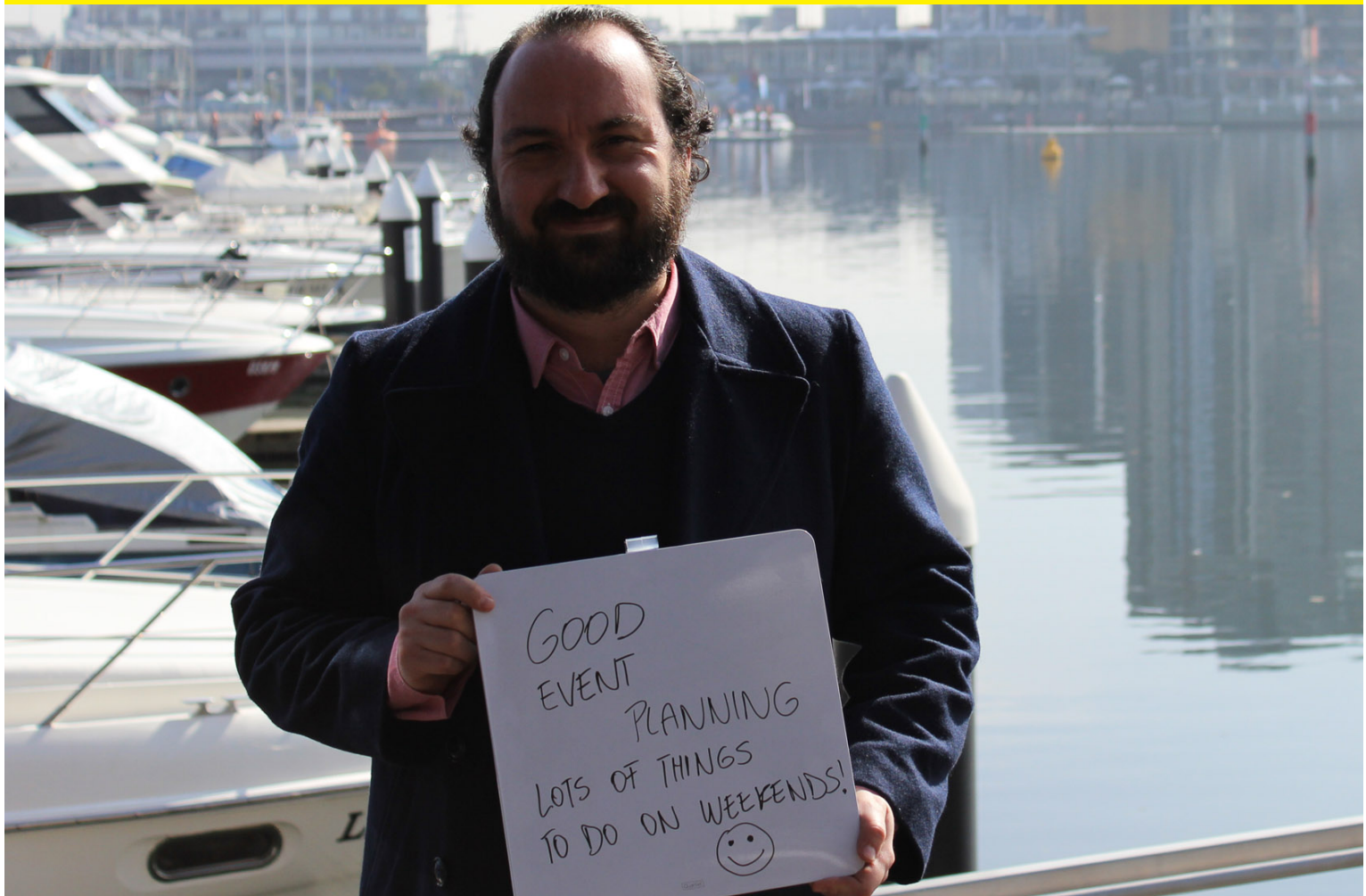
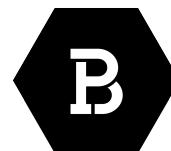


***How should  
Melbourne City  
Council prioritise  
its spending over the  
next decade?***

A City of Melbourne Consultation,  
Activated by Policy Booth.

August 2014





## Executive Summary

The City of Melbourne engaged Policy Booth to conduct eight pop up community consultations at specific locations around the municipality. Held between August 14 2014 and August 28 2014, the pop ups focused on gaining community insight in support of Council's 10 Year Financial Plan.

These pop ups were important for engaging people under the age of 18, culturally and linguistically diverse people, as well as people with limited knowledge of the local government and its functions.

### Methodology

Policy Booth specialises in mobile, face-to-face community engagement. Employing their community consultation caravan and team of facilitators, Policy Booth conducted eight pop up community consultations across the municipality.

Policy Booth facilitators engaged participants in conversation, guiding them through a simple series of questions to understand what they value about the City of Melbourne, and where they think Council should prioritise funding.

These locations were:

- The Venny, Kensington

At this consultation, the focus was on engaging people under the age of 12 as well as families from culturally and linguistically diverse backgrounds.

- RMIT University, CBD and Carlton

This consultation focused on engaging students and young people, as well as the residents of Carlton.

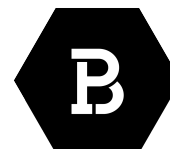
- Kensington Arts and Crafts Market, Kensington

This consultation focused on engaging families and young professionals living in the Kensington area

- East Melbourne Library and South Yarra

This consultation focused on engaging mothers and residents of East Melbourne and South Yarra.

- Boyd Community Hub, Southbank



This consultation focused on engaging with Southbank residents and workers.

- Queen Victoria Market

This consultation focused on engaging with residents and visitors to Melbourne.

- JJ Holland Park, Kensington

This consultation focused on engaging young people under the age of 12 and their families.

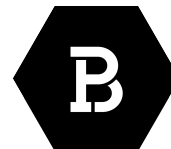
### Demographic Breakdown

Gender	Count	Percentage
Female	98	51
Male	93	49

Relationship	Count	Percentage
Resident	97	50.8
Worker	40	20.9
Visitor	24	12.6
Student	20	10.5
Business	10	5.2
<b>Total</b>	<b>191</b>	

Age	Count	Percentage
0-6	3	1.6
7 to 12	14	7.3
13-18	8	4.2
19-24	35	18.3
25-34	42	22.0
35-44	45	23.6
45-54	21	11.0
55-64	9	4.7
65+	8	4.2
Not Stated	6	3.1
<b>Total</b>	<b>191</b>	





### **Key Findings:**

Respondents referred to a range of different services as being valuable to themselves and the broader community. Respondents identified at least three different service streams as valuable per discussion on average.

Respondents referred to the following service stream areas. The streams are ranked by the frequency of their mention across the consultations.

- Delivery of community services
- Design, building and management of assets
- Activating the City
- Regulation
- Advancing Melbourne

Respondents indicated in much greater frequency that they would like more money spent on different services as opposed to less. Services that attracted a high degree of support for more spending included:

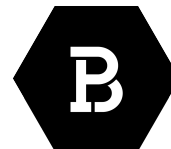
- Care for the older, vulnerable and people with disabilities
- New infrastructure
- Building regulation
- Sustainability initiatives

Variation in indications that more money should be spent on a particular service or that the same level of spending be maintained varied depending on the specific service. The proportion of respondents indicating that the same level of funding be allocated towards services indicates that residents are satisfied overall with the current provision of that service. Services within this category included:

- Library services and community centers
- Renewal and maintenance of existing parks and gardens
- Events
- Arts and culture programs

Services that were identified as being an area to which less resources could be allocated included:

- New buildings and developments
- Car space management
- Events



## **Trends**

The following section outlines a number of key trends observed from the analysis of the consultation data.

- Children and young people were most likely to identify the delivery of community services as the most valuable service stream that the council is responsible for. Respondents below the age of 18 and between 25-34 identify this service stream as highly valuable to their lives and the wider community.
- Participants residing or working within the city also identified community service delivery as the most valuable aspect of the Councils budget responsibilities.
- Participants visiting the City on the day of consultation were more likely to identify the design, building and management of assets as most valuable to their lives and the community in general. Of particular relevance to this service stream was the issue of transport infrastructure such as public transport, bike infrastructure and roads. This highlights that access to the city and mobility is a theme resonant with people residing outside of the City area.
- Respondents between the age of 35 and 64 identified design, build and manage assets as being the most valuable function the Council performs.

## **Standouts**

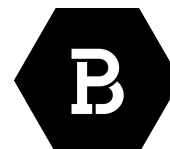
The most divisive service was car space management which attracted the most even distribution between respondents indicating that more or less funding be allocated towards the delivery of this service.

The most supported services that the Council provides were the following.

- Sustainability initiatives
- Building regulation
- New infrastructure

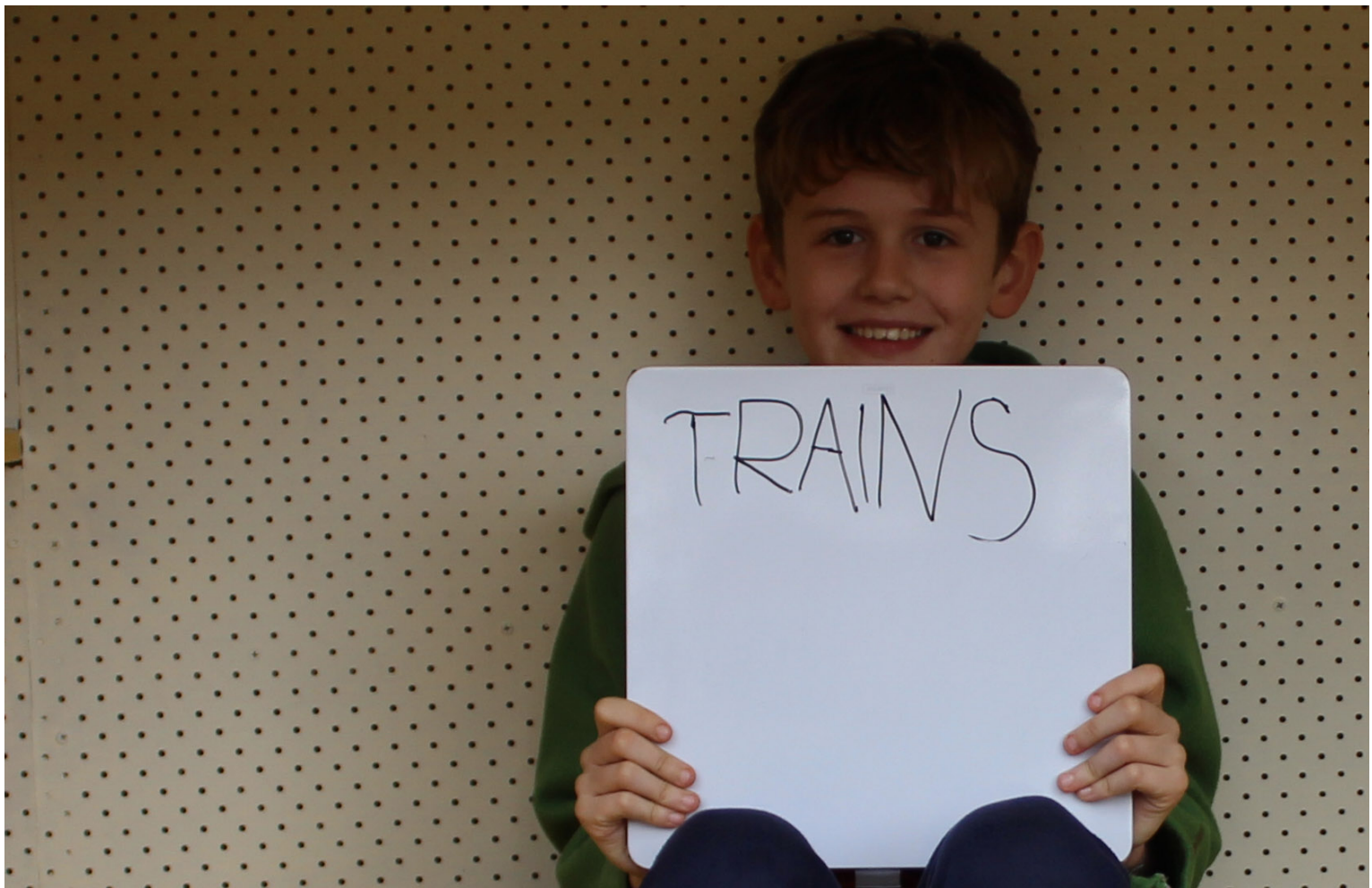
These services attracted the highest proportion of responses indicating that more funding be allocated them compared to less or the same level of funding.

The service that respondents indicated the most in terms of their desire for less funding to be allocated towards was new buildings and developments. This service was impacted upon heavily by community concerns regarding high-rise development and density within the City of Melbourne area.

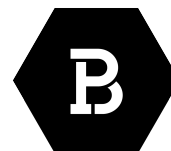


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# City of Melbourne 10 Year Financial Plan

## *Pop Up Community Consultations*

### Introduction

The City of Melbourne engaged Policy Booth to conduct eight pop up community consultations at specific locations around the municipality. Held between August 14 2014 and August 28 2014, the pop ups focused on gaining community insight in support of the Council's 10 Year Financial Plan.

The aim of the pop up was to engage a broad demographic of people, including young people and people of diverse cultural and linguistic backgrounds, and to provide community touch points across the geographic area of the City of Melbourne.

Participants at the pop ups included residents, workers, students, business owners and visitors. In total, the pop ups engaged 191 participants. The pop ups made special attention to include young people under the age of 12, and included activities for children under the age of 6 to participate.

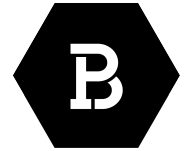
This report reviews the insights noted through facilitated discussions with participants at the pop ups. The specific methodology employed by Policy Booth to gain these insights has been carefully outlined in the following Methodology section to this report.

Community insights have been reviewed and filtered to match the five main service streams identified by the City of Melbourne and articulated in its Budget Simulator, the 10 Year Financial Plan's digital engagement tool. These service streams included:

- Deliver Community Services
- Activate City
- Advance Melbourne
- Design, Build and Manage Assets
- Regulate

In addition to this, this report provides a review of the main issues raised by participants according to their age, and their relationship to the city.

This report also contains visual data of participants responding to the question 'What do you value most about the City of Melbourne?' as well as images drawn by children under the age of 6 of things they most value in the municipality.



## **Methodology**

### **Policy Booth**

Policy Booth is a social enterprise determined to engage the disengaged. Policy Booth's methodology focuses on designing consultations and environments that connect with people who do not generally take part in a community consultation. This is achieved by actively going out to where people are – in parks, public spaces, and into the street – and creating a format that is fun, flexible, and inviting.

Policy Booth uses a bright yellow caravan as a mobile consultation environment, and puts great effort into training facilitators to engage with participants in a meaningful way.

Central to its mission is working with young people to provide context and experience that helps them better understand local government and community engagement. These young people form Policy Booth's facilitation community of practice and are amply named Policy Boosters.

Each of the eight pop ups were staffed by Policy Boosters, all of whom are experience facilitators, extensively briefed on the goals of the consultation. Added to this were 8 students from the Melbourne University's School of Government who, as part of their course work, attended the consultations to learn more about engagement methods and facilitation.

### **Participants**

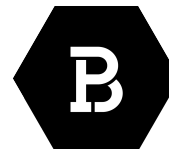
The pop up consultations targeted a diverse range of participants. It was not expected that participants had prior knowledge of the consultation subject, or were particularly knowledgeable about local government.

As such, the engagement methodology was deigned to lead participants into a broad conversation that explored their relationship to the city and what they value most, before diving deeper to interrogate where they though spending should be prioritised.

### **Location**

The eight community consultations were held at the following locations:

- The Venny, Kensington
- RMIT University, CBD and Carlton
- Kensington Arts and Crafts Market, Kensington



- East Melbourne Library and South Yarra
- Boyd Community Hub, Southbank
- Queen Victoria Market
- JJ Holland Park, Kensington

These locations were determined in consultation with City of Melbourne community engagement team. They were selected on the grounds that they would grant access to specific demographics and provide a geographic spread that would allow for people with limited knowledge of the consultation or access to one of the alternative participation opportunities to take part in the consultation. Demographics of particular focus were:

- Children and young people
- Culturally and linguistically diverse communities (CaLD).

These specific groups were highlighted to ensure that the 10 Year Financial Plan consultation was reflective of the City of Melbourne's diverse population, and that all those with a stake in the city's future were listened to.

The selection of the Kensington area and in particular The Venny – a community center and adventure playground – was made on the understanding that this location would grant targeted access to these demographic cohorts. The remainders of the locations were selected due to their potential for foot traffic and their capacity to achieve a wide geographic reach across the City of Melbourne.

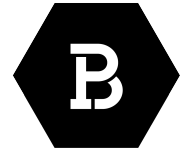
## Set Up

The consultations involved the set-up of Policy Booth's custom-fitted consultation caravan – a lightweight, mobile unit that unpacks into a complete environment including tables, chairs, umbrellas and bright yellow turf mats. Policy Boosters also wore a uniform of bright yellow Policy Booth branded t-shirts.

For the purposes of the consultation, the caravan bore the Melbourne City Council logo, displayed beside the consultations central question: 'How should Melbourne City Council priorities its spending over the next decade?'

The visually engaging nature of the installation serves to attract participants to the consultation and provides a comfortable, and motivating environment in which to listen to and consult communities. Facilitators took down comments using iPads, following the script outlined in Appendix A.

In order to provide engagement for young people and families, Policy Booth provided large paper books and drawing materials for use by children. Children were encouraged to draw what they valued most about the City of Melbourne, assisted by Policy Booth facilitators.



In circumstances where the Policy Booth caravan was too large to be accommodated on site, facilitators would instead roam across locations and engage passers by. Locations such as East Melbourne Library and the Library at the Dock were too small to accommodate the caravan.

## Facilitation

Each pop up had a minimum of four facilitators supporting the consultation at all times. As the nature of the consultation was to draw deep, qualitative feedback, facilitators often engaged participants for 10-15 minutes. Few participants only stopped momentarily, and those who could only spare a few minutes were briefed on the budget simulator and encouraged to provide their feedback online.

Facilitators would approach and greet prospective participants as they passed the installation, inform them of the reason behind their presence and invite them to take part in the consultation. Facilitators also roamed the surrounding vicinity in order to engage a good sample size at each location.

Facilitators worked in pairs so that one would be free to engage the participant in discussion and maintain effective communication techniques such as maintaining eye contact and active listening, whilst the second facilitator would take dictation from the participant and input it into an iPad.

## Feedback

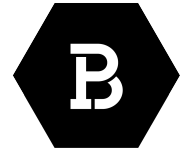
The consultation was designed to be discursive and aimed to engage participants in an open and flowing conversation about what they value about the City of Melbourne. In order to guide the discussion, facilitators focused the participant's input around two specific questions.

1. *"What do you value most about Melbourne?"*
2. *"How should the Melbourne City Council prioritise spending over the next decade?"*
  - a. *"What would you like to see more / less of?"*

Facilitators would ensure that the participant followed up these questions with detailed, nuanced responses with regards to the value that Melbourne's specific services, features or facilities brought to their lives or the community in general.

Similarly, facilitators informed participants of the issue of balancing resources and encouraged them to consider areas in which Council spending could be de-prioritised. While this may not have resulted in high degrees of responses around this issue, an objective of





Policy Booth was to encourage consideration of the issue of balance and the distribution of resources amongst participants.

This education objective was further carried out through the use of visual posters which were provided by the Council. These posters demonstrated the service streams of the Council and provided an overview of the challenges facing Melbourne.

In tandem with the data collection from the consultation, Policy Booth provided several whiteboards onto which participants could write down an aspect of Melbourne that they valued. A facilitator would then photograph the participant holding the whiteboard. When not in use the whiteboards were displayed around the installation with the question- *What do you value about Melbourne?* – written on them. This provided further visual engagement.

At the conclusion of the consultation facilitators would inform participants of the Budget Simulator located on the Council's 'Participate' website. Facilitator would demonstrate the Simulator to the participant on an iPad and explain its purpose and value. This value was articulated in terms of the educational benefit for the participant as well the simulators capacity to capture citizen input and communicate community needs and desires to Council. Lastly, the facilitator would provide the participant with a promotional card with the Simulator's website address.

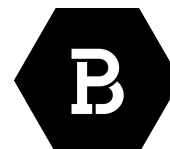
## Data Coding

The data collected from the consultations was collated and coded in accordance with a series of service streams provided by the Council. These service streams are the same categories used in the Budget Simulator. Each of the service stream categories has a series of subcategories relating to specific services. Input relating to each of these services was attributed a spending mode of either:

- Spend more
- Spend less
- Spend the same

The results section provides a breakdown of these streams, subcategories and spending modes for each.





## Results

### Demographics

Over the eight consultations, Policy Booth conducted 191 consultations with individual participants. 49% of the participants identified as male and 51% as female. The following table provides a breakdown of the number of consultations by location.

Location	Count	Percentage
Queen Victoria Market	40	20.9
RMIT	33	17.3
Boyd Community Hub	25	13.1
The Venny	25	13.1
JJ Holland Park	22	11.5
East Melbourne Library	18	9.4
Kensington	15	7.9
Library at the Dock	13	6.8
<b>Total</b>	<b>191</b>	

Figure 1: Participants per location

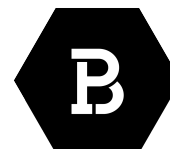
This table demonstrates that Policy Booth was able to achieve a relatively even spread across the geographic locations. Of particular note is that combined, one quarter of consultations were conducted at locations identified in the methodology to best enable capture of CaLD communities, children and young people.

Half of respondents indicated that they were a resident of the City of Melbourne and one-fifth indicated that they were a worker within the City. Just over one-tenth of respondents indicated that they were visitors to the City of Melbourne on the day of consultation.

Relationship	Count	Percentage
Resident	97	50.8
Worker	40	20.9
Visitor	24	12.6
Student	20	10.5
Business	10	5.2
<b>Total</b>	<b>191</b>	

Figure 2: Participants by relationship to city

Policy Booth was able to achieve a spread of consultation across a range of age groups. Approximately one third of consultation participants were below the age of 24 which reflects the targeted efforts towards capturing the input of young people. 13% of participants were under 18 years of age.



Age	Count	Percentage
0-6	3	1.6
7 to 12	14	7.3
13-18	8	4.2
19-24	35	18.3
25-34	42	22.0
35-44	45	23.6
45-54	21	11.0
55-64	9	4.7
65+	8	4.2
Not Stated	6	3.1
<b>Total</b>	<b>191</b>	

Figure 3: Participants by age group

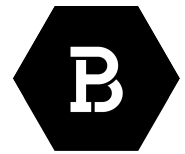
On average, participants referred to at least 3.5 different service streams when discussing what they value about the city. This demonstrates that participants consider value to be comprised of a number of different factors. This figure also attests to the methodological approach of the project and the capacity of Policy Booth to facilitate nuanced and detailed discussions as part of the consultation process.

The most popular service streams for comment were: Deliver Community Services, with 34.4% of respondents engaging in the category; Design, Build and Manage Assets, with 29.9%; and Activate City, with 17.5%.

Stream	Count	Percentage
DESIGN, BUILD AND MANAGE ASSETS	195	29.9
ACTIVATE CITY	114	17.5
DELIVER COMMUNITY SERVICES	224	34.4
ADVANCE MELBOURNE	55	8.4
REGULATE	64	9.8
<b>Total</b>	<b>652</b>	

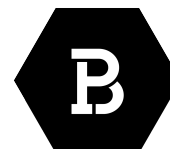
Figure 4: Comments per service stream





The following section provides an overview of each of the service streams and examples of participant input relating to these stream categories.





## Deliver Community Services

Deliver Community Services				
Value	Count	Spend		
		More	Less	Same
Library services and community centres	46	21	0	25
Child care, maternal and child health, family and youth services	40	28	0	12
Care for the older, vulnerable and people with disabilities	38	37	0	1
Recreation services and community centres	38	18	1	19
City Safety	29	18	2	9
Waste Collection	17	8	4	5
Community support groups	16	11	0	5
<b>Total</b>	<b>224</b>	<b>141</b>	<b>7</b>	<b>76</b>

Figure 5: Deliver Community Service: comment count and spend mode

The delivery of community services was the issue most commonly discussed as part of the consultations. Respondents made 224 statements regarding this service stream which represents just over one third of all responses. As many of the consultations were located at or near venues that provide a community service, it is not surprising that this stream was the most widely discussed.

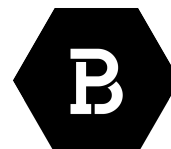
Overall 141 responses indicated that more money should be spent on this stream, 7 indicated that less money should be spent and 76 indicated that the same money should be spent. Overall, respondents indicated that more money be spent in this service stream area with only three per cent of respondents indicating that less money be spent on the delivery of community services in the future.

The demographics that referred to this stream the most in their consultations were:

- Residents, ratepayers and students
- Respondents aged:
  - Under 18
  - 25-34
  - 55-65

The three services most referred to in consultations from this stream were:

**Library services and community centres** - 21 responses indicated that more should be spent on this service, 25 indicated that the same amount of money should be spent. There



were no responses indicating that less money should be allocated towards library services and community centres

*I value things that facilitate community like meeting places, community spaces and libraries.”*

*The Venny is like our second home. There are a lot of opportunities here for kids and a lot of kids have grown up here.*

*The council provides places for our playgroup to meet. Community spaces are very important and the infrastructure is good.*

*I value the City library for its book collections and for occasional internet usage. It is a great community space.*

*There should be more collaboration between the CoM and private sector to co-fund and support facilities and community services.*

**Child care, maternal and child health, family and youth services-** 28 responses suggested that more money should be spent in this area whilst 12 respondents indicated that the same amount of money should be spent. There were no responses that indicated that less money should be spent on this service

*Spend more on families and facilities for kids like child care, schools and playgrounds. More families are moving to city*

*I value child health services, nursing support. Someone came to us and offered advice and assistance as first time parents.*

*I value the City of Melbourne's family services and facilities that are provided.*

*Programs for post natal health and play groups are great for building community.*

*I would appreciate improvements in play spaces, there needs to be better play equipment for children.*

**Care for the older, vulnerable and people with disabilities-** This service attracted the highest number of responses indicating that more money should be spent in the area of all the services under the community service stream. Only one person indicated that the same amount of money should be spent and there were no indications that less money should be spent in this area.

*Focus more on homeless people and services to assist those people*

*Homelessness is incredibly important. Provide more food services and shelter. Show you have a moral obligation to people in the city*

*We can better support homeless and people with mental health problems. We can't let people fall through the cracks.*

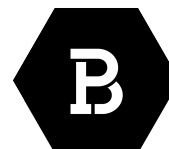
*More should be spent on helping homeless people. Provide more shelter. Create more awareness for issues around the disadvantaged population.*

*More money should be allocated for homeless and the most disadvantaged. More needs to be done to help people break the poverty cycle.*

Homelessness was a prominent subject of discussion with relation to this service stream. Many responses from the category of care for the older, vulnerable and people with disabilities referred to the challenge that homelessness presents the city and expressed a desire for more to be done with regards to this service.







## Design, Build and Manage Assets

### Design, Build and Manage Assets

Value	Count	Spend Mode		
		More	Less	Same
New infrastructure	49	44	4	1
Renewal and maintenance of existing parks and gardens	48	15	3	30
Renewal and maintenance of existing infrastructure	41	20	1	21
New Parks and Gardens	31	27	1	3
New buildings and developments	18	4	14	0
Renewal and maintenance of existing buildings and developments	8	4	0	3
<b>Total</b>	<b>195</b>	<b>114</b>	<b>23</b>	<b>58</b>

Figure 6: Design, Build and Manage Assets: comment count and spend mode

The design, building and management of assets was the second most referred-to service stream. 195 references were made to the service stream which represents thirty per cent of all responses. Overall 114 responses indicated that more money should be spent in this area with 23 and 58 indicating that less and the same amount of money should be spent respectively.

The demographics most likely to refer to this were:

- Visitors to the City
- Respondents aged 35-64

The three subcategory services most referred to in consultations were:

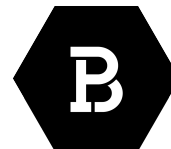
**New infrastructure-** Consultation participants made 49 references to the provision of new infrastructure by the council. Of these 44 responses indicated that more should be spent on new infrastructure, only 4 referred to a desire for less money to be spent and 1 indicated that the same money be spent on new infrastructure.

*More public transport, trains are often delayed when I use them. This is an important part of reducing carbon emission.*

*Investing in infrastructure to prepare for population increase should be a priority for Council.*

*Need better cycle paths into the city - better interface with neighbouring councils to create better cycle paths.*

*I would like it to be safer for bike riders. More designated bike paths would help this. The roads aren't wide enough to accommodate the mixed use by vehicles and parking. I would ride my bike more if it were safer, particularly into the city.*



*I would like to see more public biking facilities like pumping stations.*

*I would like more separated bike lanes, I think more cyclists would use them. This would separate cyclists from vehicle traffic which would provide more safety for both motorists and cyclists.*

**Renewal and maintenance of existing parks and gardens** - This service was mentioned 48 times with the majority of respondents indicating that they wanted the same level of spending to continue. This might suggest that respondents are content with the maintenance of parks at present.

*I value parklands like the botanic gardens and surrounds. I like looking at the variety of plants and I also walk the dog around the local park every week. I get a real sense of peace and quiet from the busy city.*

*Parks are excellent but need more dog bags and bins.*

*Melbourne is a beautiful city with beautiful parks and gardens.*

*Parks are excellent at creating a sense of community.*

**Renewal and maintenance of existing infrastructure-** Renewal and maintenance of existing infrastructure was mentioned in 41 responses. There was an even spread of responses between spending more and the same with only one response indicating that less should be spent on this service.

*The City should prioritise the maintenance of existing infrastructure and improve connections as well as infrastructure that support access to the CBD and mobility for all people.*

*Accessibility by road or public transport is excellent.*

*Melbourne should prioritise the maintenance of infrastructure, laneways, street trees, as well as parks and open spaces.*

*I value the City's infrastructure and public transport, in particular its user-friendliness and reliability of service*

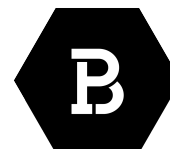
A key topic for discussion within this service stream was the issue of public transport. Many respondents associated the quality of public transport as being linked to access and mobility to and within the City of Melbourne area. While this service area is not explicitly within the budget responsibilities of the Council, the issue of public transport resonates heavily within the community and is highly valued.

Bike infrastructure was also a prominent discussion point within this category with many participants making reference to the need for the Council to upgrade and increase provision of safe cycling paths and lanes. Many respondents indicated that this would encourage more people to utilise bicycles as a mode of transport

Many participants advocated for the provision of bike infrastructure and public transport over roads. The importance of diversity in transport options was an issue highlighted in many

consultations and a subject of immense value for many respondents in terms of their access and mobility. The proportion of non-residents that highlight infrastructure as an important aspect of the City demonstrates the relevance of this service stream to access and mobility.





## Activate City

Activate City				
Value	Count	Spend Mode		
		More	Less	Same
Events	65	25	9	31
Arts and culture programs	39	13	1	25
Tourism	5	3	2	0
City marketing	5	3	2	0
<b>Total</b>	<b>114</b>	<b>44</b>	<b>14</b>	<b>56</b>

Figure 7: Activate City: comment count and spend mode

114 responses made reference to initiatives aimed towards activating the City of Melbourne. The majority of respondents indicated that they were satisfied with the current level of spending by suggesting that the same level be maintained. 44 participants indicated that they would like more resources to be allocated towards activating the City and 14 suggested that less money be spent.

Workers were the demographic who most referred to activating the city in their consultation discussions. This service stream was the most referred to within respondents aged 19-24 years.

The responses related to this service stream were largely comprised of references to:

- **Events-** Over half of the responses within this service stream category related to events. The majority of respondents indicated that they would like the same level or more funding allocated to the provision of events. 9 responses suggested that less money be spent on events.

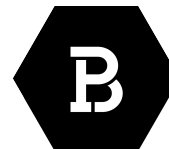
*I value the atmosphere created by the number of events.*

*I have been to the formula one, I think it is a good event but I think there is too much money spent on it.*

*The number of events could be decreased in order to ensure the quality of the events that are provided.*

*Events are good but make sure we are critical of old ones and ensure they are still relevant and valuable for people.*

- **Arts and culture programs-** 39 responses from the consultation related to arts and culture programs within the City of Melbourne. The majority of responses within this category suggested contentment with the current level of spending. 13 responses indicated that the respondent would like more funding allocated to arts



and culture programs whilst only 1 response suggested spending in this area should be lessened.

*Melbourne is a great city. The diversity of people, music, business, and art and culture is what makes it fantastic.*

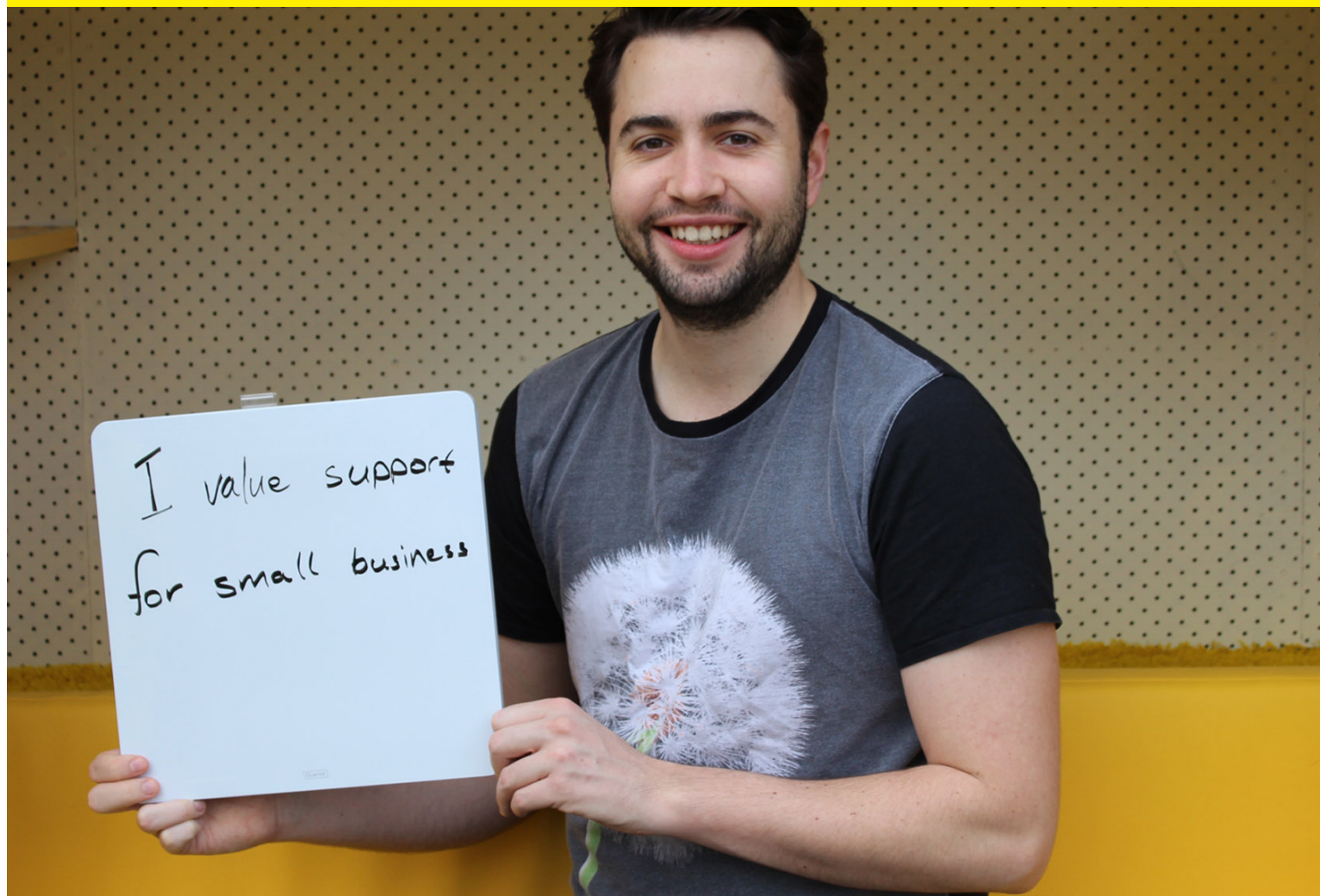
*Theatres like the Arts Centre in particular Hamer Hall. The quality of the venue itself and the variety of entertainment available is very attractive for people visiting.*

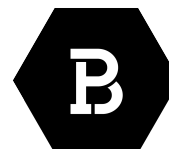
*We have received government funding to support our music. Funding has been very good to get us started. It is easier to get funding here as an artist.*

*I value Melbourne's theatres and the functions in them, in particular the kids features at the Arts Centre.*

Whilst many respondents indicated that the two services of events as well as arts and culture programs were highly valuable, the majority of respondents who mentioned them also indicated that they would like the same level of funding allocated to them as opposed to more. This might suggest that participants recognise the value of such services but are satisfied with the current level of provision and do not feel this service requires any additional budgetary support.







## Regulate

Regulate				
Value	Count	Spend Mode		
		More	Less	Same
Car space management	23	16	7	0
Building regulation	23	22	0	1
Food and public health regulation	7	7	0	0
Local law regulation	6	1	4	1
Event regulation	5	2	1	2
<b>Total</b>	<b>64</b>	<b>48</b>	<b>12</b>	<b>4</b>

Figure 8: Regulate: comment count and spend mode

64 responses received as part of the consultation process made reference to services of value under the broad service stream of regulation. The vast majority of these responses expressed a desire for more budget resources to be allocated towards regulatory services with four times as many responses suggesting that more be spent in this area as opposed to less.

Resident ratepayers were the demographic most likely to refer to Council regulation services in their consultation discussions.

The most common services under this stream were:

- **Car space management-** 23 of the 64 responses under regulate related to the issue of car space management. 16 responses suggested that more budget priority be given to this issue whilst 7 express a desire for less emphasis to be placed on car space management.

*There should be less parking inspectors. Parking fines are too high. They are a deterrent for using my car.*

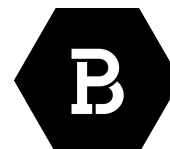
*I would like to see less metered parking to facilitate traffic flow*

*There needs to be better parking signage and a better response against illegal parking*

*Kensington needs more priority parking for residents. This is a big concern given recent increased development.*

*More parking spaces in different locations around the City For example here in Docklands you can leave your car the whole day and is free. Increase awareness of parking options.*

- **Building regulation-** This area of Council spending attracted the same number of responses as car space management. Overwhelmingly respondents



indicated that they would like to see more budget priority granted towards the regulation of buildings with 22 of the 23 total expressing this sentiment.

*Planning permits are given out with a lack of transparency.*

*I would like to see more integration of community feedback into planning regulations.  
Find new ways to consult with people and create frameworks for development.*

*The built form and heritage are important to me and I think that they are disappearing. They point to where we have come from and are important to preserve for future generations.*

*We don't want canyons in the CBD, tall buildings cut out sunlight. The City has to be built for people not just businesses.*

*Building regulation is tight but more enforcement is necessary.*

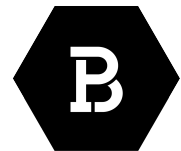
Car space management represented a divisive issue for participants due to the factors involved with delivery of this service. Many residents expressed concern regarding a lack of access to parking through inadequate infrastructure or high costs. The opposition to spending in this area could be seen to be a result of dissatisfaction with the level of cost related to parking and the imposition of infringements. Others expressed concern that parking was insufficiently regulated and did not allow for access by those who need it most such as residents, in particular families and the elderly. Many participants were able to acknowledge that car space management represents a source of revenue for the Council however they felt the current level of this service was of limited value to their lives.

The majority of responses towards building regulation related to issues surrounding heritage and the protection of historic buildings in the context of rapid development. Similarly, respondents indicated concern about the appropriateness of high rise development. Respondents also expressed concerns about the level of input citizens were afforded with regards to planning decisions.

## Advance Melbourne

Advance Melbourne				
Value	Count	Spend		
		More	Less	Same
Sustainability initiatives	23	20	1	2
Business support and development	14	8	1	5
Urban planning and design	8	1	0	7
International relationships	5	2	3	0
City research	4	4	0	0
<b>Total</b>	<b>54</b>	<b>35</b>	<b>5</b>	<b>14</b>

Figure 5: Advance Melbourne: comment count and spend mode



A total of 54 responses obtained from the consultation related to services directed towards advancing Melbourne. This represents less than one tenth of total responses. Despite this low number, the majority of responses obtained suggested that more money should be spent in this area as opposed to less.

Residents of the City of Melbourne were the demographic most likely to identify this service stream as an important aspect of the City.

The top issues within this stream were:

- **Sustainability initiatives-** The vast majority of responses within the category of advance Melbourne related to sustainability initiatives. 20 out of the 23 responses relating to this particular service indicated that more money should be spent in this area. Only 1 response indicated that less money be spent and 2 suggested the same level of spending be maintained.

*The Council should have more emphasis on sustainability, environmental initiatives, recycling practices. They should provide incentives for residents and businesses to engage in sustainable practices.*

*It is important for Melbourne to be a leader with initiatives such as culture and sustainability.*

*Council should support environmental and sustainability initiatives through provision of green spaces. Promote contribution to a healthier environment through public transport use, trees, innovation and waste minimisation. Lead the way.*

- **Business support and development-** 14 respondents made reference to business support and development. Of these 14, 8 suggested that more funding could be allocated to this service, 1 said that less could be and 5 suggested that the same level of funding could be maintained.

*The stall holders at the Queen Victoria Market need to do a facelift, financial support would be great.*

*There opportunities for me to pursue my career. I am studying course in the city which is not provided in country areas. There are more opportunities to sell my work as a photographer.*

*Focus on providing future options of employment for younger people who will continue to power the city into the future.*

*We need to encourage more arts and culture events to create jobs for actors as part of building a strong industry for them.*

The majority of participants indicating that advancing Melbourne was an area of value for the Council suggested that sustainability was the area in which this could be best achieved.

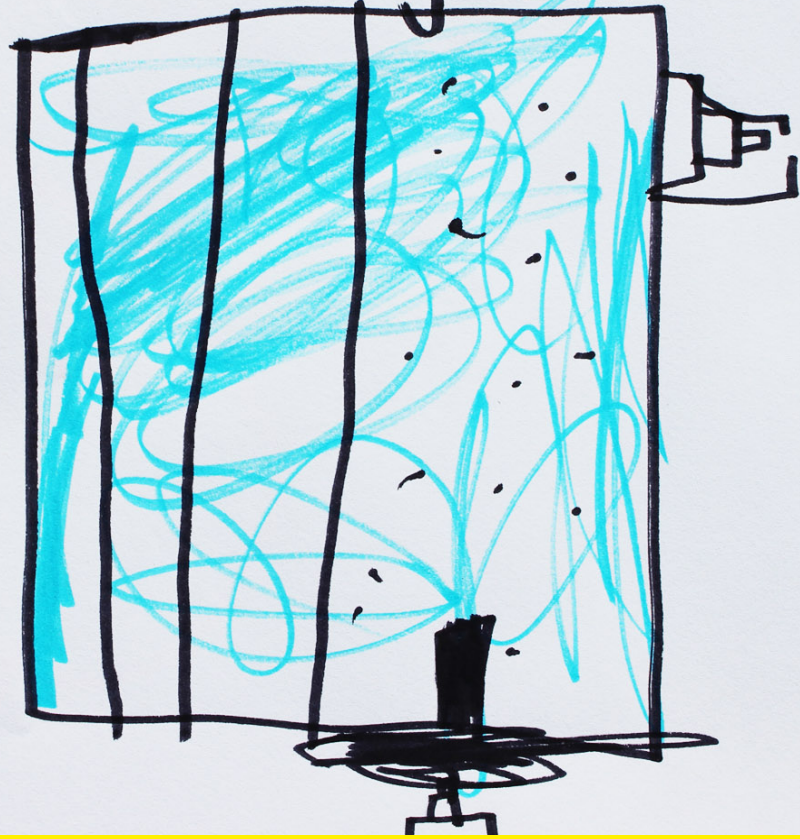


Many respondents mentioned sustainability in tandem with other services and initiatives such as increased provision of bike infrastructure and public transport to discourage car usage. Similarly, participants recognized the value of green spaces in promoting sustainability and environmental initiatives.



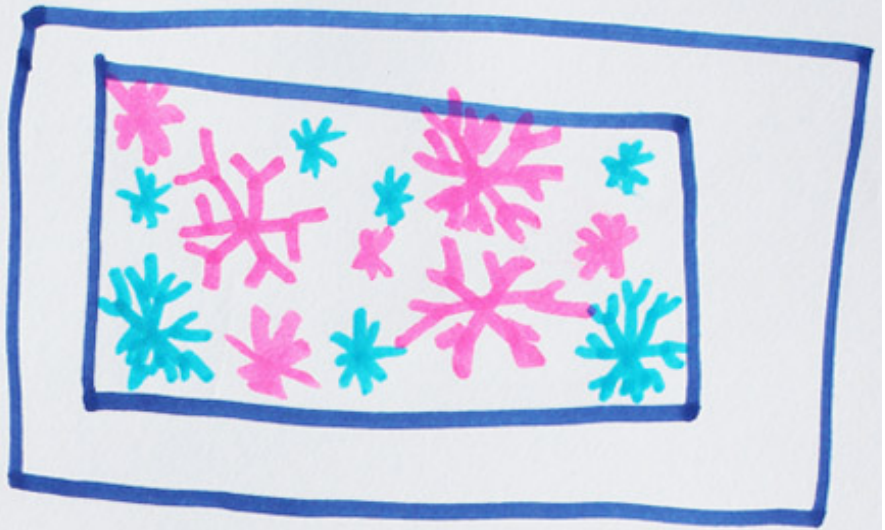


Pool with dig-  
-ing board





scribble



Pet shop



Nice



M

Some

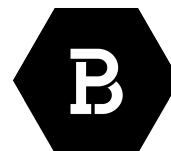


drawings



Kira





## 0-6

There were an insufficient number of respondents from this category to provide a sample size from which to draw analysis. A total of three respondents were aged below the age of six.

## 7-12

The delivery of community services was the most commonly identified service stream by participants aged between 7 and 12 years. This could be explained by the fact that the majority of these responses were obtained from the consultation at the Venny. The majority of responses within this age group related to the Venny and the value that it brought to their lives. The majority indicated that they wanted the same amount of funding allocated to community services which suggests high levels of satisfaction with the service amongst this demographic.

*The Venny is what I value most. I like the trampolines at the Venny and I like making new friends there.*

*We need more educational programs for young people as well as community sport and recreational centres.*

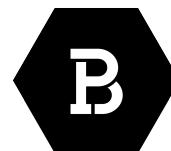
*It's great to have community centres that I can use. They have books and toys for kids. The activities and dinner program at the Venny are really good.*

## 13-18

The delivery of community services was the service stream most commonly identified with this age category. There was an even level of support for both more and the same level of spending amongst the responses obtained relating to this stream. The only other two streams that were mentioned by this age category were design, build and manage assets as well as activate city respectively.

*I use the state library quite often. There is not a lot of space in the library which is good because it can get quite busy. I use it as a study space which I prefer to use instead of my university library.*

*More sports facilities and activities. Funding for sports clubs for young people from different backgrounds to meet and connect. Provide more activities for young people. Places that they can have fun and play with other kids.*



## 19-24

The most commonly identified service stream with 19-24 year olds was activate city. This was closely followed by both deliver community services and design, build and manage assets. Once again, the desired spending mode indicated for each of these service streams was relatively evenly distributed between more and the same. The specific service most identified by this demographic was the provision of events.

*There is always something to do. I especially like the film festival and fringe festival.*

*I value music events most. I like to attend both small concerts and large scale festivals*

## 25-34

The delivery of community services was most commonly identified service stream with respondents aged 25-34. This demographic indicated strongly that the same level of funding should be allocated towards this service with only one respondent indicating that more could be spent in this area. This demonstrates a high level of satisfaction with the provision of this service.

*I like to spend time at Boyd and use the library facilities. I am part of a Congolese music group. I make my own beats and can record music at community spaces like studios.*

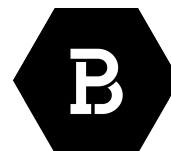
*Facilities and programs to help young people learn and study are good and should be supported.*

## 35-44

The design, build and manage assets was the most commonly referred to service stream with this age category. There was a relatively even distribution of responses between this service stream and the next two most common which were activate city and delivery community services. The majority of responses relating to these streams also indicated that the same level of spending be associated with them.

*Accessibility to the City by road or public transport is excellent. Parklands are great though they are under threat by development. I use running tracks and dog parks within the City.*

*It is very easy to get around cycling. Bike trails are generally safe but some need to be improved. Bike trails are not continuous and disappear suddenly.*



## 45-54

This age category was very similar to the previous one with design, build and manage assets, deliver community services and activate city being the streams most commonly identified respectively. There was little variation between the three in terms of their overall frequency.

*I value the City of Melbourne's transport links, multiculturalism, sporting facilities, and the family services and facilities that are provided.*

*Residents are the most important thing in the city. There is a lack of spaces to build social capital among the residents in the community.*

## 55-64

This age category was similar once again to the previous two demographic cohorts. Respondents aged 55-64 years identified design, build and manage assets, deliver community services and activate city most commonly. Design, build and manage assets was only marginally more commonly identified than the latter two service streams.

*Open spaces in particular access to the Yarra to walk the dogs. It gives me a sense of freedom to do things like run and go to St Kilda beach. You can do what you want whenever you want.*

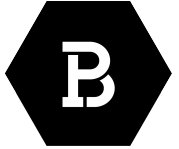
*We need more greenery and more colour. Open spaces save the city from being barren and just concrete. We need life and plants and more nature in the city.*

## 65+

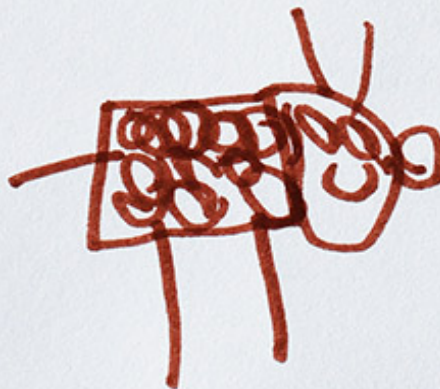
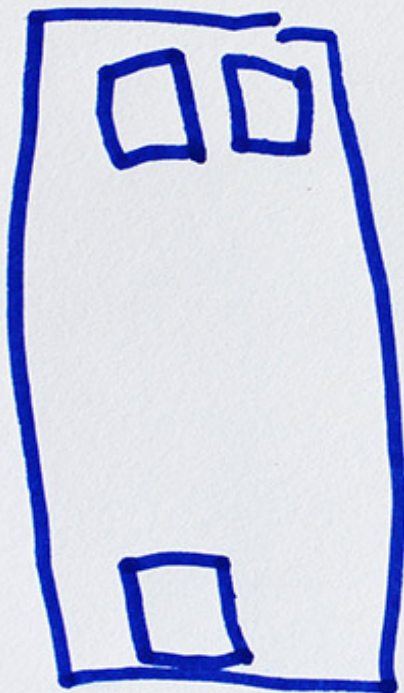
Responses from this cohort were distributed relatively evenly between all the service areas. There were too few responses from within this category to observe any meaningful variation in responses.

*I value City walkways. Existing walkways and crossings should be improved. Especially around Southbank, its walkways are underdeveloped. The quality of surfaces and separation from traffic could be improved. The location of pedestrian crossings could be better thought out to improve safety and enjoyment for walkers.*

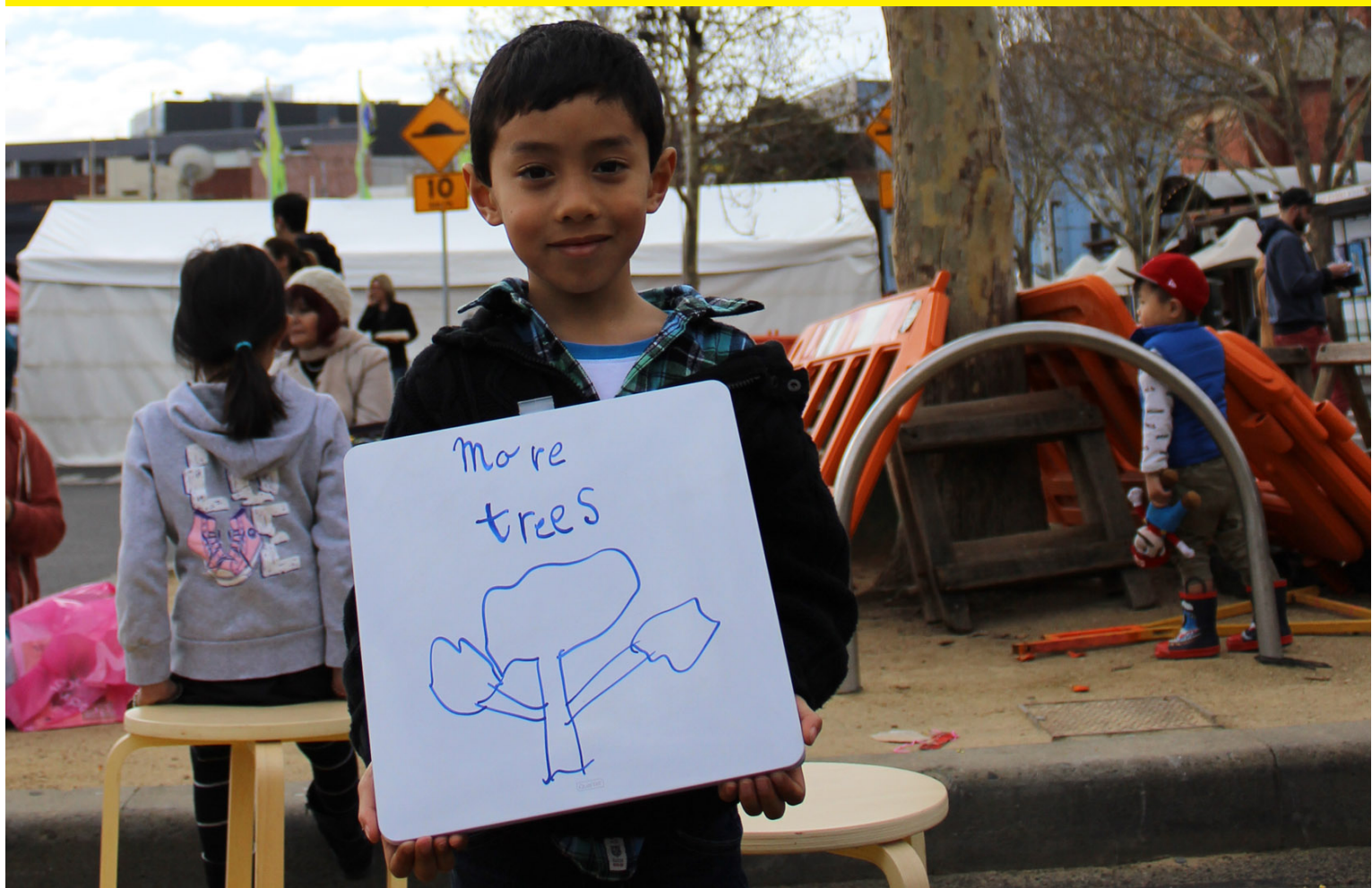


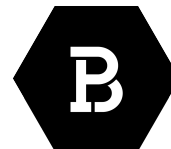


*The Council should prioritise more provision of accessible parking around health facilities to improve access to services for the elderly.*









## **Relationship to the City**

### **Ratepayer**

Ratepayers most commonly referred to the delivery of community services as the most valuable aspect of the city for them. This was followed closely by activate city and design, build and manage assets. From within deliver community services the majority of respondents indicated that they would like the same level of spending to be maintained.

### **Business**

Business owners also highlighted deliver community services as the most valuable service stream that the Council is responsible for. There was an even distribution between responses indicating that more and the same amount of money be allocated to this service and no respondents indicated that less funding be allocated.

### **Visitors**

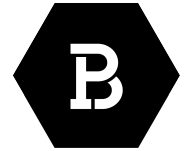
Visitors identified the design, building and management of assets to be the most valuable service stream for them. This is explained by the high degree of responses from this cohort referring to transport infrastructure and the impact that it has for access to and mobility within the City of Melbourne area.

### **Student**

The delivery of community services was overwhelming identified as the most valuable service stream that the Council is responsible for. Students were most likely to suggest that the same level of funding be allocated to this service while only one respondent indicated that fewer resources could be put towards community service delivery.







## Key Trends and Standouts

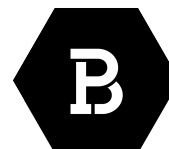
The following section outlines a number of key trends observed from the analysis of the consultation data.

- Children and young people were most likely to identify the delivery of community services as the most valuable service stream that the council is responsible for. Respondents below the age of 18 and between 25-34 identify this service stream as highly valuable to their lives and the wider community.
- Participants residing or working within the city also identified community service delivery as the most valuable aspect of the Councils budget responsibilities.
- Participants visiting the City on the day of consultation were more likely to identify the design, building and management of assets as most valuable to their lives and the community in general. Of particular relevance to this service stream was the issue of transport infrastructure such as public transport, bike infrastructure and roads. This highlights that access to the city and mobility is a theme resonant with people residing outside of the City area.
- Respondents between the age of 35 and 64 identified design, build and manage assets as being the most valuable function the Council performs.
- The most divisive service was car space management which attracted the most even distribution between respondents indicating that more or less funding be allocated towards the delivery of this service.
- The most supported services that the Council provides were the following.
  - Sustainability initiatives
  - Building regulation
  - New infrastructure

These services attracted the highest proportion of responses indicating that more funding be allocated them compared to less or the same level of funding.

- The service that respondents indicated the most in terms of their desire for less funding to be allocated towards was new buildings and developments. This service was impacted upon heavily by community concerns regarding high-rise development and density within the City of Melbourne area.





## Appendix A: Consultation Script

	Script	Question
<b>Introduction</b>	<p>“Hello, my name is XX. I’m here today on behalf of the City of Melbourne who is developing their first ever 10-Year Financial Plan and they want to involve you in the process.</p> <p>Today I’m asking people about how they think council should prioritise spending over the next decade. It will take around 10 minutes.</p> <p>Everything you tell us will become part of a community engagement summary report to be presented to our first ever People’s Panel for their consideration. They will use the report to make recommendations about the 10-Year Financial Plan to Council.</p> <p><b>Why is it important?</b></p> <p>Our city is rapidly growing and changing, putting increased demand on our services and infrastructure.</p> <p>We need a financial plan that ensures we can remain one of the world’s most liveable cities, while maintaining our strong financial position into the future.</p>	<b>NA</b>
<b>Question 1: Values</b>	<p>“The City of Melbourne comprises the suburbs identified on the map (<i>refer to map</i>) This is the area we are asking you about today.</p>	<b>What do you value about Melbourne?</b>
<b>Question 2: Service prioritisation</b>	<p>The City of Melbourne is responsible for (<i>refer to service and revenue stream poster</i>)</p>	<b>How should Melbourne City Council prioritise spending over the next decade? (Sub question – what would you like to see more of, less of?)</b>
<b>Question 3:</b>	<b>NA</b>	<b>Do you have any more ideas or comments?</b>
<b>Demographics</b>	<p>“So we know who has been involved in providing feedback and to ensure every demographic is represented in the summary report, could you please give us some information about you?</p> <p><b>Privacy (if asked)</b></p> <p><i>The City of Melbourne is serious about protecting your privacy. Your details will not be apportioned to your feedback, will not be</i></p>	<p><b>1. Postcode</b></p> <p><b>2. Gender</b>  Male  Female  Other Identity</p> <p><b>3. Age Group</b>  0-6  7-12  13-18  19-24  25-34</p>

	<p><i>included in any reports and we will only use your email address if you have provided it to us for the purpose of keeping you up to date on the development of the 10-Year Financial Plan.</i></p> <p><i>How we collect, use and disclose your personal information is regulated by the Victorian Information Privacy Act 2000. Refer to our privacy policy <a href="#">here</a>. You can find more information about your privacy rights at the Victorian Privacy Commissioner's website at <a href="http://www.privacy.vic.gov.au">http://www.privacy.vic.gov.au</a>.</i></p>	<p><b>35-44</b>  <b>45-54</b>  <b>55-64</b>  <b>65+</b></p> <p><b>4. What is your relationship with the City of Melbourne?</b>  <b>Resident</b>  <b>Ratepayer</b>  <b>Business</b>  <b>Worker</b>  <b>Student</b>  <b>Visitor</b></p> <p><b>6. Would you like to be kept up to date on the development of the 10-Year Financial Plan?</b>  <b>Yes</b>  <b>No</b></p> <p><b>6b. If Yes, please provide your email address</b></p>
<b>Closure</b>	<p>"Thank you for taking the time to help the City of Melbourne plan for the next decade.</p> <p>Please take a post card with you and go to the Participate Melbourne website, where you will be able to tell us what you think using the online budget simulator.</p> <p>Your budget will become part of the summary engagement report to be presented to our People's Panel for their consideration when making recommendations to Council."</p>	<b>NA</b>