

# COMMUNITY ENGAGEMENT REPORT 2024

## WHAT WE HEARD: COMMUNITY VISION 2040 REFRESH

### INTRODUCTION

From January to March 2024, Golden Plains Shire Council undertook a community engagement process seeking feedback on the current Community Vision 2040. The Vision outlines how the Golden Plains community can work together towards common goals and meet the Shire’s needs, now and into the future.

Through the engagement, we heard from more than 400 residents with 85% of respondents having not contributed to the development of the Vision in 2019/2020.

### HOW WE ENGAGED

#### Engagement Procedures

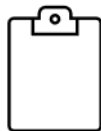
An engagement page was developed for the Golden Plains Shire website *Have Your Say* platform to provide project information and communicate ways that people that lived and/or worked in the community could contribute to the Community Vision 2040 Refresh.

A range of engagement tools were used to provide opportunities for stakeholders and community to have their say.



74

Days of Engagement



253

Surveys Completed



38

Workshop Participants



300+

Pop-up Event Participants



186

Children’s Activity Participants



1



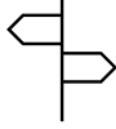



Formal Submission

### ENGAGEMENT METHODS

<p><b>Have Your Say Online Portal</b></p>	<p>An online <i>Have Your Say</i> project page was designed to encourage community feedback throughout the engagement process.  <a href="#">Golden Plains Shire Community Vision 2040 Refresh   Golden Plains Shire Council.</a></p>
<p><b>Community Engagement Workshops</b></p>	<p>The community was invited to give feedback at workshops facilitated by Golden Plains Shire staff. We held three in-person workshops with 38 participants.</p>
<p><b>Children’s Services Engagement</b></p>	<p>In partnership with Council’s Children’s Services Team, we had 186 responses to targeted questions relating to the Community Vision 2040.</p>

## COMMUNICATIONS METHODS

The opportunity for community members to contribute to the engagement was promoted across multiple platforms. People were directed to the *Have Your Say* page for information about the Community Vision 2040 Refresh and details on how they could participate.

	<b>25,875</b> Social media views		<b>1,643</b> Have your say webpage views		<b>3</b> Community information sites
	<b>30</b> Posters with QR codes		<b>126</b> Community groups contacted		<b>8</b> Newspaper/newsletters

## WHO WE ENGAGED WITH

The community were invited to share demographic data through our *Have Your Say* survey.

### Who responded:

**48%** were women, **33%** men, **19%** didn't say  
**37%** were 17yrs and below, **5%** were between 18-24yrs, **8%** were between 25-34yrs,  
**16%** were between 35-49yrs, **9%** were between 50-59yrs, **11%** were between 60-69,  
**11%** were between 70-84yrs, **0.5%** were 85yrs and above, **1.5%** preferred not to say

## WHAT WE ASKED

We asked the community to tell us how they felt about the current Community Vision 2040 and if they had any feedback or recommendations on the document.

### Specifically, in our *Have Your Say* survey, we asked:

- Did you contribute to the development of the Community Vision 2040 in 2019/2020?
- What do you love about your community and want to retain?
- What new aspects would you like to see become a part of the Golden Plains community?
- Is there anything you believe to be missing from our identified priority areas and/or themes in the Vision?
- Are any of the priority areas and/or themes no longer applicable or relevant to the Golden Plains community?

### In our children's activities, we asked:

- What do you love about where you live?
- What do you like to do with your family and friends in Golden Plains Shire?
- What's something you don't have where you live that you wish you did?
- What job would you like to do when you are older?
- What is your Vision for 2040?

## WHAT WE HEARD

Respondents shared what they love most about their community under each Vision theme:

COMMUNITY	LIVEABILITY	PROSPERITY	SUSTAINABILITY
Community safety	Country Feel	Supporting local businesses	Natural environment
Community activities and events	Services and facilities	Education	Waste and recycling
Connected communities	Natural environment	Services and infrastructure	Proud community
Inclusiveness	Space and Housing	Schools and kindergartens	Resources
Friends		Employment opportunities	

Council received a range of recommendations for future projects, initiatives, and programs to be delivered across the Shire. We have sorted these recommendations and identified the top ten themes that are represented in the word bubble below.



47.1% of respondents did not believe anything was missing from our priority areas and/or themes in the Vision, however 52.9% of respondents identified the following key areas they believed were missing:

\*highlighted in blue are the key areas that are already represented in the Community Vision 2040

<b>Access (21.7%)</b> Footpaths, Transport, Roads	<b>Environment (15.9%)</b> Windfarms, Green Spaces, Waste, Sustainability, Flood Management	<b>Business (14.4%)</b> Education, Shops, Fresh food/Farmgate
<b>Facilities (12.3%)</b> Pool and parks	<b>Community/Country Feel (10.8%)</b>	<b>Events (5.8%)</b> Increase of events
<b>Communication (3.6%)</b>	<b>Housing and Affordability (2.9%)</b>	<b>Diversity and Inclusion (3.6%)</b>
<b>Target Groups (2.9%)</b> Aged, Young people	<b>Services (2.1%)</b>	<b>Safety (2.1%)</b> Increasing policing and management of crime

History and Culture (0.7%)	Healthcare (0.7%)	
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95.6% of respondents believed that there were no themes and priority areas of the current Vision that were no longer applicable, however 4.4% of respondents believed that the Vision required;

- Less strategic wording, highlighting the Vision is hard to interpret.
- More focus on key groups, specifically in relation to young people.
- Specific priority groups listed when referencing inclusion.
- More emphasis on the environment.

**Submission received from the Victorian Pride Lobby**

Victorian Pride Lobby submitted a recommendation that Council amend the Vision statement under the Community theme that currently states, “We want to be inclusive and value all people and opinions” to “We want to be inclusive and value all people, including women, LGBTIQ+ people, young people, and culturally and linguistically diverse people.”

**Children's Services Activity**

Various children’s activities were delivered in collaboration with Councils Children’s Services team. These included visits to childcare and kindergarten programs, and activities delivered at Movie Events and Markets. Some of the key messages from children included;

“I love that it’s a quiet little town where every neighbour is nice” – 11, Bannockburn Crime Prevention Movie Event

“I like to Ride bikes” – 10, Inverleigh Dachshund Derby

“I want a Toy shop” – 4, Teesdale Kindergarten

“I want to be a Robotics engineer when I grow up” – 9, Golden Plains Farmers’ Market



**COMMUNITY VISION 2040 STATEMENTS**

During engagement workshops, participants were asked to choose an overarching vision statement for each Community Vision 2040 theme. The options provided are listed below as Option A and Option B. Respondents preferred statements are highlighted below:

**Community**

Option A: We are a safe, proud, inclusive and connected community that is resilient and supported. (20%)

**Option B: We take pride in where we live by valuing safety and including all members of our community. We maintain connections and engage across our Shire, contributing to and supporting our resilience. (80%)**

**Liveability**

Option A: We plan our growth to ensure retention of our country feel. Health and wellbeing is promoted through provision of active and passive recreation spaces and improved access to services and transport. (37%)

**Option B:** We love that where we live has both a country/rural and urban feel, and that there are many activities, facilities and services available. We prioritise our health and wellbeing with the support of various programs and modes of transport. (63%)

### Prosperity

**Option A:** We actively advocate and build partnerships that enable industries and business to provide local learning, education, pathways and employment. Goods and services can be sought from local producers, agriculture and business. (24%)

**Option B:** We support local business and education opportunities for all members of our community. We advocate to enhance our offerings and showcase our Shire as a great place to live, work, and play. (76%)

### Sustainability

**Option A:** We preserve our cultural heritage and environment while promoting responsible attitudes and behaviours to enable a clean and green future. (32%)

**Option B:** We take care of our natural environment, including our ecosystems and heritage. We want our Shire to be clean and green now, and into the future, and we will do this by continuing to be responsible and care for our environment. (68%)

## NEXT STEPS

The recommended changes to the Vision will be presented to Council 21 May 2024 for review and final amendments will be presented to Council for adoption in September 2024.

Other information and feedback that was received and not directly related to the Community Vision 2040 document has been collated and provided to the relevant Council Officers for considerations in future planning, projects and initiatives.

A range of questions were posed to Council Officers at workshops during the engagement. Responses have been provided in writing via email to all workshop participants.

## METHODOLOGY

A Thematic Analysis process was used to review data captured in this engagement. Thematic analysis includes: 1) familiarization; 2) coding; 3) generating themes; 4) reviewing themes; 5) defining and naming themes; and 6) reporting. These steps were defined by Braun & Clarke (2008).

Where over 15% of engagement responses supported the addition of a theme or priority; and if that theme or priority is not already included in the Community Vision 2040, a recommendation has been made to Council for an amendment.

Where a formal submission was received and supported by other feedback received through the engagement, the percentage of respondents supporting this recommendation has been included with recommendations to inform Council's decision for proposed changes to the Community Vision 2040.