

Boronia Renewal Project
Community
Engagement Report

knox
your city
Boronia
Renewal Strategy



We want to hear from you.

Boronia is changing and Knox City Council wants your feedback on our draft Boronia Renewal Strategy.

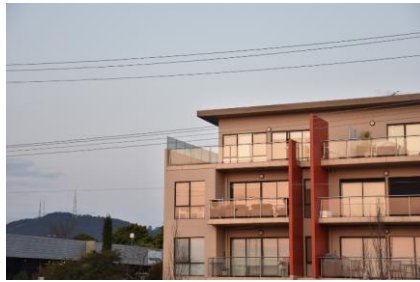


Table of Contents

1.0 Introduction	4
2.0 Project Background	5
2.1 The Context	5
2.2 Project Drivers	5
2.3 The Project and Study Area	5
3.0 Engagement Methodology	8
3.1 Engagement Objectives.....	9
3.2 Engagement Planning and Activities	10
3.2 Previous Relevant Engagement.....	11
3.3 Online Surveys.....	11
3.4 Promotion, Media releases, Social Medias and Online conversations	23
3.5 Focus Groups.....	32
3.6 Community Conversation Sessions and Workshops.....	35
3.8 Timelines of engagement	47
3.9 Participants.....	48
4.0 Findings and Lessons learnt	49
5.0 Conclusion	50
Appendices	51

1.0 Introduction

This report outlines the processes and findings of the community engagement undertaken as part of the Boronia Renewal Project. This project involved the review of the 10-year old Boronia Structure Plan with consideration of the current and future role of the Activity Centre for the next twenty years, particularly in regard to built form, social, economic and environmental issues, as well as examining future options for Council’s aging infrastructure and services to the community.

The project scope sets out the following objectives in the table below.

OBJECTIVE	PROMISE
To involve stakeholders (including Councillors, Council staff and Community Organisations) in a Charrette/workshop to assist in identifying key directions to inform the development of the Boronia Renewal Strategy.	Involvement will inform the Key Direction Report being presented to Council.
To undertake appropriate targeted consultation with stakeholders in order to inform the development of the Boronia Renewal Strategy.	Targeted consultation is undertaken as part of evidence collection and key directions report Targeted consultation will be undertaken with: <ul style="list-style-type: none"> • Key departments across Council • Community Agency Stakeholders • Councillors
To inform community members and stakeholders through a range of communication methods on the project development.	Community members and stakeholders will be kept up to date regarding each stage of the project.
To seek feedback from community stakeholders on the Draft Boronia Renewal Strategy.	Feedback will be considered by Council.
To meet the statutory requirements to review and update the Planning Scheme Amendment.	Formal statutory process through public exhibition and Panel hearings.
To receive submissions on the proposed planning scheme amendment that implements changes to the Knox Planning Scheme.	Submissions will be considered by Council and referred to an independent Planning Panel, if required.

A proportion of the engagement for this project also involved seeking the views of Council officers and key State government stakeholders in relation to the current infrastructure, as well as social and cultural service environment and future service trends that would have been noted by these stakeholders. The main step, and purpose of this report, was the engagement with the community to understand the strengths, aspirations, needs and expectations of a future Boronia.

This information will then be used by officers to develop Council’s draft Boronia Renewal Strategy to be exhibited for public comment along with the proposed Planning Scheme Amendment in mid-2019.

The following document provides a summary of the key outcomes from the external stakeholders and community engagement phase of the Boronia Renewal project.

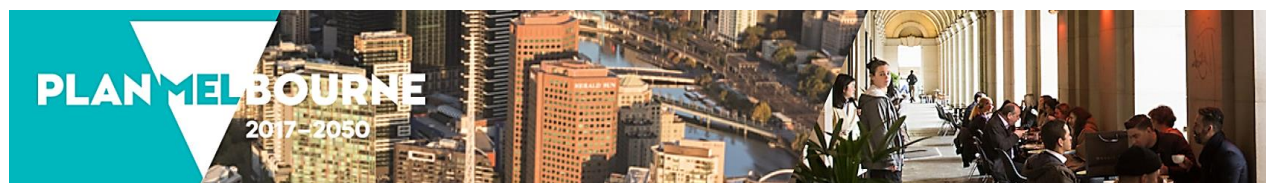
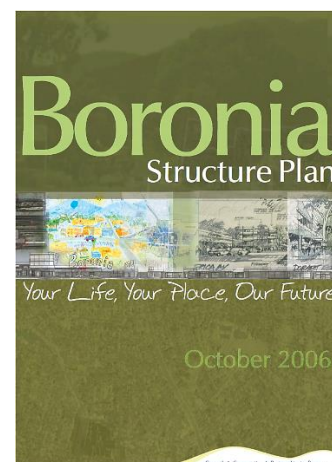
2.0 Project Background

2.1 The Context

The Boronia Renewal Project commenced with Council responsibilities to review the Boronia Structure Plan 2006 and address identified issues for the Boronia Community as well as review Knox Planning Scheme controls that are due to expire in December 2019.

The original Structure Plan was aligned to the then State Government policy framework *Melbourne 2030: Planning for Sustainable Growth* which stretched across the wider Melbourne metropolitan area identifying where growth should occur. The metropolitan strategy identified Boronia as a Major Activity Centre, outlining several conditions that were necessary for the Centre to perform well.

This State Government metropolitan strategy eventually evolved to become *Plan Melbourne 2017-2050*, retaining Boronia as a Major Activity Centre but providing updated vision, guidelines and deliveries for the metropolitan area.



2.2 Project Drivers

Further analysis to reconsider the Activity Centre boundary and controls within the Knox Planning Scheme was requested by the Minister of Planning along with the recommendations of the *Department of Environment, Land, Water, and Planning* to review structure plans every four years.

Moreover, today's Boronia is very different from the Boronia of 2006 and the expedited rate of change will result in a vastly different place by 2036. Council assets are aging and nearing the end of their lifespan with the Boronia Activity Centre being under growth pressure from built, social, economic, and environmental issues. A review of the Boronia Structure Plan 2006 revealed that despite the bulk of the Structure Plan's action have been completed, some issues persisted. This highlighted that a "business as usual" approach will not break entrenched issues and negative perceptions affecting Boronia. As such, a realignment of past approaches with new thinking would be necessary to set a new vision to lead Boronia towards a safe and secure future.

2.3 The Project and Study Area

The Boronia Renewal Project works begun following its adoption in September 2017; aiming to create a Renewal Strategy that will be a Strategic Planning document which establishes key directions for the future of Boronia. A comprehensive approach has been favored in recognition of the need to initiate change on multiple fronts through a multi-disciplinary renewal strategy.

The Project comprises, although not limited to, consolidated Background Report, Technical Studies, Implementation Plan, Built Form guidelines, and the subsequent Planning Scheme Amendment.



Figure 1 – Boronia Activity Centre and surrounding study area.

The study area comprises the current Boronia Activity Centre and surrounding fringe.

Overall, there are four stages of delivery to the project namely:

STAGE	OUTPUT
STAGE 1 Background and research	<ul style="list-style-type: none"> - Consolidated Background: <ul style="list-style-type: none"> o Movement and Access Study; o Car Parking Audit; o Land Use and Built Form Structure and Transformation; o Walkability; o Planning Advice to assist delivery of the Boronia Renewal Strategy (Planning controls, Activity Centre Boundary, Parking Overlay); o Boronia Economic Demand, Land & Site Options Analysis; o Knox City Heritage Advice; o Population growth, Social & Community Profile; o Assets, Community Service & Facility needs.

STAGE	OUTPUT
	- Community Consultations – (e.g. Boronia Future Community Survey, and other workshops).
STAGE 2 Strategy development	- Key Directions Report; - Creating a Safer Boronia Strategy: <ul style="list-style-type: none"> o Safer Communities Fund Grant; o Boronia CCTV renewal program. - Draft Boronia Strategic Community Plan; - Draft Planning Scheme Amendment; - Draft Boronia Park Civic Concept Plan.
STAGE 3 Implementation	- Final Boronia Strategic Community Plan; - Final Boronia Park Civic Concept Plan; - Planning Scheme Amendment.
STAGE 4 Ongoing service delivery	- Boronia Park Master Plan; - Upgrading lighting and walking paths.

As part of this, a new structure plan is required to guide and coordinate actions that will shape the future redevelopment of the Boronia Town Centre and its surrounding neighbourhood. This new Structure Plan will be implemented to the Knox Planning Scheme via a Planning Scheme Amendment.

The deliverable of this project to date has been a collaborative effort between:

- Knox City Council’s City Futures Team
- Knox City Council’s Community Infrastructure Team
- Knox City Council’s Sustainable Infrastructure Team
- Knox City Council’s Community Services Team
- Knox City Council’s Communications Team
- Hansen Partnership
- GTA Consultants
- Glossop Town Planning
- HillPDA Consulting

2.3.1 Aim

The purpose of this report is to provide an overview of the community engagement activities and communication that were taken as part of, or influenced, the Boronia Renewal Project. This report draws together ideas and feedback received from the community and a range of stakeholders with an interest in Boronia.

This report captures all the Community Engagement activity undertaken as part of Stage 1 - Background and Research, and Stage 2 – Strategy development of the Boronia Renewal Project, compiling the key findings that helped drawing the conclusion, i.e. the storyline, for Stage 3 of the project. Further Community Engagement Consultation will take place at Stage 3 – Implementation during the exhibition of the Planning Scheme Amendment and will comprise a separate addendum adding to this report at a later stage.

The Community Engagement Plan for the Boronia Renewal Project comprised a communication strategy which together with the purpose of the Boronia Renewal Project aimed:

- To inform identified key audiences about the project, its deliverables, and outcomes.

- To build long term relationships with the community and key stakeholders to support the preparation of a Renewal Strategy and its implementation.
- To share specific information about Boronia sourced from the Community and Council Plan and a review of the 2006 Boronia Structure Plan.
- To highlight facets of the project.
- To invite feedback from, and to give feedback to, the community, within agreed timeframe. And,
- To identify opportunities for community intervention and input on future priorities.

To help achieve this project Council identified key audiences, key messages and the most appropriate communication channels as part of the community engagement approach outlined below in section 3.

3.0 Engagement Methodology

Knox Council has an ongoing commitment to engaging with its community (particularly those who will be effected by a decision) to support well informed decision making, governance and democracy. The Boronia Renewal Project recognises the diversity of skills, views and expertise embedded in the community and these are being harnessed to improve planning and decision-making.

A Boronia Renewal Communications Strategy was developed to express the purpose, goals and measurement for engaging with identified key audiences about the project, its deliverable and outcomes. It also identifies key stakeholders, key messages and supporting messages of this project. The Communication Strategy can be found in **Appendix 1**

As this project addresses multiple issues in Boronia, it is important to reach as broad an audience as possible.

The following key actions and methodologies were identified for the community engagement process to gain input from Council staff, community members, stakeholders and partners in Boronia:

METHOD OF COMMUNICATION USED	EXAMPLE OF COMMUNICATION UNDERTAKEN
Web updates	<ul style="list-style-type: none"> • Dedicated Boronia Renewal Project webpage with regular updates and links to documents; • Ability to provide feedback through Knox “have your say” website. • Links to online surveys.
Subscriber bulletins	<ul style="list-style-type: none"> • Bi-monthly digital Boronia information bulletin emailed to subscriber (<i>voluntary subscription</i>).
Media releases and Local Community Paper	<ul style="list-style-type: none"> • Social media promotion reaching and feedback; • Local media and community paper article and advertisement with: <ul style="list-style-type: none"> ○ Knox Leader; ○ Boronia-Basin Community News. • Council’s ‘Knox Biz’ economic information bulletin.
Ad-Hoc Communications	<ul style="list-style-type: none"> • Promoting advertisement: <ul style="list-style-type: none"> ○ Bus shelters advertising; ○ Council lobby buildings advertising; • Distributed information Booklets and promotion postcards; • Radio Segment; • Social media advertising; • Focus project mail out to owners, residents and retailers; • Stakeholders’ electronic mailing lists.

METHOD OF COMMUNICATION USED	EXAMPLE OF COMMUNICATION UNDERTAKEN
Community Information Sessions	<ul style="list-style-type: none"> • Surveys; • Community Conversation Sessions and workshop; • Walking tours.
Focus Group and workshops	<ul style="list-style-type: none"> • Stakeholders workshops (Service providers - Government agencies); • Traders & Business workshop.
Council and Councillors meetings	<ul style="list-style-type: none"> • Councillors briefing; • Council meeting; • Council staff and Councillors workshop - walking tour; • EMT briefing.
Scheme Amendment Exhibition	<ul style="list-style-type: none"> • Refer to Addendum document.

3.1 Engagement Objectives

The overall community engagement objectives for the project were to:

OBJECTIVE	PROMISE
To seek advice from community members on their vision and aspirations for Boronia.	Community members and stakeholders will be kept up to date regarding each stage of the project.
To involve stakeholders (including Councillors, Council staff and Community Organisations) in a Charrette to assist in identifying key directions to inform the development of the Boronia Strategic Community Plan.	Involvement will inform the Key Direction Report being presented to Council.
To seek feedback from community members on the draft Key Directions.	Feedback will be considered by Council.
To inform community members and stakeholders through a range of communication methods on the project development.	Community members and stakeholders will be kept up to date regarding each stage of the project.
To seek feedback from community stakeholders on the Draft Boronia Strategic Community Plan.	Feedback will be considered by Council.
To receive submissions on the proposed planning scheme amendment that implements changes to the Knox Planning Scheme.	Submissions will be considered by Council and referred to an independent Planning Panel, if required.

The key message for all engagement in this project was:

‘Boronia is one of our oldest suburbs and is undergoing significant change. Council is committed to working with community to revitalise this much loved area.’

A mix of communication channels and methodologies were utilised in order to best match messages and ensure that they get to the right audience in a timely and effective fashion.

3.2 Engagement Planning and Activities

Engagement Plan Overview

KEY ENGAGEMENT	WHEN	PROJECT STAGE RELATED
Boronia Future Community Survey	Oct-Nov 2017	Stage 1 - Background and Research
Community Conversation Session	27 Oct 2017	Stage 1 - Background and Research
Workshop - Traders & Business workshop	6 Feb 2018	Stage 1 - Background and Research
Workshop - Service Providers	15 Feb 2018	Stage 1 - Background and Research
Workshop - Community Groups	15 Feb 2018	Stage 1 - Background and Research
Car parking Community Survey	Apr 2018	Stage 2 – Strategy development
Councillor ‘Wayfinding’ walking tour of Boronia	19 Apr 2018	Stage 1 - Background and Research
Instagram #Trees of Boronia	May 2018	Stage 2 – Strategy development
Safety Perceptions Survey	Jun 2018	Stage 2 – Strategy development
Creating Safer Boronia walking tours and workshops	9 to 11 Oct 2018	Stage 3 – Implementation Stage 4 – Ongoing service delivery
Community Information Drop-In Session and Draft Renewal Strategy Survey	13 Nov 2018 Nov-Dec 2018	Stage 2 – Strategy development
Youth Perspective Survey and, Young Children’s Views of Boronia	Nov-Dec 2018 Nov-Dec 2018	Stage 2 – Strategy development Stage 2 – Strategy development
Movement and Access Focus Group	19 Dec 2018	Stage 2 – Strategy development
Stakeholders one-on-one meetings	Various Date	Stage 2 – Strategy development
Planning Scheme Amendment Exhibition	TBA – Part 2	Stage 3 - Implementation

AUDIENCE/KEY STAKEHOLDERS	
Boronia property owners	Residential, business, investors.
Boronia residents	Tenants, Owner-occupiers.
Boronia retailers/traders	Business owners and operators.
Knox and Boronia community	Residents, visitors, workers, Boronia facility/service users (Early years centres, library).
Boronia community groups	Sporting, Seniors, Youth, Recreation/Leisure Groups, and faith-based groups.
Councillors and Council staffs City of Knox advisory committees	Local Councillors, Council, Senior Management, City Development, Corporate Services, Community Services, Engineering and Infrastructure; Community formed advisory committees.

AUDIENCE/KEY STAKEHOLDERS	
Local elected members	State and Federal representatives.
State and Federal government	Government Agencies and Authorities.
Agencies and service providers	Not-for-profit, social enterprise, utilities and infrastructure providers.

A detailed stakeholder database was developed to provide points of contact for the purpose of community engagement associated with the Boronia Renewal Project. The database comprises people from the following areas of interest/expertise in the following thematic:

- Local Knox Councillors and relevant officers;
- Local State and Federal politicians and relevant representatives;
- Traders and business operators in Boronia;
- Agencies and Service providers from Not for Profit organisations, State and Federal Government, Hard infrastructure providers;
- Community Groups in Boronia;
- Community members, visitors, owners and residents, who have registered an interest in the project for a recurring e-newsletter.

3.2 Previous Relevant Engagement

The community engagement builds on the extensive consultation undertaken as part of the preparation of the 2006 Structure Plan and other community engagement prior to the Boronia Renewal Project.

The following engagement activities occurred in Boronia over the past four years. Information from the local community on these projects has been helpful in gaining a better understanding of their thoughts on the key issues raised. The four projects were:

- Renew Boronia – a local economic renewal project (2014);
- Boronia Library Redevelopment Feasibility Study (2015);
- Boronia CCTV Project (2015);
- Knox Community and Council Plan (2017).

3.3 Online Surveys

3.3.1 Boronia Future Community Survey

Purpose and Audience

The Boronia Future Community Survey was initiated as a means of promoting the Boronia Renewal Project and gave a direct opportunity for the community to influence the directions of the project from its earliest stages. It provided people with the opportunity to stay informed about the project through receiving regular updates.

The survey audience was to consult with the community at large, especially people interested in the future of Boronia, and particularly people who live, work and play in Boronia. The survey was widely distributed and open to all, it was not a requirement that respondents had an immediate connection to Boronia in order to provide their thoughts and opinions.

Communication of Event

The survey was open from the 23 October to 17 November 2017, and administered through a combination of online and hard copy questionnaires. The online portal was the primary means for its convenience, efficiency in data collection, and

ease of distribution. However, hard copy questionnaires were available at the community conversations event, upon request, or through being combined with supported service provider interactions, particularly with aged care services.

The survey was publicised by Council through a combination of the following:

- Link posted on the Knox website for the duration of the survey, including;
 - The “*Haveyoursay*” Knox page;
 - The development of a Boronia Renewal Project page;
 - Announcement on the Knox City Council main page.
- Displayed on screen at Civic Centre Customer Service Counter for the duration of the survey;
- Paid advertisement in the Knox Leader during the week of 15 October 2017;
- Emails sent to Boronia community groups, service providers and agencies advising about the project with a link to the survey asking them to promote it to their members during the week of 23 October 2017;
- Social media advertisement (Facebook and Twitter) to a local area in Boronia on 24, 27, and 31 October and 15 November 2017;
- School newsletter notice for Boronia K-12, Boronia West and St Joseph’s Primary Schools during the week of 23 October 2017;
- In-person Community Conversation Sessions in front of Coles/Kmart and Dan Murphy’s in Boronia from 9 AM – 12 noon on Saturday, 28 October 2017 [refer to Section 3.7.1];
- Flyers with information and the survey web link left at key council facilities in the Activity Centre (e.g. Knox Leisureworks, Boronia Library, Park Crescent Child Care and Maternal and Child Health Centre, Boronia Senior Citizens, and Knox Infolink).

The most successful method was the social media advertisement on Facebook and Twitter. In addition to Council’s promotion and regular prompts, a community member posted a link to the online survey on Facebook, in response to a post by the Knox Leader related to their article about the Boronia Mall. This was at the time when the survey opened. It is likely that this independent community promotion, along with word of mouth in other forums, also helped contribute to the significant engagement levels that the survey generated.

Brief Description

The data collection tool for this phase of community engagement was a short, self-administered survey including both quantitative and qualitative open-ended questions. The survey comprised of ten questions, some with multiple parts, aimed at understanding what people most like and dislike about Boronia, how often people visit certain community facilities and places in Boronia, and people’s suggested recommendations for future planning. A copy of the questionnaire can be found in **Appendix 2**.

Socio-demographic questions included age (service age groups), household size (number of people), and residential location (street name in Boronia or postcode outside Boronia). Information related to Aboriginal and Torres Strait Islander status and gender were not collected due to privacy concerns and potential impacts on participation.

In recognition of many people’s time constraints, the online survey was designed to be quick and easy for people to fill out at their convenience.

The response rate was very good with 527 surveys completed. This included approximately 487 completed on line and 40 hard copies (which were manually keyed in). It represented a good age range of people from 18 – 70+ years and was mildly comparable to the Boronia population. In particular there was:

- An under representation of the oldest age groups (70-84 and 85 and over) and the younger adults (18-24);
- An over representation of the 25-49 year olds ;
- A similar representation of 50-59 and 60-69 year olds;
- 300 respondents identified as Boronia residents.

Results and Key Findings

The lists below demonstrate the top feedback gathered from this consultation. These have been grouped as the five responses as to what people liked, disliked and what Council's future planning should focus on.

The top 5 responses to what people like about Boronia were:

1. *Environment, parks and open space (185)*
2. *Shopping, access and convenience (139)*
3. *Good access to public transport and major roads (124)*
4. *Central convenient location (91)*
5. *Close to the hills, country (72)*

The top 5 responses to what people least liked about Boronia were:

1. *Boronia Mall outdated- public behaviour – safety (164)*
2. *High density – over development (135)*
3. *Outdated and rundown buildings – shops – areas (99)*
4. *Drugs (88)*
5. *Crime and safety (85)*

The top 5 responses to what people feel Council's future planning should be focused on were:

1. *Rejuvenate Boronia Mall (150)**
2. *No more housing development (108)*
3. *Vibrant shopping centre (106)*
4. *Retain and maintain open spaces and green (105)*
5. *More parking (82)*

** This post was cross referenced in an earlier post from the Knox Leader about the Boronia Mall and included a link to the survey/webpage which may explain its popularity and possible impact on the Boronia Survey Results*

The survey indicated that the top five services and venues visited weekly in Boronia are:

1. *The Boronia Mall (38)*
2. *Boronia Basketball Stadium (16)*
3. *Knox Leisureworks (16)*
4. *Chandler Park Reserve (13)*
5. *Boronia Park (10)*

The detailed analysis of the survey result can be found in **Appendix 2**

The answers do highlight there is a shared view about particular issues regarding the condition of the town centre. The following matters were raised with a certain level of commonality.

- Importance of parks and open space, the range of shopping opportunities, and good transport connections across all age groups and household types surveyed.
- Concerns about poor amenity, public safety, and antisocial behavior around the shops, with a particular focus on drugs as a problem amongst people 18-24 years old.
- Frequent suggestions related to refurbishment of the Boronia Mall, particularly amongst people 18-49 years old.
- Perceived overdevelopment was a key concern driven primarily by people over the age of 50, though it was also mentioned by other respondents.
- Boronia Mall is relatively well patronized, with 38% of respondents reporting they visit weekly and only 6% reporting they don't visit at all.
- Basketball Stadium visits are mixed, with 16% of respondents reporting they visited weekly and 60% reporting they didn't visit at all.
- Facilities like the Boronia Progress Hall, Senior Citizens Centre, and St. Johns Ambulance hall may be underutilized, which suggests opportunities to improve or broaden access.

This exercise has also had secondary benefits to the Boronia Renewal Project by providing learnings outside its core purpose:

- A large number of respondents (250) registered their interest in participating in the project and this group can be harnessed as a touchpoint for gathering feedback on specific issues.
- The response has suggested a high digital literacy rate of the community, which could enable Council to make better use of social media platforms to generate project awareness, share information and make process adjustments to better respond to the community

3.3.2 Car parking survey

Purpose and Audience

One of the feedback of the Boronia Future Community Survey identified '*more car parking*' amongst the top five priority that should be focused on in Boronia. The car parking survey was initiated to investigate this topic closer with the intent to gather information on how the various parking spaces/locations are currently used, identify usage pattern and hotspots. This information is intended to be used to:

- Plan for future growth in and around the town centre;
- Provide feedback useful for the preparation of the Boronia Parking Management Plan; and
- Sow seeds for behaviour change to active modes.

The car parking issues in Boronia was also accompanied by a Car parking Audit undertaken by Council officers which, together with the Car parking Community Survey, will intend to guide the future development of a Parking Management Plan for Boronia.

The primary audience was that of any persons living, working, or travelling and commuting to/from/via Boronia, whether by any means of transportation, so as to draw an overall picture on car parking issues in particular but also on mobility in general.

Communication of Event

The survey was open from 1 April to 30 April 2018, and administered online. The survey was circulated initially to our 'Registered interest pool' of 300 email addressed and also drew on the traders and business operators database. The survey was set to coincide with an article in the April edition of the Boronia/Basin Community Newspaper and further promoted through the Boronia Renewal website.

The survey was publicised by Council through a combination of the following:

- Link posted on the Knox website for the duration of the survey, including:
 - The "*Haveyoursay*" Knox page;
 - The Boronia Renewal Project page;
 - Announcement on the Knox City Council main page.
- Boronia E-newsletter emailed to Community subscribers.
- Emails sent to community groups and traders/business operators.
- Article on April edition of the Boronia Basin Community News.
- Paid advertisement in the Knox Leader during the week of 17 April 2018.
- Displayed on screen at Civic Centre Customer Service Counter for the duration of the survey
- Social media advertisement (Facebook and Twitter) with post on Facebook on 7, 19, and 29 April 2018 and promotion via Twitter on 1 and 27 April 2018.



The most successful method of distribution was estimated to be Council E-Newsletter which drew 70 visits to the survey, accounting for approximately 1/5 of all respondents through this medium alone. It is also noted that the social advertisement of the survey via Facebook received some attention. These comments are discussed at **Section 3.4.4**.

Brief Description

The data collection tool for this was a self-administered survey including mostly quantitative and some qualitative open-ended questions. The survey comprised a total of 41 questions overall with section dedicated to residents/visitors or to business/employees. The survey aimed at understanding usage patterns, identifying problematic areas, and demand in relation with behaviour. A copy of the questionnaire can be found in **Appendix 3**.

Socio-demographic questions included: gender, age (service age groups), employment status, possession of a disable parking permit, household size (number of people, number of bedrooms), and residential location (suburb, if applicable - street in Boronia). Information about vehicle ownership and parking (type of vehicle, car parking provision), mode of travel, and parking behaviour within Boronia were also asked.

In recognition of many people's time constraints, the online survey was designed to be quick and easy for people to fill out at their convenience.

The response rate was good with 357 surveys completed online. It represented 50% of respondents living in Boronia for a total of 88% being Knox residents.

Results and Key Findings

The lists below demonstrate the top feedback gathered from this consultation. These have been grouped as the top five responses with regard to vehicle ownership per household, street parking, and car parking popularity.

Top three number of car ownership/Boronia household:

- 1- 2 cars (88 respondents)
- 2- 1 car (37 respondents)
- 3- 3 cars (25 respondents)

Top three number of bicycles ownership/Boronia household:

- 1- 2 bicycles (19 respondents)
- 2- 1 bicycles (19 respondents)
- 3- No bicycles (18 respondents)

Top 5 reasons for parking in the street (of 172 car owner respondent whom park on the street):

1. Only using space for a short time (31 respondents)
2. Not enough visitor parking (22 respondents)
3. Easier access (13 respondents)
4. There is limited space off street (9 respondents)
5. The parking space is used for storage (7 respondents)

Main method of transportation to visit Boronia Town Centre:

- 90.5% drive themselves.
- 55% identified they can find a car parking spaces within 5 minutes.
- 75% identified that the parking limitations are adequate.

Top 5 most used car park:

1. Dorset Square
2. Boronia Junction
3. Boronia Village
4. Dan Murphys
5. Coles multi-level

The detailed analysis of the survey result can be found in the full report in **Appendix 3**.

The answers do highlight the following matters:

- A high percentage of females completed the survey representing 65% of all respondents;

- Young adults and youth (less than 25 years of age) were unrepresented in this survey, being only 4% of respondents;
- In general, respondents who live in two or three person households, have more bedrooms than people. However, four and five person households have less bedrooms than people. For instance One-person households predominately live in two or three bedroom dwellings while respondents who live in four person households, mostly live in three bedroom dwellings.
- The average car ownership for Boronia residents equates to approximately 2.4 vehicles per person, making Boronia highly car dependent.
- Reasons for parking on the street was largely the residents' choice rather than by lack of private car parking spaces although 54% of respondents said there is not enough on street parking despite that 75% said they rarely park on the street.
- 58% of respondents said parking after 6pm was an issue, with the width/layout of street and parallel parking being the main problem identified as leading to busy and congested road. The limitations on the ability for vehicle to pass each other freely appears to be the main issue.

3.3.3 Safety Perceptions Survey

Purpose and Audience

The feedback of the Boronia Future Community Survey identified the following three items within the top five of what people least like about Boronia: Crime and safety, Drugs issues, and Outdated and rundown buildings – shops –areas, which can be deemed to impact on general safety perceptions. These items were identified by both residents and workers/businesses operators.

Council was keen to explore the experiences and perceptions of safety in Boronia to gain a better understanding of where and what these issues may be. The purpose of this survey was therefore to gather more information so as to help guide Council's future actions on this matter.

The primary survey target was with people who live, work, or own a business in Boronia but was opened to the community at large with an interest in Boronia.

Communication of Event

The survey was open from 28 June to 31 July 2018, and administered online. The survey was circulated to persons registered to the Boronia E-newsletter.-The survey was also set to coincide with the June edition of the Boronia/Basin Community Newspaper and further promoted through the Boronia Renewal and Knox "haveyoursay" webpages.

The survey was publicised by Council through a combination of the following:

- Link posted on the Knox website for the duration of the survey, including
 - The "Haveyoursay" Knox page.
 - The Boronia Renewal Project page
 - Announcement on the Knox City Council main page
- Boronia - The Basin Community News article in the June and July 2018 editions
- Boronia E-newsletter bulletin emailed to subscribers on 4 July 2018
- Displayed on screen at Civic Centre Customer Service Counter and Boronia Library for the duration of the survey
- Email to members of Council Youth Advisory Committee
- Social media advertisement with post on Facebook on 6 July 2018
- Postcards left at local retailers

Council E-Newsletter drew 36 visits to the survey, consisting of approximately 1/10 of all respondents through this medium alone.

Brief Description

The data collection tool for this was a self-administered survey including mostly quantitative and some qualitative open-ended questions (2 questions). The survey comprised of 21 questions overall with section dedicated to perceptions and experiences. The survey aimed at understanding usage patterns, problematic areas, and demand in relation with behaviour. A copy of the questionnaire can be found in **Appendix 4**.

Socio-demographic questions included: gender, age (service age groups), identification as whether of aboriginal or Torres Strait Islander background, and residential location (suburb, if applicable - street in Boronia).

In recognition of many people's time constraints, the online survey was designed to be quick and easy for people to fill out at their convenience.

The response rate was good with 271 surveys completed online, with 55% of respondents being Boronia residents (149 respondents).

Results and Key Findings

The lists below demonstrate the top feedback gathered from this consultation. These have been grouped as the top five responses with regard to perceptions of Boronia (all respondents and residents only), locations to avoid (night and day), and improvements.

Overall top five perceptions of the Boronia Town Centre (all respondents):

1. 74% are dissatisfied with the overall appearance;
2. 70% think drug use and drug dealings are a major problem;
3. 67% think that people hanging around in the street are a major problem;
4. 65% are dissatisfied with the general maintenance, cleanliness, and property maintenance of the Town Centre;
5. 64% are dissatisfied regarding feeling the safety in the Town Centre.

Overall top five perceptions of the Boronia Town Centre /Neighbourhood (Boronia Residents):

1. 45% are dissatisfied with the sufficiency of street lighting to allow to walk safely (31% neutral)
2. 44% are dissatisfied with the general maintenance, cleanliness, and property maintenance of the Town Centre (23% neutral);
3. 44% are dissatisfied with the overall appearance (24% neutral);
4. 37% identified anti-social behaviour as encountered breach that affected their safety;
5. 25% identified graffiti as encountered breach that affected their safety.

The additional two responses were also provided freely by respondents:

- Intimidation and aggressive behaviour related to drugs (6 references)
- Speeding vehicles (2 references)

Top five locations identified as unsafe and to be avoided during the night:

1. The whole of Boronia Town Centre (7 references)
2. Boronia Train Station (7 references)
3. Alleyways and Laneways (6 references)
4. Woolworths (5 references)
5. Kmart and Coles car parks (4 references)

Top five locations identified as unsafe and to be avoided during the day:

1. The whole of Boronia Town Centre (7 references)
2. Boronia Train Station (6 references)
3. Chandler Park and Boronia Park (2 references)
4. Coles (2 references)
5. Erica Ave pedestrian crossings – Floriston Ave footpath – Kmart multi-level car park – Taxi rank near Kmart – Woolworth (each with 1 reference)

Top five selected measures to improve safety in Boronia:

1. *Increased police presence (139 responses)*
2. *Increased lighting (81 responses)*
3. *Alcohol restrictions (70 responses)*
4. *More CCTV cameras (64 responses)*
5. *Creating employment (37 responses)*

The detailed analysis of the survey result can be found in **Appendix 4**

The answers do highlight the following matters:

- *A high percentage of females completed the survey representing 63% of all respondents;*
- *Young adults and youth (less than 25 years of age) were unrepresented in this survey, being only 2% of respondents;*
- *The surrounding environment, layout, visual cues, and its physical quality, are likely increasing perceptions and fear of crime with even further entrenching views of threatening social behaviour occurring. As such, the sourcing of police data from the Crime Statistics Agency would be valuable to further evaluate the crime and safety profile for Boronia compared to perceptions that may be more entrenched by the visual environment.*
- *Actions that would involve input from people were not as supported within the top five selections - community events (7th place with 30 respondents); -neighbourhood watch (10th with 13 respondents).*
- *Top three social behaviours considered as problems in Boronia consisted of – Drug use (70% major problem and 24% minor problem); - People hanging around in the street (67% major problem and 26% minor problem); - Violence and aggressive behaviour (54% major problem and 39% minor problem).*
 - *People hanging around the street was considered as a major problem which would warrant further investigation with regard to the notion that a busier street life would allow for greater mutual surveillance.*
- *Top three appearance and structural issues considered as problems in Boronia consisted of – Rubbish (44% major problem and 43% minor problem); - Poorly lit bus stops (43% major problem and 40% minor problem); - Vandalism (39% major problem and 51% minor problem).*
- *People felt safest being in the town centre between 9am – 12pm.*
- *32% felt safe during the day at Dorset Square compared to 15% at night*
- *Only half of respondents are aware of CCTV cameras at the train station for just over a quarter being aware of CCTV cameras at car parks; all other safety measures being even less recognised.*
- *Increased police presence is considered a priority; further investigation as to whether the increased presence of Protective Safety Officers (PSO) throughout 2018 has improved safety perception at the train station.*

3.3.4 Draft Renewal Strategy Consultation

Purpose and Audience

This consultation involved the presentation of the Draft Boronia Renewal Strategy Key Directions report. The draft report incorporated the results identified from comprehensive consultation and community engagement that was undertaken as both part of Stage 1 and Stage 2 of the Boronia Renewal Project in its strategy and the outcome of numerous background research. The purpose of this consultation was to gather community input to each of the Key Directions developed for this Draft Strategy as to help inform the final direction of the Boronia Renewal Strategy.

The draft report was submitted for consultation to the community at large, by presenting the draft Vision and Key Directions for Boronia 2040 for feedback to anyone with interest in the future of Boronia, and particularly people who live, visit, work and play in Boronia. A copy of the draft Boronia Renewal Strategy can be consulted in **Appendix 5**.

Communication of Event

The feedback period was open from 30 October to 30 November 2018 and administered online via a survey. The communication method involved two parts:

- The presentation of the Draft Boronia Renewal Strategy prepared by Knox City Council for information.
- The gathering of any feedback on the Key Directions presented within the Draft Boronia Renewal Strategy.

The report and survey were publicised by Council through a combination of the following:

- Hard copies of the report on display at KCC, Boronia Library, Knox Leisureworks, Infolink.
- Link and digital copy of the report and survey posted on the website including:
 - Boronia Renewal webpage – copy of draft
 - 'Haveyoursay' webpage – link to survey
 - front page of Knox website
 - Council's Intranet
- Displayed on screen at Civic Centre Customer Service Counter, Boronia Library, and Leisureworks Centre for the duration of the survey
- Social media advertisement with post on Facebook on 3 December 2018
- Boronia E-newsletter bulletin emailed to subscribers in November 2018;
- Boronia - The Basin Community News article and Advertisement in November 2018 edition;
- Advertisement in Knox Leader on 30 October and 20 November 2018;
- Mayoral interview and radio message on Eastern FM community radio;
- Email to members of Council Youth Advisory Committee;
- Postcards in Boronia retail areas;
- Posters in Boronia retail areas, Boronia library and Knox Leisureworks;
- Community information session held in Boronia in November 2018;
- Knox News Summer 2018 edition – hard copy and electronic bulletin.



Brief Description

The report set the scene via 9 key directions; identifying the current context, challenges, strategy for the future and questions for the community to think about and provide feedback.

The data collection tool for this was an online and hardcopy survey. The accompanying survey comprised a total of 37 questions overall with section dedicated to each of the Nine Key Directions presented within the Draft Boronia Renewal Strategy. The survey aimed at gathering perceptions and opinions towards each Key Directions statement, as well as suggestions and ideas. Socio-demographic questions included: gender, age (service age groups), identification as whether of aboriginal or Torres Strait Islander background, and residential location (suburb, if applicable - street and lifespan spent in Boronia). A copy of the feedback questionnaire can be found in **Appendix 5**.

The feedback questionnaire was also communicated and made available during the Community Drop-In session discussed at **Section 3.6.5**.

In recognition of many people's time constraints, the online survey was designed to be quick and easy for people to fill out at their convenience.

The response rate was good with over 90 responses feedback completed online and two more hardcopy survey completed with 54% of respondents being Boronia residents, of these, over a third of respondent have lived in Boronia for less than 3 years and a third have lived in Boronia for more than 10 years.

Results and Key Findings

The lists below demonstrate the top feedback gathered from this consultation. Between 78 and 87 people provided an indication of their level of support for each of the nine Directions outlined in the Draft Strategy.

Of the nine key directions, the one with the strongest support was *“Boronia is a green place with spaces to play”*, with almost two in three respondents giving this Direction the highest support rating (5), and another 19% giving it the second highest support rating (4). The second most supported Direction was *“Boronia is a healthy, active and connected community”*, with almost half of the respondents giving this Direction the highest support rating (5), and another 35% giving it the second highest support rating (4).

The top answers or suggestions to each key directions are grouped as follow:

- Boronia is a unique place
 - Expansion and improvement of green space, parkland, and garden (28%);
 - Retain, upgrade, and integrate the library/basketball stadium into a hub (22%);
 - Revamp, upgrade, and fill shops (19%).

- Boronia has quality living environments
 - Building appearances and materials (48%);
 - Building heights (46%);
 - Retain Heritage buildings / lighting of public places (both 43%);
 - Water sensitive urban design (36%);
 - Car parking spaces (34%).

- Boronia is a healthy, active and connected community
 - Provide activities and things to do (29%) – events, leisure, market, outdoor movies, youth activities, etc.;
 - Provide outdoor places (18%) – tables/chairs, alfresco dining, configuration of open spaces;
 - Provide safe public places (18%) – police, lighting, safe environment created;
 - Provide indoor community space (16%) – community centre, theater;
 - Brings the arts (16%) – funded program, local artists, and place to perform.

- Boronia is resilient
 - Listen and respond to the community (community led decision making, check Facebook comments, work together, etc.) – 9 respondents;
 - Stop inappropriate development (subdivision, apartment, overdevelopment) – 6 respondents;
 - Show the community some change (show actions, invest, take concrete actions) – 6 respondents.

- Boronia nurtures small to medium enterprises, micro-making and social enterprise
 - Evening activities and seasonal events (76%);
 - Leisure and entertainment options (72%);
 - Community groups that meet in Boronia, free activities and recreational or heritage walks (each 70%);

- Boronia is a green place with spaces to play
 - More canopy tree planting and create places to sit in the shades and rest in the town centre (both 76%);
 - Landscape areas along street and footpaths (75%);
 - Introduce tree protection controls (55%).

- Boronia is smart and digital
 - Street furniture including drinking fountains (67%);
 - Additional and improved pedestrian paths (51%);
 - Additional crossing points over busy roads (49%);
 - More street lighting (46%);

- Improved drainage (37%);
- NBN (33%).

- Boronia has an active nightlife
 - Market (78%);
 - Festival/fair (65%);
 - Live music events (27%);
 - Outdoor cinema and food trucks (both 19%).

- Boronia is growing through cohesive land use and urban infrastructure
 - Update the area (21%);
 - Remove drugs and ‘undesirables’ (19%);
 - Clean the area (19%);
 - Improve safety (12%);
 - More green space (10%).

The detailed analysis of the survey result can be found in **Appendix 5**.

3.3.5 Youth Perspective Survey and Young Children’s workshops

Purpose and Audience

The Boronia Future Community Survey result revealed an under representation of the younger adults (18-24) age group. Youth and young adults were also under represented as participant in all subsequent consultation survey and consequently, it was deemed important to seek the views of this demographic for this important project. Council also recognised this gap and voted a motion on 23 July 2018 requesting that further consultation be undertaken with the Youth and Children age group as part of Stage 2 of the project.

The purpose of this consultation was to gather the thoughts, experiences, ideas and views of youth and young adult so to enhance decision-making with greater ownership of outcomes by the whole community. The purpose of engaging with children and young people regarding the Boronia Renewal Project is also to ensure that strategies and outcomes proposed are relevant, age appropriate and appealing to the whole community.

The target audience for this consultation was young people, to include 10 year old and ranging to 25 year old who live, study, work or play/frequent Boronia. However, because the survey was widely distributed and open to all it was not a requirement that respondents had an immediate connection to Boronia in order to provide their thoughts and opinions.

Communication of Event

Council Youth Services Department approached the Youth Advisory Committee (YAC) for their advice and input on developing a strategy for engaging with young people in Boronia. The survey was designed and distributed in collaboration with Knox Council’s Youth Advisory Committee subsequent to brainstorming sessions with the committee.

The survey was promoted by Council and the Youth Advisory Committee through a combination of the following:

- Visits to schools (parts of the pop-up approach) at Boronia Heights and Boronia K-12;
- ‘Pop-up’ exhibit and consultation at Knox Carols Event, Leisureworks, and Boronia Library. Young people were tasked to promote the survey and approach potential respondents at two of the five pop-up consultations.

The survey was promoted during November 2018.

Brief Description

The data collection tool for this was a self-administered survey. The survey comprised of eleven open-ended questions. The survey aimed at understanding what people most like and dislike about specific parts of Boronia, how things could be improved, and young people’s hopes for the future of Boronia. A copy of the questionnaire can be found in **Appendix 6**.

Socio-demographic questions included: age, gender, Aboriginal and Torres Strait Islander status, and residential location (by suburb).

In recognition of many people’s time constraints, the online survey was designed to be quick and easy for people to fill out at their convenience. Young people were given the choice of the Train Station, Dorset Square and Boronia Park, as to which area of Boronia they wanted to give feedback on.

The response rate was 265 completed surveys with 75% of respondents being Knox residents and 13% being Boronia residents. An additional 26 responses were gathered as group responses through visits at primary schools [totaling 291 responses].

Results and Key Findings

The lists below demonstrate the top feedback gathered from this consultation.

Of the 265 survey responses, the Train Station made up **48%** of responses, Dorset Square made up **23%**, Boronia Park made up **19%** and a further **10%** didn’t choose a specific area. This provided an early indication about what areas mattered most too young people and also gave an idea as to what areas are most frequently used within this demographic.



<i>Top answer to questions (planning effect answer)</i>	TRAIN STATION	DORSET SQUARE	BORONIA PARK
What is liked most about area	Accessibility (36%)	Variety of shops, services, restaurants (63%)	Park facilities and playground (43%)
What is not liked about area	Social issues (32%) <ul style="list-style-type: none"> Worn out facilities (29%) 	Worn out facilities and buildings (27%)	Rubbish and littering (25%) <ul style="list-style-type: none"> Proximity to busy road (17%)
Ideas to fix it	More policing/security (40%) <ul style="list-style-type: none"> Renovate, introduce green spaces (24%) 	Redevelop Dorset Square – public space/events (33%)	Clean up litter (24%) <ul style="list-style-type: none"> Family friendly spaces (10%)
What would you want to see in the future	Renovated and modern train station (23%)	Newer updated shops with more street life (19%)	Improved current facilities (23%)

Overall, young people appreciate the variety of services and shops offered in Boronia but recognise that more attractive shops could be still be swayed into establishing in Boronia, particularly another anchor retailer. Young people principally recognise the rundown state of buildings and public infrastructure, with littering and safety (social issues) equally being as major issues. Street life and public activities, public squares space are noted as a desirable outcome.

The detailed analysis of the survey result can be found in **Appendix 6**.

The answers do highlight the following matters which were quoted from responses and consultation and considered worthwhile ideas:

- *"Well Melbourne Street Art seems to be attracting people to the city. Why not do something similar at Boronia Mall except make it unique. I do have some ideas about that!"*;
- *"Open aired walkways and family friendly areas"*;
- *"Updating street furniture and greenery in the area - maybe providing more shade areas. Encouraging more events and activities in the area, possibly? I'm not sure what can be done to update the shops!"*;
- *"A few bigger name stores perhaps a chemist warehouse and a Big W or Target. Outdoor dining sort of like Knox ozone could be another idea."*;
- *"A nice open space with nice attractions events and performers" and "Food festivals, craft festivals, arts and culture events"*;
- *"Organise another youth street art project - have young adults learn more about street art and community development whilst investing themselves in it - where people graffiti, create a canvas, where people litter, make a garden." And "More art, edible gardens and other plants, more youth-made sculptures and other."*;
- *"Redevelop it. Move the station underground and use the land above for a park that acts as a new "town square", and then prepare to redevelop immediate surrounding property into mixed use residential/commercial mid-rise buildings."*;
- *"Community and council work together one weekend to fix up the park"*;
- *"A dog park"*;
- *"A youth gym"*.

3.4 Promotion, Media releases, Social Medias and Online conversations

3.4.1 Media releases

Boronia and The Basin Community News (BBCN)

The Boronia and The Basin Community News is a monthly free community-run newspaper distributed to 12,000 properties in the suburbs of Boronia and The Basin. The medium has emphasis on local news, events, and issues presented from a local viewpoint.

Council recognizes the importance and involvement of this medium in the community and presented a series of articles newspaper about each key milestones of the Boronia Renewal Project.

- February 2018 edition – thanked the community for the active response to the Boronia Future Community Survey and included quick snapshot of the feedback received.
- March 2018 edition - comprised a half page article which summarises the milestone accomplished so far following the Boronia Future Community Survey and following targeted workshop. The article also invited community member to register to the e-newsletter to stay informed.
- April 2018 edition – as per the previous edition, the article provided feedback on the community survey and workshops, but particularly invited readers to partake the Car Parking Survey Consultation.
- May 2018 edition – elaborated on the 'bush boulevard' concept and further on the importance of the natural environment feeling as retrieved from the Boronia Future Community Survey. The article invited reader to provide information regarding favourite trees through the #treesofBoronia consultation.

- June 2018 edition – comprised a quarter page article which summarises the milestone accomplished so far such as the commencement of the CCTV installations, the conclusion of the #treesofBoronia consultation. The article also announces the federal grant received for safety improvement to install lighting and informs that further consultation will be held with regard to safety. The article also invites community member to register to the e-newsletter to stay informed.
- July 2018 edition – comprised a full page article which discussed about the results of previous consultation and the concerns raised about safety. It also provided a summary of the car parking survey result. The article further informed about ongoing CCTV installations and welcomed feedback on the safety survey. The article also invites community member to register to the e-newsletter to stay informed.
- August 2018 edition – comprised a half page article which summarized the projects key directions, the completion of the safety survey and detailed further steps of the project, particularly the youth consultation. The article also informed that the CCTV installations is now completed. The article also invites community member to register to the e-newsletter to stay informed.
- September 2018 edition – comprised a third page article on the noted effects of the CCTV installations and the outcome of the safety survey with preliminary results and forthcoming audits to address some issues. The article also invites community member to register to the e-newsletter to stay informed.
- October 2018 edition – announces the development of the Renewal Strategy vision which will be finalized and in consultation in the next month. It also announces the current safety audit walks and invite people to register their interests.
- November 2018 edition – comprised a full page article and promotion inviting people to participate in the “Draft Boronia Renewal Strategy” consultation and provided an update article detailing the steps of the project to date, including previous consultation that were undertaken with the “Create a safe Boronia” walking tour.
- February 2019 edition – summarises the consultation actions undertaken by Council and thank the community for participating. It provides an update on the scheduled finalization of the strategy.

Knox Leader

Knox Leader is a weekly community news presented in both hard copy and digital newspaper and owned by a media conglomerate. The newspaper is published as part of the “Leader Community Newspaper” group which is divided in municipal district covering the whole of metropolitan Melbourne.

Knox Leader is the part of this group dedicated to the municipal district of the City of Knox with a free distribution of 151,000 reach.

- Knox Leader paid advertising for the Boronia Future Community Survey Consultation on 15 October 2017.
- Knox Leader paid advertising for the Car parking Survey on 17 April 2018.
- Knox Leader half/quarter page advertising for the Draft Boronia Renewal Strategy Consultation – 30 October and 20 November 2018 edition which promoted the survey and invited prospective participants to consult Council’s ‘Haveyoursay’ and Boronia Renewal Project webpage.
- On 2 November 2018, Knox Leader published an article reporting on the renewal process which was titled: “*Knox Council’s draft Boronia Renewal Plan outlines ideas to boost the suburb*” which happened in the middle of the consultation feedback on the draft strategy. The article quoted certain aspect of the draft renewal strategy and the implications it may have on Boronia. It also included interviewed quote from local traders before inviting reader to consult and provide feedback to the draft Renewal Strategy. The article can be consulted in **Appendix 7**.

3.4.2 Council Communication and Promotion

Knox Biz Business Life Bulletin

Knox Biz is bi-annual publication run by Council’s Economic Development Team and mailed/emailed to businesses located within the municipality. The bulletin seeks to showcase local businesses success stories and inform businesses of relevant Council projects, events and services.

The following issue of Knox Biz showcased some information related to the Boronia Renewal Project:

- Issue 61 – April 2018, comprised a brief description of the project within the Mayor’s Message, praising the community engagement and providing links to the Boronia Renewal Project webpage.
- Issue 62 – November 2018, comprised a descriptive summary article updating the business community on the Boronia Project and its current stage.

Knox News

Knox News is a seasonal news bulletin prepared by the City of Knox Council and distributed three times a year to Knox ratepayers.

- Knox News Summer 2017 edition bulletin – included an announcement in the Mayor’s Message component of the bulletin inviting people to consult the Boronia Renewal Project webpage and provide feedback. The bulleting also included an update of the Boronia Renewal Project with the ending of the “Boronia Future Community Survey” and invited people to consult the project webpage. Further promotion were also included in the Councillors message as part of the bulletin.
- Knox News Autumn 2018 edition bulletin –included a brief note of the Boronia Renewal Project in the Councillors message as part of the bulletin which informed about the delivery of the CCTV cameras project (pre-Boronia Renewal Project) and the outcome of the Boronia Future Community Survey.
- Knox News Winter 2018 edition bulletin – informed an update of the Boronia Renewal Project with the “create a safer Boronia” consultation that recently ended and invited people to visit the Boronia Renewal Project webpage and sign up for the newsletter. Further promotion were also included in the Councillors message as part of the bulletin, these particularly announced the importance of the forthcoming consultation with youth.
- Knox News Summer 2018 edition bulletin – included an update of the Boronia Renewal Project with the ongoing “Draft Boronia Renewal Strategy” consultation and invited people to consult hardcopy document at its centre or online and invited people to participate via the “*haveyoursay*” webpage. Further promotion were also included in the Councillors message as part of the bulletin.
- Knox News Autumn 2019 edition bulletin – Brief detail and promotion were included in the Councillors message as part of the bulletin.

Postcards

Hardcopy postcard size advertisement were published by Knox Council and deposit at various retail and locations around Boronia to promote the project and key consultation activities. The postcard comprised a one-side standard promotion of the Boronia Renewal Project with a flip-side including varying information inviting feedback at specifics consultation stages.



Boronia E-newsletter

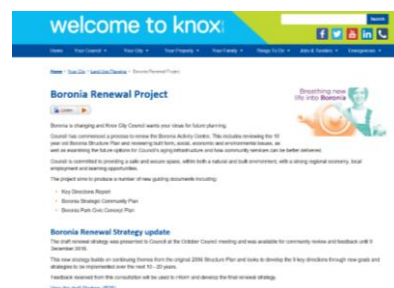
People were invited to leave their email during the Community Future Survey, workshops and conversation session if they wished to remain informed about the process and of further consultation. This database evolved into the development of the Boronia e-newsletter which was sent on a monthly basis from February 2018. Any further promotion and advertising on Council's website, or via media notices, included an invitation to members of the public to register their interest to the Boronia E-newsletter. Throughout the consultation process, the interest evolved to include over 300 registrations.

The E-newsletter comprised a monthly summary update of the current stage of the process, directing people to sections of the Boronia Renewal webpage to consult in more details, or provide feedback to current ongoing consultation via the "haveyoursay" Council webpage.

Boronia Renewal Webpage

The Knox City Council website hosted a dedicated page to the Boronia Renewal Strategy Project which provided detailed information about different consultation, and actions related to this multifaceted project.

The webpage hosted draft documents of the developed Renewal Strategy, Council minutes of key decisions, but it also hosted all previous strategic and statutory documents of the original Boronia Structure Plan 2006, that people could retrieve and consult.



The webpage provided broad information resources and also allowed visitors to register to the E-newsletter should they wished to remain up-to-date to any changes that would be made to the page.

The page would also invite feedback during various survey engagement by linking directly to the relevant survey on the Council's "haveyoursay" webpage.

Bus Shelter Panels

To promote the project further, Council arranged for signage to be displayed at various bus shelter throughout Boronia and surrounding suburbs.

A post on 26 June 2018 on Knox CC Facebook page also promoted the Boronia Renewal Project by informing the community about the bus shelter advertising and inviting to notice them. The post aimed at stressing the nature of this advertising to the community.



3.4.3 Online Promotion and Social Media Communications from Council

Purpose and Audience

The purpose of Council's use of social media was to inform a broader audience via the use of modern technology about the project and invite their input at key points (e.g. *community session, survey*). As the project has progressed it has also been used interactively in association with decisions made by Council (e.g. *Boronia Basketball Stadium*) and article made by the Knox Leader news (e.g. *Boronia Mall*).

Communication methods

Council used a dedicated Boronia Renewal Project webpage on its website to inform people about the project and provide the opportunity for people to register their interest (as discussed in **Section 3.4.2**). The Knox website was updated regularly and provided feedback on the survey and other activities with direct promotion link to the Boronia Renewal

Project page and to the Knox “Haveyoursay” page, which hosted links to the surveys, on the Knox City Council website during periods of consultation.

Councils Facebook and Twitter accounts were used to promote and broadcast about different activities and linked users to the webpage for further information and the opportunity to fill in the different surveys, provide feedback, and opt-in registration to the dedicated Boronia e-newsletters. The use of the Council account also provided the opportunity for users to share the post and widen the interest in the project. On all communication there was an invitation to stay in touch with the Project through the Knox website (Boronia Renewal Project webpage).

Brief Description

Council’s website and social media are a powerful and dynamic way of informing and hearing from the community. In addition, it naturally encourages the sharing of information and widening the audience. For a small fee, Council was able to pay for targeted advertising of a Facebook post. This allowed Council to reach different demographics and specifically in the local area.

The Boronia Renewal Project webpage allowed for Council to make all reference documents available to the public and also add information as the project moved forward. The ‘HaveyourSay’ page allowed to host and clearly link to surveys and stress that community feedback was sought.

Council organised online paid advertising via social media for the launching Boronia Future Community Session and Survey on 4 occasions (24th, 27th, 31st October and 15th November 2017).

Results and Key Findings

Through the response to social media posts, we were able to monitor the response from the community to the particular post related to the Boronia Future Community session and survey. The responses provided instant feedback and indicated how many times the post had been shared. Below is a table that outlines the results of the four posts:

DATE AND PURPOSE	RESULTS
October 24 2017* Promoting Project & Community Session	17 Shares 58 Responses 42 Comments
October 27 2017 Promoting Project & Survey	0 Shares 15 Responses 4 comments
October 31 2017 Promoting Project & Survey	12 Shares 32 Responses 10 Comments
November 15 2017 Promoting Project & Last promotion of Survey	15 Shares 39 Likes 28 Comments

* This post was cross referenced in an earlier post from the Knox Leader about the Boronia Mall and included a link to the survey/webpage which may explain its popularity and possible impact on the Boronia Survey Results

Sample detailed monthly data of Council’s webpage outreach and frequentation, as well as registration to E-newsletter can be consulted in **Appendix 8**.

3.4.4 Listening through Social Media

Purpose

On the other hand, feedback and comments shared through social media, albeit less formal, revealed pertinent point of views for Council to 'read' the community. A number of different issues flared through social media which had the opportunity to link with the Boronia Renewal Project either directly or indirectly. By listening to these informal community conversations further insights on the community's attachment to Boronia were revealed, more so than a formal survey which asks "what do you think?" Some of the issues discussed are described below through a picked selection of noted social media posts.

Brief Description – Aldi Boronia Plan

On 27 July 2016, Knox Leader shared an article from the Herald Sun (*Aldi's grand plans to expand*) regarding the plans to develop a new Aldi grocery shop on Erica Avenue Boronia. The post received 79 comments and 28 shares with generally positive comments welcoming the news of further economic input ("*great news!!*", "*[...]Aldi stores that open the more permanent jobs [...]*") but also showing concerns or discussing the location at Erica Avenue with some believing a location inside the Boronia Mall would be best, or having concerns regarding car parking.

The news returned in following Herald Sun edition and Knox Leader posts as follow:

On 5 July 2017 (*Aldi finalizing expansion plans – Aldi finalising Boronia supermarket plans*), the post and article gave an update on the progress of the Aldi development and received 95 comments. The comments were generally enthusiastic about the new business arrival in Boronia, and the capacity to shop closer to home ("*[...] right near the station*", "*[...] just around the corner!*", "*[...] close by within walking distance!*").

On 27 May 2018 (*Aldi plans to go sky high*), the post and article provided further update on the Aldi development with the now redefined proposal and plans being refined to a multi-storeys development. The post received 92 comments. With more general details as to what type of development will occur, the comments took to a more negative angle with a mixture of opposition to the future apartments ("*[...] apartment that will look like an eyesore*"), cynicism towards redevelopment and Boronia context ("*[...] Poor Boronia – leave it alone*" or "*can't wait to see the quality of loiterers [...]*"), locational issue ("*[...] should be going in the mall*"), and car parking.

On 30 January 2019 (*Dream development for Aldi lovers*), the post and article related to the approval of the 5 storeys development and received 168 comments. With the project being closer to certainty subsequent to its approval, the comments returned to more polarized side and approach, with the original concerns or negative comments returning (e.g. cynicism, wish to see the mall redeveloped, urban redevelopment, mixed-used and density dislike, car parking criticism) but also with a return of the original excitement regarding the development of a new business, its proximity, and also more positive comments regarding the development itself, the renewal of what is existing ("*better than the ugly old shops that are there [...]*") and the appropriateness of its location.

Some commenter did however question how the proposal met regulations, criticizing the approval within discretionary decisional process rather than remaining within suggested height recommendations. Other commenters also directly attacked apartment living as a lifestyle, or the decision-making process, regulatory-regime, or the public consultation process (both for the approval of development or the Boronia Renewal consultation).

Brief Description –6 storeys redevelopment at Erica Ave

On 2 September 2016, Knox Leader shared another article from the Herald Sun regarding a 6-storey redevelopment proposal of the Busybodies gym land at Erica Avenue Boronia (*Proposal lodged for six-storeys building on Erica Ave in Boronia*). The post received 79 comments and 23 shares, with the majority being mostly criticism of redevelopment, density, car parking, and height. A couple comments were also noted as going opposite to such criticism.

On 23 November 2016 – Knox Leader reposted a follow-up article from the Herald Sun (*Building plans knocked back over parking, views*) regarding the 6 storeys redevelopment at Boronia by announcing Council decision to reject the proposal. The post attracted 16 comments, which comprised general support in the decision but still also take time to argue against density development, provided feedback on the poor quality of construction of new development and the need to redevelop the mall.

Brief Description – Boronia Mural on Cinema Lane

27 February 2017, Knox Leader made a post on its Facebook account consisting of a photograph of the Mural painted on the wall of the Metro Cinema building in Cinema Lane Boronia with the title “love this Boronia mural”.

The post received 8 comments and 8 shares consisting of positive feedback, appreciative of the display of such art.

While the amount of responses is very small, such post by a community media, and its support demonstrate that street art and in particularly the improvement of blank wall through mural is positively perceived and considered an improvement of the urban realm.



Brief Description – Knox Leader posts about Boronia Junction Woolworth crime

Between April 2017 and June 2017, Knox Leader posted a series of commentary and articles regarding crime, anti-social behaviour and community safety fear.

On 6 April 2017, the Leader made a post seeking public comments for further investigation and reporting. The Leader asked the community whether the population had any issues regarding crime and other concerns surrounding Boronia Junction/Woolworth Precinct.

The post received over 124 comments providing feedback over their experience of the area and other comments. The Leader sought to explore the matter further with a news story.

On 18 April 2017, The Leader published a post referring to a Herald Sun article (*Safety fears sparks shopping centre crackdown*) about crime concerns and safety fears which are being addressed by Victoria Police amidst crackdown on anti-social behaviour. The post received 68 further comments and 16 shares.

The reporting series continued on 3 June 2017 with a final post referring to another Herald Sun article (*Crime Crackdown at problematic strip*) addressing the outcome of the Victoria Police crackdown with 11 persons charged. The Leader sought feedback from the community as whether the population had noticed any changes. The post received increase activities with over 260 comments and 45 shares.

While it is unclear if the Leader was responding to community concerns, exploring community’s response amidst Victoria Police plans, or swaying authority’s response through investigative reporting; the fact of the matter remain that this reporting series has provided an insight on the community perception, particularly with regarding for the Boronia Junction and Train Station area.

The comments have provided the following insight:

- *Boronia Station and the surrounding car parking spaces have made people feel unsafe, with incidents of anti-social behaviour, public drinking, drug usage quoted.*
- *The feeling is exacerbated at night.*
- *Speed in car park and car rage attitude (yelling, aggressiveness, etc.) has stressed and worried shoppers.*
- *The resulting increase in police presence was welcomed.*

Brief Description - Boronia Mall as discussed on the Knox Leader page

An article from the Knox Leader newspaper was published through the Leader's Facebook on the 21 October 2017 and further on 2 November 2017 asking what needs to happen to bring Boronia back to life. The article followed a previous post on the Leader's Facebook page on 4 February 2016 which simply identified the high level of vacancy within the mall. The response was enormous. It had 80 shares, 444 responses and 513 comments. It also had a link to the Boronia Future Community Survey.

Briefly the responses related to the following themes and comments:

- *Many people quite nostalgic about the Mall;*
- *Add some key 'anchor shops' such as Bunnings, Big W;*
- *Turn it into a spot where a permanent Market is held;*
- *Safety and feeling unsafe with drugs and public drinking;*
- *Realisation that shopping centres are struggling as a whole;*
- *Develop it into shops with apartments above;*
- *Focus more on activities for children and teenagers;*
- *Many were aware that the shops are individually owned which creates a problem;*
- *Just get rid of it.*

Overall, there were more positive suggestions than negative comments. Through these responses, the strong community connection with the Boronia town centre emerged. The extent of "shares" of this article linked to many past memories of when the centre was busier or people visiting there in their youth. This nostalgia highlighted that the connection with place extend across generations.

Brief Description - Council decision to move the basketball stadium

Council posted a media release on its Facebook account on 24 November 2017 indicating the result from the Council meeting about the Boronia Park Basketball Stadium. This started a high level of social media activity.

Subsequently the community became very engaged and in early December set up their own Facebook account titled 'Save Knox Stadium' with 467 likes and 470 followers¹.

On the Facebook site is a link to a petition titled 'Let Knox City Council Know We Want To Keep Knox Basketball Stadium And Not Move To State'². As of 20 February 2018 there were 4,756 signatures to the petition.

Brief Description – End of an era for Zagame

On 14 May 2018, Knox Leader reposted a realestate.com.au article on its Facebook account regarding the Zagame Corporation looking to dispose of its assets through the real estate market. In this instance, the Zagame portfolio comprises the Zagame's Tavern and Kids World premises at 112 Boronia Road Boronia.

The post drew a lot of activities with 686 comments and 84 shares. A number of comments were primarily sarcastic, ironic, or shocked by the potential this news might bring.

Briefly the responses related to the following themes and comments:

- *Cynicism towards the fact that it will become high rises apartments;*
- *A number of people enjoyed the bistro-pub offer, with hope it will remain a pub;*
- *Some other people acknowledge the market has changed and such premises are no longer suitable, preferred other establishment, or simply dislike the mixture of Kid's World with a gambling venue;*
- *For some people, such food and drink venue represented a meeting place.*

¹. <https://www.facebook.com/saveknoxstadium/>

². <https://www.change.org/p/knox-city-council-let-knox-city-council-know-we-want-to-keep-knox-basketball-stadium-and-not-move-to-state>

The overall response was lukewarm, a mixture of nostalgia towards the venue and branding to simply no particular affinity but the fact that good food and drink premises are good social places.

Brief Description – Car parking survey

Knox City Council promoted the car parking survey (*discussed at Section 3.3.2*) via its Facebook account through three different posts during April 2018. The posts received some attention with up to ten comments, feedback and sharing.

Briefly the responses related to the following themes were noted from these comments:

- *“Boronia mall car parking should be diagonal parking to facilitate the one way and make it easier to reverse! It’s council owned so it would be easy to do. Should’ve been done 25 years ago when first discussed with traders.”*
- *“As we are an ageing population and with people who need to park close to building entrances, councils will need to increase disability parking and become more efficient properly monitoring these parks either through employees or technology.”*
- *“Would be lovely if the council cleaned the car park on a regular basis. Just run the street swiper [SIC] over it properly. It really wouldn’t break the bank.”*
- *“Parking near both supermarkets is challenging due to the slope and access difficulties. I am concerned that older adults cannot manoeuvre their trolleys without assistance. This is exacerbated by the car park works next to Coles.”*

Brief Description – Lights, cameras, no action (Boronia bollards, lighting, and CCTV)

The Knox Leader and Herald Sun published this article which appeared in the Leader 19 June 2018 edition and on its Facebook account. The tabloid article reported on the announcement of the Federal grant for the installation of lighting and new bollards but it also reported on the faulty CCTV camera located in Boronia and their replacement. On Facebook, the news received little attention with 7 shares and solely attracted 7 comments, all being negative critics with little to no input retrieved.

Brief Description – Boronia’s ugly ground level car park

On 7 November 2018, Knox Leader made a post promoting a Herald Sun article (*Plan to boost Boronia’s retail hub*) which related to a publication also incorporated in the Knox Leader (*refer to article on 2 November 2018 discussed in Section 3.4.1*). The post and article elaborated on the potential of utilizing Dorset Square ground level car park to other community functions such as markets, concerts, cinemas. The Leader then enquired feedback as to what people think can be done to improve the suburb. The response was good with 87 comments and 15 shares to the story.

Briefly the responses related to the following themes and comments:

- *There is a need for redevelopment of area, particularly the mall;*
- *Anti-social behaviours need to be addressed.*

Results and Key Findings - Community views Themes and Outcomes

These sites are valuable community engagement tools as there are many responses indicating why a person has posted and/or signed the petition. It is acknowledged that social media will often result in the display of more negative, sarcastic, ironic, cynical commentary, or even trolling in some instances. In some case, decorum is less prevalent on social media and comments can be more raw and crude. Nonetheless, they also include information that can be extracted as a form of observational and derived data and provide some insight of how certain issues are perceived.

The comments reveal there is a vocal opposition to redevelopment, densification, height, and mixed-use which remains unaddressed. The comments however also reveal issues of insecurity, social issues, aged and dilapidated infrastructure/buildings that needs to be replaced. Both matters appears acknowledged, but comments have rarely, if at all, identified solutions with a holistic view on all items as to what the future of Boronia should actually look and feel like. They primarily polarize into the position that status quo is bad, and change is bad.

They do however allow Council to identify sensitive matters, and what are definitely liked. They allow to read between the lines and should help in developing a communication strategy to educate, inform, provide the bigger picture beyond a unique issue, and lead the way by showing options and direct effort toward constructive commentary in lieu of mere empty criticism.

There is a need to balance these views identifying that Boronia is in dire need of a revamp, that such revamping likely means that Boronia's look, feels, and built form will be replaced with something new. This new future need to consider the following points generally highlighted from what's been heard through Social Medias:

- **Height remain a sensitive issue**, however the issue behind height is rarely explicitly explained and it is unclear if opposition to height is simply based on fundament that *'height is bad'*, or whether there is an specific collateral issue. It is possible to explain elements of building heights (overshadowing, impact on views from public realm, wind aspect) but also informing "what are as of right height, what can people, what can Council control" to debunk the issue of height and create a conversation of what height is acceptable, and what height is needed.
- **Construction quality is deemed poor**. The development of poor quality building, either in term of look, materials, colours, or even indoor living feed cynicism and create distrust that undermines decision-making process and the planning system. It is acknowledged that there is a need to *'lift the game'* in term of quality architecture and design and that such controls will need to be in place. However, it is important to set clear standards that avoid being too subjective as it would only create a battle of opinion. It is also acknowledged that it is impossible to make all buildings and all constructions 'look good' for everyone, since everyone is entitled to their own personal opinion.
- **Street life and street art are desired**, new or existing places that embellishes, provide new economic input and new places to interact and attract are clear wanted. There is a need to ensure any individual places are interconnected to create a desirable city network but also create public spaces that are used, active, safe and enhance social interactions and art.
- **Insecurity and crime are perceived rampant**, while other authorities are better positioned to address crime directly, it is noted that planning can do it the long way around to change the culture and social interactions with the urban form. It will be advantageous to inform how planning strategies, development, land use, or activities are networked to address this in the long term.
- **Car parking are loved**, there is potentially a connection and disconnect between the issue the car brings, and the issues that car allows people to escape from. The result and strategies coming from the car parking surveys and consultations made by Council will need to be communicated to debunk car parking perceived issues.
- **Apartment living is not for everyone**, there are polarized opponent to apartment lifestyle. There is a need to explain what apartment living consists of, what it depends on, what sort of upgrade needs to be created to ensure apartment living is a great outcome. This would also need to acknowledge that today's infrastructure and services are inadequate but also inform how a whole renewal and future services is being planned in parallel to address the needs of apartment living. Policies will also need to clarify how apartment living is also strategized to protect other form of living, and improve infrastructure that will also benefit other form of residential living.

3.5 Focus Groups

3.5.1 Councillor 'Wayfinding' walking tour of Boronia

Purpose and Audience

The purpose of this activity was to liaise with local ward Councillors and draw on local knowledge and evaluate pedestrian safety through an 'on-the-ground' tour and exchange.

The audience for this activity was the two local ward Councillors and any exchange with the public as encountered during the day.

Communication of Event

The event was briefed communicated and organized in collaboration with the ward Councillors.

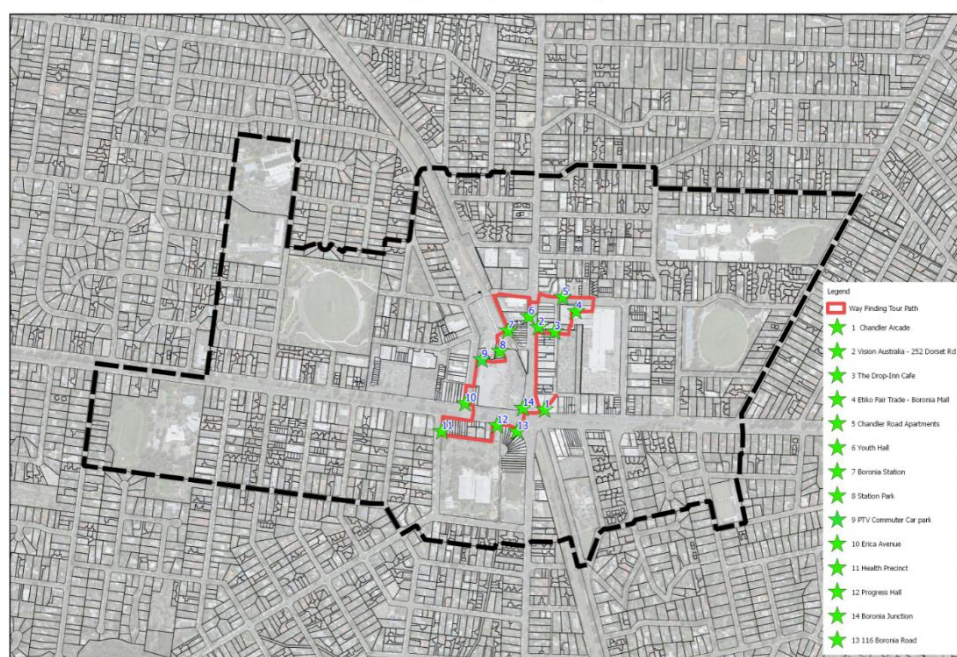
Brief Description

Council officers accompanied ward Councillors Peter Lockwood and John Mortimore (*also Knox Mayor at the time*) on a walking tour of the Boronia Activity Centre.

The tour occurred on 19 April 2018 and followed walkways looping around the core commercial areas, starting at Progress Hall and visiting key locations:

1. Progress Hall at 134 Boronia Road;
2. Vacant Shop at 116 Boronia Road;
3. Boronia Junction – landmark site;
4. Across Chandler Arcade to Dorset Square;
5. Vision Australia Building at 252 Dorset Road – meeting with landowner;
6. Dorset Arcade - The Drop-Inn café at 2/260 Dorset Road;
7. Boronia Mall – Etiko Fair Trade at Shop 22/50 Dorset Square;
8. Apartments at 1 and 3 Chandler Road;
9. Youth Hall at 257 Dorset Road;
10. Lupton Way and Boronia Train Station;
11. Train Station Park reserve;
12. PTV Commuter car park;
13. Erica Avenue; and,
14. Health Precinct at 148, 152 Boronia Road.

Way Finding Tour Map



Results and Key Findings

The tour allowed Councillors and Council officers to gain a better understanding of how community members use the centre on a daily basis, and to engage in discussions with community members about specific areas that could be improved.

Of particular note was the difficulty they experienced when crossing the many very busy streets and roads in the area and the tour allowed them to consider how and where signage could be improved to make this easier.

The information gathered will help Council plan with an on-the-ground perspective based on the reality so as to make walking around the town centre just that little bit easier for everyone.

3.5.2 Movement and Access Focus Group

Purpose and Audience

Following the conclusion of the background report on Movement and Access Study undertaken by GTA Consultants, Council sought feedback from the community towards the recommended changes emanating from this study.

A focus on obtaining feedback on three key proposed interventions of the Study was highlighted: *-the Green Spine; -Public Square, and -Realigned Bus Route.*

Council commissioned new**focus** pty ltd as a consultant to undertake focus group consultation with the aim to:

- Gauge the level of support for the recommendations in the study;
- Test/refine recommendations based on local knowledge and user conditions;
- Identify gaps or other ideas from community users.

The targeted audience was aimed at a mixture of residents or visitors that frequent Boronia and the recruitment was undertaken by new**focus** in accordance with the methodology developed. This methodology on the establishment of the focus groups (being two groups) can be consulted in **Appendix 9**.

Communication of Event

The consultant new**focus** undertook recruitment for the focus group consultation in accordance with a defined methodology.

Group 1 was selected via two sources:

- From lists provided by Council, i.e. community reference group data base;
- Supplemented by respondents from a new**focus** social media and random telephone recruitment.

Group 2 was selected via two sources:

- Via social media campaign run by new**focus** – prospective participants register interest to be involved in focus group;
- Random telephone recruitment.

The detailed recruitment strategy can be consulted in **Appendix 9**.

Brief Description

The focus groups took place on 19 December 2018 at Knox Council's office for a period of 90 minutes with group 1 being at 5.30PM to 7.00PM and group 2 being at 7.15PM to 8:.45PM.

The consultant new**focus** designed a discussion guide that was implemented throughout the session. Stimulus material outlining the key aspects of the proposed outcomes along with some optional aspects to each key area of focus were prepared collaboratively for use during group discussions. Finally, input was sought from the participants. The sessions were moderated by a new**focus** research consultant.

The discussions during the focus groups helped establishing and explore the following items:

- Current perceptions of the Boronia Central area (reasons for visiting or avoiding the area, what would encourage them to frequent more, mobility perceptions, what might encourage them to use alternative transport).
- Overall perceptions of the Movement and Access Study outcomes (strength/weaknesses, impact on their travel behaviour, concerns, additional information).
- Commentary on the three specific items –green spine, -public square, -realigned bus route
- Suggestions.

Results and Key Findings

Initial perceptions towards the proposed outcomes were predominantly positive, some of the key results from the focus groups were:

- Something the area needs, adds pride and a sense of community spirit;

- Positively reflects Council's interest in the area and residents;
- The Public Square with perceived expansion of cafes, markets is seen as having potential to also change the retail mix and was considered the primary driver of increased visitation to the precinct – with potential for visitors to stay longer and spend more;
- The Green Spine was well regarded but seen as more for recreational cycling than function cycling into the centre itself;
- Whilst there was some potential to increased walking into the centre this was seen as likely more so by nearby residents – with residents from outer areas likely to continue to use cars (as opposed to public transport).

The key concerns and challenges were:

- Impact of loss of car parking in Dorset square with no evident reallocation of parking options – other than to push parking into nearby residential side streets – which would increase traffic congestion in those areas;
- Concerns over continued social issues which would negate the benefits (or simply move the social problems to other areas of Boronia);
- The continued physical disjointed and fragmented physical nature of the precinct – which in an ideal world would have included options that better join and link the sub areas that comprise the centre precinct.

Implications for Council:

- There would appear to be considerable community support for the proposed changes which Council should be encouraged by and which appear to support further development of the concepts;
- Based on initial responses, increased visitation into the precinct is a definite possibility – but driven by the Public Square. The Public Square is perceived as the centre piece of the concepts;
- From a travel mode perspective the Green Spine has potential to increase recreational cycling but not necessarily for commuting into the precinct itself;
- In terms of non-car travel options, the changes proposed appear to be more relevant for residents in walking/short cycling distance with residents in outer areas more likely to continue to use and prefer use of cars to visit the precinct rather than to move to use of public transport ;
- As a result car parking is still seen as an issue and without a parking solution being clearly conveyed may hold back support and full potential for the concepts.

The detailed result analysis can be consulted in **Appendix 9**.

3.6 Community Conversation Sessions and Workshops

3.6.1 Community Conversation Session

Purpose and Audience

The purpose of this session was to engage with the local community in their shopping area. It also provided an opportunity to let people know about the launch of the Boronia Renewal Project directly in person and to promote the project and Boronia Future Community survey.

A key message intended with this session was that *“Boronia is changing and Council is keen to hear your ideas for the future planning”* and show that Council is reachable and involved in managing this change in collaboration with its community.

The audience was that of people passing by the two dedicated spots on a Saturday morning. However, people hearing about the project through the communication of the event could complete the Boronia Future Community survey online in accordance with the methodology mentioned in **Section 3.3.1**.

Communication of Event

The event was communicated in the following ways:

- Emails sent to local community organisations advising them of the event and asking them to promote it to their members.
- Advertised in the Leader, the week prior to the event.
- Advertised to a local area on Facebook and Twitter on the 24th and 27th October 2017.
- Placed in the school newsletter for Boronia K-12, Boronia West and St Joseph's Primary Schools
- Posted on the Knox website.
- Advertised on the customer service screen in the front office of Council.

The communication of this specific event also formed part of the communication strategy implemented for the Boronia Future Community Survey discussed in **Section 3.3.1**.

Brief Description

The community conversation session was held on Saturday 28 October 2017 from 9am – noon at two venues in Boronia.

The two venues were:

1. Outside Coles/Kmart in Dorset Square Shopping area;
2. Outside Dan Murphy's in Boronia Village Shopping area.

Eight council officers and local wards Cr Mortimore and Cr Lockwood were available during the time to speak to local shoppers. A large current aerial map of Boronia and size posters with pictures of the current and past Boronia were displayed as a support for engagement with by-passers. A copy of these display is available in **Appendix 10**. These provided an interesting talking point and demonstrated how much Boronia has changed over the past 40-50 years.

A small handout outlining the project and asking for their input into the survey with the online address to the Council information and link to the Boronia Future Community Survey was given out. Electronic devices were also made available on-site for people to fill out the survey on the spot as well as hard copies of the Boronia Future Community Survey.

Approximately 20 hard copies of the survey with a reply paid envelope were handed out on the day as well. Overall, contact was made with approximately 100+ people during this session.

Results and Key Findings

Some of the key findings from the community conversations are:

- Changing character of Boronia with the new developments – some pointed out how they are 'wedged' between two developments;
- People feel a connection to the history of Boronia and seeing the changes taking place. Not all negative;
- Public toilet needed in Boronia Village/Junction area;
- New residents really liked living in Boronia;
- Concern about the drug problem around Boronia and Orchid Ave;
- Rubbish in shopping areas and streets, especially Dorset Square;
- A few people pointed out on the map where the existing or proposed development was effecting their property regarding outlook and views;
- The main concern related to the development occurring throughout Boronia.

3.6.2 Workshop - Service Providers and Agencies

Purpose and Audience

The purpose of this workshop was to:

- Raise awareness about the Boronia Renewal Project;
- Create a forum for information sharing and increasing the understanding of the variety of services and facilities available in Boronia; and
- Build a more comprehensive picture of Boronia and facilitate solutions for the complex issues facing the community.

The primary target group of the workshop was service providers and agencies operating or representing the community in Boronia. All social and technical fields' service providers were invited to participate.

Communication of Event

This event was communicated by personal invite. A database comprising 40+ agencies was created. The invitation provided information on the project. It highlighted that the discussion would focus on two focal points:

- The impact of recent population changes on facilities and services delivery;
- The impacts of the forecasted growth and population profile changes on future facility and service delivery.

Brief Description

The workshop took place on 15 February 2018 between 9:00 – 12:30am at St Paul Church venue.

The workshop was hosted by Knox City Mayor whom welcomed the participants. Each introduced themselves at their table and spoke briefly about the services they provide. In all, there were a diverse group of 16 services represented from health, education, training, migrant, police, legal, housing, mental, aged, family and children, disability and volunteer services.



The workshop comprised a short presentation outlining the changes taking place in Boronia as shown from the 2016 census, as well as the challenges and opportunities these changes present. A copy of this presentation can be viewed in **Appendix 11**.

Following the presentation, each participants broke into small groups to gain an understanding around the thematic of:

- The changes their service has experienced over the years;
- The pressure points/constraints for their service;
- What additional/different services are necessary to meet the future community needs;
- What will help Boronia thrive.

Results and Key Findings

The discussions during the workshop helped identify opportunities to better utilise scarce resources in planning for Boronia. While the need for additional housing support, community safety and mental health services are required, the idea of a community hub with co-location of services for all age cohorts was one way to operate more efficiently and effectively. Currently there are a number of Not for Profits operating in Boronia at different locations which makes it difficult for people needing help finding them and the services they provide.

Many indicated the increase in the need for their service and the importance of volunteers to keep up with this need. The gap is growing putting more pressure on the existing volunteers.

The participants identified the following points to help Boronia thrive in the future:

- *A need for co-location of key services and supports – multi use facilities which would also allow for night time services and would require:*
 - *Parking,*
 - *Transport,*
 - *Affordable,*
 - *Family friendly,*
 - *All ages/abilities.*
- *Improve perception of community safety;*
- *Increased marketing and promotion of what is already available in Boronia – there is a lot! Use current spaces and places smarter;*

- *Facilities need to be accessible and in some cases updated so people don't leave Boronia and the municipality to go elsewhere;*
- *Boronia Park could be an opportunity for a community hub with increased open space and outdoor activity – skate park, half courts, outdoor seating, parkland, etc. designed for ALL ages;*
- *Need for more youth based activities in Boronia;*
- *The need for more volunteers to keep up with the demand on services;*
- *Activate the area at night through night events and outdoor dining, etc.;*
- *Better connections in Boronia – too disconnected. Need for additional signage and wayfinding strategies to get around.*

3.6.3 Workshop - Community Groups

Purpose and Audience

The purpose of this workshop was to:

- Raise awareness about the Boronia Renewal Project;
- Create a forum for information sharing and increasing everyone's understanding of the needs of community groups in Boronia; and
- Help shape the future strategic direction of Boronia.

The primary target group for the workshop was Community Groups representative and their members that are active with an interest or representation in Boronia.

Communication of Event

This event was communicated by personal invite. A database comprising 50+ community groups from the sporting, faith-based, recreational and local service groups was created. The invitation provided information on the project. It highlighted that the discussion would focus on two focal points:

1. The impact of recent population changes on facilities and community groups;
2. The impacts of the forecasted growth and population profile changes on future facilities and supporting community groups to be sustainable in the long term.

Brief Description

The workshop took place on 15 February 2018 at St Paul Church venue

The workshop was hosted by Knox City Mayor whom welcomed the participants. The workshop was set-up in small tables (4 at a table) with a council officer acting as a facilitator and scribe. Participants were invited to introduce themselves at their table and spoke briefly about the community group and function. A short presentation followed, which outlined the changes taking place as shown from the 2016 census, the challenges and opportunities these changes present.

A presentation putting the Boronia context was provided, a copy of this presentation can be viewed in **Appendix 12**.



After this information, participants broke into small groups to gain an understanding of:

- What changes has your group experienced in recent years;
- What are the pressure points or constraints for your group;
- What additional or different facilities will be necessary to meet their future needs.

There were 18 participants from 15 diverse community groups, comprising the sporting, faith-based, scouting, housing activist, recreational and aged groups in Boronia.

The event provided the opportunity for participants to share their local knowledge, experiences, constraints and changes needed to help Boronia grow.

Results and Key Findings

Each participants represented community groups that have been established and active in Boronia for over 20+ years. However, some groups discussed experiencing recent difficulties in reaching the community for recruiting new members and volunteers to help run their group. There was discussions around people not feeling as safe around Boronia, especially where methadone clinic is dispensed. Also, a concern was raised about the noticeable increase in people 'sleeping rough', which was noted as demonstration of the lack of affordable housing in the locality. A number of participants also noted the increase housing development, which is effecting the traffic, parking and local environment.

With the diminution of connectivity between groups, and especially between the reach of these groups and the community; the importance of creating and providing a community hub space (indoor and outdoor) was seen as a way of creating a sense of local community in Boronia.

The participants identified the following points to help Boronia thrive in the future:

- The provision of a community/multi-purpose space (one-stop-shop) that can be used by various groups which are multi-generational, multi-cultural and multi- purpose;
- Improve perception of community safety ;
- Boronia Park area could house a multi-purpose which could cater for a range of sports and recreational activities (indoor and outdoor) including, basketball, badminton, chess, table tennis – activities which include the changing demographics of the area. Could have a separate area for service providers/community groups;
- Need to improve the quality of shops and clean up shop fronts – increase greenery around shops to make them more attractive and to provide a visual link to the different shopping areas in Boronia;
- Need more activity and open space to bring people together;
- The need for more young people to participate in the local sporting activities (football and cricket);
- Need smarter use of space and facilities to cater for future growth, both public and privately owned;
- Increase housing growth is creating parking and congestion on local streets;
- Improve parking, accessibility and transport to meet needs, especially parking for train commuters. Could include a community bus;
- Consolidate shopping areas to reduce the shopping and parking areas and create more open space;
- Promote Boronia as the Gateway to the Dandenong.

3.6.4 Workshop - Traders and Business Community

Purpose and Audience

The purpose of this workshop was to:

- Raise awareness about the Boronia Renewal Project;
- Create a forum for Traders and Business Owners to participate in the BRP and contribute ideas, establish/build good working relationship; and
- Share information and knowledge about the area to develop a deeper understanding and inform future decision-making.

A specific focus of the workshop related to the challenges associated with running a business in Boronia.

The audience was Traders and Business Owners in the Boronia Activity Centre. A database comprising 603 businesses and business owners in Boronia had been created and was used for this purpose.

Communication of Event

This workshop was communicated by personal invite from the Boronia traders, businesses and business owners' database.

From this database, 425 email and 178 letters were sent, informing them about the project and asking them to register their interest to attend the workshop.

Brief Description

The workshop took place on 6 February 2018 at St Paul Church venue.

The workshop was hosted by Knox City Mayor whom welcomed the participants. The workshop was set-up in small tables (4 at a table) with a council officer acting as a facilitator and scribe. Each participants were asked - to introduce themselves, their business and indicate what attracted them to set up in Boronia and how long have they been in Boronia.



A presentation putting the Boronia context was provided, a copy of this presentation can be viewed in **Appendix 13**.

After this exchange, participants broke into small groups to gain an understanding of:

- What changes they have experienced in recent years;
- What will help Boronia to thrive; and
- What they think is unique about Boronia.

There were a total of 18 participants from a range of businesses including: Café/Restaurants, Professional Services, Employment and Training, Medical, Musical, Community and Auto Services.

Most of the participants represented small businesses in Boronia and had been located in Boronia for a number of years (10+). They chose Boronia because of a long-term association to the area, affordable, close to home and/or availability of public transport.

Participants were handed a feedback form at the end of the workshop where they could give more input and even request one-on-one meeting with Council officers. A copy of the feedback form can be viewed in **Appendix 13**.

Results and Key Findings

The key points raised were:

- The reliability of the internet is a big issue effecting businesses and customers;
- Anti-social behaviour is a problem and there are no local mental health services;
- Mental Health is presenting more in Secondary Schools, there is more pressure on young people and no support services in Boronia;
- Encourage youth activities and capture young people to break the generational unemployment in Boronia;
- Due to growth in demand a Local Medical Centre is continuing to grow and expand the range of services they offer and increase the sites they operate from in Boronia;
- A new local market in Boronia could attract more people to Boronia;
- Boronia has the potential to become the place to visit in the Eastern suburbs for dinner, coffee, movies etc.;
- Raise the profile of Boronia to encourage tourist stops on the way to the Dandenong;
- Individual and community safety is an issue especially relating to drugs, the methadone clinic and alcohol abuse;
- Need to improve the aesthetics of the shops to encourage people to shop in Boronia – Boronia looks old and need new modern look with refreshed infrastructure;
- Arcades could be made beautiful spaces, cleaned, lit, with the right type of business activities;



- Boronia needs quality food and drink premises, outdoor dining and boutique that caters for all;
- Promotion of the businesses in Boronia with map and parking guide;
- “When people do not have money in their pockets, then you have a problem”. Need to concentrate on increasing local employment, which helps local businesses, which helps the local community;
- Reduce the segmentation in Boronia by strengthening the collaboration between businesses;
- New active Boronia Traders Group with 35 traders;
- Provide better facilities for children and young people and keep the Boronia Basketball Stadium;
- More younger families are moving in and older people are moving out – selling to developers;
- Concern over the length of time the renewal of infrastructure takes which impacts and disrupts their business for too long;
- Businesses could benefit from big promotions/events and synergies generated but need help/expertise to organise these.

3.6.5 Community Information Drop-In Session

Purpose and Audience

This consultation involved the presentation of the Draft Boronia Renewal Strategy Key Directions report and aligns with the engagement identified in **Section 3.3.4** of this report.

The purpose of this consultation was:

- To explain the ideas behind the nine key directions in the draft strategy;
- To seek the community's feedback on the nine key directions.

The consultation was opened to anyone with interest in the future of Boronia, and particularly people who live, visit, work and play in Boronia.

Communication of Event

This consultation was communicated in the following ways:

- Emails sent to local community organisations advising them of the event and asking them to promote it to their members.
- Boronia E-newsletter bulletin emailed to subscribers.
- Advertised in the Leader on 30 October 2018.
- Posted on the Knox website.
- Mayor interview on Eastern FM community radio
- Advertised on the customer service screen in the front office of Council.

The communication of this specific event also formed part of the communication strategy implemented for the Draft Renewal Strategy discussed in **Section 3.3.4**.

Brief Description

The draft report incorporated the results identified from comprehensive consultation and community engagement that was undertaken as both part of Stage 1 and Stage 2 of the Boronia Renewal Project in its strategy and the outcome of numerous background research.

The Drop-In session was held on Tuesday 13 November 2018 at St Paul Church in Boronia.



Council officers were available during the time to discuss with attending visitors, introduce the matter, answer questions, and gather information and evaluation. The drop-in session operated as a free-roaming area. A large current aerial map of Boronia and size posters of the nine key directions of the renewal strategy with associated input space allowed people to respond and indicate their thoughts to the thematic and questions marked for each directions. The posters provided information on the strategy and future actions that may be associated with such strategy.

Handouts summary of the Draft Renewal Strategy were available with copies of the survey as well as electronic device to allow people to complete the survey online.



Overall, contact was made with approximately 30 people during this session.

Results and Key Findings

The audience had the opportunity to respond to each nine direction which comprised thematic and questions, some were more popular than others. A copy of the posters and results (and feedback poster) can be consulted in **Appendix 14**.

The top five theme which attracted the most interactions:

1. Boronia is a unique local place
2. Boronia has quality living environment
3. Boronia is a green place with spaces to play
4. Boronia is growing through cohesive land use and urban infrastructure
5. Boronia is a healthy, active and connected community

Sample points raised for each key directions were:

- What unique features or experiences of Boronia to be retained / Local events you would suggest:
 - Retain the character and some old houses with charm;
 - Avoid Box Hill type of development;
 - Community events on the ovals;
 - Night markets and other markets, pop-up events;
 - Expand library; Keep views to the Hill;
 - Revamp station similar to Ringwood.
- What character elements or features in new apartment that should be managed through urban design guidelines:
 - Sustainability, garden walls, embracing landscape as part of the design;
 - Diverse housing choices including larger apartments; height limitations;
 - Car parking spaces;
 - Social housings;
 - Emphasis on aesthetics and energy efficient;
 - More canopy trees, materials and colours that are natural.
- What opportunities for social gatherings and interactions / changes to help improve health and wellbeing:
 - Annual Boronia Festival and Art gallery;
 - Saving the Stadium space for the community;
 - Social rental accommodation;
 - Convert Genista Reserve into a village square;
 - Library events in the park;
 - More BBQ and cooking facilities in public spaces.
- How can Boronia be open to change to best capture opportunities / ways to be resilient / How to prepare for future key challenges and resources constraints:

- Facilitate ways to network and socialize;
- Helping the community to come together to build resilience;
- Support to youth and underemployed;
- Welcoming new ideas, and follow strategies and rules established.
- What information would you like to see in a Boronia Portal / what business opportunities exist / How can Boronia leverage on emerging social enterprise and health sector for job creation:
 - Connection to Bayswater Business Precinct;
 - Community events;
 - Businesses that look inviting when viewed from the street.
- What are the best landscaping elements / What can be done to transform Boronia into a “town in a garden” / What does “green place with space to play” means to you:
 - Build over north end of railway tunnel with green community meeting space;
 - Retain trees and tree canopy and develop around them;
 - Keep Boronia a foothills community;
 - Apply garden area requirements;
 - Require more planting of canopy trees;
 - Reduce road width for more space for trees.
- What infrastructure is needed / How to attract digital and tech:
 - Keep Knox Basketball Stadium / redevelop Stadium as a mix use office/shop/residential;
 - More computers and books at Knox Library;
 - Better bike path along Erica Ave and Chandler Road;
 - A new community centre adjoined the library;
 - Develop Council investment and business partnerships.
- What activities/events would you like / What infrastructure change will encourage nightlife:
 - Regular markets;
 - Better trading experience (shops – cafés – restaurants);
 - Upgrading of train station and most central area;
 - Co-working spaces;
 - Community kitchen and using the local churches location to deliver services;
 - Art and craft precinct and pop-up veggie patch.
- What can be done to encourage more people to live, work and visit Boronia Town Centre in the future / to reduce barriers and improve amenity and public space / to encourage walking and cycling / to take actions to create a ‘town in a garden’:
 - Create pedestrian tunnels or fly-over;
 - Local bus network and provide bike lanes;
 - Open/air trading;
 - Bring the retarding basin underground with a park on-top / encourage park meet-up;
 - Retain large trees;
 - More elevated car park near the station.

3.6.6 #Trees of Boronia

Purpose and Audience

The Boronia Future Community Survey confirmed the general feeling that the environment is a number one feature most respondents liked about the area. The Boronia Renewal Project turned its attention to this topic and the natural environment around Boronia, in particular the trees, and asked the public to submit images of their favourite trees and fauna in Boronia.

The purpose was to gather images to help form a visual representation of Boronia’s natural environment, identify key elements of the natural environment highlighted by the community and help Council with planning while maintaining a focus on the ‘green and leafy’ suburban setting.

The consultation was opened to anyone with interest in the future of Boronia.

Communication of Event

This event was communicated in the following ways:

- Social media advertisement with post on Knox City Council Facebook;
- Boronia E-newsletter bulletin emailed to subscribers;
- Boronia - The Basin Community News article and Advertisement in May 2018 edition.

Brief Description

People were asked to submit their favourite tree snaps directly via the website or via Instagram using the hashtag #treesofboronia with information regarding the location of the tree is and what is good about it. They could alternatively send the information directly to Council electronically.

In recognition of people’s time constraints, this activity was designed to be quick and easy for people, managed electronically and at their own pace and convenience. It attempted to test a more dynamic approach with the digital world.

The activity was poorly engaged with only 1 respondent partaking the activity.

Results and Key Findings

Due to the poor reception of this activity, there is no relevant results. As such, any future similar activity may require more promotion and more engagement to draw interest and a different strategy would need to be implemented.

3.6.7 Stakeholders – Specific meetings

Brief Description

Council officers also engaged directly with key landowners and business operators in Boronia throughout the consultation process either at their specific request or following Council’s approach. These meetings allowed Council to engage with business stakeholder to inform of Council’s aspirations, introduce the project, discuss any investment plans or strategies they may have.

BUSINESS	PROPERTY	DATE OF MEETING	DETAILS AND NOTES
ESG Matchworks <i>(Recruitment agency based in Boronia)</i>	Floriston Ave	7 December 2017	Introduction to project;
Coles	Dorset Square	12 January 2018	Introduction to project, discussion regarding future investment plans of Coles, discussion and advice regarding car park investment;
Woolworths	Boronia Junction & Dan Murphys	24 January 2018	Introduction to project, discussion regarding future investment plans of Woolworths;

BUSINESS	PROPERTY	DATE OF MEETING	DETAILS AND NOTES
Peter Brown Architects <i>(designer)</i>	Aldi Site Erica Ave	1 May 2018	Meet & Greet, introduction to project, and invitation to the designer and company to stay engaged and aware of the consultation process
Adrian Atkins & Associates <i>(designer)</i>	N/A	10 May 2018	Introduction to project
Cypress Health	Cypress Ave & Boronia Road – Medical Precinct	19 July 2018	Introduction to project, and discussion regarding future investment
Prospective investor – Donut store Boronia Mall	Boronia Mall	10 October 2018	Introduction to project, discussion regarding potential investment
Boronia Junction Pty Ltd	Boronia Junction	31 October 2018	Introduction to project and discussion regarding future investment plans.
Smart Planning and Design <i>(owners representative)</i>	15 Chandler Road	18 December 2018	Introduction to project, invitation to the designer and landowner to engage in the consultation process, discussion regarding potential short term investment

3.6.8 Creating a safer Boronia walking tours and workshops

Purpose and Audience

The Safety Perceptions Survey identified a number of items raised by the community with amongst them; that street lighting was insufficient to feel safe at night. Council sought opportunity to quickly improve this matter fast.

Further to this, the Boronia Renewal Project was awarded a Federal Government grant of \$423,000 through the Safer Communities Fund, which upon further investigation would allow Council to install solar-powered lighting in the vicinity of the train station, Erica Avenue, Orchid Avenue and Tormore Reserve.

The purpose of these walking tours and workshop sessions was to conduct a safety audit with the community to identify and record issues highlighted by the community which could be improved by the installation of lights, but also evaluate any 'on-the-ground' improvements with the community before moving to draft design and tender stage.

The primary audience for these walking tours were business owners, traders, residents, property owners located within the identified pilot area comprising the vicinity of the Train Station, Erica Avenue, Orchid Avenue and Tormore Reserve. The workshop session were mainly aimed at business owners, traders as well as community groups and service providers with a general interest in mobility and safety. Community groups were also invited to participate in the walking tours.

Communication of Event

This walking tour was primarily communicated by a mail-out invitation to all residents, property owners, business owners and traders within study area which were sent on 20 September 2018.

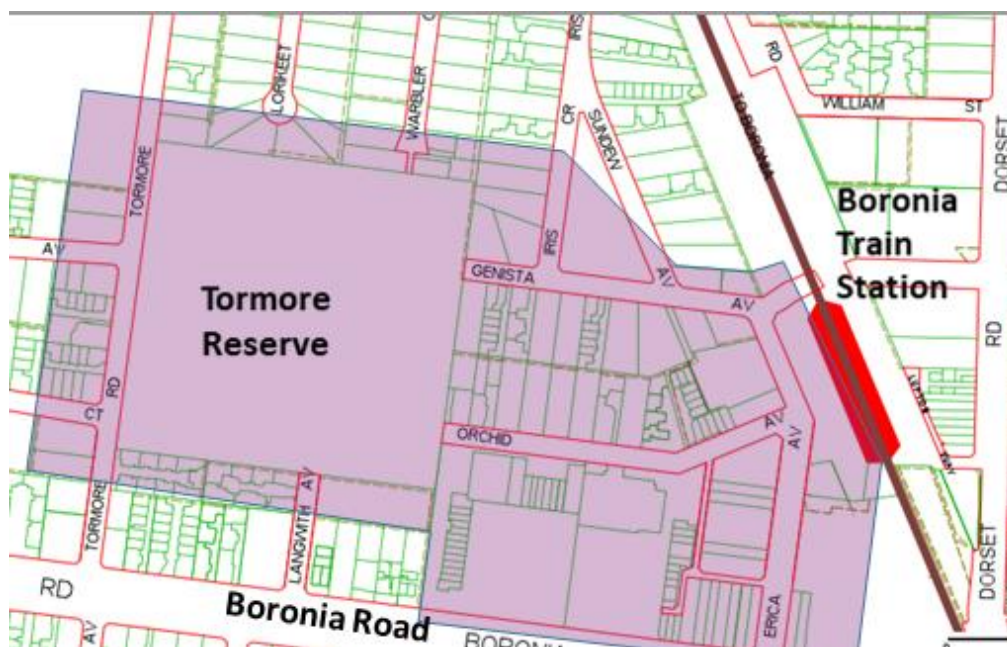


Figure 2. Target audience and study area within Boronia for the Creating a Safer Boronia Walking Tour

A workshop session opportunity was also communicated by mail-out to business owners and traders including over 300 owners, traders, or occupiers. A copy of the template invitation letters to residents and business can be seen in **Appendix 15**.

The invitation for both the walking tours and workshops was also circulated by email to community groups, agencies, and service providers taken out of our “reference email list”.

People were asked to register their interest online to one of the date made available with registration open until 30 September 2018.

Two dates were offered for a walking tour:

- Tuesday 9 October 2018 at 6:30AM; and
- Thursday 11 October 2018 at 7:30PM.

Two dates were offered to business owners and traders for a workshop:

- Tuesday 2 October 2018 at 6PM; and
- Thursday 4 October 2018 at 7AM.

Brief Description

The federal grant was announced by the Federal Member for Aston, Alan Tudge MP on 1 June 2018, and will allow Council to install solar-powered lighting in the vicinity of the train station, Erica Avenue, Orchid Avenue and Tormore Reserve. The new lights is intended to be installed over the next two years following a period of community consultation and will aim to:

- Increase visibility at night;
- Improve perception of safety;
- Help deter anti-social behaviour.

A combination of workshop and walking tours were offered however only walking tours were held due to no registration for the workshops.

The walking tours took the form of Community Safety Audits (CSAs) which encompassed Erica, Genista and Orchid Avenues and included parts of Sundew and Iris Courts, Langwith Ave and Tormore Reserve (target area). People were invited to register electronically for attendance which ultimately resulted in a list for workshop attendees and a list for walking tour attendees.

Approximately 20 people attended the different walking tours.

The CSA commenced at the intersection of Erica Avenue and Boronia Road. The group walked up Erica Avenue towards the railway station, reviewing the vicinity of the train station, bus interchange, and commuter car park before moving towards Genista Avenue. The area of Sundew and Iris Crescent surrounding Genista Reserve was visited before the walk continued to Tormore Reserve and further returned towards Erica Avenue via Orchid Avenue and the laneways separating Erica Avenue and Boronia Village.

Results and Key Findings

A number of actions required resulted from the CSA, with some of the actions requiring the cooperation of traders and/or property owners, while others would need to be undertaken by Council. If undertaken, these actions will enhance the amenity of the area, reduce the potential for criminal activity and/or anti-social behavior and improve perception of safety.

- That Council engage with local traders and commercial property owners to discuss opportunities for them to improve the amenity of their properties.
- That Council's Community Access, Equity & Safety Coordinator refer actions that fall under the responsibility of Council departments to the appropriate team for attention.
- That actions that are within the scope of this project and/or the Boronia Renewal project are referred to the consultant for consideration and/or inclusion in the proposed Concept Plan for the target area.
- That, issues which are outside the scope of the project should be referred to the appropriate Council Department.

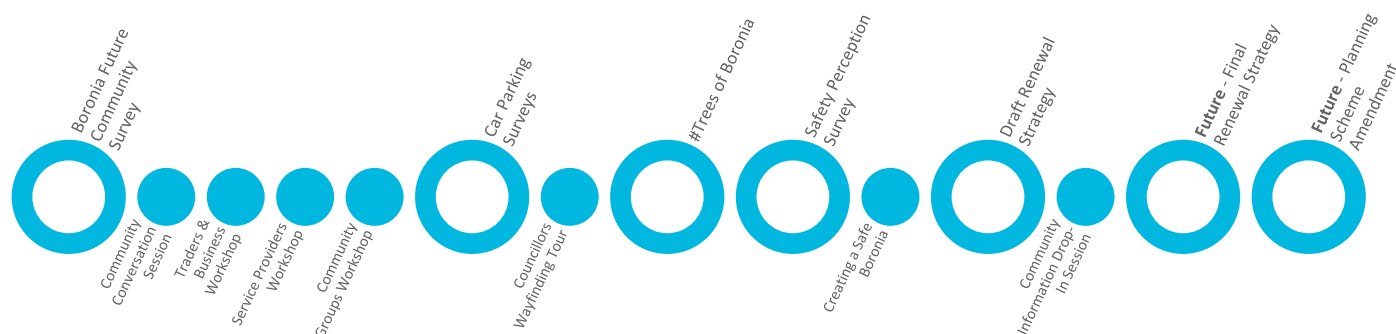
The detailed result analysis of the CSA can be consulted in **Appendix 16**.

3.8 Timelines of engagement

2017

2018

2019



3.9 Participants

Listening to the community has been a pivotal point in this first stage of preparing a Renewal Strategy to guide redevelopment over the next 20 years.

The success of the Boronia Renewal Project does not sit with Knox Council alone; rather its success will depend on how the community and key stakeholders embrace the new vision and work collectively to implement the various strategies to make it a reality. This places added importance on the Community Engagement component and its contribution as an essential part of delivering the Boronia Renewal Project.

Through a targeted and intensive community consultation process in Stage 1 and Stage 2, a greater level of interaction with the community and key stakeholders was achieved which can be noted below.

EVENT AND MEDIUM	PARTICIPATION/OUTREACH
Boronia Future Community Survey	500+
Community Conversation Session	100+
Workshop - Traders & Business workshop	80+
Workshop - Service Providers	
Workshop - Community Groups	
Car parking Community Survey	360+
#Trees of Boronia	1
Safety Perceptions Survey	270+
Creating Safer Boronia walking tours and workshops	300+
Community Information Drop-In Session and Draft Renewal Strategy Survey	120+
Youth Perspective Survey	290+
Movement and Access Focus Group	18
Stakeholders one-on-one meetings	9+
Registration for Boronia E-Newsletter	300+
Social Media Reach*	~400+/monthly
Regular Media Reach	100,000+
Website*	~400+/monthly

Sample detailed monthly data of Council’s webpage outreach and frequentation, as well as registration to E-newsletter can be consulted in **Appendix 8.*

The overall cumulative participation to all surveys and consultation sessions was in the order of 2000+ participants. It is acknowledged that some participants would have likely partaken more than one activities.

The overall outreach catchment via advertising was in the order of over 100,000 people through paper media with a more realistic interested outreach being in the vicinity of 10,000 people over time. The outreach was wide with advertising placed in the Knox Leader which can reach a distribution of over 150,000 potential people and the Boronia and The Basin Community News 12,000 people. In addition to this, it is estimated that Council’s website frequentation for this project was in the order of 400 visitors/month, which provided an additional cumulative outreach over time.

It is acknowledged that despite such catchment not everyone would have been attentive or interested in the project or a consultation process and for example, despite a large distribution catchment paper media would not necessarily be read by all. Regardless, it is considered that the overall engagement in relation to the prospective catchment was good.

4.0 Findings and Lessons learnt

From all the various consultation events and process, the following emerging themes have come from the feedback received.

- The existing physical condition of the centre is generating a lot of negative perceptions while the community still highlight many attraction “gems”.
- People still like living in the area and particularly appreciate the potential it could have.
- Height, density, and construction quality are sensitive issues that concerns the community.
- The quality, and issues resulting, of recent residential development has undermined confidence.
- There is a recognition that Boronia needs to change, but there is an absence of leading vision that synergize the community. Such hesitation is perceivable with items being viewed in isolation and not with a holistic approach, leaving the ‘dots’ unconnected and interpreted in silos or extrapolated to other unrelated issues.
- The vision of a different future with changed attitude and behaviour is not well-understood or shared.
- The articulating the best fit or right form of growth is an ongoing challenge for the community to come to terms with.
- The locational attributes are a very big part of the centre identity and sense of place.
- Movement around the centre and its fragmented nature are issues that were raised in the 2006 SP process that remain prominent now.
- Crime and anti-social behaviour is perceived as rampant and creates insecurity. There is still a belief that increase development will exacerbated this. Linkage between physical environment and anti-social behaviour are only partially made.
- There is a need to address such feeling of insecurity through -appropriate design, -activation of street life and interactions opportunities, -increased services, -visual cues, -nightlife activities and compatible land use, -prioritized pedestrian-friendly environment, -clean of littering, and with proper lighting, to support other authorities addressing anti-social issues.
- Car parking access is still perceived as an issue despite not being met by reality in commercial areas. There is however a need to review street design pattern on residential streets to amalgamate all users movement and on-street car park and alleviate conflict between these occupations.
- The need to plan for and adapt to cater to the needs of the existing and future communities.
- Need for Council to educate and inform about the baseline concepts, the decision-making process, and the interconnections between various issues that influence outcomes.
- There is also a need to give feedback to the community subsequent to a consultation, so as to close the loop and tell what the conclusion of different steps of the process were. This is an important action that valorize the engagement, let people know where they stand, keep them informed and confirm their engagement was accounted for. It is acknowledged that this step has not been completed for each engagement action.

5.0 Conclusion

We would like to thank all participants who provided input to this community engagement and helped shape future of Boronia.

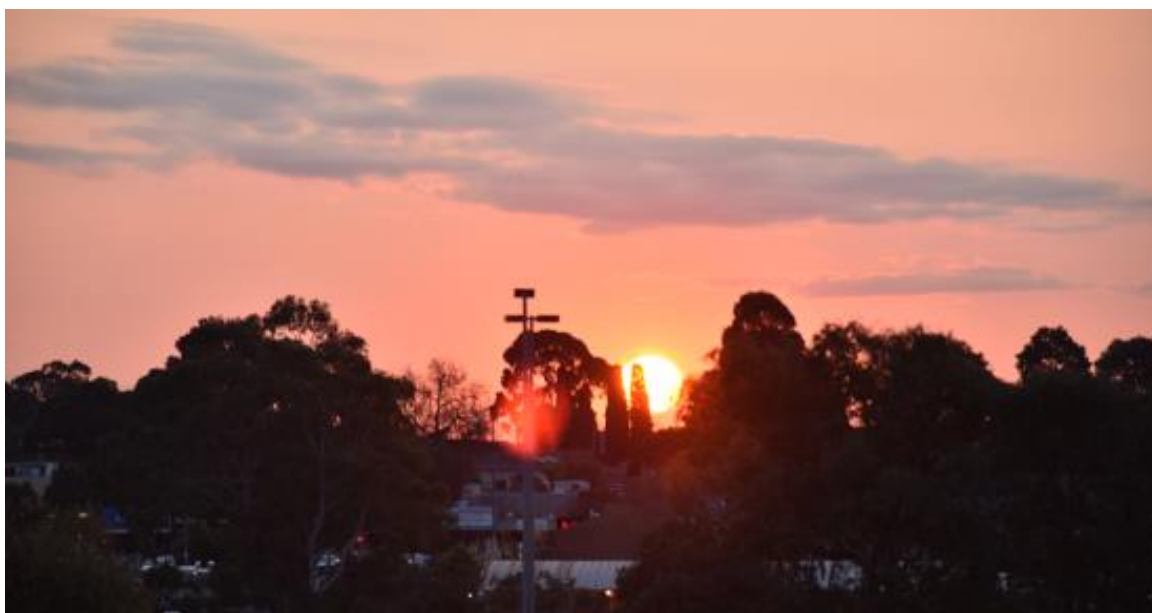
The community and stakeholder views and ideas highlighted in this report will assist Council to understand and plan for the needs and aspirations of the community, and inform a new strategy for renewal of Boronia and Planning Scheme Amendment as part of the third stage of the project throughout 2019.

Whilst the focus of collecting this information is to support development of this Renewal Strategy, input from this engagement process will also help to inform a range of other strategic planning, community development, asset management and capital works activities over the coming years.

There is the opportunity to look at Boronia through a few different lenses to trigger renewal, inform and be the leader of appropriate change.

Community members and key stakeholders will have the opportunity to have their say on the subsequent draft Planning Scheme Amendment when it is placed on public exhibition in 2019.

For more information on this project, please contact the Boronia Renewal Project team on 03 9298 8000 or email boroniarenewal@knox.vic.gov.au



Appendices

Appendix 1 – Boronia Renewal Project Communication Strategy

Appendix 2 – Section 3.3.1 - Boronia Future Community Survey Questionnaire and detailed analysis (Questionnaire and report)

Appendix 3 – Section 3.3.2 - Car parking Survey Questionnaire and detailed analysis

Appendix 4 – Section 3.3.3 - Safety Perceptions Survey Questionnaire and detailed analysis

Appendix 5 – Section 3.3.4 - Draft Boronia Renewal Strategy for Consultation November 2018 (e.g. Strategic Directions) and Draft Boronia Renewal Strategy Feedback Questionnaire and detailed analysis

Appendix 6 – Section 3.3.5 - Youth Perspective Survey Questionnaire and detailed analysis

Appendix 7 – Section 3.4.1 - Knox Leader - 2 November 2018 reporting

Appendix 8 – *Sample Monthly online activity statistics data – Sample collected from April to November*

Appendix 9 – Section 3.5.2 - newfocus Movement and Access Study Procedure and Research Report

Appendix 10 – Section 3.6.1 - Display posters at Community Conversation Session

Appendix 11 – Section 3.6.2 - Service providers' workshop presentation

Appendix 12 – Section 3.6.3 - Community Groups workshop presentation

Appendix 13 – Section 3.6.4 - Traders workshop presentation and feedback form

Appendix 14 – Section 3.6.5 - Community Drop-In Session posters and result analysis

Appendix 15 – Section 3.6.8 - Copy of invitation letters to Safer Boronia walking tours/workshops

Appendix 16 – Section 3.6.8 - Community Safety Audit Report 2018