



GLEN EIRA
CITY COUNCIL

GLEN EIRA CITY COUNCIL

The Elsternwick Club — where heritage meets open space

Community visioning engagement report

APRIL 2025

BENTLEIGH

BENTLEIGH EAST

BRIGHTON EAST

CARNEGIE

CAULFIELD

ELSTERNWICK

GARDENVALE

GLEN HUNTLY

MCKINNON

MURRUMBEENA

ORMOND

ST KILDA EAST

Executive summary

In June 2024, Glen Eira Council secured the site of The Elsternwick Club at 19 Sandham Street, Elsternwick, after club members voted to offer the property for sale to Council.

As Glen Eira's population continues to grow, open space is essential and our community has made it clear this is a top priority. This property represents a major opportunity to address a recognised gap in public open space within the area.

The transformation of The Elsternwick Club site is a long-term project, beginning with a three-year settlement period. This timeline provides a unique opportunity to collaborate with our community on a shared vision for the space. We're engaging with the community in three phases:



- **Phase one — Community visioning and Advisory Committee recruitment**
February – April 2025



- **Phase two — Concept design**
May – December 2025



- **Phase three — Implementation**
2026 – 2027

How we engaged

Phase one of community engagement took place over a four-week period from 5 February to 5 March 2025.

We asked the community to **share their vision** for transforming the site and invited applications to join the project's **Advisory Committee**.

Opportunities for community feedback included:

- a Have Your Say Glen Eira web page with an online survey and public forum
- email submissions
- 14 in-person engagement events, including an Open Day event at The Elsternwick Club

The engagement was promoted through a comprehensive communications campaign. This included:

- promotion on Council's social media channels and website
- an article in Glen Eira News
- posters displayed at libraries, leisure facilities and other Council facilities
- e-newsletters from Community Engagement
- emails to local schools and traders' associations
- letterbox drop to households within a 500m radius of The Elsternwick Club
- a billboard at The Elsternwick Club
- bin wraps in Elsternwick and Gardenvale
- advertisements at the Classic Cinema Elsternwick and Golden Days Radio

What we heard

In total we received **369** pieces of feedback, comprised of:

- **309** survey submission — 298 online submissions through the Have Your Say platform and 11 hard copy survey responses
- **Five** gather tool, public forum contributions on the Have Your Say platform
- **Two** email submissions
- **One** children's drawing
- **Three** blackboard activity responses
- **49** dotmocracy votes

We also received **25** expressions of interest to join an Advisory Committee.

Who we heard from

We mostly heard from residents who live in Elsternwick (52 per cent). Women accounted for 59 per cent of the responses, followed by men who made up 37 per cent. The top three age groups we heard from were those aged 55–64 (25 per cent), 45–54 (23 per cent) and 35–45 (21 per cent).

We heard from people who were born overseas or are from a multicultural background (19 per cent and 16 percent, respectively), and people with a disability (7 per cent).

Open space

The survey included seven questions about the future open space — including six open-response questions. The questions sought to understand what would make the community excited to visit and use the open space and what features would make it feel accessible, comfortable and safe for all users.

Across the survey's seven open space questions, passive and flexible recreation options consistently featured more highly than active recreation options. The top themes across the open-response questions are represented in the word cloud below, with larger words appearing more frequently.



The survey included a question asking respondents to select the **three most important features** for the open space design from a list of nine features. The top three features are:



Shaded areas with trees or structures — comfortable spaces providing cooling and shelter.

71 per cent



Social gathering areas — spaces with seating for informal socialising.

47 per cent



Flexible green spaces — lawns and open areas for gathering or small events.

40 per cent

Building use

The survey included a question about ideas for a new use for the building that would benefit the community and complement the open space. The top three theme responses are:



Community hub

52 per cent



Food and beverage venue

30 per cent



Art and history space

15 per cent

Advisory Committee Group

25 expressions of interest were received for the Advisory Committee. A selection of about 10 local representatives will make up the Advisory Committee. They will reflect Elsternwick's rich diversity and stakeholder groups, playing a key role in shaping the design and use of the space. Expressions of interest were received from:



14 residents of the surrounding streets



Three applicants with a past or current connection to The Elsternwick Club



Seven applicants are parents with a past or current connection to a neighboring school

The applicants are skilled professionals with experience in areas that may add value to the project and have relevant experience working in a community working group capacity.

The Advisory Committee members will be recommended for appointment by Council resolution at the Ordinary Council meeting on 29 April 2025.

Engagement report

Background

Glen Eira's population is expected to reach 180,626 by 2036. This 15 per cent increase over 15 years will create a need for more open space. As Glen Eira's population continues to expand open space is essential. Our community has made it clear this is a top priority.

That's why we identified 'access to well designed and maintained open spaces and places' as a key strategic direction in our *Glen Eira Council Plan 2021–2025*. We understand our public open spaces support people's quality of life and contribute to a more sustainable and vibrant City. Guided by our *Open Space Strategy Refresh 2020*, we are committed to proactively acquiring, developing and unlocking public open spaces and places for our community to enjoy now and into the future.

Open spaces also play an important role in our response to prioritise environmental sustainability. More than 85 per cent of residents prioritised climate action in the *Glen Eira 2040 Community Vision*, setting an ambitious goal for Glen Eira to become a recognised leader in this space. Not only do open spaces provide areas for recreation but also act as natural coolers for the urban environment, reducing heat impacts and improving air quality. By integrating green infrastructure into urban planning, Glen Eira is building resilience against climate challenges while enhancing community wellbeing.

To meet the challenge of finding and maintaining suitable open space across our city, Council adopted *Our Climate Emergency Response Strategy 2021–2025* and the *Urban Forest Strategy*. These *Strategies* outline a comprehensive response to address open space needs and the climate emergency, with measures including increased urban tree canopy coverage, biodiversity support, and the creation of green corridors to encourage active transport, such as walking and cycling.

To deliver on the community's priorities, Council invested more than \$27 million over the past four years, acquiring properties for conversion into new public open space. One of our most significant investments in 2024 was the acquisition of the Elsternwick Club site in Sandham Street, Elsternwick. This 4,884m² property represents a major opportunity to address a recognised gap in public open space within the area.

The transformation of The Elsternwick Club site is a long-term project, beginning with a three-year settlement period. This timeline provides a unique opportunity to collaborate with our community on a shared vision for the space. We're engaging with the community in three phases:



- **Phase one — Community visioning and Advisory Committee recruitment**
February – April 2025



- **Phase two — Concept design**
May – December 2025



- **Phase three — Implementation**
2026 – 2027

Phase one of community engagement ran for a four-week period from **5 February to 5 March 2025**. We developed a broad communication and community engagement program to engage our community on The Elsternwick Club redevelopment.

We used a range of communication channels to reach Elsternwick residents and the broader Glen Eira community and used a variety of online and in-person engagement methods to gather community feedback.

This report provides a detailed summary of the communication data and engagement results received over the course of the program.

Communication activities

A communication campaign using multiple channels raised awareness and engaged our broader community, targeted population groups and local stakeholders. The communication channels used, and their reach are detailed in the table below.

Communication activities	Reach
Glen Eira News Article in February edition	Delivered to approx. 64,500 residences
Have Your Say engagement page Live with the survey available	Views: 3,520 Visitors: 3,175 Followers: 81
Social media Facebook and Instagram (organic) Glen Eira City Council Facebook and Instagram accounts concluded the campaign with 18 posts, including the mayor's reel, main feeds, and stories.	Views: 39,472 Reach: 25,003 Interactions: 10 Link clicks: 190
Social media Facebook and Instagram (paid)	Views: 59,665

Glen Eira City Council Facebook and Instagram accounts concluded the campaign with three ads.	Reach: 36,610 Interactions (shares): 128 Link clicks: 1,739
Community engagement e-newsletter February edition	Recipients: 4,494 Opened: 2,634 Link clicks: 259 Click throughs to engagement: 101
Community engagement e-newsletter March edition	Recipients: 4,465 Opened: 2,388 Link clicks: 130 Click throughs to engagement: 36
Glen Eira Traders Groups The engagement was promoted on the websites or shared in e-newsletters by several Traders Associations.	Elsternwick Mainstreet Committee: Advertised on their website and e-newsletter sent to more than 250 traders. Carnegie Mainstreet Traders Association: Advertised on their website and their e-newsletter sent to 200 traders. Bentleigh Traders Association: E-newsletter sent to more than 150 traders.
Email promotion Targeted emails sent to: • The Elsternwick Club members. • Elsternwick Childcare and Early Learning Centre. • St Joseph's Primary School. • Email to Elsternwick residents on Glen Eira Community Voice panel. • Glen Eira Disability Reference Committee. • Kevin Heinze GROW • All Things Equal social Enterprise café • Career Ahead – EmployAbility Program • Chat n Chuckle group	Nine emails.
Poster Shared at Council facilities including Glen Eira Town Hall, Glen Eira Libraries, Carnegie Memorial Pool and GESAC.	22 posters.

Shared with members of the Elsternwick Traders Association.	
Postcard Shared at Council facilities including Glen Eira Town Hall, Glen Eira Libraries, Carnegie Memorial Pool, GESAC and Moorleigh Village. Shared with members of the Elsternwick Traders Association. Shared with the Kadimah Jewish Cultural Centre & National Library and Elsternwick Classic Cinema. Shared with the community at pop-up engagement activities.	895 postcards.
Letter box drop Letters delivered to households within an approximate 500m radius of The Elsternwick Club.	1,000 letters.
Digital screens Services Centre TV screen	From Wednesday 5 February to Wednesday 5 March.
Website – news item	Page views: 148 Link clicks: 35
Website – what’s on The Elsternwick Club Open Day	Page views: 136 Link clicks: 21
Golden Days Radio 95.7FM Announcements: • 15 February – Broad engagement and Open Day event • 1 March – Open Day event	Approx listeners: over 75,000 listeners globally.
Billboard Located on the front lawn of The Elsternwick Club.	From Wednesday 5 February to Wednesday 5 March.
Bin-wraps 19 bins: • Glen Huntly Road, Elsternwick (15 bins) • Gardenvale (2 bins) • Harleston Park, Elsternwick (2 double bins)	Tuesday 11 February to Wednesday 5 March.
Elsternwick Classic Cinemas Seven second static slide advertisement	From Thursday 6 February to Wednesday 5 March.

	40–50 sessions per day, seven days a week.
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Engagement activities

Engagement activities were conducted across Glen Eira to reach and capture the views of a diverse range of residents and population groups.

The four-week engagement period for The Elsternwick Club coincided with Council's **Our Place, Our Plan** engagement (5 February to 16 March 2025). The in-person engagement activities scheduled for Our Place, Our Plan were used to promote The Elsternwick Club. In total, in-person engagement activities for The Elsternwick Club included 14 in-person pop-ups and intercept activities across Glen Eira.

An Open Day event was held at The Elsternwick Club on Sunday 2 March 2025. The event was an opportunity for Elsternwick residents and the broader Glen Eira community to visit and experience the site. Approximately 80 people attended the event, and featured engagement activities, live music, lawn games, face painting, food and drink stalls, and history tours lead by members from The Elsternwick Club.

The primary online engagement activity was a survey through Council's Have Your Say platform, supported by a public forum gather tool.

A snapshot of all engagement activities is captured below, and a detailed summary of each activity is provided further in this report.

Engagement activities	Number who participated
Have Your Say online community survey	298 submissions.
Have Your Say gather tool public forum	Five contributions.
Hard copy survey	11 hard copy surveys.
Email submissions	Two emails.
In-person engagement events	14 in-person pop-ups and intercepts.
Presentation to Glen Eira Disability Reference Committee Friday 21 February 2025.	11 attendees.
Presentation to Elsternwick Trader Association Monday 24 February 2025.	Seven attendees.
Dotmocracy engagement activity	149 dots (approx. 49 participants).

Blackboard engagement activity	Three responses.
Children's activity sheets	One children's drawing.
Expressions of interest — Advisory Committee	25 applications.

In-person engagement events

In-person engagement activities for The Elsternwick Club included the following pop-ups and intercept activities across Glen Eira.

Location	Date	Postcards given	Activity
Elsternwick Plaza	6 March	45	Pop-up
Bentleigh Library	7 March	4	Intercept
Carnegie Memorial Swimming Pool	9 March	10	Pop-up
Carnegie Library Forecourt	12 February	15	Pop-up
Carnegie Library	13 February	51	Intercept
Valentines event (Jude Perl's Jazz Trio), Caulfield Park	14 February	30	Pop-up
Princes Park	16 February	27	Pop-up
Carnegie Library	17 February	8	Intercept
Bentleigh Farmers Market	22 February	30	Pop-up
Bentleigh Festival	23 February	122	Pop-up
Elsternwick Library	25 February	10	Intercept
Carnegie Library	1 March	6	Intercept
The Elsternwick Club Open Day	2 March	50	Pop-up
Glen Eira Sports and Aquatic Centre, Bentleigh East	4 March	2	Pop-up



Dotmocracy engagement activity

This activity was held at The Elsternwick Club Open Day. Community members were asked to place a dot on the **three most important features** for the open space design from a list of nine features. This activity aligned with a question in the online survey.

Option	# of dots
Quiet or restful areas — peaceful spots for relaxation.	34
Flexible green spaces — lawns with open areas for gathering or small events.	27
Shaded areas with trees or structures — comfortable spaces providing cooling for shelter	26
Community gardens or allotments — compact edible garden spaces.	15
Social gathering areas — spaces with seating for informal socialising.	11
Public art installations — murals, sculptures, or interactive artworks.	13
Compact sports or recreation areas — multi-functional spaces like a small basketball court, or outdoor fitness equipment.	12
Playground equipment or activity zones — areas that encourage play for children and young people.	7
Water features — small fountains or water play areas.	4



Blackboard engagement activity

This activity was held at The Elsternwick Club Open Day. Community members were asked to write a response to the question: **What would make you excited to visit this new open space?**

Blackboard submission

- No dog off-leash
- Playground for 8-14 age group.
- Half basketball court
- Bike hoops
- Seating for supervision
- Dog off-leash



Children's drawing activity

This activity was held at The Elsternwick Club Open Day. Children were asked to draw or write a response to the question: **What you love most about your favourite park or playground?**

One activity sheet was completed.

Draw or write what you love most about your favourite park or playground?

The Elsternwick Club
— where heritage meets open space

Age: 5

Please tick a box:

☐ I am 14 or older

☒ I am under 14 and my parent or guardian consents to this response being collected by Glen Eira City Council.

Parent/guardian signature: [Signature]

For parents and guardians: this information is being collected by Glen Eira City Council as part of the consultation process for the development of The Elsternwick Club project. Your child's response may be used in Council's print and digital publications, but with no identifying information.

If you would like to learn more about Council's commitment to privacy, or how you can access your information, please scan the QR code or visit www.haveyoursayglenaira.com.au/elsternwick-club

 **City of GLEN EIRA**
GLEN EIRA CITY COUNCIL
BENTLEIGH, BENTLEIGH EAST, BRIGHTON EAST, CANNES, CAULFIELD, ELSTERNWICK, GARDENVALE, GLEN HUNTLY, MCCORMACK, HURBURN, MURFEE, ORPINGTON, ST KILDA EAST

Presentations at committee and network meetings

- Council's Diversity and Inclusion team discussed the engagement with Disability Reference Committee at a meeting on Friday 21 February 2025.
- Council's Community and Economic Development team discussed the engagement with the Elsternwick Trader's Association at a meeting on Monday 24 February 2025.

Advisory Committee

Community members were invited to join an Advisory Committee for the project through an expression of interest process.

The Advisory Committee will be made up of about 10 local representatives. They will reflect Elsternwick's rich diversity and stakeholder groups, playing a key role in shaping the

design and use of the space. They will help ensure the future space meets the diverse needs of the community and act as ambassadors for the site's transformation throughout the life of the project. The Advisory Committee members will be appointed by Council resolution on 29 April 2025.

25 expressions of interest were received during the engagement period. Listed below is a high-level summary of the submissions received.



- **14** residents of the surrounding streets.



- **Three** applicants with a past or current connection to The Elsternwick Club.



- **Seven** applicants are parents with a past or current connection to a neighbouring school.



- **One** applicant is an Elsternwick business owner.

Many of the applicants are skilled professionals with experience in areas that will add value to the project and have relevant experience working in a community working group capacity.

Have your say page

Gather tool public forum

The gather tool public forum invited website visitors to post pictures, videos and long form comments about their favourite park or open space, sharing examples to help inspire ideas. Other visitors could leave comments on posts or 'like' them to add further feedback and context to the responses provided. Respondents were asked to post a contribution to the following question and prompt:

Do you have a favourite park or open space?

Share an example of a park or open space you love and help inspire ideas for this historic site. Whether it's in Elsternwick or Edinburgh, St Kilda East or Sydney — we want to know what features you think make an open space exciting, welcoming and accessible for all.

Five contributions were received and are listed below.

Contribution	Image	Comments	Likes
Native planting Something like the Yalukit Willam Nature Reserve with its biodiverse native plantings to support native pollinators, birds, and other wildlife.	No image.	0 comments.	10 likes.
Third places I love all the 'third places' across cities around the world. Paris comes to mind where there are many public parks with lots of seats in the shade for people to just come and sit. It would be great if this space could become a 'third space', where people can freely come to sit, read, relax, connect with community. A practical way this could be achieved is through lightweight, easy to move chairs, that people can configure in their own way.	No image.	0 comments.	Six likes.
Interpretive signage I really love the interpretive signage in Mallanbool Reserve, Murrumbidgee. It's such a beautiful experience to walk around that park and learn more about the First Nations people of the area. More signage like this about First Nations people or indigenous flora would be amazing to see.	No image.	0 comments.	Three likes.
Informal & shady I normally enjoy places which have options for seating, are shady or shelter from weather, and informal so they can be adapted for many uses. Fed Square is an example of space with bean bags and deckchairs which can be used by anyone and moved based on where you would like to sit/enjoy the site.		0 comments.	0 likes.

Contribution	Image	Comments	Likes
Feedback for potential community use of former Elsternwick Bowling Club site Use of Stanmere House • Reception/function/community venue combo • Use for municipal events/celebrations including artisan markets with stalls in and outside old home • Online booking for individual or multiple rooms or whole venue. Give each room unique name for easier booking • Arts/cultural venue • Educational purposes (after school tuition, etc.). • Meetings for local community & historical groups • 3D Matterport style walkthrough like those by National Trust VIC and Werribee Park mansion. Can give people good overview of house, tag specific locations & measurement tool can give room dimensions - people can pick rooms to best suit purposes. House presentation • Restore Stanmere house and bring out its original interior features where possible (polished floorboards, restored timberwork in hall & formal reception areas) • The name of each room on the wall beside doorway into each room (aid in booking purposes) The Grounds • A community park perhaps		0 comments.	0 likes.

Contribution	Image	Comments	Likes
with benches in front garden in front of house, community veggie garden, small playground, BBQ facilities. • A plaque on a stand in front garden in front of house with history of the house and site. • Example: Woodstock House and Grounds, Burwood, Sydney —Community park with BBQ facilities, small playgrounds. Mansion beautifully restored inside with individually named rooms and booking options. Used for community/reception/municipal events, artisan markets, etc. Community hall at rear of mansion. • Example: Northbrook House, Malvern (Stonnington Council). • Example: Billilla Mansion, Brighton (Bayside Council)			

Online community survey responses

The online survey included **15 questions** in total:

- Seven questions about the future open space
- One question about the potential new building use/s
- One question about the Advisory Committee
- Six demographic questions

The survey received 309 responses — made up of 298 online and 11 hard copy survey responses. Some of the hard copy survey responses did not answer all the required questions.

Open Space

Question one: Thinking about a park or open space that you love, what makes it memorable?

This was a required question. It received a 100 per cent response rate (309 respondents).

Examples of memorable open spaces referenced in some responses include:

- Aileen Avenue Park, Caulfield South
- Allnutt Park, McKinnon
- Alma Park, St Kilda East
- Bolton Reserve, Kyneton
- Booran Reserve, Glen Huntly
- Chelsea Australian Garden, Olinda
- Greenmeadows Gardens, St Kilda East
- Harleston Park, Elsternwick
- Karkarook Park, Heatherton
- Landcox Park, Brighton East
- Mallanbool Reserve, Murrumbena
- Packer Park, Carnegie
- Southbank Boulevard Play Space, Southbank
- The Village Green Burwood East
- Veg Out Community Gardens, St Kilda
- Victoria Gardens, Prahran
- Yalukit Willam Nature Reserve, Brighton

Listed below are the top themes from the responses received. A participant's responses could reference more than one theme (i.e. a comment).

The theme with the highest number of comments was **trees** — a variety of trees that provide canopy shade and aesthetically contribute to the open space (92 comments, 30 per cent)

Theme	Description of comments	# of comments	% of comments
 Trees	• Variety of trees that provide canopy shade and aesthetically contribute to the open space.	92	30%
 Vegetation — biodiversity	• Vegetation that supports biodiversity.	84	27%

Theme	Description of comments	# of comments	% of comments
 Vegetation — aesthetic garden beds	Vegetation that contributes aesthetic and sensory interest to the open space.	78	25%
 Flexible green space	Lawn and open areas for gathering.	78	25%
 Shade and shelter	- Sufficient shade. - Shelter from wind and rain.	61	20%
 Seating	- Seating for social gatherings. - Seating in areas that allow for quite relaxation and privacy. - Seating that provides appropriate back and arm support.	56	18%
 Water features	- Water features and/or water play areas. 'Dry' creek beds.	49	16%
 Quiet or restful areas	Peaceful spots for relaxation.	42	14%
 Social areas	- Areas to gather, meet and socialise both formally and informally. - Places for multi-generational gathering.	42	14%
	Play equipment and/or sensory play spaces.	42	14%

Theme	Description of comments	# of comments	% of comments
Playground and play areas			
 Compact sport and recreation	Active recreation, sport, and exercise areas (e.g., courts).	41	13%
 Zoned areas	Zones to distinguish different use areas.	33	11%
Other themes: - Meandering paths — to create visual interest and privacy from the street: 16 (5%) - Public art: 14 (5%) - Fenced dog off-leash area: 13 (4%) - BBQ facilities: 11 (4%) - Amphitheatre and/or outdoor performance space: 9 (3%) - Public toilets: 9 (3%) - Accessibility (e.g. wide graded paths): 9 (3%) - Dog on-leash: 9 (3%) - No playground: 8 (3%) - Specific example: 8 (3%) - Community garden: 7 (2%) 15 comments (5%) provided no comment or were unrelated to the scope of the question.			

Illustrative quotes

- ‘Comfortable shaded seating areas and nature play elements built into the landscape.’ — Woman, 25–34, Bentleigh*
- ‘Mature trees and gardens. The connection better people. Not much is required. Just a green space where people can meet, exercise and play.’ — Man, 35–44, Murrumbena.*
- ‘I love spaces that blend into the space nicely by offering natural style furnishings and play equipment. Native flowers and trees are also a must!’ — Woman, 35–44, Elsternwick.*
- ‘Balance between shade, activity, space and intimacy — well maintained as well.’ — Woman, 35–44, Gardenvale.*
- ‘Beautiful trees and plants. Paris has some beautiful parks with lovely gardens and areas for play with inground trampolines, playgrounds and sports facilities such as outdoor basketball half court*

and soccer goals.’ — 45–55, Woman, Elsternwick.

- *‘The lush gardens of parks I adore make them memorable. Green grass and lots of green, leafy plants. The parks, or at least areas of the parks are quiet and cool. Perfect for picnics or just relaxing in nature and escaping the hustle and bustle of life.’* — Woman, 45–54, Elsternwick.
- *‘Having multiple play or meeting/social spaces. I recall our favourite parks are Allison Street Park and Greenmeadows Gardens, where we took our kids when they were young. They still talk about the fun things they did at the park including rotundas, games areas, slides and playground spaces etc.’* — Man, 65–74, St Kilda East.
- *‘Trees, paths that wind so the built environment is temporarily obscured.’* — Woman, 75–84, Caulfield South.

Question two: What would make you excited to visit and use this new open space?

This was a required question. It received a 99 per cent response rate (308 respondents). Some of the hard copy survey responses did not answer this question.

Listed below are the top themes from the responses received. A participant’s responses could reference more than one theme (i.e. a comment).

The theme with the highest number of comments was **flexible green space** (56 comments, 18 per cent).

Theme	Description of comments	# of comments	% of comments
 Flexible green space	• Lawn and open area for gathering.	56	18%
 Compact sport and recreation	• Active recreation, sport and exercise areas (e.g. courts).	49	16%
 Social areas	• Areas to gather, meet and socialise both formally and informally. • Places for multi-generational gathering.	43	14%

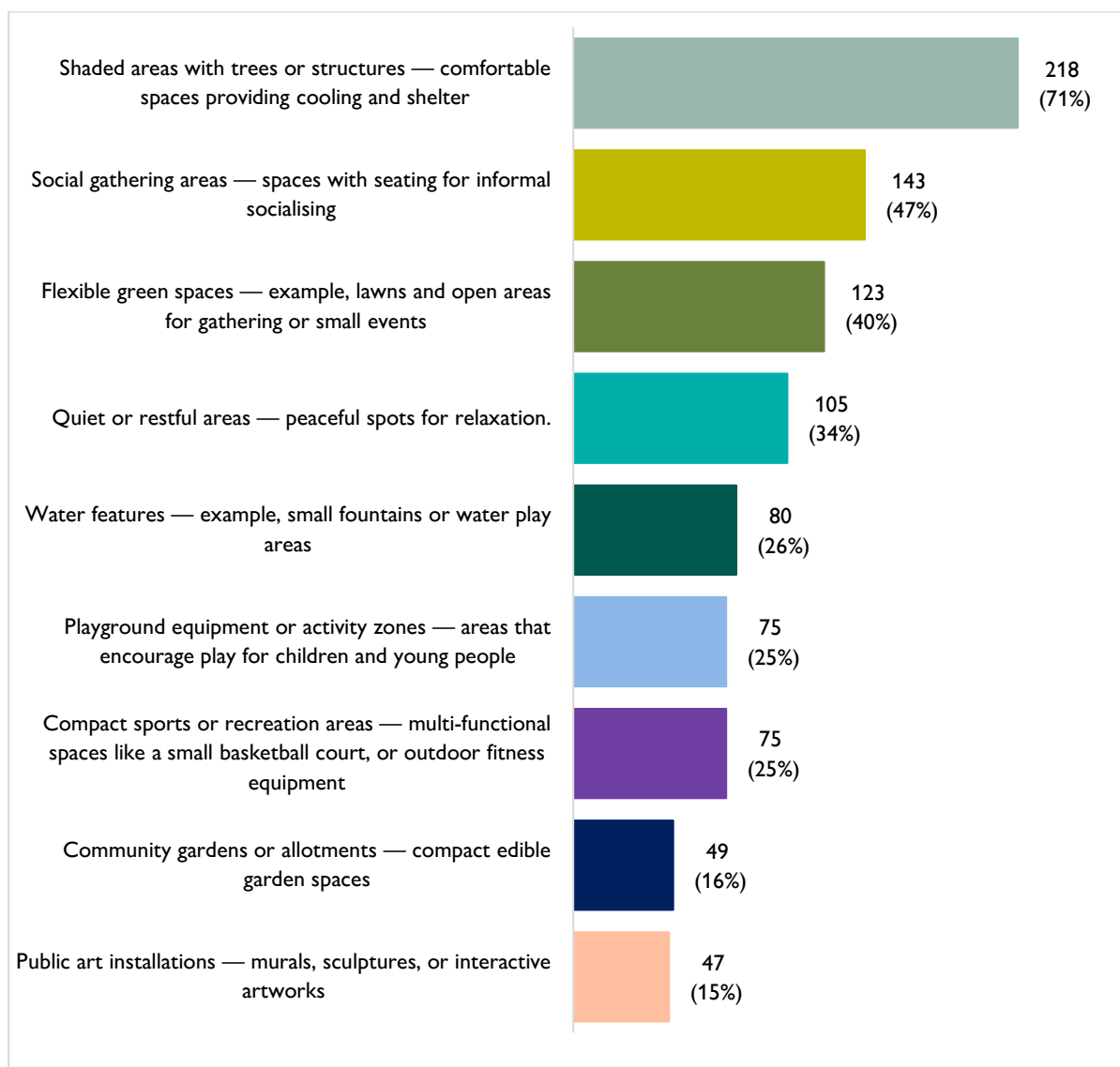
Theme	Description of comments	# of comments	% of comments
 Vegetation — aesthetic garden beds	Vegetation that contributes aesthetic and sensory interest to the open space.	38	12%
 Vegetation that supports biodiversity.	Vegetation that supports biodiversity.	37	12%
 Seating	- Seating for social gatherings. - Seating in areas that allow for quite relaxation and privacy. - Seating that provides appropriate back and arm support.	36	12%
 Quiet or restful areas	Peaceful spots for relaxation.	31	10%
Other themes: - Amphitheatre and/or outdoor performance space: 26 (8%) - Trees: 24 (8%) - Access to the heritage building: 23 (7%) - Shade (structures and/or canopy trees): 22 (7%) - Playgrounds or play areas: 22 (7%) - Café: 20 (6%) - Water features and/or water play areas: 18 (6%) - Zones to distinguish different use areas: 14 (5%) - Meandering paths — to create visual interest and privacy from the street: 14 (5%) - Public art: 14 (5%) - Community gardens: 14 (5%) - Fenced dog off-leash area: 13 (4%) - The heritage building as a community hub: 12 (4%) - Food and beverage services: 8 (3%) - No playgrounds: 6 (2%) - Accessible walking paths (e.g. wide paths, gentle gradient): 6 (2%)			

Theme	Description of comments	# of comments	% of comments
	- Dogs on-leash: 5 (2%) - Easy movement through the space (e.g. multiple entrance points): 3 (1%) - BBQ facilities: 2 (1%)		
	28 comments (9%) provided no comment or were unrelated to the scope of the question.		

Question three: Which of the following features are most important for the open space design?

This was a required question. It received a 99 per cent response rate (305 respondents). Some of the hard copy survey responses did not answer this question.

Respondents could select up to three features.



Question four: Do you think there are any other important features that should be included in the open space design?

This was an optional question. It received 80 per cent response rate (250 respondents).

This question sought to identify **additional features** that should be considered in the open space design — beyond the features listed in question three (preceding question).

Listed below are the top themes from the responses received. A participant's responses could reference more than one theme (i.e. a comment).

The themes with the highest number of comments were **easy movement through the space** and **public amenities**, such as toilets, rubbish bins and drinking fountains (21 comments, 8 per cent).

Theme	Description of comments	# of comments	% of comments
 Easy movement through the space	- Multiple entry points. - Connected and accessible paths (i.e. wide and flat). - Tiered entrance at Allison Road.	21	8%
 Public amenities	Public amenities such as, public toilets, rubbish bins and drinking fountains.	21	8%
 Vegetation — biodiversity	Vegetation that supports biodiversity.	17	7%
 Vegetation — aesthetic garden beds	Garden beds that contribute aesthetic and sensory interest to the open space.	12	5%
Other themes: - Take a 'less is more' approach: 8 (3%) - Considered integration of the heritage building: 8 (3%) - BBQ facilities: 7 (3%)			

Theme	Description of comments	# of comments	% of comments
	• Amphitheatre and/or outdoor performance space: 8 (3%) • Fenced dog off-leash area: 7 (3%) • Sensory spaces: 5 (2%) • Lighting: 5 (2%) • Consider residential context (e.g. potential noise impacts): 4 (2%) • Fencing: 4 (2%) • Bike parking: 4 (2%) • Spaces that support multi-generational gathering: 3 (1%) • Sustainable building materials and energy use: 3 (1%) • Sensitive and balanced integration of active and passive recreation: 2 (1%) • Dog on-leash: 2 (1%) 89 comments (36%) reiterated one or more of the nine features listed in question three. 51 comments (20%) provided no additional comment or were unrelated to the scope of the question.		

Illustrative quotes

- *'Make it practical and inviting. Elsternwick is extremely dense so we could use a good open space'* — Woman, 25–34, Elsternwick.
- *'Clear signage, colourful and vibrant landscape design and gardens'* — Woman, 35–44, Elsternwick.
- *'The heritage building is the centre of the land and unique for a park, so the rest of the park space should be designed around this. Passive restful spaces with native trees and historic installations of interest to create a unique talking points and items of interest'* — Man, 45–54, Elsternwick.
- *'A sensory space where people who are vision impaired or on the spectrum can feel the park as well. This would focus more on smell, feel and hear than what you can see. Water, birds, fragrant flowers and bushes'* — Woman, 45–54, Caulfield North.
- *'Sensitive interface between active and passive spaces. Ensure belonging for all ages'* — Woman, 55–64, Caulfield South.
- *'The site's interface to Allison Road currently has a wall, with a side ramp. A gradual slope in the park, with accessible paths entering the park, would make it more accessible to wheelchairs, prams, etc.'* — Woman, 55–64, Elsternwick.
- *A small area for children's play equipment, not something that dominates the space but blends and compliments* — Woman, 55–64, McKinnon.

Question five: Do you have any suggestions for making the open space welcoming and comfortable for people of all ages, genders, and abilities?

This was an optional question. It received a 75 per cent response rate (233 respondents).

Listed below are the top themes from the responses received. A participant's responses could reference more than one theme (i.e. a comment).

The theme with the highest number of comments was **accessible paths** (90 comments, 39 per cent).

Theme	Description of comments	# of comments	% of comments
 Accessible paths	• Wide paths that can accommodate wheelchairs and prams. • Even surfaces and/or gentle gradients. • Avoid and/or minimise steps and stairs.	91	39%
 Seating	• Seating for social gatherings. • Seating in areas that allow for quite relaxation and privacy. • Seating that provides appropriate back and arm support.	61	26%
 Trees and vegetation	• Tree canopy to provide shade. • Plenty of vegetation and foliage. • Garden beds and flowers, including raised beds. • Sensory garden.	30	13%
 Shade and shelter	• Sufficient shade. • Shelter from wind and rain.	29	12%
 Compact sport and recreation	• Active recreation, sport and exercise areas (e.g. courts).	24	10%

Theme	Description of comments	# of comments	% of comments
 Social areas	• Areas to gather, meet and socialise both formally and informally.	22	9%
 Public toilets	• Public toilets. • Changing Places toilets. • Baby change rooms.	21	9%
 Flexible green space	• Lawn and open area for gathering.	16	7%
 Easy movement through the space	• Multiple entry points. • Connected and accessible paths (i.e. wide and flat). • Signage and wayfinding.	15	6%
 Playground and play areas	• Play equipment and/or sensory play spaces.	14	6%
 Quiet or restful areas	• Peaceful spots for relaxation.	13	6%
 Lighting	• Sufficient lighting at night.	11	5%
Other comments: • No playground and/or active recreation: 7 (3%) • Public art: 6 (3%) • Community edible gardens: 6 (3%) • Zones to distinguish different use areas: 5 (2%) • Drinking fountains: 5 (2%) • Accessible car parking: 4 (2%) • Water play areas and/or water features: 4 (2%)			

Theme	Description of comments	# of comments	% of comments
	• Café: 3 (1%) • Dogs on-leash: 3 (1%) • Clear sight lines: 2 (1%) • Pram and bike parking: 2 (1%) • Space for events: 2 (1%) • No alcohol: 2 (1%) • Fencing: 2 (1%) • First Nation's place naming: 1 (0%) • 24-hour access: 1 (0%)		
52 comments (22%) provided no comment or were unrelated to the scope of the question.			

Question six: Do you have any suggestions for making the open space feel safe?

This was an optional question. It received a 79 per cent response rate (244 respondents).

Listed below are the top themes from the responses received. A participant's responses could reference more than one theme (i.e. a comment).

The theme with the highest number of comments was **lighting** (145 comments, 59%).

Theme	Description of comments	# of comments	% of comments
 Lighting	• Sufficient lighting at night. • Of the 145 comments, 28 (11%) emphasised that the lighting should address safety needs, while also minimising potential light pollution and harm to wildlife.	145	59%
 Clear sight lines	• Unobstructed sight lines for passive surveillance. • Keep the space 'open' and free of enclosed or hidden spaces.	56	23%
 Security cameras (CCTV)	• Security cameras to deter anti-social behaviour.	35	14%

Theme	Description of comments	# of comments	% of comments
 High visitation and use	An open space that encourages visitation and use — i.e. if the space feels active and busy it will feel safe.	29	12%
 Fencing	Fencing around perimeter and/or around children's play areas.	16	7%
 Trees and vegetation	Plenty of well-maintained vegetation, garden beds and trees.	13	5%
Other themes included: - Easy movement through the space (e.g. multiple entrance points, signage): 7 (3%) - Secure and visible public toilets: 7 (3%) - Access to emergency phone and first aid: 7 (3%) - Dog on-leash area: 5 (2%) - No alcohol: 4 (2%) - Security and/or police presence: 4 (2%) - No suggestion, it already feels safe: 3 (1%) - Closed at night: 2 (1%) - Accessible walking paths (e.g. wide paths, gentle gradient, no steps): 2 (1%) - Handrails: 2 (1%) - No public toilet: 2 (1%) - Vehicle bollards: 1 (0%) 20 comments (8%) provided no comment or were unrelated to the scope of the question.			

Illustrative quotes

- 'Lighting, visibility and secure fences'* — Man, 25–34, Elsternwick.
- 'The design should avoid hidden pockets or places where people can hide. Lighting should be carefully considered'* — Woman, 45–54, Elsternwick.
- 'More people that frequent the area, the safer people will feel'* — Man, 55–64, Elsternwick.

- *'More people feels safer so anything to encourage people to move through the area — e.g. make paths which might be used as short cuts for people going home, have dog poop bags available toward the centre of the park'* — Woman, 65–74, Elsternwick.
- *'Open on all sides where visibility is maximised and lighting in the evening is enabled'* — Woman, 65–74, Elsternwick.

Question seven: Do you have any other design suggestions we should consider?

This was an optional question. It received 59 per cent response rate (185 respondents).

Listed below are the top themes from the responses received. A participant's response could reference more than one theme (i.e. a comment).

The themes with the highest number of comments were about allowing for **flexible open green space** and **sensitively integrating the heritage building** into the open space design (19 comments, 10 per cent, respectively).

Theme	Description of comments	# of comments	% of comments
 Flexible green space	• Lawn and open area for gathering.	19	10%
 Integrate heritage building	• The open space design should complement and respond to the context of the heritage building.	19	10%
 Native vegetation	• Prioritise native and indigenous plantings. • The plants should be drought tolerant and low maintenance. • The plants should contribute aesthetic and sensory interest to the open space.	17	9%
 Compact sport and recreation	• Active recreation, sport and exercise areas (e.g. courts).	17	9%

Theme	Description of comments	# of comments	% of comments
 Sustainable materials	Prioritise the use of sustainable and/or recycled materials.	10	5%
 Quiet or restful areas	Peaceful spots for relaxation.	11	6%
 No playground equipment	Specific preference for passive open space.	11	6%
 Social areas	Areas to gather, meet and socialise both formally and informally.	10	5%
 Tree canopy	Prioritise tree canopy for shade and amenity.	9	5%
 Public art	- Public art installations. - Celebrate local and First Nations history and culture.	9	5%

Other themes:

- Maintain public access to the heritage building: 8 (4%)
- Zones to distinguish different use areas: 8 (4%)
- Specific place suggestions: 6 (3%)
- Children's play equipment and/or all ages play and exercise areas: 6 (3%)
- Easy movement through the space (e.g. multiple entrance points): 5 (3%)
- Space for events: 5 (3%)
- Water features and/or water play areas: 5 (3%)
- Amphitheatre and/or outdoor performance space: 4 (2%)
- The design should respond to the broader residential context: 4 (2%)
- Shade: 4 (2%)
- Appropriate planning for on-street parking: 4 (2%)

Theme	Description of comments	# of comments	% of comments
	• Bike parking: 3 (2%) • Lighting: 3 (2%) • Fenced dog off-leash areas: 2 (1%) • Rubbish Bins: 2 (1%) • Be creative and experiment: 2 (1%) • Community garden: 1 (1%) • Drinking fountains: 1 (1%) 47 comments (25%) provided no additional information or were unrelated to the scope of the question.		

Building use

Question eight: Do you have an idea for a new building use or uses that would benefit our community and complement the open space?

This was an optional question. It received a 92 per cent response rate (284 respondents).

Listed below are the top themes from the responses received. A participant's responses (i.e. a comment) could reference more than one theme.

Thirteen themes emerged from the survey comments with **30 per cent (86)** of the comments emphasising that the building could be a multi-use facility — meaning it could house more than one of the uses identified in the themes.

The theme with the highest number of comments was a **community hub** — a space with rooms for hire for community programs, classes, events, and meetings (**149 comments, 52 per cent**).

Theme	Description of comments	# of comments	% of comments
 Community hub	• A community meeting place, with rooms for hire for community programs, classes, events, and meetings (including access to a kitchen).	149	52%
	• A hospitality venue such as a café, restaurant, wine bar or bar and bistro. • Of the 84 comments, a café	84	30%

Food and beverage venue	was the most frequent suggestion (65 comments, 76%).		
 Art and history space	• A new gallery and/or history museum, with space for exhibitions. • A space for local artist studios and workshops.	42	15%
 Events and function venue	• A space to hold larger events (e.g. wedding reception) • A space to hold live entertainment and performances (e.g. live music, comedy or theatre).	41	14%
 Community group leasing	• A space that can be leased for use by local volunteer groups, organisations or societies.	24	8%
 Library	• A space to house the Elsternwick library, or library services.	17	6%
 Indoor recreation	• A space for indoor exercise classes (e.g. yoga and Pilates) or games and recreation (e.g. table tennis or billiards).	16	6%
 Allied health services	• A space for allied health services (e.g. Maternal and Child Health).	15	5%
Other themes included: • Markets: 10 (4%) • The use should conserve the building's heritage significance: 9 (3%) • Flexible workspaces and/or hot desking: 7 (2%) • Indoor courts (e.g. pickle ball): 6 (2%) • Kindergarten or childcare centre: 2 (1%) 28 comments (10%) provided no additional information or were unrelated to the scope of the question.			

Illustrative quotes

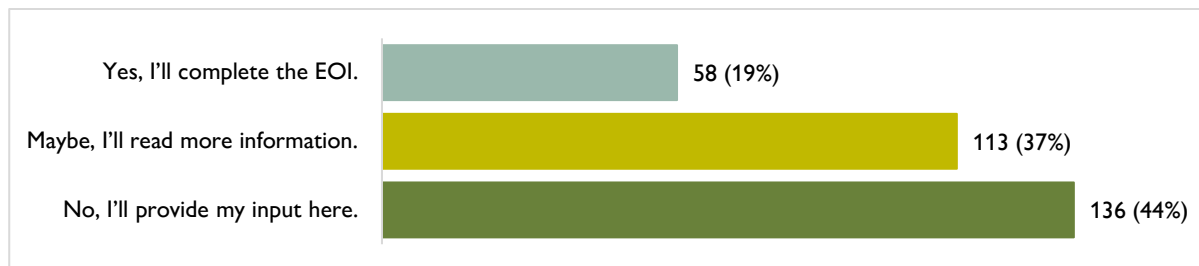
- *'Community hall for subsidized community events, classes and gatherings' — Woman, 25–34, St Kilda East.*
- *'When I first saw the building I wanted to have my wedding inside!' — Woman, 25–34, Elsternwick.*
- *'Allow a cafe to operate in part of the building. Keep commercial kitchen to allow for events and hire out for functions' — Man, 25–34, Elsternwick.*
- *'A social enterprise cafe and/or shop that people in the community can contribute to and provide the community with employment and social engagement' — Woman, 35–44, Elsternwick.*
- *'Cafe and community rooms that can be booked for events and to run courses (yoga meditation, etc.)' — Man, 35–44, Elsternwick.*
- *'A centre for people of all ages to come and learn crafts, read, hang out. So many people from all ages are isolated, trapped in smaller homes, and are increasingly and incredibly lonely. It would be nice to be known as a friendship zone' — Woman, 35–44, Caulfield South.*
- *'Some kind of community hub would be great. Maybe a creative space where practicing artists could work and could hold an arts and crafts market. This could also be an educational space for running workshops etc.' — Woman, 45–54, Carnegie.*
- *'A free co working space for small businesses that connect back into the community. Desk space could be offered on a fixed term basis to get their business established and be with others who are also doing the same thing' — Woman, 45–54, Caulfield North.*
- *'A new rentable space that can be used for private parties with kitchen facilities' — Man, 45–54, Elsternwick.*
- *'Permanent and not permanent exhibitions to be used for artists. Art and writer's studio space on rotation short periods so everyone can use the space, café' — Woman, 55–64, Murrumbeena.*
- *'It would be good to have a facility with a commercial kitchen, which probably already exists there. This could be then used by community groups for food demonstrations, U3A cooking classes and the rooms even rented out for functions to cover maintenance costs. The library Faraday St. Carlton as excellent kitchen facilities that the community can use' — Man, 75–84, Caulfield North.*

Advisory Committee

Question nine: Do you want to contribute to the redevelopment of The Elsternwick Club through participation in an Advisory Committee?

This was an optional question. It received a 99.7 per cent response rate (307 respondents).

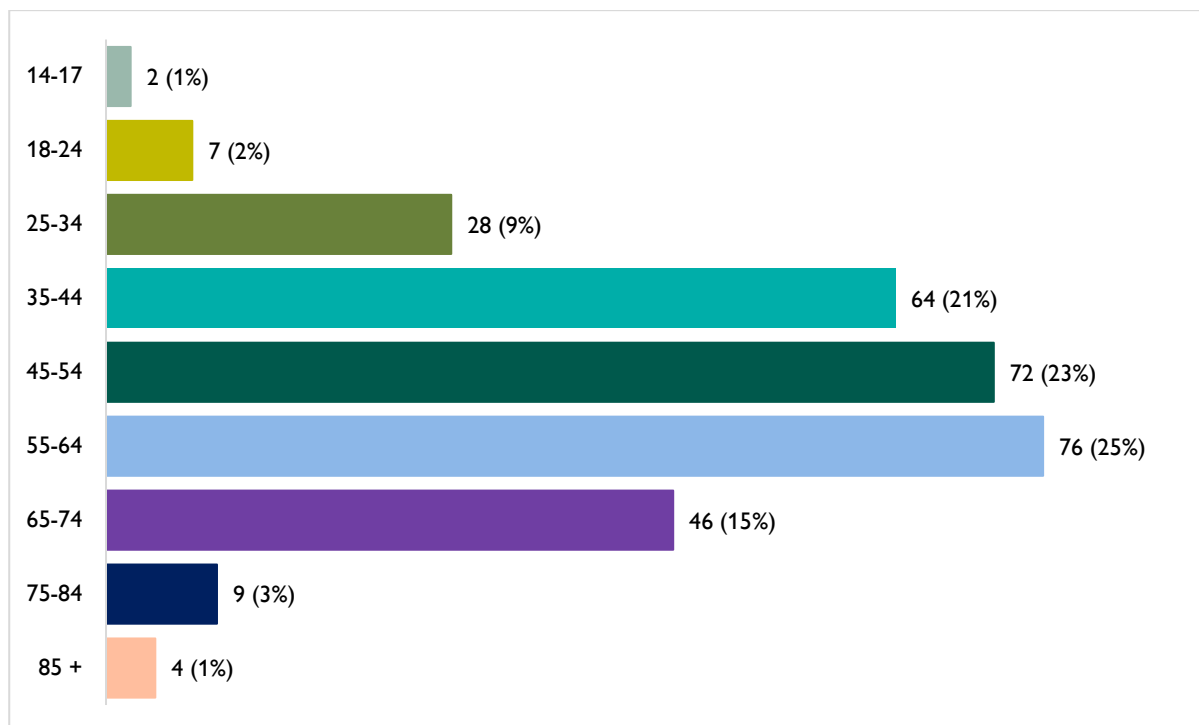
The purpose of this question was to promote the role of the Advisory Committee and the Expression of Interest (EOI) opportunity.



Demographic profile

Question ten: What is your age?

This was a required question. It received a 100 per cent response rate (309 respondents). All age ranges were represented in the survey, with the top three age ranges being those aged 55–64 (25 per cent), 45–54 (23 per cent) and 35–44 (21 per cent).



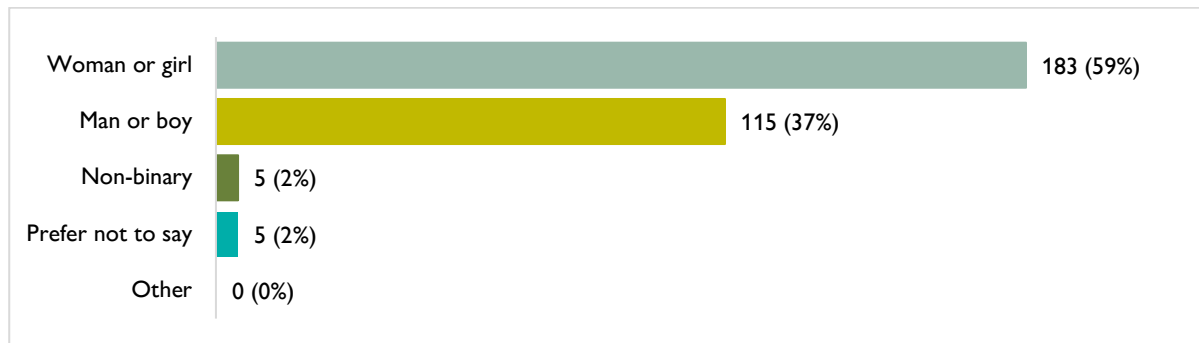
Question eleven: What is your gender?

GLEN EIRA CITY COUNCIL

The Elsternwick Club — where heritage meets open space

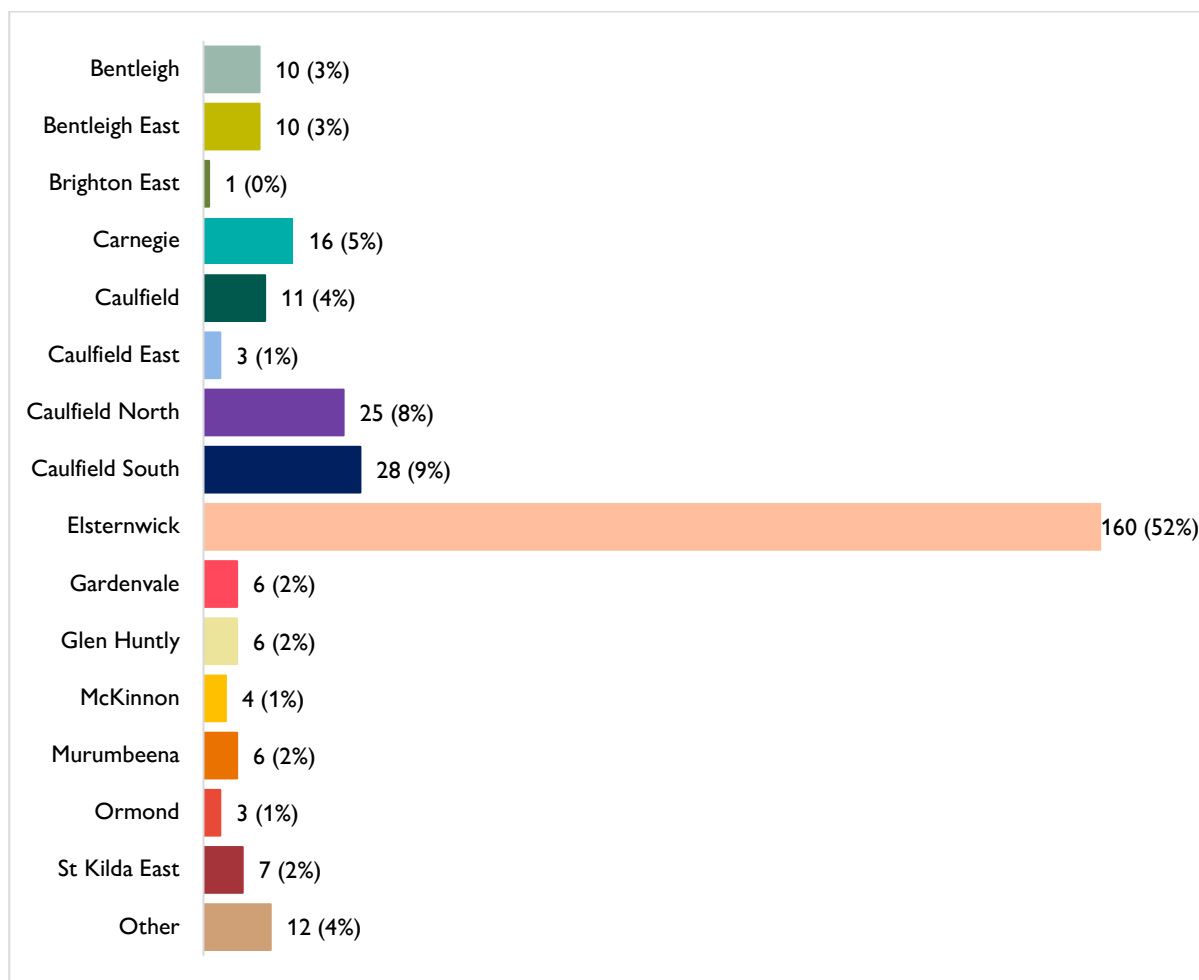
Engagement Report

This was a required question. It received a 100 per cent response rate (309 respondents). Women were the highest survey participants (59 per cent), followed by men (37 per cent).



Question twelve: What suburb do you live in?

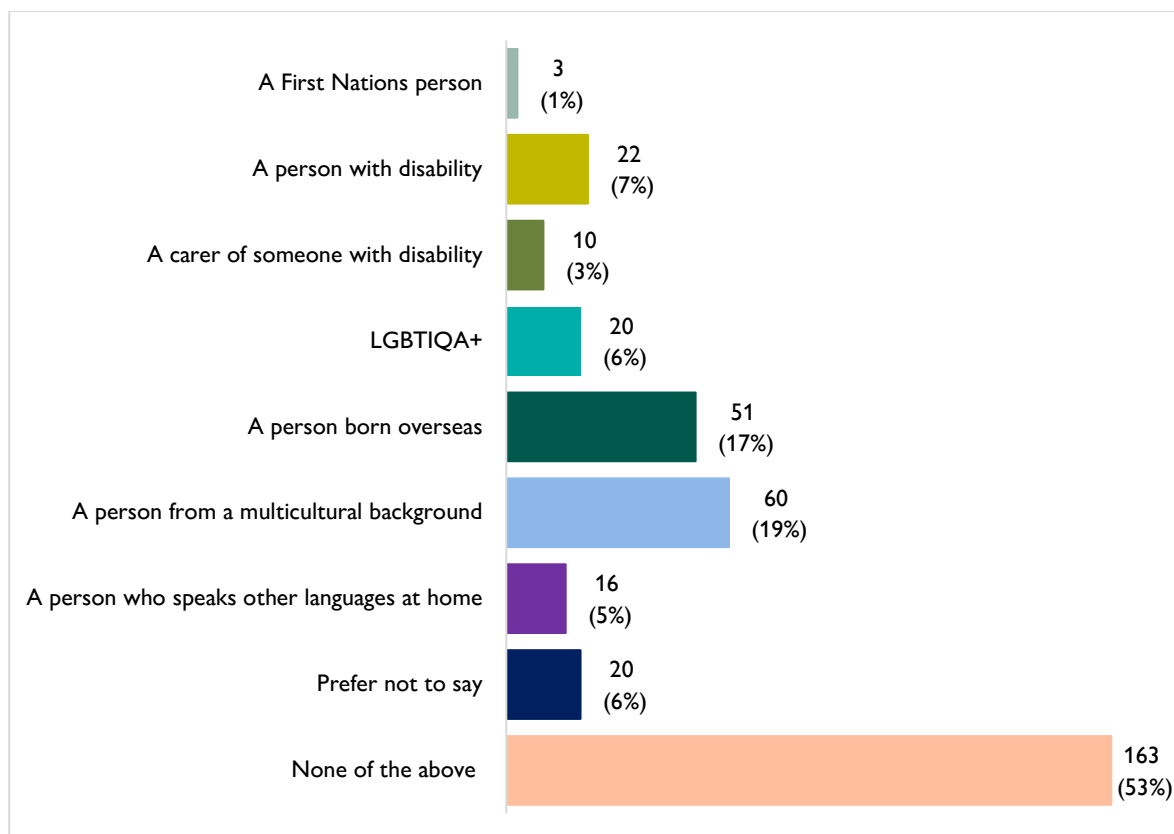
This was a required question. It received 100 per cent response rate (309 respondents). Elsternwick had the highest suburb response rate at 52 per cent. All other Glen Eira suburbs were represented, and 12 responses were from visitors outside of Glen Eira.



Other suburbs included: Ashwood, Balaclava, Brighton, Canterbury, Elwood, Fairfield, Hampton, Hughesdale, Mount Waverly, South Melbourne, St Kilda.

Question thirteen: Do you identify as any of the following?

This was a required question. It received 100 per cent response rate (309 respondents). Nineteen percent (60) of who we heard from are from a multicultural background, 16 percent (51) were born overseas, and 7 per cent (22) are people with a disability.



Following the above question, respondents had the option to provide more information about their identity.

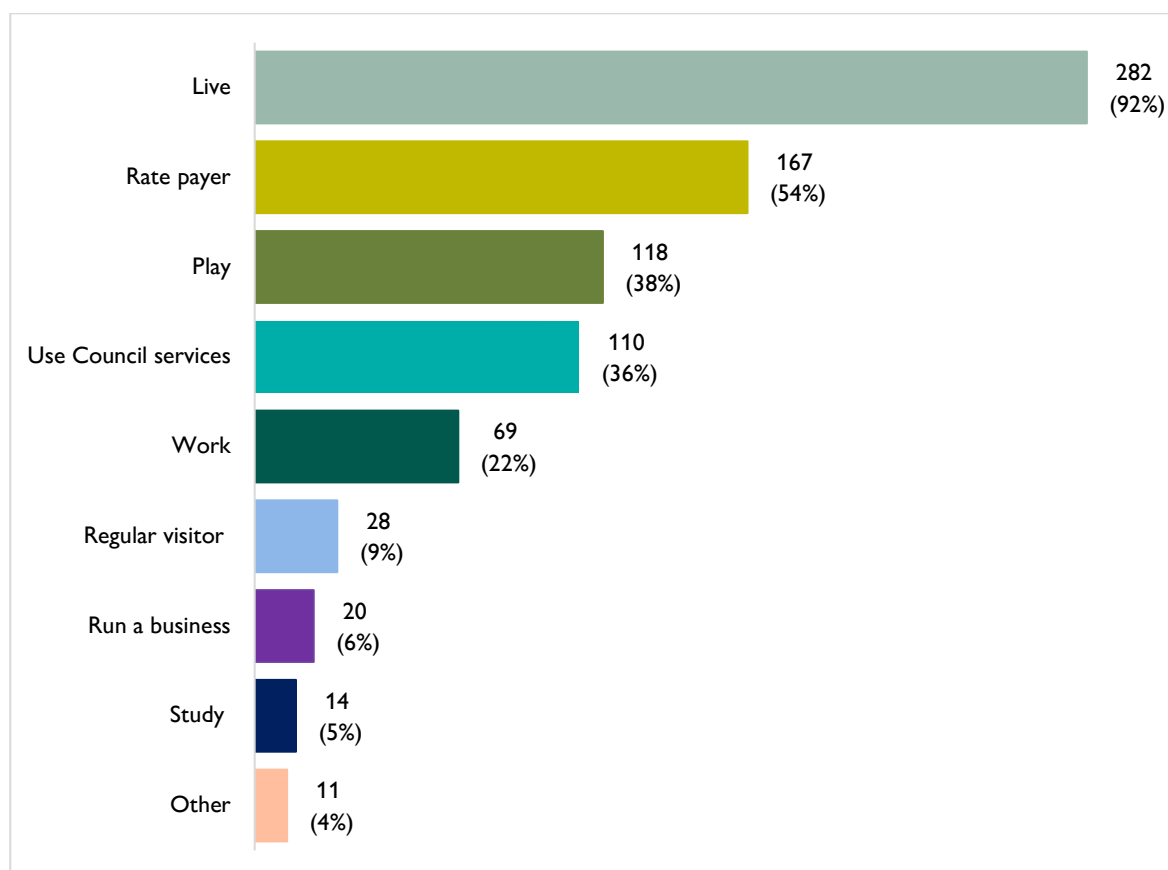
Question	Response	# of responses
Which identity relates to you? (First Nations)	Aboriginal	2
	Torres Strait Islander	1
Which country?	United Kingdom (England, Scotland, Wales, Northern Ireland)	8
	New Zealand	4

Question	Response	# of responses
	South Africa	3
	Canada	2
	Colombia	2
	Greece	2
	Hungary	2
	India	2
	Ireland	2
	United States of America	2
	China	2
	France	1
	Germany	1
	Italy	1
	Japan	1
	Mexico	1
	Philippines	1
	Poland	1
	South Korea	1
	Singapore	1
	Spain	1
Which language/s?	Spanish	4
	French	2
	Greek	2
	Mandarin	2
	Cantonese	1

Question	Response	# of responses
	Hakka	1
	Hebrew	1
	Hindi	1
	Japanese	1
	Tamal	1
	Ukrainian	1

Question fourteen: What is your connection to the City of Glen Eira?

This was a required question. It received 100 per cent response rate (309 respondents). Most respondents live in Glen Eira at 92 per cent and 54 per cent of them also pay rates in Glen Eira.



Other responses included: Former Glen Eira resident, former Glen Eira Council employee, volunteer, occasional visitor, connected to the Glen Eira Jewish community, children attend school in Glen Eira.

GLEN EIRA CITY COUNCIL

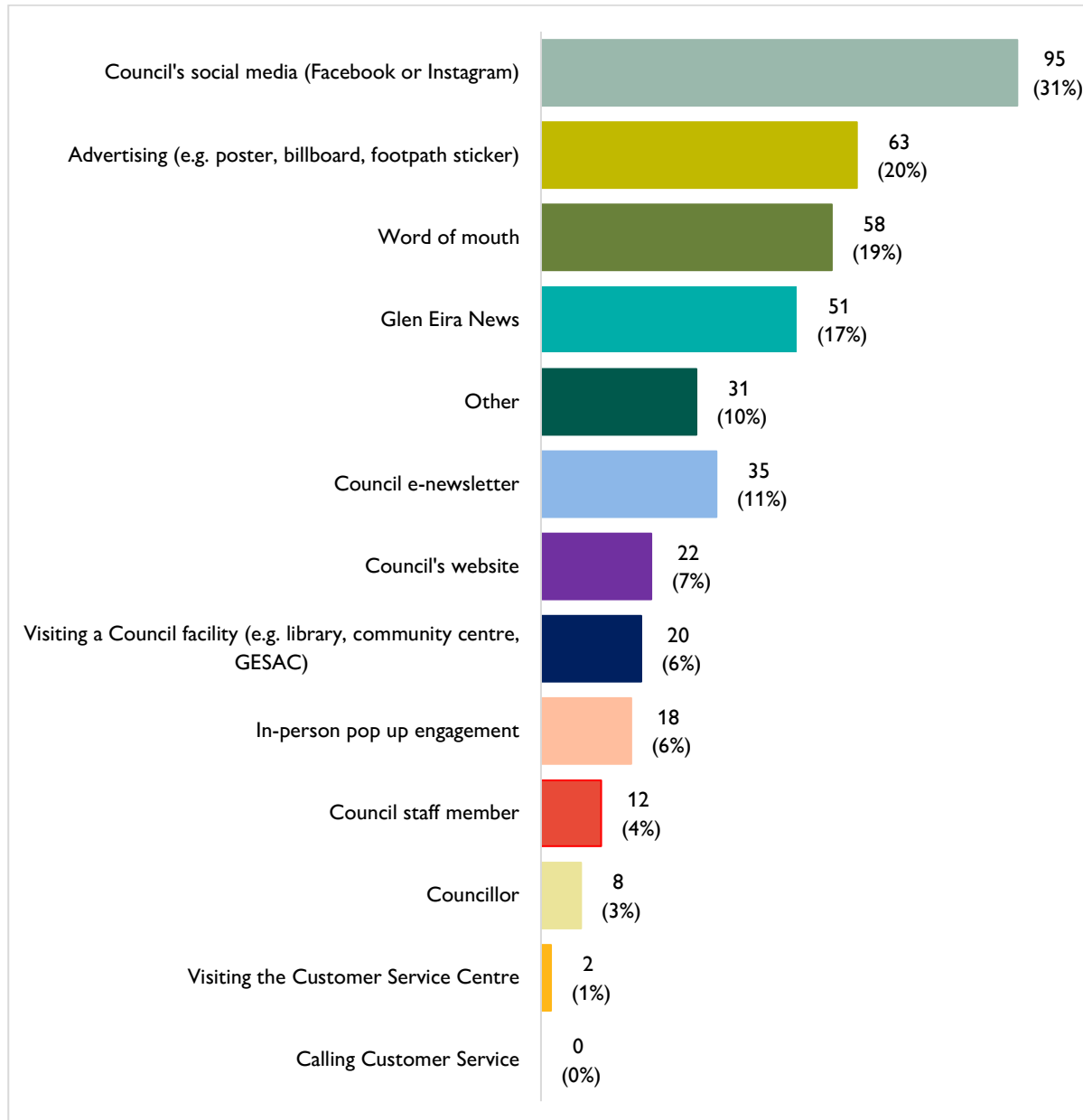
The Elsternwick Club — where heritage meets open space

Engagement Report

Question fifteen: How did you hear about this survey?

This was a required question. It received 100 per cent response rate (309 respondents).

The top three ways people heard about the survey were Council's social media (31 per cent, 95), advertising (20 per cent, 63), and word of mouth (19 per cent, 58).



Other responses included: Neighbouring resident, frequent user and/or member of The Elsternwick Club, local groups or networks (e.g. Glen Eira Climate Action, Stop the Elsternwick Towers, Glen Eira Historical Society), non-Council social media (Facebook, Instagram, LinkedIn), The Elsternwick Club Open Day event, letterbox drop, and direct online search.