Conversation CARAVAN

Frankston City 2040

COMMUNITY ENGAGEMENT OUTCOMES REPORT

June 2021



Executive Summary

Overview

Between August 2020 and May 2021, Frankston City Council undertook a rigorous community engagement program to develop the Frankston City 2040 Community Vision and Council Plan 2021-2025. The Frankston City 2040 sets the community's vision, key aspirations and priorities that the Council and the community will work towards to deliver the shared future.

All Victorian councils must develop a community vision statement as set out in the Local Government Act 2020. The results of this community engagement program will help to directly inform the development of Frankston City Council's key plans:

- Frankston City 2040 Community Vision
- Council Plan 2021-2025 (inclusive of Municipal Health and Wellbeing Plan)
- Long Term Financial Plan 2021-2031
- Annual Budget 2021-2025 and Revenue & Rates Strategy 2021-2025.

There are four stages of engagement in this project:

- Stage 1: August to September 2020 – Open consultation with the whole community (Mixed Method)
- Stage 2: November to February 2021– Deliberative engagement with a representative Community Panel (Online Workshops)
- Stage 3: April to May 2021 – Public exhibition of the Draft Community Vision 2040 with the whole community (Online, Targeted Conversations)
- Stage 4 May 2021 – Re-convening of the Community Panel (Online Workshop).

Each stage builds on the previous stage, both in the data collected and the intensity of engagement. Outcomes from this engagement program will inform all of Council's key plans.

Stages 1, 2 and 4 were delivered online to ensure community members were kept safe during the 'stay at home directive' during the COVID-19 pandemic.

Engagement activities delivered during Stage 1 consisted of online engagement platform using Social Pinpoint, online workshops, targeted community workshops (including youth), children's activity, online survey, telephone interviews, ideas wall, Facebook posts and a Facebook Live.

Engagement activities delivered during Stage 2 consisted of six community panel workshops, each workshop run for either two or three hours in duration.

Engagement activities in Stage 3 were delivered by Frankston City Council and consisted of online survey and targeted conversations with stakeholder groups. See Attachment 1 Community Engagement Summary Public Exhibition.

An online workshop was delivered in Stage 4.

Key Findings

- During Stage 1, a total of 1293 contributions were received from people who live, work, study or visit Frankston City who participated in various engagement activities. Summarised below are the key findings from Stage 1 in priority order.
    - Frankston community most values the coastline and marine life and use of foreshore and beach; they also value access to open space and protection, enhancement of biodiversity. Across both areas, the Frankston community hope this access and enjoyment won't change.
    - By 2040, the Frankston community hopes the Frankston Major Activity Centre and public space will be revitalised. This includes strengthening the economy, through diverse industry and local businesses.
    - By 2040, the Frankston community's big wish for Frankston is that there are greater opportunities for social connection through events, facilities for meeting and services to support the community.
- During Stage 2, 46 participants were recruited to the Frankston City 2040 Community Panel from an expression of interest of 180 people. This group delved deeper into the community aspirations and priorities and arrived at a community vision for Frankston City 2040 and the short-term and long-term priorities to achieve this vision, which will be used to assist with the development of the Council Plan 2021-2025.
- At the end of Stage 3, 19 panel members reconvened to discuss feedback collected through the Public Exhibition period and decide, what changes they (if any) they would make to the vision, aspiration and community priorities as a result.

Here are some direct community comments:

"I wish for Frankston to be fully inclusive of all races, ages and abilities and that we can take climate action together."

"A vibrant city space with more events and activities."

"Frankston CBD to be a safe, active and vibrant centre for commerce, shopping and dining."

"A bustling tourist hotspot, famous for sports, culture, arts, environmental forerunner and positive community."

"A stunning natural environment that is appreciated and cared for and used by residents and is a well-managed tourist destination."

"A sustainable environment that encourages healthy lifestyles and reduces its carbon footprint to lessen climate change."

"The main city centre of Frankston will be revitalised. It will be a beautiful, safe, inclusive social hub where all people will want to come and enjoy hospitality and a great community atmosphere. The city centre will feel safe and inclusive for all."

"More footpaths, more bike paths. Gardens designed for our ageing population."

Table of Contents

EXECUTIVE SUMMARY 2

Overview 2
Key Findings 3

1. INTRODUCTION 6

1. 1 Process to engage across Council's key plans 6
1.2 Purpose of this report 7
1. 3 What we knew before we started 7

2. METHODOLOGY 9

2. 1 Engagement Process Overview 9
2. 2 Engagement method detail 12
2. 3 Strategies to support participation 15

3. WHO PARTICIPATED? 17

3.1 Participation in Stage 1 17
3. 2 Age and Gender Stage 1 17
3.3 Local Areas and Place of Birth Stage 1 19
3. 4 Connection to Frankston City 20
3.5 Panel Member Demographics Stage 2 20

4. BROAD COMMUNITY PRIORITIES 22

4. 1 Data Analysis 22
4.2 Findings by Question 23
4.3 Findings by Local Area 24
4.4 Findings by Theme 26

5. DELIBERATING THE COMMUNITY VISION AND COUNCIL PLAN PRIORITIES 47

5.1 Overall approach 47
5.2 Provision of time and information 48
5.3 Resulting Frankston City 2040 Panel Report 51
5.4 Community Panel Member Evaluation 59

6. CLOSING THE LOOP 65

7. APPENDICES 66

Appendix 1: Context Review Detail Council's Current Focus 66

8. ATTACHMENTS 69

Attachment 1 Discussion Guide 69
Attachment 2 Community Panel Member Handbook (Terms of Reference) 69

1. Introduction

Conversation Caravan was engaged by Frankston City Council to design, deliver and evaluate an engagement approach to consult and collaborate with community and stakeholders on the preparation of Council's key plans:

- Frankston City 2040 Community Vision
- Council Plan 2021-2025 (inclusive of Municipal Health and Wellbeing Plan)
- Long Term Financial Plan 2021-2031
- Annual Budget 2021-2025
- Revenue & Rates Strategy 2021-2025.

This report sets out the future vision and aspirations for the community for a 20-year period and describes priorities that define future success. The Frankston City 2040 Vision and the information collected as part of this process, will help to inform subsequent Council Plans and strategies.

Purpose of the engagement is to:

- Seek input from the community and stakeholders to gain a deeper understanding of the key local issues that are important to the community along with the community's aspirations for the future of the municipality.
- Involve the community in Council's decision-making process to ensure the wider community needs and aspirations are considered in Council's strategic policies and plans.
- Gain honest and meaningful feedback from a cross-section of the community.
- Build the experience of Council Officers through the delivery of a deliberative engagement process.
- Meet Council's requirements to deliberate on key plans as advised through the Local Government Act 2020.

1. 1 Process to engage across Council's key plans

The Frankston City 2040 Community Vision and priorities were developed through deliberative engagement and will inform the Council Plan 2021 - 2025, Municipal Health and Wellbeing Plan 2021 – 2025 (to be integrated into the Council Plan), Long Term Financial Plan 2021 - 2031, Annual Budget 2021 - 2025 and Revenue & Rates Strategy 2021 - 2025.

Council will use this information to deliver services, programs and infrastructure in line with community aspirations and expectations through departmental work plans.

As this is the first time Council has used deliberative engagement to develop its Community Vision and corporate plans, deliberation will occur at Stages 2 and 4 at the IAP2 level of engagement: Collaborate.

There are three stages of engagement in this project, each stage builds on the previous stage, both in the data collected and the intensity of engagement. Outcomes from this engagement program will inform all of Council's key plans. The three engagement stages are:

- Stage 1: August to September 2020 – Open consultation with the whole community (Mixed Method)
- Stage 2: November to February 2021– Deliberative engagement with a representative Community Panel (Online Workshops)
- Stage 3: April to May 2021 – Public exhibition of the Draft Community Vision 2040 with the whole community (Online, Targeted Conversations)
- Stage 4 May 2021 – Re-convening of the Community Panel (Online Workshop).

1.2 Purpose of this report

This report summarises the key themes from Stage 1 the community consultation and presents the final panel report for Stage 2.

The findings from this report were used to inform the work of the Community Panel in Stages 2. It will also be released to the broader Frankston City community including those that participated previously.

1. 3 What we knew before we started

Prior to consulting on this project, a review of the plans and associated research was reviewed to identify community issues and priorities:

- Council Plan 2017 - 2021
- Community Plan 2017 - 2021
- Health and Wellbeing Plan 2017 - 2021
- Economic Development Strategy 2016 - 2022
- Greening Our Future: Environment Strategy 2014 – 2024.

From this review we can determine what remains a priority for the community, what are emerging priorities and what is no longer a priority. Please refer to Appendix 1 to review a more detailed context review.

Areas that were, and remain highly valued

- Foreshore and green spaces as key community assets.
- Revitalisation of the city centre continues to be a key community priority.

- Protection and sensitive development of the foreshore.
- Support for business and the local economy.
- Need for accessible and inclusive public infrastructure and amenities.
- Improvement to support recreation and exercise walking and cycling.
- Community interest in free and low-cost public events.
- Public art and eclectic street art culture.

Areas that were, and are still a priority

- Land use planning which balances community needs with the protection of the environment and open space.
- A shortage of social and affordable housing in the area; the need to advocate for more social and affordable housing.
- High rates of unemployment.
- High commercial vacancy rates in the Frankston Metropolitan Activity Centre (FMAC).
- Frankston's undeserved reputation; desire to improve Frankston's reputation.
- Advocacy for improved public transport and public transport infrastructure.
- Environment and sustainability to be a factor in all Council decision making.

Areas that have improved

Community safety was seen previously as a community issue. In previous engagements it was raised as an area for improvement, however, in current engagement, there is an almost equal balance of comments about feeling safe in public and needing to do more work in this area.

2. Methodology

Engagement with general community members took place from 17 August to 18 September 2020, with the Frankston City 2040 Community Panel deliberating from mid-November 2020 to late February 2021. Engagement activities were designed online around current COVID-19 safety advice.

2. 1 Engagement Process Overview

There are three stages of engagement in this project, each stage builds on the previous stage, both in the data collected and the intensity of engagement. Outcomes from this engagement program will inform all of Council's key plans. The three engagement stages are:

- Stage 1: August to September 2020 – Open consultation with the whole community (Mixed Method)
- Stage 2: November to February 2021– Deliberative engagement with a representative Community Panel (Online Workshops)
- Stage 3: April to May 2021 – Public exhibition of the Draft Community Vision 2040 with the whole community (Online, Targeted Conversations)
- Stage 4 May 2021 – Re-convening of the Community Panel (Online Workshop).

Below is an outline of the rationale and overall methodology for each stage of the engagement program.

Stage 1: Open consultation with the whole community, 17 August – 18 September 2020

Purpose: To explore what matters most to the community to identify the community's key priorities and aspirations for the future. To invite interest in the project and raise curiosity, and to profile why this project is important and ways to participate.

Key Input: Key plans of Council and previous research to inform our understanding

Desired Outcome:

- Report providing an analysis of the community and staff engagement
- Data and high-level community themes to inform the deliberative Community Panel
- Interested members for Community Panel.

Engagement Method:

- Online engagement platform using Social Pinpoint

- Survey (online, print and phone)
- Online community workshops (3)
- Targeted discussions (5)
- Online engagement through Ideas Wall tool
- Children's activity.

Key Engagement Questions:

- What do you value about the Frankston area and community?
- What do you hope won't change about the Frankston area and community over the next 20 years?
- When you imagine the Frankston area and community in 2040, what do you hope has been improved?
- What is your wish for what the Frankston area and community will be like in 2040?

Stage 2: Deliberative engagement with a representative Community Panel, 21 November 2020 – 20 February 2021

Purpose: To consider community feedback and establish a Community Vision, aspirations, short-term and long-term priorities to deliver the community vision and assist with the development of the Council Plan 2021-2025.

Key Input: Stage 1 community engagement report; key information relating to the role of Council; discussion guides; and statistical information on the Frankston City community today in 2020 and in 2040.

Desired Outcome:

- Community Panel Report detailing the vision, aspirations, short-term and long-term priorities.

Engagement Method:

- Online community panel workshops (6).

Key Engagement Questions:

- What is our community's shared vision for Frankston City 2040?
- What are our community's priorities?
- What should Council prioritise in the short term (4 years) and long term (10 years)?

Stage 3: Public exhibition of the Draft Community Vision 2040 with the whole community

Purpose: To test the Draft Community Vision 2040 to determine if it had captured the broader community's values and aspirations for the future of our municipality, and to determine if there were any elements that had been missed, needed to be added or explained more clearly.

Key Input: Draft Community Panel Report detailing the vision, aspirations, short-term and long-term priorities.

Key questions:

- Does the vision statement represent our community's values and aspirations for the future of the Frankston City area and community?
- Is there anything that is missing, needs more detail or not clearly explained?

Stage4: Re-convening of the Community Panel 25 May 2021

Purpose: To allow the panel to strengthen and finalise the Community Vision 2040.

Key Input: Stage 3 community engagement report as well as the Community Panel Report detailing the vision, aspirations, short-term and long-term priorities.

Desired Outcome:

- Refreshed Community Panel Report detailing the vision, aspirations, short-term and long-term priorities.

Engagement Method:

- Online community panel workshops (1) non mandatory session outside the official term of the panel.

Key Engagement Questions:

- Does this feedback strengthen or make the work of the panel clearer?

2. 2 Engagement method detail

Stage 1 Engagement Techniques

Detailed are the engagement techniques used for Stage 1.

Survey

The survey was available online and available to download and print. Requests could also be made to have a printed survey posted in the mail. Council staff conducted surveys by telephone, including with Home and Community Care clients who had volunteered to participate in engagement activities. They survey asked participants for some demographic information including gender, age, place of residence, place of business and country of birth.

The first set of questions presented the key engagement questions and allowed a free text response.

The second set of questions asked participants to reflect on their priorities and aspirations for the future of the Frankston area and community, and answer questions relating to the environment, services, wellbeing and economy by selecting answers from a list (selecting all that apply). Each question had an "other" option which allowed the participant to insert free text with their response.

Online Workshops and Targeted Conversations

The online workshops and targeted conversations were designed to obtain feedback on the four main engagement questions listed above in section 2.1. The online workshops and youth targeted conversations were facilitated by Conversation Caravan and Frankston City Council project staff, which provided an opportunity to delve deep into participants' responses.

Participants were provided information about the stages of the project and a presentation from Council staff outlining demographic information about Frankston City currently and predictions for 2040 in terms of population, housing and growth areas.

Targeted conversations were facilitated with the following groups:

- Youth Council
- General youth workshop
- Disability Inclusion and Access Committee
- Nairm Marr Djambana
- Age Friendly Ambassadors

Social Pinpoint Ideas Wall

Participants were invited to post a response to abbreviated versions of the four key engagement questions. These posts appeared on a wall of ideas where others could up/down vote or enter a discussion by commenting on a response.

Children's Activity

A worksheet was designed to ask primary school children to draw a picture of what they wish Frankston City will look like in 2040. They were also asked what they love about Frankston City, their wish for Frankston City 2040, what needs to be made better and what they want to keep for the future. The worksheet was available to download from the Social Pinpoint project page. Council staff promoted the activity to primary schools in Frankston City.

Facebook Posts and Live

Frankston City Council and Conversation Caravan promoted the project and engagement activities through Facebook. A Facebook live was also delivered by Conversation Caravan on the 9th of September 2020 to ask the community their wish for Frankston City 2040. Through Facebook there was a reach of 29,503 and 2,055 engagements. The sentiments for the posts and live were positive and constructive.

Stage 2 Engagement Techniques

Detailed are the engagement techniques used for Stage 2.

Online Community Panel Workshops

A key component of the project and requirement of the *Local Government Act 2020* was to engage the community in the deliberation of the Community Vision and Council Plan priorities. A deliberative approach can be described as a process of thoughtfully weighing up options, emphasising the use of logic and discussion as opposed to power struggle. Group decisions are generally made after deliberation through a vote of consensus of those involved.

Recruitment of the Panel was handled independently by Deliberately Engaging. An invitation was posted to every household in Frankston City, from here 180 expressions of interests were received and 46 residents appointed to the Community Panel.

The Frankston City 2040 Community Panel attended six online workshops, ranging from two to three hours in duration. Each workshop built on the information of earlier workshops and focused on a particular area of community interest.

Section 1: Understanding their role and building trust

The first part of the workshop program was focused on panel members understanding their role, the work of local government and creating trust in each other and in Council. Workshop sessions in this section were:

- **Workshop 1: Saturday 21 November 2020, 10:00am - 1:00pm:**
    - **Part 1 Building the foundations for Group Work:** Discussion the group's role, the role of Council and how the outputs will be used by Council.
    - **Part 2 Frankston City Council's role:** High level look at the levels of state and federal government and the role of local government. Introduction to integrated planning and how the Community Vision will be used to inform the work of Frankston City Council.
    - **Part 3 Frankston City Today:** Social research presentation to highlight the Frankston City community of 2020; work through findings from the consultation that relate to today, value, keep and everyday improvements.
- **Workshop 2: Tuesday 1 December 2020, 6:30pm - 8:30pm:**
    - **Part 4 Frankston City 2040:** Social research presentation to highlight the likely Frankston City community in 2040; work through findings from the consultation that relate to the future, wish and more complex improvements.
    - **Part 5 Consolidating what we've heard:** High level consideration of the community vision, with a focus on the intent. Consolidating all we have learnt, heard and experienced of Frankston City. What does our community want to experience more of? What pain do they want to avoid? What is going to be our biggest obstacle? What focus would do both?
- **Workshop 3: Saturday 12 December 2020, 10:00am to 1:00pm:**
    - **Part 6 Imagining the future:** Presentation by futurist Stephen Yarwood to excite and entice participants to think more broadly about what is possible for the future of Frankston City 2040.

Section 2 Working through broad areas of focus

The second part of the workshop program was spent working through six broad discussion topics. Time was spent at each meeting listening to an expert speaker from Frankston City Council talking about Council does currently or has planned and what the community priorities were through the Stage 1. A discussion about the aspirations and priorities for each theme were deliberated within smaller groups.

Prior to attending each workshop participants were given a comprehensive Discussion Guide on each topic. Refer to Attachment 2 to see the compiled Discussion Guides.

Workshop sessions in this section were:

- **Workshop 3: Saturday 12 December 2020, 10:00am to 1:00pm:**
    - Topic 1: Advocacy, governance and innovation
    - Topic 2: Natural environment and climate action.

- **Workshop 4: Saturday 30 January 2021, 10:00am to 12:00pm:**
  - Topic 3: Healthy families and communities
  - Topic 4: Vibrant and inclusive communities.
- **Workshop 5: Tuesday 9 February 2021, 6:30pm to 8:30pm:**
  - Topic 5: Industry, employment and education
  - Topic 6: Connected places and spaces.

Section 3 Deliberating on the vision and priorities

The third part of the workshop program was focused on refining the vision, themes, aspirations and short-term and long-term priorities. This fast paced session was held on:

- **Workshop 6: Saturday 20 February, 2021 10:00am to 1:00pm:**
  - Deliberating on the Frankston City 2040 Vision.
  - Deliberating on the aspirations and priorities across the six discussion topics.

Section 4 Strengthening the vision and priorities

The final part of the workshop program was focused on refining the vision, themes, aspirations and short-term and long-term priorities as a result of feedback collected through the public exhibition period. This workshop was not compulsory for panel participants to attend. This session was held on:

- **Workshop 7: Tuesday 25 May, 2021 6:15 pm to 8:45 pm:**
  - Refining and deliberating on the Frankston City 2040 Vision.
  - Refining and deliberating on the aspirations.
  - Review of the priorities across the six discussion topics (four topics done during the workshop, two topics covered via an online survey).

2. 3 Strategies to support participation

Community participation was supported through the following initiatives across all stages:

- **Communications Campaign:** Run through Frankston City Council and Conversation Caravan. Included promotion on Council's corporate channels and social media as well as installation of signage in prominent places across the Frankston City community.
- **Dedicated Project Page:** A dedicated project page was created on both Council's corporate website and via Social Pinpoint to provide a consistent location for the community to access information and participation via the engagement activities (survey, ideas wall).

Community participation was support through the following initiatives across Stage 1:

- **Phone Surveys and Hard Copies:** Calling or providing a hard copy survey to participants without access to a personal handheld device or the internet. Phone surveys were held with a range of residents, including Home and Community Care clients who had volunteered to participate in engagement activities.
- **Leveraging Council's Connections:** Council Officer connections used to increase uptake and participation in the project. Family Health Support Services helped to distribute the children's activity; Youth Services facilitated two workshops with the Youth Council and general youth population. The Policy, Planning and Environmental Strategies Department facilitated conversations with special interest groups and advisory committees.
- **Incentivisation:** Incentives were used in the form of a prize draw for participants completing a survey; attendee voucher for young people who attended the general youth workshop online; and a prize for schools that participated.

Community participation was support through the following initiatives across Stage 2:

- **Direct mail:** All Frankston City households received an invitation to nominate for the Community Panel.
- **Training on online tools**: People that required additional support using online meeting tools like Zoom and DropBox were invited to attend a training session.
- **Dedicated Panel Information Folder:** Panel members had access to a DropBox folder that contained all of the necessary information to undertake their role and discussions on the panel.
- **Member reminders**: Panel members with additional needs were assisted to participate through additional reminder phone calls.
- **Participant homework club and activities**: To support participants to engage in the group discussions we sent reading materials and activities for completion at least a week in advance of the meeting.
- **Summer break phone call:** Prior to the first January meeting all active panel members were given a phone call to touch base, build a relationship and remind them of the next workshop.
- **Meeting absence grace:** Participants were able to miss up to two workshops and still remain in the group, under the instruction that they needed to make up the homework and reading.
- **Morning tea (hosted by Frankston City Council):** An opportunity for participants to meet in person, and celebrate with a morning tea.

3. Who Participated?

Demographic data such as gender, age, place of residency was not obtained across all engagement activities. Participants had a choice to provide or not provide this information. Where it was collected and recorded, it is presented. This decision was made by Frankston City Council as a way to remove potential barriers to participation.

3.1 Participation in Stage 1

A total of 1293 comments were received in Stage 1 of this project. Comments came from 459 participants. Diagram 1 shows the breakdown of participation and reach across the engagement activities.

Diagram 1: Participation and Reach Across Stage 1

3 Online Workshops 32 participants 183 comments received	**5 Targeted Conversations** 34 participants 209 comments received	**Children's Activity** 10 schools participated 63 worksheets received	**Online Survey** 209 surveys completed
Ideas Wall 121 ideas contributed	**Social Pinpoint Page** 1613 unique visits	**7 Facebook Posts** Reach 22,759 670 positive engagements	**1 Facebook Live** Reach 6,744 1,385 positive engagements

3. 2 Age and Gender Stage 1

Of the 209 surveys completed, 157 (75% identified as female, 51 identified as male and 1 person self-identified. This is not reflective of the demographics of the Frankston City municipality, with 51.2%females and 48.8%males (2016 Census Quick stats Frankston). See Diagram 2.

Participation from the 35 – 49 years age bracket was highest with 65 participants (31%, and this age bracket makes up 21%of the Frankston City population (2016 Census Quick stats Frankston). Participants aged between 5 – 24 years had the lowest participation in the survey at 3.8% however, this does not include children and youth engaged during the targeted conversations and children's activity. See Diagram 3.

Diagram 2: Online Survey Demographics – Gender

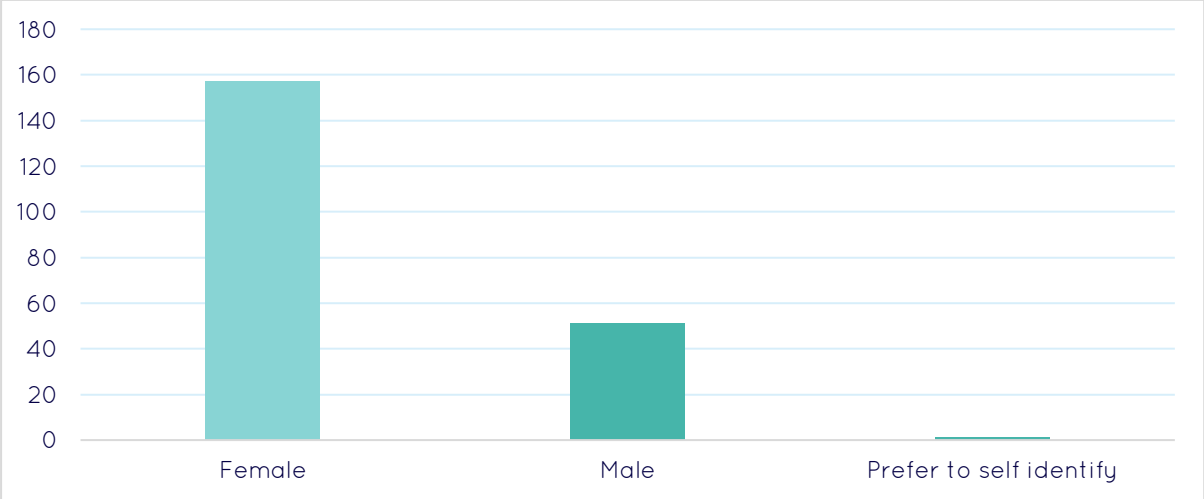
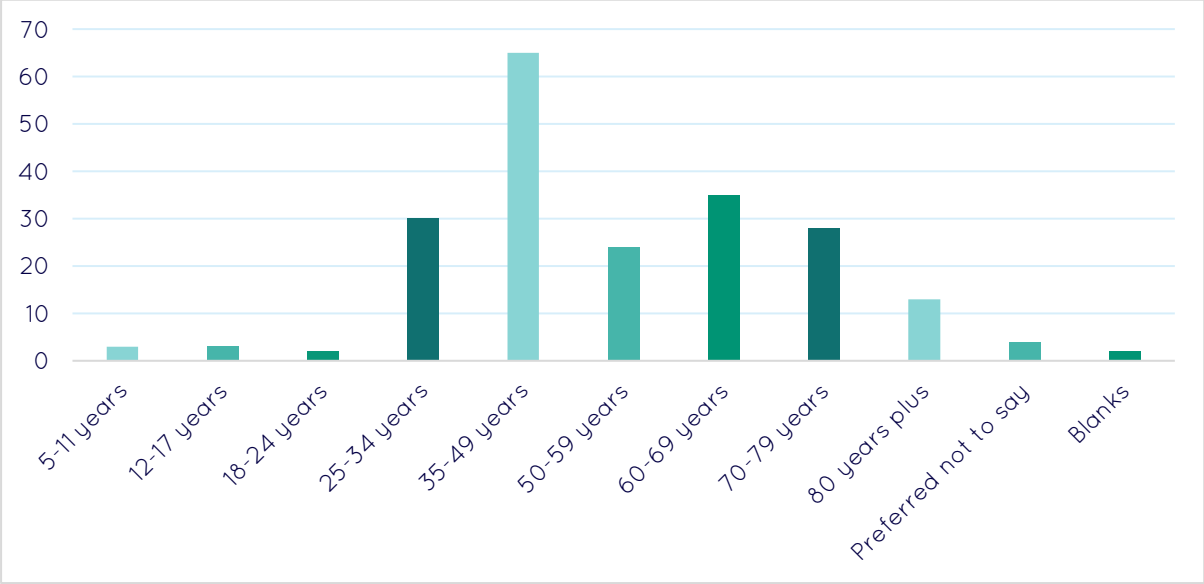


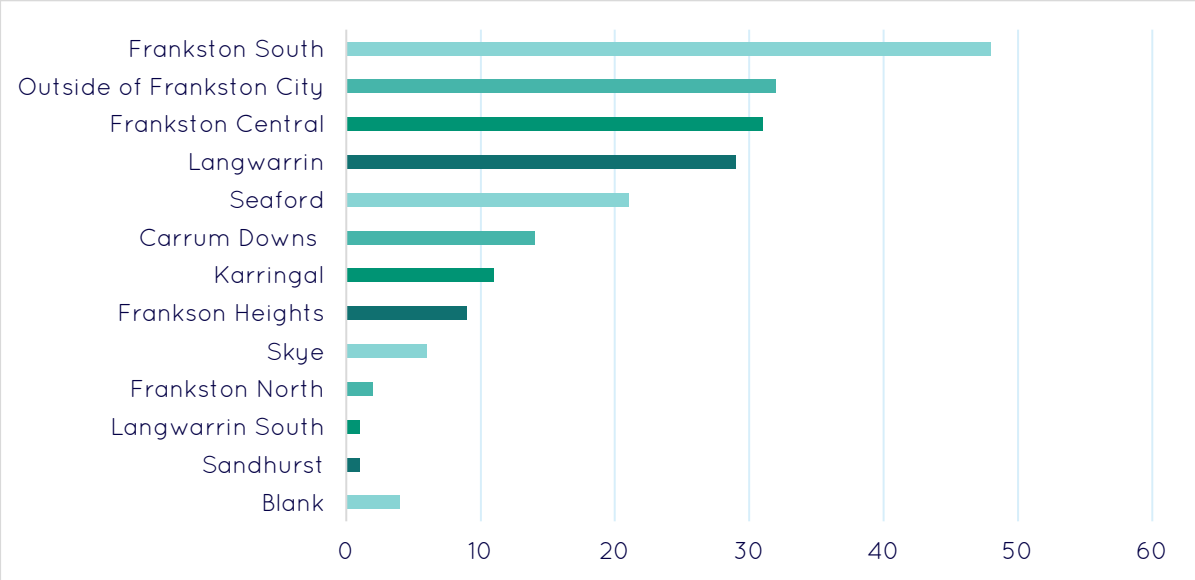
Diagram 3: Online Survey Demographics – Age



3.3 Local Areas and Place of Birth Stage 1

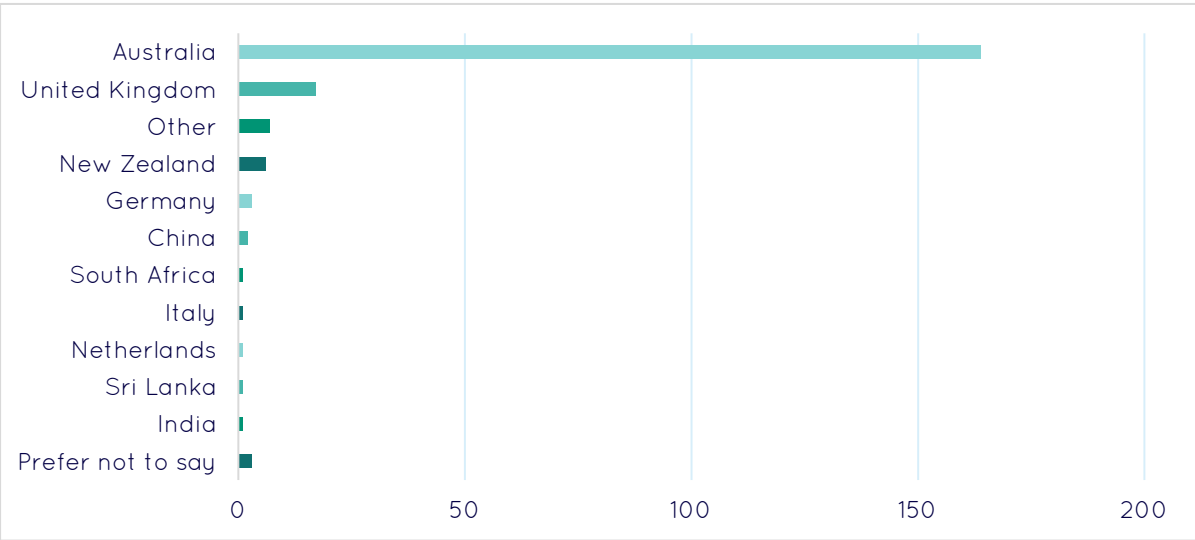
Of the online survey respondents that recorded where they lived, 48 participants lived in Frankston South, followed by 32 participants outside of Frankston City and 31 participants from Frankston Central. Participants from Langwarrin South and Sandhurst had the lowest representation at one participant each. See Diagram 4.

Diagram 4: Online Survey Demographics – Local Areas



Participants were asked where they were born, 164 reported they were born in Australia, followed by 17 participants being born in the United Kingdom. This is on par with demographic data for Frankston City with 71.5%of Frankston City residents being born in Australia, followed by 5.6%born in England. See Diagram 6.

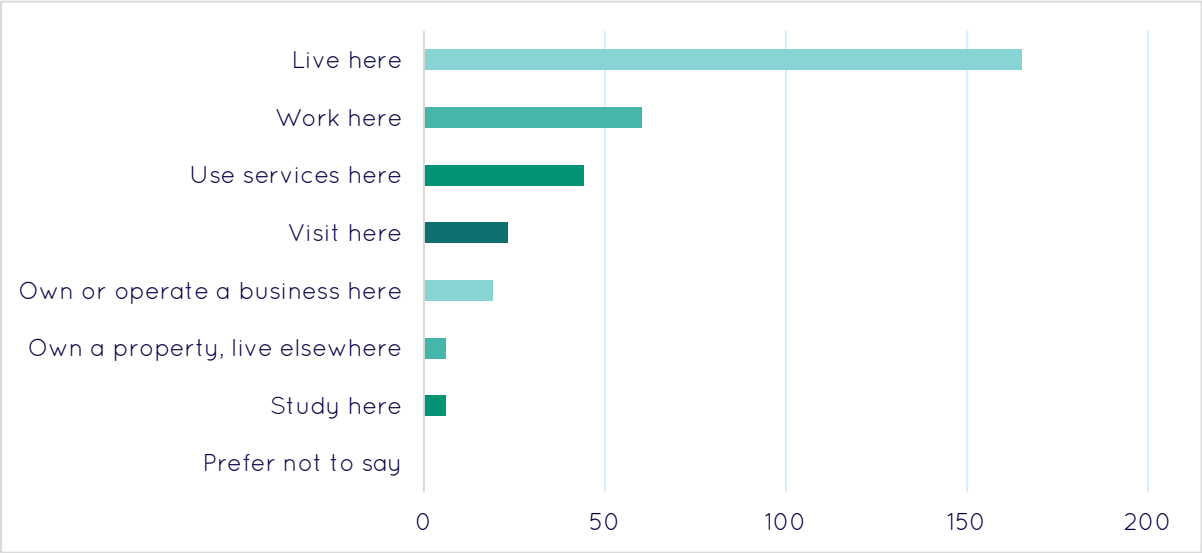
Diagram 5: Online Survey Demographics – Place of Birth



3. 4 Connection to Frankston City

Survey participants were asked about their connection to Frankston. Out of 209 respondents, 173 lived in Frankston City and 32 lived in other areas. This may indicate interest in the project from visitors or people who travel to work in Frankston City. 18 respondents had a business based in Frankston, with 6 of those being in Central Frankston. See Diagram 6.

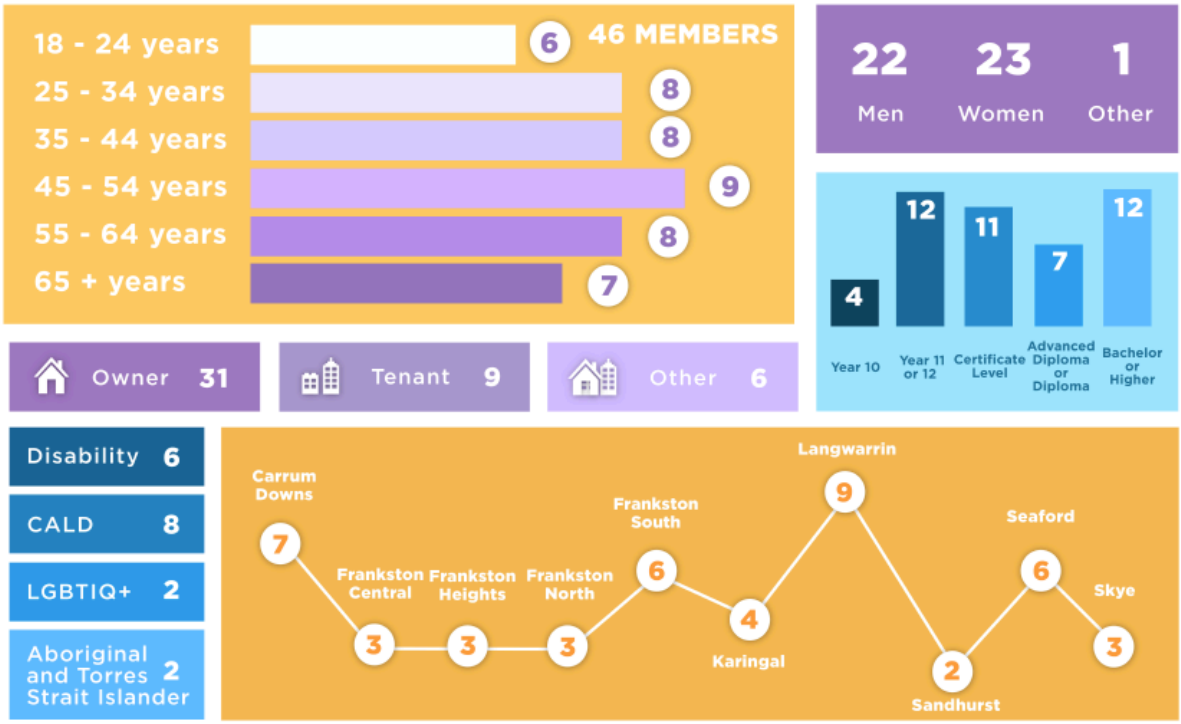
Diagram 6: Connection to Frankston City



3.5 Panel Member Demographics Stage 2

Panel members were recruited independently by consultant Deliberately Engaging to reflect the demographic makeup of Frankston City using a stratified sampling approach. Registration was open from 18 September and closed at midnight on Sunday 18 October. A total of 180 nominations were received, with 46 people recruited. Diagram 7 shows the demographic makeup of the panel across age, gender, house tenure, location, education and identification with demographic descriptors (Aboriginal and Torres Strait Islander, cultural diversity, disability and sexuality).

Diagram 7: Panel Member Demographics



Throughout the panel process attendance at the Frankston City 2040 Panel Meetings declined. Some decline is expected during any engagement process, due to changing priorities and unforeseen personal circumstances. Across the program we saw five people withdraw. In addition to the support provided in Section 2.3, the engagement team took the following steps to maximise participation:

- Regular reminder emails were sent prior to each meeting reminding attendees of dates.
- Follow-up emails were sent between meetings with meeting minutes, next steps and follow up tasks to complete.

Despite this fall-off in numbers, there were still sufficient attendees to continue the process, with remaining members generously contributing their time towards robust discussions about the future of Frankston City. Table 1 shows the number of attendees at each meeting.

Table 1: Number of Attendees to Frankston City 2040 Panel Meetings

Date	Time	Attendance
Saturday 21 November '20	10:00 am to 1:00pm	39
Tuesday 1 December '20	6:30 pm to 8:30pm	42
Saturday 12 December '20	10:00 am to 1:00 pm	38
Saturday 30 January '21	10:00 am to 12:00 pm	35
Tuesday 9 February '21	6:30 pm to 8:30pm	34
Saturday 20 February '21	10:00 am to 1:00 pm	31
Tuesday 25 May '21	6:15 pm to 8:45 pm	19 (non-compulsory)

4. Broad community priorities

Findings in this section are from the Stage 1 engagement and presented in three ways: 1) by question; 2) by local area; and 3) by priority theme.

4.1 Data Analysis

All comments have been coded using the theme and sub-category in Table 1. Where a number is shown in brackets, this indicates the number of responses for that theme or sub-category. For example, open space (n=12) means there were 12 responses related to open space, or sample size. Table 2 lists the theme, sub-category and priority order, based on the number of comments tagged by theme.

Table 2: Findings by theme in priority order

Theme	Sub-Category Inclusion
1. **Healthy Communities** **451 comments**	This theme includes feedback relating to general health and the wellbeing of the community at large. Such as nutrition, food security, access to medical services, access to sport and recreation, cultural safety, heritage, reconciliation, mental health and community events.
2. **Sustainable Environment** **424 comments**	This theme includes feedback relating to creating, sustaining and managing the natural environment and Council's approach to sustainability.
3. **Safe and Attractive Community** **365 comments**	This theme includes feedback about living in a community and neighbourhood. It includes housing, access to services, facilities and entertainment; moving in and around the community; and positive reputation.
4. **Community Strength and Stronger Families** **346 comments**	This theme includes feedback relating to social connection and support, development of children into adulthood, respectful relationships, prevention of family violence, positive aging, social diversity and inclusion.
5. **Industry, Employment and Education** **284 comments**	This theme includes feedback relating to the economic activity of Frankston City including local employment, education, transport and business infrastructure, development of the FMAC.
6. **Council Services, Advocacy and Governance** **195 comments**	This theme includes feedback related to community participation, involvement and input into Council services; Council advocacy, reputable Council; provision of services and expenditure.
7. **Skilled and Socially Aware Communities** **45 comments**	This theme includes feedback relating to volunteerism and education.

4.2 Findings by Question

Summarised below are the key findings by question type.

What our community values (n= 301)

- The coastline and marine life/use of foreshore and beach (107) 36%
- Open space and protection/enhancement of biodiversity (81) 27%
- Vibrant lifestyle, proximity to shopping and other convenience (81) 27%
- Access to sport, recreation facilities and open space (60) 21%
- Social connection, social support and feelings of safety (48) 16%

What our community hopes won't change by 2040 (n= 214)

- Open space and protection/enhancement of biodiversity (55) 26%
- The coastline and marine life/use of foreshore and beach (49) 23%
- Social connection, social support and feelings of safety (33) 15%
- Access to sport and recreation facilities (30) 14%

What the community hopes will have been improved by 2040 (n= 462)

- Development of the FMAC and revitalising the public space (53) 11%
- A diverse economy, industry, innovation and local businesses 47 (10%)
- Walking and cycling opportunities; connected, safe and accessible (42) 9%

What does the community wish for Frankston City 2040 (n= 314)

- Social connection, social support and feelings of safety (52) (17%)
- Open space and protection/enhancement of biodiversity (39) 12%
- Climate change action and focus on sustainability (34) 11%
- Development of the FMAC and revitalising the public space (32) 10%
- Diversity, access and inclusion (30) 10%

4.3 Findings by Local Area

Table 3 presents findings by key area, by question response. Providing a residential or business local area was optional and only asked as part of the online survey.

Table 3: Key Findings by Local Area

Local Area	Value	Keep	Improve	Wish
Carrum Downs/ Sandhurst (n= 14)	Friendliness, people, community spirit.	Inclusion of residents, community supports, sense of community.	Pride in our youth, less hoons, senior's day trips, community groups.	Look after youth, end vulnerability and trauma, assistance to manage crime and be proud to live in Frankston Council (area).
Frankston Central (n= 31)	Proximity, abundance and variety of what is available (beach, parks, library, local business and services).	Keep open, green spaces, clean beaches, events and markets. Do not overdevelop the area.	Walkability, tracks along the coastline and connections from the train station and foreshore.	The foreshore better utilised and reduction in antisocial behaviour and an improved reputation for Frankston.
Frankston South (n= 47)	The beach and natural environment. The proximity and quality of natural spaces and lifestyle and community.	Protecting the native environment, maintaining a relaxed community lifestyle.	FMAC, greener, more open and safer feeling spaces. Social and welfare services, community diversity and improved reputation.	A peaceful, happy, diverse, united, accessible, vibrant and connected community. sustainable, carbon neutral community, stunning natural environment.
Karingal (n= 11)	Beach, local amenities, sporting facilities.	Reduced traffic congestion.	Graffiti, streetscapes, footpaths, safe road	Improved Aboriginal awareness, better shops

			crossings and public safety.	and affordable lifestyle.
Skye (n= 6)	Beaches, parks, development and public transport.	Keep improving the look of beach, seaside vibe of the city, keep (Council) rates low and more green areas.	The community, mention of the people near the train station.	No strong themes, safer feeling community, more action, quieter.
Seaford (n= 21)	Proximity to FMAC for everything they need, the coastline, community connection.	Medical and home visiting services, open shops, natural resources and parks.	Disability inclusion, commercial vacancies in FMAC	Better disability inclusion in FMAC, for Frankston to be a 'landmark town', reduced pollution, improved safety.
Langwarrin (n= 30)	Beaches, parks, open spaces, local art scene and diversity.	Large block sizes, open green space.	Crime rate, safety, loitering, graffiti, drug related issues, public perception, recycling, Frankston Central retail and foreshore areas updated.	Look after youth and keep them engaged with sport and community, improved Frankston Hospital and local facilities, cycle path network, connected community, employment opportunities.

4.4 Findings by Theme

The following seven themes emerged from the findings:

- Healthy communities
- Sustainable environment
- Safe and attractive community
- Community strength and stronger communities
- Industry, employment and education
- Council services, advocacy and governance
- Skilled and Socially Aware Communities.

Theme 1: Healthy Communities

This theme, Healthy Communities, includes community feedback related to maintaining and leading a healthy lifestyle. This covers general health and wellbeing at an individual level and the health of the wider community:

- General health, nutrition, food security and access to medical services
- Access to sport and recreation facilities including play spaces
- Cultural safety, heritage, reconciliation, and mental health
- Community activities such as events, markets and festivals.

Feedback related to Healthy Communities accounted for 35‰of responses, making this the number one focus for participants. Participants connect community health and wellbeing to participation in both informal and formalised recreation and access to community facilities. Feedback related to the accessibility of these facilities accounts for over half of the input received.

What the community values (n= 301)

Participants feel healthier when they are accessing their respective communities, this might be a community facility like a library or a community centre, playing with children in a playground or participating in organised sport. For others it's the opportunity to attend an event such as the Waterfront Festival or the Seaford Farmers Market. This feedback reaffirms the importance of social connection to community strength and its contribution to preventive health; the focus is on catering to a wide group of ages and abilities, as an individual, with family or friends.

Areas valued by all groups in the community include:

- Choosing your level and type of physical activity accounted for 20% of comments, from accessing a sporting facility, to enjoying the abundance of open space.

- Variety of facilities on offer that encourage community connection inclusive of local community centres, recreation facilities and libraries accounted for 15%of comments. Of equal high value was having these opportunities within easy reach and providing comfort to a diversity of ages and interests.
- Access to formal health services accounted for 10%of comments. The majority related to having access to the Frankston Hospital and emergency services, and it being a drawcard for moving to the area. Access to mental health services was deemed needed to assist those experiencing homelessness or drug and alcohol use.
- Community events are widely supported as a positive driver of community health with 8%of comments in appreciation of the small events and larger festivals.
- Pathways for walking and cycling that take in long stretches of Frankston City's foreshore or connect you easily to other parts of Frankston City accounted for 7%of comments.

What the community hopes won't change in Frankston City in 2040 (n= 214)

Participants hope that their access to and enjoyment of open space, community and sporting facilities won't change, with 14%of comments. The biggest concern is that the growth in population and development of Frankston City might change this access and reduce the availability. There is concern about the loss of open space and decreased enjoyment if Frankston City grows in popularity.

What will be improved by 2040 in Frankston City (n= 462)

Participants were asked to consider what they hoped would be improved in Frankston City by 2040. Below are the most requested areas for improvement and participant suggestions:

- Walking and cycling trails that connect Frankston City. Across 42 comments (9% of responses) participants want the basics from being able to walk on a footpath instead of the road in their local area; they want tracks that meander through the bush, through the beach and take in areas of interest or convenience, like one's local shop. Participants also want to be able to ride longer distances from outer suburbs into FMAC, to Melbourne CBD, and along the foreshore "like the (Bay) Kingston beach Trail".
- In terms of general health, 8%of participants are keen to see the hospital supported with an improved emergency department and would like to see improved access to other services, for example, men's services, support for mental health and specialised doctors.
- Increase in the number and variety of community events (9%of comments) that provide the community with a reason to come together, for example city-wide events "Tour de Frankston" a city-wide bike race; and cultural events or celebrations that provide learning and increased appreciation for diversity.
- Better representation of Aboriginal culture and history across Frankston City to support those who identify as Aboriginal or Torres Strait Islander, improve

connection to place and culture and to encourage a wider understanding of our shared history. Suggestions include:

- Dual language when naming landmarks, places and facilities.
- Cultural practices and stories embedded across Frankston City from a "bushfood walk" that attracts others from outside of the area, to visually significant storytelling installations to showcase Bunhill.
- Embedding Indigenous culture into Council's practices through service delivery and programs to provide equal access to education, services and facilities; to inclusion of language into school education.
- Changing public perceptions, e.g. "at the moment...the gathering place is not welcoming...there are bars on the windows...", and "(we need) something beautiful down at the beach that tells the history of the place. Aboriginal history, something for everyone to be proud of."

Wish for Frankston City 2040 (n = 314)

Participants wished for more of what they value and enjoy, and for areas to be improved. Here some of the less-discussed wishes; the outliers that are no doubt just as important to these participants:

- Dog-friendly places inclusive of the FMAC, "so many limitations on people's dogs perpetuates a feeling of mistrust and low expectation on the Frankston community which in many cases is not warranted and lifting these restrictions would make for a more wholesome community feel."
- Health promotion and health literacy through community events programs, direct suggestions include "access to fresh healthy food", "supermarkets donating food", "community vegetable gardens" and promotion of a food culture through a fresh food market "like the Queen Victoria Market".
- Newer facilities that meet accessibility requirements and feel welcoming.

Tensions and Considerations

There are no obvious tensions between this theme and others. Areas for consideration include:

- Opportunity through the deliberation to understand how to best balance population growth and use, with retaining access to community facilities.
- A gap in understanding around vulnerable populations.

Theme 2: Sustainable Environment

This theme, Sustainable Environment, includes community feedback related to creating, sustaining and maintaining the natural environment. The focus is first on retaining the natural character and beauty of the area, for the enjoyment it brings to the community and its positive reputation appeal. Frankston City's varied beaches and marine life, waterways and natural open space are all highly valued for the enjoyment they provide. Future focus is then on preserving and increasing

this natural charm, increasing native bushland habitat and biodiversity; greater controls over pollution, and Councils approach to climate change and carbon footprint are a clear focus of the future.

Feedback related to Sustainable Environment accounted for 33% of responses, second behind healthy communities. Frankston City is viewed by the participants as a coastal city, with almost half of the comments within this theme referencing the need to protect or make modifications to enhance Frankston City's beaches and waterfront.

What the community values (n= 301)

Frankston City's beaches are perceived to be comparatively cleaner than beaches closer to the Melbourne CBD. The value of Frankston City's foreshore on Frankston City's image is also referenced "the foreshore area is of great value to the community and visitors as a recreational playground. It elevates Frankston's somewhat dubious reputation." This foreshore, together with Frankston City's open space contributed to clean air and a feeling of not being crowded, Pines Flora and Fauna Reserve, Robinsons Reserve and Sweetwater Creek Reserve receiving mentions.

Areas valued by all groups in the community include:

- Attractive and accessible beaches, and a desire to see the natural beach environment protected along with coastal vegetation and dunes 36% of comments.
- Abundant natural open space and bushland, and natural areas to explore within the convenience of suburban living 27%of comments
- Efforts to maintain and protect the natural environment through sustainability initiatives 4%of comments.
- Kananook Creek and Sweetwater Reservoir provide opportunities to relax and recreate on and along the water 3%of comments.

What the community hopes won't change in Frankston City in 2040 (n= 214)

Continued enjoyment of the Frankston City's foreshore accounted for 23% of comments. Protection and enhancement of open space and biodiversity in Frankston City had a similar response, accounting for 26%of comments. Some participants put forward ideas to retain what they value so highly:

- Improve and increase green space with additional plantings, "Increase tree planting in areas across Frankston (and) Carrum Downs".
- Maintain and enhance current natural space, "...all nature reserves will be retained and maintained in an environmentally friendly manner."
- Careful planning to limit the impact of urban sprawl on the natural environment, "(keep) lower density housing in the appropriate areas (such as) Frankston South and Langwarrin...with higher-density housing in the inner-city fringe...".

- A clear climate change agenda and adoption of energy-efficient practices, "...fully sustainable with its own community renewable power, many electric vehicle charging stations, lots of bike-friendly paths and roads."

What will be improved by 2040 in Frankston City (n= 462)

Participants want to enjoy more of what they value, there is a greater focus on greening Frankston City, increasing the opportunities to enjoy and experience natural spaces and more reasons to enjoy the foreshore. There is also recognition that human impact needs to be managed. Clear priorities are the preservation of natural space, environmentally sensitive development to the foreshore and a visible adoption of climate change mitigation strategies. Below are what participants would like improved in Frankston City by 2040.

- Greening Frankston City through tree planting accounted for 7%of comments. Specifically, tree planting along streets, in the Frankston Major Activity Centre, native planting in bushlands and shade trees in public open space.
- Celebrating the foreshore and waterfront area attracted 5% of comments. Specifically, the need to connect the foreshore to the Frankston MAC (Metropolitan Activity Centre) and train station through walking tracks, the addition of cafes and restaurants and making the area more accessible and inviting to locals and tourists.
- Climate change and renewable energy was a focus of improvement in 4%of comments. Specifically, the desire for Frankston City Council to commit to addressing Climate Change and work towards community becoming greener and more sustainable.
- Reduction of pollution and litter on the beaches and at parks. Specifically improving natural environments at Sweetwater Creek and Oliver's Hill.

Wish for Frankston City 2040 (n= 314)

Participants wished for Frankston City 2040 were to extend and improve on the existing assets identified within the other three questions. There was a desire to see others care for and appreciate Frankston City's natural environment through education and sustainability initiatives.

Respondents wanted Council to maintain or increase land dedicated to natural open space. Suggestions to achieve this included limit on development density in certain areas, revegetation/forestation of natural areas and development of walking trails/boardwalks to enhance access to these areas, i.e. "More parks, gardens and natural spaces for walking...would be a great improvement."

Many wanting to see the foreshore sustainably developed "...Frankston City...(should)... face the (foreshore), rather than turn its back on it as it does now." Participants want the foreshore to remain accessible but have more and varied facilities and more entertainment and amenities; "my main wish for the future is that the Frankston foreshore is further developed to be a greater destination for

people to enjoy the natural environment" and, "native vegetation continue(s) to be preserved along the foreshore."

Participants have an expectation that Council will visibly act to reduce carbon emissions and contribute to a reduction in the impacts of Climate Change, particularly as a low-lying coastal city.

Tensions and Considerations

There is a natural tension here between development to enhance access and enjoyment of the foreshore and preservation of the native environment that the community values so highly. Whilst there is significant support for low-rise commercial (hospitality-based) development, high-rise and residential development between Nepean Highway and the beach is generally opposed, i.e. "...hoping there won't be more high-density housing close to the water. I think it is important to protect this area." Participant sentiment needs to consider any future high-rise development waterside of Nepean Highway, "...the hideous South East Water building (should be) bulldozed and replaced by garden."

There is an acknowledgement of the tension between urban development and preservation of the natural environment, but some see an opportunity to preserve "...our Green Wedge (and) creatively focussing this growth in areas close to services and facilities."

Considerations:

- Entertainment driven development of the waterfront providing both employment opportunity and as a source of funding for preservation of the natural biome;
- Improved maintenance and promotion of existing natural assets leading directly to increased tourism and improving Frankston City's reputation as a desirable destination;
- Climate change mitigation strategies as a driver of employment to assist in diversifying the industrial/commercial mix of a community.
- Improvements to the foreshore and impact on the quality of lifestyle was important to many respondents within the Safe and Attractive Community theme.

Theme 3: Safe and Attractive Community

This theme, Safe and Attractive Community, includes community feedback relating to lifestyle, neighbourhood and local reputation of the community. Included in this theme is affordable housing, safe and accessible transport services, nightlife and the getting around.

The community values the liveability they receive from their neighbourhood, the local shops, good schools, access to services, the natural assets on their doorstep

and public transport. A large emphasis is placed on the access to Frankston City's natural assets and the lifestyle it affords the community.

Feedback related to Safe and Attractive Community accounted for 28%of comments, with 365 comments, third across the seven themes.

What the community values (n= 301)

People value the lifestyle enabled by the proximity of local commercial hubs and the accessibility provided by that, "small community hubs, accessible library services, street art…", and "everything in one place, don't have to leave the area, working, study, places to shop…".

This sense of 'liveability' permeates through much of the data in this theme with many participants passionately invested in the area and the lifestyle it offers.

Areas valued by all groups in the community include:

- Vibrant community, beachside lifestyle and close proximity to shopping and other conveniences, access to cafes and restaurants 27%of comments.
- Design of public buildings and spaces, "the street art is amazing" and the peace and quiet and unique ambience of their neighbourhood 4%of comments.
- Feeling a sense of pride for Frankston City, a sense of community and feeling safe are valued, with the notion that the positive changes implemented in Frankston City are having a positive impact on the once 'dubious' reputation.

What the community hopes won't change in Frankston City in 2040 (n= 214)

Participants want to ensure they continue to enjoy their local neighbourhood experiences and all conveniences and community connections that follow. There are three areas that participants hope won't change to affect this enjoyment, the affordability of the area, for both those that want to continue or purchase a home in the area and for those more vulnerable groups; the improving reputation and the beautification programs and events that have helped to improve safety; and the convenience of having it all on your doorstep.

Some participants put forward ideas to retain what they value so highly:

- Creating strong connections between the neighbourhoods through connecting walking tracks and use events to encourage people to visit other areas, "…such as art, music, sport, recreation and use these to create it as a destination", and "…maybe a twilight cinema…at Elizabeth Murdoch Arboretum…".
- Consider ways to improve access to affordable and social housing one participant suggested, scheme to give "people renting are given the opportunity to buy the houses they rent", and another "affordability of housing helps to encourage diversity of community and a competitive advantage."
- Continue to improve and strengthen the local character of each neighbourhood specific improvements mentioned for the Carrum Downs area and Frankston North.

- Encourage more visitation and residents in the Frankston MAC, "capitalize on our 'grunge' factor, street art, pockets of affordability. Build on the existing appeal of this area, which also brings investment and coffee shops."
- Suggestions to improve the visual amenity such as, "bulldoze the Ambassador Hotel", and "...the shops along Nepean Highway look shabby and need to be renovated...these are your entry into Frankston."

What will be improved by 2040 in Frankston City (n= 462)

Prioritise investment that strengthens community connection and increases the areas reputation as a safe and welcoming location. Below are what participants would like improved in Frankston City by 2040:

- Improving safe and attractive design, activation and street art accounted for 10%of comments. Beautification of streetscapes, activation of local shops and art and culture.
- Continued and increased vibrancy of local neighbourhoods, addition of more cafes and boutique shops. Having services and facilities in close proximity accounted for 6%of comments.
- Continued work to improve Frankston City's reputation accounted for 6%of comments. Participants wanted a reduction in crime and fewer 'low class' types hanging around the train station. To both match feelings of safety and help to attract families.
- More affordable and social housing accounted for 4%of comments, in particular the mention of accessible housing for people with disabilities.
- Safe and improved public transport networks accounted for 4%of comments, specifically improved lighting at the train station, safe transport connections and a bus stop in front of the hospital.

Wish for Frankston City 2040 (n= 314)

Participants wish for Frankston to shed its outdated reputation as "...known for drugs/violence/social problems...". There is a strong perception that Frankston City has already moved beyond this reputation and it is undeserved, "perception of Frankston as a society that is drug affected...has been transformed – families feel safe to move here". Other participants feel there is a way to go yet, "we have almost shaken the stigma, but it still lingers in the background." Some noting that regardless of your take on the reality, the perception of Frankston City in the wider Victorian consciousness remains and will persist until we actively alter it.

As one person's vision states, "those who currently run-down Frankston have been left behind...we have the stamina and energy to...achieve the vision...the power of people and business will make the vision a reality."

The desire for art and culture to be further developed into an art's hub for Frankston City. The street art is well celebrated, and an area that participants would like to see extended. Some participants envisage that art can become part of the vehicle to rejuvenate and revitalise Frankston, "...that built form public design

and development continues to reach beyond baseline utilitarian approaches and there remains...a commitment to embrace artistry and beauty in built form...so that Frankston can continue to shake of the stigma of the past".

Local cafes, restaurants and outdoor dining adds to the vibrancy of the neighbourhood. Participants envisage areas activated with local shopping strips given a more village feel. Streetscapes are beautified by tree coverage and maintenance of nature strips and gardens in the middle of the road.

Improvements to transport infrastructure was an expressed wish, from better and more frequent public transport options, e.g. "...an express train service to the city is provided, direct from Frankston or Kananook", to the creation of more well-designed and lit paths for pedestrians and cyclists, "(We need a)...cycle path network, not half thought through and poorly maintained...but a full cycle/walking path network." This extends to the desire that the road transport system remains relatively uncongested and that parking, particularly along the foreshore is managed sensitively as the population grows.

Tensions and Considerations

Tensions exist within this theme, as one person's ideal neighbourhood is likely to cause conflict. For example, in describing what was valued, some prefer quiet neighbourhoods where others would prefer to have more activation and events. Another area of likely concern will be the placement of social and affordable housing and the perceived problems that may result, either through direct lived experience or through media stigmas.

Considerations:

- Getting clarity on the unique identity of Frankston City's suburbs to strengthen this identity in the public realm.
- Getting clarity on the type of nightlife and hospitality experiences sought outside the Frankston MAC in local neighbourhoods.

Theme 4: Community Strength and Stronger Families

This theme, Community Strength and Families, includes feedback related to social connection and support; support to help children transition into adulthood; respectful relationships and prevention of family violence; experiences that promote positive aging; social diversity; and social inclusion.

Overall, feeling socially connected and fostering greater diversity and inclusion accounted for 82% of the comments within this theme. While some comments sought additional personal services or support, the majority of comments focused on supporting others in the community. Supporting those experiencing homelessness or facilities for everyone to come together. There was a higher awareness of the value of societal connection and diversity amongst the general Frankston City community.

Feedback related to Community Strength and Families accounted for 27% of responses, fourth across the seven themes.

What the community values (n= 301)

High value is placed on feeling connected within the community as well as the value of interpersonal relationships and opportunities to enhance this contact. "I love the sense of community in Frankston, it has the vibe of a vibrant hub, but also feels cosy and community driven." People generally feel safe in the Frankston City community, and many comments refer to the benefits of good relationships, "...people are healthier and happier when they are connected to other people.

Areas valued by all groups in the community include:

- Intangible 'community feel' and general neighbourly attitude of those that call Frankston City home (12%of comments). Some participants tried to define it. e.g. "diversity of people", "we were welcomed into school, kinder, church... the feeling of unpretentious welcome is lovely", "open and friendly who help people in need", "people are law abiding, crime has gone down since 2014".
- Either personally feeling safe, or Frankston City being a safe place for more vulnerable people to live. Personal safety was attributed to knowing neighbours, places that aren't too busy or too quiet and cleanliness or attractiveness of the area 5%of comments.
- Raising a family in Frankston City and the positive experiences on all family members accounted for 4%of comments. This was as a result of having a great choice of early education, activities for a range for family interests and the ability for children to test out their independence as a result of these features being in easy reach.

What the community hopes won't change in Frankston City in 2040 (n= 214)

The Frankston City community is seen as being friendly and supportive, with many respondents suggesting that this is one of the area's strengths. Participants would like to see initiatives that continue to strengthen and maintain community connection (15%of comments) and the diversity and inclusivity of the area (5%of comments).
Some participants put forward ideas to retain what they value so highly:

- "(Support) local markets and public events, co-working spaces..."
- "...more places for older people to come together with the entire community."
- "Kindergartens are educating kids about Aboriginal culture."
- Affordability of the area and the impact on the diversity of residents and the impact on providers of community activities and opportunities "community groups are getting [pushed] out of the area and losing their venues."
- Protection of Frankston City's open spaces and the ability to get outside as a community and preservation of Frankston City's history.

What will be improved by 2040 in Frankston City (n= 462)

Improvements within this theme are unique to the participants life stage and individual circumstances, reflecting the individual needs for services and community support. From a young participant "There is no macro aggression, but there is microaggression – would love Frankston to feel more welcoming of different cultures and ethnicities." Summarised are the key improvements themes retaining across this theme:

- More opportunities for social connection with particular attention to age groups and individuals that may not feel as connected currently, inclusive of young people transitioning to tertiary education or into the workforce, adults and couples with no children and older people that don't quite fit into the senior interest groups 8% (25% of comments). "A more cross-cultural and intergenerational social life in Frankston."
- Better accessibility for people with all types of disabilities. Ideas include:
    - Increased uptake of universal design across Frankston City
    - More housing for people with a disability
    - Recharge points for motorised scooters
    - Ability to access the beach
    - Access to events (sensory modification, access to venues)
    - Accessible cafes and retailers
- Social support for those experiencing or at risk of homelessness through increased programs and services available.
- Increased support for young people transitioning through adulthood through entertainment in the city centre, increased opportunities for alternative education and development of youth leadership.

Wish for Frankston City 2040 (n= 314)

Enhanced social connection is the number one aspiration for respondents in this theme, "...I hope for a community that cares for each other and is rewarded for contributing...", and, "I would love to see more links made between the different age groups...", along with continuing diversity and inclusion, "I hope that the population of the Frankston community remains culturally diverse and friendly." The suggested way of doing this is via more community events, particularly on a small, localised scale, and by the provision of more community spaces or facilities where "...people can meet others in community spaces."

Another often referenced aspiration is for a reduction in poverty and homelessness. Some feel there is more possible in this area. "More emphasis on service provision...social housing that doesn't make residents and tenants feel threatened", and, "...more action taken to help those disadvantaged people, homeless, etc." This feeds into the emerging opinion that Frankston City's reputation as economically disadvantaged is now undeserved, a common hope for 2040 is that the area will

no longer carry that tag, "the tainted reputation of Frankston past will not re-emerge. People...will have greater confidence in the Frankston area as a safe, family centred place to live and grow." Finally, a safer community is hoped for, where petty crime such as graffiti, hooning and littering is virtually unknown.

Tensions and Considerations

There are no obvious tensions between this theme and others.

Areas for consideration include:

- A gap in understanding around vulnerable populations

Theme 5: Industry, Employment and Education

This theme, Industry, Employment and Education includes community feedback related to the economic activity of Frankston City. Included within this theme is the ability to find meaningful employment close to home, transport and business infrastructure, creating a diverse economy within the Frankston MAC and boosting tourism.

The aspirational vision for the community is that Frankston City becomes a self-sustaining economic hub with a revitalised and busy Frankston MAC (Metropolitan Activity Centre) and a wide range of businesses and industry that supports local employment and utilises local providers. The effects of COVID-19 are more apparent in this theme, with many participants now working from home and no longer experiencing the long commute times. Consideration is given to continuing with this lifestyle choice and how this remote style of working could be accommodated within the Frankston MAC.

Feedback related to Industry, Employment and Education accounted for 22%of responses, sitting fifth place across all themes.

What the community values (n= 301)

Participants value the diversity of the economy, local businesses and industry and want to see this further enhanced and supported. Participants value the relatively compact structure and layout of the Frankston MAC, and the central location to the train station, the hospital and the bay.

Areas valued by all groups in the community include:

- Diversity of retail experiences both within Frankston MAC and within local neighbourhoods (Karingal and Langwarrin included). The mixture of smaller and larger businesses and the support for these businesses accounted for 14% of comments.
- Enjoyment of the opportunities the Frankston MAC offers the new cafes, restaurants and entertainment complex in 7%of comments.
- The 'good' public transport and the access to the train line in 5%of comments.

What the community hopes won't change in Frankston City in 2040 (n= 214)

Investment to keep making Frankston City an amazing bayside community 5%of comments followed by and continued support for a diverse local economy through small business grants and local employment opportunities accounted for 4%of comments.
Some participants put ideas forward to retain what they value so highly:

- Advocate and/or legislate for mechanisms to encourage business, such as, "attracting businesses with cheaper rental (thus) creating jobs."
- Transport infrastructure to influence the development of Frankston City, such as, "city is currently focussed at the end of the (train) line, an extended line reduces the need for a city carpark", and, "commuting by water from Geelong, Melbourne and the Mornington Peninsula to Frankston."
- Big business projects that could enhance tourism, such as, "... beachfront needs to include a marina. This will drive tourism, recreation and further development."
- Help create opportunities for locals to work locally, such as, "places for remote working, for example the library or flexi-office space on top of the library."

What will be improved by 2040 in Frankston City (n= 462)

There is a strong desire for Frankston City to become a self-sustaining economic hub with a revitalised and busy Frankston MAC and a wide range of businesses and industry that supports local employment and utilises local providers. Participants want more local employers and have a vision of how to make it happen "Invite manufacturing jobs and more jobs for locals", and "...bring some tech companies and innovative thinkers to fill the CBD buildings, fresh minds to keep Frankston future proof". People largely want to work locally and have job security. Below are what participants would like improved in Frankston City by 2040:

- The development and revitalisation of the Frankston MAC was a high priority for several participants with 11%of comments. Specifically, activation of empty shops, beautification of the main activity centre creating a safe and inclusive environment for the community.
- Building a diverse economy attracted 10% of the comments, with specific mention of local employment opportunities, thriving businesses, educational opportunities, and diverse employment opportunities.
- Transport and business infrastructure attracted 6%of comments reporting the need to increase connectivity from the train station, to Frankston MAC, to the foreshore, extended train line, and improved transport access across Frankston City.
- Gainful employment in Frankston City made up 4% of the comments, with mention to flexible work arrangements, collaborative workspaces, and employment opportunities for over 60's residents of Frankston City.

Wish for Frankston City 2040 (n= 314)

Participants' wishes for Frankston City 2040 detailed a desire that Frankston City become a more diverse economy with a range of businesses, industries and a diverse range of employers, "more industries here, more jobs here – more of a central hub". The ability for work flexibility, through working from home or local employment and collaborative workspaces, "...not to have to leave Frankston for work."

The state of the Frankston MAC is a priority for participants, "I hope the Frankston CBD is bustling, I hope larger corporate businesses move in." Business and transport infrastructure are viewed as crucial and in need of improvement, "(we need) better infrastructure to modernise Frankston central", and several comments reference the value of a rail extension beyond Frankston City.

Enhancement of the MAC to become not just a better place to work, but also to become a place to visit is envisaged in comments such as, "more connected to the bay with more restaurants and cafés.... ", "...a destination for locals and visitors alike."

Tourism is a popular theme and is viewed overwhelmingly as positive and presenting the Frankston City economy with a multitude of opportunities, "...people (need to) understand we are the gateway, the half-way point. Stay in the city and you're too far from the surf beaches, stay in Frankston and you're an hour...to the city and the surf and the penguins, even less to the countryside."

With the idea that Frankston City can become a destination point in and of itself, a place to visit, not just pass through, "the community wants to see Frankston become a destination town and shake off its tag as one of Victoria's lower-class municipalities."

Tensions and Considerations

The clear tension between the natural environment that the community values so highly and the expressed need to develop the MAC and the waterfront is of particular note, however, most participants do not appear to see this scenario as an either or scenario, but rather take the view that an attractive, sustainable environment is actually of economic benefit to Frankston (via tourism and local amenity) rather than an obstacle in the way of development.

Areas for consideration include:

- Explore the needs of small to medium enterprises to understand their vision or the future of the MAC.
- Explore the needs of larger employers and the success of relocating to Frankston City.

Theme 6: Council Services, Advocacy and Governance

This theme captures community feedback on Frankston City Council's perceived performance across the areas of community participation and advocacy, reputation, service provision, land use planning, and the approach to sustainable environment.

Feedback in this section has been categorised under the sub-categories, in each category we discuss comments in support of Council's actions and comments requesting more improvement for Council in this area.

Opportunities for Community Participation, Involvement and Input

Participants want opportunities to participate and be involved in Council's decision making, and the value they can bring to the decisions acknowledged. Participants that raised this, don't feel they are being engaged and consulted on decisions that affect them and the community.

Where you are doing well

- Youth Council, and youth programs such as Freeza and Fresh, providing opportunities for young people to organise youth events, "Youth Council and Fresh and (I) value Youth Council and Fresh (Freeza music programme)".

Opportunity for improvement

- Improved opportunities for young people to be involved in the Council process. "Young people engaged with decision makers (council) and having their voice heard" and "more engagement with schools".
- Opportunities to develop youth leadership in the Council, "Frankston could maximise youth leadership" and "Dandenong Council has a primary school youth council – Frankston should do this too".
- Building relationships between Council and the community to provide opportunities for collaboration, "I wish we will respect each other; I wish that Council considered residents to be citizens, not customers. If we are proud of our community and recognise our responsibilities to it as well as our rights within it, then we are citizens, not customers, collaborators in building our world, not purchasers of products".

Council Advocacy

It is unclear whether the participants understand the advocacy role or assume Council to be the decision makers. Council can play an advocacy role in achieving some of the aspirations the community have.

Where you are doing well

- Supporting small local businesses, "I hope local small businesses will still be thriving in Frankston and supported by the public and the council in 20 years' time."

Opportunity for improvement

- Advocating for specialised doctors to practise in the area, "more access and affordability to specialised doctors in the area – not having to travel."
- Advocating for community housing, "accessible community houses – really important. They have great programs but are not accessible."
- Advocating for the collaboration of working groups to address homelessness and poverty, "Less homelessness and poverty; more communities and community groups working together to address social and economic needs. We are going to need to support each other now more than ever in the wake of the COVID-19 Pandemic."
- Attracting larger employers to Frankston City "Council attraction of a larger government agency to come to have a base."

Reputable Council

Participants reported mixed sentiments towards the reputation of the Council. There were comments reflecting the competent and friendly council staff, however there were several aspirational comments for the Council to perform better in the future.

Where you are doing well

- Service delivery and relationships with community, "friendly and competent council staff", "Council staff are amazing."

Opportunity for improvement

- Improved transparency and management of Council funds, "transparency in regard to Council spending."
- Improved community perception of Councillors, "Councillors are better behaved, no arguing", "more respect."
- Improved recognition and integration of Aboriginal culture "Councillors have been ignorant of Aboriginal culture, have not valued it. ...don't have the knowledge and they have not made choices that support (the) community".

Council Service and Expenditure

There has been acknowledgement from the community of the improvement being made to the area and the services available to residents.

Where you are doing well

- Improvements to Frankston City, "constantly building and improving the area" and "the council does a good job of keeping our streets clean and the regular council pickups are a great initiative to keep our suburbs safe and presentable."
- Services provided to residents and the benefits to their life, "the council ring me every week I'm so grateful", "I like the local footy and the home maintenance from council", "benefited greatly from the council services and Frankston hospital."
- Council and community support services are valued and well regarded, "...Council has been very good to me after I had an accident."

Opportunity for improvement

- Outreach and expenditure in the outer Frankston City suburbs "definitely want Carrum Downs and Skye addressed as we all feel this area is neglected and that all the cash is injected into Frankston and Langwarrin."
- Rates, both collection and expenditure "(fund) amenities and facilities (across the whole area) rather than the same areas getting the focus and attention."
- Perceived higher levels of expenditure on sporting facilities and sport infrastructure over general community infrastructure. "Spend $35 million on a stadium, could they not just spend less and spend on other parts of the community too."
- Rate relief and communicating use of rates, "I'm retired, and the council rates are high - I hope I will still be able to afford them!"

Land use, planning and development

Throughout the consultation there is the sense that most participants feel extremely fortunate for where they live; the access to opportunities and the close contact with the natural word and uninterrupted views of the foreshore. There is also this concern that Frankston City may be at the verge of losing this. Some of this fear comes from direct experience, development of the office buildings along the foreshore; seeing other areas change as a result of density.

Where you are doing well

- Allocation and preservation of open space through the suburbs, provides access to sport and recreation.
- Size of the Frankston MAC creates a walkable experience with access to shops, entertainment, transportation and the foreshore "lovely seaside town."
- Location of higher density housing in and around the Frankston MAC "build up the city centre into a second city to Melbourne", "higher density housing in the inner-city fringe that would encourage a more vibrant feel, especially in the evenings."
- Protection of the green wedge for future generations "Suburban areas still on generous lots and the green wedge untouched."

Opportunity for improvement

- Perception that Frankston City Council has sold land to developers that might have served a better community purpose.
- Perception that some land uses may not be appropriate for the area inclusive of places of worships.

Council's Recycling Services and Approach to Litter, the Environment and Sustainability

Connected to the Sustainability theme, participants would like Frankston City to take a stronger stance on sustainability. A combination of living in a location with plentiful natural assets and wider societal changes.

Participants would like to see Council working with its residential and business community to enforce stricter controls over its management of waste and recycling. Including the roll out of a plastic free Frankston City initiative across the municipality.

Tensions and Considerations

There are no obvious tensions between this theme and others. Many of the community priorities mentioned across Stage 1 and in earlier consultations led by Council required Frankston City Council to work across multiple levels of government and agencies to deliver.

It is well understood and experienced that the community places a lot of its expectations on local government as the closest level of government to the people.

Consideration is needed to:

- Explore ways to communicate with Council the many roles of Council so as the community can work with Council to advocate to its partners.
- Manage expectations and frustrations as experienced of seemingly slow progress towards many of the priority areas and ideas.
- Explore ways to include feedback into Frankston City Council Community Engagement Policy and Guidelines.

Theme 7: Skilled and Socially Aware Communities

The theme, Skilled and Socially Aware Communities considers community participation and contribution through volunteering and investigates education throughout life and tertiary education.

This theme attracted the lowest number of responses, with 45 or 3%of comments within this theme. Responses were evenly spread across all three subcategories.

What the community values (n= 301)

Being engaged in your local community through volunteering, is celebrated and acknowledged by comments such as "local sporting and community groups...(are)...incredible capacity builders for our community", and, "there is...(a)...culture of people being involved in community groups, identity of volunteering and assisting."

Areas valued by the general community include:

- Ability to be a lifelong learner and participate in more formal short courses through Chisholm or events that are run by other organisations is highly valued. Access to quality schools, (more predominantly mentioned high schools) within the Frankston City community 3%of comments.
- Opportunities for volunteering and the wider impact of volunteering on the community. The abundance of volunteer clubs, services and organisations accounted for 2%in the comments.
- The ability to access tertiary schooling options locally in 1%comments.

What the community hopes won't change in Frankston City in 2040 (n= 214)

A continuance of a culture of volunteering within the community with local people contributing to the community and passionate community groups continuing to achieve accounted for 2%of comments.

Some participants put forward ideas to retain what they value so highly:

- Promoting opportunities for volunteering in the community, "There are so many people who want to help others in the community, just need help to be connected".
- Supporting and working with schools to reduce the stigma of bad reputations, "There are great schools in the area, but some have a bad reputation. We need to put more energy into those schools...(which)...will have a positive impact on the students and will lead to a better outcome for Frankston."
- Educating the community on the history of the indigenous culture, "...the general population, they don't know enough about Aboriginal culture – should be part of our history here."

What will be improved by 2040 in Frankston City (n= 462)

There is a sentiment that some schools in the community have a bad reputation or are located in lower socioeconomic areas, participants would like to see schools improved and better funded.

The community values the contribution of its volunteers and the strength that provides to its residents. Below are what participants would like improved in Frankston City 2040:

- The value of lifelong learning accounted for 2% of comments, particularly through schools being involved in community projects, engagement with school-aged children, providing further educational support for alternative education and learning history and Indigenous culture for the whole community.
- Skilled based tertiary education attracted 1%of comment, specifically providing opportunities for residents to access residence and tertiary education in Frankston City and the opportunities a health and tertiary partnership would bring to Frankston City.

There is one major idea that crops up numerous times throughout this data set, that of developing a major centre of health education where University, Hospital and TAFE are connected in a teaching precinct similar to the Melbourne Uni/Royal Melbourne/Royal Children's group and the Monash/Alfred alliance. The following comments encapsulate this idea.

- "...growing a health and tertiary precinct."
- "University town – student accommodation, integrated health precinct, revitalisation of underutilized precincts."
- "Having a major teaching hospital and university facility would be advantageous."
- "Negotiate with Monash to (make) all courses available at Frankston, medicine, law, engineering as per Melbourne University."
- "Hope that jobs and training opportunities through the TAFE/University and Hospital/Health sector are maximised for the economic development of the area."

This may well fall outside the scope of councils remit however some participants appear to see a role here for Frankston City Council even if it is only advocacy-based.

Wish for Frankston City 2040 (n= 314)

Participants' wishes for Frankston City 2040 around education centre on the hope for continued and improved opportunities for formal schooling, "Improvement in the quality of schools in Frankston and Frankston North and access to good public secondary education", and having this extend to quality options for tertiary level students, enabling them to stay in the area and not have to seek further education elsewhere, "People who live in Frankston can seek education...opportunities in their local area".

In terms of volunteering and community service, high on the wish list is an "Abundance of volunteer clubs, services and organisations" where otherwise disconnected individuals can create links to the mutual benefit of the wider community, e.g. "There are so many people who want to help others in the community, just need help to be connected."

Tensions and Considerations

There are no clear tensions between this theme and others, however, the synergies are clear.

Strong links exist to community, family and health whereby enhancing educational opportunities around multiculturalism and particularly indigenous culture, are seen as advantageous.

There are synergies here for council within community, family and health (Themes 2 & 3), particularly with respect to services and facilities provided by FCC and largely staffed or run by volunteers.

There are synergies with Industry, Employment and Education (Theme 4) with the expansion of educational opportunities potentially enabling residents to source their formal education locally, and the aspirational development of a teaching partnership between the rapidly growing Frankston Hospital and local tertiary institutions such as Monash and Chisolm.

Considerations:

- Developing a major centre of health education where University, Hospital and TAFE are connected in a teaching precinct similar to the Melbourne Uni/Royal Melbourne/Royal Children's group and the Monash/Alfred Alliance.
- Development of volunteering opportunities and better utilising the volunteers in community and council-run programs and facilities.
- Creating an even playing field with primary and secondary educational opportunities in Frankston City through the continued support and advocacy of funding for schools, perhaps through a mentorship from performing schools.

5. Deliberating the Community Vision and Council Plan Priorities

5.1 Overall approach

An open invitation was extended to all residents within Frankston City to be part of the deliberation process. Residents self-nominated and 46 community representatives were recruited to deliberate on the development of the Frankston City 2040 Vision and Council Plan priorities.

Panel members focused on:

- reviewing the data received from the broader community consultation
- making sense of the issues and community priorities
- developing vision statements for Frankston City
- identifying emerging community issues and short-term and long-term priorities for Council to address in the future.

Attachment 3 outlines the Terms of Reference to which the Community Panel members worked on, within the Member Induction Handbook.

Critical Thinking

A framework of critical thinking was employed throughout the deliberation program in recognition that this would help achieve more robust outcomes for the deliberation piece. This involved ensuring participants carefully evaluated information in an objective manner to arrive at an impartial decision.

The panel analysed engagement findings, studied the facts, debated ideas, checked biases and regularly critiqued their own work. The following tools were implemented in support of critical thinking:

- **Collaboration:** Working together with other members of the group enables individuals to be exposed to new thoughts and ideas.
- **Acknowledging biases:** Participants took time to recognise their own backgrounds, biases, experiences and cultures. They were then presented with a range of cards with images and descriptions of individuals of diverse demographics. Each participant chose a card of someone different to themselves, a persona to carry through the deliberation program with them. At the start of each meeting, and at various intervals throughout the proceedings, participants paused to reflect on the viewpoints of the persona they adopted and endeavoured to include additional perspectives.
- **Majority consensus:** Individuals accepted that their views might not always be right as decisions were made according to a majority ruling.

- **Questioning assumptions:** Facilitators used open-ended probing questions to ensure participants questioned any assumptions and tried to think of alternative solutions where possible.
- **Research:** Participants were presented with research and facts from a range of different sources in order to make reasoned judgements.
- **Regular reflection:** Decisions made at meetings were distributed to all participants, providing them with time and opportunity for reflecting. Decisions were brought back to the following meeting for further reflection and refinement as the project went along.

5.2 Provision of time and information

By examining, considering and discussing the Community Vision and priorities, the Community Panel undertook a rigorous deliberation process. The group discussed reasons for and against inclusions within the vision statements, community priorities and the priorities. Members were presented with information at various intervals throughout the deliberation process, some planned and other at the request of panel members in order to enable them to deliberate in an effective and informed manner.

Table 4 outlines the information provided to participants and the point in the program at which they were presented for discussion.

Table 4. Background information provided to Community Panel members throughout the project

Information	Media	Point in the process	Detail included within document
Community Panel Member Handbook	PDF	Before first meeting	• Information about the process. • What to expect at meetings. • Declaring a conflict of interest. • Social media use advice. • Complaints handling.
Bunurong Land Council Statement of Significance	PDF	Before first meeting	• Statement of significance to recognise traditional ownership.
Integrated Planning	PDF and video	Before first meeting	• Defining the role of Council and how the vision integrates with Council's Integrated Planning Process.
Frankston City 2020	Infographic	Before first meeting	• Social research exploring who the Frankston community is currently, their needs and lifestyle.

Information	Media	Point in the process	Detail included within document
Conversation Caravan Stage 1 Research Report	Word report, Video and infographic	Before first meeting	• Community engagement outcomes from Stage 1 of this project.
Panel Member demographics	Infographic	After meeting 1	• In response to participant enquires about who is on the panel and the representation of all groups.
Frankston City 2040	Infographic	Before meeting 2	• Social research exploring who the Frankston community is likely to be in 2040, their needs and lifestyle.
Discussion Topic across the six themes Advocacy, Governance and Innovation Natural environment and climate action Healthy families and communities Vibrant and inclusive communities Connected spaces and places Industry, employment and education	**PDF**	Before meeting 3 Before meeting 3 Before meeting 4 Before meeting 4 Before meeting 5 Before meeting 5	Background information on each topic including: • What Council is currently doing about the topic or issue. • Demographic data, relevant facts, as well as state and regional trends. • Key community priorities identified through the engagement period and possible opportunities to address those priorities. • Discussion Guides • Expert speaker videos for topics 2 to 6 • Homework club trialled after Meeting 1
Futurist Presentation	PPT	After meeting 3	• In response to participant request.
Frankston City Libraries	Video	Before meeting 4	• To support discussion and conversation.
Community Panel Report	Word document	After meeting 6	• To provide the outcome of the last meeting.

Information	Media	Point in the process	Detail included within document
Results from workshop 6	PPT presentation	After meeting 6	• To show the discussion and the summary of the process and results.
Public Exhibition Engagement Summary Report	**PDF**	Before meeting 7	Feedback collected across the consultation period surrounding the vison, aspirations and priorities.

Between meetings, panel members were sent information (as outlined above), as well as tasks to complete so as to be prepared for group meetings. This included surveys, background reading and idea generation.

It is typical that unmanaged community members focus on immediate issues that need resolving in their local area, as these are causing immediate concern. Steps were taken to ensure that the discussion was focused on long term aspirations by use of the following initiatives:

- Regular reminding of the twenty-year period in which the Vision and priorities aim to work to. Challenging limiting beliefs *"will this still be a problem in 20 years?"*
- Addressing actions at a high level, rather than at a smaller specific level. Addressing the causality behind these actions, to address the root cause.
- Presenting data and trends for the localised region and council area, as well as that for state, nation and global context.

5.3 Resulting Frankston City 2040 Panel Report

Following is the agreed six areas of focus for the Community Vision 2040, with a community aspiration and short-term and long-term priorities listed for each. The short-term priorities are recommendations to be considered to assist with Council's development of the Council Plan 2021-2025.

Community Vision

Frankston City 2040 is the place on the bay to learn, live, work and play in a vibrant, safe and culturally inclusive community. Our City is clean, green and environmentally responsible.

Community Aspirations

As part of the Frankston City 2040 Community Panel participants were asked to consider six focus areas, review community feedback, discuss and decide on an aspiration statement and the short term and long-term priorities.

Following are the aspirations and community priorities across the six focus areas:

1. Healthy families and communities
2. Vibrant and inclusive communities
3. The natural environment and climate change action
4. Connected places and spaces
5. Industry, employment and education
6. Advocacy, governance and innovation.

Healthy families and communities

Empowering everyone to improve their health and wellbeing through access to green space, quality health services, social supports, education and opportunities to be physically active.

Priorities

1.1 People experiencing homelessness, family violence, mental illness, social isolation, gambling harm and other vulnerable groups will be supported through advocacy, referrals and high quality service provision.

1.2 Healthy living is promoted in festivals and events run by Frankston City Council.

1.3 Council will partner with community groups, stakeholders and organisations to create and promote affordable activities and programs to encourage residents to be connected.

1.4 Families with young children will be provided health and childhood development education, to support long term health and wellbeing.

1.5 Youth events and activities are well promoted to meet diverse community needs.

1.6 Fitness equipment in parks and sporting facilities are available in all local areas for people of all ages and abilities to enjoy good health and wellbeing.

1.7 Fresh healthy food is available for all, through:
   a) partnerships with local supermarkets to incentivise fresh and healthy food purchases;
   b) support for growing and sharing of backyard produce; and
   c) promoting the availability of healthy food choices in Council and community settings.

1.8 Council, local organisations and the community work together to create shared facilities that are accessible and culturally safe to strengthen community connections, irrespective of interest and age.

1.9 Council will advocate for mental health support for whole families and people supporting a loved one with mental illness.

1.10 Council to play an active role in the prevention of family violence through community education.

1.11 Establish a 'direct point of contact' referral service within Council to health and wellbeing services for vulnerable people.

1.12 Advocate for high quality healthcare and appropriate accommodation for our aging population.

1.13 Frankston City is a smoke-free city.

Vibrant and inclusive communities

The community is proud of First Nations Peoples heritage and culture, and promotes a sense of pride and belonging for the local Aboriginal and Torres Strait Islander community. Frankston City is known as a cultural hub with a thriving arts community, embracing diversity and promoting wellbeing.

Priorities

2.1 Frankston City is known for its thriving events and festivals that celebrates the cultural diversity and lifestyles of the community and highlights shared values and community connection.

2.2. Aboriginal and Torres Strait Islander history, places and culture, is understood, is respected and celebrated in our public spaces through artwork, signage and storytelling.

2.3 Frankston City to host a new festival to showcase the best of what the City offers as the "gateway" to one of Victoria's most visited regions

2.4 Council will ensure that universal design principals are applied to infrastructure and public spaces across the municipality, enabling people with disabilities to enjoy greater access and participation.

2.5 Activate the foreshore with temporary markets focused on local produce, products, art, craft and talent from the Peninsula.

2.6 Council will support for our diverse community to be involved in the creative arts and feel welcomed to attend the Frankston Arts Centre.

2.7 Council committee membership will represent the diverse Frankston City community, including people of all ages, backgrounds, cultures, genders and sexualities.

2.8 The community will have access to multi-purpose infrastructure to support flexible events and programs in public spaces and sporting ovals throughout the municipality.

2.9 The diversity of culture, interests and talents across Frankston City will be showcased through a range of activities and programs that support community organisations working with these communities.

2.10 Different cultures are highlighted and celebrated through dedicated events and public space activation.

2.11 Frankston City hosts regular events to highlight shared values and community connection.

2.12 Partner with the Bunurong Land Council and Traditional Owners to provide greater access to information about First Nations history and cultural heritage around the municipality.

2.13 Create and promote an indigenous walking trail to highlight the cultural significance of places, plants and animals.

2.14 Nurturing creativity, enhancing our City's arts facilities and growing our arts community to make us unique within our region.

The natural environment and climate action

Frankston City is green and sustainable, and a leader in sustainable industry and development. Both Council and community are committed to protecting and enhancing the environment and actively addressing climate change.

Priorities

3.1 Commitment to greening Frankston City through native tree planting to double our tree canopy by 2040, creating annual targets and working with landowners and community organisations to achieve these targets.

3.2 Embedding Aboriginal and Torres Strait Islander culture across the City to connect the community to the environmental practices of these Elders.

3.3 Programs and education to assist the Frankston City community to achieve carbon neutrality by 2040.

3.4 Council will create more green spaces in urban areas and Frankston's city centre to increase visitation and outdoor dining, including investigating options for the greening of housing estates, Wells Street and Oliver's Hill car park.

3.5 Council will deliver programs that support the community to avoid and reduce waste, reuse, recycle and correctly dispose of household rubbish and compost.

3.6 Council will support programs that encourage local businesses to use, and customers to request, responsible sourced compostable packaging.

3.7 Council will work with partners to encourage programs to sustainably maintain and clean our streetscapes, preventing litter and street waste from entering into the waterways, and to manage dumped hard rubbish and graffiti removal.

3.8 Installing green compost bins in public parks for dog poo.

3.9 Council will improve and promote pedestrian and cycling connections to the beach from outside of the Frankston City Centre to encourage walking and cycling.

3.10 To protect our native vegetation and biodiversity, Council will support the community to eradicate weeds and invasive plant species on private property through education and community programs.

3.11 Council will advocate to State Government to stop untreated water to entering the bay by 2040.

3.12 Council will work with the community to reach a zero carbon footprint on all council and community buildings by 2040, with a commitment to publishing performance statistics.

3.14 Programs to increase water efficiency, increase storm and wastewater usage to reduce reliance on potable water.

3.15 Council will work with developers to ensure they use sustainable design principles.

3.16 Increase reliance on recycled water used in public buildings and spaces.

3.17 Council, government, business and the community will work together to lead the way on climate change adaptation, encouraging the use of clean, renewable energy to reduce greenhouse gas emissions and protect against sea level rise.

3.18 Council will increase and enhance open green space to ensure it remains accessible by the community.

3.19 Council will support community education and volunteering programs, including permaculture principles to encourage residents to grow more food in their gardens and partnering with local primary schools.

3.20 Support the uptake of electric vehicles in Frankston City to deliver a clean energy future and reduce emissions through planning, advocacy and leadership by Council.

Connected places and spaces

Frankston City is a well-connected and safe community with a unique identity, recognised for its vibrant City Centre that capitalises on its natural assets and heritage. Frankston City is the place that people want to visit, study, work and live in.

Priorities

4.1 Create vibrant neighbourhood shopping areas with greenery, street art and pop-up cafes with the idea to create spaces that bring people together and can be easily adaptable to change.

4.2 Continue to build an identity for Frankston City that gives people a reason to visit and spend locally, including building outdoor dining, investing in our natural assets and attractive design of the built form.

4.3 Council will involve the community in public space projects and strategic decisions.

4.4 Inactivated spaces, including open space, old buildings, alleyways and streets, are used more creatively with pop-up gardens, activities, planting and mural art.

4.5 Council will advocate for improved public transport and create well connected and safe walking and cycling shared paths with commuter bike storage facilities to promote recreation and active transport, and reduce reliance on cars.

4.6 Work with Victoria Police and other stakeholders to increase the safety at train stations and public spaces within Frankston's city centre, including activities that help to foster positive relationships between the community and the police.

4.7 Explore ways to support private vehicle access for people who need it most (i.e. people with disabilities and older residents) into Frankston's city centre and shopping precincts to improve accessibility and support greater community connection.

4.8 Creation of pedestrian-only areas and parking solutions in Frankston's city centre to reduce the number of cars and encourage high visitation and contribute to a clean and liveable environment and provide more space for vibrant outdoor dining, events and entertainment.

4.9 Dogs are allowed in Frankston's city centre.

4.10 Improve access between Frankston's city centre and the Frankston Waterfront to link our key assets together, by working with property owners to redesign infrastructure, bringing 'the City to the beach' with accessible views and entertainment for those of all ages.

4.11 Develop safe attractive pedestrian connections between key public spaces, including a pedestrian bridge over Nepean Highway.

4.12 An urban environment dominated by nature and mature tree cover with rooftop gardens included on existing and new buildings.

4.13 Creation of pedestrian-only areas with outdoor dining and entertainment, and the introduction of rooftop dining within Frankston's city centre, e.g. explore closure of Wells Road to vehicles and replace with events for people.

4.14 Work with private developers and State Government to increase the availability of housing for older people close to Frankston's city centre. With a focus on communal living for social interaction access to entertainment and spaces to entertain, services and the occasional shared meal.

4.15 Create a clear identity for Frankston City through investment in our natural assets, shopping precincts that connects people, and attractive design of the built form.

Industry, employment and education

Frankston City nurtures and attracts innovation and investment and is known for its education and business opportunities, including renewable energy, technology, hospitality, health and tourism.

Priorities

5.1 Encourage the development of co-working spaces, retail and hospitality within Frankston's city centre and along Nepean Highway.

5.2 Work with local TAFEs and universities to align their course offerings with existing local industry needs to support the vision of our future economy.

5.3 Introduce a program to reduce the vacant shop fronts to create visitor appeal.

5.4 Improve communication of Council business incentives, grants and programs by leveraging from existing networks.

5.5 Provide rewards or incentives for businesses who meet environmental sustainability targets.

5.6 Continue to promote Frankston City as a tourism destination and lifestyle capital.

5.7 Introduce a program to incentivise local businesses to hire and mentor younger and older residents and people with disabilities to work within the area.

5.8 Attract more tourism operators and entertainment to the area, offering a diverse range of experiences that support and enhance the visitor economy.

5.9 Hold further engagement about a proposed safe boat harbour at Oliver's Hill with all interested stakeholders.

5.10 Continue to advocate for improved public transport to attract business investment in the area.

5.11 Explore tourist attractions that celebrate our foreshore and waterscapes.

5.13 Council plans and advocates for a high-tech industrial park with a focus on renewable energy and technology to enable more advanced design and manufacturing and local job growth.

5.14 Strengthen pedestrian connections between Frankston's city centre, the university precinct, beach and hospital.

5.15 Continue to support industry in Langwarrin and Carrum Downs to enable job growth.

5.16 Gateway signage that is unique to welcome people to Frankston City.

5.17 All tiers of government and commercial operators working together to invest in the revitalisation and beautification of Frankston's city centre.

Advocacy, governance and innovation

Frankston City Council puts innovation and inclusion at the heart of all that it does, engaging with all of the community and advocating for people of all abilities and backgrounds. Council will be well governed and use its resources in an accountable and sustainable manner.

Priorities

6.1 Council will connect with people of all abilities and backgrounds through Smart City technology, including innovative and accessible online engagement platforms for the community to provide feedback and input into Council decision-making.

6.2 Increased monitoring, reporting and transparency across Council's operations, performance indicators and financial information that is accessible and understandable.

6.3 Providing feedback to the community on the outcomes of research and projects through various platforms.

6.4 Council utilises smart technology to enable people to find out information about facilities, projects and engagement opportunities related to their location.

6.5 Find the most effective ways to communicate with different groups and individuals, to promote events, activities and opportunities within the local community, including investigating a Frankston City Radio Station and electric signage boards in key locations.

6.6 Changing the reputation of Council to one that is approachable, works in partnership and genuinely cares about the health of the community.

5.4 Community Panel Member Evaluation

As part of evaluating this project, participants were asked to provide feedback related to their reason/s for participating, current level of participation experience and previous involvement with Frankston City Council. Participants were asked prior to attending the first session and then again at the end of the final workshop.

Participation was optional, 24 Community Panel Members provided their feedback prior to starting the process and 26 Community Panel Members provided feedback about their experience.

Pre-participant Process Survey
For 20 people (83%) this was the first time they had participated in a Council process. The remaining four people had attended a Council Meeting, been involved in a Committee or provided advice through a community consultation process.

Comparison from start to end
Table 5 shows a comparison of feedback where the question was asked at the beginning and end of the process.

Areas with a positive improvement:

- Participants felt a stronger connection to their suburb and the rest of Frankston City as a result of the process.
- Participants increased their understanding of the challenges and opportunities facing Frankston City.
- Participants have a better understanding of what Council is and isn't responsible for.
- Participants feel that Council asks and listens to community feedback.

Areas with no change in sentiment:

- Participants trust in Council remained the same.
- Participants perceived level of value that Council provides remained the same.
- Participants level of confidence in Council's ability to implement the Frankston City 2040 Community Vision remains the same.

Table 5. Comparison of feedback from start to the end of the process

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I feel connected to my suburb	1	1	3	13	6
	0	0	4	10	11
I feel connected to the rest of Frankston City	1	1	5	15	2
	1	1	4	19	1
I understand the challenges and opportunities the community faces in Frankston City	0	0	8	15	1
	0	0	0	15	10
I trust Council to make decisions on my behalf	0	1	13	9	1
	1	2	10	12	1
I understand what Council is and isn't responsible for	0	4	5	13	2
	0	1	5	17	3
Council asks and listens to community feedback	0	2	10	11	1
	1	2	6	16	1
Council provides value to the community	0	2	4	16	2
	1	1	8	14	2
I am confident that the Frankston City 2040 Community Vision will be implemented effectively	0	0	8	12	4
	1	0	10	11	4
I am confident that the Frankston City Council Plan 2021-2025 will be implemented effectively					
	0	1	11	10	4

Post-participant Process Survey

Participants were asked to reflect on their experience and provide feedback on the core elements of the program. Overall participants would participate in anther community panel with all 26 participants agreeing or strongly agreeing with this statement. Likewise, they would encourage a friend or family member to participate. Table 6 shows this sentiment around participation.

Table 6. Participant sentient to participating in future panel processes.

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I would participate in another Council community panel					
	0	0	0	6	20
I would encourage my family and friends to participate in community consultations with Council					
	0	0	0	13	13

Materials and information provided:

- 73%of participants found the personal stories shared through the persona useful in remembering the wider community.
- 100%of participants found information related to Council's advocacy, governance and innovation somewhat useful or very useful.
- 100%of participants found information related to the natural environment and climate change somewhat or very useful.
- 96%of participants found information related to healthy families somewhat or very useful.
- 92%of participants found information related to vibrant and inclusive communities somewhat or very useful.
- 92%of participants found information related to industry, education and employment somewhat or very useful.
- 92%of participants found information related to connected places and spaces somewhat or very useful.

Feedback on guest speakers and presenters:

- All guest speakers were considered to be very useful by at least 75%of people.
- Guest speakers that were considered to be very useful by more than 75%of participants were:
    - Meeting 1 - Ilona Ellerton, Corporate Planning, Frankston City Council: Role of local government; Introduction to council planning; Role of a Community Vision and Council Plan. Rachel Masters and Kathryn Renwick, Social Policy & Planning, Frankston City Council: Demographic profiles of our community now in 2020.
    - Meeting 3 - Stephen Yarwood, Urban Futurist, Ilona Ellerton, Corporate Planning, Frankston City Council: Council services, governance, advocacy and innovation and Clare Warren, Frankston City Council: Natural environment and climate action.
    - Meeting 5 - Dana Harding, Economic Development, Frankston City Council: Industry, employment and education, Anne Sorenson, Strategic Planning, Frankston City Council: Connected Places and Spaces.

Feedback on facilitators:

- 92% of participants felt the facilitators were very or extremely engaging.

Time to discuss and deliberate:

- 65% of participants felt that ***just the right amount of time*** was spent discussing and deliberating each topic.
- 27% of participants felt that ***too little time*** was spent discussing and deliberating each topic.
- 8% of participants felt that ***too much time*** was spent discussing and deliberating each topic.

Response to questions:

What did you enjoy most about your experience on the Frankston City 2040 Community Panel?

- "Realising I wasn't alone in my wishes for the future of my city and learning that I could make a positive impact as an individual by voicing my ideas."
- "An opportunity to speak out about what one sees as the City's needs."
- "Interaction with other community members and staff."

- "The diverse opinions and viewpoints amongst the group. Knowing just how much people care about Frankston and how much they want to make a difference for the city."
- "Learning more about how council works/thinks/plans."
- "Learning more about the suburb and community."
- "Learning how much the council really does."
- "I enjoyed the other members of the panel, the lovely facilitators and feeling like what we were doing was going to make a difference to Frankston City as a community."
- "I was engaged and emerged in the process. My views were heard and taken into account."
- "Meeting new people and advocating for myself and people in the community."

What would you change about your experience on the community panel?

Don't change a thing:

- "I don't think I would change anything because I learnt so much and it was such a positive experience and I feel it actually had a positive outcome."
- "Nothing it was a wonderful positive experience."
- "Nothing - happy with Zoom."
- "I think the process overall is spot on."
- "Nothing. I really liked the fact that it was conducted through videoconferencing and with online collaboration tools."
- "Not sure I'd change anything - I think Conversation Caravan did a great job and were extremely inclusive of everyone!!"

Next time try:

- "Face to Face, found zoom somewhat isolating."
- "More time to discuss, the time limits I feel didn't allow us to fully explore all the issues we wanted to."
- "Smaller group engagement rather than large group engagement to better discuss ideas and knowledge."
- "Less hearing from certain people in the group without an open mind."
- "Council should run it."
- "Had we not endured COVID-19 I would recommend prior to commencement of community panel meeting a visit to key areas of the council in order to get a feel of the council."
- "I'd have liked some of the topics broken down a bit more as some were fairly heavy on data etc."
- "More controlled speaking time - there were a few loud opinions which controlled."
- ..." a commitment that there will be a check in meetings (possibly annually) where everyone is invited back to see how the initiatives are progressing and possibly contribute further ideas to help each initiative succeed."

What did you learn from your experience on the Frankston City 2040 Community Panel?

Local government and Frankston City Council

- "Facilities that I did not know Council provided."
- "That Frankston city Council needs to lift its performance and get out of the status quo."
- "Frankston City needs a complete overhaul in its infrastructure and thinking in terms of its use of its assets."
- "What council is responsible for and the council's functions and powers."
- "There is a gap between communities' priorities and council's priorities."
- "The difference between who is responsible for repairs or implementing different aspects of facilities in Frankston."
- "I learned that Council has an advocacy role and influences some decisions outside its immediate purview. I learned that Frankston City loses 1 percent of tree canopy cover every four years. Also, I was surprised to learn that Council provides stimulus for local business."

Thinking differently

- "One of the key things I took from my experience is that you can actually take something that seems like a problem and turn it into the source of a solution."
- "How much there is beneath the surface, how cities can be shaped, it has broadened my thinking of what a city is or can be."
- "There are so many common thought threads from panel members with many ideas being achievable."
- "Having diverse opinions meeting gives a new perspective."
- "I learnt what others in our community felt was important to them about what Frankston should look like and be in the next 20years. This challenged by own ideas and also changed my vision about some key aspects about Frankston's future."

We all love Frankston

"The environment in Frankston is far more valued by residents than I expected."
"... like-minded people who wants a Great Future for Our City."

Professional tips and tricks

- "I learnt about some council initiatives. I learnt more about how to run meetings well; and how tools such as Mentimeter add value and structure to meeting outcomes."

Do you have any more comments or feedback on the process?

- Longer or more sessions and a parking lot for less strategic comments that come up from the community.
- Less Council jargon.
- More Councillor involvement.
- Ongoing and more engagement with the panel and Council.
- Would like to be involved in future community panels.
- Advance training on technical aspects such as Menti Meter.

“I really didn't think I had anything to offer and was surprised when I was actually selected. I really enjoyed the whole process and would definitely do it again. I just hope Council can use the information properly and not have it been seen as a waste of time or money because there are a lot of passionate people out there who really want to see this community be a success for all.”

“I would just like to say, I found the team leaders from Conversation Caravan and Frankston Council most helpful thank you all again.”

“This is a very slick and well-oiled machine. Results were achieved in an extremely professional way and conducted by experts in their field.”

“I was impressed with how fairly the meeting were conducted; thought the use of break out rooms was excellent to help canvas responses from all participants; all participants were treated with respect and they respected each other; there was lots of listening, contributing and a sense of accomplishment throughout the process.”

“Really loved the fact that the meetings were conducted through video conferencing. I work full time and work very long hours so not having to commute to another location made the process much easier for me. I applaud the leads from Frankston City and Conversation Caravan, who demonstrated a high level of competence in planning and executing the process.”

“I thought the Councillors were generally indifferent in their interactions with our group.”

“It was a very positive and engaging experience. It was particularly rewarding to see the delight with which panel member a migrant for whom English is not her first language - engaged in the process. She struggled with the technology and received technical support and, in the final meeting, charmingly described herself as a "tech nerd."

6. Closing the Loop

Engagement on this project has created significant interest and aspirations for the Frankston City 2040 with over 850 people participating in the project.

Goodwill has been created between Frankston City Council and the residents, community groups and organisations who have taken their time to provide feedback on the project. As a courtesy to participants Conversation Caravan recommends the following next steps:

Thank Participants

Issue a statement and update the project page thanking participants for participating in the project and for sharing their ideas and contributions to the Frankston City 2040 Community Vision. Consider ways to recognise the involvement of panel members for example: thank you letter or email from the CEO or Mayor. Many of the panel members were interested in gaining employment or work experience as a result of their participation.

Share the data

Provide the community with this report and the outcomes of the panel to build trust in the process and resulting report.

Close the Loop

Keeping participants informed in engagement and the project is called 'closing the loop', the information loop is currently open. Participants have shared their ideas and their feedback through the engagement process and are waiting for what happens next. Tell them, share what you are working on, dates of the Council Meeting and keep them informed with next steps.

7. Appendices

Appendix 1: Context Review Detail Council's Current Focus

The Council Plan 2017 - 2021 focussed on housing development; green wedge and natural environment preservation; creation of jobs; attracting funding to build and maintain infrastructure; and community strengthening through sport, leisure, arts, culture and use of natural open spaces. Key priorities of Council at that time were:

- Infrastructure: Investment in the continued revitalisation of the city centre.
- Economy: Expansion of dominant sectors including health and education and the attraction of new industries.
- Employment: Develop a knowledge, creativity and skills-based economy to generate employment opportunities, particularly in the health and education sectors.
- Vibrant community: Seeking to increase participation in public community events.
- Education: Seeking to increase the number of degree courses on offer.
- Unemployment: Frankston City was experiencing higher than state average unemployment rates.

A key trend identified in Community Plan 2017 - 2021 and Economic Development Strategy 2016 - 2022 was a growing local economy. Employment forecasts from 2015 indicated that the city centre alone would not have the capacity to accommodate the future employment requirements for Frankston City and the greater region. In 2016, the local economy was reporting job growth in several areas, including the health sector and Carrum Downs industrial precinct. The number of jobs per resident was increasing, as was the total number of jobs based in Frankston City. Despite this growth, the unemployment rate had continued to grow, and the percentage of jobs occupied by residents was decreasing. Unemployment is likely to increase with global reduction in consumption (US$3.8 trillion), jobs (4.2%of the global workforce) and income (6%globally).[1]

In the March quarter of 2020, Frankston City had 44,934 jobs which is 0.32 jobs per resident. Sixty-five per cent of individuals working in Frankston City reside in Frankston City or Mornington Peninsula Shire. Healthcare and social assistance represent 20.4%of local jobs, followed by retail trade (13.1%) and construction (12.2%). Occupancy within Frankston Activity Centre was 79.1%down from 82.1%in 2018.

Community's Focus Prior to 2020

[1] Lenzen M, Li M, Malik A, Pomponi F, Sun Y-Y, Wiedmann T, et al. (2020) Global socio-economic losses and environmental gains from the Coronavirus pandemic. PLoS ONE 15(7): e0235654. https://doi.org/10.1371/journal.pone.0235654

We know at this time, in 2020, both social and economic recovery is going to be front of mind as community members deal with the global pandemic and its flow-on effects. Personal and shared experiences through this crisis will likely also have a bearing on the way that the community responds to this program.

Reviewing community engagement data from the preceding five years provides us with an understanding of what was a focus before the COVID-19 pandemic, to determine long-term or unaddressed priorities which are still attracting community interest or changes as a result.

Data from the preceding engagement programs is grouped under themes; where a number is shown in brackets, it indicates the number of responses tallied in that category. For example, recycling (12) means there were 12 responses related to recycling.

Sustainable Environment

Previous engagement shows that the Frankston City Community prioritises environmental issues such as open space and biodiversity (351), protection and use of the foreshore and beach (221), land use and planning (207) and Council's approach to litter, recycling and sustainability (86).

Responses from previous engagement identified the desire for:

- planning for climate change (30)
- improved connectivity and walkability of neighbourhoods, including bike lanes and connected green spaces (11)
- safe wildlife crossings (5)
- providing shade over playgrounds (6)
- green walls and roofs on buildings (7)
- allowing residents one free load at the tip annually (8)
- increase the proportion of hard rubbish being recycled (8)
- support for environmental volunteers (6).

Environmental priorities identified from a 2013 Community Survey with over 900 community responses:

- Water quality in creeks (97%)
- Loss of native animals (88%)
- Loss of natural spaces / native vegetation (86%)
- Air quality (85%)
- Lack of water (84%)
- Climate change (75%)
- Litter / graffiti / anti-social behaviour (20%)

- Waste recycling (15%)
- Maintenance of green spaces / walking tracks (13%)
- Beach maintenance (11%)

Specific ideas from Think Big:

- The revitalisation of the Downs Estate in Seaford (272 responses).
- Support for more community influence on deciding which properties have historical or heritage significance (110 responses).

Healthy Communities

Previous engagement shows a diverse spread of health and wellbeing priorities across the community. Responses include references to:

- accessible Changing Places toilets at the waterfront and train station (92 responses)
- exercise, walking, cycling and swimming (86) of which walking was most common (29)
- health, mental health and wellbeing (50)
- housing and homelessness (38)
- diversity, access and inclusion (37)
- safety and violence (35).

Industry, Employment and Education

The Economic Development Strategy 2016 - 2022 reports that Frankston City was trending in the "right direction" for the 2011 - 2015 period and was experiencing steady economic and job growth. This featured job growth in the health sector and Carrum Downs industrial precinct. The number of jobs per resident was increasing, as was the total number of jobs based in Frankston City. Despite this growth, Frankston City was tracking behind Greater Melbourne averages, the unemployment rate had continued to increase, and the percentage of jobs occupied by residents was decreasing.

Previous community engagement shows a reasonably even spread of comments regarding business (23), education (20), jobs and skills (17) and references to industry and economy (10). This theme did not attract the same attention as others and had a much smaller number of total responses.

Responses from previous engagement highlights:

- creation of new local jobs for local people
- support existing local businesses and to attract new businesses into the area
- improvements to recreation facilities frequented by school groups

- cultural and community education

Frankston City in 2040

By 2040, it is predicted Frankston City's population is expected to increase by 18,085 to 160,728 people. (ID, the Population Experts September 2018) It is projected that there will be a 40%increase of residents aged over 60 years, giving Frankston City 26.7%of their population aged 60 years or older.

As a result, there will also be a rise in lone person households, making up the largest household type by 2040. This is closely followed by couples with children. Frankston City will continue to have a high percentage of one-parent families in 2040, making up 12.7%of household types.

It is estimated that an additional 9,970 additional dwellings will be required to cater for the population increase, with an increase in one and two-bedroom dwellings to cater for the increase in single occupancy and couple households over the next twenty years.

Whilst Frankston City is not a huge growth area compared to neighbouring municipalities the increase in population will have impacts on the need for public, social and affordable housing, Council services, health, education, and transport provision.

8. Attachments

Attachment 1 Frankston City Council Public Exhibition Period Consultation Summary
Attachment 2 Discussion Guide
Attachment 3 Community Panel Member Handbook (Terms of Reference)