

Attachment 4 - SUMMARY OF EXHIBITION RESULTS

1. To ensure that the Draft EDS met the community's expectations and to seek feedback on the proposed themes and actions, the Draft EDS was placed on exhibition for a period of 4 weeks.
2. The objectives of the exhibition process were to:
 - (a) Encourage community participation in the refinement of the strategy and provide a sense of investment in the final product;
 - (b) Ensure that all members of the community have the opportunity to have their say, and that Council hears from a broad cross-section of people involved in the local economy.
 - (c) Promote Council as a champion of local business development, while helping people understand the nature of Council's role and the extent of Council resources
3. The exhibition process included:
 - (a) A workshop with Council's Business Advisory Group (BAG) held on 16 July 2020;
 - (b) An online survey hosted on the *Your Say Yarra* engagement portal, which had 642 unique visits and was promoted via:
 - (i) A physical letter drop to approximately 3,800 business within Yarra's 12 retail and service's precincts;
 - (ii) Yarra Life e-news – mailed June 29 to 13,342 subscribers. 51 people clicked on the link.
 - (iii) Yarra's Business e-news – mailed out over 4 consecutive weeks to 10,000+ subscribers. 180 clicks on the link.
 - (iv) Yarra's corporate social media platforms
 - Facebook, 2 posts with a reach of 3,173 and 49 link clicks
 - Instagram, 2 posts with a total of 174 likes
 - (v) Emailed directly to all previous participants who contributed to the initial consultation;
 - (vi) Direct email - to 1,072 emails to *Your Say Yarra* subscribers and community groups including neighbourhood houses. 548 recipients opened the email, and 93 people clicked on a link
 - (c) Meetings with internal Council stakeholders.

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What did we ask?

We asked four straight forward questions:

1. Do you support the overall vision?
2. Do you support the three themes?
3. Do you have any additional comments?
4. What is your connection to Yarra?

Who did we hear from?

Council received 19 responses to the *Your Say Yarra* online survey from Monday 29 June through to Monday 27 July, and 2 further submissions on Tuesday 28 July. Two submissions received separately are attached for your information as they could not respond to the data required of the survey.

I live	5
I work	10
I study	1
I own a business	7
I visit regularly	2
I pay rates	7

Do you support the overall vision in the plan?

Answer choices	Percent	Count
Yes	73.68%	14
Not sure	15.79%	3
No	10.53%	2
Total	100.00%	19



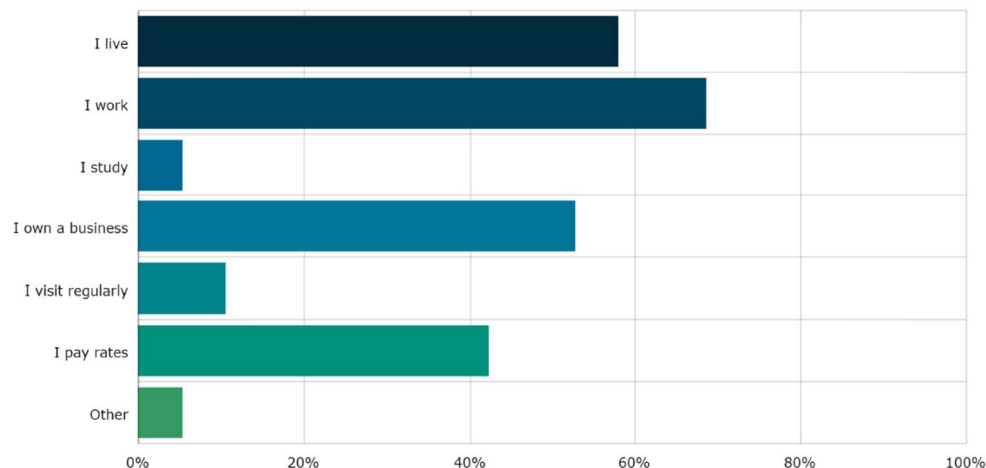
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Do you support the three themes in the plan?

	Yes	Not Sure	No
Thriving and diverse employment precincts	94.74% (18)	5.26% (1)	0% (0)
Vibrant and evolving retail and services precincts	84.21% (16)	10.53% (2)	5.26% (1)
A creative, inclusive and sustainable economy	89.47% (17)	5.26% (1)	5.26% (1)

What is your connection to Yarra?

Answer choices	Percent	Count
I live	57.89%	11
I work	68.42%	13
I study	5.26%	1
I own a business	52.63%	10
I visit regularly	10.53%	2
I pay rates	42.11%	8
Other	5.26%	1



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Of the 21 survey respondents, 12 submitted additional feedback out lined in full below.

Do you have any further comments or feedback on these themes?

Key themes captured through participant comments	Council officer response
Businesses only survive if there is adequate parking nearby.	Noted
Within the plan for retail precincts short term parking, speed limits and pedestrian crossings and on street advertising and fees need to be given greater consideration.	Noted
Nothing about monitoring arrivals and arrival by mode. Suggested technology solutions to count pedestrians, tram boarding's, station touch offs, bicycles and parking sensors.	Noted and already included. An example within Strategy 6 is to "Collaborate with CityLab to utilise new and emerging technology to acquire data, for example the installation of pedestrian counters in key retail precincts to support capital works bids and inform marketing strategies".
The third [theme] should be separated into 'A creative and inclusive economy' and 'A sustainable and resilient environment'. Tacking 'sustainability' onto the end of an economic strategy only pays lip service to Yarra's environmental responsibility.	Noted. Council has a separate climate emergency and sustainability action plans that the EDS aims to ingrate with, rather than duplicate. Its acknowledged throughout the strategy how important the environmental impacts are on our economy.
EV charging and preferential street parking for EVs and Indigenous art awards to encourage public art	Noted
I think they're perfectly reasonable aspirational statements for the area.	
COVID-19 has caused this plan to be out of date, for a past era.	As noted at the start of the strategy, the bulk of the strategy was written pre-COVID, however the themes and actions still remain relevant, and the strategy is flexible enough to accommodate the changes. A 12 month review of the strategy will be made at the end of 2021 to ensure that the themes and actions are still as relevant as they are today.

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With regards to “vibrant and evolving retail precinct”, which part of Yarra are you referring to? I don’t see any action plan to revive the vibrancy of Victoria Street. Mentions high vacancies and the supervised injecting facility as detrimental to the precinct.	Victoria Street has been the focus of councils support for many years, and it will continue to do so well into the life of this strategy. Significant investment into the amenity has already occurred, while a partnership with State Government into the revitalisation of the precinct will see even more investment over the coming years.
Great themes but it precinct/city must be presentable and welcoming. Council do a good job in fostering this but the rampant graffiti above the veranda line is disgraceful.	Noted. Council’s new graffiti policy addresses this concern, and outlines where the responsibility lies between the property owner and council.
When did Yarra Council actually INVITE AND INCLUDE small business owners and operators, such as ourselves who have been here as a small business since 1974, to be PART of such planning????	As outlined in the engagement process above, promotion of the strategy from its inception, right through to this final stage has met and exceeded all engagement requirements.
Strategy should highlight that the primary economic driver is our proximity to the CBD. Defining the role of Council as delivering essential infrastructure.	Noted. The strategy does outline Yarra’s competitive advantages and goes into detail around its proximity to the CBD. (The full submission was received from Yarra Streets Alive)
When I look at Have Your Say it is pretty clear the Strategy is addressed primarily to the business sector. I believe this is a major failing and could be attended to by adopting a broader focus to economic development. How does economic development affect Liveable Yarra.	Noted. The strategy is focused on Yarra’s business community, while multiple strategies across the organization and the Council Plan 2017 – 2021 address how liveable the municipality is. (The full submission was received from Lets Enhance Gleadell Street LEGS)

Summary

In summary, feedback from the exhibition period provided a clear indication from survey respondents that:

- The overall strategy is supported **(73.68%)** as well as its 3 supporting themes **(all 84% or above)**
- The low number of participants is typical of final exhibition stages of consultation as advised from Yarra’s communications team. Circumstances relating to the impact of COVID-19 may also have limited participation. This stage, however, follows the extensive consultation process undertaken prior to drafting of the strategy which involved 200+ participant contributions from a broad range of stakeholders and perspectives.