Report 12.8 – Brimbank Planning Scheme Review Update – October 2018

Directorate	City Development
Director	Kelvin Walsh
Policy	*Planning & Environment Act 1987*, Brimbank Planning Scheme, Council Plan 2017–2021
Attachment(s)	1. Plan Brimbank Final Report

Purpose

For Council to consider the results of Plan Brimbank, which was undertaken to:

• Inform the review of the Brimbank Planning Scheme (Planning Scheme)

• Note recent changes to all planning schemes brought about by Amendment VC148

• Consider the next steps in the Planning Scheme review process.

Report

1.   Background

The Planning Scheme review is a Year One and Two action of the Council Plan 2017–2021 (Council Plan).

At the Ordinary Council Meeting on 12 December 2017, Council endorsed the Brimbank Planning Scheme Review Evaluation Report 2017 (Evaluation Report) for the purpose of submitting it to the Minister of Planning, and commenced the next stage in the Planning Scheme review process, which was to engage community to determine their land use and development issues and priorities.

2.   Consultation

Council engaged Harvest Digital Planning, specialists in online consultation platforms, to develop a 'gamified' online engagement tool called Plan Brimbank. The aim was that Plan Brimbank:

• Be easy and fun to use

• Collect a wide range of data to inform the planning scheme review, in terms of identifying planning issues

• Provide other information that would be valuable to Council departments.

Plan Brimbank required 'players' to choose their most important issue through a range of comparisons of land use and development priorities, which informed a final ranked list of their priorities. The key themes the consultation focused on:

• Housing and neighbourhoods

• Council services

• Getting around Brimbank

• Shopping, employment and business

• Environment and conservation.

Consultation for Plan Brimbank (26 March-25 May 2018) was supported by an extensive marketing and communication strategy, including social media promotion, information in community newsletters, digital screens in Council venues, and a series of community barbeques. The main focus was face to face consultation, where Council officers engaged with the community by taking iPads to over 86 locations across Brimbank. Plan Brimbank was also was translated into six languages – Mandarin, Cantonese, Arabic, Vietnamese, Maltese and Greek. At the completion of the consultation period, 1,902 participants had engaged with Plan Brimbank.

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3.   **Analysis**

Plan Brimbank Results
The structure and digital format of the consultation allowed the identification of key demographic and location segments of the community, including gender, age, country of birth and relationship to Brimbank. Weekly reports on the progress of the consultation allowed Council officers to modify the consultation location to target under-represented groups.

Results of the engagement produced statistically valid results to a 99.9 per cent confidence level, in that the sample size (1,902) was sufficiently large - compared to the overall population (208,443) - to produce a confidence interval of approximately 0.1 per cent.

The most popular theme played was Housing and Neighbourhoods, followed by Council Services, Shopping, Employment and Business, Getting around Brimbank, and Environment and Conservation.

 A summary of the key results are:

Housing and Neighbourhoods
When choosing a house, the top priorities were choosing a home, choosing a neighbourhood, and where or what to live near to. In terms of choosing a home, the priorities were for homes with three or more bedrooms, homes with a large backyard, and the look and style of a home. In terms of choosing a neighbourhood, it was also important that neighbourhoods were affordable, had a quiet street with low traffic flow, and a green and leafy feel. It was also important to live near public transport and bike paths, shops and services, and parks and open spaces.

Council Services
The most important Council services were public spaces, parks and open spaces, and council facilities. The top priorities for public spaces were lighting, cafes and dining, and nearby car parking. The top priorities for parks and open spaces were that they were safe and secure, had toilets, seating and shade, and that there were lots of parks, playgrounds and open spaces near housing. The most important priorities for Council facilities included provision of quality parks, community services including maternal and child health, youth services and neighbourhood house, and quality local libraries.

Getting Around
The top priorities for getting around included parking in residential areas, parking in shopping and industrial areas, and walking and cycling. For residential areas, priorities were having parking near shops and services, free parking areas, and that new development provide car parking. For parking in commercial areas, priorities included provision of customer car parking, landscaping of car parking areas, providing parking in multi-level car parks, and staff car parking. The most important priorities for walking and cycling included provision of more walking and cycling paths to 'destinations', improving existing walking and cycling paths, and providing lighting to shared paths to improve safety.

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Shopping, Employment And Business
The top priorities were local business, local shopping, and local employment. In terms of improving local shopping, it was important having shops close to where people live, supporting local business, and having lots of different shops. In terms of improving local jobs, it was important having job opportunities in Brimbank, having job areas that are easy to get to, and having employment areas close to shops and amenities. The priorities for supporting local business including having enough car parking for customers, having the right building for the right business, and making it easy for new business to start up.

Environment & Conservation
The top priorities were conserving Brimbank, green open spaces, and protecting the environment. In terms of conserving Brimbank, it was important to have green spaces around creeks and rivers, native vegetation, and heritage buildings and places. In terms of providing green open spaces, it was important to have parks, protect natural places from development, have green spaces around creeks and rivers, and clean rivers and creeks. In terms of green open spaces, it was important that natural places are protected from development, have clean creeks and rivers, and rubbish bins in open space areas. When planning for green, open spaces, it was important to provide parks, shared paths along waterways, and native vegetation reserves.

The consultation results are included in the Plan Brimbank Final Report (**Attachment 1**).

The findings of Plan Brimbank generally reinforce the directions and proposed future work program identified in the Evaluation Report, which included to:
- Update the Activity Centre Strategy
- Update the Industrial Land Use Strategy
- Review the extent of the Environmental Significance Overlays to creeks and rivers and their application to protect habitat corridors
- Develop design guidelines for the Residential Growth Zone and neighbourhood character objectives for the Neighbourhood and General Residential Zones
- Implement the Economic Development Strategy
- Complete the Sunshine Health and Wellbeing Precinct Structure Plan
- Review the Housing Strategy
- Review the Green Wedge Management Plan
- Complete the Car Parking Strategy
- Advocate for a Western Region Integrated Transport Plan.

Amendment VC148
The Minister of Planning recently approved Amendment VC148 to the Planning Scheme, which is part of the Smart Planning program of changes to planning in Victoria that the State Government is currently undertaking. Amendment VC148 has resulted in significant changes to the format of all Victorian planning schemes. Of most relevance to the Planning Scheme review process are:
- Replacement of the State Planning Policy Framework with the Planning Policy Framework (PPF), which will ultimately include a three tier policy format of State, Regional, and Local policy
- The replacement and repurposing of the Municipal Strategic Statement (MSS), with a Municipal Planning Strategy (MPS).

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There are also an extensive suite of changes to the statutory function of the Planning Scheme, including changes to schedules to introduce decision guidelines, objectives, and application requirements for Heritage, Development Plan, and Design and Development Overlays.

Significant changes to car parking requirements include reducing car parking requirements in commercial areas, and within areas in 400 metres of the Principal Public Transport Network. This includes no additional car parking requirement for change of use in commercial zones.

The full implications of these changes and the impact they will have on the Planning Scheme review are not fully understood. The State Government will be running sessions and working with councils to explain the changes and work through the implications for the review of the Planning Scheme. Further direction, and information on the implementation and timing of these changes will be provided in the coming months.

These changes will impact the delivery the Planning Scheme review. The new MPS will replace all current MSSs. Information about the format and content of an MPS has not yet been released by Department of Environment, Land, Water and Planning (DELWP). The revised PPF format will also require local objectives and strategies, which are currently included in the Brimbank MSS.

Next Steps
Council officers have received advice from DELWP to continue to update the policy content of the current MSS to reflect the strategic and policy development completed over the last five years.

On this basis, Council officers will continue to update land use policy content of the current MSS, which will be included under the new PPF policy headings. This process will identify where there is State and Local policy duplication (which can be removed), and also identify policy gaps where there is no Local policy.

This process will be undertaken in consultation with DEWLP to ensure Council is meeting the expectations of the Smart Planning process. A completed draft of the local PPF content is expected in early 2019.

4.   Resource Implications

The Planning Scheme review project requirements can be met within the Annual Budget 2018/2019.

5.   Policy/Legislation

This report has been prepared in accordance with *Planning & Environment Act 1987*, Planning Scheme, and the Council Plan.

Conflict of Interest Declaration
The *Local Government Act 1989* requires Council officers, and anyone engaged under contract, providing advice to Council to disclose any conflict of interest in a matter to which the advice relates. Council officers contributing to the preparation and approval of this report, have no conflicts of interests to declare.

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6.   Officer Recommendation

That Council notes the:

a. Brimbank Planning Scheme Review Update – October 2018 report.

b. Plan Brimbank Final Report, at Attachment 1 to this report.

HARVEST
DIGITAL PLANNING

Plan Brimbank final report

Prepared by Harvest Digital Planning for Brimbank City Council

July 2018

18/268900

Contents

1. Introduction

In March 2018 Brimbank City Council (Council) launched Plan Brimbank, an integrated community engagement campaign that sought to better understand community priorities around planning issues amongst various demographic and locational segments of city users (including residents, workers, students and visitors).

The engagement ran for an eight-week period from 26 March to 25 May 2018. By the conclusion of the engagement the reports showed that over **1900** people participated, playing over **2800** individual 'games'.

Plan Brimbank was a collaboration between Harvest Digital Planning (Harvest) and Council. The engagement was centred around a custom built online engagement web application, which was used as the main tool for collecting community feedback.

The tool (developed by Harvest) was designed to provide a 'gamified' experience to ensure participating was both easy and fun. This approach was intended to facilitate broad participation in the process, while at the same time collecting rich and useful data.

The tool was supported by an extensive marketing and promotion strategy (designed and executed by Council) to encourage widespread participation and an ambitious on the ground campaign conducted by Council officers to engage with residents face-to-face and encourage them to participate. There were approximately 86 face-to-face engagement opportunities with the community.

The results of the engagement will inform the review and revision to Council's Municipal Strategic Statement (MSS) which will guide the land use and development of the municipality over the next four years.

Plan Brimbank was an opportunity for Council to further explore online engagement and new technologies as a way of reaching the widest audience possible, seeking to engage with audiences who may not respond to traditional engagement methods.

To further promote uptake of the engagement within Culturally and Linguistically Diverse (CALD) groups, the application was translated into six different languages: Vietnamese, Cantonese, Greek, Maltese, Mandarin and Arabic.

An important objective of the engagement was to understand who was participating, and to qualify the results to better understand how representative participants and the results were. Targets for key socio-economic segments of the community were identified and monitored in real time to provide insight into which groups were being underrepresented. These targets helped

indicate whether the results could be considered statistically representative at minimum 95% confidence level. 95% is a common confidence level target, ensuring that samples are representative of population, with a 5% margin for variation.

This final report has been prepared by Harvest on behalf of Council. It provides details about the Plan Brimbank engagement and presents the final results and findings.

The report includes:

- an overview of the consultation
- an overall analytics report including number of participants and top channels and devices used to access the activity
- an overall participant demographic report
- a list of priorities among each theme
- the participants' demographics within each theme
- raw data received via the digital engagement platform in an excel spreadsheet
- Appendix A – List of supporting activities.

2. Background and context

2.1 Background and purpose

The Plan Brimbank engagement was designed to help Council comply with Section 12b of the *Planning and Environment Act 1987*. The Act requires Council to review its Planning Scheme no later than one year after each date by which it is required to approve a council plan under section 125 of the *Local Government Act 1989*.

Additionally, the City of Brimbank has a relatively new council who are keen to position themselves as open and transparent and willing to listen and engage with the diverse group of Brimbank residents.

Council will develop a land use vision and translate that into strategic land use directions within the following Plan Brimbank themes:
1. Housing and neighbourhoods
2. Council services
3. Getting around Brimbank
4. Shopping, employment and business
5. Environment and conversation

The consultation ran from 26 March to 25 May 2018.

2.2 Engagement Objectives

The objectives of the engagement were defined prior to the beginning of the engagement and included:

Primary objectives
- Collect data and insights to inform Brimbank MSS and Community Plan.
- Identify gaps in Council knowledge that can inform a range of Council responses.

Secondary objectives
- Collect data and insights that provide a clear picture to new Councillors about the priorities and values of the community they are representing.
- Continue to build trust with the community; that this Council will seek feedback from its community to inform its decision making.
- Set the activity within a wider engagement context that can be used as an opportunity to promote the Council as leaders in public participation and engagement.

3. Engagement design

In collaboration with Council, Harvest developed an integrated engagement strategy that included both an online consultation along with a number of offline activities.

3.1 Engagement framework

The overall concept for the engagement sought to involve community members, including residents, business operators, workers, visitors and students in ranking sets of planning priorities across five key themes:

- Housing and Neighbourhoods
- Council Services
- Getting Around
- Shopping, Employment and Business
- Environment and Conversation

Within each theme, three additional sub-themes were identified and a list of five planning 'priorities' determined. Participants would be asked to play a game using the online tool in order to rank their priorities (see 3.2 below).

Participants were asked a range of personal questions in order to help qualify the results and understand who was playing. These questions included:

- email address
- gender
- postcode
- age group
- country of birth
- relationship with City (resident, student, business owner, worker etc.).

For key demographic and locational segments of the population including gender, age, country of birth, and postcode, the population was determined and a target sample size that represented a 95% confidence level was identified. The sample size targets were determined against the population and demographic information available from the City of Brimbank community profile at .idcommunity: https://profile.id.com.au/brimbank.

A 95% confidence level provided a target that would represent whether the results collected from the engagement could be considered statistically significant according to best practice in research

design. As the engagement went on, the results of the engagement were monitored against these targets and a weekly report was provided to Council.

This approach facilitated Council to take an 'agile' approach to the planned face to face engagement activities, helping them to adjust their tactics to try and encourage participation in underperforming segments.

At the end of the engagement, the final data was compiled and analysed to produce this report.

3.2 Digital engagement application

A custom online application was designed and developed by Harvest, using graphics and artwork designed by Council. This was used as the primary tool for engagement and data collection. The application was structured around the five key themes of the engagement, with each theme representing a 'game' that could be played.

The bespoke artwork was used to make the game visually attractive and encourage interaction and participation. Instructions were straightforward and concise, avoiding jargon or technical language in favour of simple, easy-to-comprehend concepts and ideas.
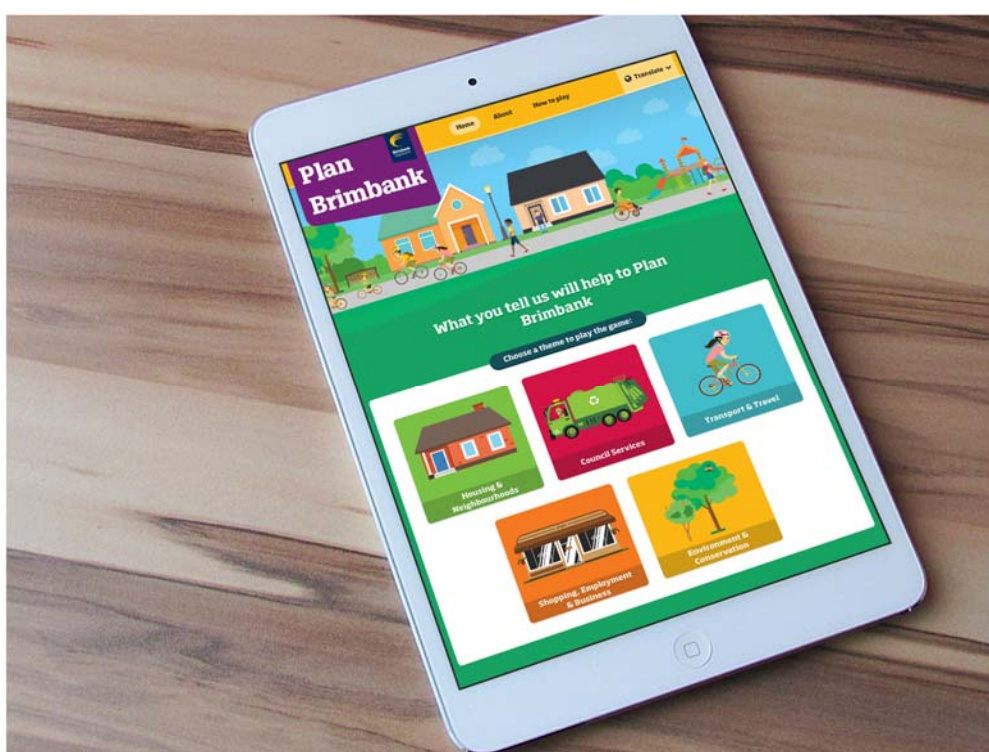
Image 3.2.1 – Plan Brimbank themes

A participant could play up to five games, but could only play each game once. Email addresses were collected and used as the unique identifiers for participants, ensuring their results across games could be attributed to a single user and that they would only be able to play each game once.

Each game was structured around four rounds. First time players were asked demographic questions at the very start. After answering the required personal questions, users were asked to

play the first three rounds, which focused on identifying planning priorities within a particular sub-theme.

For each of the first three rounds, participants were shown two planning priorities from the possible list of five and asked to make a decision as to which priority was more important. This approach made participants make trade-offs between the priorities, rather than simply ranking them from a list (refer to Figure 3.2.2 below).
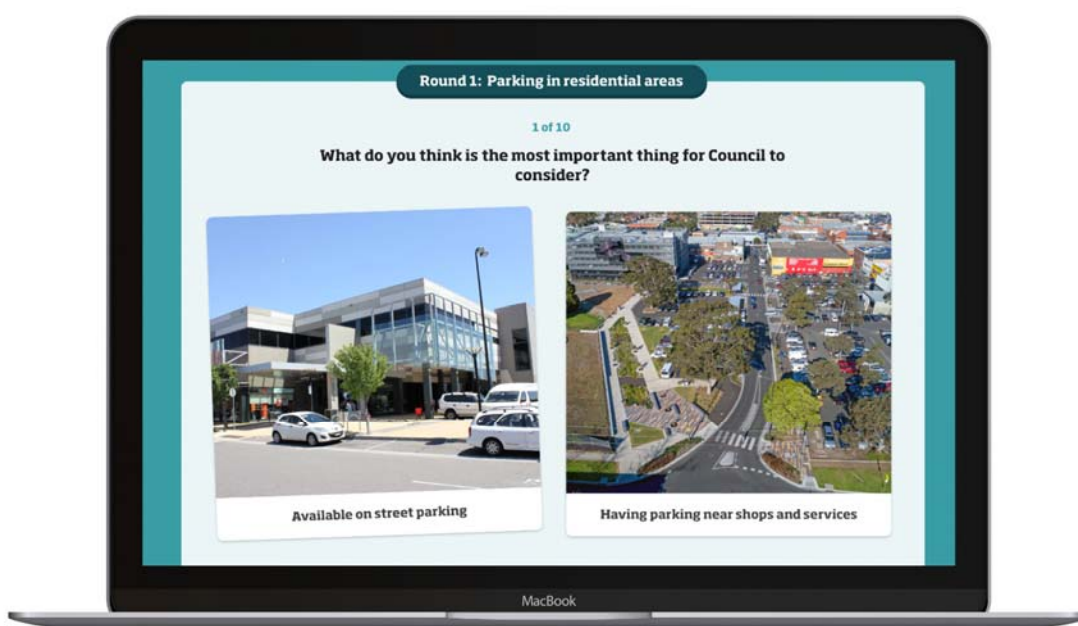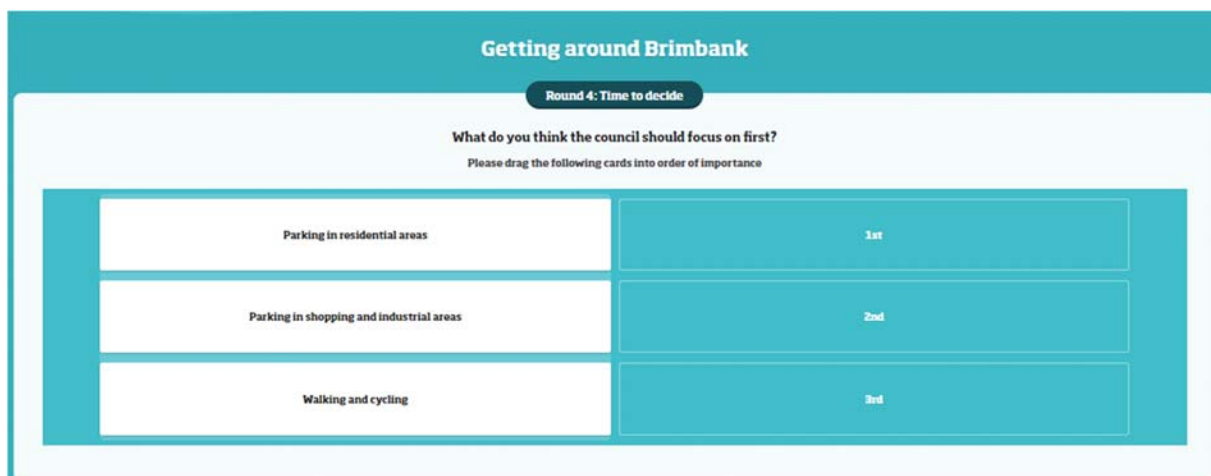
Figure 3.2.2 – Choice of priorities

After the participant made a decision, they were shown a new pair of priorities and ask to choose between them. This process was repeated until all possible pairs of priorities for each sub-theme were shown.

The number of times a priority 'won' within a round determined its overall ranking. Results were then aggregated for all participants to produce a final ranked list of priorities for each sub-theme.

Round four of the game asked participants to reorder a list of the sub-themes within each theme from most important to least important. The average ranking value for each sub-theme was used to determine their relative importance within the theme.

Figure 3.2.3 – ranking sub-themes

3.3 Supporting activities

To support the uptake of the online tool, Council planned and delivered a range of supporting activities, which were guided by an engagement strategy developed for the project.

These included promotional activities such as social media and traditional advertising, as well as an extensive series of offline activities focused on taking the tool into the community rather than expecting people to come to them, this included more than 86 instances of Council staff taking the tool into the field.

This approach helped boost the number participants and diversify the range of people that were involved in the engagement.

A list of all supporting activities can be found in **Appendix A**.

4. Overall results

The following results are from the consultation period of March 26, 2018 to May 25, 2018.

Overall, a total of **1902** participants participated in the Plan Brimbank engagement.

Participation Rates

Table 4.0.1: Participants and games played

Number of participants	Number of participants who completed at least one 'theme'.	1902
Games played	Total number of themes played.	2863

As a whole, the results of the engagement produced statistically valid results to a 99.9% confidence level, in that the sample size (1902) was sufficiently large compared to the overall population (208,443) to produce a confidence interval of approximately 0.1%.

Gender

As shown in **Figure 4.0.2**, nearly 56% of participants (1,062) were female and 43% of participants were male (809). A further 31 participants (1.6%) reported their gender as 'other'.

Figure 4.0.2: Participants by gender
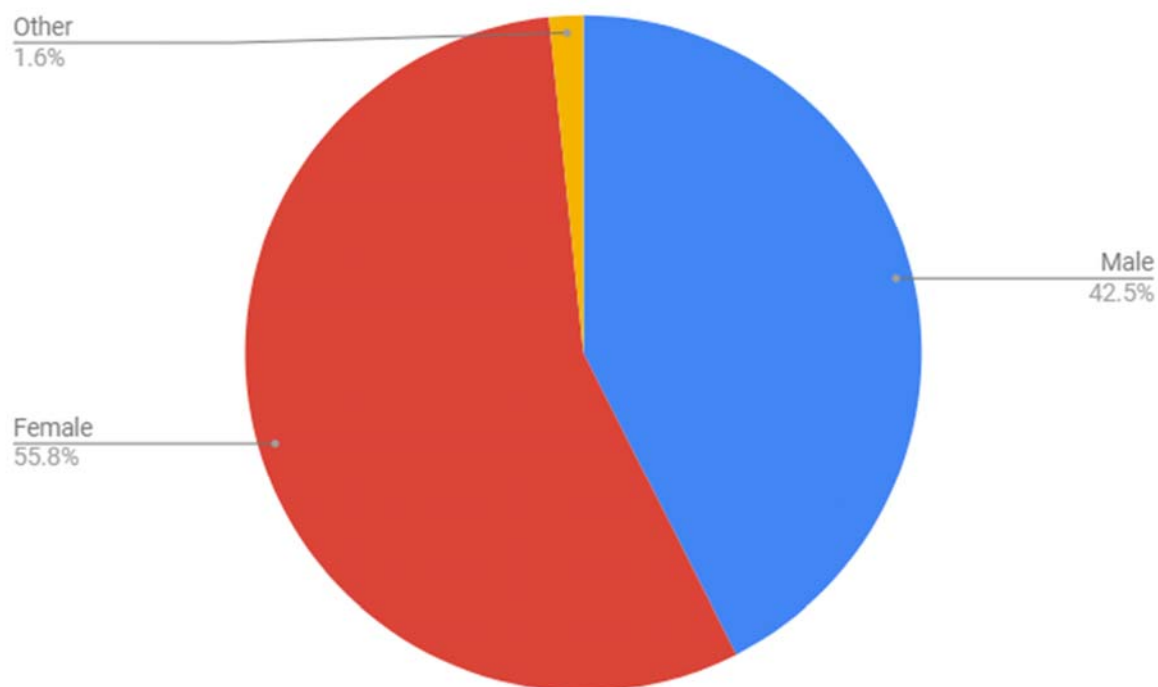
The engagement achieved a statistically valid sample of both males and females as shown in **Table 4.0.3** below.

Table 4.0.3 Sample sizes - male/female

Gender	Sample size	Number of participants	Target (95%)	Difference
Male	97,239	809	383	426
Female	97,079	1062	383	679

Age

The 15-19 year old age group had the highest number of participants representing 16% of all participants. This is mainly due to offline activities to engage young people.

Other significant age groups included the 35-39 and 40-44 year olds who represented 12% and 10% of the total number of participants respectively. These three groups represented approximately 40% of all participants.

Figure 4.0.4: Participants by age
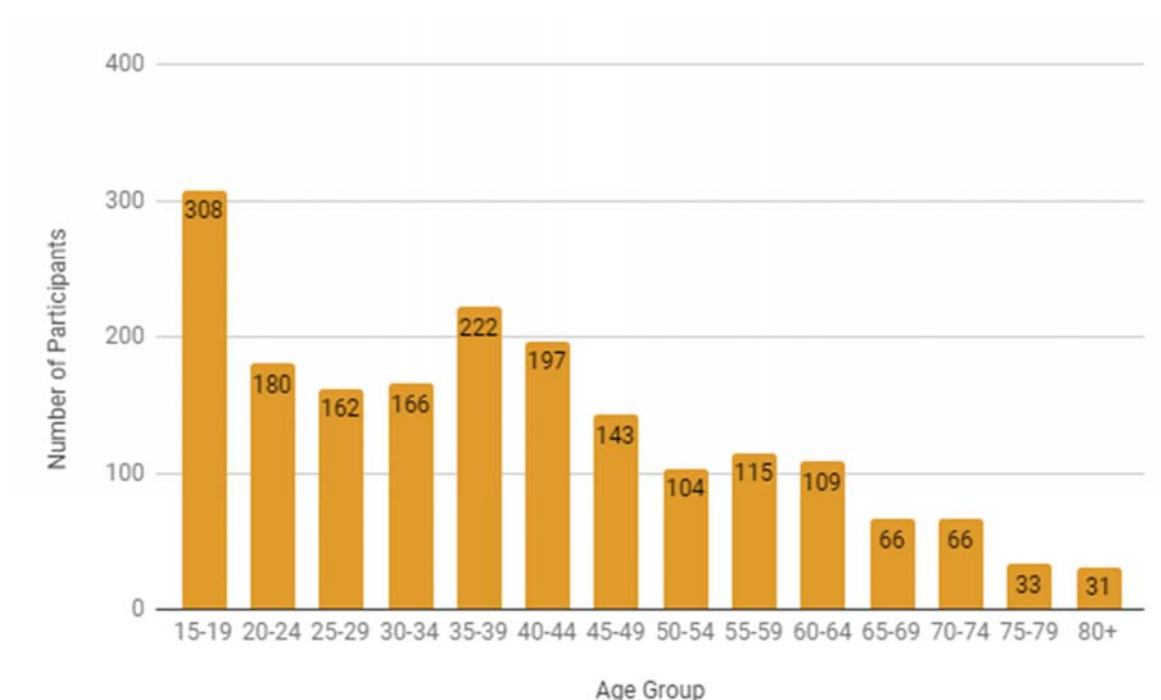
No single age cohort achieved a statistically valid result as shown in **Table 4.0.5**.

Table 4.0.5: Participant age data

Age Group	Population	Number of participants	Target (95%)	Difference
15-19	13,013	308	374	-66
20-24	16,579	180	376	-196
25-29	17,811	162	377	-215
30-34	16,583	166	376	-210
35-39	14,787	222	375	-153
40-44	12,991	197	374	-177
45-49	13,175	143	374	-231
50-54	12,462	104	373	-269
55-59	12,032	115	373	-258
60-64	10,939	109	372	-263
65-69	9490	66	370	-304
70-74	7596	66	366	-300
75-79	4926	33	357	-324
80+	2985	31	341	-310

Participants by location

Postcodes were collected from participants during the engagement as a proxy for their geographic location. The majority of participants were residents of Brimbank, with postcodes within the municipality accounting for approximately 76% of the total.

Table 4.0.6: Top 10 postcodes with most participants

Postcode	Suburbs covered by postcode	Number of participants	Percentage
3020	Albion, Glengala, Sunshine, Sunshine North, Sunshine West	333	17.51%
3021	Kings Park, St Albans, Albanvale, Kealba	324	17.03%
3023	Ravenhall, Deer Park North, Burnside, Burnside Heights, Cairnlea, Caroline Springs	205	10.78%
3037	Hillside, Delahey, Taylors Hill, Sydenham, Calder Park	190	9.99%
3038	Keilor Lodge, Keilor Downs, Watergardens, Taylors Lakes	185	9.73%
3036	Keilor, Keilor North	60	3.15%
3030	Werribee South, Quandong, Werribee, Derrimut, Point Cook, Cocoroc	46	2.42%
3022	Ardeer, Deer Park East	34	1.79%
3012	Brooklyn, Maidestone, Kingsville, West Footscray, Tottenham	25	1.31%
3011	Seddon West, Footscray, Seddon	24	1.26%

Place of birth

People from over 100 countries participated in the engagement, as indicated by their country of birth. The largest group were born in Australia, representing over half of all participants (57%).

Other countries of birth that returned significant participation rates included Vietnam (7%), India (3.8%), New Zealand (2.6%), the United Kingdom (2.4%) and the Philippines (2.2%).

A further breakdown of participants' countries of birth is shown below in **Table 4.0.7**.

Table 4.0.7: Top 15 countries of birth

Country of birth	Number of participants	Percentage
Australia	1085	57.0%
Vietnam	134	7.0%
India	73	3.8%
New Zealand	50	2.6%
United Kingdom (UK)	46	2.4%
Philippines	41	2.2%
Malta	36	1.9%
China	30	1.6%
Macedonia (FYROM)	25	1.3%
Malaysia	19	1.0%
Germany	16	0.8%
Sri Lanka	15	0.8%
United States of America (USA)	15	0.8%
Pakistan	14	0.7%
Ethiopia	13	0.7%
Other	290	15.2%
Total		**1902**

Of the five most common countries of birth other than Australia in Brimbank (Vietnam, India, Philippines, Malta and New Zealand), 294 people participated. However, of a combined

population of 44,450 residents, this only represents approximately 1% of the population. None of these five groups provide a statistically significant sample as shown in **Table 4.0.8.**

Table 4.0.8 Participation rates by country of birth (top 5)

Country of birth	Population	Number of participants	Target (95%)	Difference
Vietnam	21,705	134	378	-244
India	9284	73	369	-296
Philippines	5746	41	361	-320
Malta	4524	36	355	-319
New Zealand	3273	50	344	-294

Relationship with City

In addition to answering demographic questions, participants were asked to identify their connection with Brimbank, with the options of 'resident, 'worker', 'visitor', 'student', 'business' and 'other'.

Approximately 57% of participants (1088) reported their primary connection as being 'resident', while 20% reporting as 'student' (390) and 17% as 'worker' (327) as shown in **Figure 4.0.9**.

Note that participants were able to select multiple answers for this question, reflecting the fact that many may fall into more than one group. As a result, percentages shown in the Relationship to City charts are separate measures in relation to the overall number of participants in these themes and are not related to or dependent on each other.

Figure 4.0.9: Relationship to City
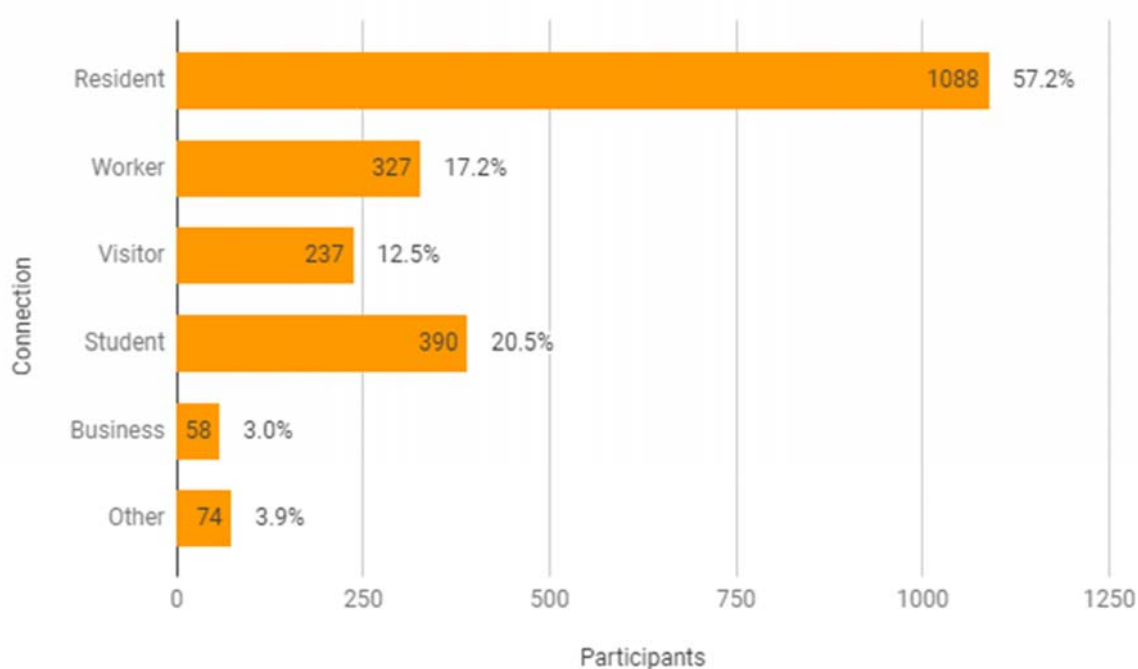
Participation by theme

Participants had the opportunity to play up to five themes, with a minimum of one theme required per participant. Overall, the 'Housing and Neighbourhoods' theme represented over a quarter of all plays at 744 plays. This may be due to this theme being presented first (the order themes were presented in was not randomised).

The next most popular themes were 'Council Services', 'Shopping, Employment and Business', 'Getting around Brimbank' and 'Environment and Conservation' respectively, as shown in **Figure 4.0.10.**

Figure 4.0.10: Plays by theme
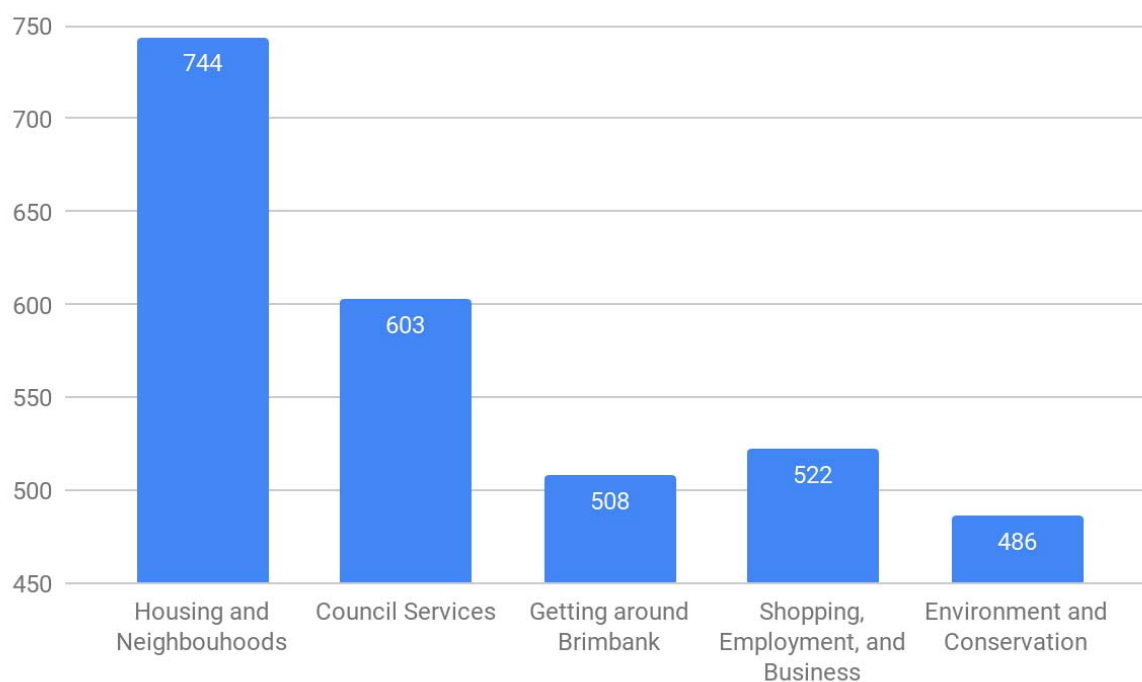
Language translations

The game was fully translated into six languages to encourage participation from non-English speaking/proficient visitors. The game was translated a total of 40 times, as measured by the application being translated into a number of languages when participants' results were submitted as shown in **Table 4.0.11**.

The highest number of number of results translated into another language was 'Vietnamese' which represented 68% of translated results.

Table 4.0.11: Language translation by theme

Theme	Vietnamese	Cantonese	Greek	Maltese	Mandarin	Arabic
Housing and Neighbourhood	11	0	0	0	3	0
Council Services	5	0	0	0	0	0
Getting around Brimbank	3	0	1	0	2	1
Shopping, employment & business	6	0	0	0	1	2
Environment and Conservation	2	1	0	0	1	1
Total	**27**	**1**	**1**	**0**	**7**	**4**

Source of participants

As measured by web analytics of the application, visitors arrived at the website from a variety of sources. Overall, more than three quarters of traffic came through a direct URL (77%), with an additional 12.4% coming through referrals from social media and another 9% coming through referral website and organic searches as shown in **Figure 4.0.12** (note: 'Email', rendered in orange in the chart, is not labelled as it returned only 21 results, or 1.1% and direct URL includes visits from Council iPads used in the field).

The three main sources of referrals were from the following URLs: m.facebook.com, brimbank.vic.gov.au and buzz.brimbank.vic.gov.au.

Figure 4.0.12: Traffic sources
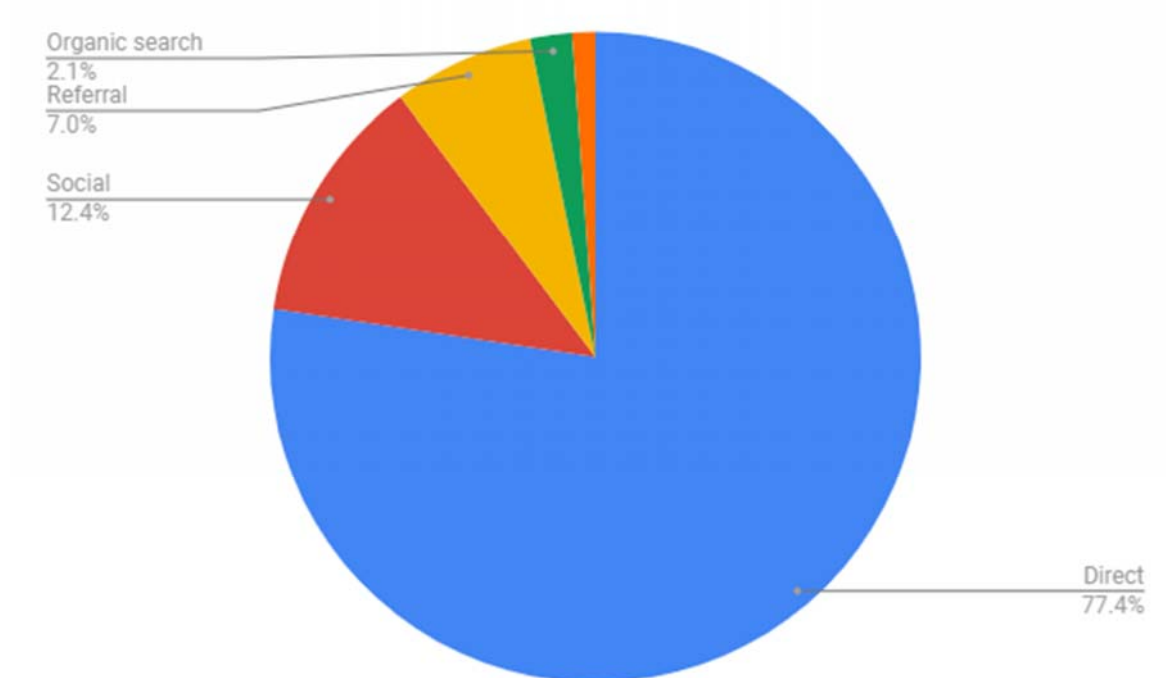
Devices

People used a variety of devices when visiting or participating in the engagement. Over two-thirds of visitors to the site used a 'desktop' device (71%), with a further 23% using 'mobile' devices and approximately 6% using 'tablets' as shown in **Figure 4.0.13**. These figures do not reflect the number of individual participants or games by device, rather visits by device. Many responses were recorded via council tablets, resulting in multiple participants within a visit.

Figure 4.0.13: Devices used by visitors

Tablet
6.2%

Mobile
23.3%

Desktop
70.5%
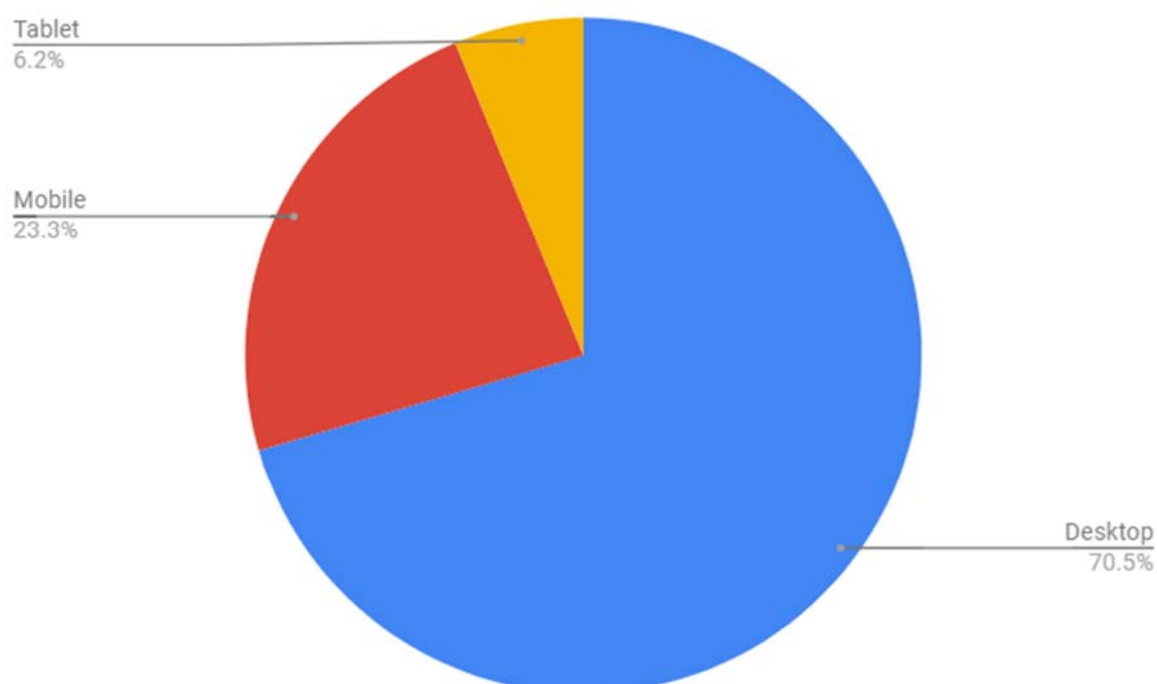
5. Housing and Neighbourhoods

In the 'Housing and Neighbourhoods' theme, Council wanted to gain an understanding of the community's housing preferences in terms of type of housing, location of housing, and neighbourhood amenities.

The Housing and Neighbourhoods theme was played by 744 participants.

5.1 Priorities

The overall ranking of the three sub-themes by participants is shown in Table 5.1.1, with the lowest average score indicating the most important. The table shows that choosing a house was the highest priority.

Table 5.1.1: Overall priorities - Housing and Neighbourhoods

Rank	Round	Average score
1	Choosing a house	1.76
2	Choosing a neighbourhood	2.07
3	Choosing where to live	2.17

A detailed breakdown of the ranked priorities within each sub-theme are shown in the table below. 'Number of wins' refers to the number of times a priority was selected

Table 5.1.2: Priorities by sub-theme - Housing and Neighbourhoods

Rank	Priority	Number of wins
Most important when choosing a house		
1	Three or more bedrooms	1848
2	A large backyard/garden	1781
3	Its look and style	1648
4	A garage or car space	1423
5	One-two bedrooms	1063
Most important to live near		

1	Public Transport and bicycle paths	1815	
2	Shops and services	1650	
3	Parks and open spaces	1518	
4	Schools	1297	
5	Employment	1281	
Most important when choosing a neighbourhood to live in			
1	Affordable	2047	
2	A quiet street with low traffic flow	1931	
3	A green and leafy feel	1846	
4	1-2 storey house	1088	
5	Unit/Apartment style	570	

5.2 Participants

A breakdown of participant details who played in the 'Housing and Neighbourhoods' are shown in the sections below.

Gender

57.3% of participants in this theme reported their identified gender as female, while 40.6% reported as male and 2.2% as other. This closely resembled the overall gender distribution for participants across all themes.

Figure 5.1.1: Participants by gender - Housing and Neighbourhoods
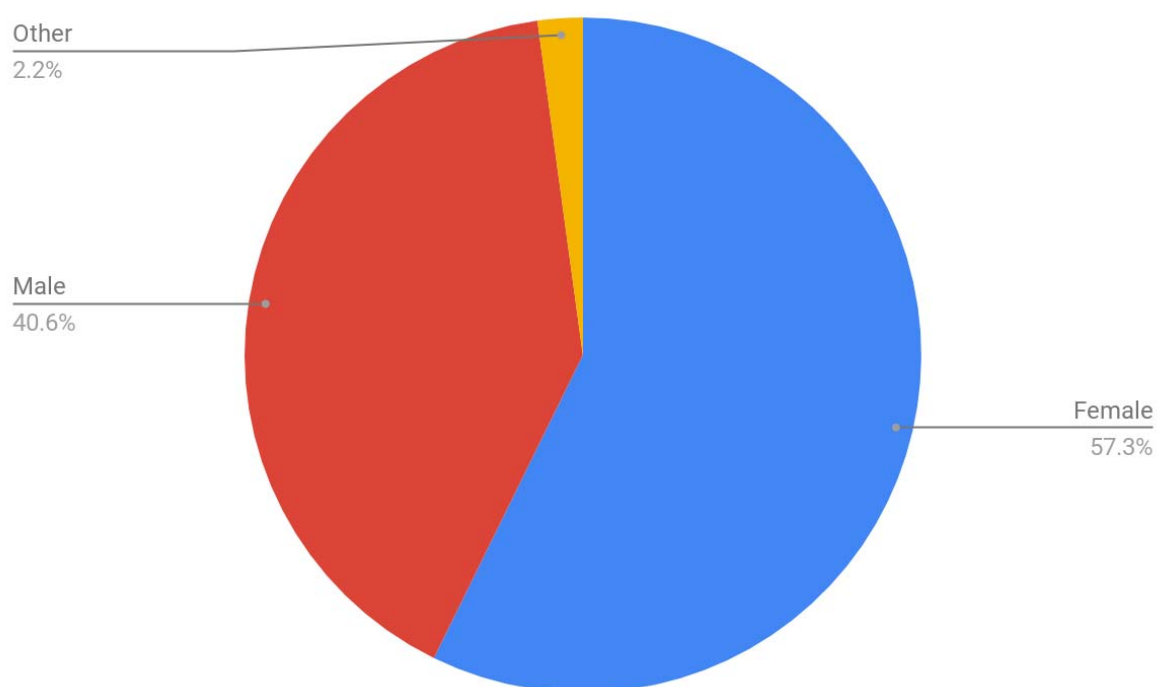
Age

The majority of participants for this theme reported their age as being between 0 and 44, with the 15-19, 35-39 and 40-44 categories seeing the highest numbers of participants respectively. This distribution closely resembles the overall age distribution for the project.

Figure 5.1.2: Participants by age - Housing and Neighbourhood
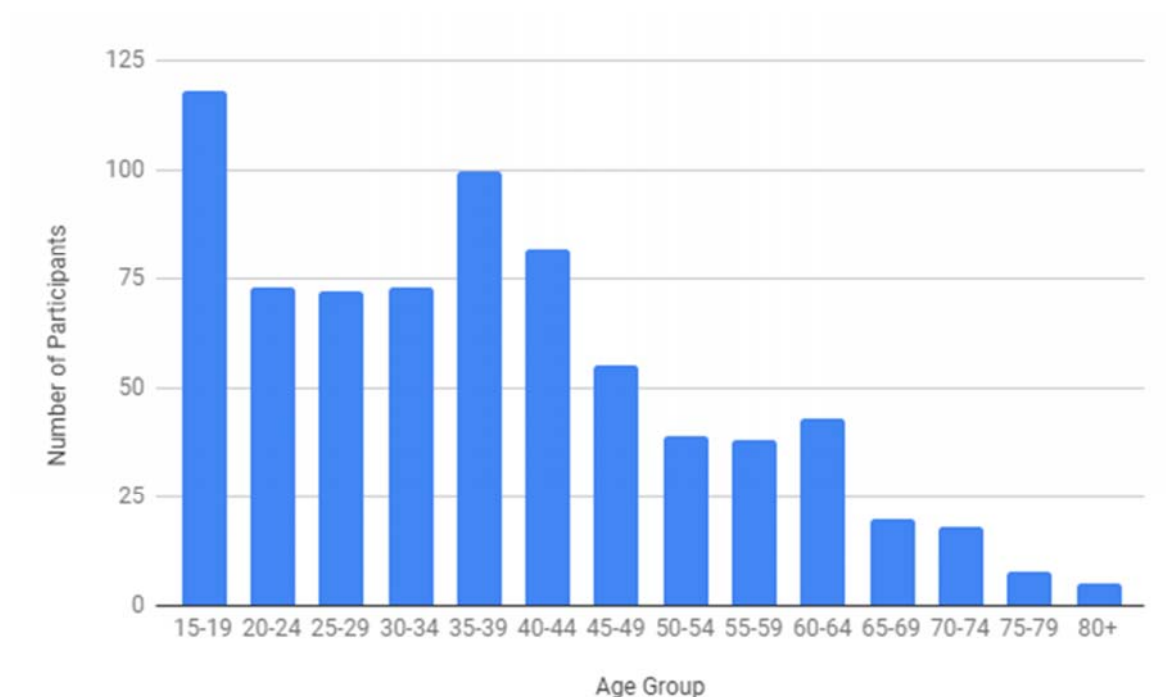
Participants by location

Participants from Brimbank postcodes 3020, 3021 and 3023 accounted for almost half of all participants in this category. This closely resembled the overall distribution of participants for the project as a whole.

Table 5.1.3: Participants by location - Housing and Neighbourhoods

Postcode	Suburbs	Number of participants	Percentage
3020	Albion, Glengala, Sunshine, Sunshine North, Sunshine West	142	19.1%
3021	Kings Park, St Albans, Albanvale, Kealba	128	17.2%
3023	Ravenhall, Deer Park North, Burnside, Burnside Heights, Cairnlea, Caroline Springs	92	12.4%
3038	Keilor Lodge, Keilor Downs, Watergardens, Taylors Lakes	87	11.7%
3037	Hillside, Delahey, Taylors Hill, Sydenham, Calder Park	61	8.2%
3036	Keilor, Keilor North	23	3.1%
3030	Werribee South, Quandong, Werribee, Derrimut, Point Cook, Cocoroc	16	2.2%
3011	Seddon West, Footscray, Seddon	15	2.0%
3022	Ardeer, Deer Park East	12	1.6%
3029	Truganina	12	1.6%

Place of birth

Of the 744 participants who played the 'Housing and Neighbourhood' theme, 476 or 64% were born in Australia, while 268 or 36% of participants were born overseas. Participants from Vietnam, India, New Zealand and the UK accounted for almost half of these.

Table 5.1.4: Country of birth - Housing and Neighbourhoods

Country of birth	Number of participants	Percentage
Vietnam	53	19.8%
India	22	8.2%
New Zealand	19	7.1%
United Kingdom	19	7.1%
China	11	4.1%
Philippines	10	3.7%
Macedonia (FYROM)	9	3.4%
Malaysia	8	3.0%
Ethiopia	8	3.0%
United States	**7**	2.6%
Other	102	38.1%
Total	**268**	100.0%

Relationship to City

Well over half of participants reported as residents of Brimbank, with students and workers the next most-selected categories. This was consistent with the overall distribution of participants. Participants were able to select multiple relationships for this category, so percentages shown here are percentages of the overall number of participants for this theme and are not related or dependent on each other.

Figure 5.1.5: Relationship to City - Housing and Neighbourhoods
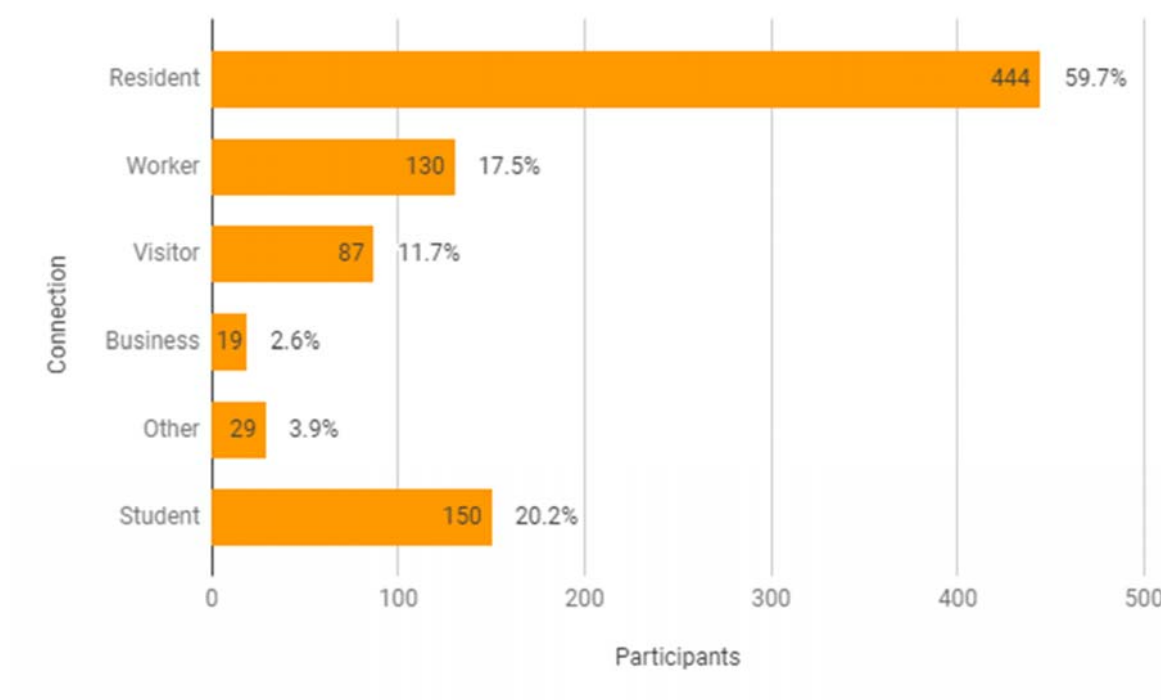
5.3 Qualitative comments

This theme attracted a range of comments, including requests for more walking and bike paths, public open space and mixed use parks. However, housing affordability and concerns over the quality of developments being built in Brimbank dominated the comments.

Comments on housing affordability included suggestions for areas where density could be increased and intervention to ensure appropriate availability of housing for diverse demographics to counteract the impacts of gentrification.

> *"...it still needs to be affordable so younger people with kids can actually afford to move into areas that tick all the boxes for them."*

There was significant concern over the size, location and build quality of higher density developments, including concerns over quality of life and connection to community and nature for residents of poorly-designed apartment blocks. Suggestions included minimum block sizes and mandatory design standards.

> *"The quality of townhouses is poor and if they are allowed near train stations they should be side by side on a block not three or four squeezed on..."*

> *"Sunshine is a great place to live, why destroy it with low quality builds by developets (sic) who don't care about our community."*

There was also some concern that rapid development is sometimes at the expense of heritage buildings and the neighbourhood's historical character.

> *"The council should be trying to save heritage neighbourhoods and not allowing developers to pull down homes that are in good condition and reflect the history of the suburb."*

I thought that there would be more commentary that draws conclusions from the data. For example, young people generally preferred x housing, near x, etc.

6. Council Services

Council provides a wide range of services for the community. Council wanted to understand which council services were most important to the community for future service plans. The Council Services theme was played by 603 participants.

6.1 Priorities

When weighing each round of priorities against each other, participants ranked each sub-theme as follows, with the lowest average score indicating the most important.

Table 6.1.1: Overall priorities - Council Services

Rank	Round	Average score
1	Public spaces	1.77
2	Parks and open spaces	2.10
3	Council facilities	2.13

A detailed breakdown of the ranked priorities within each sub-theme are shown in the table below.

Table 6.1.2: Priorities by sub-theme - Council Services

Rank	Priority	Number of wins
Most important Council facilities		
1	Quality parks, playgrounds and open spaces	1649
2	Community services including: maternal and child health, youth services, neighbourhood houses	1325
3	Quality local libraries	1293
4	Sports facilities and leisure centre facilities	1143
5	Arts and culture	761
Most important parks and open space characteristics		
1	They're safe and secure	1653

2	Having toilets, seating and shade in park	1227
3	Having a lot of parks, playgrounds and open spaces near by house	1191
4	The quality and range of equipment they have	1063
5	Different types of parks- dog off leash; formal gardens, skate parks	920
Most important public space characteristics		
1	Ensure lighting of spaces to make them safe	1598
2	On street cafes/dining in shopping centres	1253
3	Providing car parking nearby	1231
4	Providing public plazas/meeting places	1096
5	Having public seating	863

6.2 Participants

A breakdown of participant details who played in the 'Council Services' theme are shown in the sections below.

Gender

62.9% of participants in this theme reported their identified gender as female, while 35.5% reported as male and 1.6% as other. This closely resembled the overall gender distribution for participants across all themes.

Fig 6.2.1: Participants by gender - Council Services
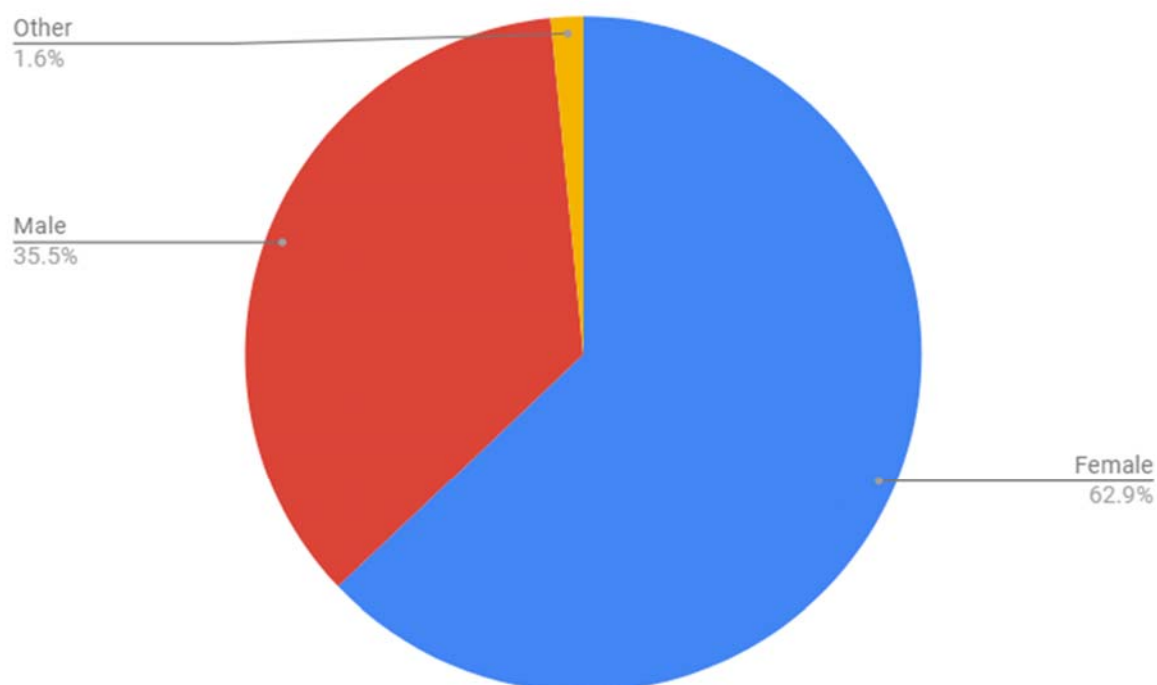
Age

Fig 6.2.2: Participants by age - Council Services

The majority of participants for this theme reported their age as being between 0 and 44, with the 15-19, 35-39 and 40-44 categories seeing the highest numbers of participants respectively. This distribution closely resembles the overall age distribution for the project.
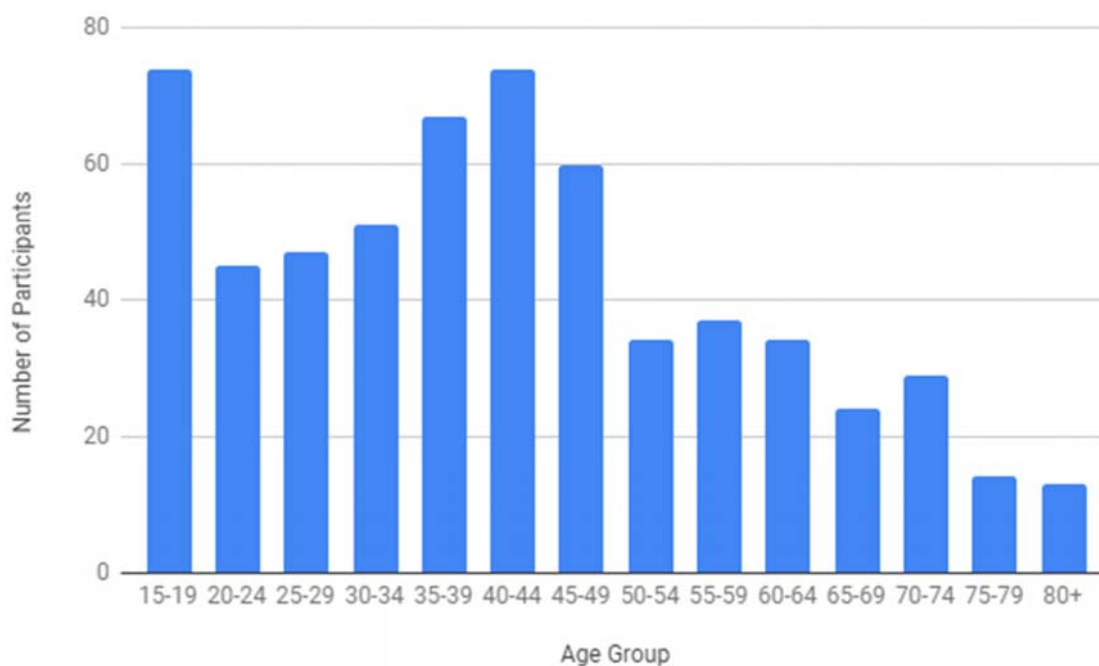
Participants by location

Participants from Brimbank postcodes 3020, 3021 and 3023 accounted for almost half of all participants in this category. This closely resembled the overall distribution of participants for the project as a whole.

Table 6.2.3: Participants by location - Council Services

Postcode	Suburbs	Number of Participants	Percentage
3021	Kings Park, St Albans, Albanvale, Kealba	88	22.60%
3020	Albion, Glengala, Sunshine, Sunshine North, Sunshine West	87	22.40%
3023	Ravenhall, Deer Park North, Burnside, Burnside Heights, Cairnlea, Caroline Springs	70	18.00%
3037	Hillside, Delahey, Taylors Hill, Sydenham, Calder Park	59	15.20%
3038	Keilor Lodge, Keilor Downs, Watergardens, Taylors Lakes	55	14.10%
3030	Werribee South, Quandong, Werribee, Derrimut, Point Cook, Cocoroc	15	3.90%
3022	Ardeer, Deer Park East	11	2.80%
3042	Niddrie North, Airport West, Keilor Park, Niddrie	4	1.00%
Total		389	100.00%

Place of birth

Of the 603 participants who played the 'Council Services' theme, 376 or 62% were born in Australia, while 227 or 38% of participants were born overseas. Participants from Vietnam, New Zealand and the UK accounted for around a third of these.

Table 6.2.4: Country of birth - Council Services

Country of birth	Number of participants	Percentage
Vietnam	31	13.7%
New Zealand	23	10.1%
United Kingdom (UK)	21	9.3%
India	18	7.9%
Malta	15	6.6%
Macedonia (FYROM)	14	6.2%
Philippines	13	5.7%
Malaysia	8	3.5%
China	6	2.6%
Italy	4	1.8%
Other	74	32.6%
Total	227	100.0%

Relationship to City

Well over half of participants reported as residents of Brimbank, with students and workers the next most-selected categories. This was consistent with the overall distribution of participants overall. Participants were able to select multiple relationships for this category, so percentages shown here are percentages of the overall number of participants for this theme and are not related or dependent on each other.

Fig 6.2.5: Relationship to City - Council Services
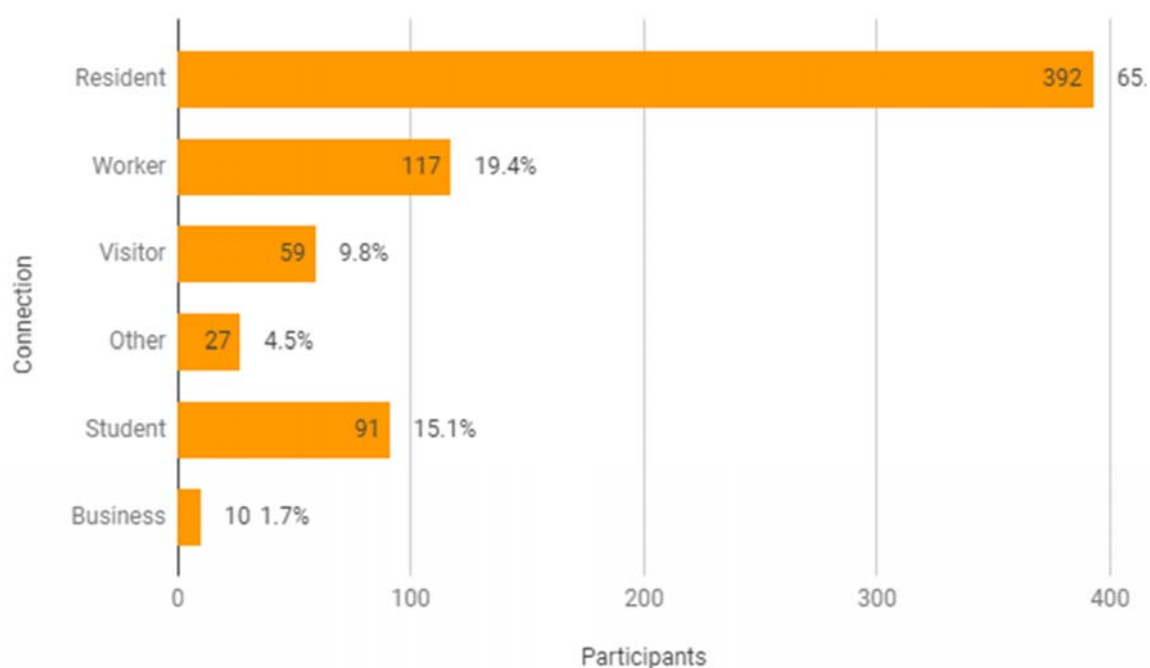
6.3 Qualitative comments

Comments on Council Services were as varied as the services Council provides.

The provision of more public open space including parks and public meeting places was a common request from residents.

> *"Places for people to meet are important."*

> *"We need to restore a sense of community and having inviting green spaces is key."*

> *"I would like more green spaces in the town centres."*

Many participants also requested that existing facilities are upgraded or maintained in better condition.

"Upgrade of St. Albans pools"

"I am the memberships coordinator of The Taylors Lakes Tennis Club. A project close to my heart is introducing wheelchair tennis to the club."

Safety and security was an issue that dominated the comments for this theme. Many participants particularly voiced concerns over lighting.

"Security is the main problem."

"Security and safety are of extreme importance and this will lead to better use of our facilities."

"Parks and playground need be of quality including lighting, shade, bbq area and toilets. Especially lighting to keep them safe."

"A lot more lighting guys."

"Make the area safe and secure"

The need to improve waste and recycling services was another common issue for participants.

"Free tree rubbishy (sic) pick up will be great idea!!!!!"

"Recycling"

"The truck drivers who pick up the green waste do not empty the bin properly and I have to pick up the waste from the street."

7. Getting Around

Council is responsible for street and public car parking areas and on and off road bicycle lanes (unless a road is owned or managed by Vic Roads). Council wanted to understand what amenities were important to the community in terms of parking, use of public transport, and walking and cycling paths. In 'Getting around Brimbank', there were 508 participants.

7.1 Priorities

When weighing each round of priorities against each other, participants ranked each sub-theme as follows, with the lowest average score indicating the most important.

Table 7.1.1: Overall priorities - Getting Around

Rank	Round	Average score
1	Parking in residential areas	1.88
2	Parking in shopping and industrial areas	2.059
3	Walking and cycling	2.063

A detailed breakdown of the ranked priorities within each sub-theme are shown in the table below.

Table 7.1.2: Priorities by sub-theme - Getting Around

Rank	Priority	Number of wins
Most important considerations for parking in residential areas		
1	Having parking near shops and services	1,324
2	Providing free parking areas	1,298
3	That new developments provide car parking	1,101
4	Having available on street parking	900
5	Having parking near houses	889
Most important considerations for parking in commercial areas		
1	Provide areas for customer parking	1,487
2	Provide landscaping of car parking areas	1,178

3	Provide car parking in multi level car parks	1,076
4	Provide areas of staff car parking	1,012
5	Paid parking areas	398
Most important considerations for walking and cycling		
1	Providing more walking and cycling paths to 'destinations' in Brimbank	1,274
2	Improving existing walking and cycling paths in Brimbank	1,224
3	Providing lighting to shared paths to improve safety	1,096
4	Improving existing walking and cycling paths to the city	1,043
5	Providing more bicycle parking	455

7.2 Participants

A breakdown of participant details who played in the 'Getting Around' theme are shown in the sections below.

Gender

57.6% of participants in this theme reported their identified gender as female, while 40.5% reported as male and 1.8% as other. This closely resembled the overall gender distribution for participants across all themes.

Fig 7.2.1: Gender - Getting Around
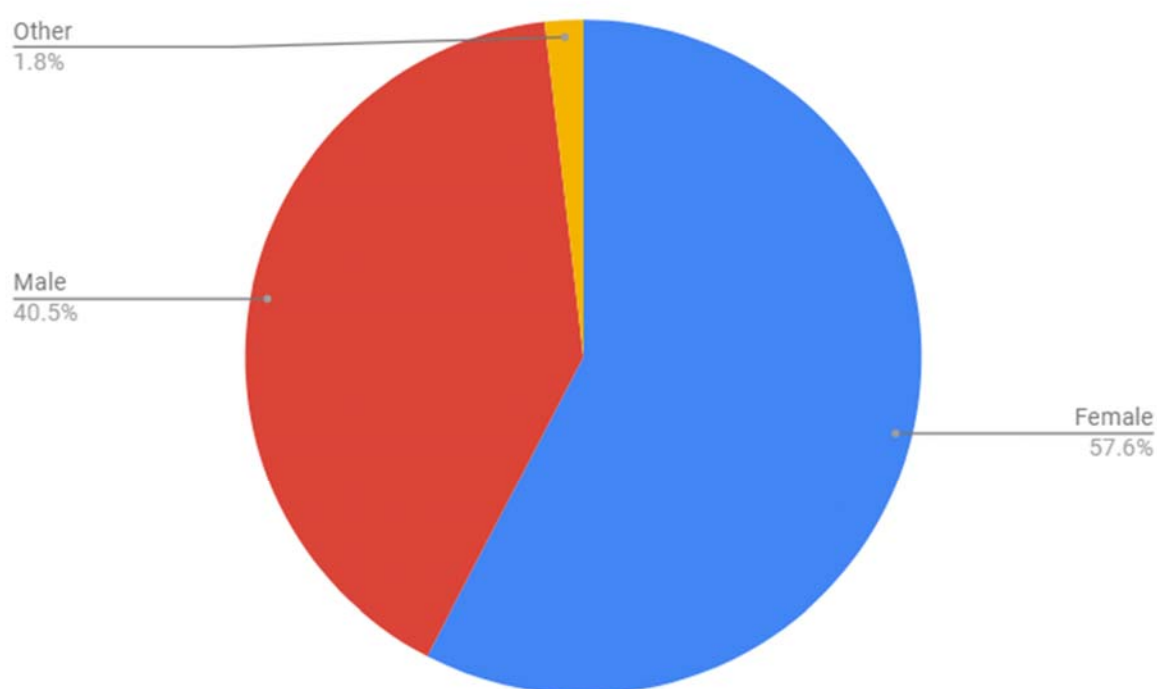
Age

The majority of participants for this theme reported their age as being between 0 and 44, with the 15-19, 35-39 and 40-44 categories seeing the highest numbers of participants respectively. This distribution closely resembles the overall age distribution for the project.

Fig 7.2.2: Age - Getting Around
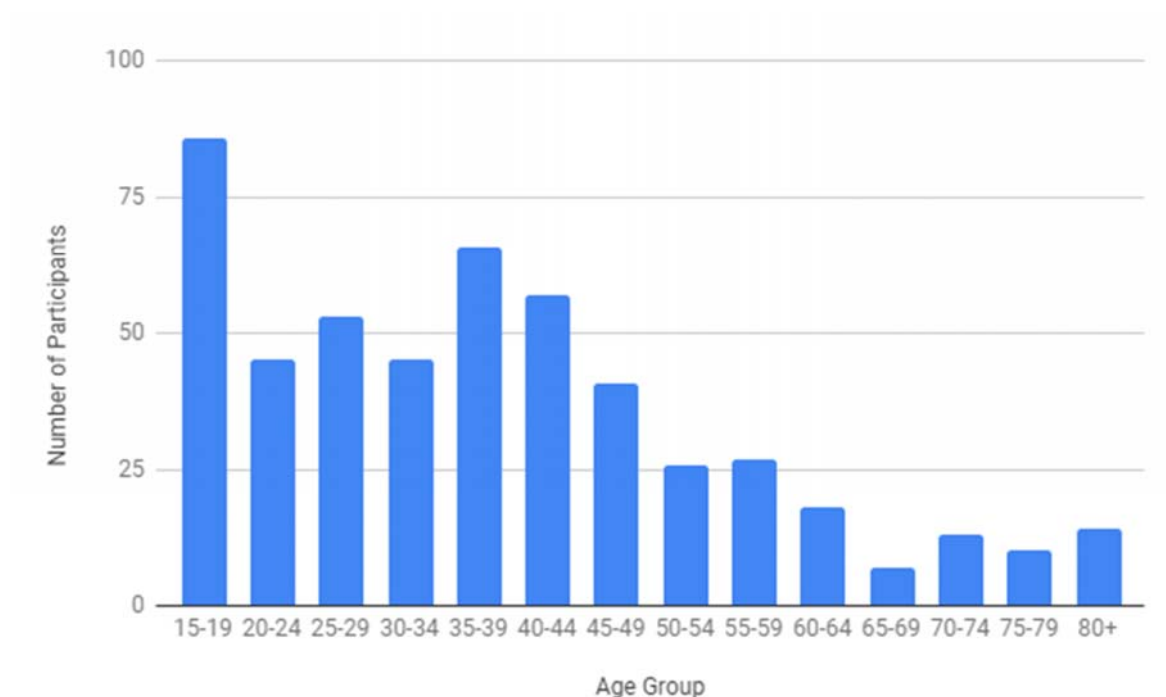
Participants by location

Participants from Brimbank postcodes 3020, 3021, 3038 and 3023 accounted for almost half of all participants in this category. This closely resembled the overall distribution of participants for the project as a whole.

Table 7.2.3 - Participants by location - Getting Around

Postcode	Suburbs	Number of participants	Percentage
3021	Kings Park, St Albans, Albanvale, Kealba	85	16.7%
3020	Albion, Glengala, Sunshine, Sunshine North, Sunshine West	83	16.3%
3038	Keilor Lodge, Keilor Downs, Watergardens, Taylors Lakes	57	11.2%
3023	Ravenhall, Deer Park North, Burnside, Burnside Heights, Cairnlea, Caroline Springs	54	10.6%
3037	Hillside, Delahey, Taylors Hill, Sydenham, Calder Park	44	8.7%
3036	Keilor, Keilor North	16	3.1%
3022	Ardeer, Deer Park East	13	2.6%
3030	Werribee South, Quandong, Werribee, Derrimut, Point Cook, Cocoroc	12	2.4%
3012	Brooklyn, Maidestone, Kingsville, West Footscray, Tottenham	8	1.6%

Place of birth

Of the 508 participants who played the Getting Around theme, 336 or 66% were born in Australia, while 172 or 34% of participants were born overseas. Participants from Vietnam, the UK, India and the Philippines accounted for over a third of these.

Table 7.2.4: Country of birth - Getting Around

Country of Birth	Number of participants	Percentage
Vietnam	23	13.4%
United Kingdom (UK)	14	8.1%
India	14	8.1%
Philippines	13	7.6%
New Zealand	8	4.7%
Malta	6	3.5%
Germany	5	2.9%
Ethiopia	5	2.9%
Macedonia (FYROM)	5	2.9%
Afghanistan	4	2.3%
Other	75	43.6%
Total	**172**	**100.0%**

Relationship to City

Well over half of participants reported as residents of Brimbank, with students and workers the next most-selected categories. This was consistent with the overall distribution of participants overall. Participants were able to select multiple relationships for this category, so percentages shown here are percentages of the overall number of participants for this theme and are not related or dependent on each other.

Figure 7.2.5: Relationship to City
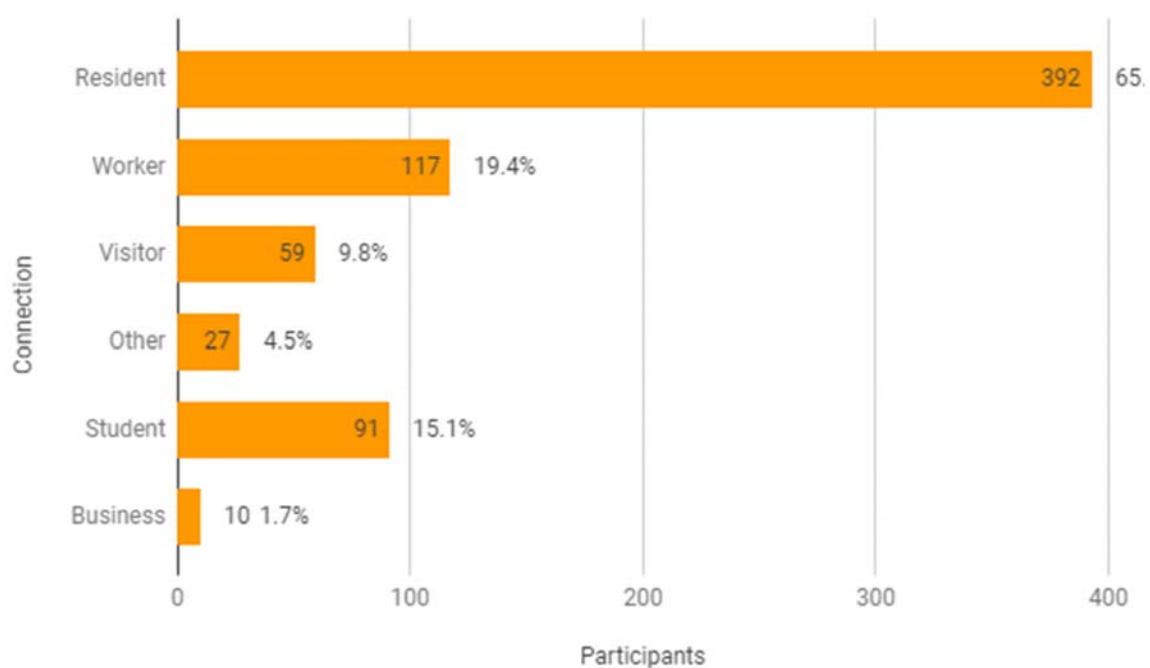
7.3 Qualitative comments

Many participants were concerned about parking, although they were largely divided over the issue of parking provision. While some argued for increased or upgraded parking facilities, others asked for less parking to encourage greater take-up of public and active transport and improved amenity of the area.

"Where I currently live parking is a massive issue and is part of the reason I wouldn't buy in my current area"

"I think that there should be more free parking areas"

"Less parking provided to encourage public transport"

"Stop encoraging (sic) people using their cars, we are drowning in cars."

There was also a range of comments suggesting upgrades and extensions to cycling paths and facilities, as well as incentives to encourage more active transport.

"Bike paths should be improved particularly in dangerous areas"

"Encourage residents to walk and cycle. Many people want to walk to the shops as an example but they need to feel encouraged"

"If you concentrated on getting people to make short local trips by foot bike or bus you wouldn't have a parking issue."

8. Shopping, Employment and Business

In the Shopping, Employment and Business theme, Council wanted to continue to support and understand the development of activity centres that meet the community's needs and of business areas that help to provide jobs for the community. Shopping, Employment and Business had 522 participants.

8.1 Priorities

When weighing each round of priorities against each other, participants ranked each sub-theme as follows, with the lowest average score indicating the most important.

Table 8.1.1: Overall priorities - Shopping, Employment and Business

Rank	Round	Average score
1	Local business	1.79
2	Local shopping	1.86
3	Local employment	2.36

A detailed breakdown of the ranked priorities within each sub-theme are shown in the table below.

Table 8.1.2: Priorities by sub-theme - Shopping, Employment and Business

Rank	Priority	Number of wins
Most important for improving local shopping		
1	Having shops close to where people live	1295
2	Supporting local business	1230
3	Having lots of different shops	1143
4	Having nice looking shopping areas	992
5	Having brand-name shops/outlets	894
Most important for improving local jobs and improvements		
1	Having a lot of job opportunities in Brimbank	1511
2	Having job areas that are easy to get to	1335

3	Having employment areas that are close to shops and amenities	1049
4	Having attractive employment areas	754
5	Having a lot of job opportunities in Brimbank	1511
Most important for supporting local business opportunities		
1	Having enough car parking for customers	1194
2	Having the right building for the right business	1161
3	It is easy for new businesses to start up	1127
4	Availability of existing buildings and workplaces	1048
5	Having land available for new business	723

8.2 Participants

Gender

63% of participants in this theme reported their identified gender as female, while 35.4% reported as male and 1.5% as other. This closely resembled the overall gender distribution for participants across all themes.

Fig 8.2.1: Gender - Shopping, Employment and Business
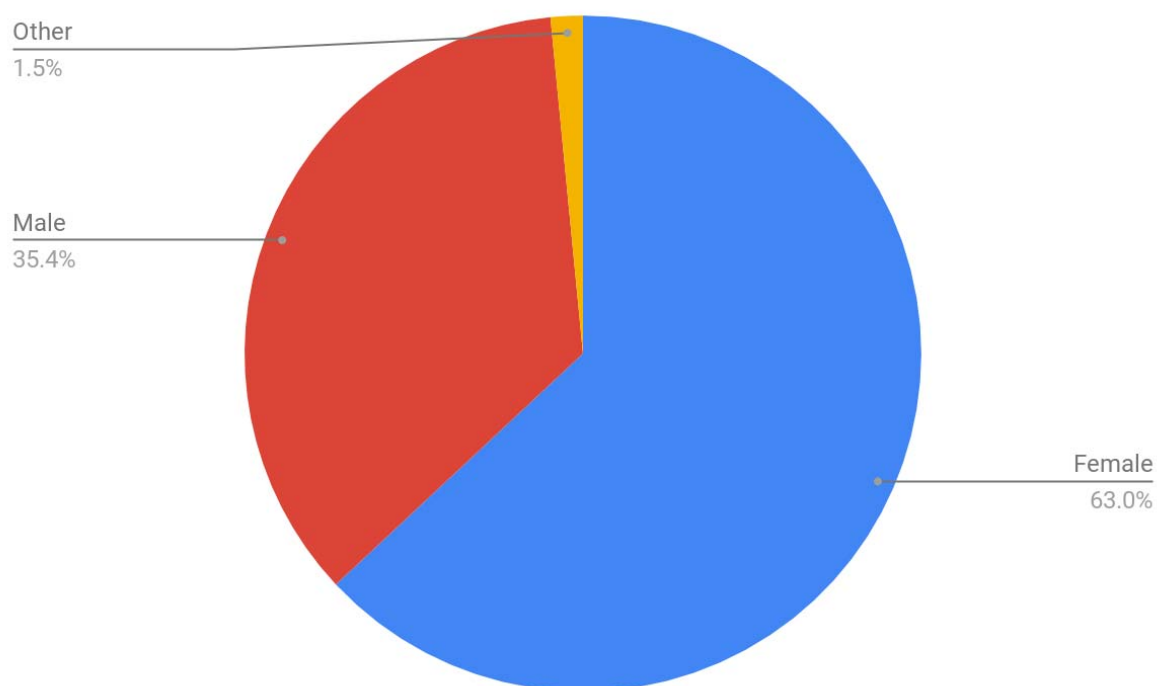
Other
1.5%

Male
35.4%

Female
63.0%

Age

The majority of participants for this theme reported their age as being between 0 and 44, with the 15-19, 35-39 and 40-44 categories seeing the highest numbers of participants respectively. This distribution closely resembles the overall age distribution for the project.

Fig 8.2.2: Age - Shopping, Employment and Business
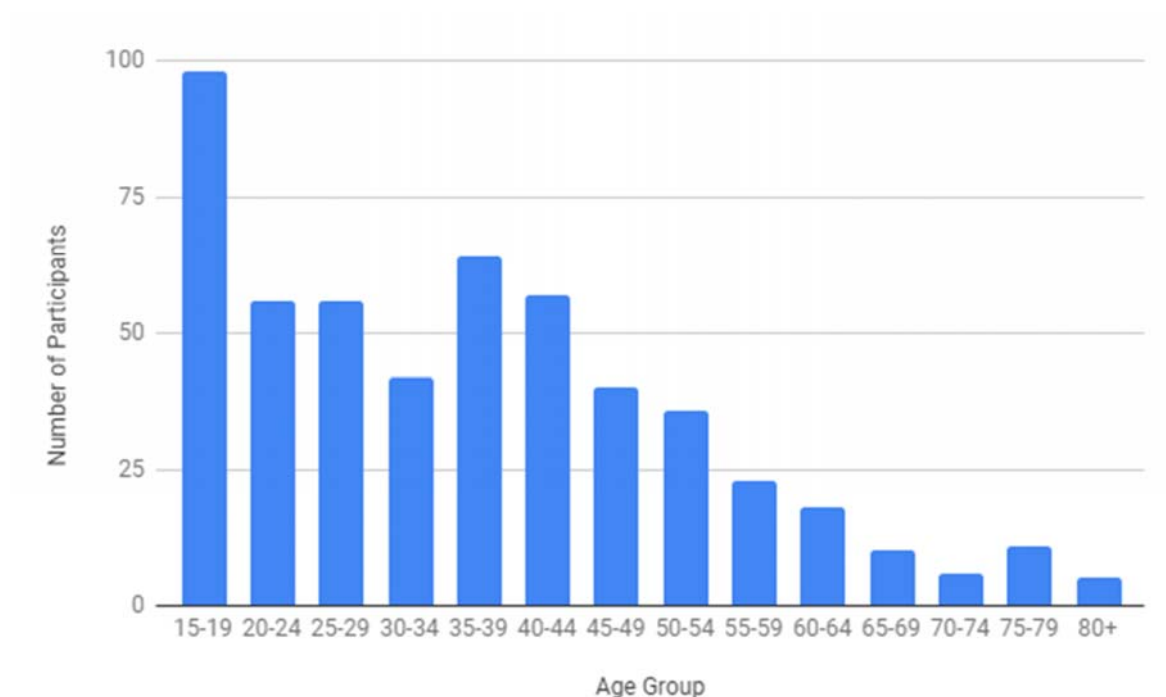
Participants by location

Participants from Brimbank postcodes 3020, 3021 and 3023 accounted for almost half of all participants in this category. This closely resembled the overall distribution of participants for the project as a whole.

Table 8.2.3 - Shopping, Employment and Business

Postcode	Suburbs	Number of participants	Percentage
3021	Kings Park, St Albans, Albanvale, Kealba	88	22.60%
3020	Albion, Glengala, Sunshine, Sunshine North, Sunshine West	87	22.40%
3023	Ravenhall, Deer Park North, Burnside, Burnside Heights, Cairnlea, Caroline Springs	70	18.00%
3037	Hillside, Delahey, Taylors Hill, Sydenham, Calder Park	59	15.20%
3038	Keilor Lodge, Keilor Downs, Watergardens, Taylors Lakes	55	14.10%
3030	Werribee South, Quandong, Werribee, Derrimut, Point Cook, Cocoroc	15	3.90%
3022	Ardeer, Deer Park East	11	2.80%
3042	Niddrie North, Airport West, Keilor Park, Niddrie	4	1.00%
Total		**389**	**100.00%**

Place of birth

Of the 522 participants who played the Shopping, Employment and Business theme, 300 or 75% were born in Australia, while 222 or 43% of participants were born overseas. Participants from Vietnam, India and the UK accounted for around a third of these. While participants born oversees accounted for 34-38% for other themes, this theme saw the highest rate of participation by overseas-born participants.

Table 8.2.4: Country of birth – Shopping, Employment and Business

Country of birth	Number of participants	Percentage
Vietnam	34	15.3%
India	19	8.6%
United Kingdom (UK)	16	7.2%
New Zealand	15	6.8%
Philippines	13	5.9%
Malaysia	8	3.6%
China	7	3.2%
Sri Lanka	6	2.7%
South Sudan	5	2.3%
United States of America (USA)	5	2.3%
Other	94	42.3%
Total	**222**	**100.0%**

Relationship to City

Fig 8.2.5: Relationship to City - Shopping, Employment and Business

Well over half of participants reported as residents of Brimbank, with students and workers the next most-selected categories. This was consistent with the overall distribution of participants overall. Participants were able to select multiple relationships for this category, so percentages shown here are percentages of the overall number of participants for this theme and are not related or dependent on each other.
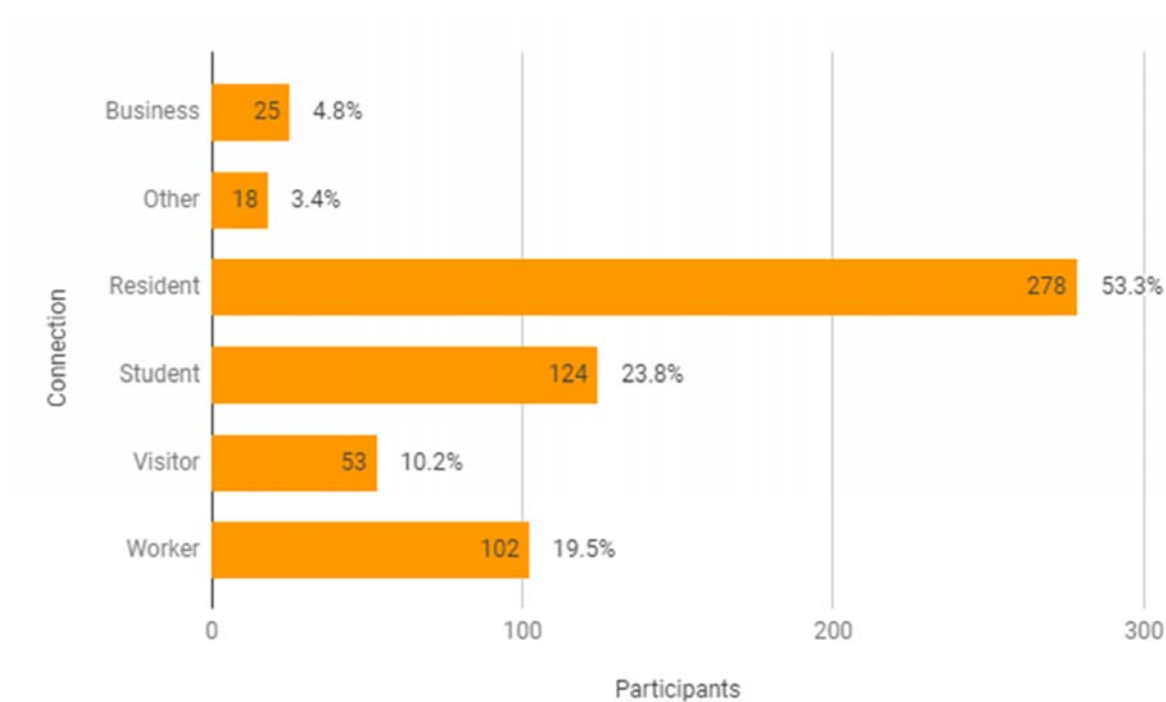
8.3 Qualitative comments

Comments on this theme mostly concentrated on a need to increase employment opportunities in the area and improve the quality of retail facilities.

Several participants expressed concern that there is a lack of employment opportunities. Others suggested that employment diversity should be increased, including attracting new businesses and start-ups.

> *"Having youth employment opportunities is vital for the growth and livability of brimbank."*

> *"Need subsidised or free access 'incubator' space for start ups and non profits access to hot desks, share resources and networks, build new business!"*

> *"I would like to see local businesses spending more on developing local employment opportunities and additional business rather than it regularly coming from Council funds. Perhaps Council should be getting local traders and businesses to establish a chamber of commerce so they can start investing in businesses needs in our municipality rather than Council funds being used which could be spent on services, parks, bicycle and foot paths."*

Many comments suggested that there is a lack of retail diversity and access to big brand retailers.

> *"I had previously lived in Sunshine for 20 years. In the past there were great shops - Myer warehouse, surf shops, target, slowly they left. We need shops/businesses that attract people."*

> *"The Sunshine Plaza is in need of re-invigoration - it would be great to see some big brand names open up - like Target and K-Mart."*

9. Environment and Conservation

There are a range of different types of green spaces for the community to use in Brimbank. Council wanted to understand the community's priorities for the types of green spaces, the conservation of natural environments and built heritage. In Environment and Conservation, 486 people participated.

9.1 Priorities

When weighing each round of priorities against each other, participants ranked each sub-theme as follows, with the lowest average score indicating the most important.

Table 9.1.1: Overall priorities - Environment and Conversation

Rank	Round	Average score
1	Conserving Brimbank	1.49
2	Green open spaces	2.03
3	Protecting our environment	2.48

A detailed breakdown of the ranked priorities within each sub-theme are shown in the table below.

Table 9.1.2: Priorities by sub-theme - Environment and Conservation

Rank	Priority	Number of wins
Most important for planning green, open spaces		
1	Parks	1,437
2	Shared paths along waterways	1,049
3	Native vegetation reserves	930
4	A large private backyard	796
5	Community gardens	782
Most important for protecting the environment		
1	Natural places are protected from development	1,382

2	Having clean creeks and rivers	1,248
3	Having rubbish bins in open space areas	817
4	Native vegetation along creeks and rivers	776
5	My land is safe from flooding	628
Most important to protect for future generations		
1	Green spaces around creeks and rivers	1,362
2	Native vegetation	986
3	Heritage buildings and places	904
4	Aboriginal cultural heritage	882
5	Farming and market gardens in Keilor	738

9.2 Participants

Gender

58% of participants in this theme reported their identified gender as female, while 40.7% reported as male and 1.2% as other. This closely resembled the overall gender distribution for participants across all themes.

Fig 9.2.1: Gender - Environment and Conversation
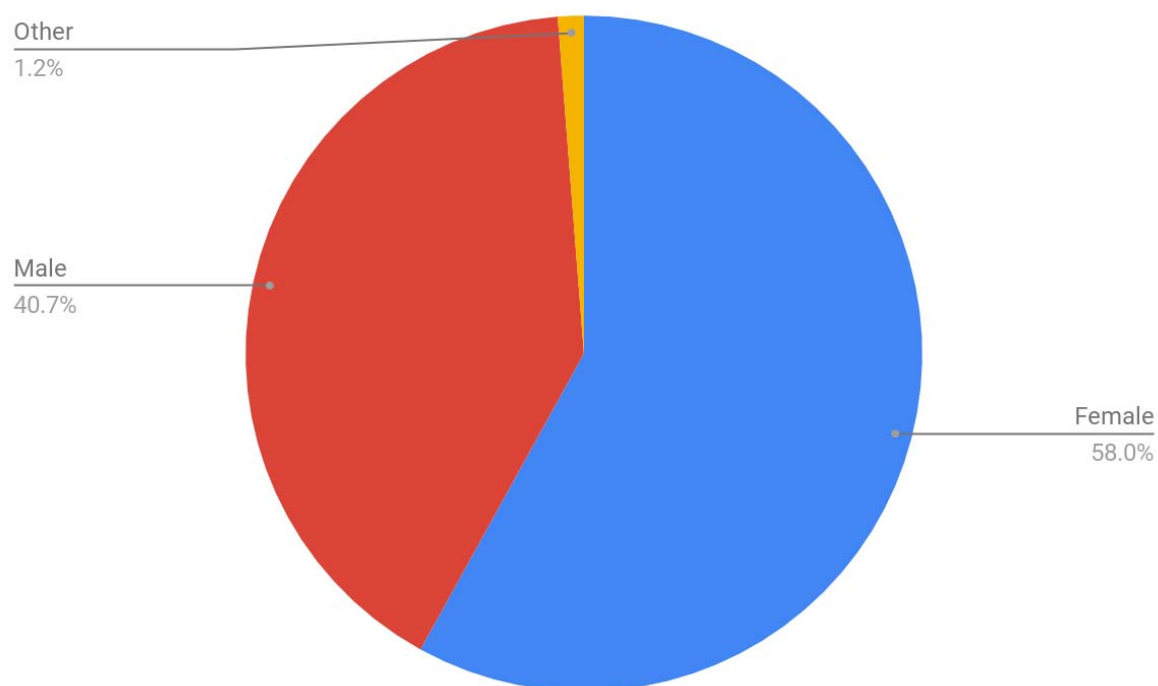
Age

The majority of participants for this theme reported their age as being between 0 and 44, with the 15-19, 35-39 and 40-44 categories seeing the highest numbers of participants respectively. This distribution closely resembles the overall age distribution for the project.
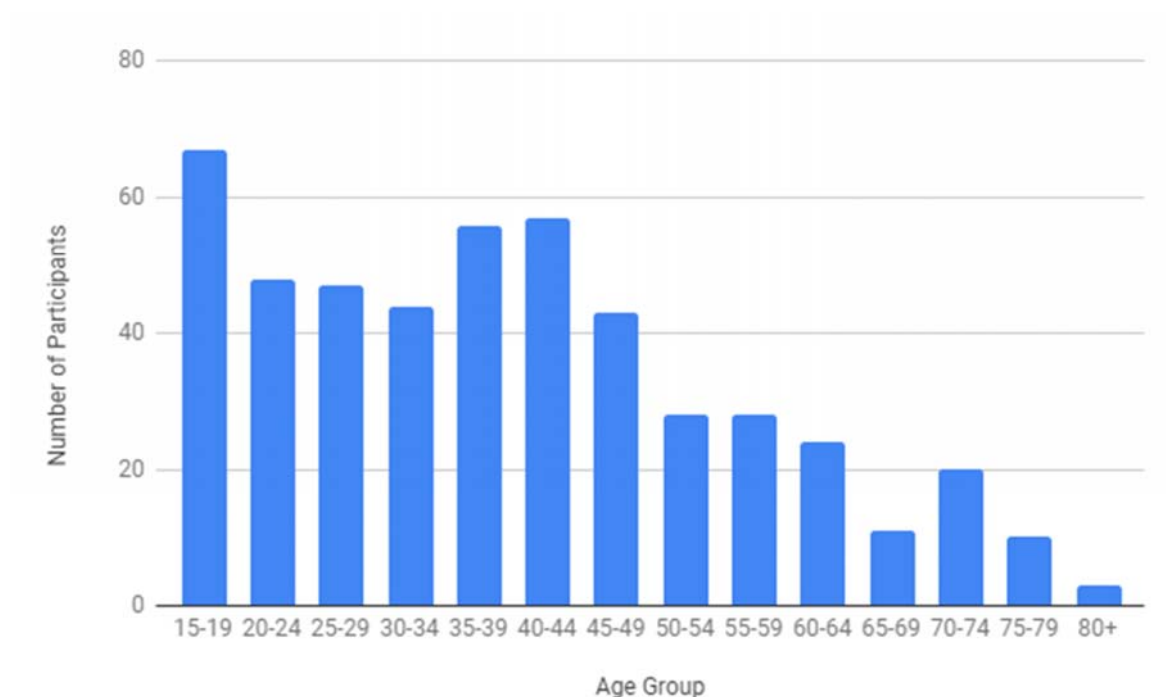
Fig 9.2.2: Age - Environment and Conversation

Participants by location

Participants from Brimbank postcodes 3020, 3021 and 3037 accounted for almost half of all participants in this category. This closely resembled the overall distribution of participants for the project as a whole.

Table 9.2.3 - Environment and Conversation

Postcode	Suburbs	Number of participants	Percentage
3021	Kings Park, St Albans, Albanvale, Kealba	88	26.30%
3020	Albion, Glengala, Sunshine, Sunshine North, Sunshine West	86	25.70%
3037	Hillside, Delahey, Taylors Hill, Sydenham, Calder Park	48	14.40%
3038	Keilor Lodge, Keilor Downs, Watergardens, Taylors Lakes	45	13.50%
3023	Ravenhall, Deer Park North, Burnside, Burnside Heights, Cairnlea, Caroline Springs	44	13.20%
3030	Werribee South, Quandong, Werribee, Derrimut, Point Cook, Cocoroc	11	3.30%
3022	Ardeer, Deer Park East	10	3.00%
3042	Niddrie North, Airport West, Keilor Park, Niddrie	2	0.60%
Total		**334**	**100.00%**

Place of birth

Of the 486 participants who played the Environment and Conversation theme, 310 or 64% were born in Australia, while 176 or 36% of participants were born overseas. Participants from Vietnam, India and the UK accounting for around half of these.

Table 9.2.4: Country of birth - Environment and Conversation

Country of birth	Number of participants	Percentage
Vietnam	21	11.9%
India	16	9.1%
United Kingdom (UK)	13	7.4%
New Zealand	12	6.8%
Malta	9	5.1%
Philippines	8	4.5%
Sri Lanka	7	4.0%
Malaysia	6	3.4%
Germany	5	2.8%
Pakistan	5	2.8%
Other	74	42.0%
Total	**176**	**100.0%**

Relationship to City

Well over half of participants reported as residents of Brimbank, with students and workers the next most-selected categories. This was consistent with the overall distribution of participants overall. Participants were able to select multiple relationships for this category, so percentages shown here are percentages of the overall number of participants for this theme and are not related or dependent on each other.

Fig 9.2.5: Relationship to City - Environment and Conversation
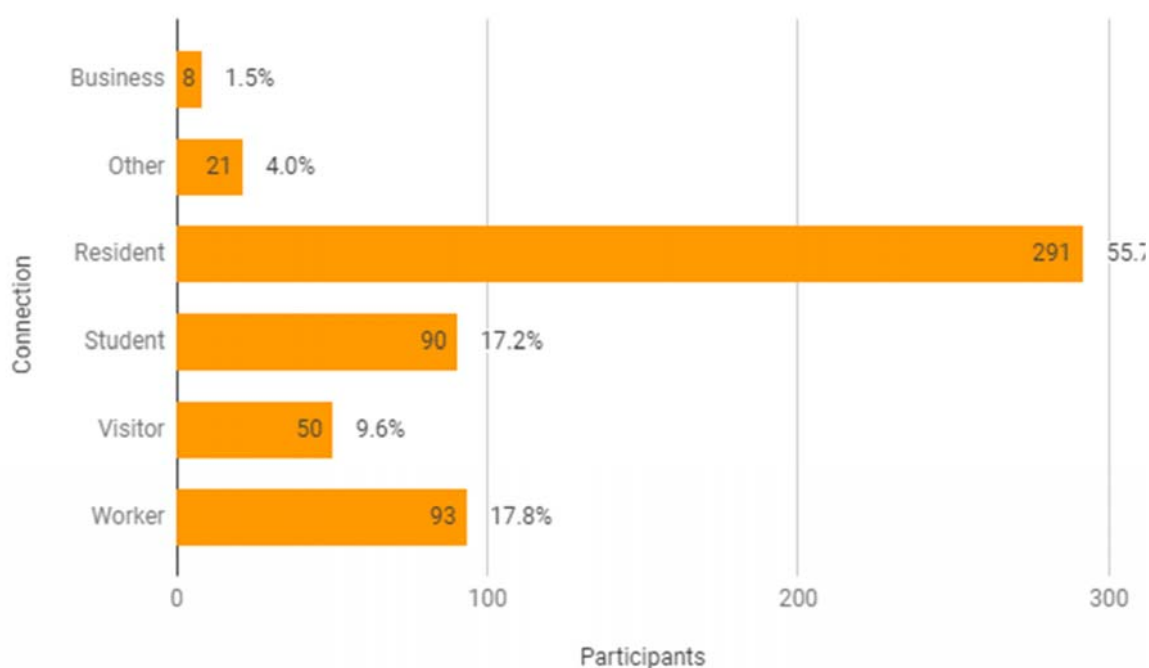
9.3 Qualitative comments

Many comments were received on the need to preserve the natural environment in Brimbank and increase the amount of urban greening, with some requesting planting diversity.

> *"As a start I would like to see a lot more nature strip trees planted. 2 per property to soften the street scape."*

> *"Derrimut is called Brimbank Gardens. Its hardly lived up to the name. Green it up."*

> *"Please don't plant Gum trees only. Plant other trees too especially floral trees like Hibiscus, Oleander, decorative apple trees, Oak trees, and Magnolias."*

> *"Keep our parks and grass reserves cleaner and cut grass more frequent."*

"Protecting our local environment, green spaces, parks and local Indigenous and non-Indigenous heritage shouldn't be a case of trade offs when they are intertwined."

Several commenters expressed concern that land could be developed at the expense of the natural environment.

"You need to stop selling open spaces to developers and instead keep some natural parks as well as protect native environmental habitat"

"please for the love of God, stop this cheap backyard 3, 4 unit development, we are being used as a community!!"

There were also several comments regarding the impact of waste and recycling management on the integrity of the natural environment in Brimbank.

"Illegal rubbish dumping is a huge problem in Brimbank and other municipalities. Council must give residents low cost practical means to dispose of rubbish correctly. Penalties must be enforced where possible with due discretion and common sense."

"Too much hard rubbish left on nature strips. Council should have hard rubbish pick up twice a yearbook not once."

"I think we should have compost bins in public spaces (however I'm not sure how this can be monitored, but I hope this idea can be developed.)\nI also think there should be a campaign to stop littering."

6. Key Findings

Based on the results of the engagement a number of key findings and observations can be made including:

- The display order of the themes seemed to have an effect on the number of contributors. The number of contributors decreased through the order of display.
- With a sample size of 1902 participants, the overall results of the engagement is enough to be considered statistically valid at a 99% confidence level, meaning the data can be considered statistically significant.
- The development of an Engagement Strategy helped guide and coordinate the delivery of a range of supporting activities that attracted a group of participants that may otherwise not be involved.
- Taking the online tool into the community proved to be a very successful way of encouraging participation, rather than relying on people coming to it. Additionally, this approach most likely attracted a more diverse range of participants in terms of their socio-spatial characteristics than would otherwise be involved.
- Identifying the population numbers for key demographic and locational segments of the community and analysing their statistical representation is an important step to qualifying the results. It is an important step to identify how the results may be skewed and how well they represent the community as a whole.
- Overall, slightly more females than males participated in the engagement. Results for both females and males are considered statistically valid at a 95% confidence level.
- When considering age, location and country of birth the results of the engagement are considered to not be statistically valid, with various levels of representation occurring within individual cohorts.
- A range of people within the community who were born overseas participated in the study, with over 817 participants (43% of the total participants) born outside of Australia (close to the overall representation of overseas born residents in Brimbank, which is 47.5%).
- A range of age groups participated in the engagement with 15-19 year olds the highest age group to respond. This was likely due to the Council activities targeting libraries, two secondary schools and Victoria University. school age persons. These results are still not statistically valid at a 95% confidence level, although they are very close.
- Postcode 3020 (Sunshine and surrounding suburbs) and 3021 (St. Albans and surrounding suburbs)) had the highest number of participants, which is expected as they contain the highest number of residents.
- Half of all participants reported themselves as 'Residents' of Brimbank.

Appendix A: List of supporting activities

Activities

- 79 x face-to-face sessions – Council officers took tablets into the field and encouraged community members to play the game.
- 2 x drop in sessions.
- 4 x internal presentations.
- 3 x Brimbank Buzz – website newsroom updates.
- 5 x email campaigns targeting internal and external stakeholders.
- Digital notices on the screen at the customer service centre – throughout.
- Website – throughout.
- Social media updates - throughout.
- Notices on BERT - throughout.

Week 1

Monday 26/03/18

- Email to 3,00 businesses
- Email to Environment groups
- Posted on Brimbank City Council webpage
- Digital sign at Customer service centres
- Social media post

Tuesday 27/03/2018

- Sunshine library 2-5pm (2 officers)
- Sydenham Library 10am – midday (2 officers)
- Sunshine Activity Centre pop up 1-3pm (3 offices)
- Brimbank Buzz advisements in local newspaper

Wednesday 28/03/2018

- St Albans Library 10am-midday (2 officers)
- Keilor Library 9-11am (2 officers)
- Keilor Community Hub, Get Active community group 11.30-12.15(2 officers)

- Social media

Thursday 29/03/2018

- Keilor Library 3-5pm (2 officers)
- Hunt Club Community hub, Practice Your English community group 3.45-5.15pm (2 officers)

Easter Saturday 31/03/2018

- St Albans Activity Centre Pop Up Park 10am-midday (3 officers)

Week 2

Monday 2/04/2018

- Brimbank Web site
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Tuesday 3/04/2018

- Sunshine Library 10am-12 (2 officers)
- Sydenham Library 2-4pm (2 officers)
- Brimbank website
- Digital sign at Customer service centres
- Brimbank Buzz feature in local newspapers

Wednesday 04/04/18

- Deer Park Library 11-1pm (2 officers)
- Deer Park Activity Centre 1-3pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Thursday 05/04/18

- St Albans Library 3-5pm (2 officers)
- Keilor Library Book Club 2-3pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Friday 096/04/18

- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Week 3

Monday 09/04/18

- Email and presentation to Brimbank staff on Level 2
- Cairnlea community centre 3-5pm (2 officers)
- Sunshine Business Association 5.30pm (1 officer)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Tuesday 10/04/18

- Deer Park Library 3-5pm (2 officers)
- West Sunshine Community Centre, Sunnywest Seniors group 11-3pm (2 officers)
- Market Place Shopping Centre, on site information stand 10-2pm (4 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Brimbank Buzz feature in local newspapers

Wednesday 11/04/18

- Sydenham Library 10am – midday (2 officers)
- Keilor Community Hub 10am-12 (2 officers)
- Brimbank website

- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Thursday 12/04/18

- Hunt Club Community Hub, Leadlight group 9am (2 officers)
- Glengala Village Activity Centre (business owners/operators), 11am – 1pm (3 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Friday 13/04/18

- Hunt Club Community Hub, Leadlight group 9am (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Saturday 14/04/18

- Keilor Community Hub, 1st Anniversary of Keilor Hub event (5 officers)

Week 4

Monday 16/04/18

- Email and presentation to Brimbank staff on Level 3
- St Albans Library 9-11am (2 officers) Westvale neighbourhood House, Westvale Men's Shed computer 9am-1pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Tuesday 17/04/18

- Hunt Club Community Hub Sunshine Historical Society 10-2pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Brimbank Buzz feature in local newspapers

Wednesday 18/04/18

- Deer Park Library 3-5pm (2 officers)
- Keilor Library 9-11am (2 officers)
- Keilor Downs, onsite information table 10am-1pm (4 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Thursday 19/04/18

- Sunshine Library 2-5pm (2 officers)
- Westvale Neighbourhood House Walking group 9.30-10.15am (2 officers)
- Keilor Community Hub, Sydenham Park Committee 6-8.30pm (2 officers)
- Hunt Club Community Hub 11am-1pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Friday 20/04/18

- Deer Park Library 10-11.30am (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Week 5

Monday 23/04/18

- Email and presentation to Brimbank staff on Level 4
- Deer Park Village (business owners and operators) 11am-12.30pm
- West Sunshine Community Centre, Macedonian seniors & U3A from 11am (3 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Tuesday 24/04/18

- St Albans Library 10am-12pm (2 officers)
- Delahey Community Centre 10am-midday (2 officers)
- Hunt Club Community Hub, Dance fusion/guitar - kids session 4.15-5.15pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Wednesday 25/04/18

- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Thursday 26/04/18

- Deer Park Village 11am-11pm (3 officers)
- Sydenham Neighbourhood House Playgroup 10am-12pm (2 officers)
- Delahey Community Centre, Men's Social Catch Up 1-3pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Friday 20/04/18

- Sunshine Library 11am-1pm (2 officers)
- Sydenham Library 10-12pm (2 officers)
- Victoria University - Sunshine 11am-1pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Week 6

Monday 30/04/18

- Email and presentation to Brimbank staff on Level 5
- Deer Park Library, 10-12pm (2 officers)
- St Albans Community Centre (STACC), Koori homework club 3.30-4.30pm (2 officers)
- Sunshine Activity Centre no charge BBQ 11am-1pm (4 officers)

- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Tuesday 01/05/18

- Brimbank website
- BERT, Brimbank staff intranet Delahey Community Centre, N'hood house courtyard make over day (2 officers)
- St Albans Activity Centre no charge BBQ 11am – 1pm (4 officers)
- Hunt Club Community Hub, Dance fusion/guitar - kids session 4.15-5.15pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Digital sign at Customer service centre
- Brimbank Buzz feature in local newspapers

Wednesday 02/05/18

- Sunshine Library, 3-5pm (2 officers)
- Sydenham Neighbourhood House, Coffee club/Walking group 10-12pm (2 officers)
- Cairnlea Community Centre, Improve your language 10-12pm (2 officers)
- Deer Park Activity Centre no charge BBQ 11am-1pm (6 officers)
- Brimbank Leadership Alumni 3-4pm (1 officer)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Thursday 03/05/18

- Westvale Neighbourhood House, neighbourhood House Week 12.30-2pm (2 officers)
- West Sunshine Community Centre, Table Tennis Club,9.30-11.30am and Gentle Exercise Group 11.30am-12.30pm (2 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Friday 04/05/18

- Sydenham Library, 10am-midday (2 officers)
- Watergardens Activity Centre, no charge BBQ, 11am-1pm (4 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Saturday 05/05/18

- Hunt Club Community Hub, Pottery Open Studio 1.30-4pm (2 officers)
- St Albans Leisure Centre, no charge BBQ 11am-1pm (3 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Sunday 06/05/18

- Sunshine Leisure Centre, no charge BBQ 11am-1pm (4 officers)
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Week 7&8

Monday 07/05/18

- Sunshine Library, 3-5pm (2 officers)
- St Albans Library 11am-1pm (2 officers)

Tuesday 08/05/18

- West Sunshine Community Centre, Neighbourhood House Activity Day 11.30am-1.30pm (2 officers)
- Westvale Neighbourhood, Playgroup 10-12pm and Board Game Group (2 officers)

Wednesday 09/05/18

- Westvale Neighbourhood, Playgroup 10-12pm and Board Game Group (2 officers)
- Sydenham Neighbourhood House, Card Club 12.45-2pm (2 officers)
- Keilor Downs Community Hall, 8.30am-Midday (2 officer)
- Brimbank website

- BERT, Brimbank staff intranet
- Digital sign at Customer service centre
- Social media post

Thursday 09/05/18

- Sunshine Library, 10am-12pm (1 officer)
- Deer Park Library Sydenham, 3-4pm (2 officers)
- Brimbank Central Shopping Centre, Information table, 10am to midday (3 officers)
- Victoria University - St Albans, 11.30am – 1pm (2 officers_
- Brimbank website
- BERT, Brimbank staff intranet
- Digital sign at Customer service centre

Friday 10/05/18

- Victoria University - Sunshine Campus, 11am-1pm (2 officers)

Saturday 11/05/18

- Glengala Shopping Centre, no charge BBQ, 12-2pm (4 officers)