Report to the Future Melbourne Committee

Agenda item 6.3

Neighbourhood Model – Planning Framework and Portals

14 June 2022

Presenter: Rushda Halith, Director Community Development

Purpose and background

1. The purpose of this report is to seek Council endorsement of the Neighbourhood Planning Framework and note the launch of the CBD Hoddle Grid and Kensington Neighbourhood Portals.

2. In 2021, City of Melbourne (CoM) commenced work on the Neighbourhood Model to strengthen how we understand and work with different communities as we emerge from the impacts of COVID-19.

3. As part of a staggered implementation strategy, neighbourhood planning in the CBD and Kensington, commenced in October 2021, with consultation for the remaining neighbourhoods commencing in March 2022.

4. In line with community feedback that neighbourhood planning be interactive, up-to-date and relevant, websites called 'Neighbourhood Portals' (Portals) have been developed. The Portals include an Acknowledgement of Traditional Owners, Wurundjeri Woi Wurrung places of significance and a link to the new Mapping Aboriginal Melbourne project. There is local information, demographic data, an interactive map and comments section for ideas and insights to be shared. A key feature is the neighbourhood priorities aligned to the Council Plan.

5. Given their iterative nature, a Neighbourhood Planning Framework has been developed to sit above the Portals and set up the structure for how the Neighbourhood Model will be embedded in community and within CoM.

Key issues

6. Neighbourhood Planning Framework (Framework) (Attachment 2)

   6.1. The Framework articulates CoM's commitment to a Neighbourhood Model. It outlines how community 'knowledge' will be collected, managed and used to inform and influence action.

   6.2. The Framework integrates the Neighbourhood Model into existing CoM planning and budget processes. It also leverages the multiple touchpoints CoM staff have with community members to gather insights to enhance planning, advocacy, community response and communications.

7. CBD Hoddle Grid and Kensington Neighbourhood Planning and Portals

   7.1. Community consultation took place over two phases (Attachment 1 and Attachment 3).

   7.2. In the CBD, community members said that convenient access to work and attractions, cultural diversity and lifestyle were particular strengths however cleanliness, safety, community connection, city greening and recovery after COVID-19 were concerns. In Kensington, locals identified the 'village feel' as a strength however were concerned about road safety, sustainability, rejuvenation of shopping strips and preserving local heritage and character.

   7.3. From this feedback, neighbourhood priorities were developed. They are listed in the Portals and mark the beginning of a cycle of 'listening' supported by the Framework.

   7.4. The Portals will be live on the Participate Melbourne website once the Framework is endorsed. An accessible, summary version of the priorities will be printed and available at community facilities.

   7.5. Next, each priority will be further explored with staff, community members and partners to determine the best course of action. Some priorities will be community-led, some actioned by CoM and others the responsibility of partners such as the Victorian Government.

7.6. To help realise the priorities, a new grant program, *Connected Neighbourhoods* will be launched on 1 July 2022 to support community led action. Up to $2,000 will be available for organisations and individuals, with $100,000 available in total, per financial year (Attachment 4).

7.7. Progress of the priorities will be reported each quarter via the Portals and annually at the neighbourhood-based Future Melbourne Committee meetings.

Recommendation from management

8. That the Future Melbourne Committee:

8.1. Endorses the Neighborhood Planning Framework

8.2. Notes the launch of the CBD and Kensington Neighbourhood Portals on 15 June 2022

8.3. Authorises the General Manager Community and City Services to implement the *Connected Neighbourhoods* grant program under delegation (Attachment 4 of the report from management)

8.4. Authorises the General Manager Community and City Services to make any further minor editorial changes to the Neighbourhood Planning Framework prior to publication.

Attachments:
1. Supporting Attachment (Page 3 of 42)
2. Neighbourhood Planning Framework (Page 5 of 42)
3. Neighbourhood Planning Consultation Summary (Page 16 of 42)
4. 2022 Draft - Connected Neighbourhoods Small Grants Guidelines (Page 36 of 42)

Supporting Attachment

Legal

1.   No direct legal issues arise from the recommendation from management.

Finance

2.   The Framework articulates a process that will embed neighbourhood priorities into existing planning and budget mechanisms. Some priorities can be realised within existing budgets while other, larger priorities will be incorporated in annual planning and budget processes.

3.   The new *Connected Neighbourhoods* grant of $100,000 each financial year is included within the current budget.

Conflict of interest

4.   No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

5.   Council projects and activities across the municipality seek to improve the health, safety and wellbeing of the community.

Stakeholder consultation (Attachment 3)

6.   Community consultation on neighbourhood planning for the CBD and Kensington took place over two phases of engagement running from October to December 2021 and March to April 2022.

7.   Community members were asked to share their priorities for their neighbourhood and outline possible initiatives needed to address these locally.

8.   Two initial workshops were held with Wurundjeri Woi Wurrung Elders. Workshops will continue as the Portals develop and evolve over time.

9.   Overall, more than 1600 community members participated offering over 1900 insights. Participants included residents, workers, businesses, visitors and students from diverse identities, ages and socio-economic backgrounds. 75 per cent of people had never participated in a consultation activity before.

10.   In the CBD, community members said that convenient access to work and attractions, cultural diversity, friendly community, lifestyle and 'vibe' were particular strengths. People were concerned about cleanliness, safety, transport, community connection, more city greening and recovery after COVID-19. In Kensington, locals love the location to the city and 'village feel', sense of community, parks and green space and transport. People were concerned about traffic, road safety, sustainability, increasing community and arts programs and local connection, rejuvenation of shopping strips and ensuring local heritage and character was protected (Attachment 3 and Portals).

11.   The feedback received in phase one was developed into community priorities for each neighbourhood. These priorities were tested in the second phase. Community responses were positive with participants stating that CoM captured neighbourhood priorities 'well' to 'very well' or 4.4/5.

12.   In May, user testing was conducted to assess the usability of the Portals. 16 community members participated in four sessions including International Students, members of the Disability Advisory Committee, Young People and Older People. Overall, participants rated their likelihood of using the Portal in the future as 8/10.

Relation to Council policy

13. The Framework is part of the Neighbourhood Model, a Major Initiative in the Council Plan 2021 – 2025 under the Access and Affordability strategic objective.

14. The Framework is aligned with CoM's Community Engagement Policy, the governance principles identified in the *Local Government Act 2020* and the Inclusive Melbourne Strategy's ambition to deliver more inclusive and sustainable outcomes for our city through shared problem-solving, open dialogue and meaningful participation.

15. The implementation of the Neighbourhood Model and Framework will support progress against Goal 10 (reduced inequalities), Goal 11 (sustainable cities and communities) and Goal 16 (peace, justice and strong institutions) of the United Nations Sustainable Development Goals, assisting to 'ensure responsive, inclusive, participatory and representative decision-making' within the City of Melbourne.

16. The Framework and the Portals are also aligned to the Municipal Planning Strategy. This Strategy guides land use change and development and is a critical part of the planning scheme. Together, the Strategy and the Portals offer a comprehensive view of current and emerging trends enabling opportunities and challenges to be identified and actioned.

Environmental sustainability

17. Council projects and activities across the municipality focus on enhancing both environmental and social sustainability.

NEIGHBOURHOOD PLANNING FRAMEWORK

CITY OF MELBOURNE
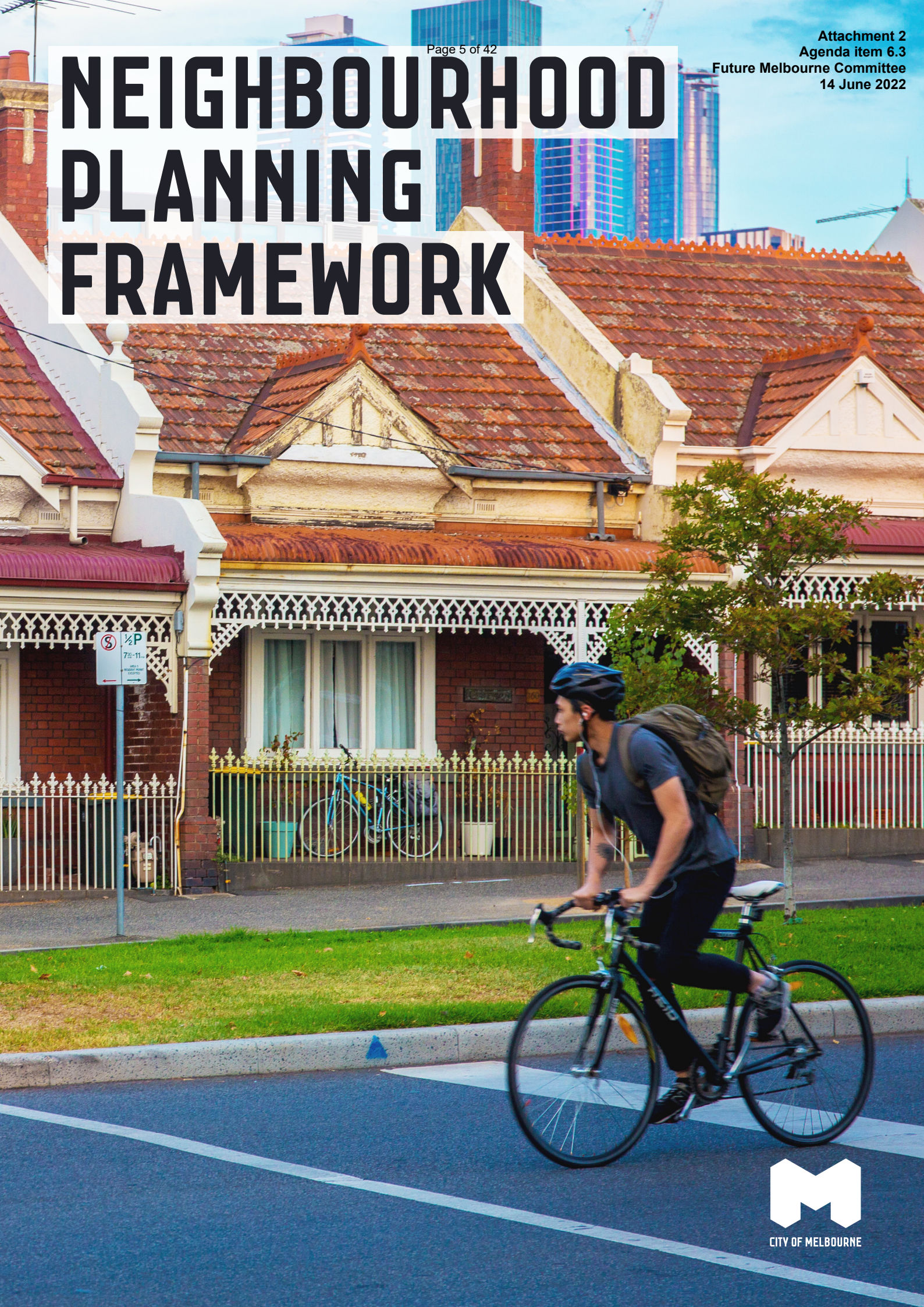
Introduction

Our city is a dynamic municipality made up of a broad set of neighbourhoods, each with its own unique characteristics and needs – from densely populated urban environments, such as the central business district, to more residential areas, such as Kensington, Carlton and South Yarra.

In 2021, City of Melbourne commenced work on a Neighbourhood Model to strengthen how we understand and work with different communities across our city as we emerge from the impacts of COVID-19. Using a place-based approach, we are seeking to better understand the strengths, needs and priorities of residents, students, businesses, workers and visitors across the municipality, and to use this knowledge to guide our work. Ensuring opportunity of access and participation of diverse voices, views and people is key as we embed this work through neighbourhood planning processes and projects, developed in partnership with our communities.

The Neighbourhood Model aims to:

- deeply understand community strengths and needs to drive our work and advocacy
- work with communities to build a vision for their locality
- activate communities to lead their own change
- ensure participation and visibility for diverse voices, views and people
- create safe spaces for community to connect and go to when they need support
- identify the connections between neighbourhood needs and city wide responses

NEIGHBOURHOODS
CITY OF MELBOURNE

Map created by Spatial (City Data) © City of Melbourne April 2022

Neighbourhood boundary   CoM municipality

0   1   2   3 Kilometers

To ensure the Neighbourhood Model supports the City of Melbourne to connect with, understand and respond to community, the following principles will guide our approach.

- *Evidence-driven:* Our decisions are driven by evidence and informed by inclusive engagement that is truly representative of the community

- *Reflective:* We commit to consistently pursue improvement through iteration and learning

- *Partnership:* We actively seek to partner with community and other organisations, considering the micro and macro to respond to the present and plan for the future

- *Embedded and aligned:* We adopt a whole of organisation approach which aligns to Council strategy and acknowledges each work area's valued expertise

- *Transparency:* We commit to transparent and open two-way engagement with our community on the issues that matter most to them.

In order to deliver on these aims and principles, the Neighbourhood Model has several interconnected components that are discussed in this document and described below. The components include the Neighbourhood Planning Framework, Neighbourhood Portals, Neighbourhood Partners and the Knowledge Bank.

- *Neighbourhood Planning Framework:* The Neighbourhood Planning Framework details the continuous cycle of listening to community and connecting the knowledge we gather to inform Council work, investment and advocacy. The Neighbourhood Planning Framework does not replace existing Council operational planning processes or other municipal and local structure plans, instead it will complement and enhance existing processes.

- *Neighbourhood Portals:* To support this continuous cycle of listening and responding to community, the Council will develop Neighbourhood Portals in the form of interactive online web pages for each neighbourhood, which provide up-to-date location specific information to community and serve as a key communication channel between community and the organisation. These will include information on the strengths and priorities identified by each neighbourhood, details of projects planned or underway, demographic data, links to community resources and showcase community stories. The Portals will also provide a place for community to interact with the Council and their Neighbourhood Partner.

- *Neighbourhood Partners:* Neighbourhood Partner roles have been established for the neighbourhoods across the municipality. These roles aim to connect with a diverse range of community members to build relationships, understand local priorities, bring people together and support community-led initiatives. Our Neighbourhood Partners will also play an important role in sharing community insights and knowledge with the community through the Neighbourhood Portals and in the organisation through the Knowledge Bank to inform short and long-term planning.

- *Knowledge Bank:* With the Neighbourhood Portals acting as the one-stop-shop for community about their neighbourhoods, a Knowledge Bank is being developed to support greater understanding of community ideas, priorities and concerns within the organisation. The Knowledge Bank is a repository of community data from across the organisation that gathers and analyses community input from across multiple sources to provide an accurate, current and centralised picture of what is happening across different neighbourhoods. Staff can search by neighbourhood and topic to find out what's already been said and access existing data gathered from different forms of engagement with community about projects and issues relevant to their work.

Strategic context

Implementing the Neighbourhood Model is a Major Initiative in the Council Plan 2021-25 under the Access and Affordability strategic objective. The Neighbourhood Framework articulates how the Neighbourhood Model will be integrated and supportive of existing governance, planning and budget frameworks.

The framework is aligned with the City of Melbourne's Community Engagement Policy, the governance principles identified in the Local Government Act 2020 and the Inclusive Melbourne Strategy's ambition to deliver more inclusive and sustainable outcomes for our city through shared problem-solving, open dialogue and meaningful participation.

The implementation of the Neighbourhood Model and Framework will support progress against 10 (reduced inequalities), Goal 11 (sustainable cities and communities) and Goal 16 (peace, justice and strong institutions) of the *United Nations* Sustainable Development Goals (SDGs), assisting to 'Ensure responsive, inclusive, participatory and representative decision-making' within the City of Melbourne.

Neighbourhood Planning Framework Overview

The Neighbourhood Planning Framework does not operate in isolation. It forms a critical part of our Neighbourhood Model, helping us to deeply understand our communities and engage them in shaping our current and future plans.

The organisation already collects and acts on knowledge from across the community, but it is not readily accessible beyond the point of engagement or held in a way that continually informs plans, strategies and actions.

The purpose of the planning framework is to create a continuous cycle that connects the knowledge we gather to the plans we make and the actions we prioritise. This framework helps direct the knowledge we hold across the organisation to bring it to life and embed it in our practice.

To articulate how it will work, we have set out diagrams on the following pages that show how the community will experience the framework, the components that work together to support the collection and management of knowledge, as well as how we will use the knowledge to inform our actions.
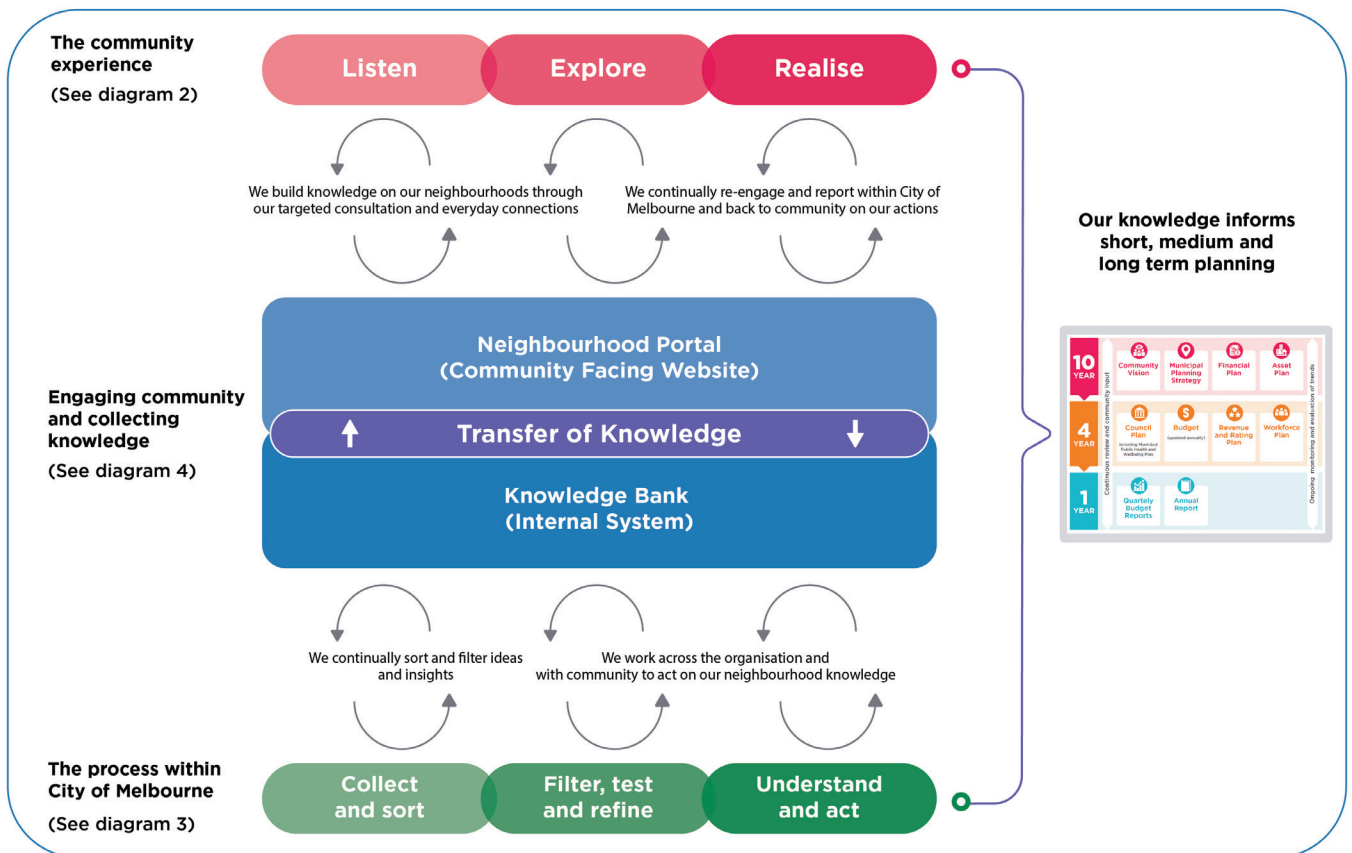

Diagram 1: Neighbourhood Planning Framework Overview

1. The community experience

The community experience is a critical component of the Neighbourhood Planning Framework and its design.   For our community, it will be experienced through a continuous cycle of listening (Listen), exploration (Explore) and realisation (Realise):

Listen

Through our neighbourhood engagement, community consultations, stakeholder conversations, customer feedback and the Neighbourhood Portals, our community will be able to engage and provide input on issues that matter most to them. We will be constantly listening to community voices through these channels and responding.

Explore

As our knowledge of what the community has told us grows, we will further explore the recurring ideas, themes, opportunities, and issues that arise. Some of this exploration will include simple engagements with community followed by quick actions, while others will be more in-depth conversations over a longer period and resulting responses in future Council Plans and budgets. Through the exploration process we will continuously communicate about what is happening, when decisions have been made and why we have taken certain actions.

Realise

As we identify relevant responses, our community will see this come to life through direct initiatives in their neighbourhoods and new partnerships with community organisations, businesses, philanthropic organisations and/or other partners to deliver outcomes. Results may also include advocating on the issues that we cannot address by ourselves or community-led action to drive change. Again, we will continue to communicate what is happening and how what we are hearing translates into actions.

Listen

We're continously listening to the voices of our community.

NEIGHBOURHOODS

Explore

We work with our community, partners and others to better understand and explore themes, ideas, opportunities and issues.

Realise

Outcomes for community are delivered through direct Council investment, partnering with others, community-led action or by advocating for change.

Diagram 2: Neighbourhood planning process community experience

2. The process within City of Melbourne

The process provides detail on the steps we will follow, the decisions we make and the actions that happen. It will be a continuous cycle of listening and assessing gathered knowledge; filtering it down; testing its relevance and alignment to our existing and future goals; and helping navigate these ideas and actions to where they can be implemented against relevant Council plans and budgets.

The process within City of Melbourne can be broken down into three overarching stages:

Collect and sort knowledge

Through our Neighbourhood Partners, the Neighbourhood Portals and from interactions the community has with the City of Melbourne, we are continually collecting knowledge from our community. Our process will embed a rhythm that will see our Neighbourhood Partners working with community and the organisation to sort and categorise the data and ideas we gather and identify recurring themes and insights to direct next steps.

Filter, test and refine

Working with and alongside colleagues from across the organisation, we will action any issues raised through our customer complaints and feedback mechanisms, communicate work already underway, seek to better understand and assess potential new ideas and identify next steps. There may be some themes and initiatives that are assessed and may not be feasible for a variety of reasons. When this occurs, we will be transparent and communicate to community and stakeholders why a decision to not proceed was made.

Understand and act

This stage in the process acknowledges the importance of exploring any new ideas that emerge and clarifying our understanding within the organisation and with our community. We will deep dive and refine what is being asked for or needed and, where appropriate, identify the areas within the City of Melbourne to work through and embed within current or future Council and Branch plans, operational budgets, or capital works initiatives.

Some of these initiatives may require advocacy, establishing partnerships with others, co-designing with community or supporting the community to act themselves. Importantly, there will be continuous reporting back to community on the actions we are taking and the decisions that are made, whether through Council reporting, the Neighbourhood Portals or through direct engagement with community and stakeholders.
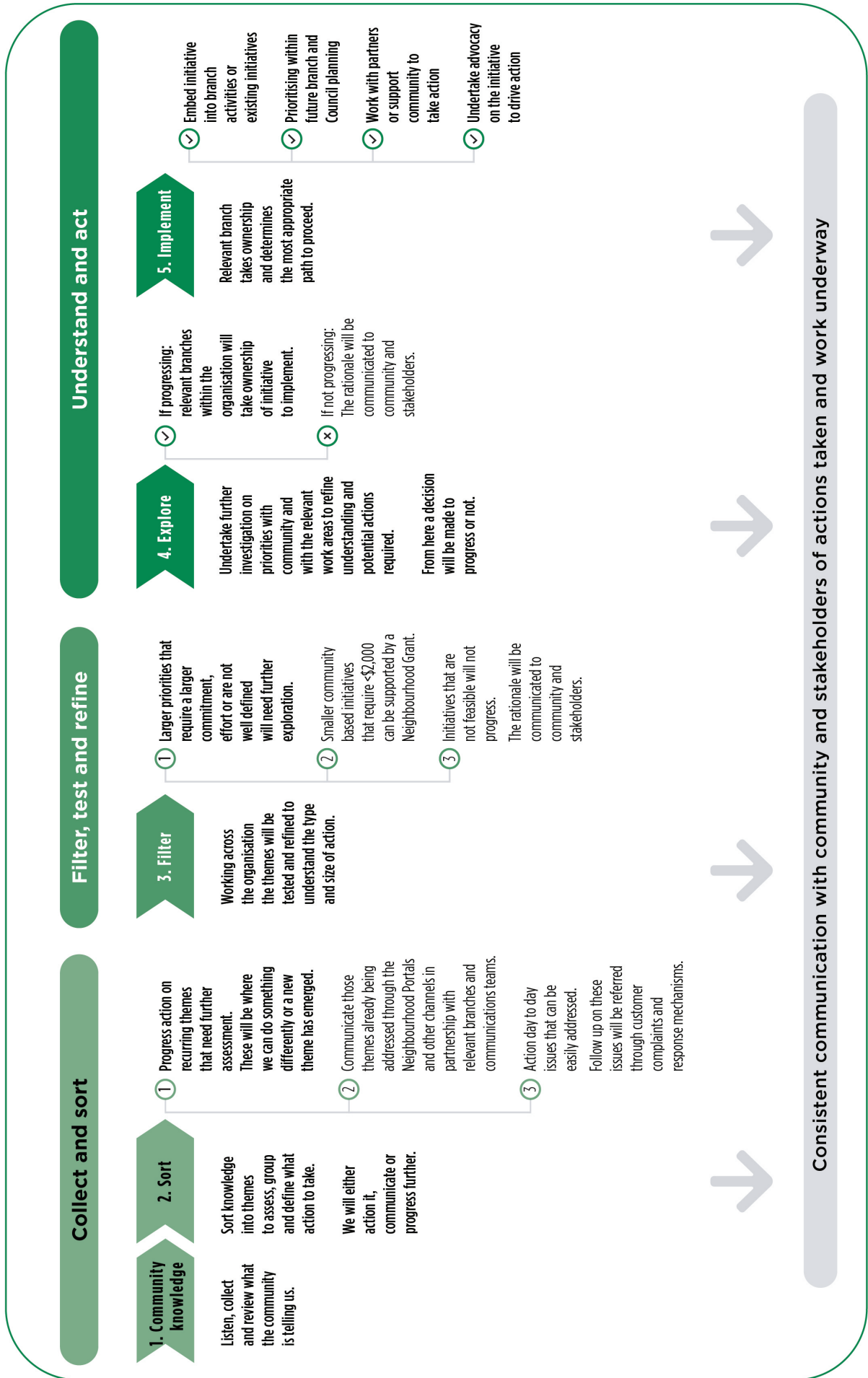
Collect and sort

1. Community knowledge

Listen, collect and review what the community is telling us.

2. Sort

Sort knowledge into themes to assess, group and define what action to take.

We will either action it, communicate or progress further.

① Progress action on recurring themes that need further assessment.

These will be where we can do something differently or a new theme has emerged.

② Communicate those themes already being addressed through the Neighbourhood Portals and other channels in partnership with relevant branches and communications teams.

③ Action day to day issues that can be easily addressed.

Follow up on these issues will be referred through customer complaints and response mechanisms.

Filter, test and refine

3. Filter

Working across the organisation the themes will be tested and refined to understand the type and size of action.

① Larger priorities that require a larger commitment, effort or are not well defined will need further exploration.

② Smaller community based initiatives that require <$2,000 can be supported by a Neighbourhood Grant.

③ Initiatives that are not feasible will not progress.

The rationale will be communicated to community and stakeholders.

Understand and act

4. Explore

Undertake further investigation on priorities with community and with the relevant work areas to refine understanding and potential actions required.

From here a decision will be made to progress or not.

⊘ If progressing: relevant branches within the organisation will take ownership of initiative to implement.

✕ If not progressing: The rationale will be communicated to community and stakeholders.

5. Implement

Relevant branch takes ownership and determines the most appropriate path to proceed.

⊘ Embed initiative into branch activities or existing initiatives

⊘ Prioritising within future branch and Council planning

⊘ Work with partners or support community to take action

⊘ Undertake advocacy on the initiative to drive action

Consistent communication with community and stakeholders of actions taken and work underway

Diagram 3: Neighbourhood planning process within City of Melbourne

3. Engaging community and collecting knowledge

Underpinning the community experience and the process within City of Melbourne are the Neighbourhood Portals and the Knowledge Bank.

The community-facing Neighbourhood Portals will be online web pages for each neighbourhood, which provide location-specific information and communication channels between community and the organisation. Internally within City of Melbourne, the Knowledge Bank will be a repository of information drawn from (in time) a range of sources, including neighbourhood engagements, project consultations, external community data and the everyday feedback we receive. The Knowledge Bank will be used to inform planning and action across the Council.

Our approach will evolve during the implementation of the current Council Plan:

Phase 1: Involves building and testing the approach to engaging our neighbourhoods – through 'Participate Consultations'.

Phase 2: Involves gathering knowledge from staff across Council through their regular engagement with community in the intermediate term.

Phase 3: Our long-term ambition is to embed real-time knowledge where our engagement with community and gathering feedback shifts from a passive to active approach where data can be sought and captured in real time.
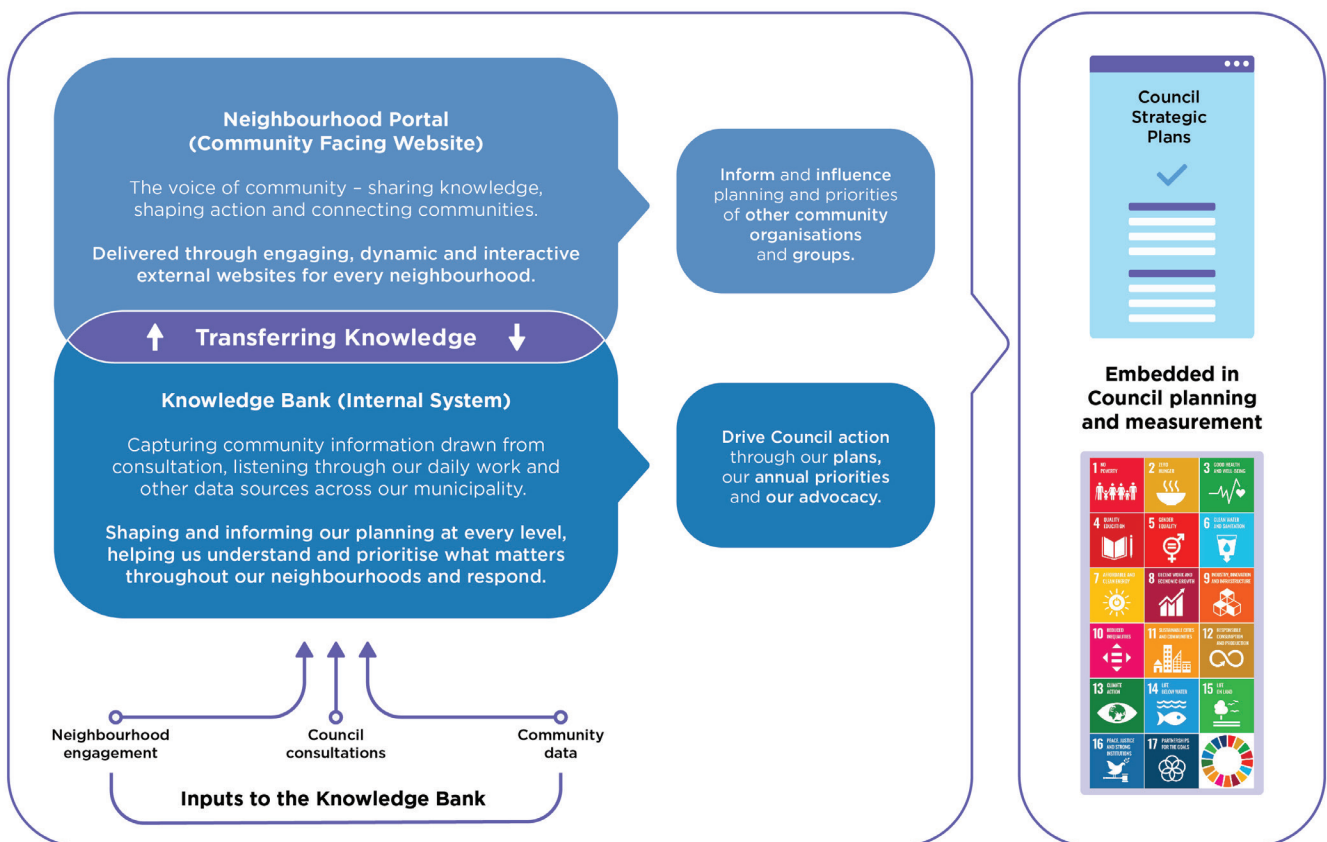
Diagram 4: Neighbourhood Portal and Knowledge Bank

Understanding success

The purpose of the Neighbourhood Planning Framework is to create a continually growing and developing repository of community knowledge that can inform our plans and actions. Its success will be driven by not just what we create as a technology solution and process, but by how it is embedded within practice, culture and behaviour.

Defining our success:

The following outcomes are the starting point for what will define our success:

- *Embedded in practice:* Community voice will be demonstrably informing Council Plans, commitments and actions drawn from our Knowledge Bank. The Neighbourhood Planning Framework is recognised and used as a critical input at all levels of Council planning and decision-making.
- *Trusted partnership:* Partnership between us and community where we all play a part in the change we want to see, to make our city the best possible place to live, work and visit.
- *Enabling community-led action:* We will see new partnerships and community-led initiatives emerge.
- *Community knowledge:* Members of our community will have more channels to engage with, be informed by and understand initiatives in their neighbourhood.

As part of the Neighbourhood Model implementation, a measurement and evaluation plan will be developed to ensure it is delivering against the intended outcomes. This will include periodic reviews of the Neighbourhood Planning Framework.

Neighbourhood Planning Consultation Summary

CBD & Kensington

Attachment 3

Overview

Community consultation to develop neighbourhood planning for the CBD and Kensington took place over two phases of engagement:
Phase 1 October to December 2021
Phase 2 March to April 2022

A combined summary of engagement reach, activities and process is provided from slides 3-7.

A more detailed account of what was heard for the CBD (Participate 3000) is provided in slides 8-13, and for Kensington (Participate Kensington) in slides 14-19.

User testing of the Neighbourhood Portals also occurred in May, slide 20.

What we did

We mapped and understood the makeup of each neighbourhood and designed engagement plans. We then collaborated with a range of community partners to expand reach, including:

- Wurundjeri Woi Wurrung Elders
- City of Melbourne Disability and Family Advisory Committees
- People experiencing homelessness and public housing residents through Council for Homeless Persons and Unison Housing
- Culturally diverse communities through Multicultural Hub and Kensington Neighbourhood House
- Mandarin-speakers through WeChat and community leaders
- Children through collaboration with Kensington Community Children's Co-operative and The Venny
- International students through The Couch
- Engagement with business through Business Concierge program and more.

What we did

Utilised diverse range of engagement tools and techniques to make it easy and inviting for people to take part:

- ✓ 36 pop-ups across both neighbourhoods

- ✓ Surveys translated into main community languages

- ✓ In person visits to local businesses

- ✓ Additional phone surveys to ensure diverse community representation, and interactive online map

- ✓ 100 deep-dive conversations between CBD community members and Neighbourhood Partner

- ✓ 5000 postcards delivered to all homes in Kensington, postcard activity and 'mail-box' station set-up in key community facilities around Kensington

- ✓ Trialed new engagement techniques including community-led resident and business meet-ups and community connector pilot
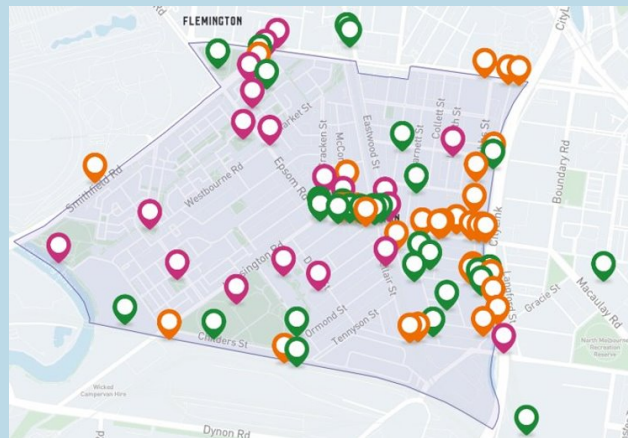
What we did

- Engagement included inviting community members to share their priorities for their neighbourhood and outlining possible initiatives needed to address these locally.

- Consultation also sought to understand new emerging needs and opportunities in light ofcontinuing rolling lockdowns and possible changing priorities.

What we achieved

First phase of neighbourhood planning for CBD and Kensington received 1580 contributions from 1415 community members.

Second phase consultation received 359 contributions across both neighbourhoods.

Approximately 75% not usually involved in City of Melbourne consultations.

Continue to engage with more new people through successful methods.

1939 overall contributions across both phases of consultation for CBD and Kensington
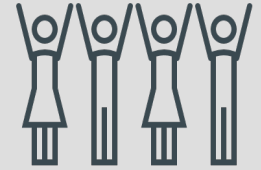
More than 1600 community members involved across two phases of engagement

NEW

Approx. 75% new to CoM engagement

Traditional Owner consultation

- Two initial workshops were held with Wurundjeri Woi Wurrung Elders. Workshops will continue as the Neighbourhood Portals develop over time.

- Wurundjeri Woi Wurrung Elders shared that they feel responsible for visitors on their Country and this includes an ongoing role to look out for and respect people, animals and the environment.

- They reminded us to slow down amongst the bustle of the city and take the time to learn and appreciate more about our ongoing Aboriginal history and culture. Here you will find some stories, place and links to get you started

- Link to Mapping Aboriginal Melbourne project City of Melbourne - Mapping Aboriginal Melbourne

Who we heard from
Participate 3000 – Phase 1 consultation

*Demographic data is only from the 720 people who completed a survey

Gender

65%	36%	1%	1%
Female	Male	Non-binary or gender diverse	Prefer not to say

Age

12%	22%	11%	19%	16%	10%	7%	2%
12-17	18-25	26-30	31-40	41-50	51-60	61-70	71+
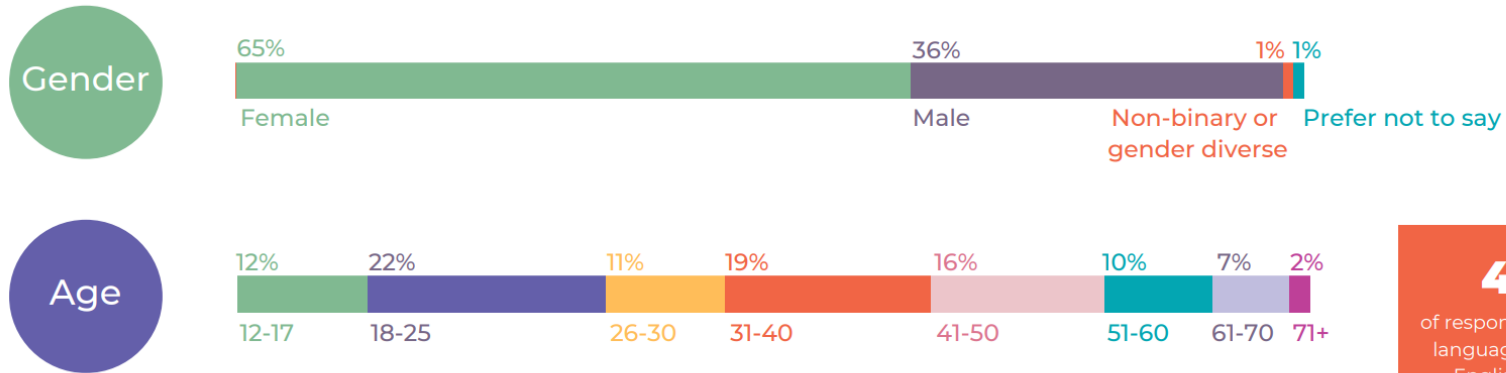
45%
of respondents speak a language other than English at home

What we heard
Participate 3000 – Phase 1 consultation

THE TOP DRAWCARDS OF THE CBD WERE:

Amenity and convenient access to work and other attractions

Melbourne's diverse, friendly community and culture

Lifestyle and vibrancy - dining, drinking, shopping and entertainment

Ease of getting around the CBD on foot, by bike, or by public transport

What we heard
Participate 3000 – Phase1 consultation

IS MELBOURNE HEADED IN THE RIGHT DIRECTION?

The 48% who said yes talked about:

- Strong hospitality and retail offerings
- Ease of transport and movement
- The CBD's liveability, vibrancy, and sense of community
- Reopening after lockdowns

The 19% who said no talked about:

- Feeling unsafe in the city
- Transport - some want easier car transport, while some want better active transport options
- Uncontrolled development

The 33% who weren't sure talked about:

- Uncertainty around COVID-19 impacts
- Transport - with opinion split between whether cars or active transport should be prioritised
- Excessive development

What we heard
Participate 3000 – Phase 1 consultation

WHAT'S MISSING IN MELBOURNE CBD?

- More parks and greener streets
- More well-maintained amenities like public toilets, seating, drinking fountains and shelters
- Easier transport - for some this meant cheaper and more parking, while others wanted active and public transport modes prioritised
- A range of recreational facilities and exercise equipment

- Reinvigorate underused areas – more well-lit spaces, laneways and squares with greenery, street art and performances
- More libraries, co-working facilities, and other non-commercial spaces to support community connection
- More galleries, events, festivals, theatres, and outdoor art and music performances

What we heard
Participate 3000 – Phase 1 consultation

COMMUNITY CONNECTION AND PARTICIPATION

Respondents were asked whether they agreed with the following statements on a scale of 5 (strongly agree) to 1 (strongly disagree)

City of Melbourne understands the needs of the community

I feel connected to my local community

It is important that I'm connected to my local community

I am informed about what's happening in the community

I feel empowered to participate in community life

What we heard
Participate 3000 – Phase 2 consultation

How well have we captured the priorities?
Average 4.59/5

8	On a scale of 1 to 5, how well have we captured the neighbourhood priorities for the Melbourne CBD?
	Rating | Skipped: 18 | Answered: 170 (90.4%)

★ Average 4.59
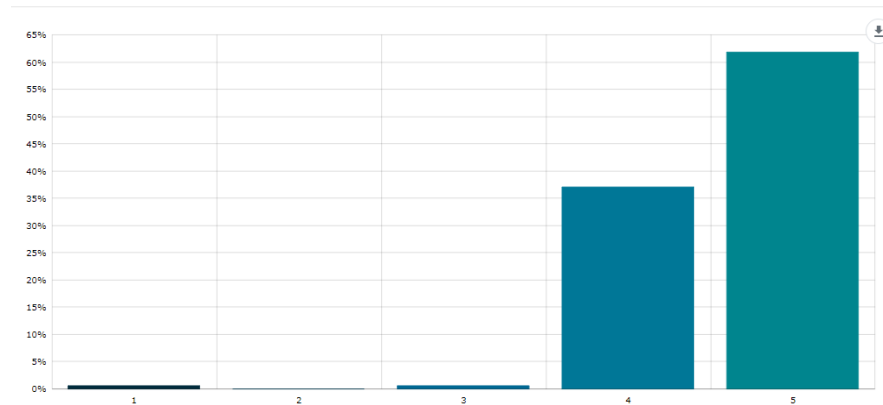
Have we missed anything?
- 99% of respondents said the neighbourhood priorities were captured "well" or "very well"
- Bringing workers back to offices/city activation and tourism could be made more explicit
- Safety and wellbeing is critical and important to most people
- A few respondents mentioned family friendly spaces and activities could be more specific
- A few respondents mentioned community consultation processes and communications
- E-scooters trial started after stage 1 consultation, views are split but more concerns than support
- A few respondents mentioned composting
- Street cleanliness to be moved to different category (Safety & Wellbeing)

Who we heard from
Participate Kensington – Phase 1 consultation

WHO WE HEARD FROM

*Demographic data is only from the 473 people who completed a survey.

Gender
65% Female | 32% Male | 1% Non-binary or gender diverse

Age
7% 18-25 | 18% 26-30 | 27% 31-40 | 19% 41-50 | 12% 51-60 | 11% 61-70 | 5% 71+
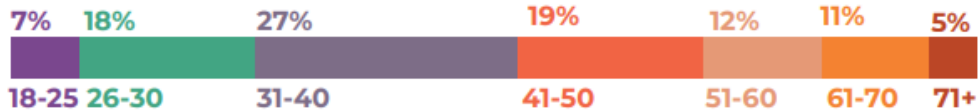
23% of respondents speak a language other than English at home

91% of respondents live in Kensington

What we heard
Participate Kensington – Phase 1 consultation

LIFE IN KENSINGTON
THE TOP DRAWCARDS OF KENSINGTON WERE:

- Location close to the city
- Good public transport and overall connectivity
- Strong sense of community
- Housing availability and affordability, though this perception is changing
- Many parks and green spaces

What we heard
Participate Kensington – Phase1 consultation

WHAT DO YOU WANT FOR KENSINGTON IN THE FUTURE?

Better traffic and parking management, including possible removal of level crossings

More investment into biking and walking infrastructure

Rejuvenation of areas lilke the main shopping strips

Protecting local heritage and character and ensuring new development height and density are appropriate to the neighbourhood

Even more parks, planting, and open space, especially in the eastern part of Kensington between Moonee Ponds Creek and Craigieburn railway line.

More community events and activations using open spaces and other community venues

More cafes, restaurants and bars creating buzz and vibrancy in the neighbourhood

What we heard
Participate Kensington – Phase 1 consultation

WHAT'S MISSING IN KENSINGTON?

- More green spaces, including off-leash dog parks

- More community services like a library, event spaces, a toy library, makerspaces, and programs for teenagers

- Improved biking and walking infrastructure especially along Macaulay Road, Kensington Road, and Racecourse Road

- More public facilities like BBQ areas, outdoor seating and shelters, drinking fountains, rubbish bins and safe, clean public toilets

- Expanding sport and recreation facilities, and providing options while the Kensington Recreation Centre is being redeveloped

What we heard
Participate Kensington – Phase 1 consultation

COMMUNITY CONNECTION AND PARTICIPATION

Respondents were asked whether they agreed with the following statements on a scale of 5 (strongly agree) to 1 (strongly disagree)

City of Melbourne understands the needs of the community

It is important that I'm connected to my local community

I feel connected to my local community

I am informed about what's happening in the community

I feel empowered to participate in community life
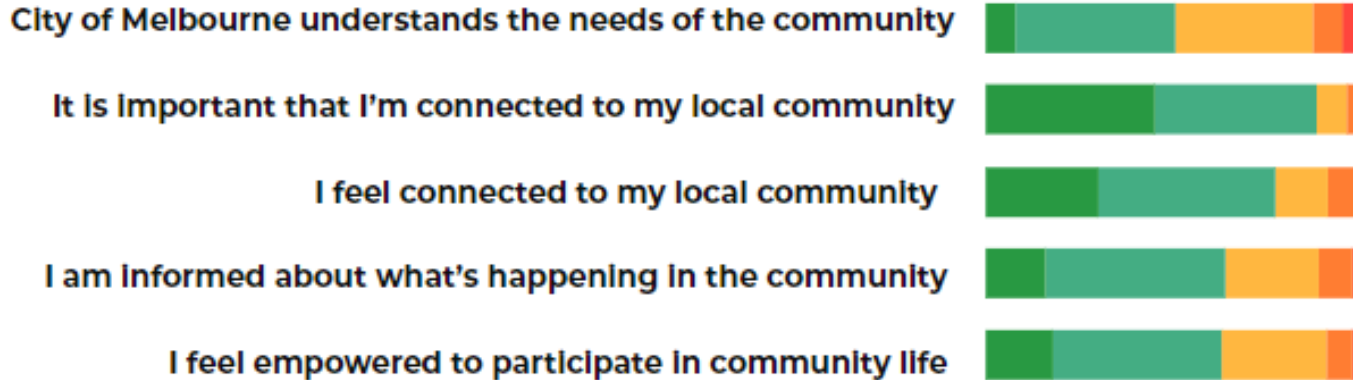
What we heard
Participate Kensington – Phase 2 consultation

How well have we captured the priorities?
Average 4.16/5
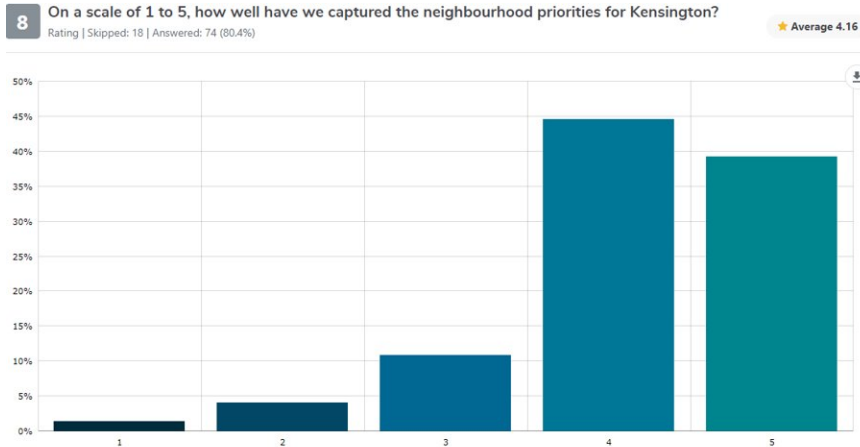
Have we missed anything?
- Many felt priorities were captured 'well' or 'very well'.
- Some wanted to see more emphasis on digital inclusion initiatives.
- Comments were received about improving Holland park scoreboard and lighting for night games.
- A few commented on impacts of construction and the need to address this.
- A couple of people highlighted planning for flooding.
- Views were mixed on the idea of possible level crossing removal
- Some expressed concern/cynicism about how these priorities would be realised
- Others highlighted themes that resonated and the need to strengthen some elements of draft priorities including: road safety, protecting local heritage and character, improving amenity and reducing waste.

Neighbourhood Portal user testing

- User testing was conducted to assess the usability of the Neighbourhood Portals for the CBD and Kensington
- 16 community members participated in four sessions across the following focus areas: International Students, members of the Disability Advisory Committee, Young People and Older People
- For each session, we asked participants to complete simple navigation tasks and provide feedback on their experience
- Overall, participants understood and supported the idea and execution of the portals
- Participants provided useful feedback that influenced the design and content, including improved accessibility
- Overall, participants rated their likelihood of using a neighbourhood portal in the future as 8/10.

CITY OF MELBOURNE
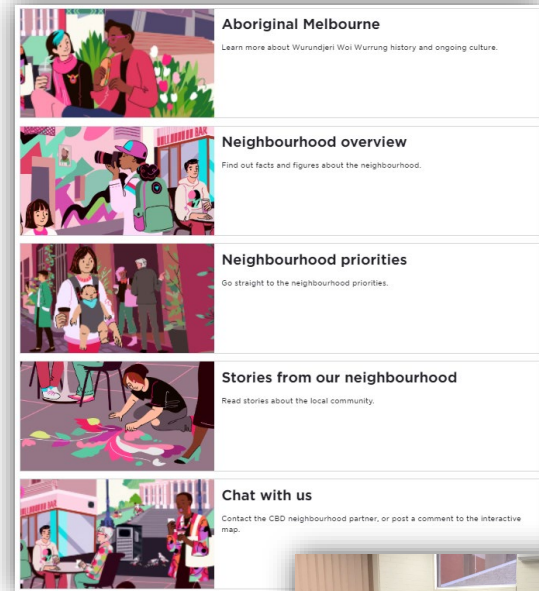
Connected Neighbourhoods Small Grants Guidelines

2022 - draft

Contents

Purpose of Connected Neighbourhoods Small Grants

The City of Melbourne is committed to creating connected and inclusive communities especially at a neighbourhood level. We provide small grants for community organisations and individuals to support community connection, social inclusion, access and participation.

Objectives of Connected Neighbourhoods Small Grants

Connected Neighbourhoods Small Grants allow the City of Melbourne to progress community development outcomes in the neighbourhoods that make up our municipality. The objectives are to:

- increase community participation, connection, equity, diversity and inclusion

- empower community members to identify and respond to local issues and priorities.

Eligibility criteria

To be eligible to apply for funding through *Connected Neighbourhoods Small Grants*, applications must meet the following criteria:

- Applicants must be;

    - a not-for-profit constituted body;

    - a school;

    - a community leader; or

    - individual community member supported by their community

- Applicants must be located within the City of Melbourne municipality with benefits for local people.

- Funded activities must create opportunities for community members to experience greater connection to their community through opportunities that improve access and participation.

Funding will not be considered for:

- activities with a religious or political focus

- capital works

- commercial activities and/or organisations

- fundraising activities, competitions, prizes or award events

- interstate and international travel costs including travel costs for facilitators/consultants

- activities that have already commenced or occurred

- activities that are being, or have already been, funded through other City of Melbourne grant or sponsorship programs

- activities run by the City of Melbourne

- organisations with outstanding acquittals or debts owing to the City of Melbourne

- incomplete applications

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Funding level

Applications for *Connected Neighbourhoods Small Grants* funding can be made for any value up to $2000.

Key dates

Applications received by the third Friday of the month will receive an outcome in the last week of the following month.

Funding must be spent within 12 months of receiving the grant.

Assessment process

Once we have received your application:

- You will receive an email confirming receipt of your application.

- Your application will be assessed against the eligibility and assessment criteria. Ineligible applicants will be notified that their application is ineligible.

- Funding recommendations will be advised to Council. Council will make the final decision on the outcome of all eligible applications.

- All applicants will receive a notification via email with the result of their application within eight (8) weeks of application.

- Information about grant decisions will not be given over the phone.

- The list of successful applicants will be published on the City of Melbourne's Neighbourhood Planning Portals approximately a month after applicants have been notified of the outcome of their application.

Assessment criteria

Connected Neighbourhoods Small Grant applications are assessed against the assessment criteria below. Only applications that adequately respond to the assessment criteria will be considered.

1. **Alignment to the purpose and objectives of *Connected Neighbourhoods Small Grants* (35%)**

   - Does the activity support and increase community connection and community participation building on access, equity and diversity to progress inclusion for City of Melbourne community members in a particular neighbourhood?

   - How many City of Melbourne community members are likely to participate and benefit?

   - Does the activity consider the impact of COVID-19 in the short and long term?

2. **Community need (35%)**

   - Is this activity linked to neighbourhood priorities (as outlined in the Neighbourhood Portal)?

   - Has the applicant appropriately engaged with target participants prior to submitting the application?

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3. **Budget (30%)**

- Does the budget accurately reflect the scope and scale of the activity?

- Does the total revenue, including the amount requested through the Connected Neighbourhoods Small Grants, match the total expenses?

- Have quotes been provided to support capital purchases (if applicable)?

Additional assessment notes

COVID-19

Due to the ongoing impact of COVID-19, grant applications must mention how the proposed project will be delivered with changing restrictions in mind. Applications must include COVID-19 mitigation in project planning and delivery that addresses current Victorian Department of Health and Human Services (DHHS) advice[1].

City of Melbourne reserves the right to:

- not consider applications that do not meet the eligibility or assessment criteria

- request further information to inform our assessment

- require normal permits for all projects. If relevant, these should be outlined in the application (refer to the City of Melbourne website[2] for permits required within the City of Melbourne)

- request a declaration in the application if quotes and/or other proposed services are provided by family, friends or committee members.

Essential attachments for all applications

Applicants must provide a certificate of currency for public liability or other relevant insurance. If applicants do not hold public liability insurance they must provide a risk assessment document identifying risks associated with their application and explaining how these risks will be managed. Council may determine that the risk assessment document is inadequate and require appropriate insurance coverage prior to releasing funding.

Lobbying

Canvassing or lobbying in relation to an application is strictly prohibited during the application process.

No further consideration will be given to an application submitted by an applicant that canvasses or lobbies the Lord Mayor, City of Melbourne councillors or employees of the City of Melbourne.

Grant terms and conditions

If your application is successful, you will be required to:

- sign a funding agreement with the City of Melbourne that provides details about the terms and conditions of funding. The funding agreement will outline reporting and acquittal requirements specific to your application

- supply all requested information prior to any funding being released

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[1] https://www.dhhs.vic.gov.au/coronavirus
[2] http://www.melbourne.vic.gov.au/pages/permits.aspx

- submit paperwork within the allocated timeframes. Funding is allocated from specific financial year budgets and if paperwork is not submitted within the allocated timeframe, then funding is forfeited by the funded organisation

- use the funding allocated for the purposes specified in the application. Grants may not be used for any purpose other than for which it is granted, without the written permission of the City of Melbourne. Unspent funds must be returned to City of Melbourne

- deliver the activity within the allocated budget. City of Melbourne will not be responsible for shortfalls in budgets if the applicant is unable to meet costs

- if the funded project includes contact with children aged 0-18, ensure that all relevant staff, contractors, volunteers and committee members hold a valid working with children check and provide copies of these if requested by Council

- acknowledge the City of Melbourne in all promotional materials relating to the successful application, including use of the logo

- complete the activity within 12 months of receiving the grant. No extensions will be provided

- invite the Lord Mayor and Councillors to attend any significant launches or events associated with the activity

- acquit the grant and provide receipts for any purchases over $200.

Completing your application

Applications will be submitted and managed online via SmartyGrants. Application forms can be accessed from the City of Melbourne website.

This program is open for applications all year until the funding is fully allocated. Application cut off time will be the third Friday of each month.

When your application is fully submitted you will receive an automated email containing a PDF copy of your application and confirmation that it has been received.

If you experience technical issues with the SmartyGrants system, please contact SmartyGrants directly (contact information below).

Contacts

Applicants are encouraged to contact the relevant Neighbourhood Partner (details below) to discuss project ideas, and for general enquiries, before applying:

- Carlton and Parkville: Nas Mohamud, Nas.Mohamud@melbourne.vic.gov.au 0422 181 872

- CBD: Michelle James, Michelle.James@melbourne.vic.gov.au 0409 299 136

- Docklands and Fishermans Bend: Fadi Qunqar, Fadi.Qunqar@melbourne.vic.gov.au 0481 484 891

- East Melbourne and South Yarra: Rei Chin, Rei.Chin@melbourne.vic.gov.au 0481 396 346

- Kensington: Melanie Del Monaco, Melanie.DelMonaco@melbourne.vic.gov.au 0409 629 785

- North and West Melbourne: Tallia Gilarry, Tallia.Gilarry@melbourne.vic.gov.au 0466 801 126

- Southbank: Ash Lee, Ash.Lee@melbourne.vic.gov.au 0481 452 245

SmartyGrants technical assistance:

If you experience technical issues with the SmartyGrants system please contact them directly on email[3] or by phone: (03) 9320 6888.

Got questions or need help?

Application assistance

If you are unable to complete the application form online due to access issues or you have difficulty using technology please contact us at commstrength@melbourne.vic.gov.au and we will discuss how we can assist you to complete the forms.

Frequently asked questions

Q: Can my organisation submit more than one application?

A: No, we will only accept one application per organisation.

Q: If we already have some funding allocated to this project, can we still apply for additional funding?

A: Yes. In fact we encourage multiple funding sources for a project as this can strengthen the application and create greater sustainability for the project. The application form will ask you to declare additional funding sources for your project.

Q: My organisation is located outside the City of Melbourne, can I apply?

A: To be eligible, organisations must be located within, or offer a project within, the City of Melbourne municipality. In addition, the program must focus on a local neighbourhoods and / or a vulnerable community.

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[3] service@smartygrants.com.au