </ol>  | <ol style="list-style-type: none"> <li>Longlist of public realm responses</li> <li>Agreed set of recommendations for public realm to guide the development of the UDF</li> <li>Communique to wider community</li> </ol>   | <ol style="list-style-type: none"> <li>Longlist of built form control responses</li> <li>Refined list of built form control recommendations to guide the development of the UDF</li> <li>Communique to wider community</li> </ol>  | <ol style="list-style-type: none"> <li>Longlist of access and movement responses</li> <li>Refined list of access and movement recommendations to guide the development of the UDF</li> <li>Communique to wider community</li> </ol>  | <ol style="list-style-type: none"> <li>Endorsement of draft UDF</li> </ol>   |

## 4.2 Informing a new UDF proposal

The outputs of the Panel sessions will inform the new Pakington North UDF. After the final session the project team will update the UDF and present back to the Panel for review and endorsement. At this final (fifth) session, the project team will recap on the session outputs and work with the Panel to sign off on the new UDF.

The new UDF, will then go to Council for adoption, currently planned for mid 2024.

## 4.3 Building informed participation

Building informed participation is critical for the Panel to work effectively. Providing the necessary information to the Panel also helps build transparency and trust in the process. The following tools will be used through the Panel process to help build informed participation:

- Pre-reading pack (see Table 4 for the suggested table of contents and who will lead the preparation of the content)
- Content expert presentations to be delivered during the sessions
- Opportunity for Panel members to ask questions and seek additional information to build understanding.

*Table 4 Suggested table of contents for a pre-reading pack*

| Table of contents  | Content lead                      | Length  |
|--|-----------------------------------|---------|
| Welcome to the Community Panel (includes public promise and how the outputs will be adopted/inform Council decision making)                  | City (e.g. Letter from CEO/Mayor) | 1 page  |
| Introduction to the project, background and context setting (e.g., how these fits in with broader planning system, other UDFs approved, etc) | City                              | 2 pages |
| What the community has told us to date (overview of previous consultation findings)  | City                              | 2 pages |
| The Community Panel's role (what is expected of Panel members, what they can expect of the process, and the outputs)                         | Capire                            | 2 pages |
| Who do I contact if I need support?  | Capire                            | 1 page  |

## 4.4 Reports

Following the delivery of each session, Capire will prepare a summary document. These summary documents will be approximately two pages long. They will summarise the discussions and outcomes from each session.

After completing the final Panel session, Capire will collate all Panel session outcomes into a combined Panel report. This will be prepared for a public audience.

Capire will also prepare a process and evaluation report that will include more detail on how the Panel established the outputs and an evaluation of the process.

# 5 Implementation plan

Outlined below is the implementation plan, this includes the indicative key dates (that may be subject to change) and responsibilities.

Table 5 Implementation plan

| Activity                              | Tasks  | Tentative Date                               | Lead                                |
|---------------------------------------|--|--|-------------------------------------|
| <b>Community group engagement</b>     | Meeting/s with Help Save Pakington Street community group  | 21 February 2023<br>24 March 2023<br>14 July | Capire<br>Capire<br>Capire/<br>City |
|                                       | CoGG City officers follow up with community group  | 20 April 2023                                | City                                |
| <b>Council endorsement</b>            | Engagement Strategy endorsement at Council Meeting   | 24 October 2023                              | City                                |
| <b>Panel recruitment</b>              | EOI form opens on Have Your Say Geelong  | 6 November 2023 (TBC)                        | City                                |
|                                       | Promotion of EOI   | 6 November - 6 December 2023 (TBC)           | City                                |
|                                       | EOI form closes  | 6 December 2023 (TBC)                        | City                                |
|                                       | Panel member selection   | 7- 12 December 2023 (TBC)                    | Capire                              |
|                                       | Email successful Panel members   | 13 – 16 December 2023 (TBC)                  | Capire                              |
|                                       | Email unsuccessful Panel members   | 18 December 2023 (TBC)                       | Capire                              |
|                                       | Welcome email and pre-session reading (Information Pack)   | January 2024 (TBC)                           | Capire                              |
|                                       |  |  |                                     |
| <b>Panel pre-reading pack</b>         | Develop section of pre-reading pack  | From 25 October 2023                         | Capire                              |
|                                       | Develop section of pre-reading pack  | From 25 October 2023                         | City                                |
|                                       | Review pre-reading pack content  | By 6 December 2023                           | Capire                              |
|                                       | Approve pre-reading pack content   | By 16 December 2023                          | City                                |
| <b>Session design</b>                 | Book venue and catering  | From 25 October 2023                         | City                                |
| <b>Session design and preparation</b> | Develop draft runsheets and materials  | From 25 October 2023                         | Capire                              |
|                                       | Contact expert speakers / presenters   | From 25 October 2023                         | City                                |
|                                       | Finalise runsheets and materials   | By 20 December 2023                          | Capire                              |
| <b>Session delivery</b>               | Confirm expert speakers / presenters   | By 20 December 2023                          | City                                |
|                                       | Session #1   | mid February 2024 (TBC)                      | Capire                              |
|                                       | Session #2   | End February 2024 (TBC)                      | Capire                              |
|                                       | Session #3   | mid March 2024 (TBC)                         | Capire                              |
|                                       | Session #4<br>Note:<br><i>Sessions to be delivered between 5 February and 18 March 2023.<br/>Recommend not having 4 x Saturdays in a row</i> | End March 2024 (TBC)                         | Capire                              |
| <b>Reports</b>                        | Session #1 outcome report  |  | Capire                              |
|                                       | Session #2 outcome report  |  | Capire                              |

|                             |  |  |        |
|-----------------------------|--|--|--------|
|                             | Session #3 outcome report                      |  | Capire |
|                             | Session #4 outcome report                      |  | Capire |
|                             | Panel recommendation report                    | By end March 2024                          | Capire |
|                             | Draft Process and evaluation report            | By mid April 2024                          | Capire |
|                             | Review of Process and Evaluation Report        | TBC  | City   |
|                             | Final Process and Evaluation Report            | By 26 April, TBC                           | Capire |
| <b>Updated UDF proposal</b> | Use panel outputs to update UDF proposal       | Iterative throughout panel session process | City   |
|                             | Panel endorsement of UDF proposal <sup>2</sup> | end April 2024                             | City   |
|                             | Council meeting to adopt UDF proposal          | TBC (e.g. June 2024)                       | City   |

# 6 Keeping the broader community informed

The following tools are suggested for the City's consideration to keep the broader community involved in the engagement process, (final details to be determined with the Corporate Communication team)

## **1. Session summaries and sharing with the wider community**

Providing summaries of the Panel sessions for the broader community to give them a sense of the process builds trust and credibility. Included in the session design, is time for Panel members to 'author the public communication message. The Panel members will discuss and confirm the way they want to communicate their experiences of being involved in the community Panel process. For example, this could be 'vox pop' style self-recorded videos, short summary 'news articles' or social media posts that are shared on social media and Council's engagement platform.

## **2. Final report**

The final report will provide an overview of the Panel process, session outlines, the Panel's recommendations, and the next steps. Sharing this report with the broader community will enable a transparent process.

## **3. Have Your Say page**

Updates on the Panel process, timelines and recommendations could be communicated through the Have Your Say webpage to keep the broader community informed.



# 7 Evaluation

The evaluation framework and the experience of participants will guide the monitoring and evaluation of the project.

## 7.1 Participant experience

A benchmark survey will be established to monitor participants' experience through the Panel process, with data collected at the beginning and conclusion of the Panel process. The survey will focus on the five key result areas with associated performance indicators for each.

1. Trust and confidence in Council
2. Civic participation
3. Knowledge of how Council plans for growth and development including the UDF function
4. Barriers to participation

### **Key result area 1: Trust and confidence in Council**

- I am confident that Council will honour the outcomes of this process
- I trust that Council actively supports community involvement in decision making
- I have a positive perception of Council regarding how it plans for growth and development

### **Key result area 2: Civic participation (include definition of civic participation)**

- I feel confident engaging in civic decision-making processes
- I feel I have the skills and knowledge to contribute to decision-making processes
- I am confident in my fellow Panel members to be able to work together through this process

### **Key result area 3: Knowledge of Council planning environment**

- I understand what decisions are within Council control and influence
- I understand the economic and legislative environment Council is operating within
- I understand the broader challenges/issues impacting growth and development in Greater Geelong

### **Key result area 4: Barriers to participation**

- What might stop you from getting involved in Council decision making processes?

## 7.2 Evaluation framework

This framework outlines key evaluation indicators based on the engagement objectives.

Table 6 Evaluation and monitoring

| Engagement objectives  | Evaluation Measure  | Evaluation tools  |
|--|---|---|
| To recruit a panel of community members reflective of the diversity of the (wider) Geelong West community  | <ul style="list-style-type: none"> <li>Ensuring the Panel membership is, to the best of its ability, reflective of the Geelong population</li> <li>Ensure the Panel membership captures people who have a broad range of connection and interest in the study area</li> </ul> | <ul style="list-style-type: none"> <li>Final Panel selection</li> </ul>   |
| To understand community aspirations and concerns regarding the UDF and future developments of Pakington North Precinct to inform design of the new UDF | <ul style="list-style-type: none"> <li>All Panel members have the ability to contribute their ideas, aspirations and recommendations to the final outputs</li> </ul>  | <ul style="list-style-type: none"> <li>Panel member evaluation survey</li> <li>Panel report</li> <li>Lessons Learnt Workshop</li> </ul> |
| To ensure an open, transparent engagement process that community members and stakeholders are confident in informing design of the UDF                 | <ul style="list-style-type: none"> <li>The reporting of the outputs are presented in a way that maximises their value to Council's decision-making</li> <li>The Panel report shares the Panel's deliberations and final recommendations.</li> </ul>                           | <ul style="list-style-type: none"> <li>Lessons learnt meetings</li> <li>Panel report</li> <li>Panel member evaluation survey</li> </ul> |
| To increase community understanding of the planning process and how the UDF will facilitate sustainable development.                                   | <ul style="list-style-type: none"> <li>Panel members demonstrate a higher level of understanding as a result of their participation</li> </ul>  | <ul style="list-style-type: none"> <li>Panel member evaluation survey</li> </ul>  |
| To co-design with the Panel, a new Urban Design Framework for Pakington North Precinct that is understood and supported                                | <ul style="list-style-type: none"> <li>The co-design outputs are relevant and able to be used by City officers to draft a new UDF</li> <li>Panel satisfaction with the process</li> </ul>   | <ul style="list-style-type: none"> <li>Panel report</li> <li>Panel member evaluation survey</li> </ul>                                  |

# Appendices

## APPENDIX A: Panel expression of interest form

*The City of Greater Geelong is preparing an Urban Design Framework\* to guide future development in the Pakington North Precinct to revitalise the area and help accommodate demand for new homes, retail, services and jobs. On this basis, what are the community's recommendations for the future development of the Pakington North Precinct?*

\*The Urban Design Framework will consider how people use the streets and public spaces, how they will move about, how the local character will be preserved, and the styles and use of future buildings and other places.

City of Greater Geelong is calling upon community and stakeholders of Geelong West / Pakington North Precinct Study area to join the Community Panel to co-design a new Urban Design Framework (UDF) for the Pakington North Precinct.

The Panel is a diverse group, reflective of the Geelong community who have an interest in the Pakington North Precinct study area. The Panel will work together to prepare recommendations and directions for a new Pakington North Precinct UDF.

The Panel will be given key information to gain a greater understanding of the challenges and opportunities of this precinct and provide the time and support to deliberate over key questions under the themes of Public Realm, Built Form and Access and Movement and provide a set of recommendations.

The Panel's key output is an endorsed UDF, which will be prepared by the City's Urban Design team and reflect the Panel session outputs.

We are seeking expressions of interest from people who wish to take part in this collaborative process and join our Pakington North Precinct UDF Community Panel. We are looking forward to you contributing your thoughts and ideas for the future of this area, its people, and their communities.

### **What will this involve?**

Taking part will involve participation in the following sessions:

- Session 1: Thursday XX February 5.30 – 8.30pm (3 hours)
- Session 2: Saturday XX February 9.30am – 2.30pm (5 hours)
- Session 3: Saturday XX March 9.30 – 2.30pm (5 hours)
- Session 4: Saturday XX March 9.30am – 2.30pm (5 hours)
- Session 5: Thursday XX April 6:00-8:00 (2 hours)

Note: The fifth session will be delivered by Council prior to the draft UDF and recommendations report going to Council in 2024. This will be led by Council.

Participants will receive \$100 for taking part to acknowledge and thank you for time taken. You will also be supported with any additional supports as required, just let us know what you need when you complete your expression of interest (EOI).

### **How to express your interest?**

To express your interest in joining the Panel please complete the form below. If you have any trouble answering these questions, or prefer to provide your answers over the phone, please call XXX

#### **1. Please confirm that you can attend each of the sessions**

☐ Yes ☐ No

- Session 1: Thursday XX February 5.30 – 8.30pm (3 hours)
- Session 2: Saturday XX February 9.30am – 2.30pm (5 hours)
- Session 3: Saturday XX March 9.30 – 2.30pm (5 hours)

- Session 4: Saturday XX March 9.30am – 2.30pm (5 hours)
- Session 5: Thursday XX April 6:00-8:00 (2 hours)

## 2. Your details:

Your full name: [TEXT BOX]

Contact phone number: [TEXT BOX]

Email address: [TEXT BOX]

Residential Address: [TEXT BOX]

Preferred method of contact

☐ Phone      ☐ Email

**3.What suburb do you live in?** [MUTIPLE CHOICE] NOTE: we will need to ask for residential address or pin drop on a map so we can identify geographic mix

☐ Geelong West - ☐ Manifold Heights

☐ List of Neighbouring suburbs

☐ Outside of study area

## 4.How old are you?

☐ Under 17

☐ 18 - 24 years

☐ 25 - 34 years

☐ 35-49 years

☐ 50 - 59 years

☐ 60 - 69 years

☐ 70+ years

## 5. What do you identify your gender as?

☐ Male

☐ Female

☐ I identify as other [TEXT BOX]

## 6. Which of the following apply to you? [MULTIPLE RESPONSE]

☐ Aboriginal or Torres Strait Islander

☐ A person with disability

☐ A carer

☐ Member of the LGBTIQ+ community

☐ Born overseas

☐ Speak a language other than English at home\*

\*If selected, what languages other than English do you speak at home?

[TEXT BOX]

**7. What best describes your housing situation?**

- ☐ Own home / mortgage
- ☐ Renter
- ☐ Public housing tenant
- ☐ Other [TEXT BOX]

**8. What best describes your housing type?**

- ☐ Separate house / free standing
- ☐ Apartment / unit
- ☐ Other [TEXT BOX]

**9. What best describes your family composition?**

- ☐ Family (with child/ren of any age)
- ☐ Couples without children
- ☐ One parent family
- ☐ Group household
- ☐ Lone household

**10. What is your relationship to the study area? Please select the one that most closely aligns with your connection**

- ☐ A resident of the (identified study) area
- ☐ A local business owner (list address of business)
- ☐ Work in the area (list address of business)
- ☐ Visitor to the area
- ☐ Study in the area (list location of school/ education centre)

**11. How long has your relationship to the study area been?**

- ☐ Less than 12 months
- ☐ 1-4 years
- ☐ 5-10
- ☐ 11+

**12. Please indicate any interest group you are affiliated with (please list which group) (e.g.... formal or information community-based network)**

**13. Please indicate your participation in a local or state government community engagement activity?**

- ☐ Within the last 12 months
- ☐ Within the last 3 years
- ☐ Never, or longer than 3 years ago

**14. What is your interest in joining the Community Panel?**

[TEXT BOX]

**14. Is there anything we can do to support you to participate in the panel?** (e.g., translation services, support to get to the session etc.)

[TEXT BOX]

**15. Please declare any potential conflict of interest(s) that may impact your ability to serve as a panel member?** For example, you are a Councillor, employee, or family member of CoGG Councillor or employee. You are an elected Member of Parliament, or you are a candidate.

[TEXT BOX]

**Capire Consulting Group**

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Capire acknowledges  
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the Traditional Owners  
of the Victorian land.

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**Corporation**

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