

Frankston City Council

Community Vision and Strategic Plan Engagement

Summary of Community Engagement Findings



Contents

Introduction.....	3
Project Overview.....	3
Engagement purpose and scope.....	4
Engagement Methodology.....	4
Participation.....	5
Key findings.....	6
Community feedback on the Community Vision.....	7
Community feedback on Council Services.....	8
Healthy and safe communities.....	10
Well planned and liveable city.....	11
Sustainable environment.....	12
Progressive and engaged city.....	13
Community strength.....	15
Thriving economy.....	16
Appendices.....	17
Appendix 1. Characteristics of participants.....	17
Appendix 2 Participation by residential suburb.....	18
Appendix 3. Gender comparison of priorities for Council plan outcomes.....	18

Introduction

Frankston City Council are required to develop a long-term, transparent approach to planning under the Local Government Act 2020 (the Act). The process includes engaging with its community to review the Community Vision and develop the Council Plan, including a review of the Financial Plan and Asset Plan.

Project Overview

The first Community Vision was adopted by Council on 28 June 2021, making this the second time the Frankston City community has been engaged to support the development of a Community Vision and Council Plan. Key plans developed/reviewed during the 2020-2022 strategic plan consultations included:



In accordance with the legislative requirements of the Act, these plans for the next four-year planning cycle will be developed through community consultation and deliberative engagement and are expected to be reviewed by 31 October 2025.

Engagement purpose and scope

This project has three stages:



Phase 1

Was used to understand community sentiment and priorities for the Community Vision, Council Plan, Financial and Asset plans.



Phase 2

Is deliberative engagement with the Community Panel to review Frankston City Council's Community Vision 2040 and provide recommendations to Council to assist the development of a new four-year Council Plan, and the review of the Financial Plan and Asset Plan.



Phase 3

Is the review and update of the Vision and Plans, and opportunity for community comment on the draft Council Plan.

This summary report provides an overview of the key findings from Phase 1 broad engagement. Please review the full engagement summary report for further detail.

The purpose of the broad engagement phase was to explore what matters most to the community to identify the community's needs and priorities.

Engagement Methodology

Community engagement for Phase 1 was conducted from 18 March to 31 May 2024. Engagement activities consisted of an online and hardcopy survey, community pop-ups, stakeholder workshops, staff workshops and intercept surveys.



Participation

Phase 1 engagement activities involved a total of 1,361 participants. Table 1 shows the breakdown by engagement activity.

Table 1. Participation by Engagement Activity

Engagement Activity	No.	%
Survey feedback collected at community pop-ups/ intercepts (in 22 locations across the municipality)	882	64.8
Online surveys (Engage Frankston)	281	20.6
Staff workshops (2)	114	8.4
Stakeholder workshops (12)	84	6.2
Total	1,361	100

Of the 1,154 participants who provided demographic details, 59.7% were women, 33.7% were men and 1.2% identified as non-binary, 0.3% used other terms and 5.1% chose not to state their gender. As with many community engagement projects, women were over-represented and men were underrepresented compared to their proportion of the Frankston community. See Appendix 1.

The age profiles of participants shown in Appendix 1 demonstrate this engagement had the highest level of engagement from those aged 35-49 years, who were overrepresented compared to their proportion of the Frankston population. Participants aged 5-11 years and 12-17 years were also over-represented, whilst older age groups 60+ were under-represented.

Overall 84.1% (n=896) of the participants lived in the City of Frankston in the suburbs shown in Appendix 2. Compared to the proportions counted in the 2021 Census, there was under-representation from the Skye and Carrum Downs community and over-representation from the Seaford community.



Key findings

This broad engagement program aimed to gather feedback on the Community Vision statement and the future directions for the new Council Plan. Engagement questions testing the Community Vision were focussed on the relevance and appropriateness of the Vision statement.

Engagement questions regarding the Council Plan were structured under the different outcomes of the current Council Plan:

- Healthy and safe communities
- Community strength
- Sustainable environment
- Well planned and liveable city
- Thriving economy
- Progressive and engaged city.

Engagement questions were centred on assessing the relative priorities of these six outcomes and the desired level of service delivery for 60 different services.

The following sections present the findings from the online survey, community pop-ups and stakeholder workshops. Findings are presented in two sections:



Community
feedback on
the Community
Vision



Community
feedback on the
Council Plan



Community feedback on the Community Vision

Survey and pop-up participants were presented with the current Community Vision statement for Frankston City 2040 and asked to provide feedback on whether they felt it was relevant, meaningful and fit-for-purpose. When asked if the Community Vision 2040 describes the future Frankston City participants would like to see, there were a total of 949 respondents with 717 answering 'Yes', 183 answering 'Unsure' and 49 answering 'No'.

When asked which words in the Vision community members connected with the most, the top words that were most aligned to participants' vision for the future were as follows. The strong connection with these words suggests they should be retained in any revised Vision statement:

- Safe (n=266)
- Clean (n=187)
- Inclusive (n=186)
- Green (n=164)

Lastly, participants were asked to describe their vision for Frankston City 2040. There were a total of 210 responses to this question. The common themes that emerged from these discussions were:

- **Attractive lifestyle for visitors and residents (n=60)**
 - Participants who described their vision for Frankston as a family-friendly area with a vibrant atmosphere.
- **Welcoming and embracing diversity of all kinds (n=47)**
 - Participants in this group commonly suggested changing the Vision statement to remove 'culturally' before the word 'inclusive', to expand the idea of 'inclusive' to other groups, in particular; LGBTIQ+ community, disabled community, all ages and different socioeconomic backgrounds.
- **Sensitively planned City (n=47)**
 - Participants in this group described a Vision that ensured equity, access, liveability, sustainability and environmental responsibility through strategic and urban planning that is responsive to the natural environment, evidence-based, sustainable and community-centred.
- **A city with diverse opportunities (n=27)**
 - Participants in this group envisioned a Frankston that presented a greater variety of opportunities and choices for residents in terms of local education and work opportunities and housing diversity.
- **Supportive and equitable City (n=26)**
 - This group described a greater level of programming and service provision for vulnerable people to support safety and wellbeing for all.
- **Connected to each other and engaged (n=15)**
 - Participants who desired more social cohesion, opportunities for social connection, neighbourliness and civic engagement. Participants in this group also described a desire for a sense of community across different suburbs and a shared identity across the municipality.
- **Affordable (n=12)**
 - Participants in this group mentioned the cost of living and wanted more affordable housing, education, parking, leisure activities, rents for local businesses and a Council that was financially responsible.



Community feedback on Council Services

Participants were asked to rank the six outcomes under the Council Plan in order of importance from 1 being the most important to 6 being the least important. There was a total of 777 responses to this question. The rankings are expressed as weighted average ranks where the lower score indicates a higher priority (e.g. received more “1” and “2” priorities).

Appendix 3 compares the rankings given by men and women:

- Healthy and safe communities: priority #1 for both men and women however women considered it more of a priority (lower score of 2.30 versus score of 2.43 by men).
- Sustainable environment: priority #2 for both men and women and similar scores.
- Community strength: priority #3 for women and priority #4 for men.
- Well-planned and liveable city: priority #3 for men and priority #4 for women.
- Thriving economy: priority #5 for men and priority #6 for women.
- Progressive and engaged city: priority #6 for men and priority #5 for women.

Looking at the specific services Council offers, the top 10 services participants indicated they wanted more focus on, by majority view, are presented in Table 2.



Table 2. Top 10 individual services participants wanted Council to focus more on

Council Plan Outcome	Service area	MORE
Sustainable environment	Planting and protecting trees to create cooler, greener streets and open spaces	81.1%
Healthy and safe communities	City safety: initiatives to ensure community safety (e.g. monitored security cameras, crime prevention, school crossings)	75.5%
Community strength	Initiatives that improve safety and wellbeing related to homelessness	74.5%
Thriving economy	Creating vibrant public spaces	71.4%
Community strength	Initiatives that prevent violence against women and promote gender equality	70.5%
Well planned and liveable city	Provide a safe, connected and accessible transport network	70.2%
Well planned and liveable city	Plan connections between walking, riding and driving	69.3%
Healthy and safe communities	Health and wellbeing programs (all ages): support to access healthy food, support to reduce harm from gambling, tobacco, e-cigarettes, alcohol and drug use	68.0%
Well planned and liveable city	Planning and advocating for affordable housing to help prevent homelessness	67.5%
Sustainable environment	Protection of native animals and biodiversity	64.5%
Community strength	Initiatives that strengthen respect and value of diversity, social inclusion and mental wellbeing	63.1%

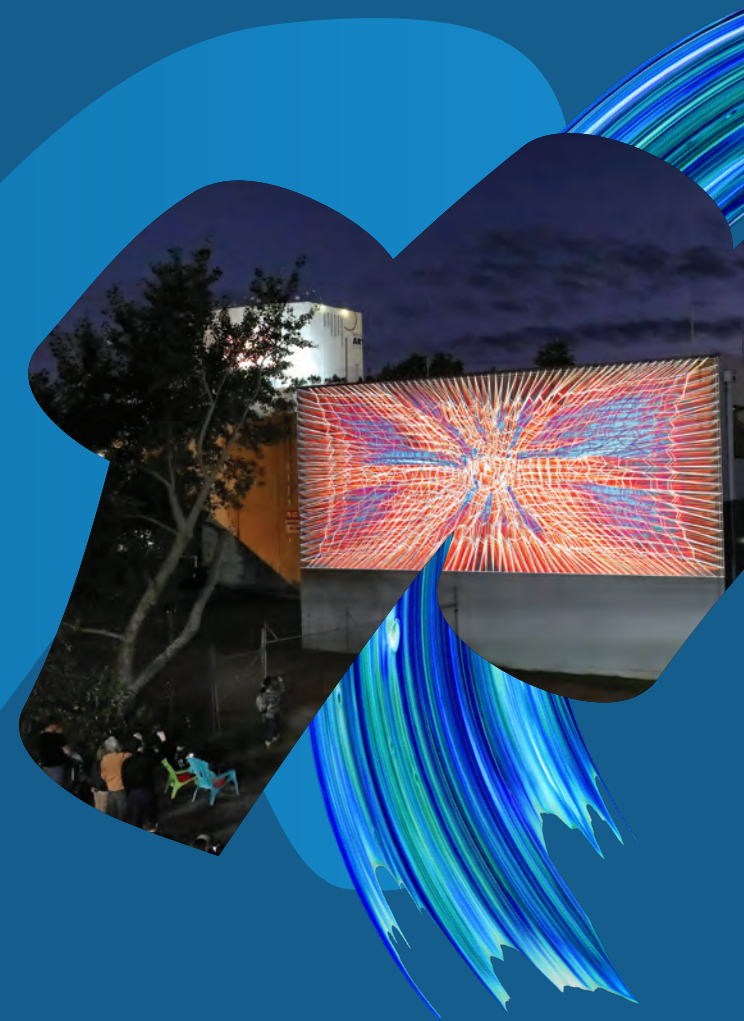
Data sources: Survey, community pop ups

Looking at the specific services Council offers, the top 10 services participants indicated they wanted less focus on, by majority view, are presented in Table 3.

Table 3. Top 10 service areas where participants wanted Council to focus less on

Council Plan Outcome	Service area	LESS
Well planned and liveable city	Easy access to e-bikes and e-scooters	42.2%
Well planned and liveable city	Effective and responsible parking enforcement	28.4%
Progressive and engaged city	Smart cities including smart parking, real-time road maintenance alerts	18.5%
Progressive and engaged city	Online digital customer service	15.5%
Healthy and safe communities	Animal management and pet registration	15.1%
Progressive and engaged city	City connectivity including wi-fi in public places, interactive signage	13%
Healthy and safe communities	Managing sporting groups and their needs for facilities and grounds	12.8%
Healthy and safe communities	Supporting sports clubs to be inclusive and welcoming for all	12.7%
Thriving economy	Provide business development and training to our business community	12.1%
Sustainable environment	Assist the community in reducing the impacts of climate change	11.7%

The following presents community feedback by outcome and service area.



Healthy and safe communities

This outcome of the Council Plan covers the following service areas: Community Health, Sports and Recreation and Community Safety. This outcome received the most feedback from engagement participants with a total of 611 respondents.

When asked to indicate their desired service mix for this outcome, the top services participants would like Council to focus more on were:

	City safety: initiatives to ensure community safety	75.5%
	Health and wellbeing programs	68%
	Services for our ageing population	56.6%

The top services participants would like Council to focus less on were:

	Animal management and pet registration	15.1%
	Managing sporting groups and their needs (e.g. facilities, grounds)	12.8%
	Supporting sports clubs to be inclusive and welcoming for all	12.7%

When asked about community safety initiatives, overwhelmingly, participants wanted to improve safety in Frankston in terms of crime and antisocial behaviour. Participants understood Frankston as feeling unsafe with a number of social issues like homelessness, mental illness and Alcohol and Other Drug (AOD) issues as contributing factors. Participants mentioned key areas for improvement, particularly in the central business

district, public places like shopping strips and public transport stops (n=47).

When asked about community health, participants prioritised the expansion of health programs and services particularly for mental health, aged care, healthy eating and exercise (n=13), social connection (n=9), and early intervention or harm reduction (n=9). Participants understood the potential roles of Council in partnering with external organisations, providing service navigation, referral or consumer advice.

When asked to give feedback on sports and recreation, participants shared mixed views; desiring less money spent on sports, as clubs were understood as better placed to manage themselves. Conversely, the second most mentioned theme was a desire for supporting improved uptake with affordable sports and inclusion programs to get the most use from existing facilities (n=27).



Well planned and liveable city

This outcome of the Council Plan covers the following service groups: Transport connectivity, Parking and City Planning. This outcome received feedback from 486 respondents.

When asked to indicate their desired service mix for this outcome, the top services participants would like Council to focus more on, were:

-  Provide a safe, connected and accessible transport network 70.2%
-  Plan connections between walking, riding and driving 69.3%
-  Planning and advocating for affordable housing to help prevent homelessness 67.5%

Participants wanted less focus on e-bike and e-scooter services (21.6%)

The most common detailed feedback provided by participants was the desire for increased free parking, particularly in the central business district area. Participants felt the lack of free parking in Frankston made the area inconvenient for visitors and shoppers and contributed to decline in the city centre (n=115) and the desire to extend active transport routes and connections across the municipality (n=82).

There was also a sentiment among participants that public transport connections and services across Frankston were lacking, suggesting more could be done to expand train and bus services, create more reliable services and develop connections across the municipality without having to travel to the central business district (n=46).

Participants were divided on planning and development topics, with some groups desiring increased affordable housing and housing diversity (n=25), others pointing to increased development to revitalise the city centre and other suburbs (n=9), people wanting sensitive development (n=12) and others wanting to limit development to preserve natural places, protect public access to the foreshore and maintain height limits (n=10).



Sustainable environment

This outcome of the Council Plan covers the following service groups: biodiversity and open space, climate change action, integrated water and waste and recycling. This outcome received feedback from 485 respondents.

When asked to indicate their desired service mix for this outcome, the top services participants would like Council to focus more on were:

-  Planting and protecting trees to create cooler, greener streets and open spaces 81.1%
-  Protection of native animals and biodiversity 64.5%

Participants had mixed views on Council's service delivery of 'assisting the community to reduce the impacts of climate change' with 62.0% wanting Council to focus on this **more** and 11.7% wanting Council to focus on this **less**.

Overall, the bulk of mentions made suggestions to increase various public amenities in open spaces across the municipality (n=76), improved maintenance of existing public spaces (n=53), improved kerbside waste services in Frankston (n=44) and increased waste education programs (n=36). Participants wanted expanded governance, infrastructure and technology to support climate action (n=27) such as increased electric vehicle charging, neighbourhood power networks and changes to the planning scheme to embed sustainability into new builds and focus on making climate action affordable.

Community members largely shared that they were not aware of how water is managed in Frankston or did not have the expertise to comment on this topic but highlighted concerns about flooding and inadequate drainage in areas (n=20).



Progressive and engaged city

This outcome describes Council's internal and customer facing services; customer experience, technology and innovation, Council strategy, and asset management. This outcome received feedback from 388 respondents.

When asked to indicate their desired service mix for this outcome, the top services participants would like Council to focus more on were:

- | | | |
|---|--|-------|
|  | Community engagement to support participation in council decision-making | 61.5% |
|  | Advocating with all levels of government and other stakeholders | 55.1% |

Community members wanted Council to focus less on:

- | | | |
|--|--|-------|
|  | Smart cities: including smart parking, real-time road maintenance alerts | 18.5% |
|  | Online digital customer service | 15.5% |
|  | City connectivity: including wi-fi in public places, interactive signage | 13% |

Community members had mixed views on Smart cities: including smart parking, real time road maintenance alerts with 43.8% wanting Council to focus on this **more** and 13% wanting Council to focus on this **less**.

Community members also had mixed views on Online digital customer service, with 49.8% wanting the **same** level of focus, and 15.5% wanting Council to focus on this **less**.

When asked to provide reasons, the most common theme that emerged was positive feedback on Council's customer service (n=22). A common suggestion among participants was to improve information sharing and promotion of Council events, services and updates. Participants mentioned that they often did not know what is on offer in Frankston in terms of programming, events and tourist information but also in terms of service offerings and support programs (n=22).



Participants highly valued Council’s in-person and paper-based services - particularly for older people and those without access to technology - suggesting these could be expanded in terms of opening hours or service locations (n=19). A number of participants also specifically requested divestment from areas such as smart parking, smart cities, public Wifi and 5G as they were seen as more costly than beneficial to the community (n=20).

When asked about what participants felt Council should advocate to other levels of government, the most common areas were:

-  Improved infrastructure, particularly roads, trails, streetscapes and public amenity. n=36
-  Partnerships and funding for community programs and support for vulnerable people n=33
-  Improved public transport n=18

Affordable housing and asset management were treated as separate advocacy areas in this engagement and findings are reported in section 5.3.5.

When asked about particular asset management services, participants understood these services as a core function of the Council in which timely maintenance, repair and general management formed business as usual (n=26). These comments related to assessments of Council owned assets, security, cleaning and maintenance of Council managed buildings, Council managed roads, and energy saving and emissions reduction in Council owned buildings. Participants also noted other public spaces that require attention, particularly roads, paths, streetscape and public amenities (n=25). Suggested improvements for Council’s asset management included: improving accessibility, safety and sustainability (n=14).



Community strength

This Council Plan outcome describes Council's community development programs and arts and culture programs. This outcome received feedback from a total of 379 participants.

When asked to indicate their desired service mix for this outcome, the top services participants would like Council to focus more on were:

- | | | |
|---|---|-------|
|  | Initiatives that improve safety and wellbeing related to homelessness | 74.5% |
|  | Initiatives that prevent violence against women and promote gender equality | 70.5% |
|  | Initiatives that strengthen respect and value of diversity, social inclusion and mental wellbeing | 63.1% |

Some community members wanted Council to focus less on exhibitions and public art: street art and sculptures (11.2%) though more participants wanted the same level of service for this (46.8%).

Free text feedback presented a clear desire for increased services and programs focused on homelessness and crisis support (n=30). Participants wanted greater outreach to people in crisis and links to programs like AOD services, and mental health. Participants saw a need for more youth programs and support for disengaged young people (n=13). Overall, participants wanted more community events and festivals in Frankston (n=19) and shared positive feedback for the current arts programming (n=19).



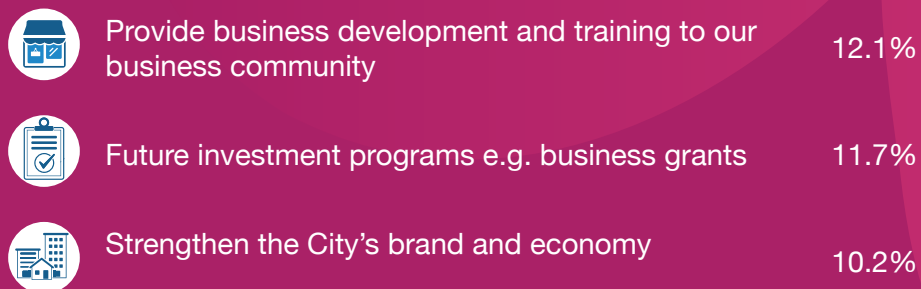
Thriving economy

This Council Plan outcome describes Council's programs that support businesses and industry. This outcome received feedback from a total of 364 participants.

When asked to indicate their desired service mix for this theme, the top services participants would like Council to focus more on were:



Community members wanted Council to focus less on:



The bulk of free text mentioned a desire for activation and revitalisation of parts of Frankston, particularly the city centre (n=93). Participants reflected that the central business district felt empty, unkempt and lacking; suggesting that they would like development, maintenance, and improved public amenity (n=24). Considering City branding, participants had mixed views with the majority of participants desiring to transform Frankston's 'bad reputation' into a family friendly area that has enviable natural beauty, lifestyle and outdoor activities (n=22) and others who felt City branding was not necessary.



Appendices

Appendix 1. Characteristics of participants

Selected characteristics	No	%	2021 Census %
Gender			
Woman or female	689	59.7	51.1
Man or male	389	33.7	48.9
Non-binary	14	1.2	-
Prefer not to say	59	5.1	-
Use a different term	3	0.3	-
Total number of responses	1154	100	-
Age group			
0-4 years	12	1.0	6.2
5-11 years	106	9.1	8.7
12-17 years	119	10.2	7.1
18-24 years	82	7.1	7.7
25-34 years	138	11.9	13.7
35-49 years	344	29.6	21.0
50-59 years	123	10.6	13.0
60-69 years	112	9.6	10.8
70-84 years	77	6.6	9.6
85+ years	7	0.6	2.2
Prefer not to say	43	3.7	-
Total number of responses	1163	100	-

Selected characteristics	No	%	2021 Census %
Communities of interest			
Person with a disability (responses)	107	34.3	
Speak a language other than English at home (responses)	103	33.0	11.3
Part of the LGBTQIA+ community (responses)	78	25.0	-
Aboriginal and/or Torres Strait Islanders (responses)	24	7.7	1.3
Total number of responses	312	100	-
Identified with one or more of the communities (participants)	254	22.3	-
Prefer not to say (participants)	188	16.5	-
None of these applied (participants)	695	61.1	-
Total number of participants (online survey and community pop-ups/ intercepts)	1,361	100	-

Data sources: Survey, community pop-ups. Data source for 2021 Census data is <https://profile.id.com.au/frankston/>

Appendix 2 Participation by residential suburb

Suburb	No.	%	2021 Census %
Frankston	239	26.7	26.8
Seaford	211	23.5	12.4
Langwarrin-Langwarrin South	149	16.6	17.9
Frankston South	120	13.4	13.5
Carrum Downs	76	8.5	15.8
Frankston North	44	4.9	4.1
Skye	29	3.2	5.8
Sandhurst	28	3.1	3.7
Prefer not to answer	48	4.5	-
Outside Frankston City	122	11.4	-
TOTAL	1,066	100	100

Data sources: Survey, community pop-ups. Data source for 2021 Census data is <https://profile.id.com.au/frankston/>



Appendix 3. Gender comparison of priorities for Council plan outcomes

Council Plan Outcomes	Weighted average rank (lower is better)	Priority (1=higher)	Weighted average rank (lower is better)	Priority (1=higher)
	Men/males		Women/females	
Healthy and safe communities: Safety, ageing, children, library, kinder, sport	2.43	1	2.30	1
Sustainable environment: Parks, playgrounds, waste, protect environment	2.96	2	2.98	2
Community strength: Support people in need, grants, emergency relief	3.47	4	3.10	3
Well-planned and liveable city: Parking, roads, footpaths, bike paths	3.26	3	3.45	4
Thriving economy: Festivals, events, businesses, planning permits	4.23	5	4.54	6
Progressive and engaged city: Rates, finances, customers, buildings, technology	4.31	6	4.47	5