Appendix 7

Hobsons Bay 2030 Phase 1 Community Engagement
Phase 1: Consultation Report
August 2016

Council acknowledges all language groups of the Kulin Nation as the traditional owners of these municipal lands. We recognise the first people's relationship to this land and offer our respect to their elders past and present.

Council acknowledges the legal responsibility to comply with the Charter of Human Rights and Responsibilities Act 2006 and the Equal Opportunity Act 2010. The Charter of Human Rights and Responsibilities Act 2006 is designed to protect the fundamental rights and freedoms of citizens. The Charter gives legal protection to 20 fundamental human rights under four key values that include freedom, respect, equality and dignity.
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Executive summary

The process of developing a community vision allows the community to have a greater role in telling Council what it wants Hobsons Bay to look like into the future. For everyone who lives, works and studies in Hobsons Bay, a community vision will clearly set out a direction to inform future Council policies and work over the next 15 years. However, it needs to be noted that a range of stakeholders and the community itself, not just Council, will have a role to play in achieving the community vision.

On 15 December 2015 Council resolved to develop a long term community vision until 2030. In doing so, Council committed to engaging with the community about the future of the municipality.

The consultation took place between February 2016 and the 30 June 2016. It involved a different range of opportunities for people to get involved, resulting in more than 2,500 interactions. Consultation included face to face interactions with different groups, and at different pop up locations throughout the municipality, the interactive Participate Hobsons Bay website, online and postcard surveys, and questions via Council’s 2016 Annual Community Survey. In order to capture the views of children the development of a children’s book with primary schools took place as well as a consultation with Junior Council. To engage with young people a mini film competition was held.

Three key questions were used throughout the consultation process, with the findings outlined in this consultation report. As shown in table 1, the top results were similar across all wards, with most people indicating that they like Hobsons Bay due to the coast, beach and bay; by 2030 they want to see improved transport and to do this the key change needed is within public transport.
Table 1. Summary of consultation results across the Hobsons Bay ward areas

<table>
<thead>
<tr>
<th>Cherry Lake Ward</th>
<th>Wetlands Ward</th>
<th>Strand Ward</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like Hobsons Bay because...</td>
<td></td>
<td></td>
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<tr>
<td>of the, coast, beach and the bay</td>
<td>of the, coast, beach and the bay</td>
<td>of the, coast, beach and the bay</td>
</tr>
<tr>
<td>of the natural environment and open spaces</td>
<td>of the natural environment and open spaces</td>
<td>of the natural environment and open spaces</td>
</tr>
<tr>
<td>it is close to the city / Central Business District (CBD)</td>
<td>it is friendly</td>
<td>it is close to the city / Central Business District (CBD)</td>
</tr>
<tr>
<td>By 2030, I hope Hobsons Bay will...</td>
<td></td>
<td></td>
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<tr>
<td>have improved transport options</td>
<td>have improved transport options</td>
<td>have improved transport options</td>
</tr>
<tr>
<td>have more parks and recreation options</td>
<td>have more parks and recreation options</td>
<td>have more parks and recreation options</td>
</tr>
<tr>
<td>not be overdeveloped or overcrowded</td>
<td>have more services and facilities</td>
<td>not be overdeveloped or overcrowded</td>
</tr>
<tr>
<td>What needs to change for this to happen?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>improved public transport</td>
<td>improved public transport</td>
<td>improved public transport</td>
</tr>
<tr>
<td>all levels of government working together</td>
<td>all levels of government working together</td>
<td>increased community consultation in future planning</td>
</tr>
<tr>
<td>stricter controls on development</td>
<td>improvement to public spaces</td>
<td>stricter controls on development</td>
</tr>
</tbody>
</table>
Background

In accordance with the objectives provided within the Local Government Act 1989, the primary objective of councils is to work towards improving the overall quality of life of people in the local community.

Local government has responsibility for a range of areas including roads, parks, waste, land use, local laws, urban planning, personal and home care, early years services, recreation, community development, health protection, emergency management, building and maintaining assets and advocating for community needs.

In order to accomplish its responsibilities, Council’s corporate planning and performance reporting framework allows the organisation to identify community needs and aspirations over the long term (via a community vision), operationalise the required work in the medium term (via the Council Plan) and ensure the required resources are available via the Strategic Resource Plan and annual budgets.

The process of developing a community vision, allows the community to have a greater role in telling Council what it wants Hobsons Bay to look like into the future. For everyone who lives, works and studies in Hobsons Bay, a community vision will clearly set out a direction to inform future Council policies and work over the next 15 years. However, it needs to be noted that a range of stakeholders and the community itself, not just Council, will have a role to play in achieving the community vision.

The concept of a community vision is not untested. A number of other councils within Victoria already have a community or city vision in place and it is a legislated requirement within the rate capped environment of local government in New South Wales. A key focus of the rate capping framework for Victoria is that Council’s set their rates in line with the services they know the community wants and to address identified community needs.

The community vision should also aim to articulate the priorities related to improving the health and wellbeing of residents within the municipality. By doing this, the Hobsons Bay City Council’s community vision will also meet Council’s legislative requirements to develop a Municipal Public Health and Wellbeing Plan (MPHWP), with the inclusion of the MPHWP within the vision as per section 27 of the Public Health and Wellbeing Act 2008.

On 15 December 2015, Hobsons Bay City Council resolved to develop a long term community vision until 2030. In doing so, Council committed to engaging with the community about the future of the municipality.

This consultation report provides an outline of what was heard during the engagement process that Council undertook from February 2016 to the end of June 2016, which was open to all those who live, work, study and visit Hobsons Bay.

Consultation on the Multicultural Policy 2016-20 included targeted activities to maximise the participation of culturally and linguistically diverse (CALD) communities. Key activities included a community survey (216 responses) and 13 community-based focus groups. Over 500 people participated from all areas of Hobsons Bay, including established communities, new and emerging communities, young people, women, service providers faith leaders and Council's Multicultural Advisory Group.

Consultation on the Economic Development Strategy 2015-20 was undertaken in late 2014 and included two business forums, two online surveys and a program of individual business consultations. More than 750 individuals participated in the consultation process, including local business owners, residents, Councillors and stakeholders. Through the consultation process, stakeholders were asked to consider the strengths, weaknesses, opportunities and threats currently faced by the Hobsons Bay business community, and to undertake a visioning exercise to identify where we want to be in ten years and how we can get there.
How Council plans for the future of the municipality and its work

Council planning is led by the following key documents:

**Community Vision:** although not currently a legislative requirement, long-term plans such as a community plan or city vision describe the community’s long term vision and aspirations for the municipality. A range of stakeholders and the community itself, not just Council, will have a role to play in achieving the community vision.

**Council Plan:** describes how Council will deliver its responsibilities towards achieving the community vision as well as the indicators for measuring progress and performance.

**Strategic Resource Plan:** outlines the financial and non-financial resources that Council requires to achieve the objectives of the Council Plan and must take into account services and initiatives contained in any plan adopted by Council. It must also contain financial statements, statements of non-financial resources and other information such as capital works and human resource requirements as prescribed by the regulations.

**Annual Budget:** describes the services, initiatives and major initiatives to be funded as well as the performance indicators for monitoring performance. The budget must contain financial statements and other information including capital works, human resources, grants and rating information as prescribed by the regulations.

Figure 1. Council planning structure
Who got involved?

From February 2016 to the end of June 2016 Council invited all those with a connection to Hobsons Bay to share their ideas for a Hobsons Bay 2030 community vision. In particular, the consultation asked people:

Why they like Hobsons Bay?

What they hope Hobsons Bay will be like in 2030?

What needs to change for this to happen?

The consultation involved a range of opportunities for people to get involved including face to face interactions with different groups, and at different pop up locations throughout the municipality, the interactive Participate Hobsons Bay website, and surveys, as well as targeted consultations with children and young people.

The views of our business community which were sought through the development of the Economic Development Strategy 2015-20 consultation are included where appropriate. As are the views of the Culturally and Linguistically Diverse (CALD) community which were sought through the development of the Multicultural Policy 2016-20.

All the ideas generated were grouped into themes using Survey Monkey software and are included in the next sections of this report, under each of the three consultation questions, in order from most mentions, to lowest mentions.

For each question, a word cloud is provided which provides a visual representation of the most commonly used words within the ideas received. Selected quotes are also included to demonstrate the flavour of the feedback received under each key theme.
Overall consultation statistics

Over 2,500 people participated in a variety of ways during the consultations

- 915 participated at the pop up and face to face consultations, generating 813 ideas
  - There were 10 pop up consultations across the municipality with seven council representative committees involved (including Junior Council)

- 392 Hobsons Bay 2030 postcard surveys were received (including hard copies and via the Participate Hobsons Bay website)

- eleven per cent spoke a language other than English at home

- fifty-one per cent female, 28 per cent male, 21 per cent unanswered

- there were a range of ages involved in the consultation, with majority aged between 26 to 65 years and older (see table 2)

Table 2. Percentage of responses by age range

<table>
<thead>
<tr>
<th>Age range</th>
<th>Percentage of people who participated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18 years old</td>
<td>4 %</td>
</tr>
<tr>
<td>19 – 25 years old</td>
<td>1 %</td>
</tr>
<tr>
<td>26-44 years old</td>
<td>22 %</td>
</tr>
<tr>
<td>45-54 years old</td>
<td>16 %</td>
</tr>
<tr>
<td>55 – 64 years old</td>
<td>15 %</td>
</tr>
<tr>
<td>65 years and over</td>
<td>21 %</td>
</tr>
<tr>
<td>Not stated</td>
<td>21 %</td>
</tr>
</tbody>
</table>

- participants came from across Hobsons Bay, with Williamstown, Altona, Newport and Altona Meadows having the highest representation (see table 3)
Table 3. Percentage of responses by suburb

<table>
<thead>
<tr>
<th>Suburb</th>
<th>Percentage of people who participated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Williamstown</td>
<td>24 %</td>
</tr>
<tr>
<td>Altona</td>
<td>19 %</td>
</tr>
<tr>
<td>Newport</td>
<td>16 %</td>
</tr>
<tr>
<td>Altona Meadows</td>
<td>15 %</td>
</tr>
<tr>
<td>Altona North</td>
<td>7 %</td>
</tr>
<tr>
<td>Seaholme</td>
<td>4 %</td>
</tr>
<tr>
<td>Brooklyn</td>
<td>3 %</td>
</tr>
<tr>
<td>Spotswood</td>
<td>3 %</td>
</tr>
<tr>
<td>Williamstown North</td>
<td>2 %</td>
</tr>
<tr>
<td>Laverton</td>
<td>2 %</td>
</tr>
<tr>
<td>Other</td>
<td>4 %</td>
</tr>
</tbody>
</table>

- in relation to the 2016 Annual Community Survey, 800 residents from across Hobsons Bay participated, representing a cross section of ages (see table 4). Of the 800 participants, 26.3 per cent spoke a language other than English at home

Table 4. Percentage of responses by age range

<table>
<thead>
<tr>
<th>Age range</th>
<th>Percentage of people who participated</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-18 years old</td>
<td>1.5 %</td>
</tr>
<tr>
<td>19 - 25 years old</td>
<td>9.5 %</td>
</tr>
<tr>
<td>26-44 years old</td>
<td>37.4 %</td>
</tr>
<tr>
<td>45-54 years old</td>
<td>22.3 %</td>
</tr>
<tr>
<td>55 - 64 years old</td>
<td>13.4 %</td>
</tr>
<tr>
<td>65 years and over</td>
<td>19.9 %</td>
</tr>
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</table>

- 108 children from six schools participated in the creation a book titled The Past is Behind Us the Future is Ahead
- three young people submitted mini film entries received and 327 people voted on the mini film competition

In addition.....

- 94 people signed up to Participate Hobsons Bay Hobsons Bay 2030 page to be kept informed of the process
- approximately 220 people let us know they wanted to be kept informed through the hard copy postcards
- over 2,140 visits to Participate Hobsons Bay Hobsons Bay 2030 page and mini film competition page
What did we hear from the community?

The views of all those involved in the face to face interactions at different pop up locations throughout the municipality, the interactive Participate Hobsons Bay website, and surveys are presented in this section.

The Annual Community Survey has been reported separately as has the responses from the Culturally and Linguistically Diverse (CALD) community and the business community.

I like Hobsons Bay because...

As shown in the figure one below, the key reasons why people like Hobsons Bay is because of the coast, beach and bay; the natural environment; and the proximity to the Central Business District. Each of the key themes are further discussed in the below section.

Happy Altona Services Grew Environment Nice People Open Spaces Coast Lots Village Atmosphere Friendly Fun Community Melbourne Beach Bike Paths Parks High Rise Live Heritage Buildings Close to the City Close to the Sea Shops Public Spaces Hobsons Bay Old World Peaceful
of the, coast, beach and the bay (30.08%, 188 mentions)

Responses placed value on all aspects of the coast, including the sea, beach, fresh air and the views. Most commonly responses mentioned the proximity to the beach as being a real asset.

‘It has a lovely community feeling with easy access to the city for my work and the beach, the beach, the beach’.

‘It’s my community that I live in and it’s a bay community - beaches, piers, sand, park and walkways’.

‘We have a superb coastline in Hobsons Bay and access to fresh sea air, beautiful beaches, amazing birdlife. It’s truly awesome’.

It should also be noted that 41 per cent (or 330 people) of those who participated in the Annual Community Survey pointed to the coastal location as one of the top things (rated second overall) they value about living in Hobsons Bay.
of the natural environment and open spaces (24.64%, 154 mentions)

Responses identified the great amount of open space Hobsons Bay has to offer. Key features of the open spaces mentioned included the coast, parks and gardens and the diverse natural environment.

Some responses also pointed to the ecology and birdlife of the area. Trees and bike tracks also featured prominently in responses.

‘It has fantastic open space with great natural values’

‘We have everything, parks, gardens, beach, wetlands, walk and bike paths and not hemmed in by other suburbs, plenty of spaces!’

‘It is such a beautiful area to live in as well as explore. Amazing parks and wetlands (reserves) for our native animals as well as being a great place to lose yourself in thought as you take it all in’

‘All of the green areas - park lands; the pines along the foreshore plus the beach area and also the bike tracks’

‘The wonderful open spaces, coastal park, skeleton creek, jawbone reserve, Newport lakes, 100 steps, Altona coastal park, Altona beach, Cherry lake and they are looked after’

‘Lots of public open space, great walks and natural beauty not otherwise found in Melbourne suburbs’

‘I see pelicans and lots of swans when I ride to school along the Strand’

It should also be noted that 22 per cent (or 178 people) of those who participated in the Annual Community Survey pointed to parks, gardens and green spaces among the top things (rated fifth overall) they value about living in Hobsons Bay.

Businesses engaged through the Economic Development Strategy 2015-20 consultation also identified the natural environment as one of the main advantages of doing business in Hobsons Bay, with particular mention of the beaches, parks and open space.
it is close to the city / Central Business District (CBD) (15.36%, 96 mentions)

Responses demonstrated that Hobsons Bay's proximity to the city and the bay are a key feature and attraction for many residents, something they value highly. Responses related to the proximity to the city often also acknowledged and valued the quietness and relaxed feel of the area; in a sense, due to its location, Hobsons Bay has the best of both worlds.

'Village atmosphere but still close to Melbourne CBD and with good access to freeways and public transport’

'It is close to the CBD and has enough activity to be interesting but feels a bit like a smaller seaside coastal town, nice setting with beaches and parks, better traffic flow generally than other parts of Melbourne'

It should also be noted that 48 per cent (or 382 people) of those who participated in the Annual Community Survey pointed to being close to the city as the top thing (rated first overall) they value about living in Hobsons Bay.

Additionally, 13 per cent of respondents to the Economic Development Strategy survey identified proximity to the CBD as their primary motivation for locating their business in Hobsons Bay.

of the services and facilities available (12.80%, 80 mentions)

The responses acknowledged access to a wide range of services and facilities. Examples of services and facilities mentioned in responses included sport facilities, the libraries, local hospital and GPs, good schools, the Substation, youth and aged services.

'Everything I need is here bank transport church and friends’

'It has everything, walking, bike tracks, tennis courts, good schools, local hospital (with emergency department) shops, cafés, restaurants, gardens, sporting clubs, tennis, footy, lacrosse, bowling, lifesaving club, RSL pubs, and so much more’

'It has a lot of free services’

'It has a lot of community spaces like parks pool sport areas’

'It’s close to essential services and shops and transport’

'It feels like living in the regions with city amenities. It has trees, beach, parks, transport, great estuaries and developing food culture’.

Consultation on the Multicultural Policy 2016-20 also highlighted the importance of local learning opportunities for CALD communities, particularly English language classes.
Responses referred to the friendly nature of the people of Hobsons Bay. Many responses identified Hobsons Bay as an ideal place to raise a family. Responses that related to friendliness often also acknowledged the safety and community feel of the area.

- ‘It’s where I work and the people in the community are helpful and friendly’
- ‘People are friendly, good environment, very welcoming suburb’
- ‘It has good utilities and friendly people to make a satisfied environment to bring up children from birth to primary school, graduation’
- ‘It is a safe and friendly environment’
- ‘Family oriented and a great place for kids to grow up’

Consultation on the Multicultural Policy 2016-20 also highlighted the importance of close-knit communities based on shared religious beliefs and settlement experiences.

Responses acknowledged the existence of a strong sense of community, a positive community feel and spirit about Hobsons Bay. Inclusiveness, events and activities, availability of services, the friendly nature of people and that the area is not overcrowded were all elements included in responses about the community.

- ‘It is a real community - people are friendly. It is quiet and there is a sense of freedom and space - an oasis to escape the busy city. People are proud to live here to these is a sense of belonging’
- ‘It is a lovely, welcoming place to raise a family. There is a wonderful sense of community’

It should also be noted that 23 per cent (or 183 people) of those who participated in the Annual Community Survey pointed to a sense of community as one of the top things (rated fourth overall) they value about living in Hobsons Bay.

Consultation on the Multicultural Policy 2016-20 also highlighted the existence of well-established social and community groups, and Hobsons Bay’s strong tradition of festivals and events.
it is a nice place and provides a good lifestyle (8%, 50 mentions)

Responses in this category described Hobsons Bay as a beautiful, pretty, scenic and a nice place to live. Examples given for why Hobsons Bay is a nice place, mainly related to all the other themes described in this section. Many responses also pointed to there being lots of things to do in Hobsons Bay, and the relaxed atmosphere of the area.

'It affords myself and my family a wonderful lifestyle. We are very lucky to live close to the beach, beautiful parkland, libraries a skate park, playgrounds, primary schools and in a great community'

“It has so much to offer, from families to singles, and from young to old...there is always something for everyone with, lots to do’

'I’m living in Altona because of its natural open spaces. Because of the close proximity to the city, and because it has good facilities for its residences to live a healthy and active life’

it is quiet and peaceful (8.32%, 52 mentions)

Responses which mentioned Hobsons Bay as a quiet place, also mentioned that it was peaceful, not too busy or overcrowded. Many responses pointed to the secluded nature of the municipality and identified that there was not yet too much traffic, despite its proximity to the city. The responses in relation to quietness reflected the comments made by those who identified Hobsons Bay as having a 'village feel'.

'I work and live near the water. It’s calm, peaceful. Having moved from the northern suburbs approximately three years ago, in Hobsons Bay it is one of the things I am most happy with’

'It is generally very quiet, with very little traffic, but still conveniently connected to Melbourne CBD with Westgate Freeway’

‘There is a peacefulness here that doesn’t seem to exist in many other parts of Melbourne - at least within my home suburb of Altona’

‘Still retains an aspect of being a tucked away village’

of its heritage/history (7.68%, 48 mentions)

Responses referred to the heritage of the area, its buildings and period homes as well as the historical significance of the area. The maritime history was also identified by a few respondents.

‘A sense of history and old world charm’
'It’s small town village community feel and beautiful period heritage homes and significant buildings connecting its history and citizen’

'We love the historic building which adds to the interest of this suburb. We also love living in Williamstown because there is an effort to maintain the history which makes it unlike any other suburb’

It should also be noted that 6.5 per cent (or 52 people) of those who participated in the Annual Community Survey pointed to neighbourhood character, history and heritage as one of the top things (rated fourteenth overall) they value about living in Hobsons Bay.

of the village feel (7.36%, 46 mentions)

Many responses relating to village feel cross over with those responses which mentioned they liked the quietness and peacefulness of Hobsons Bay. Examples of low traffic flows and no overcrowding were also identified in responses which mentioned the village feel. There were also a few ‘country town’ analogies to describe Hobsons Bay, but in particular Williamstown and Altona. The proximity to the city, which was also often acknowledged alongside Hobsons Bay’s village feel, once again demonstrates that people feel, due to its location, Hobsons Bay has the best of both worlds.

‘Village atmosphere but still close to Melbourne CBD and with good access to freeways and public transport’

‘It’s like a country town for a lot of the week’

'We moved to Williamstown because of its proximity to the city, and its ‘country feel’

‘It feels like a seaside village but close to the city. Has many good community support networks’

‘It retains elements of the peaceful country life I have known since childhood’

‘It is close to the CBD and has enough activity to be interesting but feels a bit like a smaller seaside coastal town, nice setting with better traffic flow generally than other parts of Melbourne’

‘I live in Altona and it has a lovely ‘village’ feel, like a little world/community of its own. It’s a welcoming and friendly feeling place’

‘I was born in Williamstown and have lived here all my life apart from a short spell overseas. I love the old feel of Williamstown and the small country town feel, I don’t like how it is now becoming too overdeveloped’
It should also be noted that 14 per cent (or 112 people) of those who participated in the Annual Community Survey pointed to village atmosphere as one of the top things (rated eighth overall) they value about living in Hobsons Bay.

**of the shops and restaurants (7.04%, 44 mentions)**

The majority of responses relating to shops and restaurants valued their proximity and range, including the existence of strip shopping centres. Many responses pointed to the existence of a café culture within the municipality. Responses which mentioned shops and restaurants, also valued access to public transport and other services and facilities.

"I'm a new resident (less than 12 months). I enjoy the village feel of my new suburb. I like the proximity to all amenities (shopping/restaurants) good variety of shops and their location lots of opportunities”

‘Has many fine pubs and restaurants’

‘Strip shopping precinct with locally owned and run businesses - good cafes’

‘It’s a wonderful retirement location; plenty of great recreational facilities, medical facilities, cafes and shops’

It should also be noted that 31 per cent (or 250 people) of those who participated in the Annual Community Survey pointed to being close to local shops as one of the top things (rated third overall) they value about living in Hobsons Bay.

**of the community diversity (6.72%, 42 mentions)**

Responses demonstrated a respect and appreciation for the diversity of the population of the municipality, not only from a cultural point of view, but also from a demographic and socio economic stance.

‘Hobsons Bay has a wonderful and rich multicultural community: a community which accepts, welcomes and celebrates the differences amongst its people. People from all walks of life roam the streets of Hobsons Bay, painting their stories with their cultural and religious paintbrushes throughout their neighbourhoods, thus creating a beautiful mural of love, hope and faith and a more tolerant and accepting future for all’

‘I enjoy the diversity of Hobsons Bay its people, cultures, tolerance of others and mix of housing and industry’
of the access to public transport (5.60%, 35 mentions)

Responses generally identified that Hobsons Bay has good transport links including buses and trains.

‘It’s close to essential services and shops and transport’

It should also be noted that 20 per cent (or 158 people) of those who participated in the Annual Community Survey pointed to good public transport networks as one of the top things (rated sixth overall) they value about living in Hobsons Bay.

of council (4.96%, 31 mentions)

Responses acknowledged the role that Council plays in looking after the area. A number of responses referred to the consultative, supportive and approachable nature of the current Council.

‘The Council are approachable and support all the volunteers as well’

‘They listen to the locals (like now)’

‘The Council responds promptly to my reports of footpaths on roads that need repair it acknowledges the first people of this land and is trying to support community education of this story and celebration of their culture’

Consultation on the Multicultural Policy 2016-20 also demonstrated that Council services such as libraries, community grants and multicultural programs are valued by CALD communities.

it is safe (4.96%, 31 mentions)

Responses pointed to Hobsons Bay being a safe area for people to live in. Many also mentioned its cleanliness and friendliness of people in the area. A number of responses also linked safety with Hobsons Bay being a suitable place to raise a family.

‘It’s really safe for families’

‘It is a safe and friendly environment’

‘The areas that I live in and visit seem to be regularly maintained, the area is safe and has little evidence of crime or disruption by any section of the community’
It should also be noted that 15 per cent (or 118 people) of those who participated in the Annual Community Survey pointed to safety as one of the top things (rated seventh overall) they value about living in Hobsons Bay.

it is where I live (3.52%, 22 mentions).

Responses generally referred to Hobsons Bay as the place where they grew up and have continued to live in since. The responses demonstrated that Hobsons Bay is their home, it is where they live.

‘I live here and I have a sense of place as I was born in the original hospital on Queen St’

‘I’ve lived here all my life’

It should also be noted that 12 per cent (or 97 people) of those who participated in the Annual Community Survey pointed to being close to family and or friends as one of the top things (rated ninth overall) they value about living in Hobsons Bay.

it is walkable (3.52%, 22 mentions)

Responses acknowledge Hobsons Bay as a walkable place, an area which is easy to get around by foot. Many responses also mentioned the existence of walking and cycling trails.

‘Everything is in easy walking distance train station shops cafes beach parks library’.

‘I like Hobsons Bay because of the walking tracks and also the benches that are there along the way to rest on if you need but I do not like the cyclists that share the path’

‘Most places within walking distance public transport available ample shopping facilities’

of the people (3.04%, 19 mentions)

The majority of responses that mentioned they liked Hobsons Bay because of the people also mentioned other factors, including diversity, family friendliness, community and village feel. The majority of responses pointed to the people being kind and nice

‘People, all the nationalities, a beautiful place to share with all’

I belong to the various community groups in Hobsons Bay, and regularly meeting various background people. I think we have harmonious residents, friendly and supportive’

‘It is a small community with lots of great people’
it is a happy place (2.56%, 16 mentions)

Responses generally related to Hobsons Bay as a happy place. Many responses also acknowledged the safety of the area alongside happiness.

'It is a happy safe and well looked after environment'

it is clean (2.40%, 15 mentions)

Responses acknowledged the cleanliness of areas. Responses related to cleanliness often also acknowledged that the area was a good and safe place.

'The areas that I live in and visit seem to be regularly maintained, the area is safe and has little evidence of crime or disruption by any section of the community'
By 2030, I hope Hobsons Bay will....

As shown in figure three below, the key responses from people for what they would like Hobsons to have by 2030 includes, improved transport options, more parks and recreation, and more services. Each of the key themes are further discussed in the below section.
Figure 3. Summary of responses for what people want to see in Hobsons Bay by 2030

**have improved transport options (18.90%, 151 mentions)**

Responses called overwhelmingly for greater, improved and reliable transport options for the municipality as a whole. The responses provided a range of examples and suggestions for what is needed; some of the most common being a duplication of the Altona loop, a train station for Altona North and a fast ferry service.

Despite the majority of responses being focused on public transport there were also a number of comments calling for improvements for car commuters particularly in relation to roads, parking availability and freeways. In particular a number of responses highlighted Point Cook Road and the Westgate Bridge as being of particular concern.

Quite a number of comments also called for more bike paths and better connections between existing bike paths, as well as improvements to pedestrian crossings and safety more generally.

‘Have more bike paths and curb crossovers and bike friendly mixed paths. Have increased traffic management and better access to Westgate Bridge or alternative. More parking in shopping centres. Reduce road congestion in South Kingsville. Not have railway barrier problems at Kernot Street crossing. Not run huge buses with 0.5 people in them - more mini buses also easier going down narrow suburban streets’
‘Have much improved 21st century public transport and frequent peak hour trains / duplicated track - buses meeting trains’

‘Be connected to the city by a better road system (so Westgate Bridge isn't so congested)’

‘Have helped facilitate a massive improvement in our road ways and more importantly support a big shift for people to use public transport more often and more easily’

‘Have much better public transport. Hobsons Bay desperately needs faster, more efficient and reliable trains. Altona North needs a train station - the train station near the refinery needs to reopen’

It should also be noted that 14 per cent (or 110 responses) of those who participated in the Annual Community Survey pointed to traffic management as the aspect they would most like to see changed about where they live into the future (rated first overall). A further 11 per cent (87 responses) mentioned roads, maintenance and repairs (rated third overall) and a further 9 per cent (70 responses) public transport (rated fourth overall). Parking was mentioned to a lesser extent by 4 per cent (32 responses) of respondents (rated ninth overall).

Consultation on the Multicultural Policy 2016-20 also highlighted the need for improved transport options, with 38 per cent of community survey respondents (ranked third) indicating that access to transport is an important issue for people from different cultures in Hobsons Bay.

Through the Economic Development Strategy consultation, a range views were provided on the current transport options in Hobsons Bay, which was identified as a strength, weakness and an opportunity. Improving local infrastructure in general was considered a priority, while 12 per cent of survey respondents stated that good local infrastructure was the reason they based their business in the municipality.

**have more parks and recreation options (14.64%, 117 mentions)**

Responses overwhelmingly called for more parks, open spaces and recreation options. These primarily related to more sporting facilities including, swimming pools, tennis and basketball courts. Other recreation options which received a number of mentions included BMX tracks and skate parks.

In relation to parks and open spaces, comments centred around improving playgrounds and planting more trees. A couple of comments called for having more to do at Cherry Lake. Quite a few comments called for more toilet facilities in parks and more dog off-leash parks.

‘Put more funding on fixing and updating public places like park and playgrounds’
‘Be a healthy and liveable municipality with public open green spaces within neighbourhoods for encouraging a variety of physical activity, such as more active transport, ie cycling and dedicated bike paths’

‘Have additional significant open spaces for each square metre of development/apartments’

‘Have adequate, good standard sporting facilities for our youth’

‘An increase in sporting recreational and open spaces seen to be necessary if the population continues to increase’

It should also be noted that 6.4 per cent (or 51 responses) of those who participated in the Annual Community Survey pointed to parks, gardens and open space maintenance and increased provision as the aspect they would most like to see changed about where they live into the future (rated fifth overall). A further 6 per cent (49 responses) mentioned street trees (rated sixth overall).

Consultation on the Multicultural Policy 2016-20 also highlighted access to sporting facilities and activities as a gap for CALD communities, including for some established and new and emerging communities.

**have more services and facilities (11.01%, 88 mentions)**

The bulk of comments related to health and wellbeing services and supports for various groups within the community, but primarily the elderly. There were a number of responses which showed concern for the potential closure of the Williamstown hospital.

‘Have an abundance of facilities and services for: the aged, people with disabilities, young and old people and families who are homeless, young and old education programs regarding drug and alcohol addictions, importance of health and exercise, resilience etc’

‘Have more up-to-date services to cater for families and children who want to lead an active lifestyle’

‘Continue to improve its facilities and increase activities’

‘Improve its facilities for children - namely. Upgrade its maternal health and kindergarten entries’

‘Continued improvement in and expansion of child, adolescent and aged care services, libraries and community hubs’

‘Have more accommodation for senior day centres in community centres for respite’.
‘Hoping they never close Williamstown hospital which would be a huge loss to the community better quality nursing homes and 24 hour medical centres’.

‘Have better services for mental health issues’.

Consultation on the Multicultural Policy 2016-20 highlighted the need for better access to services and facilities for CALD communities. More specifically, access to meeting places and cultural venues (31%, ranked sixth) and access to culturally appropriate health services (28%, ranked equal eighth) was raised as important issues for people from different cultures in Hobsons Bay.

**not be over developed and overcrowded (10.26%, 82 mentions)**

The majority of responses called for a better way to manage development within the municipality. Many of the responses pointed to the risk over development could pose to retaining the municipality’s ‘village feel’ and a dislike for high rise and sub division developments. A great number of responses also equated growing development in the area with overcrowding.

‘Retain its appeal as a small town feel, this will only happen if there isn’t so much over development cramming multiple houses onto large blocks’

‘Address some of the inconsistent development in the City of Hobsons Bay - produce a cohesive, equitable and fair program of development which breakdowns the current separate enclaves’

‘Be approving better quality medium density residential development’

‘Not allow too many subdivisions as the streets are already overcrowded’

‘I don’t want to see lots of high rise apartments - it’s already a good mix of units/apartments/houses - we don’t need a lot more’

‘Avoid too much over-development’

‘Not too overcrowded with high rises or too much multi-dwelling properties’

‘Have a better management plan for housing growth and flow of visitors’

It should also be noted that 13 per cent (or 107 responses) of those who participated in the Annual Community Survey pointed to building, planning, and development issues as the aspect they would most like to see changed about where they live into the future (rated second overall).
Interestingly, consultation on the Multicultural Policy 2016-20 did not highlight overdevelopment, but it did raise the issue of affordable housing, with 36 per cent of community survey respondents (ranked equal fourth) indicating that access to affordable housing is an important issue for people from different cultures in Hobsons Bay.

**be cleaner and have less pollution (9.14%, 73 mentions)**

The majority of responses called for Hobsons Bay to be less polluted and cleaner. The pollution issue in many cases was related to bad odours coming from industrial facilities, and in some cases the seaweed at Altona beach. Many responses wanted to see less graffiti.

- ‘Be less polluted (i.e. less bad odours coming from local industrial and waste facilities)’
- ‘No more heavy industry causing air pollution and carcinogens’
- ‘Be free of the pollution (Smell and dust) hopefully without the refinery and some of the heavy industries that surround residential areas’
- ‘Be clean and smell nice with a beautiful view’
- ‘Be a graffiti less community’
- ‘Be [a] much cleaner, less polluted place to live. The truck and traffic noise and pollution from the trucks and from local industry, factories refineries etc, makes Hobsons Bay an unhealthy environment’.

**enhance and protect the natural environment (8.26%, 66 mentions)**

The majority of responses pointed to protecting the natural environment and the flora and fauna within in it. There were many responses which called for the planting of more trees and plants. It was also common for the responses which mentioned the natural environment to link this with parks and open spaces.

- ‘Conversation mindfulness - care about birdlife, fishes, marine life, insects protect its open spaces’
- ‘Encourage more native animals’
- ‘More beautiful plants and trees’
- ‘Better maintain its natural environment’
'Have a further focus on the environment, interpreting the Wetlands and incorporating more of the community into preserving and valuing it'

**be inclusive of all (7.63%, 61 mentions)**

The majority of responses want Hobsons Bay to be a place that is inclusive and welcome of all people. Many responses mentioned the need to be understanding of people experiencing homelessness, homophobia, racism, Aboriginal and Torres Strait Islander people, Gay Lesbian Bisexual Transgender Intersex Queer (GLBTIQ), and violence against women. Some comments also related to the diverse cultural background of people and needing to value this aspect of the municipality.

'Became a leader in the provision of services to the community most in need - eg: disabled, long term unemployed, disadvantaged people, new mums/families, and the elderly'

'Evolve in a way that reflects its multicultural community'

'More support for people of all socioeconomic levels'

'Continue to encourage diversity in all its forms'

'Full acceptance of GLBTIQ people in all parts of the community'

'Inclusive culturally sensitive area'

'Maintain its cultural diversity, its tolerance of others'

'Value young people as equal citizens'

'Celebrate difference and diversity'

Consultation on the Multicultural Policy 2016-20 reinforced the importance of an inclusive community, with community survey respondents indicating that language and communication barriers (36%, ranked equal fourth), maintaining cultural traditions (30%, ranked seventh) and racism and discrimination (26%, ranked tenth) are all important issues for people from different cultures in Hobsons Bay.
**have a greater focus on climate change (6.76%, 54 mentions)**

Many of the responses related to climate change would like to see a municipality that is more environmentally aware. Many of the responses linked climate change with the protection of the natural environment and with reducing pollution.

'I would like to see Hobsons Bay with a greatly reduced carbon footprint’

'Become more environmentally friendly and aware’

'Be 100% fossil fuel free - use recycling’

'A total green footprint (absolute use of non-carbon producing equipment)’

‘Continue to champion environmental issues. Thank you for supporting the solar and LED program. It gave me confidence to invest in solar panels’

'Be even more environmentally friendly, a bay which focuses on the environment and the health of the people living in the bay, clean air clean environment’

‘Have urban forests more trees and prepared for climate change and supported renewal energy’

'More environmentally liveable city’

**stay the same (5.51%, 44 mentions)**

The majority of responses just want the municipality to stay the same. Many of the responses were linked to retaining the ‘community feel’ of the municipality and to not becoming too overdeveloped or overcrowded.

‘Remain the way it is and doesn't become a too modern suburb and overcrowded’

'I hope it doesn’t change much I like it as it is’

'Altona is a beautiful place keep it the same’
**retain its community feel (5.13%, 41 mentions)**

The responses related to ensuring the municipality retains its sense of community and the lifestyle it affords people. Many of the responses mirrored the responses put forward around valuing the ‘village’ or ‘small town’ feel of the municipality.

‘One of the most sought after areas of Melbourne which offers a community feel while catering to the Melbourne lifestyle’

‘Have retained its sense of community’

‘Stay a safe and happy community’

‘Maintain this sense of community whilst also keeping up with modern day’.

**have more shops (5.13%, 41 mentions)**

The majority of these responses called for more diversity in the shopping available in the municipality. Many wanted to see more shopping centres, and some suggested that improving the quality of shopping would be a way in which to attract tourism to the area. There were also a couple of suggestions for pop up parks and movie theatres.

‘Develop the Harrington Square shopping area to revitalise and beautify. This could be a great local meeting place. The car park is under utilised - perhaps some of that space could be turned into a pop-up-park as has been done in Yarraville previously? Better shops/dining options could be encouraged to the area’

‘Have more restaurants cafes in Altona Meadows and surrounds’

‘One large shopping centre with all national retailers’

‘Build a better shopping precinct / improve Altona Gate or start from scratch’

‘Have introduced more small businesses such as shops and restaurants to Altona to make it more of a vibrant destination’

‘[would be] Attractive to tourists, more decent shopping centres with well-known companies such as Myer, David Jones etc’

It should also be noted that 4.3 per cent (or 35 responses) of those who participated in the Annual Community Survey pointed to shops, restaurants and entertainment venues as the aspect they would most like to see changed about where they live into the future.
**preserve its heritage, history and neighbourhood character (4.51%, 36 mentions)**

Many responses wanted to see the neighbourhood character preserved along with a celebration of the history and heritage of the area including new development to be more sympathetic to existing and older buildings in the municipality.

‘Have preserved and celebrate[d] the old heritage buildings’

‘Preserve its “character” – history’

‘Have kept its old world charm and connection to history’

‘Have kept its history and historic places and buildings’

‘Retain its heritage character while allowing sympathetic development’

‘Have retained some character and have architectural integrity in its development’

**have a supportive Council (4.26%, 34 mentions)**

The responses called for an efficiently run Council. In particular, many of the responses hoped for lower rates. A couple would like Council to run more programs and services, and to better consult with its residents.

‘A united and equal council I presently see a lot of the programs that I like being funded in other wards’

‘Hopefully the council will be well funded and have no debt’

‘Be more efficiently run and have lower rates’

It should also be noted that 2.3 per cent (or 18 responses) of those who participated in the Annual Community Survey pointed to council rates as the aspect they would most like to see changed about where they live into the future (rated twelfth overall).
be safer (3.88%, 31 mentions)

The majority wanted the place to remain safe or become more so. In some responses, better lighting in the streets was called for, and a more visible police presence.

'A place that is safe for all including the elderly, women and children'

'To continue to provide a safe family friendly atmosphere'

It should also be noted that 2.4 per cent (or 19 responses) of those who participated in the Annual Community Survey pointed safety, policing and crime related issues as the aspect they would most like to see changed about where they live into the future (rated eleventh overall).

Consultation on the Multicultural Policy 2016-20 indicated that safety is an issue for some people in CALD communities, with 28 per cent of community survey respondents (ranked equal eighth) indicating that not feeling safe in public places is an important issue for people from different cultures in Hobsons Bay.

have more schools (3.13%, 25 mentions)

The majority of responses called for more high schools pointing to a lack of choice within the municipality in relation to high schools and some responses commented that primary schools seem to be overcrowded.

'It would be great if Hobsons Bay became known as an area with top schools'

'Have a good public school in secondary school'

'Have more high school especially near Altona Meadows there are many primary school but in Altona Meadows there are no high schools and therefore kids have to travel far’

'Have more options for secondary schools, I feel the demographics of the area is changing but not the schools yet’

It should also be noted that 4.7 per cent (or 38 responses) of those who participated in the Annual Community Survey pointed to education and schools as the aspect they would most like to see changed about where they live into the future (rated seventh overall).
have more employment (2.88%, 23 mentions)

The majority of responses wanted to see more local employment opportunities for residents. Examples of the types of jobs related to a range of sectors, from manufacturing to services for the ageing population.

‘Move beyond its industrial economic base to a high tech industry base’

‘Provide more job opportunities for women; particularly migrants from abroad’

‘Providing services and employment to enable those that live in the area to be employed there to ease commuter congestion, and improve travel time and lifestyles so people can spend less time working/commuting and more time on other things’

‘Have more employment for local residents based locally’

Consultation on the Multicultural Policy 2016-20 strongly highlighted the importance of employment for CALD communities, with 42 per cent of community survey respondents (ranked first) indicating that finding a job is an important issue for people from different cultures in Hobsons Bay.

be a better, more progressive place (3%, 24 mentions)

The responses given generally wanted Hobsons Bay to be improved, more modern or technologically advanced.

‘Be a bit more progressive’

‘Be an even better place’

‘Be a modern and exciting place’.

‘Be technology advanced’

have become more liveable (2.03%, 16 mentions)

The majority of the responses want Hobsons Bay to become a most liveable city. Some also called for a change in perception and for Hobsons Bay to be free of stigma particularly in relation to industry and bad odours and pollution. A very small number of responses wanted Hobsons Bay to get bigger.

‘Become a jewel in the Melbourne landscape. A village within a large city. A suburb that can stand proud of what it has to offer. Its location and lose the perception of being a low class suburb’.
'Be the most liveable city/suburb in Victoria’

‘Be the best place to live’

**still be friendly (1.65%, 13 mentions)**

The majority of the responses want Hobsons Bay to remain or become more friendly and family friendly.

‘Still be a family focused and friendly place to be’

‘Be more family friendly and have a decrease in industry’

**be more walkable (1.63%, 13 mentions)**

The responses called for better cycling and walkability for pedestrians across the municipality.

‘Be very active community walking cycling to shops library etc’

It should also be noted that 3.1 per cent (or 25 responses) of those who participated in the Annual Community Survey pointed to footpath maintenance and repairs as the aspect they would most like to see changed about where they live into the future (rated tenth overall).
What needs to change for this to happen?

As shown in figure four below, people who responded indicated that the key things that need to change to reach the outcomes for 2030 included improvements to public transport, collaboration across all levels of government, and stricter controls on development. Each of the key themes are further discussed in the below section.
Figure 4. Summary of responses for what people see needs to change

**Improved public transport (17%, 94 mentions)**

Many suggestions for improving public transport and traffic management were proposed. The majority of responses called for an improved public transport system with increases to routes and frequency. There were also many calls for improved cycle paths and some for a ferry service. A number acknowledged that while public transport is a State Government responsibility, Council should advocate strongly for the needs of the municipality.

‘Much improved public transport system, eg the Altona Loop, and dedicated bike paths that link up with other paths to the CBD and West’

‘Adequate State Government resourcing for transport infrastructure’

‘Improvements to public transport infrastructure thanks’

‘Council to campaign harder for quality public transport’

‘State Government to look at public transport in the west’

‘Improved road access to the city, more use of water ie ferries, water taxis to CBD’
All levels of government to work together and spend funding effectively, in greater consultation with the community (15.91%, 88 mentions)

Many responses just want more money to be spent. Other responses called for more support from the State and Federal Government to assist with the needs of the municipality. Other responses wanted more involvement of the public in Council decision making processes, and called for the public to be more involved in decision making in relation to local issues. A smaller number of responses want more cooperation between a range of stakeholders for the greater good of the municipality.

‘Public must get more involved in council voicing their thoughts and ideas for the betterment of Hobsons Bay’

‘The so called politicians will need to put their heads together and find the solutions as 2030 is not far away, procedures need to be put in place from now if not have been put in yet’

‘Need to work with government and fight for funding in the west’

‘The community should contribute more to the decisions made in the Council’

‘Federal and State Government support’

‘Community need to be more active in delivering current issues to the Council’

‘More government state funding and agreement to work together to achieve this’

‘More appropriate use of funding’

‘Greater engagement of people at the local level by Councillors and Council officers eg. a program of neighbourhood meetings (perhaps done virtually using ICT web based technologies)’.

Through the Economic Development Strategy survey, respondents identified advocating for state and federal government investment as a priority for Council.

Stricter controls on developments (13.20%, 73 mentions)

The majority of responses want a limit to high rise development, particularly if it is not sympathetic to the existing neighbourhood character with many calling for more control on developers to deliver what the community wants. Responses demonstrated that growing development could pose a risk to losing the community, village feel residents value so much. Some responses pointed to developer needs being put before the community's needs and wants.
‘Stop developers from transforming our suburbs and reign [sic] in some control against their profit-driven over development’

‘Limit the amount of high density residential and ensure new buildings are in keeping with the area’

‘Restrict the number of multi developments in one street so there is a balance between single dwelling and multi-unit developments’

‘Development must be carefully controlled to prevent it dominating the lifestyle here’

‘We need to tighten controls on development, just because we are close to the city doesn’t mean we need to go high rise. Ask the people, I think you will find its really not what the locals want’

‘Ongoing strategies and plans that promote reasonable development’

‘Limit high rise, because it will change our community atmosphere’

‘A Council that knows the unique value in all these areas of Hobsons Bay and protects them and does not allow developers greed to take hold’

‘Changes in mindset about progress especially in developers and council attitudes. Listen to the people the real people, the residents about dislike for ridiculous high rise buildings’

**Increased investment in parks and recreation (11.21%, 62 mentions)**

The majority of responses called for revitalization of parks and playgrounds through better investment. In particular, more shade for playgrounds, more seating and trees. A range of suggestions were also put forward for greater recreation options within the municipality including a 50 metre swimming pool, exercise and gym equipment in parks and upkeep of grounds.

‘Revitalise community parks and playgrounds. There are no park benches, no tables for picnics nor any shaded areas to be able to stay in these parks for very long. Without seating, new mothers cannot breastfeed their new babies in the parks, or grandparents cannot sit down while taking their grandkids to the park’

‘There are many things that could change to make Hobsons Bay more enjoyable for families and children who want to lead an active lifestyle. For example, a new 50 metre swimming pool (I don’t think there are ANY in Hobsons Bay Willi/Newport area at present), more play equipment built to utilise green open spaces (currently they are all very outdated and lots of open spaces are bare), add shade sails to parks to make them more usable all year round and to provide protection from the sun (much like many of the new parks in Maribyrnong Council provide)’
‘A beach gym, more gym stuff in parks, exciting equipment like the ones in Los Angeles. Then it’s free, and inspiring and fits with what I already love about this area. The beach, make exercise part of playing with kids at the park & beach’

‘Higher budget for parks and gardens’

**Stricter controls on polluting industries and graffiti (9.22%, 51 mentions)**

The majority of responses called for a stronger focus on monitoring and controlling polluting industries. Some responses even called for a reduction in industry and or for industries to be moved further away from residential areas. Some responses just wanted less littering and less graffiti in the community.

‘Move polluting industries out of the area, factories and refineries and trucks don’t belong in residential areas’

‘Strong focus on proper monitoring and control of noxious industries’

‘We can stop litter by placing more bins in the popular community areas’

‘Less graffiti in the community’

‘Ensure that all polluting industries have the appropriate measures (filters etc) to eliminate odours’

‘Increase in community pride don’t litter our backyard’

‘The oil refinery and other fuel related areas have to go. End of story. It’s an eye sore and it stinks. It has no place within 13km’s of one of the best cities in the world. Single handedly holding the area back’

**Increased community consultation in future planning (9.04%, 50 mentions)**

The responses pointed to needing better planning to meet future community needs. A wide range of suggestions were provided for where careful planning was needed into the future, including open space, public transport, tree planting, the industrial areas of the municipality, developments, renewable energy, and shops. The responses also linked planning for the future with requiring more community consultation and involvement.

‘Planning! Consultation perhaps via social media as strategic meetings can be a long process. Drive benefits of respectful caring community’
‘Bring everyone together and change the way we act and solve problems’

‘Planners to take more heed of residents amenity. So important for balance and future harmony’

‘Have control over what shape areas take, put into law recommendations for change and development that reflect community and progressive thinkers’

‘More community development and engagement with residents’

‘Community and Council will need to be strong advocates and owners of an appropriate strategy that deals with environmental, social and technological issues’

‘Community voice to be at the centre of all planning’

‘Good future planning with adequate community consultation, strict controls over what developers can do in this area and a continued focus on the community as a whole’

**Increase services and facilities within the municipality (9.04%, 50 mentions)**

The majority of responses centered on having more services to support people within the community. A few responses called for more activities, services and programs for young people, and the preservation of local kindergartens. A few responses also focused on meeting the needs of an ageing population including an increase in specialists and nursing homes. A few responses also commented on the need for community facilities, hubs and libraries. A couple of responses wanted to see more English classes within the municipality.

‘Continue to have focus on community services for all residents and those most in need’.

‘Better funding for already established programs, so they can be of the most benefit to community, maintaining current programs especially in regard to children and teenagers’.

‘Council to continue to devote resources and community facilities, services and engagement’.

‘Specialised clinic services’

‘A lovely nursing home overlooking the water on a bus route’

‘More and longer free counselling for teenagers’

‘Council needs to be more flexible in offering in home and facility based respite for disabled people. We only get 12 hours respite care per month for my son, we need a lot more’

‘Better access to English classes’
Consultation on the Multicultural Policy 2016-20 also highlighted the need for additional community programs for CALD communities, including a cross-cultural mentoring program, targeted sports and recreation programs and mental health awareness workshops.

**Improvement to public spaces (7.59%, 42 mentions)**

The majority of responses put forward suggestions for improvements to public spaces across the municipality. Commonly these included more investment in beautification of certain areas of the municipality, more tree planting and fixing of footpaths.

‘Beautification of public spaces - that engages community participation’

‘Hobsons Bay should be a green city with robust, cohesive and equitable spending on streetscapes and parks in line with works already done in surrounding municipalities’

‘Concentration of investments in the less resourced areas of the municipality’

‘Fix the footpaths not with tar with concrete make them wider level continual maintenance’

‘Footpaths and nature strips need urgent repairs’

‘More investment in public spaces’

**Increased police presence (5.42%, 30 mentions)**

The majority of responses pointed to needing more police presence in certain areas of the municipality. A few responses called for closed-circuit television (CCTV). There were also responses which wanted to see less vandalism, and less ‘bad people’. There were a few comments relating to hoon behaviour and pedestrian safety.

‘Clean-up of certain areas / suburbs, instilling more pride into them, and security/lighting to protect residents better. Beautify/clean up as much as Hobsons Bay as possible, including the industrial parts if possible, making the areas look clean & purposeful and as though they are areas to be proud of, and to feel safe in’

‘Patrols on beach. Larger active police presence. I want to feel safe on the beach. I don’t feel comfortable or safe on beach now!’
‘Hoons driving around the streets at night (around the Circle) is still a problem and something which I see as a deterrent to more people moving here. The locals most of them also want to see this taken care of by the police. Many young families in the area don’t feel safe at night’

**Greater support for climate change (5.06%, 28 mentions)**

The majority of responses about climate change overlapped with the responses which called for stricter controls on polluting industries. A number also wanted to see the community and Council embrace a low carbon footprint and greater protection of the environment. A few responses called for a move to increase the use of sustainable cars.

- ‘Change community embrace of low carbon economy and innovation’
- ‘Councillors need to commit to long term objective of renewable energies. Solar panels, energy efficient housing etc’
- ‘Stop using fuel and use ecofriendly cars’
- ‘Reduce carbon footprint now’
- ‘People need to discuss climate change. Social change needs to happen to change our current polluting society’

**Encourage more business and employment to the area (4.61%, 26 mentions)**

The bulk of the responses called for more local businesses and jobs for the municipality. Links were made with education as well and opportunities for young people to get job experience.

- ‘Encourage more business to the area’
- ‘More employment opportunities to open up - get businesses out there into the area and employing people’
- ‘Focus on supporting development of jobs’
- ‘Plan and promote local jobs, encourage businesses to the area’
- ‘More local employment’
- ‘Businesses must be encouraged to come to Hobsons Bay’
Consultation on the Multicultural Policy 2016-20 also highlighted additional ideas to improve access to employment for CALD communities, including information sessions, mentoring programs, networking opportunities, and promotion of employment services.

Outcomes of the Economic Development Strategy consultation identified a number of ideas for encouraging business and employment in Hobsons Bay, including working with existing businesses to help them develop and grow, aligning local jobs with the skillsets of local residents, attracting high value businesses from the innovation and research and development fields and establishing ‘hubs’ of specialised industries. Participants also identified a need to recognise and highlight local business achievements.

**Preservation of the natural environment (4.88%, 27 mentions)**

The majority of responses called for more trees to be planted and for the natural habitats of the municipality to be preserved.

- ‘Plant diverse and beautiful trees’
- ‘Provide habitat and increase inflows to these wetlands by channeling flood waters from Laverton Creek’
- ‘We all need to appreciate and care for our beautiful environment’
- ‘Protect the: foreshore -open space -liveability – atmosphere’

**Greater emphasis on education and learning (4.52%, 25 mentions)**

The responses were varied but predominantly called for more options in terms of high schools within the municipality. There were many suggestions for more learning opportunities including languages and technologies.

- ‘Have better secondary schooling’
- ‘Planning followed by the development of a high school’
- ‘Better education to the next generation is the only way to make a better future of Hobsons Bay’

Consultation on the Multicultural Policy 2016-20 strongly highlighted the importance of education for CALD communities, with 41 per cent of community survey respondents (ranked second) indicating that access to education is an important issue for people from different cultures in
Hobsons Bay. Consultation also highlighted some ideas to improve educational outcomes such as homework support, stress management classes for young people, and support for English language classes.

A lack of local education and training providers was identified as a weakness during the Economic Development Strategy consultation and developing partnerships with universities and training providers to attract providers to Hobsons Bay was identified as both an opportunity and a priority.

**Improvement to existing shopping areas (3.62%, 20 mentions)**

The majority of responses wanted to see more shops, particularly improvement to shopping areas. A few responses specifically called for improvements to Altona Gate shopping centre.

‘Improve existing shopping centers and allow more smart shopping places’

‘Look at new shop opportunities less real estate and hairdressers’

‘Shopping centre Altona Gate needs huge improvements better quality shops and more variety’

**Increased and ongoing respect for diversity (3.62%, 20 mentions)**

The responses provided wanted to see maintained support for diversity in the municipality; that is inclusion of people of all abilities, socio economic backgrounds and cultures.

‘Continue to encourage a diverse population settle [to] in the area’

‘Recognition of the land of the indigenous Australians, different cultures in the council represent everyone’

‘Maintaining support for diversity’

‘Inclusion for all, universal design’

Consultation on the Multicultural Policy 2016-20 highlighted strong support for multiculturalism in Hobsons Bay.
More activities and community events (3.44%, 19 mentions)

The majority of responses wanted to see more community events that would help bring people together. Some responses called for activities and community events that would showcase Hobsons Bay as a fun place to live and that celebrated different cultures.

‘Preserve investment in community events which bring people together and show them the place they live is wonderful!’

‘Make more funds available for more activities for young and old ie. singles to meet other singles at meeting place activities, meet new friends and enjoy other people’s company’

‘More community events celebrating cultures’

‘Bring more festivals and fun for people to move to Hobsons Bay’

‘Develop community links that bring people together and support the process through recreational art activities community gardens’

Consultation on the Multicultural Policy 2016-20 highlighted a number of community events that would make Hobsons Bay even more welcoming for people from different cultural backgrounds, including increased support for festivals and events, place of worship ‘open days’ and a multicultural food and music festival.

Protect the municipality’s heritage and history (2.71%, 15 mentions)

The responses called for a protection of the heritage and history of the area including significant buildings and neighbourhood character. Many of the responses here overlapped with calls for stricter controls on high density development.

‘Have careful planning procedures to limit over development and destruction of significant and beautiful buildings value our heritage’

‘Extend heritage protection’

‘Protect our heritage building and sites (too many buildings are being demolished for development)’

‘Not too much development whereby historical culture is knocked down in order to replace it with something modern’

‘Heritage areas protected and houses’
What were the differences in perspectives?

The consultation involved people from across the whole municipality. Participants came from the three Council wards and a range of ages and backgrounds. This section presents how their responses to the survey and the 2016 Annual Community Survey differed, depending on these variables.

Location

The top suburbs that people contributed to the survey included Williamstown (24%), Altona (19%), Newport (16%) and Altona Meadows (15%).

There were not many differences in the top three responses provided for each question across the different wards. The top three responses to the question ‘I like Hobsons Bay because...’ are indicated in the table below. The Wetlands Ward differed in that one of their top three responses was that it is a friendly place.

<table>
<thead>
<tr>
<th></th>
<th>Hobsons Bay</th>
<th>Cherry Lake Ward</th>
<th>Wetlands Ward</th>
<th>Strand Ward</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coast/Beach/Bay</td>
<td>30.08%</td>
<td>43.65%</td>
<td>36.36%</td>
<td>44.20%</td>
</tr>
<tr>
<td>Natural Environment and Open Spaces</td>
<td>24.64%</td>
<td>23.81%</td>
<td>25.76%</td>
<td>32.60%</td>
</tr>
<tr>
<td>Close to the CBD</td>
<td>15.36%</td>
<td>26.19%</td>
<td>12.12%</td>
<td>24.86%</td>
</tr>
<tr>
<td>It is Friendly</td>
<td>12.48%</td>
<td>8.73%</td>
<td>30.30%</td>
<td>14.92%</td>
</tr>
</tbody>
</table>

It should also be noted that respondents from Strand and Cherry Lake Wards seem to like Hobsons Bay for its access to public transport, its village feel and shops and restaurants, more so than respondents from Wetlands Ward.

In relation to the responses received through the Annual Community Survey, there were also some variation in the results. Respondents from the Strand Ward also were more likely to mention the village feel, neighbourhood character and history.

There were some differences in the top three responses provided for the ‘By 2030 I hope Hobsons Bay will...’ question, across the different wards. The Wetlands Ward differed in that services/facilities took priority whereas the other wards were more concerned about over development and overcrowding.
Table 6. Summary of what people want to see in Hobsons Bay by 2030 via ward area

<table>
<thead>
<tr>
<th></th>
<th>Hobsons Bay</th>
<th>Cherry Lake Ward</th>
<th>Wetlands Ward</th>
<th>Strand Ward</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have improved transport options</td>
<td>18.90%</td>
<td>24.80%</td>
<td>28.79%</td>
<td>26.11%</td>
</tr>
<tr>
<td>Have more parks and recreation options</td>
<td>14.64%</td>
<td>15.20%</td>
<td>16.67%</td>
<td>17.22%</td>
</tr>
<tr>
<td>Have more services/facilities</td>
<td>11.01%</td>
<td>5.60%</td>
<td>15.15%</td>
<td>13.89%</td>
</tr>
<tr>
<td>Not be over developed and overcrowded</td>
<td>10.26%</td>
<td>22.40%</td>
<td>6.06%</td>
<td>18.89%</td>
</tr>
</tbody>
</table>

A higher percentage of respondents from Wetlands Ward mentioned ‘more shops’, than those from both Cherry Lake and Strand Ward. The Strand Ward responses mentioned preserving heritage/history/neighbourhood character more than the Wetlands and Cherry Lake Wards responses. The Wetlands Ward responses also mentioned having more employment more so than the other two wards.

There were also some differences in the top three responses provided for the question ‘What needs to change for this to happen’, across the different wards. The Wetlands Ward responses differed in that improvements to public spaces featured in their top three and the Strand Ward’s top three included increased community consultation in future planning.

Table 7. Summary of what needs to change for this to happen via ward areas

<table>
<thead>
<tr>
<th></th>
<th>Hobsons Bay</th>
<th>Cherry Lake Ward</th>
<th>Wetlands Ward</th>
<th>Strand Ward</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved public transport</td>
<td>17.00%</td>
<td>21.37%</td>
<td>30.30%</td>
<td>19.43%</td>
</tr>
<tr>
<td>All levels of government working together</td>
<td>15.91%</td>
<td>18.80%</td>
<td>16.67%</td>
<td>15.43%</td>
</tr>
<tr>
<td>Stricter controls on development</td>
<td>13.20%</td>
<td>20.51%</td>
<td>3.03%</td>
<td>24.57%</td>
</tr>
<tr>
<td>Improvement to public spaces</td>
<td>7.59%</td>
<td>13.68%</td>
<td>13.64%</td>
<td>6.29%</td>
</tr>
<tr>
<td>Increased community consultation in future planning</td>
<td>9.04%</td>
<td>5.13%</td>
<td>6.06%</td>
<td>16.57%</td>
</tr>
</tbody>
</table>

It should also be noted that more respondents from Cherry Lake Wards want stricter controls on polluting industries than the other two wards.
In relation to the responses received through the 2016 Annual Community Survey, there were also some variation in the results. Respondents from the Strand Ward were more likely to mention aspects related to building, housing, planning and development more so than other wards. Cherry Lake ward responses were more likely to mention foreshore maintenance and management.

**Children and young people**

Over 108 children from six primary schools gave their perspectives as to what they want to see in Hobsons Bay by 2030 which were published in a children’s book, The Past is Behind Us the Future is Ahead. Copies are available in Council libraries and by contacting Council.

The key themes from the book are:

- Hobsons Bay is a great community but I believe we can make it better
- we can make it better by looking after our lakes and beaches and loving our parks
- we need plenty of sport and libraries and care for all the animals
- we want great food
- there are places that children highlighted they love
- a healthy, happy community

Young people gave their perspectives through a mini-film competition. Three mini-films were received and these can be viewed via the Participate page on Council’s website.

Each film was very different, a synopsis is below:

- **Sustainable and Responsible Residential Planning**
  - The film maker takes a walk along The Esplanade, Altona before being stopped in his tracks by medium density development along Pier Street. The film ends with the statement: *don’t spoil our beautiful streetscapes.*

- **Hobsons Bay 2030**
  - The film maker asks a number of young people to complete the three statements: I like Hobsons Bay because; by 2030 I hope Hobsons Bay will; and what needs to change for this to happen? Community and sport facilities are mentioned as two of the things people like. Free wifi, better opportunities for young people, and a cleaner environment are on the wish list for the future.
- **Hobsons Bay 2030 – Many Voices, One Vision**
  - The film maker takes us on a tour of Hobsons Bay from the botanic gardens to the Timeball tower to Scienceworks. The film suggests we have the foundations – we just need to collaborate on the future direction.
Key stakeholders

Council brings together stakeholders to foster collaboration and work together on achieving tailored solutions for the issues affecting the Hobsons Bay community. One way this is achieved is through the Hobsons Bay Community Wellbeing Leadership Coalition (Coalition).

As part of the broader consultation Coalition members were asked three questions:

• what are the key issues that will impact on health and wellbeing in Hobsons Bay?
• what would ideal service provision look like?
• are there any threats or opportunities?

Key themes from the feedback are outlined below.

Current issues that will continue into the future were:

Mental health
• negative community perceptions of people with mental health issues
• fostering high level economic participation for young people
• improving access to activities and opportunities for young people

Safety
• there is both perceived and actual safety issues on shared roads which impact accessibility and cycling

Education
• all education providers need to be equal e.g. all high schools should be of the same quality and standard

Employment
• there needs to be an increase in transport to places of employment

Affordable housing

In addition to the above, some other emerging issues were raised:

Collaboration
• partnering will be important as will co-design and outcomes focus which could transform the way in which we do our work, especially in relation to education, employment and affordable housing
Service provision

• improving service provision in the face of industry and employment changes
• young people having access to early intervention services for mental health (due to changes in funding these services are largely still under reform)
• need for access to high quality early childhood education facilities that provide a joined up service provision and meaningful partnerships
• the implementation of National Disability Insurance Scheme (NDIS) may change the way in which we work
• initiatives coming out of the Royal Commission for Family Violence should provide some opportunities however will also result in more people reporting which will increase service demand
• industry changes and employment changes will see an increase in health and social services
• we need to support the community to be able to cope with change and adapt as service pathways are becoming more complex
• sustainable services and services to build community capacity (e.g. grant writing support)

Social cohesion

• connections with others will become even more important with resilience coming from being better connected and helping those people that cannot help themselves. Local governments and businesses have a role to play in this
• family cohesion, especially for young people and their mental health

Increased housing density

• increased density e.g. DONs site, will see changes in how people relate and connect with each other, bring gentrification and decreasing housing affordability

Environment and place

• being a coastal municipality we have the opportunity to ensure that by 2030 access to this environment will improve
• it will be important that we remember that the investment that we make in an area is indicting what you think of that community. There is an importance of place and we should not lose sight of this
Next Steps

The next steps for developing Hobsons Bay 2030 will be the Community Workshops.

The Hobsons Bay 2030 Community Workshops are a chance for up to 60 randomly selected people living across Hobsons Bay, to get together, understand what others have already said through phase one of the consultation, view municipal data, share ideas, discuss possible ways forward, and form a collective view on what the vision and priorities should be for Hobsons Bay until 2030.

Community representatives will be asked to go online, via Council’s Participate Hobsons Bay website, to a closed project page. Here representatives will find data and topics affecting the municipality, including this report, and can contribute to online discussions. Representatives can also seek additional information on a topic and or request an advisor to come along to talk further to the group at workshops.

The draft Hobsons Bay 2030 vision and priorities developed by the community representatives will be presented at an Ordinary Council Meeting towards the end of 2016. At this meeting Council will discuss, consider and vote on the draft Hobsons Bay 2030 vision and in the event that the vision needs to be altered, clear reasons will be provided.
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粵語 | Македонски | 普通话

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