

Draft Yarra Open Space Strategy 2019 – Community engagement overview



Background

We have prepared a Draft Open Space Strategy ('the Draft Strategy') following the distribution of a community survey where we received more than 1,800 responses. We are proposing the second stage of consultation runs from January 20 to March 15 2020,

Objectives

- Promote the availability of the Draft Strategy and encourage feedback from all relevant stakeholders;
- Share the high-level principles and place-based recommendations of the Draft Strategy in engaging and accessible formats; and
- Highlight the ways the initial round of consultation informed the Draft Strategy to demonstrate the authenticity of the process.

Level of engagement

The initial round of consultation took place at the 'involve' level of engagement, and helped us understand the community's values and priorities around open space.

This second round of engagement will take place at the 'consult' level as we are asking our community to review proposals based on their earlier feedback. In essence, asking them if we got it right.

Inform Consult Involve Collaborate Empower

Stakeholders

This is a brief overview of the key stakeholder groups and main methods of engagement:

| Stakeholder | Methods of contact |
|--|--|
| General community | Yarra News, Yarra Life, Sustainability and Business email newsletters, paid social media, bright signs at town halls, leisure centres and libraries, signs |
| Participants from phase 1 of consultation | Direct email campaign |
| Participants from past consultations on open space projects | Direct email campaign |
| Community groups (e.g. resident associations, 'friends of' groups, environmental groups) | Direct email campaign |
| Aboriginal and Torres Strait Islanders | Aboriginal Advisory Group, Local Aboriginal services |
| CALD residents | Dedicated sessions at Carringbush (Richmond), Fitzroy Learning Network and Carlton Learning Network |
| Older people | Active Aging Advisory Group |

| Stakeholder | Methods of contact |
|--|---|
| People with disability | Disability Advisory Committee |
| Rough sleepers | Liaise with St Mary's House of Welcome |
| Sport and recreations groups, clubs | Direct email campaign |
| Young people | Liaise with Yarra Youth Services |
| Schools | Direct email campaign, school newsletters |
| Neighbouring Councils | Direct email campaign |
| Agencies; Parks Victoria, Melbourne Water, Department of Health and Human Services and other | Direct email campaign |

Engagement methods

We will be using a mix of online and face-to-face methods to gather feedback.

Online

The heart of our online engagement will be a map-based, visually appealing Your Say Yarra page. Visitors will be encouraged to:

- Review our proposed high level principles for Yarra's open space network;
- Select a precinct from the map to learn about our proposals for that area; and
- View a 1-page snapshot of the Draft Strategy and respond to questions.

Community members wishing to take a deeper dive into the material will be able to download a full copy of the Draft Summary Strategy, relevant plans in the Strategy and Draft Technical Report from this page.

Face to face

We will be hosting information and feedback sessions at the same locations as the first round of consultation:

- Citizens Park, Richmond
- Edinburgh Gardens, North Fitzroy
- Peel Street Park, Collingwood

The sessions will feature family-friendly activities, as well as an opportunity to view a 1-page summary of the Draft Strategy and respond to questions.

Other methods

Community members will also be able to provide feedback via email or post if that is their preferred method.

Reporting

Following the consultation period, we will share a high-level snapshot of feedback received with participants. We will also provide Councillors and the general community with a more detailed analysis as part of the formal Council Report process before adoption of the Open Space Strategy is sought at a later date.