

# Pakington North Precinct UDF Community Panel

Selection Report  
18 January 2024



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Capire Consulting Group and any person(s) acting on our behalf is committed to protecting privacy and personally identifiable information by meeting our responsibilities under the Victorian Privacy Act 1988 and the Australian Privacy Principles 2014 as well as relevant industry codes of ethics and conduct.

For the purpose of program delivery, and on behalf of our clients, we collect personal information from individuals, such as e-mail addresses, contact details, demographic data and program feedback to enable us to facilitate participation in consultation activities. We follow a strict procedure for the collection, use, disclosure, storage and destruction of personal information. Any information we collect is stored securely on our server for the duration of the program and only disclosed to our client or the program team. Written notes from consultation activities are manually transferred to our server and disposed of securely.

Comments recorded during any consultation activities are faithfully transcribed however not attributed to individuals. Diligence is taken to ensure that any comments or sensitive information does not become personally identifiable in our reporting, or at any stage of the program.

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## Consultation

Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/consultation activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our consultation activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

# Establishing the Community Panel

Council engaged Capire Consulting Group (Capire) to lead the independent recruitment and selection of the Pakington North Precinct Urban Design Framework (UDF) Community Panel and facilitation of the co-design sessions. The following section summarises the process undertaken to form a diverse Community Panel, and was prepared on the 18 January 2024.

## Seeking expressions of interest

Council launched an expression of interest (EoI) process to recruit community and stakeholders of Pakington North Precinct to join the Community Panel to provide directions and recommendation for the new Urban Design Framework (UDF).

The EoI opportunity was open for six weeks, from 25 October 2023 to 6 December 2023 on Council's Your Say Website (<https://yoursay.geelongaustralia.com.au/pakonorthcommunitypanel>). Interested community members and stakeholders were asked to complete an online form. Council contact details were also provided on the website for community members to ask questions and get support with completing the form over the phone or receive a hard copy.

The opportunity was widely promoted through Council corporate communication channels and City staff networks as follows:

- media releases
- advertisements in CityNews and newsletters
- over 4000 letters to landowners and occupiers in Geelong West
- email campaign to subscribers to Have Your Say (over 2000 emails), previous submitters and Advisory Committees
- a social media campaign, which included targeted notifications to people in a 2km radius to Pakington North Precinct and,
- posters on notice boards and in shop windows in the study area, including on the big screen in the Geelong West Library, and pamphlets left in shops.

The Help Save Pakington Street Facebook group also actively promoted and shared the opportunity.

The EoI form asked for personal information about the respondent to support Capire in ensuring a diverse range of backgrounds, experiences and opinions are included in the Community Panel. Questions included:

- residential or commercial street address (to achieve a geographic mix)
- age group
- gender
- social and economic diversity questions
- housing tenure and type
- family composition
- relationship to the Pakington North Precinct study area and duration of the relationship
- affiliated business group, community group, or interest group.

The form also gathered contact details, any support the respondent might need to participate in the sessions and an open-ended question asking what the interest is for wanting to join the panel.

A total of 118 people submitted an EoI form.

## Participant selection

From those who submitted their interest, Capire randomly selected respondents to match the target criteria (endorsed by Council at meeting in October 2023).

Council and Capire developed the target criteria to:

- ensure geographic spread in the immediate and surrounding areas of the study area
- ensure a mix of connections to the study area
- ensure a mix of experiences and future aspirations of the study area.

To be selected, respondents needed to be able to attend all sessions and have no conflicts of interest (for example, a close direct relationship to a City officer or elected representative).

The selection process happened over two stages:

1. Capire de-identified applications and undertook the random selection from the 118 community members who submitted their expression of interest. 66 community members were contacted via email and phone, offering a place on the Community Panel and seeking RSVPs. Through this process, several selected participants were no longer able to participate.
2. Capire undertook additional selection to fill in gaps left by stage one.

From 66 identified and invited, a total of 62 people were confirmed, and recruited to form the Community Panel. This has achieved the target of a panel of 60 participants.

## Final panel member make-up

While all best efforts are made to reach the targets, this is not always possible and is dependent on who applies. The final mix of participants meets the minimum target across a number of criteria, acknowledging that there are several gaps in representation due to low numbers of applicants in some criteria. Capire will consider these gaps in the session design, to ensure those voices who are not 'in the room' are considered. This may include a presentation from a youth or school group, empathy mapping and introducing persona's.

- Capire is confident that the panel mix represents a diversity of demographics, experiences and interests from people with a connection to the Pakington North precinct and who will have various interests and impacts in future decision making through the UDF process. There were no applicants under 18, and only 1 x applicant 18-24. This person was invited to the panel.
- All applicants who indicated their residential or business address to be in the area bound by the Pakington North Study area (bound by Gordon Avenue, Church Street, Shannon Ave and Latrobe Terrace) were invited on to the panel, however not all accepted or confirmed within the timeframe (selected applicants were asked to RSVP within 1 week of receiving contact from Capire).
- There was some interpretation between choosing 'Visitor' to the study area and 'Resident' of the study area as primary connection, hence why the Visitor category appears over-represented, and Resident appears under-represented. The vast majority of panel members indicated their suburb as Geelong West – this included 10 people from the immediate study area and an additional 33 from Geelong West-Manifold Heights-Herne Hill area. Other applicants indicated their residence as North Geelong (6), Newtown (3) or Geelong (3). A geographic map was used to assist selection to achieve a geographic spread. This has not been shared publicly due to privacy protection.
- Many applicants had several connections and interests to the study area including being a resident, a business owner, and representing a specific age or diversity cohort. Applicants who represented a connection to the immediate study area were selected as a priority. These applicants also met other targets such as business ownership or age groups. The next selection of applicants were those who represented geographic diversity, and then those who indicated they ran a business or had a commercial land connection. This was to ensure both resident and business and commercial interests were able to be fairly represented. From this a broad range of targets were met such as gender, age, housing type and length of time connected to the area.
- 26 panel members indicated an affiliation with a business, community, or interest group relevant to the study area. These included local schools and kindergartens, the neighbourhood house, environmental groups, Urban Development Institute of Australia (1), Property Council of Australia (1), Geelong West Business Association (1), Geelong West Traders Association (2) and Help Save Pakington Street group (5). This information assisted in being able to identify and include a broad range of interests, knowledge, and backgrounds for the panel.

- 19 panel members indicated their primary connection to the study area as a local business owner (8 responses) or they reside or visit and also have a commercial or property development interest in the study area (11 responses). Note: the number of panel members who own commercial land was either explicitly indicated by the applicant in response to 'what is your relationship to the area' or interpreted based on the self-described interest in joining the community panel.
- Applicants were over-represented in the 35-59 age groups. A large number of this group met priority residential and business/commercial targets. This has resulted in the panel having an over-representation in this age group, which is not uncommon for deliberative engagement projects as this is commonly a life stage where people have the ability to commit to a longer-term engagement process.
- All applicants who indicated they were relatively new to the area (5 years or less) were invited to participate to ensure a diversity of experiences, However the number of applicants were low. Applicants who had a long connection to the study area (11+) years were over-represented in the EOI's and were picked up in the priority targets, indicating the interest in this project is high in people who have lived in the area for a longer period of time.

Category (in order of priority)	Criteria and Representation target (%)	Selection target # (based on 62 participants)	Selection achieved
<b>Relationship to the Study area</b>	• A resident of the area (minimum of 60% across the locations as described in Location category)	37	33
	• A local business owner (target of 15% of total panel makeup, with a diversity of 'use' e.g. hospitality, retail, commercial, etc.)	9	8
	• Commercial interest/connection (15%)	9	11
	• Work or study in the area (5%)	3	2
	• Visitor to the area (5%)	3	19
<b>Location</b>	From answer to the above... relationship to the following location:		
		20	10
	• Pakington North Study Area (bound by Gordon Avenue, Church Street, Shannon Ave and Latrobe Terrace) (30%)		
	• Geelong West- Manifold Heights-Herne Hill (30%)	20	33
	• Immediate neighboring suburbs to the above (30%)	20	12
	Other (outside of study area) (10%)	6	7
	<i>Note: participants will be asked for their residential address and selection will include aiming for a diverse geographic distribution</i>		
<b>Gender</b>	• Male (45%)	29	28
	• Female (49%)	30	32
	• Identify as other (6%)	3	2
<b>Age</b>	• under 18 opportunity with Youth Council (minimum x 2)	4	0
	• 18 - 24 years (9%)	5	1

Category (in order of priority)	Criteria and Representation target (%)	Selection target # (based on 62 participants)	Selection achieved
	<ul style="list-style-type: none"> <li>25 - 34 years (14%)</li> </ul>	9	10
	<ul style="list-style-type: none"> <li>35 - 49 years (19%)</li> </ul>	12	22
	<ul style="list-style-type: none"> <li>50 - 59 years (12%)</li> </ul>	7	11
	<ul style="list-style-type: none"> <li>60 - 69 years (12%)</li> </ul>	7	12
	<ul style="list-style-type: none"> <li>70+ (14%)</li> </ul>	8	7
<b>Affiliated interest</b>	<ul style="list-style-type: none"> <li>I am affiliated with an active interest group (please specify) (20%) <i>(nb: maximum of 5 representatives from any one group)</i></li> </ul>	12	26
<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	3
	<ul style="list-style-type: none"> <li>1-4 years</li> </ul>	16	12
	<ul style="list-style-type: none"> <li>5-10</li> </ul>	16	18
	<ul style="list-style-type: none"> <li>11+</li> </ul>	17	27
<b>Previous engagement with Council</b>	<ul style="list-style-type: none"> <li>Within the last 12-months (25%)</li> </ul>	16	25
	<ul style="list-style-type: none"> <li>Within the last 3-years (35%)</li> </ul>	23	14
	<ul style="list-style-type: none"> <li>Never or longer than 3-years (40%)</li> </ul>	26	23
<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	2
	<ul style="list-style-type: none"> <li>A person with disability (7%)</li> </ul>	5	5
	<ul style="list-style-type: none"> <li>Carer (14%)</li> </ul>	9	2
	<ul style="list-style-type: none"> <li>LGBTIQ+ (4%)</li> </ul>	3	4
	<ul style="list-style-type: none"> <li>Speak a language other than English at home/Born Overseas (12%)</li> </ul>	9	2
	<ul style="list-style-type: none"> <li>Born overseas (e.g. UK, India, NZ, Philippines, China, Italy, Croatia, Germany, Netherlands) (18%)</li> </ul>	12	8
<b>Housing Tenure</b>	<ul style="list-style-type: none"> <li>Own home/mortgage (66%)</li> </ul>	44	49
	<ul style="list-style-type: none"> <li>Renter (23%)</li> </ul>	15	9
	<ul style="list-style-type: none"> <li>Public or Social housing (3%)</li> </ul>	2	1
	<ul style="list-style-type: none"> <li>Other</li> </ul>	0	3
<b>Housing Type</b>	<ul style="list-style-type: none"> <li>Free standing (85%)</li> </ul>	56	52
	<ul style="list-style-type: none"> <li>Apartment / unit (14%)</li> </ul>	10	8
<b>Family Composition</b>	<ul style="list-style-type: none"> <li>Families with children (27%)</li> </ul>	20	28

Category	Criteria and Representation target (%)	Selection target # (based on 62 participants)	Selection achieved
(in order of priority)	<ul style="list-style-type: none"> <li data-bbox="424 304 836 333">• Couples without children (27%)</li> </ul>	20	19
	<ul style="list-style-type: none"> <li data-bbox="424 371 772 400">• One parent families (11%)</li> </ul>	9	3
	<ul style="list-style-type: none"> <li data-bbox="424 439 732 468">• Group household (4%)</li> </ul>	5	1
	<ul style="list-style-type: none"> <li data-bbox="424 506 732 535">• Lone household (17%)</li> </ul>	7	14

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



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