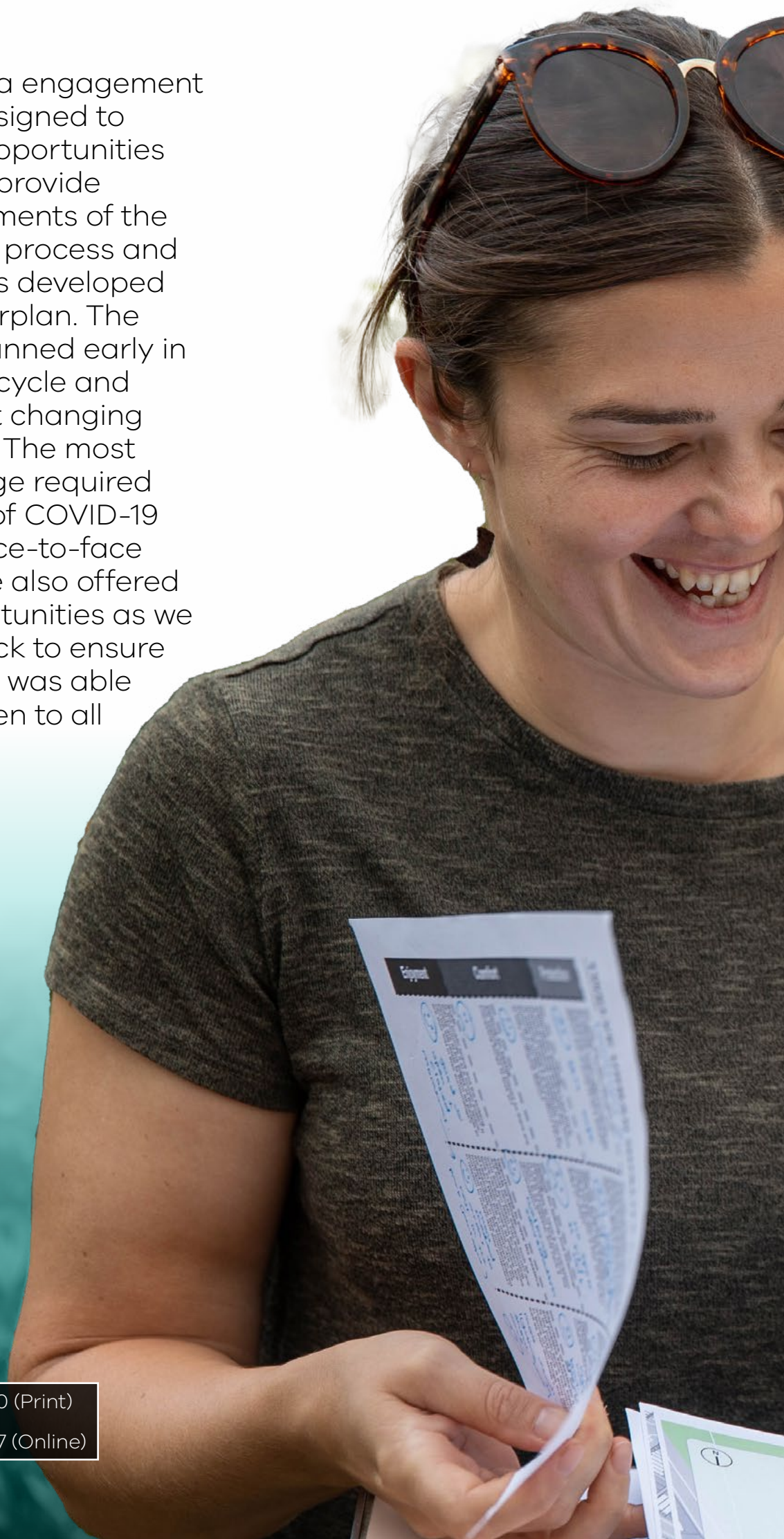


# Shrine to Sea Community Engagement Report

▼ Supporting Document to the  
**Shrine to Sea Masterplan**



The Shrine to Sea engagement program was designed to provide varied opportunities for the public to provide feedback on elements of the master planning process and influence designs developed within the masterplan. The program was planned early in the project's life cycle and adapted to meet changing needs over time. The most significant change required was the impact of COVID-19 lockdowns on face-to-face engagement. We also offered additional opportunities as we received feedback to ensure the project team was able to reach and listen to all interested stakeholders.



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The objectives of our engagement and communications program are:

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- ▶ **01** To receive input from a diverse range of Shrine to Sea stakeholders to maximise community input into the final masterplan
  - ▶ **02** To ensure that stakeholders have received clear communication on the objectives and scope of the public participation and understand the project negotiables and non-negotiables
  - ▶ **03** For the community panel to function effectively within scope and as a broad representation of community views
  - ▶ **04** To increase community interest, participation and pride in local history and future planning of the Shrine to Sea project area
  - ▶ **05** To ensure executive level stakeholders from relevant agencies and Ministerial offices are kept informed throughout the life of the project and at key milestones.
-

The project team set out to understand who used the space, how they used it and community aspirations for their local area. We wanted to engage them in designing for the future, an evolving landscape. We invited the community to set the next stage of its changing stories of people and place. We wanted to understand their lived experience; what was meaningful for them, drawing on their attachment to and vision for this iconic part of Melbourne.

We intentionally set out to deliver a masterplan whereby the public's contribution played heavily in the decision-making process. Many designs within the masterplan have been developed directly as a result of public participation.

## HOW WE COMMUNICATED

We adopted a range of different communication channels to reach as many people as possible.

- **Direct mail:** Letterbox dropped 90,000 postcards to residents and business in the area advertising both rounds of online consultation
- **Posters and signs:** We put up posters in local cafes and erected corflute signage along the boulevard site
- **Decals:** We installed footpath decals with QR codes
- **Webpage:** Up-to-date information was hosted on the dedicated Shrine to Sea and Engage Victoria webpages
- **Social media:** We used social media posts targeting the local area to draw attention to engagement opportunities
- **Emails:** Regular emails and updates were sent to over 800 people who requested to be on project's mailing list
- **Shrine to Sea email:** We directly responded to individuals who contacted us with follow up emails, phone calls and some on site meetings
- **Paper copies:** We ensured paper copies of online engagement opportunities were available on request
- **Meetings:** A series of partner, stakeholder and peak body meetings have been conducted in person and online, further spreading the word and addressing any concerns
- **Newsletters:** Information was provided to local schools and groups who included stories in their newsletters to distribute out to their communities
- **Councillor meetings and briefings:** We ensured that City of Port Phillip Councillors were briefed at key milestones.



## HOW WE ENGAGED

### Online consultation via Engage Victoria

The project team led two rounds of online community consultation via Engage Victoria, the Victorian Government's online engagement platform, in Oct/Nov 2020 and Sept/Oct 2021.

#### Round 1

The purpose was to introduce the wider community to the project and encourage input both into the general project area as well as site-specific issues and opportunities.

**470**  
survey  
responses

**373**  
pins added to  
an online map



#### Round 2

The purpose was to gain community feedback on the emerging key directions and proposed interventions for the project. The consultation was separated into four surveys; one per project objective and participants had the option to complete one or all of the surveys.

**236**  
survey responses  
from 145 people

Summary reports are available on the Shrine to Sea webpage and were fed back to the community post consultation, via email updates to the Shrine to Sea mailing list.

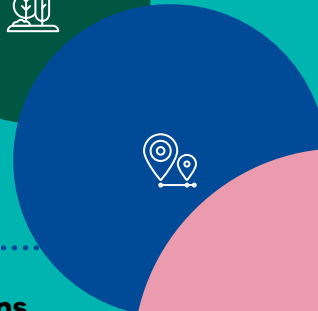
#### Survey responses



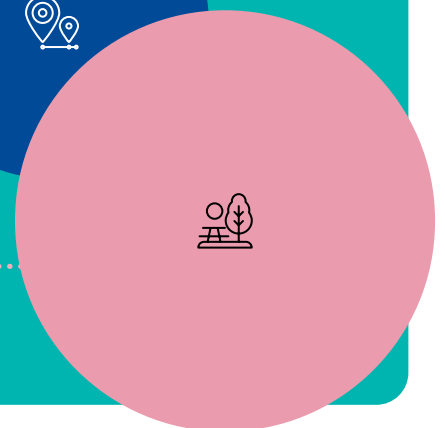
**31**  
**Celebrating  
Local Stories**



**50**  
**Green  
Boulevard**



**66**  
**Links and  
Connections**



**89**  
**Usable  
Open Space**







## LIFE STUDY SITE WALKS

The project team held a series of Life Study Focus Walks which gathered first-hand insights into the physical and social elements of the boulevard from a variety of people with different lived experiences, needs, and perspectives – youth, aged, mobility, and culture. Participants undertook one-on-one site walks with a project team member, sharing their perspectives, concerns, and aspirations.



### Community Panel quick stats

 March – December 2021

**209**  
Expressions  
of Interest



**27**  
Panel  
members



**2**  
Meetings



**4**  
Full day  
workshops



## A deliberative Community Panel incorporating an online portal for panel members

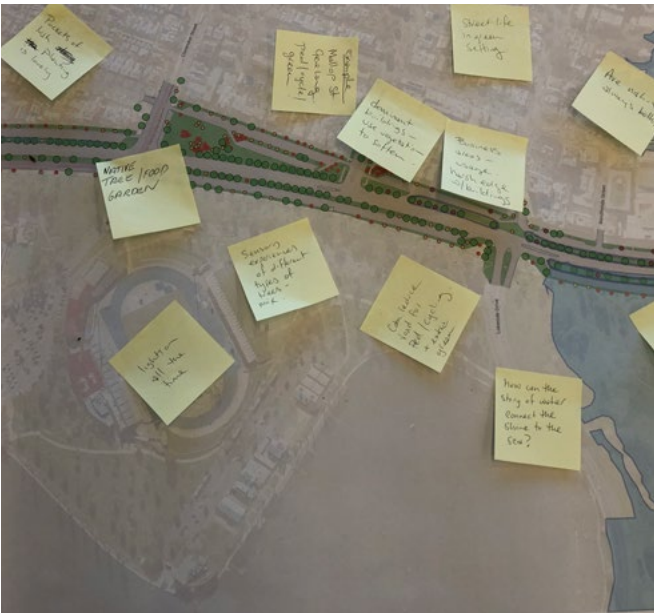
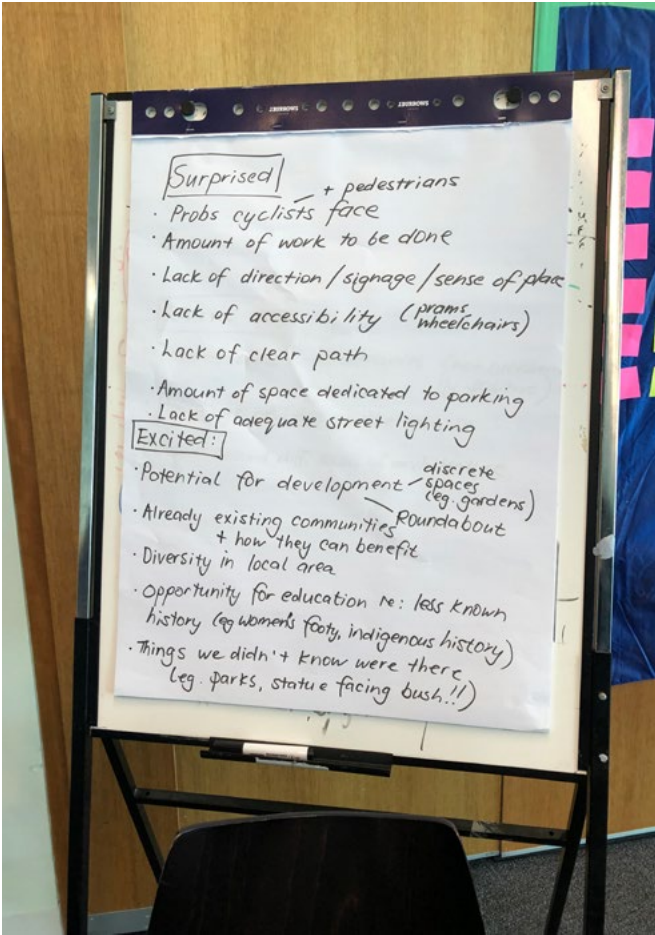
The complexity of the masterplanning process meant it was important that the engagement program also provided opportunities for a representative group of the community to develop a deep understanding of the opportunities and constraints associated with such a multi-stakeholder project. To achieve this, a deliberative democracy process was incorporated into the engagement design, in the form of a Community Panel.

We received 209 Expressions of Interest from the community to be members of the Community Panel through an application process via Engage Victoria and via community networks.

The 27-person Community Panel was then selected using intersectionality mapping to ensure a diverse representation of multiple demographic groups, including residents living along the corridor. This process was conducted by consultants at arm's length from DEECA to give confidence in the integrity of the process and enabled applicants to self-identify against a variety of categories including, but not limited to, multicultural background, level of physical ability, socio-economic background, gender, and sexual orientation, relationship with the local area and employment status.

Panel sessions grew in complexity over time, with other supporting engagement techniques such as Traditional Owner considerations, survey data, site walk data, all shared to provide the panel with more detailed information to support their deliberation. Experts from a range of fields including the Traditional Owner community, historians, arborists, landscape architects, transport planners and strategic planners were on hand throughout the process to answer questions and add value as required.

Community Panel images





## Traditional Owner Engagement

Since the inception of the Shrine to Sea project, the project has partnered with the Traditional Owner community in the project area. Prior to 1 July 2021, the area had “shared interest land status” with three groups declaring they had shared interest in the area: Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, the Boon Wurrung Foundation and the Bunurong Land Council Aboriginal Corporation. The Shrine to Sea project team conducted site walks and meetings with all three groups with a view to understanding their interests, connections to country, and opportunities within the project.

On 1 July 2021, the Victorian Aboriginal Heritage Council (VAHC), which registers Aboriginal parties (RAPs) under the Aboriginal Heritage Act 2006, announced variations to its registration boundaries. The Bunurong Land Council Aboriginal Corporation’s RAP status boundary now takes in the entire Shrine to Sea project area. This includes changes in many local government areas, including the City of Port Phillip. In line with the VAHC’s decision, the project team has continued to work with Bunurong Land Council Aboriginal Corporation for matters relating to the project as they have been recognised as having exclusive rights to speak for their Country.

Members of the Bunurong Land Council Aboriginal Corporation are currently working on renaming the project with the aim of providing the project with a cultural identity. “Shrine to Sea” will remain as the working project title only.

## Dedicated stakeholder meetings

The project team held meetings with a wide range of individual stakeholders and groups to better understand overall community perceptions and views. Examples include local schools, residents and businesses, bicycle users’ groups, residents’ associations, City of Port Phillip Older Persons, Youth Advisory and Multicultural Committees and U3A.

### Listening sessions

Two Listening Sessions were held with residents and businesses, (one in-person and one online) hosted by the project team and City of Port Phillip technical experts. These sessions were specifically designed to provide a space for the project team to meet with people who had expressed high levels of mistrust, disagreement, concern and/or misunderstanding about the project. Team members committed to respond to any issues or questions they may have, and to maintain an ongoing dialogue with those in attendance.

#### Listening sessions quick stats

**86**

**Registrations**



**51**

**Attendees**



## Webinars

Two webinars were held during the second online consultation period to share information about the project and answer questions from the public. Webinars included 15 minutes of presentation from the team followed by a 45-minute moderated Q&A with a panel of technical experts.

**164**

**Registrations**



**89**

**Attendees**



## Early tree planting

As part of some early tree planting works along the Shrine to Sea boulevard, 64 residences on Kerferd Road were sent a letter about new nature strip tree(s) being planted outside of their properties. Detailed in the letter was the opportunity to discuss the tree selection if the residents had any questions or concerns about the tree(s) selected for their properties. Six individuals took up the opportunity to contact the project team for a discussion. Four of these conversations resulted in an amendment to the species selected and two remained satisfied with the species selected for their property.

**64**

**Letters**



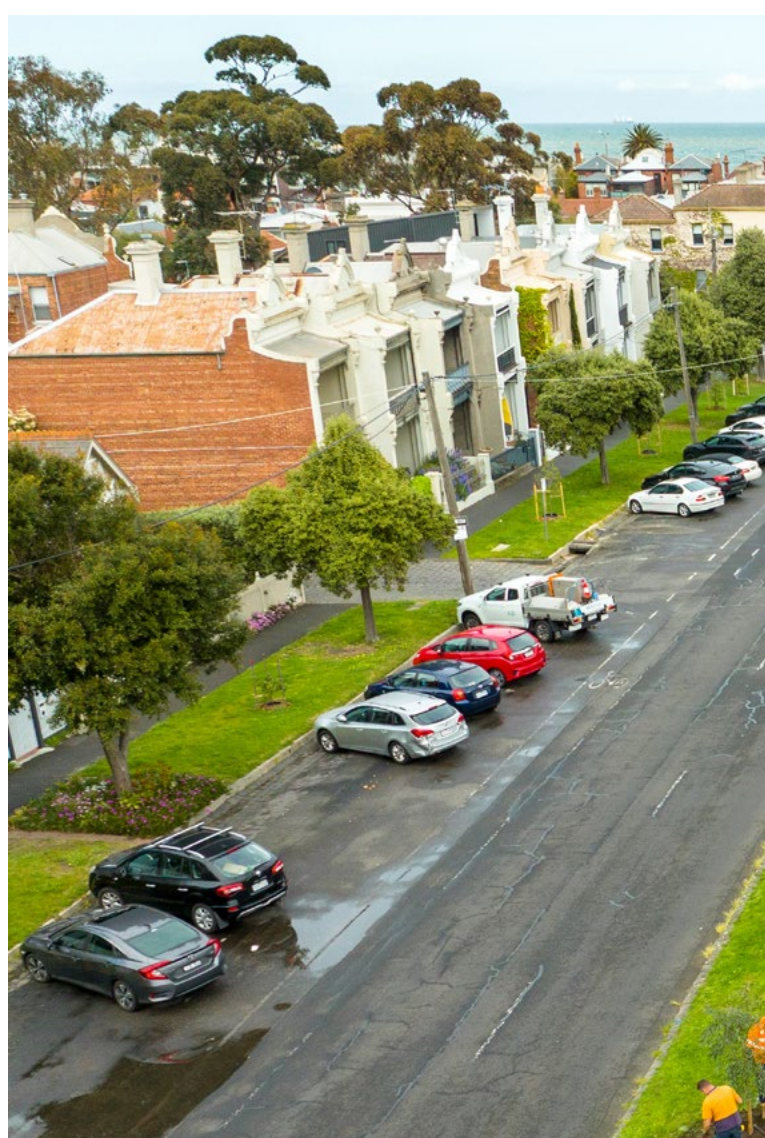
**6**

**Conversations**



**4**









**amendments  
based on  
resident feedback**









Masterplan Document	Supporting Documents
<div data-bbox="177 1541 373 1682">  </div> <div data-bbox="188 1684 360 1749"> <p><b>Shrine to Sea Masterplan</b></p> </div> <div data-bbox="161 1843 389 2069">  </div>	<div data-bbox="592 1603 660 1682">  </div> <div data-bbox="569 1684 683 1776"> <p><b>Site Analysis Report</b></p> </div> <div data-bbox="852 1603 920 1682">  </div> <div data-bbox="807 1684 965 1776"> <p><b>Tree Assessment Map</b></p> </div> <div data-bbox="1082 1603 1150 1682">  </div> <div data-bbox="1058 1684 1181 1776"> <p><b>Heritage Features Report</b></p> </div> <div data-bbox="592 1794 660 1872">  </div> <div data-bbox="502 1874 748 1971"> <p><b>Thematic History &amp; Aboriginal Cultural Values Report</b></p> </div> <div data-bbox="852 1794 920 1872">  </div> <div data-bbox="802 1874 970 1971"> <p><b>Community Engagement Report</b></p> </div> <div data-bbox="938 1787 1018 1877"> <p><b>You are here</b></p> </div> <div data-bbox="1082 1794 1150 1872">  </div> <div data-bbox="999 1874 1240 1971"> <p><b>Community Panel Recommendations Progress Report</b></p> </div> <div data-bbox="466 2000 1348 2094"> <p>This document forms part of a suite of documents which support the Shrine to Sea Masterplan. It can be viewed or downloaded at <a href="https://engage.vic.gov.au/shrinetosea">https://engage.vic.gov.au/shrinetosea</a></p> </div>