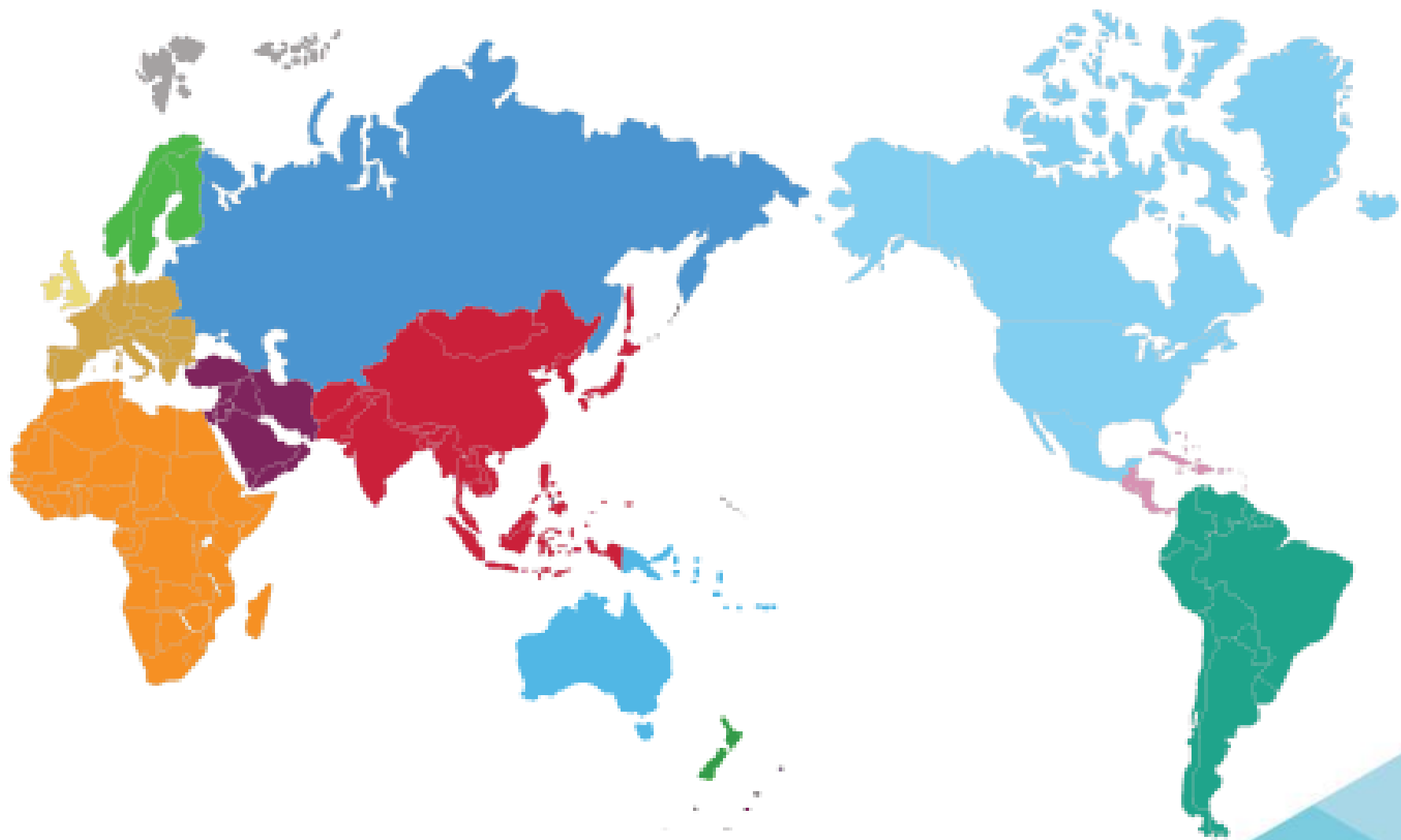


IAP2 Webinar

Desley Renton
Kate Henderson



CITY OF MELBOURNE





States of Australia



THE CITY AT A GLANCE



387,000

WORKERS

177,000

METROPOLITAN VISITORS

80,000

INTERNATIONAL, INTERSTATE
AND REGIONAL VISITORS

105,000

RESIDENTS

59,000

STUDENTS

37,000

UNDER 15 YEARS OLD



Specialist team



**Desley
Renton**
Community
Engagement
Manager



**Jennie
Suann**
Community
Engagement
Advisor

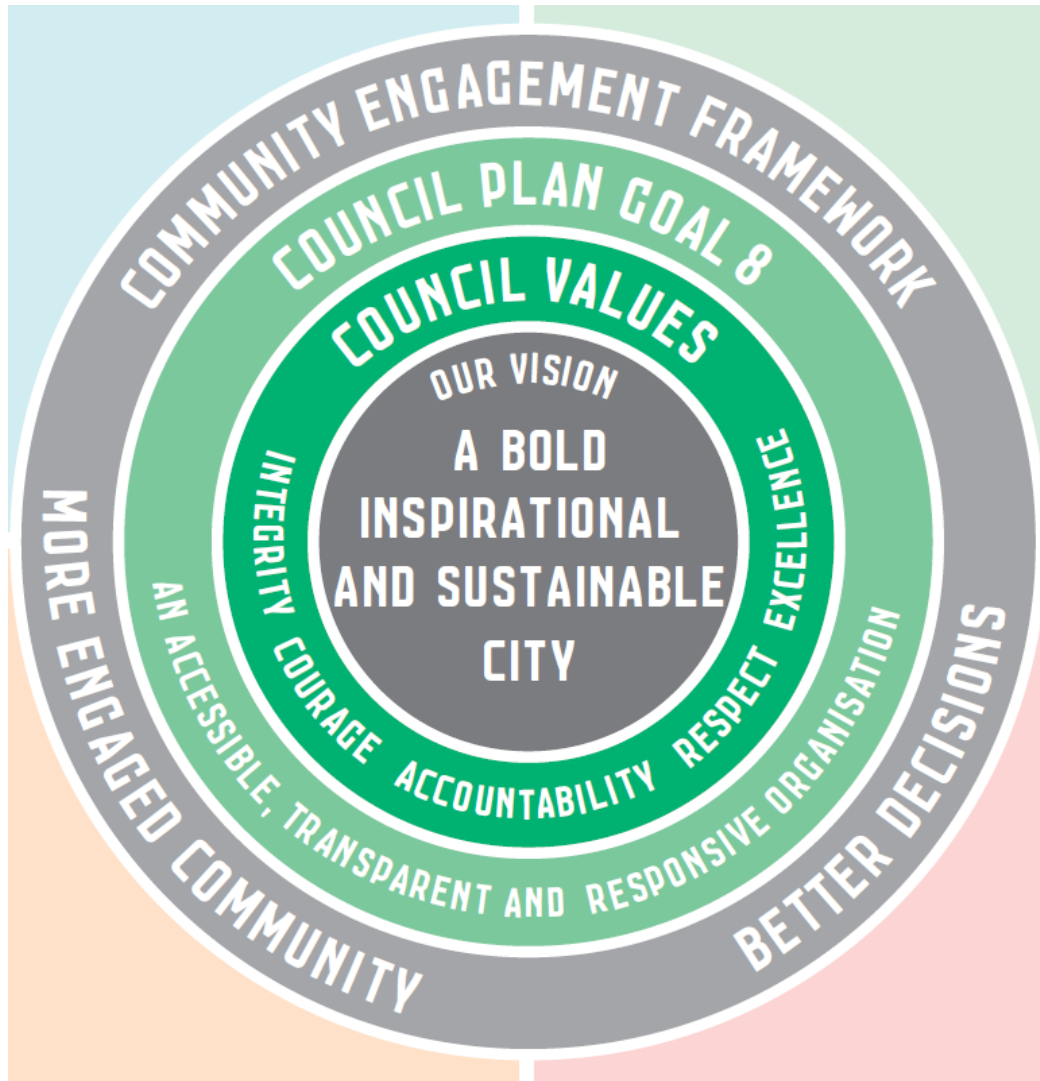


**Kate
Henderson**
Community
Engagement
Advisor

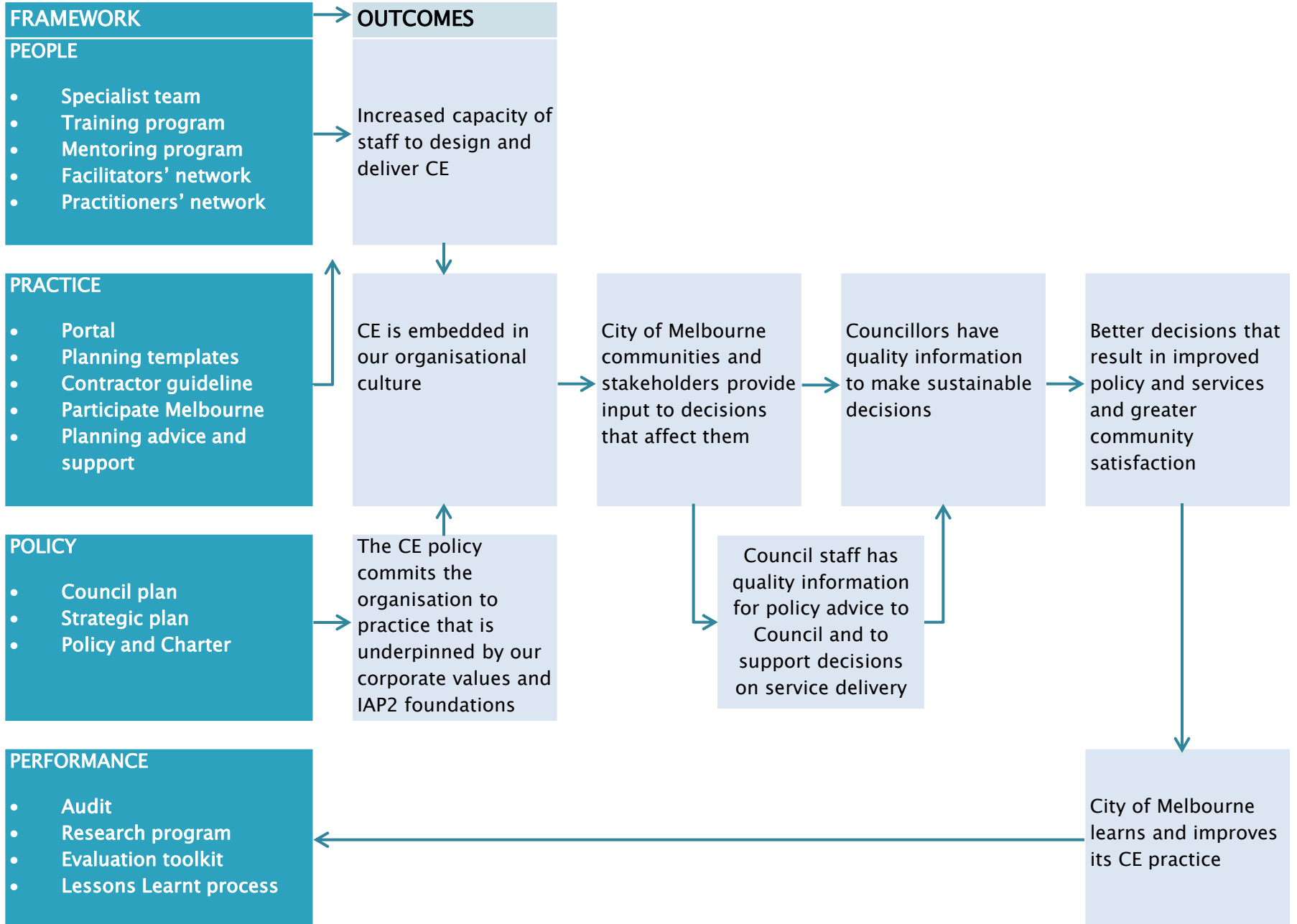


**Michael
Baranovic**
On-line
Community
Engagement
Advisor

The Authorising Environment




CITY OF MELBOURNE COMMUNITY ENGAGEMENT (CE) FRAMEWORK



The journey: 2009 - 2015

The early years

- Alignment of values
 - Training pathway – universal language/build capacity
 - Organisational template contained within portal
 - Influence Council planning cycles (4 and 1 year actions)
 - Evaluation framework/lessons learnt
- 

How engagement underpins the City of Melbourne's corporate values

Integrity	The City of Melbourne will carefully consider and clearly communicate the community's role and level of influence in the decision-making process.
Courage	The City of Melbourne commits to engaging in the conversations that matter and recognises that at times this may be sensitive and even controversial.
Accountability	The City of Melbourne will be accountable for the delivery of a well planned and transparent engagement process. It will provide feedback to the public on the information received and how it was used in the decision making.
Respect	The City of Melbourne will value contributions made and time given. It will ensure that processes are meaningful and will consider the social, access, cultural and economic needs of the participants.
Excellence	The City of Melbourne commits to seek out diversity of views and will encourage deliberation as part of the process. We also commit to a rigorous evaluation to ensure continuous improvement of the Community Engagement program and processes.

☀ PFFFT! THE COUNCIL
DON'T CARE WHAT
WE THINK!




HOSIER LANE.

YOU'D BE
SURPRISED!



The journey: 2009 - 2015

The middle years

- Whole of organisation systems in place (templates, reporting)
 - Tailored training
 - Internal audit/external research
 - Document and showcase the benefits
 - Branch champions pushing innovation
- 

HOUSING OPTIONS
 How can the City of Melbourne help improve housing in the future? Please choose 5 options

20%

30

5

1

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100



lease retail
 Available early 2013






more
trees



The journey: 2009 - 2015

The last 2 years

- CE has become understood and embraced
 - Training extended to community
 - CE budgeted for
 - Complemented by interactive on-line
 - Long term planning
 - Elected member and leader advocacy
 - Evaluation includes cost effectiveness
 - Peer recognition and gaining best practice status
- 

The range of projects

06 STRATEGIC PLANNING

City Road Masterplan
Walking Strategy
Housing Strategy
East West Link
New Residential Zones
Future Living

04 COMMUNITY SAFETY AND WELLBEING

Beyond the Safe City
Homelessness Strategy
International Student Strategy
Preventing Violence Against Women

03 ENGINEERING

Building a cycling city
Streetscapes
Graffiti Management

02 URBAN LANDSCAPES

Urban Forest Precinct Plans
Shape your Kensington

02 COMMUNITY STRENGTHENING

Shape your Carlton
Naming our newest park at Docklands

01 COMMUNITY SERVICES

Melbourne for all people

01 ARTS AND CULTURE

Arts Strategy

01 HEALTH SERVICES

Smokefree The Causeway

01 URBAN DESIGN AND DOCKLANDS

Harbour Esplanade

01 DESIGN

QVM

01 FINANCIAL SERVICES

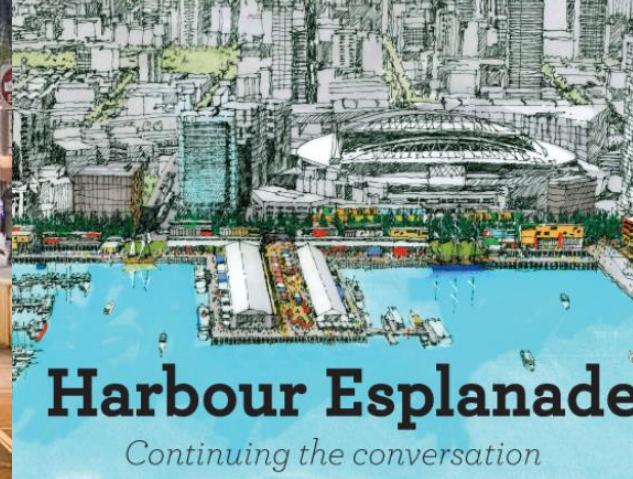
Annual Plan and Budget

01 BIS

Music Strategy


01 COUNCILLOR SUPPORT

Community Forums



The Practice of Community Engagement

Our engagement is characterised by:

- A Community Engagement, Communications and Media Plan
 - Councillor Briefing paper – re: CE approach
 - Face-to-face **and** online component
 - CE report to Councillors and community
 - Regular progress updates to interested community
 - Regular lessons learnt processes
 - Evaluation
- 

ON CITY ROAD TODAY!

Boys Engagement 10.jpg
Type: JPG File
Size: 165 KB
Dimension: 1037 x 1037
pixels



BOYD
Open Sun in
Collage Workshop
Certified Organic Pop-Up
Collage Project
CITY OF MELBOURNE

CITY ROAD MASTER PLAN
CITY ROAD MASTER PLAN





PARTICIPATE MELBOURNE

CURRENT PROJECTS



We are currently seeking feedback on these projects.

UPDATES



Stay up to date on the progress of existing projects.

PAST PROJECTS

These projects have concluded and are archived for your reference.



REIMAGINING UNIVERSITY SQUARE

Following community consultation in September and October 2014, an ideas plan has been developed for the transformation of University Square. Take a look at the plan and have your say until March 11 2015.

[GO TO PROJECT](#)



QUEEN VICTORIA MARKET RENEWAL

The renewal of the Queen Victoria Market presents a once in a century opportunity to create a world class market precinct. Help us preserve the market's heritage and atmosphere while making it more competitive in a changing retail environment.

[GO TO PROJECT](#)



HOMES FOR PEOPLE: HOUSING STRATEGY

Housing plays a big part in our quality of life. Our housing strategy, Homes for People, aims to improve the affordability and design of housing to meet the diverse needs of our residents.

[GO TO PROJECT](#)



INNOVATE FREIGHT

A growing city means a busier city with more deliveries, to ensure people have the things they want and need. In response, the City of Melbourne is taking steps to develop an innovative approach to how we manage freight in the central city.

[GO TO PROJECT](#)



URBAN FOREST PRECINCT PLANS

The City of Melbourne's Urban Forest Strategy provides a robust framework for the evolution and longevity of our urban forest but what will that look like at an individual street level? Join the conversation to influence the plan for your neighbourhood's trees.

[GO TO PROJECT](#)



MELBOURNE FOR ALL PEOPLE

The draft Melbourne for All People Strategy 2014-17 sets out the ways in which the City of Melbourne will connect, support and engage people throughout their lives from zero to one hundred plus.

[GO TO PROJECT](#)



URBAN FOREST PRECINCT PLANS

The Urban Forest Strategy provides a robust framework for the **evolution** and **longevity** of our **urban forest** but what will that look like at an individual street level?

Join the conversation to influence the plan for Southbank's and Fishermans Bend's street trees.



[HOME](#) » [Projects](#) » [Urban Forest Precinct Plans](#)

The City of Melbourne is facing three significant challenges: climate change, urban heating and population growth. These will place significant pressure on the built fabric, services and people of the city. A healthy urban forest will play an important role maintaining Melbourne's liveability.

Melbourne's Urban Forest Strategy commits to working with the community to develop tree planting plans for local areas.

You can help shape the future urban forest in [Southbank](#) until 30 April and [Fishermans Bend](#) until 10 May 2015. Visit the precinct pages to share your ideas on the interactive map, add your vision or complete the photo questionnaire. You can also register for a free breakfast.

PRECINCT PLANS



To receive updates on urban forest projects and events email urbanforest@melbourne.vic.gov.au.

[UPDATES](#)

Join us for a free breakfast

 **Southbank breakfast**
Saturday 18 April 2015
9.30am to 12.30pm

Venue: Zinc, Fed Square
Riverside Terrace

[Register](#)

 **Fishermans Bend breakfast**
Saturday 2 May 2015
9.30am to 12.30am

Venue: Library at the Dock, 107 Victoria Harbour
Promenade, Docklands

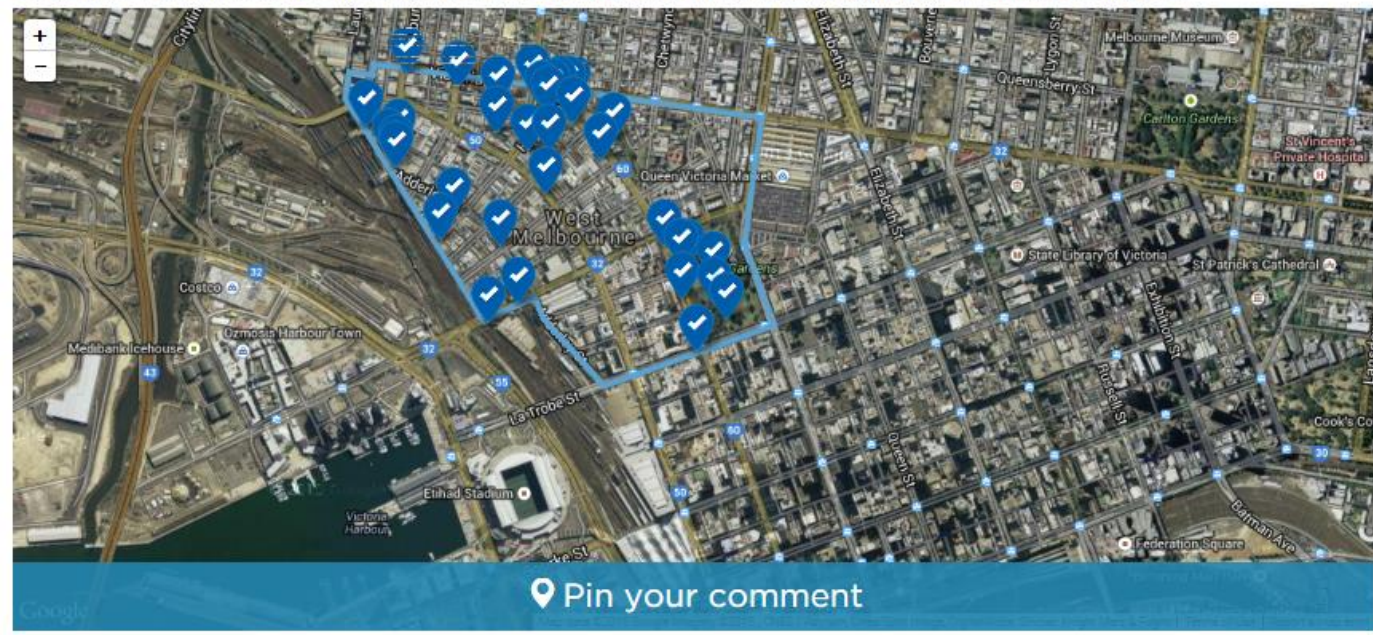
[Register](#)

 **Parkville breakfast - concluded**
Saturday, 21 March 2015
9.30am to 12.30 pm

Venue: Bong Su Room, Melbourne Zoo (Zoo pass not required)

What do you like about West Melbourne and what are your concerns for the area.

Use the interactive map below to show us what you think about West Melbourne. Get started by hitting the 'Pin your Comment' button below.



What is your vision for West Melbourne's future?

Tell us your idea

Username **Email address**

I would like to stay up to date on this project

[Moderation Policy](#) You have **140** characters left

Marita says:
 "Limited height of new constructions, more plantings including on footpaths. Some community green spaces, maybe a community garden and playgr"

Annie says:
 "Make west melb local traffic only, bounded by Spencer st, Railway pd, and Duddley st. Increase the size of the under tree plantings."

JaneSaleeba says:
 "Open space requirements for all new residences. Our open space is less pp than cities like Hong Kong and New york. It is a disgrace!"

Workshops and drop-in sessions

Workshop part 1 - RSVP
 Saturday 18 April, 1.30 to 4.00pm
 Includes a free tasty lunch

Share what you like about West Melbourne and your concerns for the area.

Venue: St James' Court Conference Centre 12 Batman Street, West Melbourne

Workshop part 2: - RSVP
 Saturday 9 May, 1.30pm to 4.00pm
 Includes a free tasty lunch

Share your vision for West Melbourne's future and your priorities for the area.

Venue: St James' Court Conference Centre 12 Batman Street, West Melbourne

Drop-in session 1
 Tuesday 21 April, drop in anytime from 3pm to 7pm

Venue: St James' Court Conference Centre 12 Batman Street, West Melbourne

Drop-in session 2
 Tuesday 12 May, drop in anytime from 3pm to 7pm

Venue: St James' Court Conference Centre 12 Batman Street, West Melbourne

OVERVIEW

In this Draft Master Plan, the market has been divided into four quarters, each linked to each other by a market cross of public spaces within the heart of the precinct. It is connected to the rest of the city by the grid of surrounding city streets. The division reflects:

- Varied building types and characters.
- Different market trading models.
- Different types of goods being sold.

The intent is to coordinate a suite of projects that can be developed with a degree of independence from each other, while complementing each other and contributing to the precinct as a whole.

Q1 - QUARTER 1

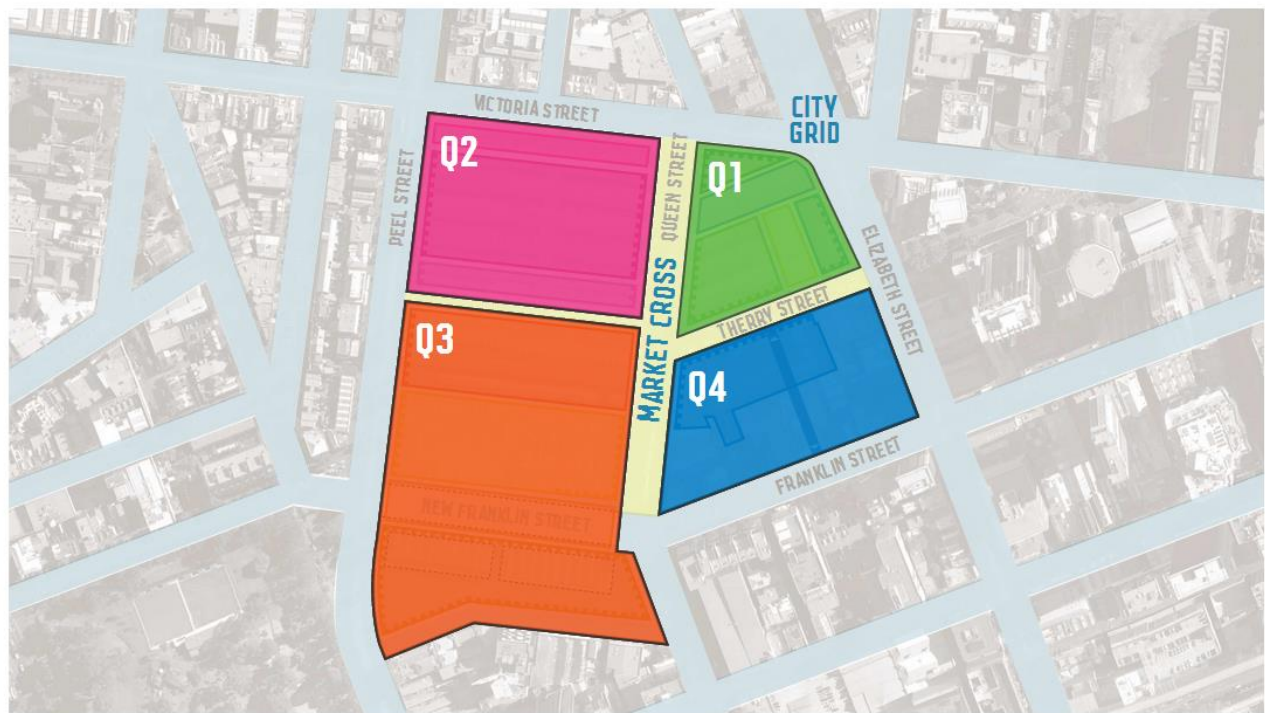
Q2 - QUARTER 2

Q3 - QUARTER 3

Q4 - QUARTER 4

CITY GRID

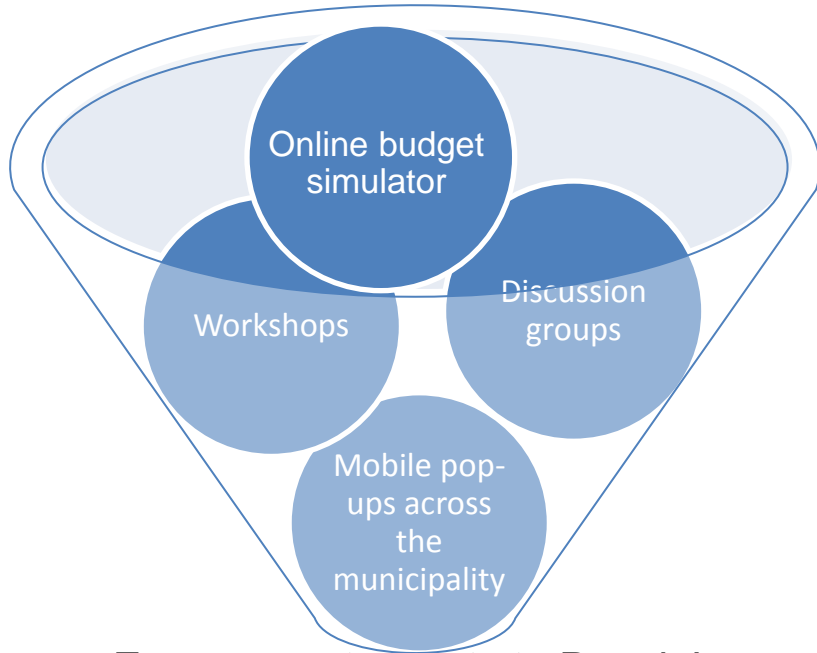
MARKET CROSS



[TAKE THE SURVEY](#)



Case Study: 10-Year Financial Plan



Engagement reports to People's Panel



People's Panel finalise recommendations to Council

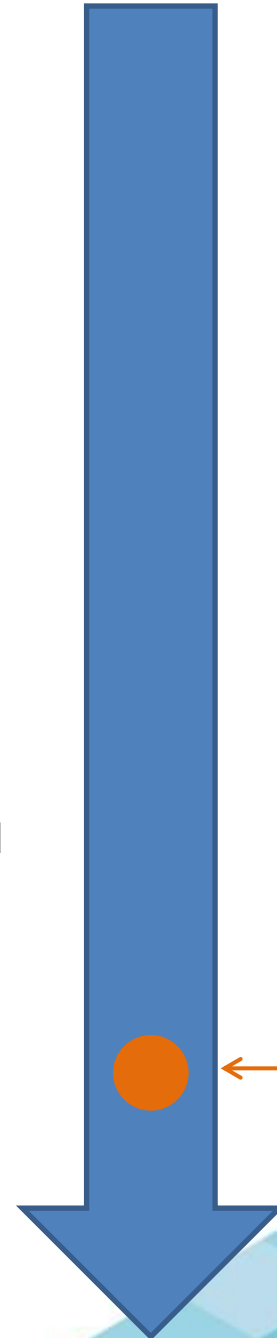


Council responds to panel



10-Year Financial Plan developed

Council endorses 10-Year Financial Plan



July-Aug 2014

Panel meet 6 times Aug-Nov

November



We are here

2015

HELP US
PREPARE
FOR OUR
CITY'S
GROWTH



How should
Melbourne City
Council prioritise
its spending
over the next
decade?



Arts + culture ☺

Pop ups

Online Budget Simulator

The image shows a hand interacting with a tablet displaying an online budget simulator. The interface is titled "10-Year Financial Plan" and shows a total expense of \$404.19m. A red banner at the top indicates "You need to balance the budget" with an overspend of \$3.63m (0.9% over budget). The left side lists various services, and the right side shows sliders for adjusting funding levels for each service.

Service	Adjustment
Care for the older, vulnerable and people with disabilities	-30%
Waste collection	-20%
Child care, maternal and child health services	-10%
Library services and community centres	0%
Recreation services and facilities	10%

Services listed on the left: Deliver Community Services, Activate City, Advance Melbourne, Design, build and manage assets, Regulate.

Summary: Total expenses: \$404.19m. Overspend: \$3.63m. Over Budget: 0.9%.



Workshops and Discussion Groups

Over
600
people



actively contributed to the broader community engagement, by submitting an **online budget** or **attending workshops, discussion groups** and **pop-up events**.

Participants included CALD communities, Aboriginal and Torres Strait Islanders, seniors, residents, workers, businesses, children and young people and students.

Participant feedback from the broader engagement was provided to a

People's Panel of

43 A blue silhouette of a person next to two green curved arrows pointing in opposite directions, representing a panel or group.

randomly selected Melburnians

(comprising **residents, business owners** and **students**) to inform their decision making process.

The panel met

6 times



during the three months of August - November and was given open access to information and experts.

They made

11

recommendations

to Council in November.



With a budget of **\$150,000** this was the City of Melbourne's **largest and most ambitious community engagement program to date**.

The 10-Year Financial Plan provides for approximately

\$4 billion

of expenditure.



All seven IAP2 Core Values were either **well expressed** or **expressed at the highest level of achievement**



The *belief that those who are affected by the decision have a right to be involved* was demonstrated generally through the City of Melbourne's Community Engagement Framework and specifically through the Community Engagement and Communications Plan for the 10-Year Financial Plan.

The *promise that the public's contribution will influence the decision* was clear in the planning documentation, internal and external communications about the community engagement activities, and Council's response to the presentation of the People's Panel recommendations.

Engagement *promoted sustainable decisions by recognising and communicating the needs and interests of all participants, including those of decision makers* at the planning stage and throughout implementation.

The two-pronged approach to community engagement aimed for, and achieved, breadth (broad community engagement) and depth (the People's Panel) of *involvement of those potentially affected*.

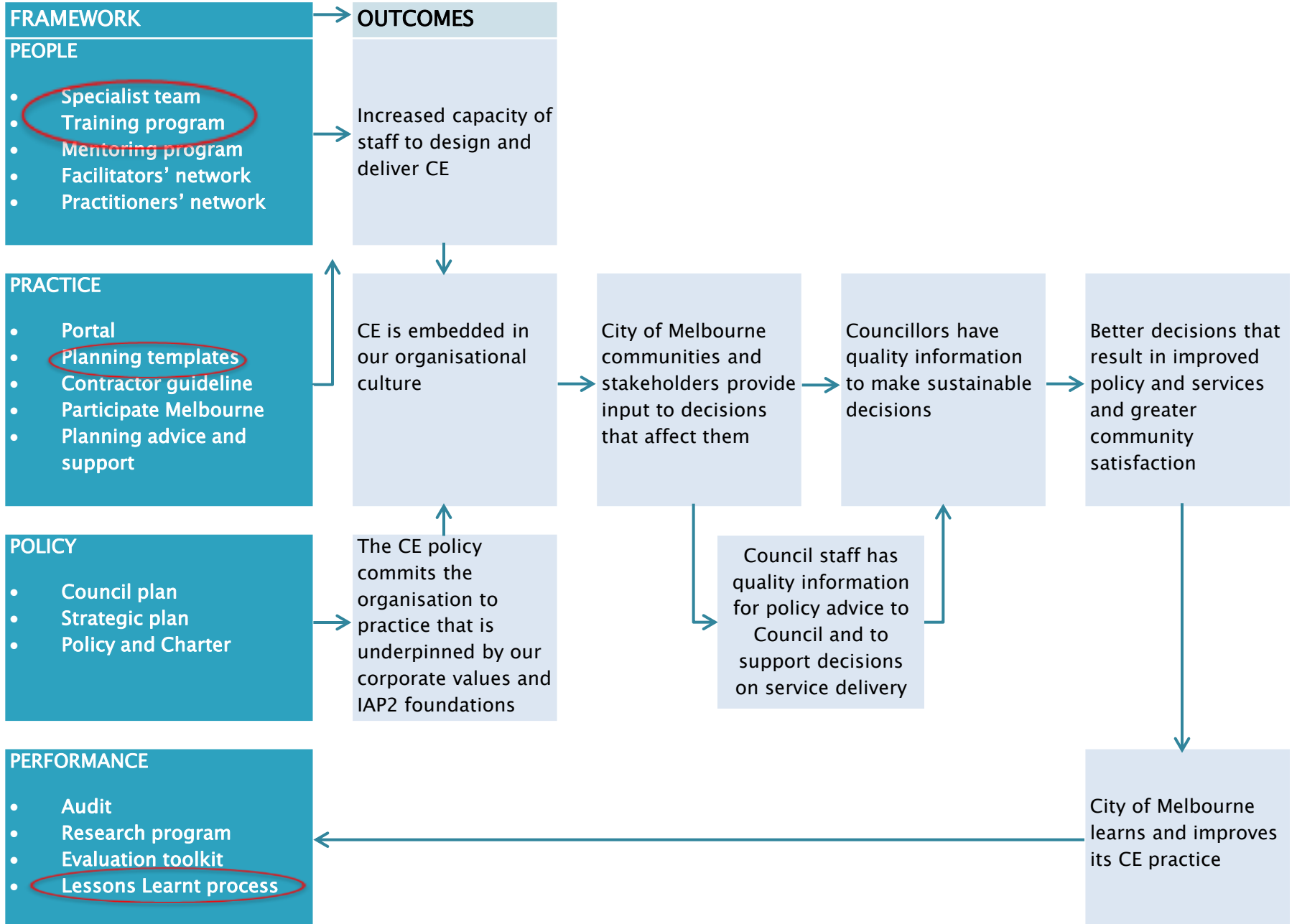
Participant input to the design of the process was an explicit and deliberate aspect of participation.

Engagement *provided participants with the information they needed to participate in a meaningful way* - most participants self-reported the good-to-excellent extent to which the information provided enabled their meaningful participation.

Engagement *communicated to participants how their input affected the decision* - all People's Panel recommendations, including an explanation about whether or not each recommendation has been adopted, will be included in the draft 10 Year Financial Plan.



CITY OF MELBOURNE COMMUNITY ENGAGEMENT (CE) FRAMEWORK



What now?

- Courageous conversations
- Deliberative processes
- Precinct/partnership approach
- Community training and education
- Master classes for staff
- Improved evaluation



Contact us

communityengagement@melbourne.vic.gov.au

Check us out

<http://participate.melbourne.vic.gov.au>

10-Year Financial Plan – information and videos

<http://participate.melbourne.vic.gov.au/projects/10yearplan/>

