

JUNE 2025

Our Place, Our Plan

Engagement report — Phase 4A exhibition



BENTLEIGH, BENTLEIGH EAST, BRIGHTON EAST, CARNEGIE, CAULFIELD, ELSTERNWICK,
GARDENVALE, GLEN HUNTLY, MCKINNON, MURRUMBEENA, ORMOND, ST KILDA EAST

Executive summary

Our Place, Our Plan

Shaping Glen Eira together

Phase 4A exhibition results for our first draft plans

Our Place, Our Plan is a multi-phased communication and community engagement program developed to inform Council's integrated planning process and help shape Glen Eira's future plans for 2025 and beyond.

This report provides the outcomes of phase four engagement of Our Place, Our Plan program and includes the engagement results of the exhibition of our first round of draft plans:



Budget 2025–26



Rating and Revenue Plan 2025–2029



Strategic Property Plan 2025–2030



Biodiversity Plan 2025–2029

The engagement was open from 30 April to 18 May and the primary engagement tool was an online survey on our Have Your Say website. The engagement was widely promoted

through Glen Eira News, social media, e-newsletters, email correspondence to various stakeholder groups, website, posters, postcards, bookmarks and multimedia communication methods. During the engagement period we received a total of 75 submissions made up of:



62 survey responses



13 emails submissions



one attendee at Budget Information session

The engagement invited the community to review the draft plans — or the plans of importance or interest to them — and provide a final round of feedback before they are presented to Council for adoption.

The engagement findings provide valuable insights and help us understand if we got the plans right — and consider final changes to ensure they align with the community feedback we've heard over the multi-phase engagement.

The engagement was delivered online, giving community members the opportunity to review the plans and provide considered feedback. There was also an opportunity for community members to make email or phone submissions. An online information session about the *Budget 2025–26* was held on 12 May, where community members could learn and ask questions about our Budget. Although eight people registered for the session, it was attended by just one person.

The draft *Budget* received a total of 20 Have Your Say survey responses and four email submissions totalling **24 submissions**. The commentary on the budget was mostly general in nature relating to different expenditure items outlined in the budget. Some comments related directly to specific items in the budget while others focused on advocacy funding requests related to specific activity centres, facilities or projects. The top themes are outlined below:

Theme	Respondents	Percentage
Invest in safety, infrastructure and amenity upgrades at Glen Huntly Village and Murrumbeena Activity Centres	3	15%
Concerns about underestimated budget allocated to implement the Green Line project	2	10%
Allocate funding to committed open space projects and new parks and gardens	2	10%

The draft *Revenue and Rating Plan* received a total of **eight** Have Your Say survey responses. The commentary revealed some consistency in feedback seeking to reform the rating system as the topmost referenced theme. Other themes ranged from suggestions of how to raise revenue, general comments around rates, services and the document.

The draft *Strategic Property Plan* received a total of 18 Have Your Say survey responses and one email submission, totalling **19 submissions**.

The commentary covered a wide range of topics with the most common themes referring objections to selling off Council land and buildings, comments on the *Plan* needing to be more transparent, and a request for more multipurpose buildings and public spaces. The top themes are outlined below:

Theme	Respondents	Percentage
Do not sell Council land (two survey submissions and one email made specific comments on keeping Warrawee)	5	25%
Improve clarity, accessibility and transparency of document (add an executive summary)	4	20%
Feedback outside scope of plan	3	15%
Provide multipurpose buildings and shared community spaces	3	15%

The draft *Biodiversity Plan* received a total of 37 Have Your Say survey submissions and eight email submissions, totalling **45 submissions**.

The commentary identified positive feedback about the plan, strong feedback on the need to focus on planting more indigenous trees and plants, views that the plan lacked specific measurable targets and actions and more protection and expansion of waterways in Glen Eira. The top themes are outlined below:

Theme	Respondents	Percentage
Positive feedback on plan, its focus on community education and its initiatives	11	37%
Commit to planting more indigenous plantings and trees (eg: greater than 50 per cent leading up to 80 percent by 2027 of indigenous species from the local area)	6	20%
Plan is not specific in providing biodiversity data, setting measurable targets and delivering major actions or projects.	5	17%
Protect our waterways and add more water features in our landscape	5	17%
Do more to protect trees and greenery on private property and on land that is being redeveloped	4	13%
Plant more trees in streets and do more nature strip plantings (eg: more than one street tree per property)	4	13%

Background

Council is integrating our *Council Plan* with the *Municipal Health and Wellbeing Plan* to create a *Council and Community Plan*. The integrated planning process will also incorporate the following plans:

- *Annual Budget 2025–2026*
- *Revenue and Rating Plan*
- *Strategic Property Plan*
- *Biodiversity Plan*
- *Financial Plan 2025–2035*
- *Asset Plan 2025–2035*
- *Climate Emergency Response Strategy*
- *Strategic Workforce Plan*
- *Digital and Technology Strategy*



These plans are all being informed and shaped through the voice of the community gathered over a multi-phased community engagement and communications program, named *Our Place, Our Plan*.

Our Place, Our Plan, is designed to be delivered over four phases and forms the biggest ever conversation with our community to support this integrated planning process. The program is being delivered across the consult and collaborate levels of the IAP2 Public Participation spectrum. Community engagement data that is being collected focuses on the priorities and challenges that are front of mind for our community and the outcomes they want to see over the next four years.

Phase one
2040 Community Vision check in
1 to 31 August 2024
Consult level



Phase two
Broad community engagement
5 February to 16 March 2025
Consult level



Phase three
Community Priorities Panel
19 March to 16 April
Deliberative engagement at the collaborate level



Phase four
Consultation on draft plans
Round one plans: 30 April to 18 May 2025
Round two plans: 11 August to 3 September 2025
Consult level



Our Place, Our Plan aligns with the *Glen Eira 2040 Community Vision* — meets the requirement of the *Local Government Act 2020* and our *Community Engagement Framework and Policy*.

The first phase of community engagement on our new *Plans* started in August 2024 with a check-in to confirm the ongoing relevance of the *Glen Eira 2040 Community Vision*. The findings confirmed that 88 per cent of survey participants agreed the *Community Vision* still felt right and accurately reflected their aspirations for their future.

In early 2025, we delivered the second phase of *Our Place, Our Plan* — the broad community engagement program and targeted engagement activities, commencing 5 February to 16 March 2025.

This engagement phase featured an extensive communications and engagement campaign and included 52 pop-up and targeted engagement activities. Council received 1,578 pieces of feedback during this broad engagement, including 832 survey responses, 211 idea cards, 371 social map pins, and 119 expressions of interest for our Community Priorities Panel.

Phase three of the *Our Plan, Our Place* was the reestablishment of our Community Priorities Panel. This engagement phase satisfied our statutory obligations for deliberative engagement as part of developing our future strategic plans. The panel brought together 39 community

members selected from 119 applicants to represent Glen Eira's rich diversity. The panel met five times, over 25 hours to develop recommendations for Council through a deliberative process. The Panel presented their 35 recommendations in a report endorsed by Council at the Council meeting on Tuesday 20 May 2025.

Insights from the broader engagement and previous phases have helped inform the development of the draft Plans, which are being exhibited for feedback over two timeframes. Reports of the previous engagement phases is available at www.haveyoursaygleneira.com.au/OPOP

This report covers the feedback heard from the community during the exhibition of our first set of draft *Plans* during 30 April to 18 May 2025:

- *Budget 2025–2026*
- *Revenue and Rating Plan 2025–2029*
- *Strategic Property Plan 2025–2030*
- *Biodiversity Plan 2025–2029.*

The next, and final, stage of engagement will commence in August 2025 and seek final community feedback on the draft:

- *Council and Community Plan 2025–2029*
- *Financial Plan*
- *Asset Plan*
- *Climate Emergency Response Strategy.*

Engagement findings

Engagement activities

Engagement activities during Phase 4A focused on an online survey through our Have Your Say platform from Wednesday 30 April to Sunday 18 May 2025. Hard copy surveys were also available, and community members could provide feedback submissions by emailing or calling the community engagement team. An online information session on the draft *Budget* was also held on 12 May and provided an opportunity for community members to speak with our Chief Financial Officer and ask questions about the draft *Budget*.

The engagement was delivered at the ‘consult’ level of the IAP2 spectrum of public participation. Community engagement focused on asking the community to review the draft plans and provide feedback on whether we had got them right. It sought final feedback from the community before the draft plans are finalised and presented to an Ordinary Council meeting for formal adoption.

The engagement received a total of **75 feedback submissions** made up of 62 survey responses and 13 email submissions. Survey respondents could choose any one of the plans to provide feedback for, with some respondents providing comments for just one plan and others making comments for multiple plans. The results across both surveys and emails for each plan is outlined below:

Plan	HYS	Emails	Total
<i>Budget 2025–2026</i>	20	4	23
<i>Rating and Revenue Plan 2025–2029</i>	8	0	8
<i>Strategic Property Plan 2025–2029</i>	18	1	19
<i>Biodiversity Plan 2025–2029</i>	37	8	45

Engagement results

The online community survey for Phase 4A sought to understand if the draft plans reflected community expectations, informed by feedback gathered across the multi-phase engagement campaign — including both broad community engagement and the Community Priority Panel’s deliberative process.

Our Place, Our Plan engagement page on our Have Your Say website received a total of **2,088 views**. There were also strong download rates for each of the draft plans particularly the *Strategic Property Plan* (207), *Biodiversity Plan* (185) and *Budget* (182).

62 survey responses (including one hard copy survey) were received during the engagement period as well as **13 email submissions** allocated to the following draft plans.

			
<i>Budget 2025–2026</i>	<i>Revenue and Rating Plan 2025–2029</i>	<i>Strategic Property Plan 2025–2030</i>	<i>Biodiversity Plan 2025–2029</i>
 182	 72	 207	 72
20 survey responses	8 survey responses	18 survey responses	37 survey responses
4 email submissions	0	1 email submission	8 email submissions

The survey contained 13 questions in total. Eight questions focused on the draft plans, with each plan allocated two questions each — one asking whether the respondent wished to leave any feedback on the plan and if answered ‘yes’ they were asked to provide their comments in a second question.

At the end of the survey there were five demographic questions asked so we could understand who in our community we were hearing from.

Detailed results on draft Plans

Budget 2025–2026

The draft *Budget* received a total of 20 Have Your Say survey responses and four email submissions totalling **24 submissions**. The feedback from the survey was analysed and grouped into themes, shown in the table below. Some comments included more than one theme.

Some commentary was general in nature relating to the expenditure outlined in the budget, some related directly to specific items in the budget while others focused on advocacy funding requests related to specific activity centres, facilities or projects.

Theme	Respondents	Percentage
Invest in safety, infrastructure and amenity upgrades at Glen Huntly Village and Murrumbeena Activity Centres	3	15%
Concerns about underestimated budget allocated to implement the Green Line project	2	10%
Allocate funding to committed open space projects and new parks and gardens	2	10%
Allocate funding to redevelop Bailey Reserve Pavilion	1	5%
Reduce number of parking and road signs	1	5%
Invest funds for open space and recreation more fairly and evenly across facilities	1	5%
Provide rates relief for struggling young owner occupiers	1	5%
Include social housing as a percentage of future apartment developments	1	5%
Positive feedback on the Budget	1	5%
Feedback outside the scope of the Budget	1	5%
Ideas for making Councils Budget more efficient	1	5%
Seek more funding for Victorian government roads	1	5%
Document is not accessible and lacks an executive summary	1	5%
Re-prioritise or reduce expenditure in budget to avoid a financial loss	1	5%
Query on why rates are being increased during a cost-of-living crisis and a \$50 million surplus	1	5%

Discontent on high staffing costs, high communications costs, and spending on climate change initiatives	1	5%
Correction of a monetary figure in the document	1	5%

The four email submissions received including one late submission are summarised below:

Email one: Feedback received from a business owner who expressed concern about specific items in the budget. These related to staffing costs, spending on communication and websites, spending on climate change specifically getting off gas initiatives and also spending on diversity, equity and inclusion initiatives.

Email two: Feedback received from the Caulfield Grammarians Football Club, accompanied by two letters of support, a feasibility report and a feasibility estimate. The submission identified disappointment that the budget did not include the upgrade to the change room amenities at the Glen Huntly Park Pavilion in Caulfield East.

Email three: Feedback received from a resident expressing dissatisfaction with rates being increased and stating funds spent on parks and swimming pools are not accessible to all.

Email four: Feedback received from Friends of Caulfield Park as a late budget submission. The submission identified a lack of budget being allocated to action items on the Caulfield Park Masterplan including the completion of the western end irrigation system and replacement of the fountain.

Budget information session

An online information session was held on the 12 May 2025 and included a budget presentation and a Q&A feedback section. Eight community members were registered to attend the session however only one community member was in attendance. No questions or feedback was received during the session.

Revenue and Rating Plan 2025-2029

The draft *Revenue and Rating Plan* received a total of **eight Have Your Say survey responses**. The feedback was analysed and grouped into themes, shown in the table below. Some comments covered more than one theme.

There was some consistency in the feedback requesting the rating system be reformed, some suggestions on how to raise revenue, and other general comments around rates, services and the document.

Theme	Respondents	Percentage
Reform the rating system	3	30%
Raise revenue by charging higher fees for sporting clubs with long term leases	1	10%
Interesting document	1	10%

Provide a fair and sustainable income strategy that supports essential services, and user pays model for non-essential services.	1	10%
Provide day respite care service for older residents	1	10%
Document is not accessible - provide an executive summary	1	10%
Don't increase rates during a cost-of-living crisis	1	10%

Strategic Property Plan 2025–2030

The draft *Strategic Property Plan* received a total of 18 Have Your Say survey responses and one email submission, totalling **19 submissions**. The feedback from the survey was analysed and grouped into themes, shown in the table below. Some comments included more than one theme.

The feedback covered a wide range of comments. The more common themes related to objections to selling off Council land and buildings, comments on the *Plan* needing to be more transparent, and a request for more multipurpose buildings and public spaces.

Theme	Respondents	Percentage
Do not sell Council land (two survey responses and one email made specific comments on keeping Warrawee)	5	25%
Improve clarity, accessibility and transparency of document (add an executive summary)	4	20%
Feedback outside scope of plan	3	15%
Provide multipurpose buildings and shared community spaces	3	15%
Design features to include innovative green spaces eg: green walls, roof top gardens, more soft green surfaces	2	10%
Improve parking and traffic issues	2	10%
Convert surplus Council properties into parks or lease them	2	10%
Positive feedback on the plan	1	5%
Address overcrowding in public spaces	1	5%
Add school sporting fields and facilities to expand sporting opportunities	1	5%
Improve investment in public space infrastructure in shopping villages eg: Glen Huntly Village	1	5%
Put community needs at centre	1	5%

Plan does not include any information on Council land/buildings being available to create social housing	1	5%
Any services in commercial properties Glen Eira is leasing should be moved into currently empty Council owned properties	1	5%
Upgrade lighting at Glen Huntly Park	1	5%
Invest in more safety infrastructure	1	5%

The one email submission is summarised below:

Email one: Feedback from resident identifying there is a strong case to retain Council ‘nursing home’ — Warrawee Community in Council and community hands.

Biodiversity Plan 2025–2029

The draft *Biodiversity Plan* received a total of 37 Have Your Say survey responses and eight email submissions, totalling **45 submissions**. The feedback from the survey was analysed and grouped into themes, shown in the table below. Some comments included more than one theme.

The key themes identified included positive commentary about the plan, strong feedback on the need to focus on planting more indigenous trees and plants, views that the plan lacked specific measurable targets and actions and more protection and expansion of waterways in Glen Eira.

Theme	Respondents	Percentage
Positive feedback on plan, its focus on community education and its initiatives	11	37%
Commit to planting more indigenous plantings and trees (eg: greater than 50 per cent leading up to 80 percent by 2027 of indigenous species from the local area)	6	20%
Plan is not specific in providing biodiversity data, setting measurable targets and delivering major actions or projects.	5	17%
Protect our waterways and add more water features in our landscape	5	17%
Do more to protect trees and greenery on private property and on land that is being redeveloped	4	13%
Plant more trees in streets and do more nature strip plantings (eg: more than one street tree per property)	4	13%

Limit and manage biodiversity threats from weeds and animals (i.e. foxes, rabbits and cats)	4	13%
More action is needed to protect biodiversity from destruction through enforcement (eg: littering, vandalism, moon scaping)	4	13%
Focus on educating the community (eg: about the negative effects of urbanisation and densification)	2	7%
Suggested ideas for actions and measures to be included (eg: increase plantings in parks, install nesting boxes, planting days, school education programs, sponge cities, wetland renewal etc...	2	7%
Address possum challenges	2	7%
Does not agree with 3.4 that "introduced plants need to be reduced"	1	3%
More pruning of nature strip trees	1	3%
Develop a micro forest	1	3%
Include schools and early childhood centres in Goal 4	1	3%
Include proposed land areas for increasing biodiversity and greening up	1	3%
Consult with biodiversity experts on indigenous plants	1	3%
View that first Biodiversity Plan is the 2018 Biodiversity Implementation Plan, commission by Council.	1	3%

The eight email submissions received are summarised below:

Email one: Feedback received from a resident about the railway line from Glenhuntly station to EE Gunn reserve, prior to the railway crossing upgrades these spaces had greenery and provided habitat for several creatures. This no longer exists and the resident requests that these spaces are replanted to accommodate a nature habitat, green space, and a buffer to train noise.

Email two: Feedback received from the Southern Metropolitan Cemeteries Trust querying the reference to a Studley Park Gum at Brighton General Cemetery and whether the trees classification had been confirmed by Council. The feedback was also inviting to share the Trusts research and insights on biodiversity at Brighton General Cemetery with Council.

Email three: Feedback received from a resident that provided a range of comments across several topics. They highlighted that our rail corridors present the opportunity to have a 'linear park corridor' for the migration of species if correctly planted. Caulfield/Murrumbena Scouts would value an appropriate frog wet area within the rail corridor behind their hall. Their view on the Annual Action Plan is that it includes measures

that are more “motherhood” statements and not real measurement goals and actions in the plan seem to be repeated.

They provided information about a local propagation nursery run by volunteers in Murrumbeena, the Willie Wagtail Habitat Recovery Group, a local community group who are working to restore biodiversity in the area using plants that will help locally lost or endangered species. Their aim to increase planting into local gardens through this propagation program as a means of increasing the biodiversity in residents’ yards. They hope to engage with Council in relation to shared goals.

Email four: Feedback received from a resident stressing the importance of local indigenous plantings and not just natives such as gum trees that feed noisy minors.

Email five: Feedback received from Oakleigh South Wildlife Shelter who identified the importance of planting indigenous trees that wildlife can eat and live in so they can survive well in our climate and future climates.

Email six: Feedback received from a resident congratulating Council for the Biodiversity plan including most of the proposed initiatives and partnering with Traditional Owners. They commented that the plan underplays the role Council contributes to both the decline of biodiversity and for missed opportunities to arrest the decline. Their examples include removal or assisted demise of remnant plants through mowing or drain works and through Councils plants selection that ignore opportunities to enhance the small number of remnants that exist including trees, shrubs and herb layer. They recommend that all plantings on Council land should have a ‘biodiversity test’ to ensure the contribution to enhance biodiversity is properly considered alongside a maintenance plan.

Email seven: Feedback received from a resident that the Caulfield hospital site should be included in the *Biodiversity Plan* as it is a large site with some significant trees.

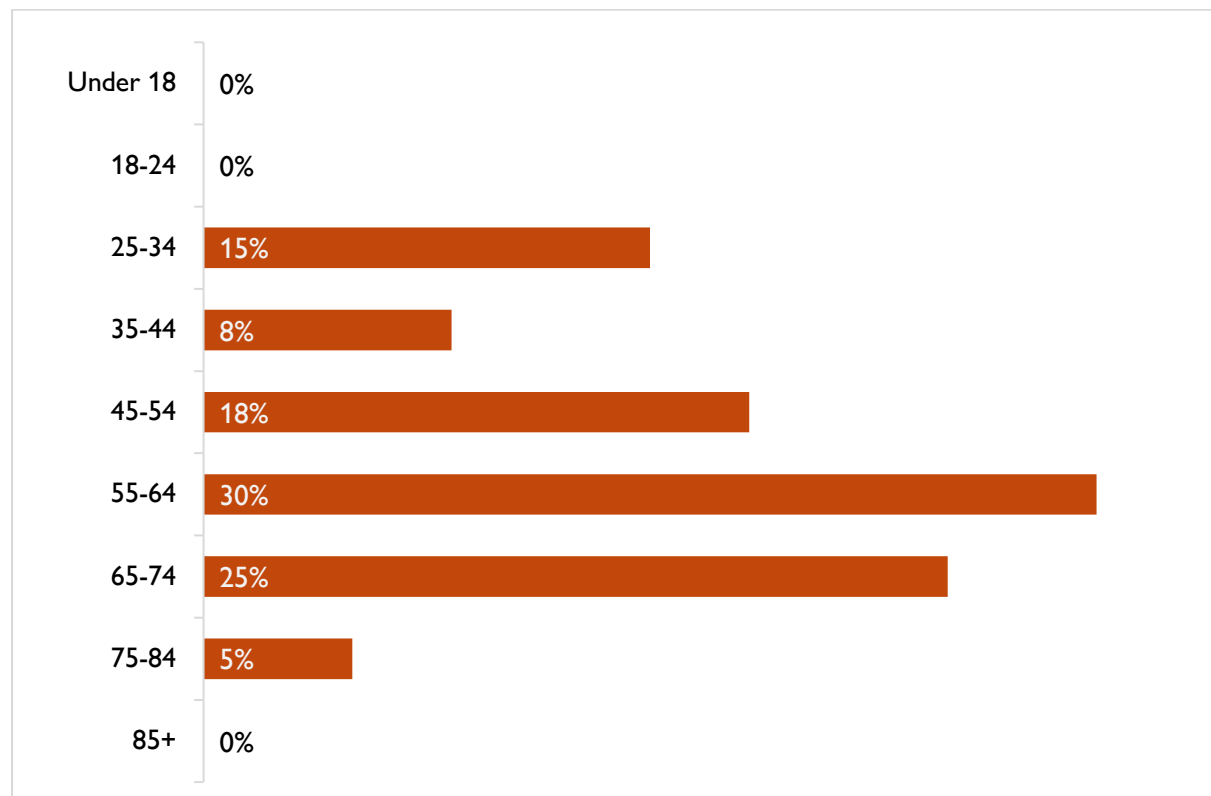
Email eight: Feedback received from a member of the Glen Eira Climate Emergency Network (GECAN), enquiring about a previous report ‘Update to Glen Eira Biodiversity Report’ written by Ecology Australia. They wished to clarify whether the draft *Biodiversity Plan* was an update of this previous report or are they two separate reports. The member reattached their submission related to the previous report.

Community survey demographic analysis

The following questions asked respondents for demographic data to help inform who in the community Council was hearing from as part of this engagement program.

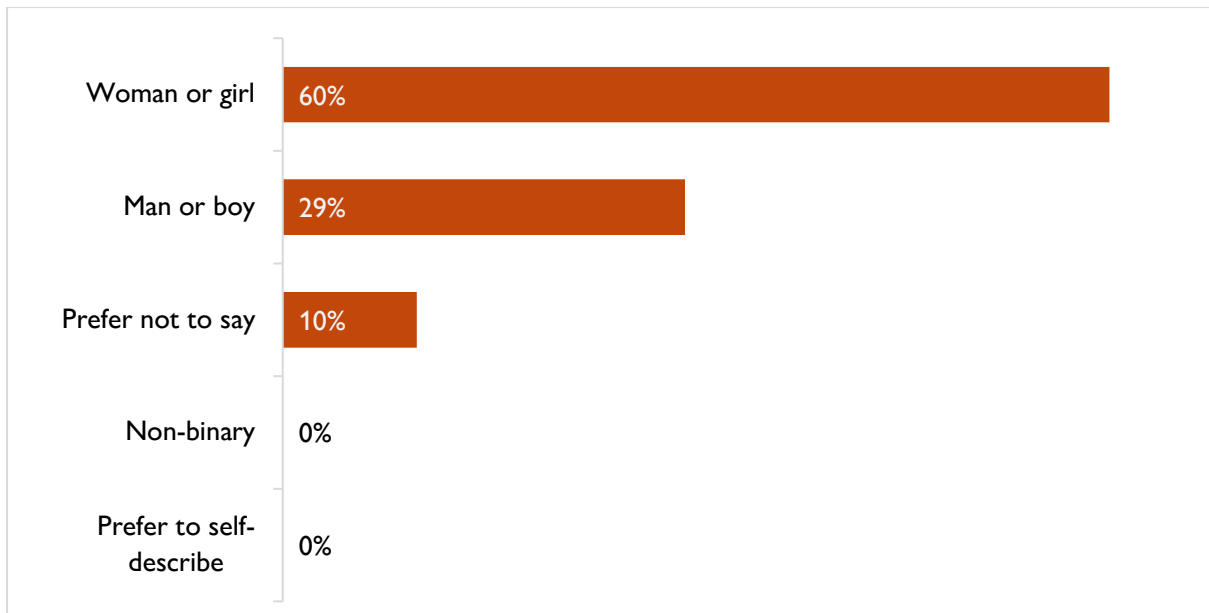
Question 9. What is your age? Optional question.

This question received 61 responses, 98 per cent of total survey respondents. All responses were from people aged 25 to 84. No responses were from people aged under 25 or over 85. The most common age ranges were 55–64 with 30 per cent (18 respondents), followed by 65–74 with 25 per cent (15 respondents), and 45–54 with 18 per cent (11 respondents).



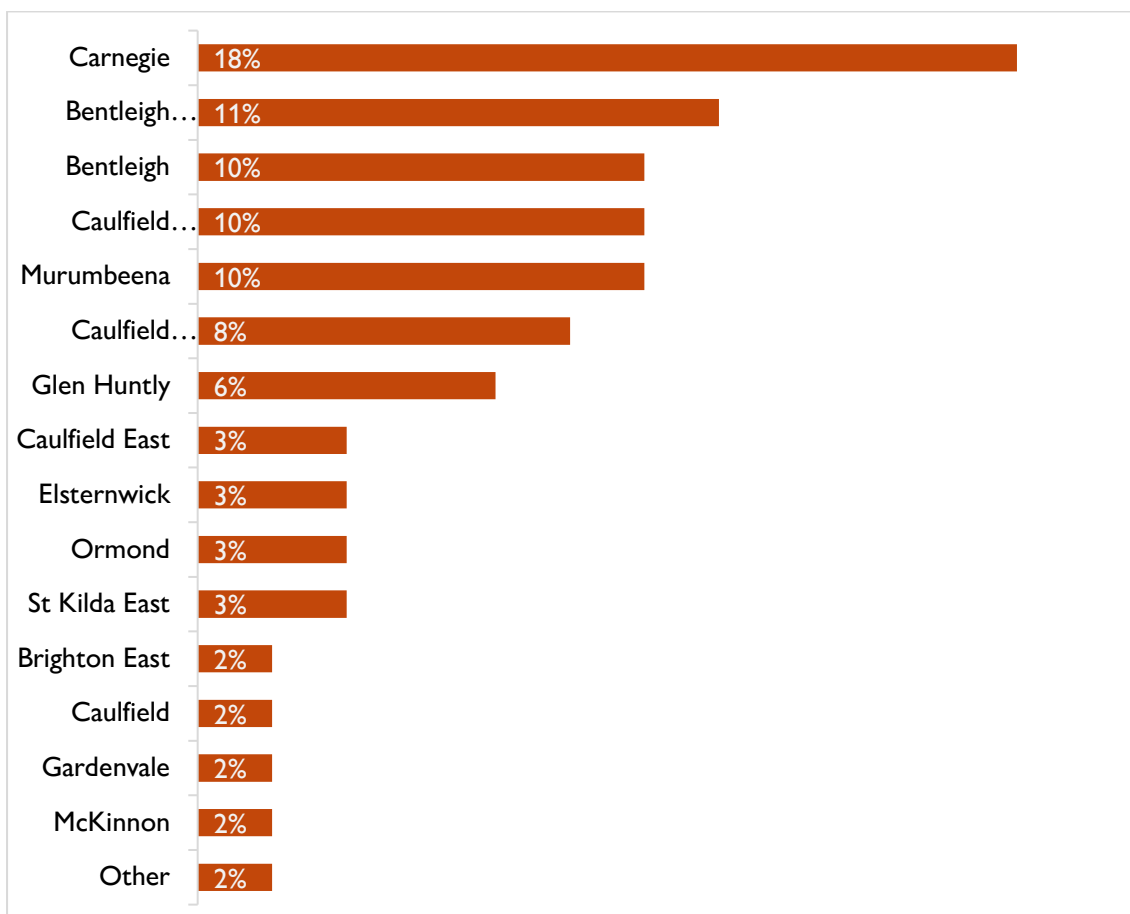
Question 10. What is your gender? Optional question.

This question received 61 responses, 98 per cent of total survey respondents. Most respondents were women, making up 60 per cent (37 respondents), followed by men who made up 29 per cent (18 respondents), and prefer not to say who made up 10 per cent (6 respondents). No responses were received by people identifying as non-binary or preferring to self-describe.



Question 11. What suburb do you live in? Optional question.

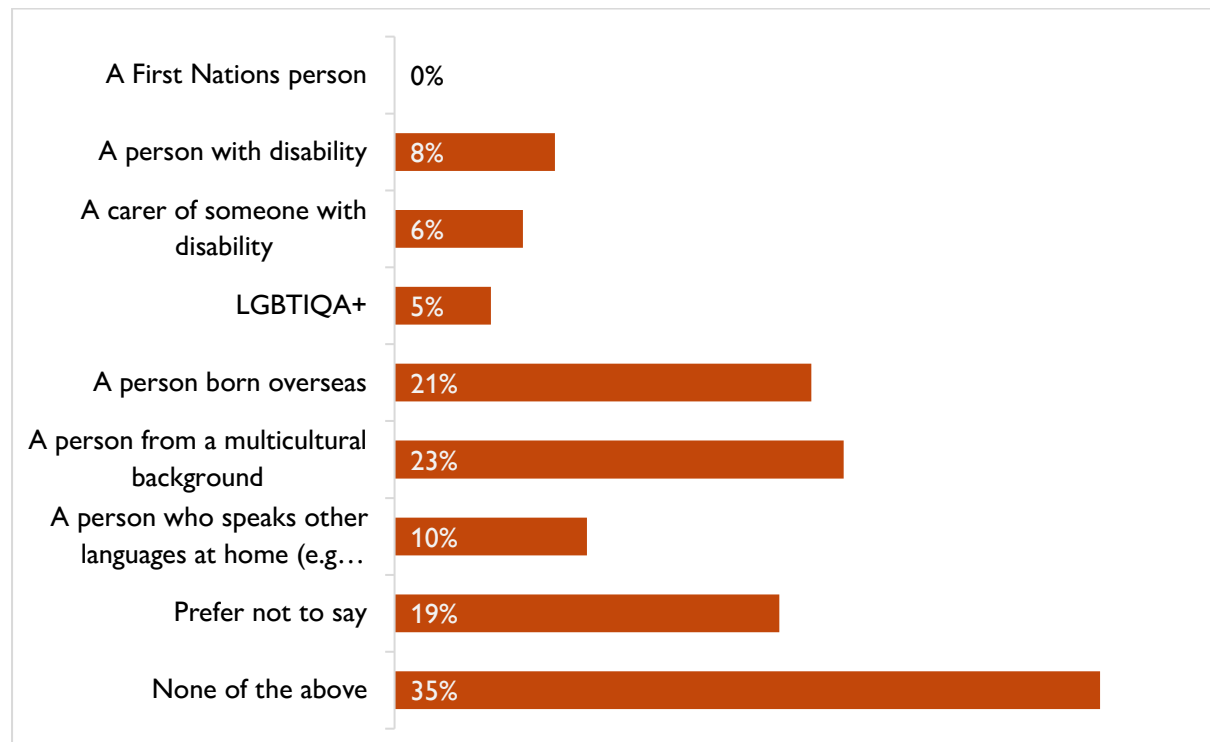
This question received 58 responses, 94 per cent of total survey respondents. Carnegie had the highest response rate with 18 per cent (11 respondents), followed by Bentleigh East with 11 per cent (7 respondents), and Bentleigh, Caulfield North and Murrumbeena each with 10 per cent (6 respondents). All suburbs received at least one response.



Question 12. Do you identify as any of the following?

Optional question.

This question received 62 responses, 100 per cent of total survey respondents. The response 'None of the above' had the highest response rate with 35 per cent (22 respondents), followed by people from a multicultural background with 23 per cent (14 respondents), and people born overseas with 21 per cent (13 respondents).



Communication activities

The communications campaign for *Our Place, Our Plan — Shaping Glen Eira* for phase four ran from Wednesday 30 April to Sunday 18 May.

We used a wide variety of communication and advertising methods to reach the broadest possible audience. This covered:

- Physical advertisements in public and Council spaces
- Advertising through our owned channels
- Advertisements through external channels
- Social media promotion.

Advertising in public and Council spaces

Print communication	Quantity	Notes
Billboards	8	At various locations throughout Glen Eira, including parks, open spaces and libraries
Postcards	500	Placed in Council facilities like libraries, community centres and aquatic centres
Posters	60	Placed in Council facilities like libraries, community centres and aquatic centres
Bookmark	1,500	Placed in library book reservations across our four library branches during the campaign
Display banner	10	Placed in Council facilities like libraries, community centres and aquatic centres

Advertising through owned channels

Glen Eira News is our monthly newspaper that is delivered to 64,500 residences across Glen Eira. Information about the campaign included:

- May edition: Two half-page articles and a half-page advertisement.



May edition, page 4



May edition, page 10



May edition, page 16

Other communications tools included:

- A banner on the top of Council's website and a feature in the have your say section on the homepage, which prompted 63 visitors to visit the *Have Your Say* website. During the campaign, the website homepage was viewed 11,399 times by 7,645 users.
- Digital screens at the Service Centre at Glen Eira Town Hall.
- A news item on Glen Eira City Council's website which had 54 pageviews and prompted 21 visitors to visit the *Have Your Say* website.

Newsletter	Recipients	Open rate	Click through
Arts and Culture — May edition	6,404	52.3%	16
Community engagement — May edition	4,479	54.4%	72
Sustainability — <i>Biodiversity Plan</i> special edition	3,883	49.3%	250
Business sustainability — May edition	645	52.7%	0
Carer's Community — May edition	201	35.8%	0
Community engagement — end of campaign	4,577	46.2%	198

Advertising through external channels

Advertising on local stations SouthernFM and Golden Days radio was undertaken throughout the campaign.

Advertisement type	Duration	Listenership
SouthernFM advertisements	3–16 March	80,000 listeners weekly

SouthernFM interview with the Mayor	5 February 3 March	80,000 listeners weekly
Golden Days Radio advertisements	15 February 1 March 15 March	75,000 listeners weekly

Social media promotion

Glen Eira City Council social media accounts

The Glen Eira City Council Facebook and Instagram accounts posted 25 times including posts, stories and a reel.

Our organic social media campaign concluded with the following outcomes:

Organic	Views	Reach	Clicks	Interactions
Posts, stories and a reel on Facebook and Instagram	14,113	9,447	55	140

We also ran a paid social media campaign concluded with the following outcomes:

Paid ad	Impressions	Reach	Clicks
Ads on Facebook and Instagram	77,871	20,110	749

