



November 2024

Annual Community Engagement Review 2023/24 Community Engagement Report



Overview

PROJECT BACKGROUND:

Each year Council conducts a review of our Community Engagement function to ensure that all engagement opportunities assist in identifying community needs and priorities, so that Council's decisions can align with community expectations.

This year, the team conducted an online community survey and quick poll which was open from 8 July – 30 August 2024. The aim of this engagement was to:

- Check in on how we've done in addressing the main issues the community raised last year (see below)
- Collect suggestions for improvement
- Hear about community experiences and preferences while engaging with us, and
- Testing if our Community Engagement Policy 2021-25 is in need of any changes or updating.



Improved promotion

Providing as much notice for when engagements are occurring and improving promotion of projects in new and innovative ways.



Varied engagement tools

Offering online as well as in-person engagement opportunities whenever possible



Timely & detailed feedback

Provide feedback in a timely manner. Be clear about what information we are asking for and how we will use it.



More information and updates

Providing as much information on the project pages with downloads and other resources for access to in-depth project information.



Increasing participation

Promote The Loop and Community Engagement in general to encourage as many residents to sign up and participate.

Methodology

The below table outlines the various methods and techniques used to engage with the community. See Appendix 1 for templates of the survey and quick poll questions.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	1,071 page views 725 total visitors to the page
Online survey	34 contributions
Online poll	56 contributions

Communications / marketing activities	
Method / technique	Details
Online promotion (Facebook - advertising)	Advertisement was run three times (sponsored and organic) Reach: 43,549 Engagement: 14 890 Click through to website: 431
Loop newsletter / email	Email sent on 08/07/2024 to 1,700 registered users on The Loop notifying them of new project. Email sent on 24/07/2024 to 3, 730 community members who had participated in an engagement over the past 12 months inviting their feedback. Email sent on 26/07/2024 to 7,427 Loop newsletter subscribers with a promotion of the engagement opportunity. Email sent on 22/08/2024 to 7,510 Loop newsletter subscribers with a promotion of the engagement opportunity.

Who we heard from

The below highlights who we heard from via The Loop survey (both online and the hard copy) during our engagement period who provided demographic details.

Age Group

Under 9	10-14	15-19	20-24	25-29	30-34
0 %	2.90%	0%	5.88%	0%	5.88%
35-39	40-44	45-49	50-54	55-59	60-64
5.88%	20.58%	8.82%	0%	8.82%	14.71%
65-69	70-74	75-79	80-84	85 and over	
11.76%	14.71%	0%	5.88%	0%	

Gender

Female	Male	Prefer not to say	I identify as
58.8%	42.2%%	0%	0%

Suburb

Cocoroc	Eynesbury	Hoppers Crossing	Laverton	Laverton North	Little River
0	0	8.82%	0	0	0
Mambourin	Manor Lakes	Mount Cottrell	Point Cook	Tarneit	Truganina
0	2.94%	0	11.76%	14.71%	2.91%
Werribee	Werribee South	Williams Landing	Wyndham Vale	Quandong	
38.23%	2.91%	2.91%	14.07%	0	

Self-described / identified

A person living with and/or caring for a person living with disability	An Aboriginal and/or Torres Strait Islander person	A person who identifies as LGBTIQA+	Prefer not to say	None of these
20.6%	0%	14.7%	2.9%	64.7%

Do you speak a language other than English at home?

Yes	No
23.5%	76.5%

Analysis of feedback

The following is a breakdown and analysis of responses by question. Survey questions were arranged to address the areas for improvement that were identified in last year’s review.

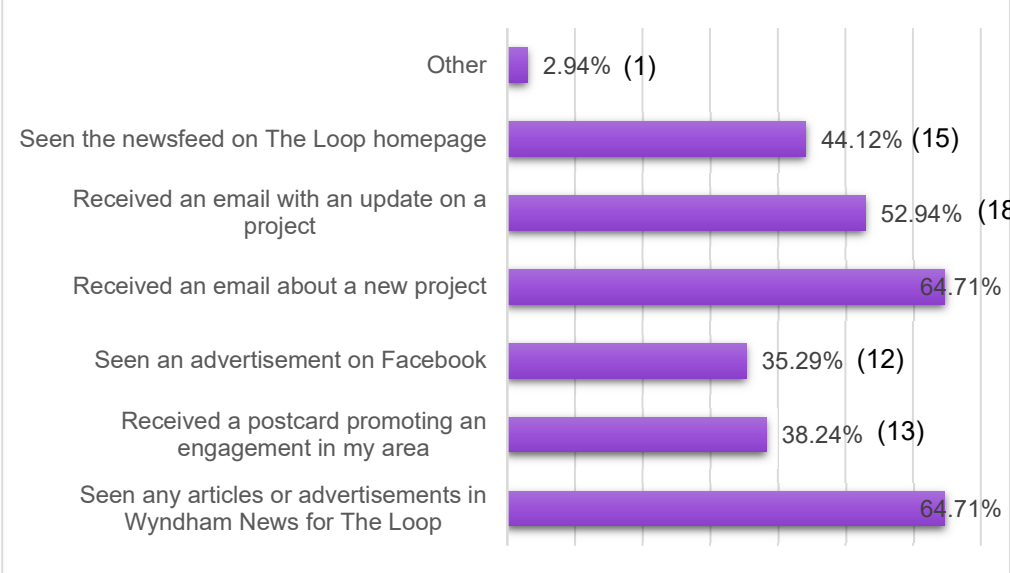
Area 1: Improved promotion

Have you:



Improved promotion

Providing as much notice for when engagements are occurring and improving promotion of projects in new and innovative ways.

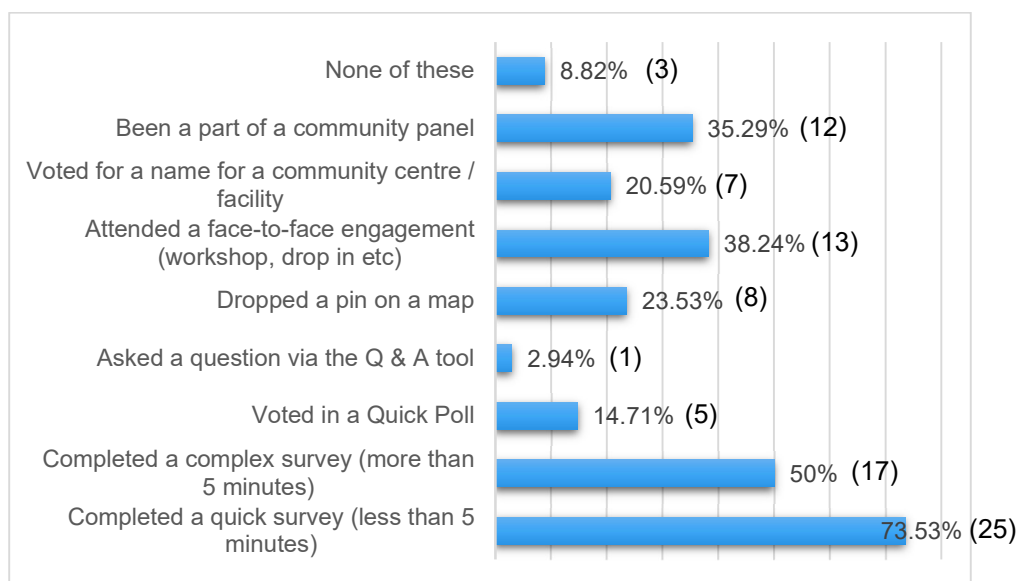
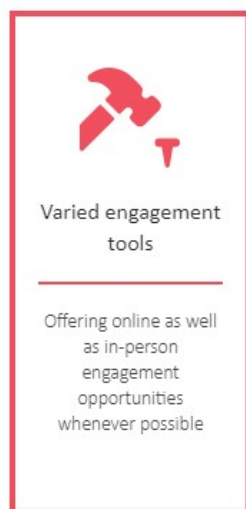


Our actions:

- Continue with our current promotions as visibility and interactions are good
- Focus on emails and advertisements in Council's monthly publication *Wyndham News*.

Area 2: Varied engagement tools

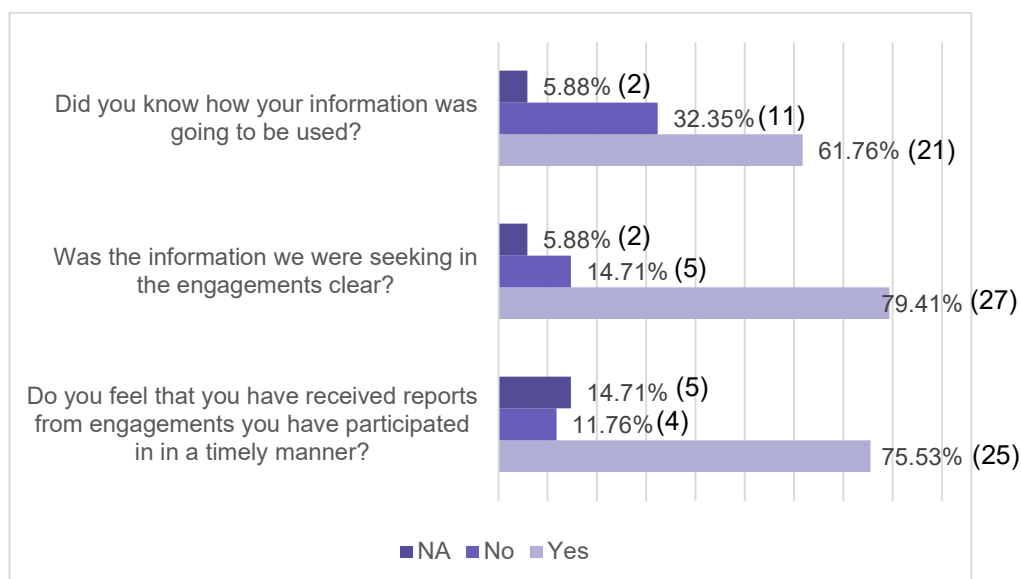
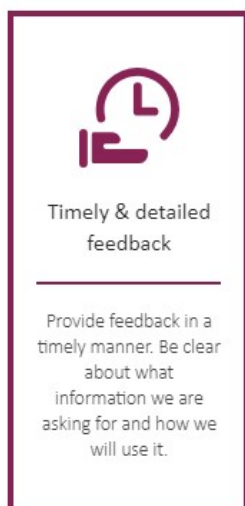
Have you:



Our actions:

- Continue to ensure that all engagement opportunities have a face-to-face component (where appropriate)
- Use varied tools online to provide options for community to provide their feedback
- Continue to offer quick actions for engagement (polls, short surveys) as well as more detailed options like extended surveys and face-to-face interactions.

Area 3: Timely and detailed feedback



If participants answered NO above, they were prompted: “What could we do to improve on this?”

Suggestions for improvement are themed below:

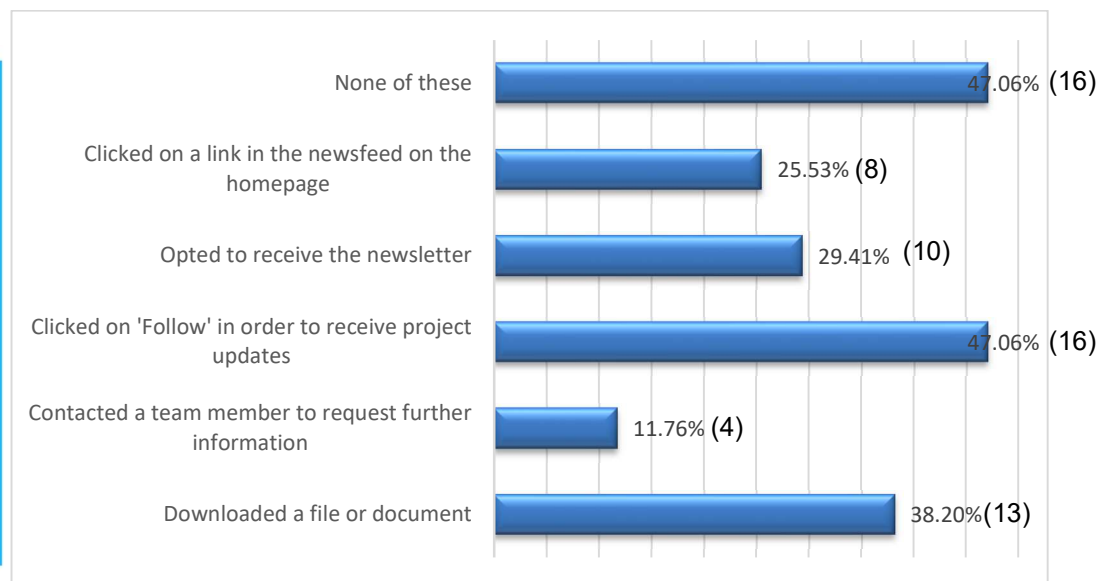
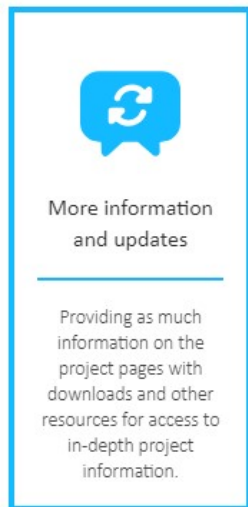
- Texts messages to increase involvement.
- Not being able to see direct feedback in the outcomes.
- No clear communication about what the next steps are.
- Using more succinct and accessible communication.
- Explaining why feedback can't be used.

Our actions:

- Focus on clarity and information that is given after an engagement.
- Explore ways to promote and distribute engagement reports and outcomes in a way that is meaningful for participants and interested community members.

Area 4: More information and updates

Have you?

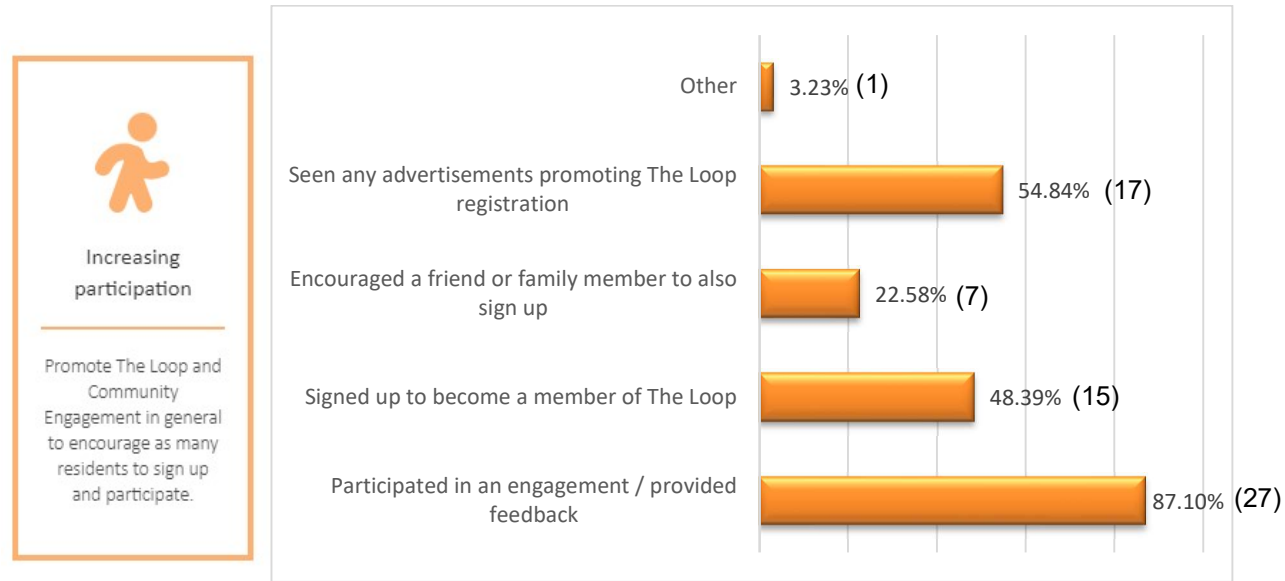


Our actions:

- Explore ways to use project followers to keep updated and informed as engagements and projects progress
- Continue with the newsletter / emails as a means for communicating updates and outcomes

Area 5: Increasing participation

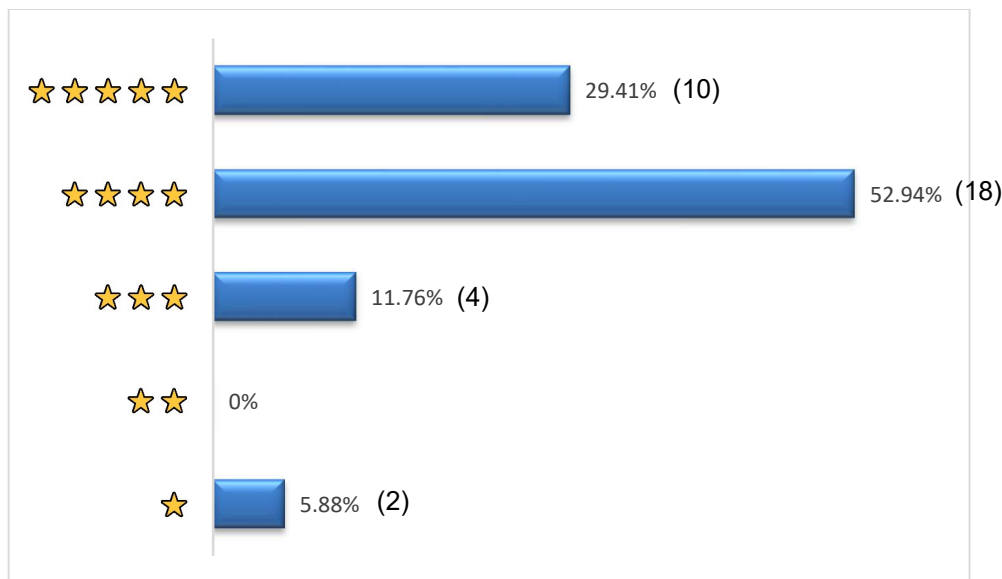
Have you?



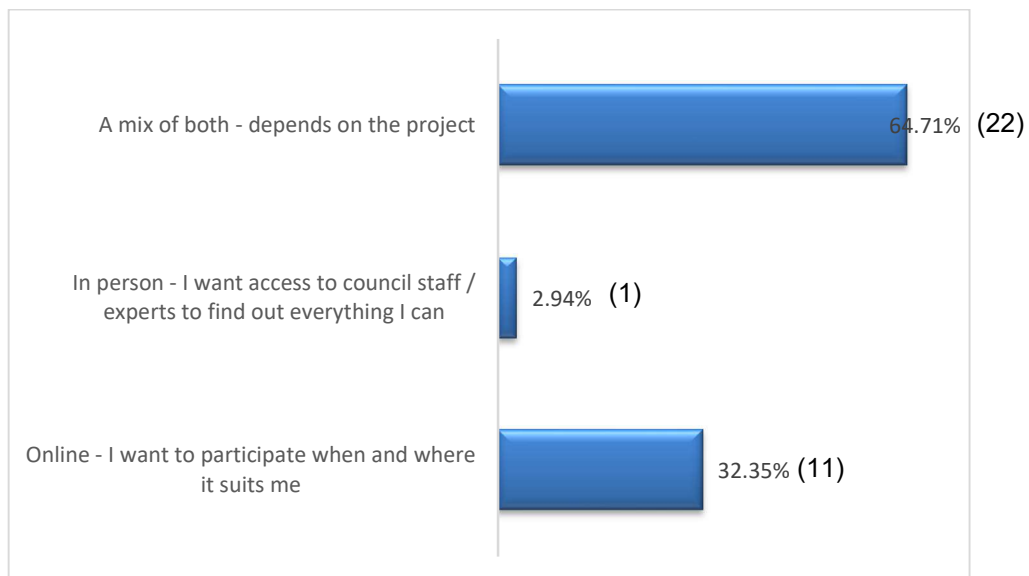
Our actions:

- Increased promotion of The Loop and engagement opportunities.
- Explore ways to expand and appeal to community that are unaware of engagement opportunities.

How satisfied are you with Council's community engagement efforts? (1 star being low, 5 being high)



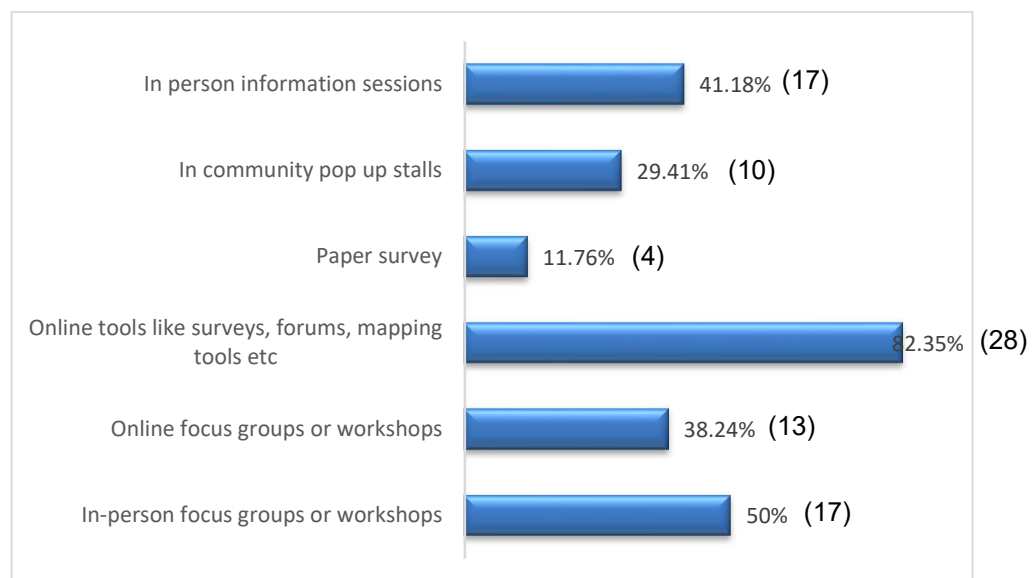
Do you prefer community engagement opportunities to be:



Our actions:

- Continue to find the right balance of online and in-person engagements depending on the project and/or decision to be made.

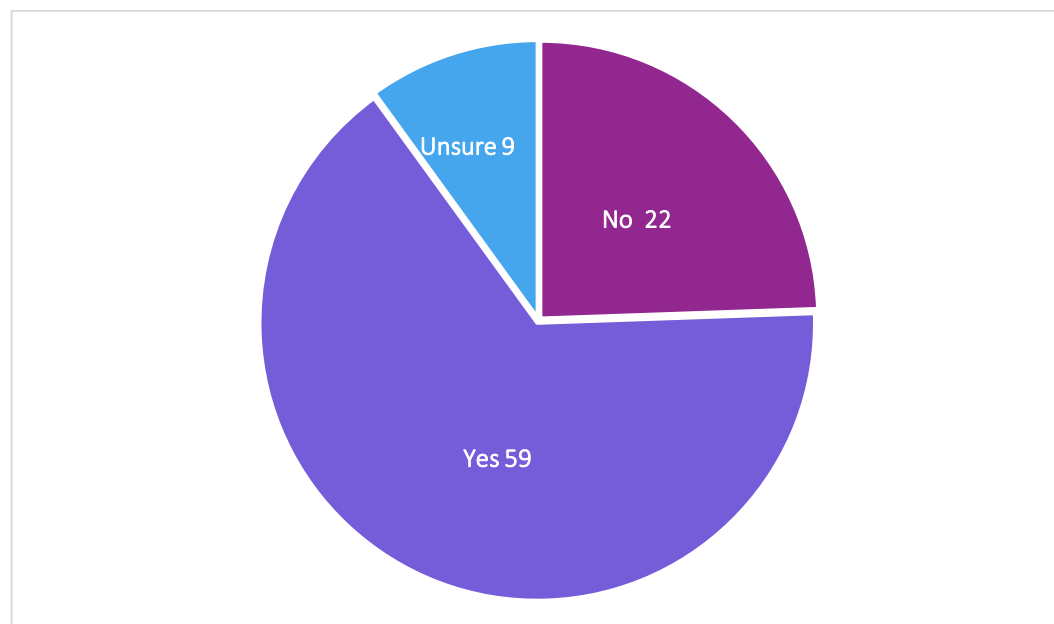
Which if these engagement methods appeals to you?



Our actions:

- Continue to provide a variety of methods and tools to ensure that everyone can participate in a way that is accessible and meaningful for them.

Do you think our policy is fit-for-purpose?



Our actions:

- Review the policy and provide updated policy for public exhibition early in 2025.

What improvements or changes would you suggest for making community engagement better? Please provide any specific ideas and suggestions.

Information displayed below is all responses received grouped into themes

Theme	Feedback
Feedback (use of, transparency etc)	- Follow up on main themes of feedback. - A feeling that what community members have said [feedback] is taken into account when a decision is reached. I often feel it is token 'listening' but the course of action is already decided upon.
Promotion	- More street advertising eg billboards/electronic signs. - Letterbox drops. - Be more visible. Not everyone thinks of this council engagement unless it is in their face, or directly affects them when it's too late to do anything about it.
Engagement methods	- The map pin thing was a pain to use. - More online Facebook group surveys. - Broaden the scope of the community engagement to include Secondary school students as they often have a new different way of seeing things. - More online sessions after 8pm or on weekends. - Allow plenty of time in sessions. As well as orchestrated activities to reach conclusions incorporate free input sessions and discussion of the issues raised. I found that this worked better for the Future plan group. - I would like to see more in person engagement and interaction with council in the form of a monthly meeting or more events and celebrations that involve the presence of council and government officials to be available and open to public engagement. - Opportunities for in-person during weekdays. More spaces made available for on-line participation (I've missed out on these) - Different methods of engagement to suit more demographics. - The key is the type of project. The People's advisory Panel sessions could not have worked if they had not been person, whereas the consultations over dog parks or even the Ison road overpass can work fine just as an online survey.
Information	- Finding out the subject matter experts in the area and involve them. like family violence, gambling etc. - Clarity around the level of information and/or details under discussion - online surveys which limits responses helps guide user to type of information required. - A shared defined picture of where we are trying to head; especially in regard to Climate change/sustainability policy that is defined for housing-developers, not by the developers.
Compliments	- The council does well with its community engagement, which is far more than can be said for the 'Level Crossing Removal' team, which totally ignored community input. - Happy with current process - Keep doing what you're doing

Other	• Work with community centre managers to plan and fund/co-fund events for the community, as they are more informed of what the surrounding community residents need. • Have a section or a meeting for a suburb where the members can group together and discuss their issues, concerns, and activities. For example. A meeting for Tarneit only members where they can discuss and collaborate, same for Hoppers, Point Cook etc. • Culturally aware council/community interactions that also recognise that each culture is not homogenous but is comprised of individuals. • Choose more meaningful subjects for engagement. Every new community centre, reserve or stadium seems to be the subject of a poll for its name. Meanwhile Council's tree planting program dumps trees into existing areas with zero consultation or even notice to the affected residents.
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Next steps

This engagement is part of a larger service review and this report concludes the external facing component of it. We are also in the process of reviewing our Community Engagement Policy 2021-25 with the view to providing it to community via a public exhibition early in 2025.

The feedback and input from the engagement will be implemented over the coming 12 months as part of the Community Engagement Team's commitment to continuous improvement and 'business as usual'. Some things will be implemented quickly, and you will see changes happening other things will happen later depending on budgeting, capacity and planning cycles.

If you have any further questions regarding this project or this report, please email engagement@wyndham.vic.gov.au