Adoption of Strategic Community Plan 2022-2034 – Elected member feedback summary

No.	Feedback	Officer's response	Amended – Y/N
1	Discrepancies between population growth numbers throughout the document.	All population growth numbers revised and amended in line with the draft Local Planning Strategy.	Y
2	Remove reference to Albany Highway being an 'old school' main street because of its evolution.	'Old school' removed.	Y
3	Concerns about technological advance megatrend and it leading to social isolation.	The megatrend is not controlled by the Town. The Town can choose how it responds to it.	N
4	Concerns about whether community engagement outcomes were a true representation of the Town's population in terms of place of birth.	The Town can only use the feedback that it received from the people that chose to participate. There were many options for engagement and an extensive communications campaign that supported the project. This included publishing material in other languages – a first for a Town engagement project – and offering assistance of people that spoke the Town's three most common languages other than English.	N
5	Innovative appears in the definition of the proposed value of courageous but was the most common value suggested to be removed.	Seven people out of the 125 people that answered the question suggested that innovative should be removed. At the staff and elected member workshops, being innovative was considered how staff could display courage.	N
6	Refer to zero emissions from buildings and vehicles instead of low carbon fuels.	The goals that sit under the priority of 'Protecting and enhancing the natural environment' came directly from the Climate Emergency Plan that was recently adopted by Council.	N

7	Specify the types of grants that will be used as a measure for 'Protecting and enhancing the natural environment'.	Amended to say 'environment-related Town grants' as names could change in the life of the plan.	N
8	Concerns about length of document.	Proposed document down from 57 pages to 39 pages.	Y
9	Community engagement process could be covered more succinctly using graphs.	Process to be summarised using icons with participant numbers combined.	Y
10	Concerns about repetition across sections.	Repetition reduced through editing and removing sections.	Y
11	Retain sustainability pillars (social, economic, environment and civic leadership) and their descriptions to group community priorities rather than listing what labelling each priority with their relevant sustainability pillars.	Most community priorities relate to more than one pillar so it is not recommended to retain these.	N
12	Definition for "dynamic" not necessary for the vision.	At its workshop, Council provided feedback that the vision should be retained but that dynamic should be defined to help increase understanding of what the vision is trying to achieve. This was linked to community feedback that they didn't understand what the vision was trying to achieve.	N
13	Contents page isn't needed.	Contents page removed and page references incorporated into "What is a Strategic Community Plan?" to allow for easy navigation.	Y
14	"Everything you need to know about this plan" not needed as it duplicates the contents page.	Contents page removed, section changed to "What is a Strategic Community Plan" and text edited.	Y
15	Part 1 – Context is unnecessary duplication. Sections only need headings where they appear in the document.	Removed.	Y

16	"A little bit about the Town" should be brief infographics, not text.	Section removed as information already included throughout.	Y
17	"Snapshot of our community" should be brief infographics, not text.	This will be designed similar to what is in the current SCP. The supporting text has now been edited.	Y
18	Points 4-10 of why the Town is unique are not unique to the Town.	This information was directly from the community engagement themes. All points were what people in the community thought were unique. Text included at top of page that reads "Our community thinks this is what makes us stand out."	N
19	The information included for the state and regional context is not necessary. Would prefer Town strategies and plans were listed.	The Department's IPRF guidelines suggest including State, federal, regional and sub-regional context and strategies/plans. It is also a requirement for achieving the intermediate standard. The section has now been edited to be briefer.	Y
20	If megatrends do need to be included, they should be infographics rather than narratives. Preference to concentrate on what the community believed were challenges for the Town.	These don't need to be included and have been removed.	Y
21	Narrative for "Changing demographics" megatrend should address all changing demographics, not population growth.	These don't need to be included and have been removed.	Y
22	Narrative for "Urbanisation" focusses on accommodating density, not true urbanisation.	These don't need to be included and have been removed.	Y
23	Narrative for "Social inclusion and expectations" doesn't explain the megatrend.	These don't need to be included and have been removed.	Y

24	Narrative for "Technology" megatrend includes technology that is already here with impacts already established.	These don't need to be included and have been removed.	Y
24	Not necessary to include long-term projects.	Long-term projects have been included as context so the community understand what Council has already committed to as strategic projects for the Town. The Department's IPRF Guidelines also suggest their inclusion.	N
25	Not necessary to have sections and introduce each section.	The plan is now proposed to be split into the four parts with headings. The sections and their introduction have been removed.	N
26	It should be indicated that the 309 youth survey responses were for the Town's Youth Action Plan and not the same in-depth surveys completed for VicVision.	Youth survey changed to Youth Action Plan survey. Further information hasn't been included due to the request for a shortened document and engagement process being shown more succinctly.	Y
27	Concerns that the 309 people that completed the Youth Action Plan survey have distorted the picture of the age demographic of those who participated in the full survey/in depth options and other engagement.	An aim of the community engagement for VicVision was to provide an option for engagement that suited levels of interest and available time. Younger demographics are typically harder for local governments to engage – this was a weakness of the Evolve Project. The Town chose to include a couple of questions in the youth survey to try and reach a group that wouldn't usually engage. All feedback received was reported in the engagement outcomes and analysis documents and this has been used to complete the major review. The number of responses to the Youth Action Plan survey is included in the engagement summary.	N

28	"What we heard" should be organised sequentially based on the engagement about the Strategic Community Plan 2017-2032 – vision, mission, values and strategic outcomes.	"What we heard" has been organised sequentially based on the new format that is being proposed. This will help the community link engagement feedback to the strategic direction and increase confidence that what was said has been understood.	N
29	The value definition should be changed from "All actions and decisions made shouldn't be at odds with these" to "All actions and decisions made should be consistent with our values."	This sentence has been changed.	Y
30	Page 34 repeats the summary at the start of the document.	The Department's IPRF guidelines suggest having the key points of the document summarised at the beginning. It serves as an introduction to the plan. The strategic direction still needs to be included in the plan.	N
31	Difficult to understand the measures because there are no targets.	It is proposed that the revised SCP be adopted without targets to allow for baselines to be measured. Targets could be added in the minor review scheduled for 2024.	N
32	How will "Community feels safe" be measured?	This is measured through the safety and security performance index score included in the community perception survey completed by the Town every two years.	N
33	It is a bit of stretch to include health inspections at restaurants when the community's priority for safety relates to crime and feeling safe when out in the Town.	All content that didn't relate to crime and safety removed.	Y
34	Support the inclusion of the related strategies and plans.	Comment noted.	N

35	Town services should sit in the Corporate Business Plan and not be included under each priority.	The intermediate advisory standard in the Department's guidelines requires that the Town "connects most of the activities and services that are delivered by the local government with the community's aspirations - vision, outcomes and priorities."	N
36	Narrative paragraph under "Helping people feel safe" feels like it is trying to explain why services have been included under the priority.	Paragraph removed.	Y
37	Goals for "Facilitating an inclusive community that celebrates diversity" should be more unique and not repeat the same goal for only certain subsets of the community.	Each goal is unique and is the aim of one of the relevant strategies listed against the priority.	N
38	Measures for "Facilitating an inclusive community that celebrates diversity" could be met by doing anything.	Measures are linked to the community perception survey completed by the Town every two years along or are quantative, comparative measures.	N
39	Uncomfortable with "Collaborating to ensure everyone has a place to call home" as homelessness was not in the top 10 priorities from the community and comments suggested the issue was more related to safety than housing.	Homelessness was in the top 20 themes that were then used to form the community priorities. Although concerns from the community may relate to safety, workshops with Town staff and elected members saw the priority retained. During the public comment period, 36 of the 40 respondents supported the priority being included.	N
40	Goal to ""Increase the availability of accommodation to address acute housing needs" places a direct obligation on the Town to provide such accommodation when that is not a direction the Town has ever committed to taking before and is inconsistent with the Homelessness Policy.	Goal changed to "Facilitate the increase of the availability of accommodation to address acute housing needs."	Y

41	Concerned with the inclusion of the following measures because they are affected by a range of factors that are outside the Town's control: • Number of accommodation places catering to acute needs. • Percentage of low- and medium- households in housing stress. • Percentage of rentals affordable for low- and medium-income households.	Measures removed.	Y
42	Goals and measures for "Protecting and enhancing the natural environment" lack clarity because they are trying to include every target in every informing strategy or plan instead of identifying just the key goals.	The goals and measures for this priority are more defined due to the maturity of the Town's planning against the priority and focus put on it. Goals and measures have been revised and edited to communicate more simply and remove targets.	Y
43	The first goal for "Facilitating the reduction of waste" should be to reduce waste, before referring to recycling and reusing.	Goal to reduce waste added.	Y
44	Question whether people would understand diversion of waste from landfill more than material recovery.	Goal changed to "Increase waste diversion from landfill."	Y
45	Repetition between second and third goal under "Facilitating the reduction of waste."	Repetition removed.	Y
46	Include goal around innovation in waste management whether it be garden organics, food organics and garden organics, or waste to energy.	Goal and measure added.	Y
47	Measures for "Facilitating the reduction of waste" should include the delivery of education, communication/messaging and financial incentives by the Town to encourage the community in this direction.	Measures added.	Y

48	There should be a goal related to minimum levels of accessibility for public open space under "Increasing and improving public open space."	Goal and measure added.	Y
49	The Disability Access and Inclusion Plan needs to be included under the related strategies for "Increasing and improving public open space."	Plan added to related strategies.	Y
50	Goals should focus on key themes rather than including specific goals from plans.	Goals amended to focus on key themes.	Y
51	How does the goal of "Reducing emissions for facilities and assets by 10% by 2030" fit with the Climate Emergency Plan goal of net zero carbon emissions by 2030?	It is equivalent to a 1% reduction in the Town's emissions.	N
52	Include the Disability Access and Inclusion Plan as a related strategy under "Providing facilities that are well built and well maintained."	Plan added under relevant strategies.	Y
53	Opening paragraphs for "Enhancing and enabling liveability through smart planning, urban design and development" should be deleted as the priority is self-explanatory.	Paragraphs deleted.	Y
54	Should include a measure under "Enhancing and enabling liveability through smart planning, urban design and development" to have Town buildings that meet environmental sustainability design outcomes, not just residential buildings over which the Town has little control.	Goal and measure added under "Providing facilities that are well built and well maintained."	Y
55	Opening paragraphs for "Improving how people get around the Town" should be deleted as the priority is self-explanatory.	Paragraphs deleted.	Y

56	Should include a goal for "Improving how people get around the Town" that footpaths are universally accessible.	Goal added.	Y
57	Include the Disability Access and Inclusion Plan as a related strategy under "Improving how people get around the Town."	Plan added under related strategies.	Y
56	Opening paragraphs for "Facilitating a strong economy" should be deleted as the priority is self-explanatory.	Paragraphs deleted.	Y
57	Concerns that the goals for "Facilitating a strong economy" are a repetition of the goals in the Economic Development Strategy.	The Economic Development Strategy is the primary informing strategy for this priority however, the goals have been amended to apply to what the Town can aim to do to achieve the overall outcomes.	Y
58	Managing the resources and performance of the Town is operational. Council oversees in its governance role, which is civic leadership.	The community priorities are written from the view of what the community wants the Council and Town to do collectively to achieve the vision for the future. The words "the organisation's" have been removed from the priority.	N
59	Civic leadership must relate to Council's performance of its roles, not the Town's operational management and should include a commitment to governance (policies and compliance), communicating with our community (e.g. Community Engagement Charter), financial management and advocacy.	Goals relating to governance, communication, financial management and advocacy have been added to the community's priority.	Y
60	"Effectively managing the organisation's resources and performance" should be divided into four separate priorities – financial management, community engagement, advocacy and governance.	These are goals under the priority. They are also Town objectives that every community priority will be assessed against in the Corporate Business Plan.	Y

61	Most of the goals under "Effectively managing the organisation's resources and performance" are operational and do not belong in this section. They should be organisational objectives.	Goals have been amended to be more general and allow for the Town to action them and Council to oversee them.	Y
62	Preference for some of the strategic objectives in the current SCP to the community priorities proposed.	Workshops and online engagement were held for elected members to determine proposed priorities. These have already been out to public comment and are all supported by the majority of respondents.	N
63	Implementation section is lengthy and refers in detail to other plans.	Section has been edited and shortened.	Y
64	Everything from Corporate Business Plan down to strategic risks under implementation should be left out or put in the report to Council leaving only the initial part and the reporting.	The Department's guidelines suggest including resourcing implications (financial profile, asset and workforce requirements) and strategic risk management. The sections have been edited and narrative directs people to other plans in the IPRF suite. Strategic risks have still been included as this isn't detailed elsewhere.	Y
65	Has there been consideration to making the plan 10 years (2022-2032)?	Considering a major review of the plan is undertaken every four years, the plan could have a lifespan of 10 years. There is also a proposed reform due to Act changes that the plan be for eight years. The thinking around planning for 12 years was that reviews could then be in line with election cycles and undertaken by incoming Councils. CBP reviews would also be in line with the four-yearly review.	N