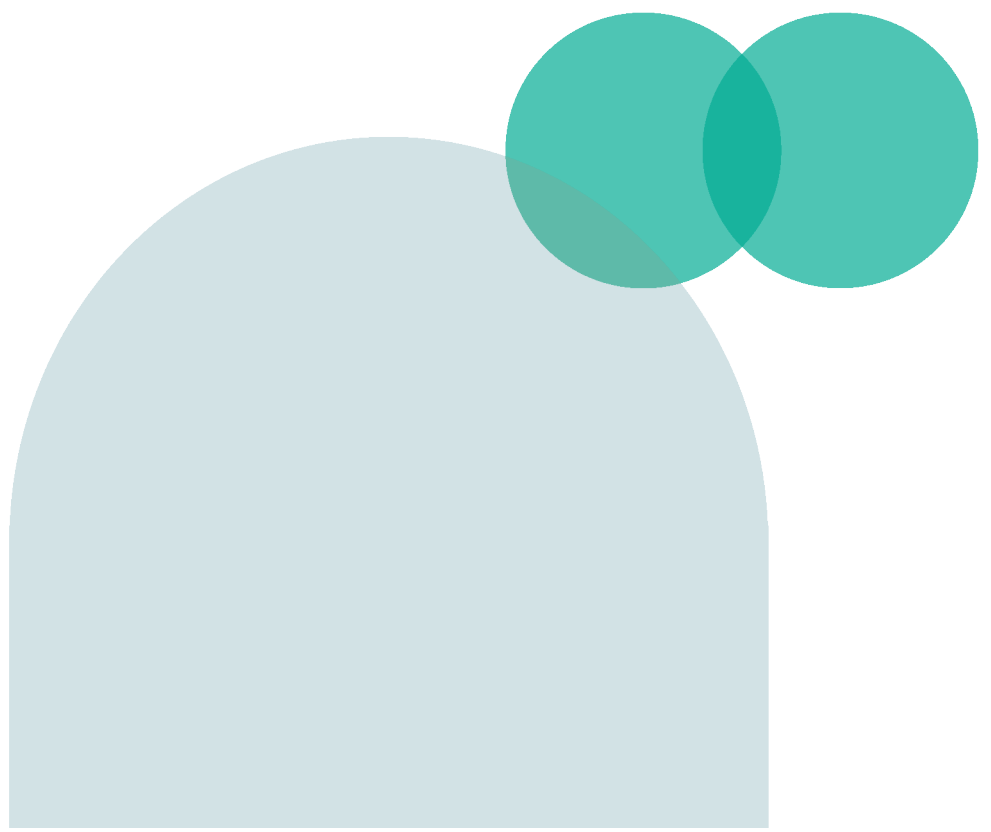
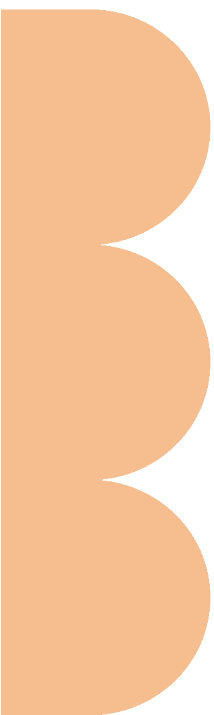
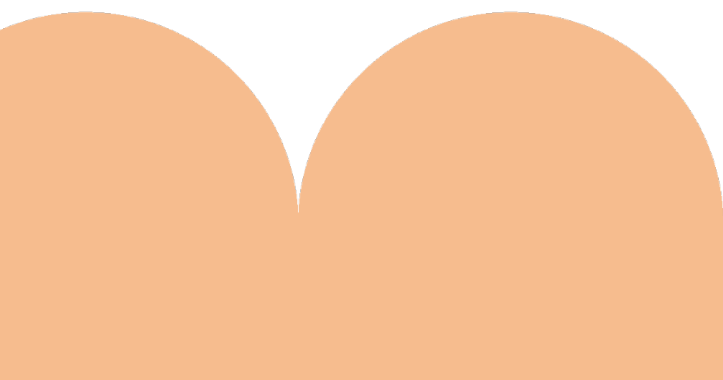




# Hepburn Shire Council Hepburn Together Summary engagement report

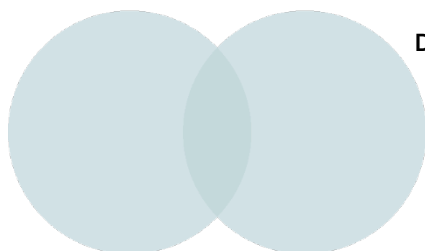
April 2021





## Hepburn Together, Summary Engagement Report

|                     |                                          |
|---------------------|------------------------------------------|
| <b>Prepared for</b> | Hepburn Shire Council                    |
| <b>Date</b>         | 9 April 2021                             |
| <b>Version</b>      | 3.0                                      |
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# Contents

|                                         |    |
|-----------------------------------------|----|
| 1. Introduction                         | 5  |
| 2. Engagement findings                  | 6  |
| Online survey                           | 6  |
| Online survey responses                 | 8  |
| Community Engagement Pop-ups            | 16 |
| Children's Visioning Sheets             | 19 |
| Visioner tool                           | 21 |
| Social map                              | 22 |
| Youth workshop                          | 24 |
| Individual submissions                  | 25 |
| 3. Conclusion and next steps            | 27 |
| Appendix A Community groups and purpose | 29 |

**Hepburn Shire Council is embarking on a major strategic planning project called the Hepburn Together project. The project will shape the vision and direction for Hepburn Shire over the next 10 years and includes the development of Council's Community Engagement Policy, Council's 10-year Community Vision, The 4-year Council Plan (incorporating Municipal Public Health and Wellbeing Plan), Financial Plan and Asset Plan.**

#### **Our progress to date**

The Hepburn Together project commenced in November 2020. The first round of engagement for the Community Engagement Policy was rolled out in January -February 2021. Council adopted the Community Engagement Policy in February and has now commenced the engagement to assist in the development the Community Vision, Council Plan incorporating the Municipal Public Health and Wellbeing Plan (the Plan) and Financial Plan. This report outlines the findings of the broad engagement phase of the Hepburn Together project which was conducted between 27 February to 8 April 2021.

#### **Broad engagement**

Projectura worked with Council to roll out broad engagement to inform the development of the Community Vision, the Plan and Financial Plan. Each of these plans will work together to form the strategic direction of the Hepburn Shire Council.

- Community Vision: an aspirational description of what our community wants for the long-term future of the Hepburn Shire.
- The Plan: identifies the strategic directions and priorities that Hepburn Shire Council will pursue over the course of the next 4 years to meet the community's diverse needs.
- Financial Plan and Asset Plan: outlines the prioritised allocation of resources to maintain financial sustainability, meet community needs and protect Council's assets.

#### **Engagement participation**

Council used a variety of engagement methods to collect feedback from the Hepburn Shire community. The broad engagement delivered a participation rate of 9.6 percent. An overview of the engagement activity and participation is included below.

| Activity                     | Count        |
|------------------------------|--------------|
| Survey (individual response) | 343          |
| Survey (group response)      | 285*         |
| Student drawing sheets       | 333          |
| Pop ups/workshops            | 239          |
| Individual submissions       | 8            |
| Social map                   | 23           |
| Visioner                     | 5            |
| Youth workshop               | 14           |
| MPHWP survey*                | 161          |
| MPHWP pop ups                | 51           |
| <b>Total</b>                 | <b>1,462</b> |

\*The total for the survey (group response) is based on contributions to the survey and not group membership.

## Broad engagement: Overview

### **Broad engagement**

The broad engagement which was conducted from 27 February to 8 April 2021 was designed to support the development of the Community Vision, the Plan and the Financial Plan and Asset Plan.

The engagement sought input from a broad range of people in order to inform the deliberations and decision making of Councillors, Council staff and the deliberative engagement Community Panel when drafting the suite of documents.

The engagement posed three key questions?

- Where are we now?
- Where do we want to be?
- How do we get there?

### **Methodology summary**

The community engagement period commenced on 27<sup>th</sup> February to 8 April 2021. Council utilised a mix of engagement methods to ensure a high level of participation. In all 1,462 people took part in the engagement.

Please note that the findings from the Municipal Public Health and Wellbeing Plan survey and pop ups which were conducted towards the latter end of the broad engagement period will be delivered in a separate report.

The following engagement activities were conducted:

- Online survey
- Community pop ups
- Children's vision sheet
- Visioner exercise
- Social map exercise
- Youth workshop
- Individual submissions

A summary of findings is provided in this report.

## 2. Engagement findings

# Online survey

### Summary

| Method        | Date                        | Style                                                | Participation                                                                                    |
|---------------|-----------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Online survey | 27 February – 20 March 2020 | Quantitative measurement and qualitative exploration | 343 individual citizens<br>285 individual citizens that contributed through 25 community groups. |

The survey was designed and available online through the Participate Hepburn website during the period from 27 February to 20 March 2021. The survey was also available in hard copy in the form of a discussion guide that could be accessed from Council service centres, Council offices and as a PDF on the Hepburn Together website. Questions 4 to 9 relate only to community group submissions.

### Questions

1. Are you completing this survey as an individual citizen or as a person representing a community group?
2. Age
3. Gender
4. What is the name of your community group, class or organisation?
5. First name.
6. Last name.
7. What is the purpose of your group, class or organisation?
8. What is the age range of the people in your group, class or organisation?
9. How many people have contributed to this feedback?
10. Location
11. What do you love about living in the Hepburn Shire? This could include what the strengths and aspects of the Hepburn Shire you value and want to retain.
12. How would you describe the identity of the Hepburn Shire? This could include identifying what people think of most when they think about the Hepburn Shire and what is unique and authentic about the Hepburn Shire (cultural, natural and historical etc.)
13. What currently makes the Hepburn Shire a happy and healthy area to live in? This could include identifying what supports your wellbeing or connections to the community.
14. If you, or your group had to choose your top three priority areas for the Hepburn Shire community to address over the next 10 years what would they be (please rank your top 3 priorities)?
15. Please expand on the 'other' priority area.

16. Please list each of your three priority areas and expand on why they are important to you or your group.
17. What changes do you or your group want to see in the Hepburn Shire community by 2031?
18. What words would you use to describe the identity of the Hepburn Shire in 2031?
19. The Victorian Public Health and Wellbeing Plan outlines 10 focus areas to improve public health and wellbeing. What areas do you think the Hepburn Shire community should focus on over the next 10 years (please rank your top 3)?
20. Please expand on your 'other' focus area.
21. What projects, initiatives or services would help us achieve our Community Vision priorities over the next 10 years (please outline up to 3)?
22. What resources does the Hepburn Shire community already have to address the goals, aspirations and priorities that you have identified (eg community creativity and expertise, groups and organisations, business or industry)?
23. Council has a finite amount of money to deliver projects, initiatives and services. With rate capping, Council's income is not able to easily expand to accommodate new projects, initiatives or services. If new projects, initiatives or services were commissioned by Council – what is your view on how they should be funded?
24. Council delivers a broad range of services and projects to the community. When considering the overview of Council services and finances on the Participate Hepburn website what areas should Council spend more on?
25. Council delivers a broad range of services and projects to the community. When considering the overview of Council services and finances on the Participate Hepburn website what areas should Council spend less on?
26. What Council services do you most value?
27. Name up to five services, projects or initiatives Council should focus on over the next 4 years to improve the following areas:
28. What local social and community services or issues should we focus on over the next 4 years? (please choose up to 5)
29. Is there anything else you would like us to consider when developing our Council Plan?

# Online survey responses

The following section outlines the findings from the online survey by question. We have broken the analysis into quantitative and qualitative analysis for ease of reading.

Quantitative analysis

Question 1. Are you completing this survey as an individual citizen or as a person representing a community group?

93.46 percent of respondents were individual citizens and 6.54 percent of respondents were submitted by a person submitting the response on behalf of a community group.

Question 2: Age

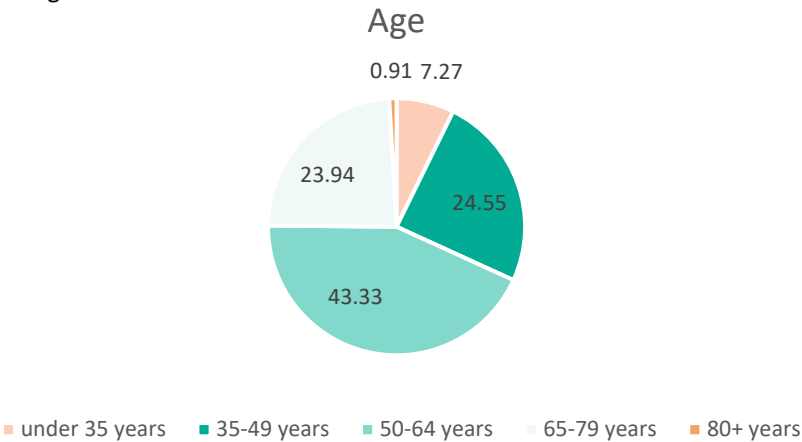
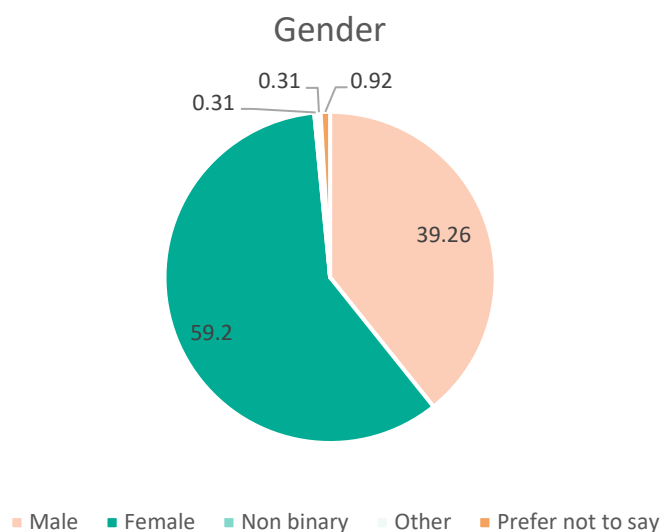


Table 1. Total participation by age (across Hepburn Shire)

| Age Group     | Participation (%) |
|---------------|-------------------|
| Under 35      | 5.80              |
| 35 - 49 Years | 18.11             |
| 50 - 64 Years | 43.48             |
| 65 - 79 Years | 24.64             |
| 80+ Years     | 0.72              |

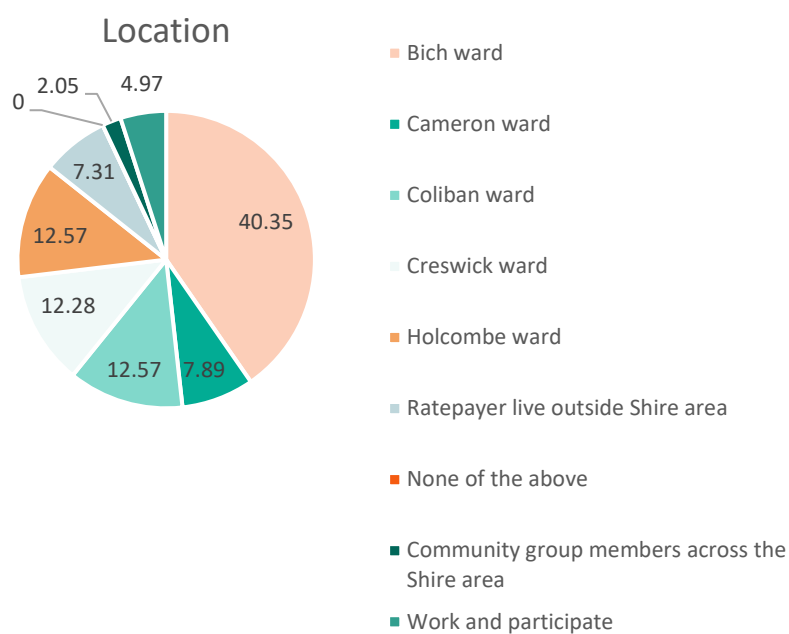


### Question 3: Gender



Most respondents to the survey were female who represented 60 percent of the participants. This was followed by male respondents, people who identify as non-binary, other or who would prefer now to say.

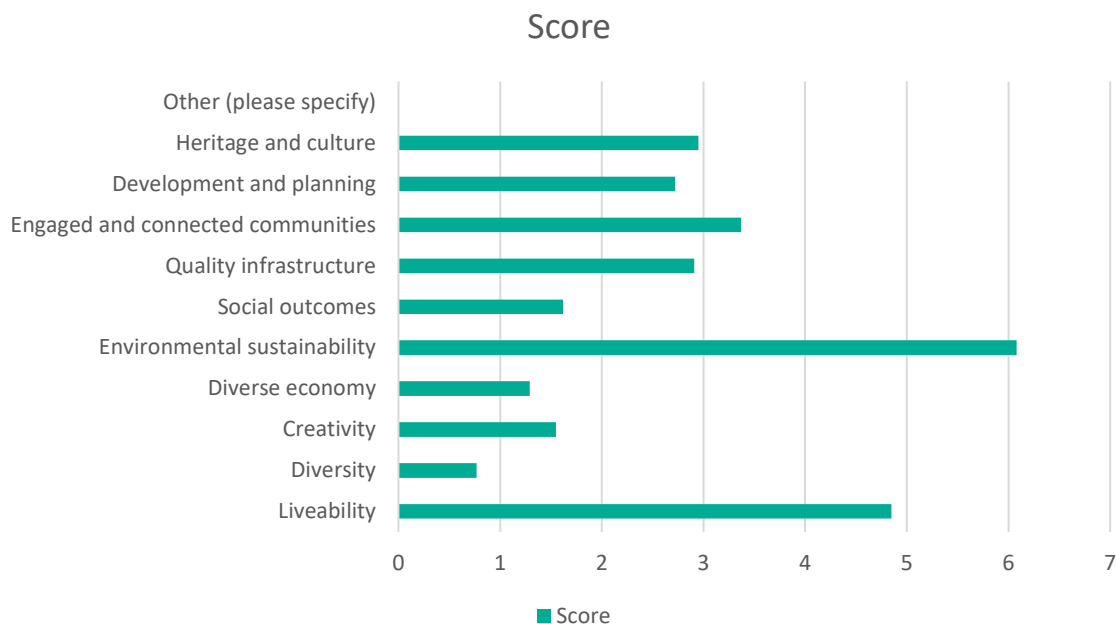
### Question 10: Location



| Ward          | Participation (%) |
|---------------|-------------------|
| Birch ward    | 40.35             |
| Coliban ward  | 12.57             |
| Holcombe ward | 12.57             |
| Creswick ward | 12.28             |
| Cameron ward  | 7.89              |

Most survey respondents were residents from Birch ward, followed by residents from Coliban, Holcombe, Creswick and Cameron wards.

**Question 14** If you, or your group had to choose your top three priority areas for the Hepburn Shire community to address over the next 10 years what would they be (please rank your top 3 priorities)?



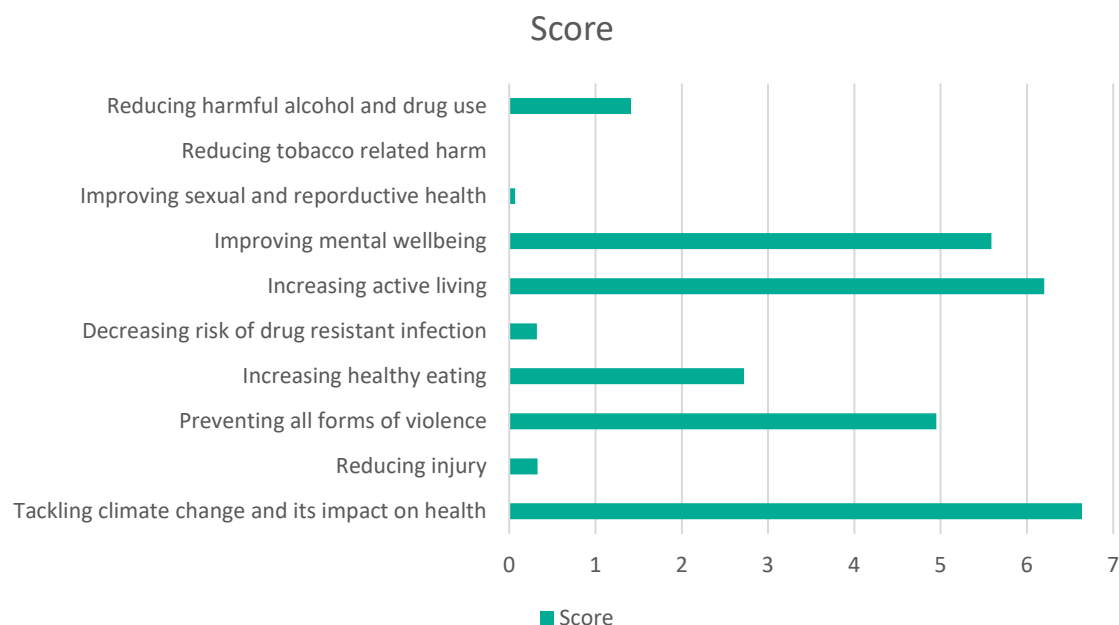
NB: Those priority areas with the highest 'score' are those priorities that were consistently ranked highly by respondents. This indicates that for respondent's environmental sustainability, liveability and engaged and connected communities were the highest three priorities.

**Question 18** What words would you use to describe the identity of the Hepburn Shire community?



The answers to this question were analysed via input into a word cloud to identify key words that respondents used to describe the identity of the area. There were 306 answers to this question in total with the words diverse, community, sustainable, inclusive, and connected being the five words of highest use to describe the Hepburn Shire community.

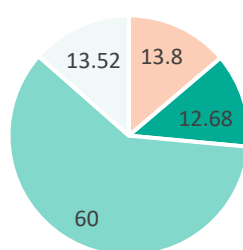
**Question 19** The Victorian Public Health and Wellbeing Plan outlines 10 focus areas to improve public health and wellbeing. What areas do you think the Hepburn Shire community should focus on over the next 10 years (please rank your top 3)?



Those focus areas with the highest 'score' are those areas that were consistently ranked highly by respondents. This indicates that for respondent's tackling climate change and its impact on health, increasing active living and improving mental wellbeing were the highest three priorities.

**Question 23** Council has a finite amount of money to deliver projects, initiatives and services. With rate capping, Council's income is not able to easily expand to accommodate new projects, initiatives or services. If new projects, initiatives or services were commissioned by Council – what is your view on how they should be funded?

**Funding projects**

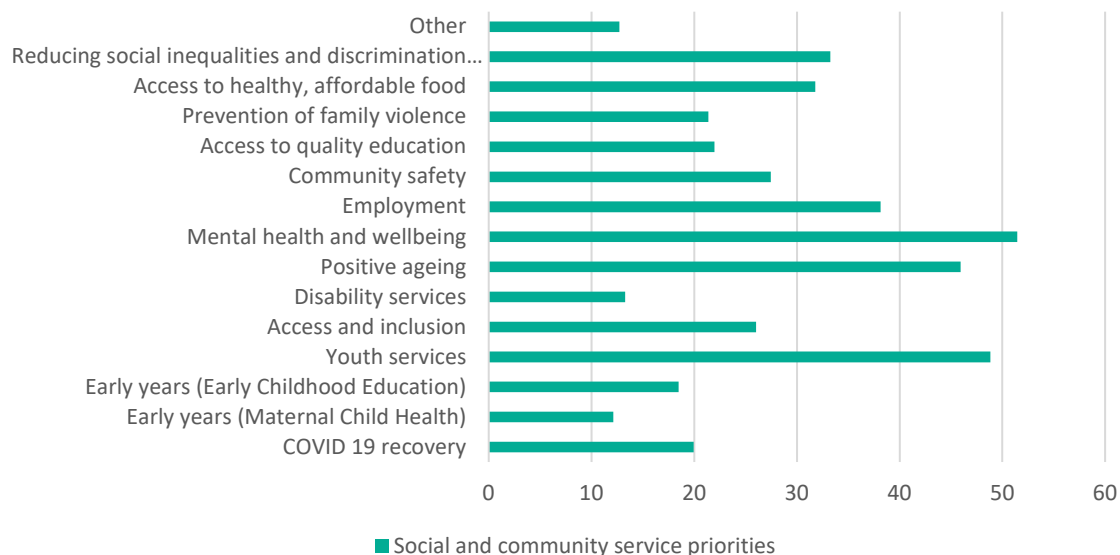


- I already pay enough rates and would not be prepared to pay any more for the introduction of new Council projects, initiatives or services.
- I want Council to pay for new projects, initiatives or services by using its current funding pool and deciding what services could be reduced or prioritised to pay for them.
- I want Council partner with other levels of government, philanthropic bodies and private industry to obtain grant monies to fund the start up and continued running of new projects, initiatives and services
- I am happy to pay more rates for the introduction of new projects, initiatives or services that would benefit the community.

The results of this question show a clear preference by the community for Council to fund new projects, initiatives and services through the application and receipt of grant monies.

Question 28 What local social and community services or issues should we focus on over the next 4 years? (please choose up to 5)

### Social and community service priorities



The top 5 social and community service priorities identified by participants were mental health and wellbeing, youth services, positive ageing, employment and reducing social inequalities and discrimination (related to disability, age, gender, race, identification as LGBTIQ etc).

### Analysis of qualitative online survey responses

The table below provides an overview of qualitative data collected from respondents who completed the online survey. The questions seek to explore the community's views on the Hepburn Shire community's identity, priorities and wishes for the future.

Table 2 Qualitative responses

| Question                                                                                                                                                                                                                                                        | Responses (out of 374) | Key themes (by count)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4. What is the name of your community group, class or organisation                                                                                                                                                                                              | 24                     | See Appendix A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 5. First name                                                                                                                                                                                                                                                   | 25                     | Withheld for privacy reasons                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 6. Last Name                                                                                                                                                                                                                                                    | 23                     | Withheld for privacy reasons                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 7. What is the purpose of your group, class or organisation?                                                                                                                                                                                                    | 21                     | See Appendix A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 8. What is the age range of people in your group, class or organisation?                                                                                                                                                                                        | 20                     | See Appendix A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 9. How many people contributed to the feedback?                                                                                                                                                                                                                 | 20                     | See Appendix A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 11. What do you love about living in the Hepburn Shire? This could include what the strengths and aspects of the Hepburn Shire you value and want to retain.                                                                                                    | 352                    | Top 3 Themes identified:<br><ol style="list-style-type: none"> <li>1. The natural environment including lakes, gardens, bush, forests, wildlife, farmland, and open spaces.</li> <li>2. Sense of community including friendly welcoming people that are creative, diverse and inclusive.</li> <li>3. The rural character and lifestyle which is quiet, peaceful, relaxed and a slower pace.</li> </ol>                                                                                                                                                                                           |
| 12. How would you describe the identity of the Hepburn Shire? This could include identifying what people think of most when they think about the Hepburn Shire and what is unique and authentic about the Hepburn Shire (cultural, natural and historical etc.) | 345                    | Top 3 Themes identified:<br><ol style="list-style-type: none"> <li>1. The beautiful natural environment that supports forests, bushlands, and rich agricultural land that is supported by a sustainable conscious and committed community (45.80 percent)</li> <li>2. The unique rural character that is demonstrated through historical streetscapes and heritage charm, a relaxed and slower paced lifestyle and lower density living (36.52 percent)</li> <li>3. A friendly welcoming and progressive community that is inclusive, diverse and embraces all people (28.12 percent)</li> </ol> |
| 13 What currently makes the Hepburn Shire a happy and healthy area to live in? This could include identifying what supports your wellbeing or connections to the community.                                                                                     | 341                    | Top 3 Themes identified:<br><ol style="list-style-type: none"> <li>1. An active, passionate, inclusive, and supportive community that is supported by community groups. (40.47 percent)</li> <li>2. An environment that is characterised by diverse landscapes, fresh air, forests, and lakes that support the community's connection to nature (38.12 percent).</li> <li>3. Rural location and calm lifestyle with lots of open space with great proximity to larger centres (22.29 percent)</li> </ol>                                                                                         |
| 15. Please expand on the 'other' priority area.                                                                                                                                                                                                                 | 85                     | Top 3 'other' priorities identified were:<br><ol style="list-style-type: none"> <li>1. Properly scoped infrastructure and amenity and decision making (15.29 percent).</li> <li>2. Planning. (12.94 percent)</li> <li>3. Recognition of traditional owners. (10.59 percent)</li> </ol>                                                                                                                                                                                                                                                                                                           |

| Question                                                                                                                                                                                                                     | Responses (out of 374) | Key themes (by count)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16 Please list each of your priority areas and expand on why they are important to you or your group.                                                                                                                        | 304                    | Council appreciates the time and effort taken by participants in the survey to provide explanation and context to their priorities. The responses have been considered and noted in the development of this engagement report.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 17 What changes do you or your group want to see in the Hepburn Shire community by 2031.                                                                                                                                     | 326                    | <p>Top 3 areas of change identified by respondents were:</p> <ol style="list-style-type: none"> <li>1. Infrastructure and amenity including an indoor pool, recreation spaces and walking tracks and rail trails. A connected and linked bike network and good roads. Strong internet and communications infrastructure. Streetscapes that are clean and maintained with good parking, footpaths and traffic management (31.90 percent)</li> <li>2. A planning process that protects the character of the area through greater planning controls for low density development, transparency of planning decisions, sustainable developments and protection of farm land (23.31 percent).</li> <li>3. A protected natural environment that is supported by strong climate action, effective emergency management and weed management and protection of wildlife with connected network of bike paths (19.94 percent)</li> </ol> |
| 20 Please expand on your 'other' focus area                                                                                                                                                                                  | 46                     | <ol style="list-style-type: none"> <li>1. Social housing. (10.87 percent)</li> <li>2. Infrastructure, roads, sunshades, fire shelters, Council functions (43.48 percent)</li> <li>3. Community connection. (8.69 percent).</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 21 What projects, initiatives or services would help us achieve our Community Vision priorities over the next 10 years? (please outline up to 3)?                                                                            | 293                    | <p>The top three areas identified by respondents for a 10y year focus were:</p> <ol style="list-style-type: none"> <li>1. Sport and recreation facilities including bike and walking tracks, playgrounds, a connected bike network supported by a cycling strategy and an indoor pool (27.99 percent)</li> <li>2. Environmental preservation, conservation, and climate mitigation projects to support the natural environment and agriculture (25.25 percent)</li> <li>3. Infrastructure and amenity including parking, roads, public toilets and streetscapes (16.72 percent)</li> </ol>                                                                                                                                                                                                                                                                                                                                    |
| 22 What resources does the Hepburn Shire community already have to address the goals, aspirations and priorities you have identified (eg community creativity and expertise, groups and organisations, business or industry) | 231                    | <ol style="list-style-type: none"> <li>1. Community groups, volunteers, and the community in general (15.58 percent)</li> <li>2. Community expertise. (15.15 percent)</li> <li>3. Active, interested and engaged community with a strong community group database. (12.99 percent)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 24. Council delivers a broad range of services and projects to the community. When considering the overview of Council services and finances on the Participate Hepburn website what areas should Council spend more on?     | 249                    | <ol style="list-style-type: none"> <li>1. Infrastructure and amenity including preservation of history. (22.89 percent)</li> <li>2. Sustainability and environment including climate change action, sustainability and clean energy programs. (21.69 percent)</li> <li>3. Health and community services including aged care services, mental health services and family violence services (12.45 percent)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 25. Council delivers a broad range of services and projects to the community. When considering the overview of Council services and finances on the Participate Hepburn                                                      | 220                    | <ol style="list-style-type: none"> <li>1. Council expenditure including hiring external consultants, staffing, administration and expanding their role from traditional local government roles and responsibilities. (26.82 percent)</li> <li>2. Infrastructure and amenity relating to less major projects, high risk projects or those that have low socio-economic benefit (25.91 percent)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

| Question                                                                                                                           | Responses<br>(out of<br>374) | Key themes (by count)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| website what areas should Council spend less on?                                                                                   |                              | 3. Tourism and events. (13.64 percent)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 26 What Council services do you most value?                                                                                        | 243                          | <ol style="list-style-type: none"> <li>1. Waste and recycling (28.39 percent)</li> <li>2. Libraries (21.81 percent)</li> <li>3. Health and community services (17.28 percent)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 27 Name up to five services, projects or initiatives Council should focus on over the next 4 years to improve the following areas: | 218                          | <p>The top 5 services, projects or initiatives identified by respondents were:</p> <ol style="list-style-type: none"> <li>1. Environmental preservation, conservation and climate mitigation projects to support the natural environment and agriculture (30.73 percent)</li> <li>2. Sport and recreation amenity including and indoor heated pool including bike lanes, trails and recreation reserves (25.23 percent).</li> <li>3. Waste and recycling projects contributing to the circular economy (18.81 percent).</li> <li>4. Infrastructure and amenities including roads, community facilities, footpaths and streetscapes (16.97 percent)</li> <li>5. Affordable housing and addressing the impact of short stay accommodation (14.68 percent)</li> </ol> |
| 29. Is there anything else you would like us to consider when developing our Council Plan?                                         | 163                          | <p>The top 3 themes unearthed in further feedback were:</p> <ol style="list-style-type: none"> <li>1. Reinforcement of the importance of the partnership between Council and the community.</li> <li>2. Reinforcement of the protection and preservation of the natural environment and action on climate change. ‘</li> <li>3. Affordable housing.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                     |

## 2. Engagement findings

# Community Engagement Pop-ups

### Summary

| Method             | Date                        | Style                   | Participation |
|--------------------|-----------------------------|-------------------------|---------------|
| Engagement Pop-ups | 26 February – 18 March 2021 | Qualitative exploration | 239 people    |

Seventeen community pop-up events were held between 26 February and 18 March 2021. The purpose of the pop-up events was to hear the communities voice and explore the local identity, current strengths and challenges, and the future vision for Hepburn Shire. Over the course of 17 pop ups 239 people took part to share their perspectives on the Community Vision and the Plan for the future. Across the 17 pop-ups four pop-up events were held in Creswick, three in Daylesford, two in Trentham and Clunes, and one each in Hepburn, Drummond, Bullarto, Smeaton and Clydesdale. The five (5) pop-ups held between 26-28 February were supported by Projectura consultants. The remaining pop-ups led by council staff ran between 1 March and 18 March.

### Questions

The activity stations that participants were led through during the engagement pop-ups covered similar questions to those of the online survey. The questions were:

1. Age.
2. Gender.
3. Location.
4. Identity. |
5. Strengths.
6. Challenges.
7. Vision.
8. How do we get there?
9. How do we pay for it?



## Analysis of Community Pop-ups

The tables below provide an overview of quantitative and qualitative data collected from participants who took part in the community pop-ups. Projectura analysed each question and have provided a summary of findings below.

### Participation Profile

Table 2. Participation by age group for pop ups (across Hepburn Shire)

| Age Group          | Shire total (sum) | Shire total (%) |
|--------------------|-------------------|-----------------|
| Under 20 Years     | 21                | 8.9             |
| 20 - 34 Years      | 9                 | 3.8             |
| 35 - 49 Years      | 40                | 17.0            |
| 50 - 64 Years      | 71                | 30.2            |
| 65 - 79 Years      | 88                | 37.4            |
| 80+ Years          | 6                 | 2.6             |
| <b>Grand Total</b> | <b>235</b>        | <b>100.0</b>    |

Table 3. Total participation by gender for pop ups (across Hepburn Shire)

| Gender             | Shire total (sum) | Shire total (%) |
|--------------------|-------------------|-----------------|
| Female             | 141               | 58.99           |
| Male               | 98                | 41.0            |
| Intersex           | 0                 | 0               |
| Non binary         | 0                 | 0.0             |
| Other              | 0                 | 0.0             |
| Prefer not to say  | 0                 | 0.0             |
| <b>Grand Total</b> | <b>239</b>        | <b>100.0</b>    |

Table 4. Ward participation for pop ups (across Hepburn Shire)

| Ward                                  | Ward total (sum) | Ward total (%) |
|---------------------------------------|------------------|----------------|
| Birch Ward                            | 69               | 30.4           |
| Cameron Ward                          | 26               | 11.5           |
| Coliban Ward                          | 21               | 9.3            |
| Creswick Ward                         | 74               | 32.6           |
| Holcombe Ward                         | 33               | 14.5           |
| Ratepayer - but live outside of Shire | 4                | 1.8            |
| <b>Grand Total</b>                    | <b>227</b>       | <b>100.0</b>   |

Table 5. Identity

| Identity                                  | %    |
|-------------------------------------------|------|
| Town character                            | 22.0 |
| Environment                               | 18.8 |
| Sense of community                        | 18.2 |
| Rural character                           | 5.9  |
| Outdoor activities (not including sports) | 4.4  |

Table 6. Strengths

| Strengths                                 | %     |
|-------------------------------------------|-------|
| Sense of community                        | 17.0  |
| Town character                            | 14.75 |
| Community groups, events and facilities   | 13.0  |
| Outdoor activities (not including sports) | 11.5  |
| Environment                               | 11.25 |

Table 7. Challenges

| Challenges                                   | %    |
|----------------------------------------------|------|
| Planning                                     | 16.3 |
| Services (including health services)         | 14.3 |
| Community cohesion                           | 13.7 |
| Parks, paths and streetscapes                | 13.4 |
| Infrastructure and roads (including parking) | 8.5  |

Table 8. Vision

| Vision                                                   | %    |
|----------------------------------------------------------|------|
| Planning                                                 | 17.8 |
| Environment including climate change and fire management | 13.8 |
| Infrastructure                                           | 13.8 |
| Community                                                | 6.7  |
| Parks, paths and streetscapes                            | 4.1  |

Table 9. How do we pay for it?

| How do we pay for it?                           | %     |
|-------------------------------------------------|-------|
| I already pay enough rates                      | 7.63  |
| I want Council to use its current funding pool  | 24.23 |
| Council to obtain grant monies to fund projects | 50.38 |
| I would be happy to pay more rates              | 17.56 |

## 2. Engagement findings

# Children's Visioning Sheets



## Summary

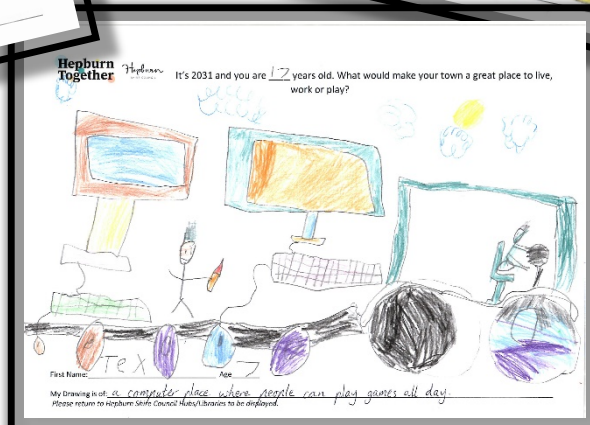
| Method                      | Date                        | Style                              | Participation   |
|-----------------------------|-----------------------------|------------------------------------|-----------------|
| Children's Visioning Sheets | 27 February – 20 March 2020 | Creative exploration and visioning | 333 submissions |

Children's Visioning Sheets were distributed to local schools and kindergartens to capture the Vision of the children of the Hepburn Shire area. Participants were asked:

It's 2031 and you are \_ years old. What would make your town a good place to live work and play?

Hepburn Shire Council would like to extend its gratitude to the schools and kindergartens within the Hepburn Shire area for assisting us in collecting these thoughts.

Some examples of the submissions are demonstrated below:



## Findings

The top 5 themes were that were identified from analysing the children's submissions were:

1. Sport and recreation including parks, sporting fields and courts, skate parks and water parks. (41.26 percent)
2. Retail offering including a broader range of shops where they could purchase things like dog toys, fidget spinners and computer games. (10.84 percent)
3. Services including secondary schools, an airport, and great libraries. (9.79 percent)
4. Food and hospitality including fast food, sushi, bakeries, and ice cream. (7.69 percent)
5. Activities such as a community vegetable garden and a gaming arcade (6.29 percent)

## 2. Engagement findings

# Visioner tool

### Summary

| Method                            | Date                        | Style                    | Participation  |
|-----------------------------------|-----------------------------|--------------------------|----------------|
| Visioner tool – online engagement | 27 February – 20 March 2020 | Quantitative exploration | 5 contributors |

The Visioner tool was used to ask people to share their thoughts about their Vision for the Hepburn Shire over the next 10 years. The tool was located on the Participate Hepburn website and overall received 15 submissions across two questions. A summary of the themes identified by the submissions is provided below.

#### Question 1 What makes the Hepburn Shire a great place to live, work and play?

| What is great about the Hepburn Shire area?                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------|
| The rural and heritage character of the Hepburn Shire area.                                                                                   |
| Being a lighthouse community in relation to environmental sustainability and management, zero net emissions and an amazing natural landscape. |
| Improvement could be sought through weed management and traffic management during busy times on weekends.                                     |

Question 2: Imagine the year is 2031. We have been working as a community to achieve our Community Vision and address our priorities for the past 10 years. What have been the biggest changes to the Hepburn Shire community?

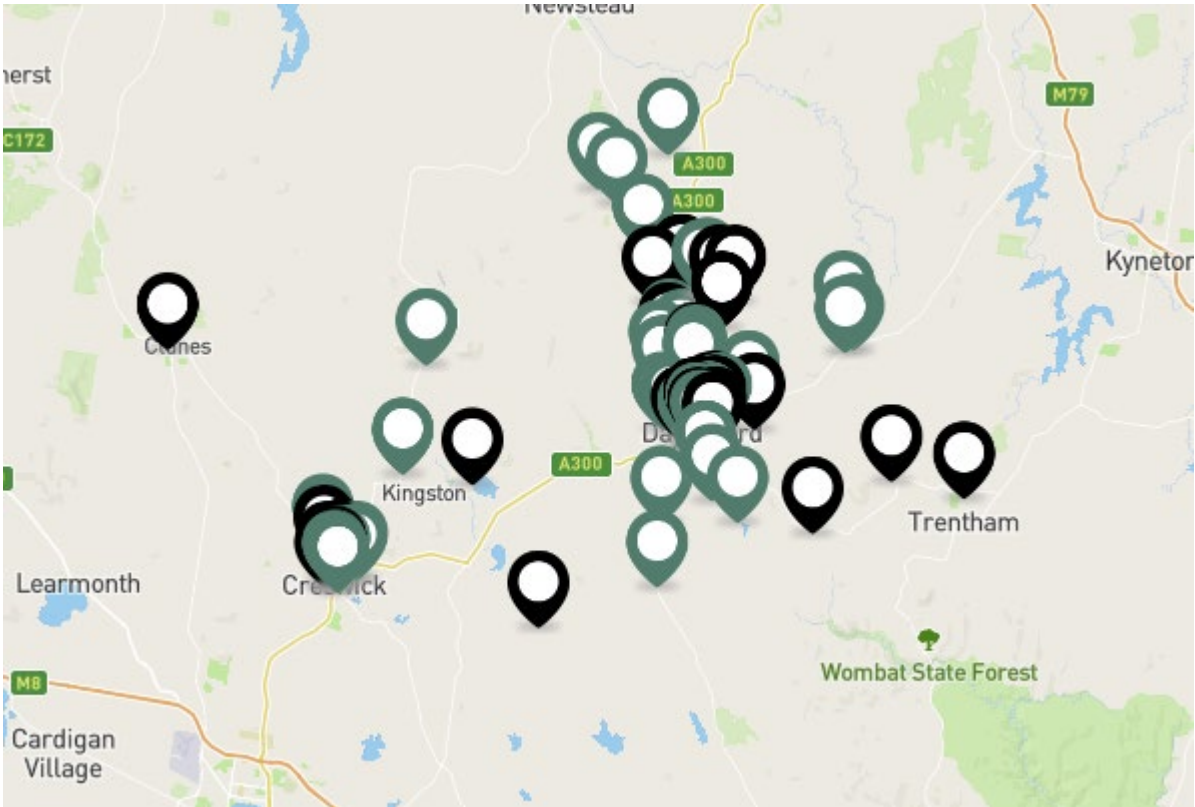
| Changes to achieve our Vision                                                         |
|---------------------------------------------------------------------------------------|
| Focussing on planning to retain the character and identity of the Hepburn Shire area. |
| Affordable housing                                                                    |
| Environmental sustainability and management and zero net emissions.                   |
| Waste management                                                                      |

# Social map

## Summary

| Method                         | Date                        | Style                    | Participation   |
|--------------------------------|-----------------------------|--------------------------|-----------------|
| Social map – online engagement | 27 February – 20 March 2020 | Quantitative exploration | 23 contributors |

The social map was used to seek feedback from the Hepburn Shire community about its identity and strengths. People were asked to identify on the map below where the community strengths and things that are critical to the Hepburn Shire community are located. Below is a map identifying the location of the 84 items that were identified by 22 contributors as strengths and characteristics.



## Strengths

### What are the strengths of the Hepburn Shire area?

|                                                             |
|-------------------------------------------------------------|
| Events and festivals                                        |
| Walking and bike trails                                     |
| Local facilities like the Amphitheatre                      |
| Architecture                                                |
| Neighbourhood Houses                                        |
| Sport and recreation facilities like ovals and skateparks   |
| Historic buildings                                          |
| Parks and gardens                                           |
| The natural environment                                     |
| Agriculture and farmland, food production and local produce |
| Waterways and lakes                                         |
| Restaurants and hospitality industry                        |
| Local services                                              |
| Community partnerships                                      |
| Commitment to sustainability                                |

## Identity

### What are the key characteristics of the identity of the Hepburn Shire area?

|                                                                                              |
|----------------------------------------------------------------------------------------------|
| Stunning natural features: rock formations, waterfalls, forests, trees, lakes and ridgelines |
| Passive outdoor recreation opportunities                                                     |
| Strong connection between proximity to nature and wellbeing                                  |
| Strong Indigenous culture and heritage                                                       |
| Beautiful farmland and landscapes                                                            |
| Places of historical and cultural significance due to the region's rich history.             |
| Arts and culture                                                                             |
| Forestry                                                                                     |
| Parks and gardens                                                                            |
| Historic streetscapes with great heritage buildings                                          |
| Mineral springs and spa country                                                              |
| Swiss Italian architecture                                                                   |
| Community partnerships                                                                       |
| Commitment to sustainability                                                                 |

## 2. Engagement findings

# Youth workshop

### Summary

| Method                                       | Date          | Style                   | Participation   |
|----------------------------------------------|---------------|-------------------------|-----------------|
| Daylesford Student Leadership Group workshop | 19 March 2021 | Qualitative exploration | 14 contributors |

Council officers attended a workshop with the Daylesford Student Leadership Group on 19 March 2021 to explore the Hepburn Together project. Fourteen students attended the session. The students ranged from year seven to year twelve students. There was an equal balance of male and female participants.

Students were asked to consider four key areas in relation to the Hepburn Together project including identity, strengths, challenges, and ideas. Some of the key themes that were unearthed by the group were a greater role for youth in community consultation, a greater focus on local needs and public transport. A summary of the findings is outlined below.

### Youth workshop findings

| Identity                                                                                   | Strengths                                                                                      | Challenges                                                                                                                                                                            | Ideas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Events and festivals including Bookfest, Chillout (too tourist focused) and Spud festival. | Youth representatives<br>Disability parking<br>Festivals and events<br>Bike and walking tracks | Environment<br>Affordable housing<br>Imbalance of focus on tourists<br>Lack of consultation<br>Local employment opportunities<br>Programs that have ceased (Scouts)<br>Finish the Rex | Public transport both internally and external of the Hepburn Shire area including bike tracks and walking trails.<br>A youth voice for advocacy around important future issues like environment, disability and LGBTQIA+. This could include volunteering opportunities, community consultations, childcare and after school activities.<br>A space and forum for youth groups to meet and feel safe.<br>Job opportunities that are not just focused on tourism and look at things like engineering and fabrication.<br>Tertiary education being available in the Shire area.<br>Affordable housing<br>Acknowledgment of Aboriginal history.<br>Art and creative community<br>A stronger focus on the needs of locals and not tourists<br>Youth focused festivals and events<br>An indoor pool<br>Utilise existing buildings and ensure they have appropriate disability access. |



## 2. Engagement findings

# Individual submissions

### Summary

| Method                                                        | Date                        | Style                   | Participation  |
|---------------------------------------------------------------|-----------------------------|-------------------------|----------------|
| Direct letter, email or hard copy discussion guide submission | 27 February – 20 March 2021 | Qualitative exploration | 8 contributors |

Council received 8 individual submissions offering feedback into the broad engagement consultation. The submissions took the form of letters, emails and hard copy submission of the discussion guide prepared for the engagement.

Several priority areas were identified by the contributors and an overview of those priority areas is included below.

### Priority areas for consideration

| Priority areas                                                                         |                                                                                                        |                                                                                                       |                                                                   |
|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| Climate change action and environmental protection and sustainability.                 | Planning and retaining the rural character of the area.                                                | Affordable housing                                                                                    | Consideration of impact of Daylesford speedway                    |
| Pavilion arts proposals                                                                | Preservation and maintenance of history, local historical knowledge and heritage buildings             | Social and community support services including prevention of violence, aged care and youth services. | Embracing the creativity and expertise of the local population.   |
| Maintenance of roads and local facilities and amenities.                               | Building a strong partnership with the community to achieve strong support for the Vision of the area. | Retention and recruitment of Council staff.                                                           | Completion of Creswick trails.                                    |
| Better waste management and promotion of the circular economy.                         | Council acting as an advocate and partner for infrastructure, services and amenity.                    | Supporting a caring, inclusive, diverse and supportive community.                                     | Council as a leader                                               |
| Impact of Air BNB and 'empty towns'                                                    | Support and empowerment of community groups and volunteers.                                            | Projects like indoor pool, arts space, adventure playgrounds, bike paths and pedestrian tracks.       | Biodiversity                                                      |
| Look at the social, environmental and cultural impact of projects – not just economic. | Youth services and support.                                                                            | Protection of farmland through effective planning controls.                                           | Community consultation, participatory democracy and transparency. |

## Consolidated findings

Analysis of broad engagement findings have identified 6 broad themes that will be further explored during the deliberative engagement period. They include:

1. Active and supported community
2. Innovative and sustainable environment
3. Strong and representative Council
4. Healthy and resilient residents
5. Embracing our past and planning for the future
6. Diverse economy and opportunity

### 3. Conclusion

## 3. Conclusion and next steps

#### Overview

From 27 February – 8 April 2020 Hepburn Shire Council conducted broad engagement to inform the development of its Community Vision, the Plan and Financial and Asset Plans. Further engagement analysis will be conducted on the Municipal Public Health and Wellbeing survey and pop ups that were recently conducted. A wealth of knowledge was gained from the contributions of over 1,400 of our community members who took the time to tell us their thoughts the key questions of: Where are we now? Where do we want to be? How do we get there?

#### Findings

The findings of these engagement activities have helped us shape the next round of engagement which will commence on 13 April 2021. This phase of engagement will include the formation of a deliberative engagement Community Panel that will consider the findings from the broad engagement in their deliberations.

#### Next steps

The deliberative engagement panel will convene across the period between 12 – 20 April. A copy of the findings of the deliberative engagement Community Panel will be made public after the deliberations have taken place. The Hepburn Shire community will have another opportunity for input when the draft plans are placed on public exhibition.



Hepburn Shire Council | PO Box 21, Daylesford, VIC, 3460 | [hepburn.vic.gov.au](http://hepburn.vic.gov.au)

## Community group contributors

| Community group                              | Purpose                                                                                                                                                                                             | Age range of members                                                                       | Number of people contributing                                                                                                                           |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Daylesford Youth Theatre                     | Theatre and performance opportunities for children and young people in the shire                                                                                                                    | Age 8 - 20                                                                                 | 21                                                                                                                                                      |
| Hepburn Wildlife Shelter                     |                                                                                                                                                                                                     |                                                                                            |                                                                                                                                                         |
| Daylesford Rotary                            | supporting different community groups raising funds for community groups of need. also raises money for different country needy groups                                                              | 55-59                                                                                      | 17+                                                                                                                                                     |
| Kingston, Friends of the Avenue Inc          | To preserve the trees and history that make up the former Shire of Creswick Avenue of Honour                                                                                                        | 20 to 87                                                                                   | 8                                                                                                                                                       |
| Daylesford Indoor Aquatic Centre Inc.        | to advocate for the development of an indoor aquatics centre in Daylesford/Hepburn Springs; to prepare a feasibility study and a business plan to build and operate an Aquatic Centre in Daylesford | 16-80                                                                                      | There are 252 paid members of DIAC. Information provided in this response is based in part on a survey of residents to which we received 457 responses. |
| Daylesford & District Horticultural Society  | To promote gardening and horticulture as fulfilling, positive practices within the community through meetings, talks and visits.                                                                    | Average 60, Range 45-85                                                                    | 8 elected on behalf of 80 members                                                                                                                       |
| CRWA Inc                                     |                                                                                                                                                                                                     |                                                                                            |                                                                                                                                                         |
| Daylesford and District Agricultural Society | We conduct the Daylesford Agricultural Show annually at Victoria Park Showgrounds each year on the 4th Saturday in November                                                                         | We cater for all age groups but our committee members and volunteer helpers are all adults | 5                                                                                                                                                       |
| Dja Dja Wurrung Clans Aboriginal Corporation |                                                                                                                                                                                                     |                                                                                            |                                                                                                                                                         |

| Community group                                            | Purpose                                                                                                                                                                                                                                                    | Age range of members                                                  | Number of people contributing                                                                     |
|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Wesley College                                             | School                                                                                                                                                                                                                                                     | 23-70                                                                 | 1                                                                                                 |
| Attitude - Ageing Well in Clunes                           | To Age Well and to participate in our active and caring community bringing physical, intellectual and meaningful activities to all age groups                                                                                                              | Predominantly 60+ but activities open to all age groups - all welcome | 25                                                                                                |
| Wombat Forestcare Inc                                      | The protection and enhancement of biodiversity in the Wombat State Forest and surrounding areas                                                                                                                                                            | Families with children through to over 80 years of age                | Over 200 members                                                                                  |
| DCOS, HRCC, Hepburn Region BlueLight                       | Public social welfare, health, youth                                                                                                                                                                                                                       | 0 to 99                                                               | 15                                                                                                |
| Farmers Arms Hotel                                         | To grow creswick and get more customers and develop the town                                                                                                                                                                                               | Generally 40-65                                                       | 1                                                                                                 |
| Hepburn Shire Council                                      | Provision of local community services, programs and facilities                                                                                                                                                                                             | All                                                                   |                                                                                                   |
| Hepburn House Aged care facility                           | Aged care                                                                                                                                                                                                                                                  | 65-100                                                                | 60                                                                                                |
| Daylesford District Community Developments Limited (DDCDL) | Operate the Community Bank and provide grants and sponsorships to community groups and projects                                                                                                                                                            | 20 to 80+                                                             | 4                                                                                                 |
| The Daylesford Foundation                                  | The aim of The Daylesford Foundation is to provide support for those who cannot afford the basic essentials and are unable to access existing charitable or government aid.                                                                                | 55-73 years                                                           | 5                                                                                                 |
| Transition Creswick                                        | Sustainability, resilience.                                                                                                                                                                                                                                |                                                                       |                                                                                                   |
| Safe Place Homes                                           | Safe Place Homes is a community group advocating for social and affordable housing. We want to work with Hepburn council, residents and other community organisations to ensure all residents have safe, secure, appropriate and affordable accommodation. | Mainly mature age                                                     | 6                                                                                                 |
| Alice's Journeys Walking Tours of Daylesford               | Cultural and historical walking tours.                                                                                                                                                                                                                     | 4-year-olds to 85 year olds                                           |                                                                                                   |
| Trentham Forum Group                                       | Trentham Community Plan 2020-2024                                                                                                                                                                                                                          | 60-64                                                                 | 70                                                                                                |
| Hepburn Wind and Hepburn Z-NET                             | Zero-net emissions by 2030 Shire wide                                                                                                                                                                                                                      | Community wide                                                        | We have 1200 members of Hepburn Wind in the Shire and The Hepburn Z-NET Roundtable has 16 members |

| Community group                | Purpose                                                                                                                                                                                                                                   | Age range of members | Number of people contributing |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------------------------------|
| Hepburn Relocalisation Network | To build resilience, community and local food and energy systems to prepare for future challenges such as climate change, economic collapse and other forms of destabilisation.                                                           | Community wide       | 16                            |
| Trentham Sustainability Group  | <p>TSG's vision is <i>'to inspire, inform and support our local community to meet their needs without compromising the needs of future generations'</i>.</p> <p>TSG's mission is <i>'Live Locally, Live Sustainably, Living Well'</i></p> |                      | 7                             |