mosaicLAB

CITY OF GREATER DANDENONG

WIDER ENGAGEMENT REPORT

September 2024

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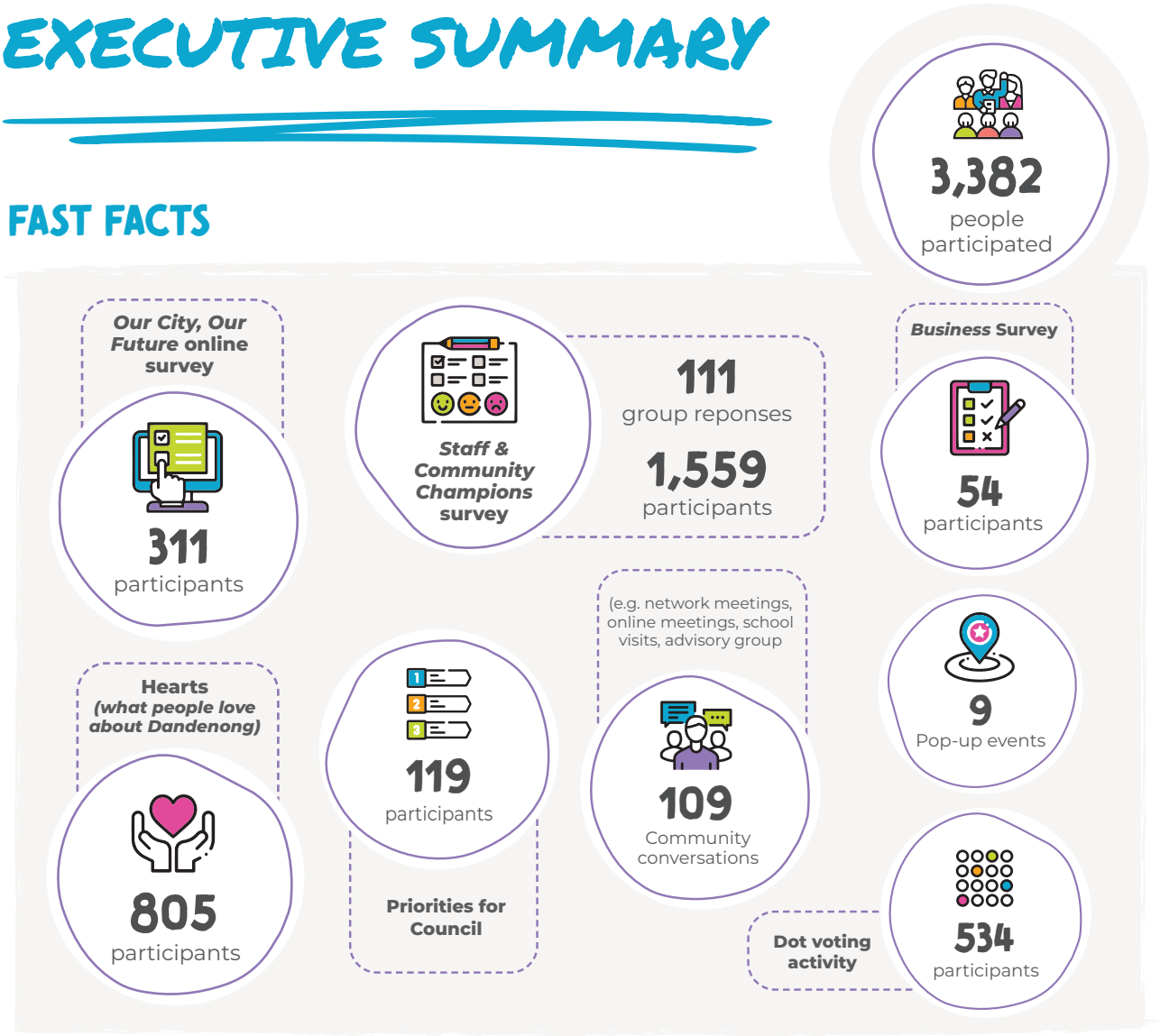
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EXECUTIVE SUMMARY

FAST FACTS



OVERVIEW

The City of Greater Dandenong (the Council) has begun developing its next Council Plan 2025-29, including the Municipal Public Health and Wellbeing Plan, as well as reviewing its Long-Term Financial Plan and Asset Plan.

A high-level **engagement plan** was developed to gather wide community input to inform these four strategic plans, ensuring broad reach and a diversity of views.

Between March and July 2024, the Council undertook a range of **community engagement activities** to canvas residents about things they love about Greater Dandenong, what current services they consider important, and what Council should focus on in the next four years. Community could provide their feedback via:

- pop-up events at markets and festivals;
- an online survey called *Our City, Our Future*, via the Council's website;
- targeted community group conversations, the responses from which were captured in an online survey called the *Staff & Community Champions* survey;
- A survey targeted at the business community.

This wider engagement report summarises data that was received by 31 July 2024. It will be provided to the Community Panel, a representative randomly selected group of residents who will undertake a **deliberation process** to provide recommendations on the development of Council's four strategic plans.

WHO PARTICIPATED AND HOW

ACTIVITY	DATE/LOCATION	QUESTIONS ASKED	RESPONDENTS
Pop-up events	**March – July 2024** Various locations	**Q1.** One thing I love about the City of Greater Dandenong is... **Q2.** What services and facilities are important to you?	805 respondents to the hearts activity 534 respondents to the dot voting activities 119 respondents to the prioritisation activity
***Our City, Our Future* survey**	**2 May – 30 June 2024** Online survey via Council website	**Q1.** What makes Greater Dandenong a great place to live, work and play? **Q2.** What services and facilities are important to you? **Q3.** What changes are needed to improve the health and wellbeing of our community? **Q4.** What should Council focus on for the next four years? **Q5.** What is your suburb? **Q6.** What is your gender? **Q7.** Age group	311 respondents
***Staff & Community Champions* survey**	**23 April – 01 August 2024** Online survey via Council website	**Q1.** What do you love about Greater Dandenong? **Q2.** What changes are needed to improve the health and wellbeing of our community? **Q3.** What should Council focus on for the next four years? **Q4.** Which genders are represented in your group? **Q5.** Which of the following age groups are represented?	111 group responses 1,559 participants total
***Business* survey**	**28 May – 24 July 2024** Online survey via Council website	**Q1.** What suburb is your business located in? **Q2.** What are the advantages about the location of your business? **Q3.** What are the main challenges your business is facing in the next four years? **Q4.** Are you aware of the services Council offers to support local businesses? **Q5.** What support have you received in the past from Council? **Q6.** How satisfied were you with the support provided? **Q7.** How can Council improve the way we provide services to businesses **Q8.** Which industry are you in? **Q9.** How many staff do you employ? **Q10.** What is the level of optimism for the future of your business? **Q11.** Do you have any other feedback about operating your business that Council should be aware of?	54 respondents

KEY FINDINGS

A total of 3,382 people who live, work and study in Greater Dandenong participated in the engagement activities. Some key findings from across all methods of engagement are as follows:

- When asked ***"What makes Greater Dandenong a great place to live, work and play?"***, the most popular response from residents was Parks, Sports and Recreation, followed by the Markets and Shopping, Services and Facilities and Multiculturalism.
- When asked ***"What changes are needed to improve the health and wellbeing of the community?"***, the most popular responses were Parks and Open Space, Property and public space maintenance and Active and positive ageing.
- When asked ***"What should the Council focus on for the next four years"***, the most popular response was Community safety/Crime and Violence prevention, followed by Open space/ trees/parks, and Social connection activities.

In section 5 of this document, there are seven themes the Council considers to be focus areas. The combined data from the *Our City Our Future* survey and *Staff and Community Champions* survey are presented again in order to share community voices related to these focus areas. The table below outlines the top responses from community per council priority.

COUNCIL FOCUS AREAS	COMMUNITY RESPONSES
Affordable Housing	◊ Increase amount and type to meet demand ◊ Safe and more accessible housing for those who need it ◊ Reduce homelessness
Climate Change	◊ Community education about preparedness for adverse weather events such as floods, fires, heatwaves ◊ Community education about reducing waste ◊ Importance of maintaining nature for urban cooling, mental wellbeing and carbon offset
Community Safety	◊ Increase street safety (lighting, cameras, more people movement) ◊ Advocate for more enforcement ◊ Create opportunities for young people to engage in activities
Council Assets	◊ Clean & accessible amenities in/near playgrounds & open space reserves ◊ Maintain libraries and explore multi-use ◊ Rubbish and waste collection and improve overall cleanliness across the city
Employment & Education	◊ More locally-owned businesses in shopping strips and plazas ◊ Increase employment pathways locally ◊ Initiatives to attract and support businesses to the city
Open Space/Trees	◊ Increase open space, nature reserves and parks ◊ Accessible open spaces that cater for all ages and abilities ◊ Plant more indigenous vegetation for wildlife habitats
Social Cohesion and Connection	◊ Events and festivals that promote social connection and celebrate cultural diversity ◊ Increase accessible community activities, groups and facilities ◊ Coordination of services and support for the vulnerable and marginalised ◊ Recognise and honour First Nations history in the city

1. INTRODUCTION

Every four years Council must develop a new Council Plan which outlines the key activities, projects and services which it will deliver to achieve its community's vision to be a home to all, a city where you can enjoy and embrace life through celebration and equal opportunity.

The first step in developing the plan was to understand the needs of people who live, work and study in Greater Dandenong. Between March and July 2024 Council asked what is important to the community and how Council can help make Greater Dandenong a city that is healthy, vibrant, innovative and creative.

The community's feedback will help inform the Council's next Council Plan 2025-29, including the Municipal Public Health and Wellbeing plan and its Long-Term Financial Plan and 10 Year Asset Plan.

These four documents must be developed in accordance with deliberative engagement practices and community engagement principles, as required in the Local Government Act 2020, and review health and wellbeing priorities and actions within the Council Plan in accordance with the Public Health and Wellbeing Act 2008.

The following report outlines all the engagement methods used to connect with the community, information about who participated and responses provided across all wider engagement activities. The final section provides more specific responses to key priority areas for Council.

This report will be shared with the Community Panel, alongside a background report of information about what's hard for Council, as part of the deliberative engagement process that will run over October and November. Happy reading!



2. ENGAGEMENT METHODS

2.1 POP-UP EVENTS

To engage the community and gather their feedback as part of the Council Plans review process, Council hosted a range of pop-up events between May and June 2024 at the following locations:

- Discover Dandenong Creek Festival
- Keysborough Big Picnic
- Springers Leisure Centre
- Parkmore Shopping Centre
- Environment Youth Summit
- Dandenong Market
- Reconciliation Week Flag Raising Event
- Noble Park Community Centre

At each pop-up event, Council had a stall with the interactive activities listed below for community members to participate, namely hearts, prioritisation and dot-voting activities.

An additional pop-up event was run at Springvale SnowFest in July to further test the themes coming out of the 2024 community consultation and provide feedback to Council on more specific issues.

2.1.1 HEARTS ACTIVITY

At the pop-up events, Council staff prepared coloured hearts and provided markers, encouraging participants to write a short response to the prompt: *"What do you love about the City of Greater Dandenong?"*

As well as at the pop-event locations listed in 2.1 above, this activity was also run at the following community gatherings between April and July 2024:

Arabic Women's Group	Reconciliation Week Flag Raising Event
Chandler Park Primary School	Resurrection Primary School
Community Engagement Roundtable	SELLEN - Careers and Try a Trade Day, Student Feedback Noble Park
Dandenong Library	Springers Leisure Centre
Discover Dandenong Creek	Springvale Community Hub
Keysborough Big Picnic	Springvale Park SDS Families
Lyndale Greens Primary School	Staff & Community Champions Training
Noble Park Aquatic Centre	Student Environment Leadership Summit
Noble Park Community Centre	Vulnerable Community Members - Bring Your Bills Day
Oasis Aquatic Centre	Wallarano Primary School
Online - Social Pinpoint	Women's Friendship Café
Parkmore Shopping Centre	

2.1.2 PRIORITISATION ACTIVITY

An online prioritisation activity was developed and deployed by the Council using Social PinPoint. The Community Vision 2040 was displayed, and participants were asked:

Q1. Choose the five priorities you think Council should focus on to help achieve the vision with #1 being the highest priority and #5 being the lowest

Q2. What is your suburb?

Q3. What is your gender?

Q4. Age group?

As part of question 1, respondents were presented with the following 19 categories provided by Council and given the prompt: *"To choose your top 5 drag each one across to the numbered spaces on the right."*

1. Accessible community facilities
2. Access to health information and services
3. Access to healthy and affordable food
4. Access to public transport
5. Access to quality education
6. Activities that promote social connections
7. Affordable housing
8. Climate change and sustainability
9. Crime and violence prevention
10. Festivals and events that celebrate our diversity
11. Meaningful employment opportunities
12. Mental health support
13. Reducing harm from tobacco, drug and alcohol use
14. Roads
15. Safe public spaces
16. Sport and recreation facilities
17. Support for local businesses
18. Trees, parks and open space
19. Walking, cycle and shared paths

2.1.3 DOT VOTING ACTIVITIES

As part of the eight pop-up events held between May and June (see 2.1 above), community members were presented with posters labelled with key themes and asked, *"Which of the themes are still a priority for you in 2024?"* They were given three sticky-dots and invited to place them next to the three themes they prioritised highest.

The key themes presented were:

- Business and Investment
- Community Safety
- Diversity and Inclusion
- Education and employment
- Natural environment, climate change and sustainability
- Physical activity and healthy living
- Social connection and mental health
- Travel and Transport

At the Springvale SnowFest in July, community members were presented with the following seven key themes. Participants were given five sticky dots and invited to place them next to the five themes they prioritised highest. Those themes are:

1. Affordable Housing
2. Climate Change
3. Community Safety
4. Council assets
5. Employment and Education
6. Open Space
7. Social cohesion and connection

2.2 OUR CITY, OUR FUTURE SURVEY

The *Our City, Our Future* survey questions were codesigned by MosaicLab and Council. The survey was created and deployed by Council using Social PinPoint and ran for eight weeks between 2 May and 30 June 2024.

Council promoted the survey via their e-newsletters, emails to contacts, posters with QR codes displayed in the customer service centre, social media posts, Council website, urban screen slides, Greater Dandenong Council news magazine, postcards with QR codes distributed at pop-up events and community conversations, and via Council staff and community champions in their community groups.

The *Our City Our Future* survey invited individual respondents to provide their insights and feedback through short, free-text responses to four open-ended questions. These questions were designed to gather comprehensive community input to inform the Council's strategic planning. The questions were as follows:

Q1. What makes Greater Dandenong a great place to live, work and play?

Q2. What services and facilities are important to you?

Q3. What changes are needed to improve the health and wellbeing of our community?

Q4. What should Council focus on for the next four years?

Q5. What is your suburb?

Q6. What is your gender?

Q7. Age group

The collected responses underwent qualitative data analysis by independent consultants Global Research together with MosaicLab. The responses were categorised into various themes based on their content. The table below shows the high-level 'themes', generated from an initial data set, and a description of related terms included when coding responses.



THEME FROM DATA	DESCRIPTION INCLUDING SUB-THEMES
1. Social connection and social support	Comments related to diversity, access, and inclusion, social support for people with disabilities, older adults, children, young people, and families. It also encompasses multiculturalism, Aboriginal culture, services for disadvantaged people, prevention of family violence, promoting active participation, enhancing perceptions of safety, and support for community groups.
2. Housing and community spaces	Comments on services and facilities like libraries, community centres, and shops, and their accessibility; ensuring convenience and maintenance of public spaces and property. It also includes affordable housing, safety in homes, addressing homelessness, and urban planning to create safe and accessible community environments.
3. Environment	Comments addressing climate change, implementing sustainability initiatives, and protecting and enhancing biodiversity in open spaces such as parks.
4. Transport and roading infrastructure	Comments on transport infrastructure investment, parking, lighting, public transport, traffic management, road safety (including crossings), and connectedness through walking and bike tracks. It also covers street maintenance, particularly footpaths.
5. Business and jobs	Comments related to fostering industry innovation, supporting local businesses, and creating meaningful employment opportunities.
6. Community participation	Comments related to advocacy and leadership within the community, encouraging active involvement and representation.
7. Arts, culture and learning	Comments related to a diverse and vibrant arts culture, organising community activities such as events, markets, and festivals, and providing opportunities for lifelong learning.
8. Health and nutrition	Comments related to healthy lifestyles through education on nutrition, physical activity, mental health, and drug use. It also includes healthcare support, access to sport and recreation facilities, and addressing food security by ensuring access to affordable and available food.
9. Council performance and communications	Comments on Council services, with a focus on general affordability, rates, and satisfaction with living conditions, as well as any other comments regarding Council performance.
10. Other	General feedback on affordability, Council rates, long-term residency experiences, overall satisfaction, and miscellaneous comments.

2.3 STAFF & COMMUNITY CHAMPIONS SURVEY

To ensure diverse voices and perspectives were heard through the community engagement program, Council staff and community champions were provided training by MosaicLab in April 2024 to support them engage with and lead meaningful conversations with their community. This training included showcasing the *Staff & Community Champions* survey and how to collect responses.

The *Staff & Community Champions* survey questions were codesigned by MosaicLab and the Council and mirrored those of the *Our City Our Future* survey. Responses from this survey also help inform the Council's planning process over the next four years.

Staff and community champions initiated conversations with groups of community members between May and July 2024. Responses for this survey were captured by Council staff or community champions and entered into the Social PinPoint survey platform. The questions were:

Q1. What do you love about Greater Dandenong?

Q2. What changes are needed to improve the health and wellbeing of our community?

Q3. What should Council focus on for the next four years?

Q4. Which genders are represented in your group?

Q5. Which of the following age groups are represented?

The collected responses underwent qualitative data analysis by MosaicLab. The responses were categorised into various themes based on their content (see list of themes above in *2.2 Our City Our Future survey*.)



2.4 BUSINESS SURVEY

Council staff from the Business Development and Investment (BDI) team developed a Business survey, using the Social PinPoint platform, that was hosted on the Council website between 28 May and 24 July 2024. It was promoted by the BDI team through their database, social media posts and Council's e-newsletters. The survey was designed to gather feedback on a broader range of issues related to businesses in Dandenong. The questions were:

Q1. What suburb is your business located in?

Q2. What are the advantages about the location of your business?

Q3. What are the main challenges your business is facing in the next four years?

Q4. Are you aware of the services Council offers to support local businesses?

Q5. What support have you received in the past from Council?

Q6. How satisfied were you with the support provided?

Q7. How can Council improve the way we provide services to businesses?

Q8. Which industry are you in?

Q9. How many staff do you employ?

Q10. What is the level of optimism for the future of your business?

Q11. Do you have any other feedback about operating your business that Council should be aware of?

Responses to Q3 and Q7 are provided below, *4.6 Results of the business survey*. Responses to remaining questions were not analysed and do not appear in this report.



3. WHO PARTICIPATED?

3.1 POP-UP EVENTS

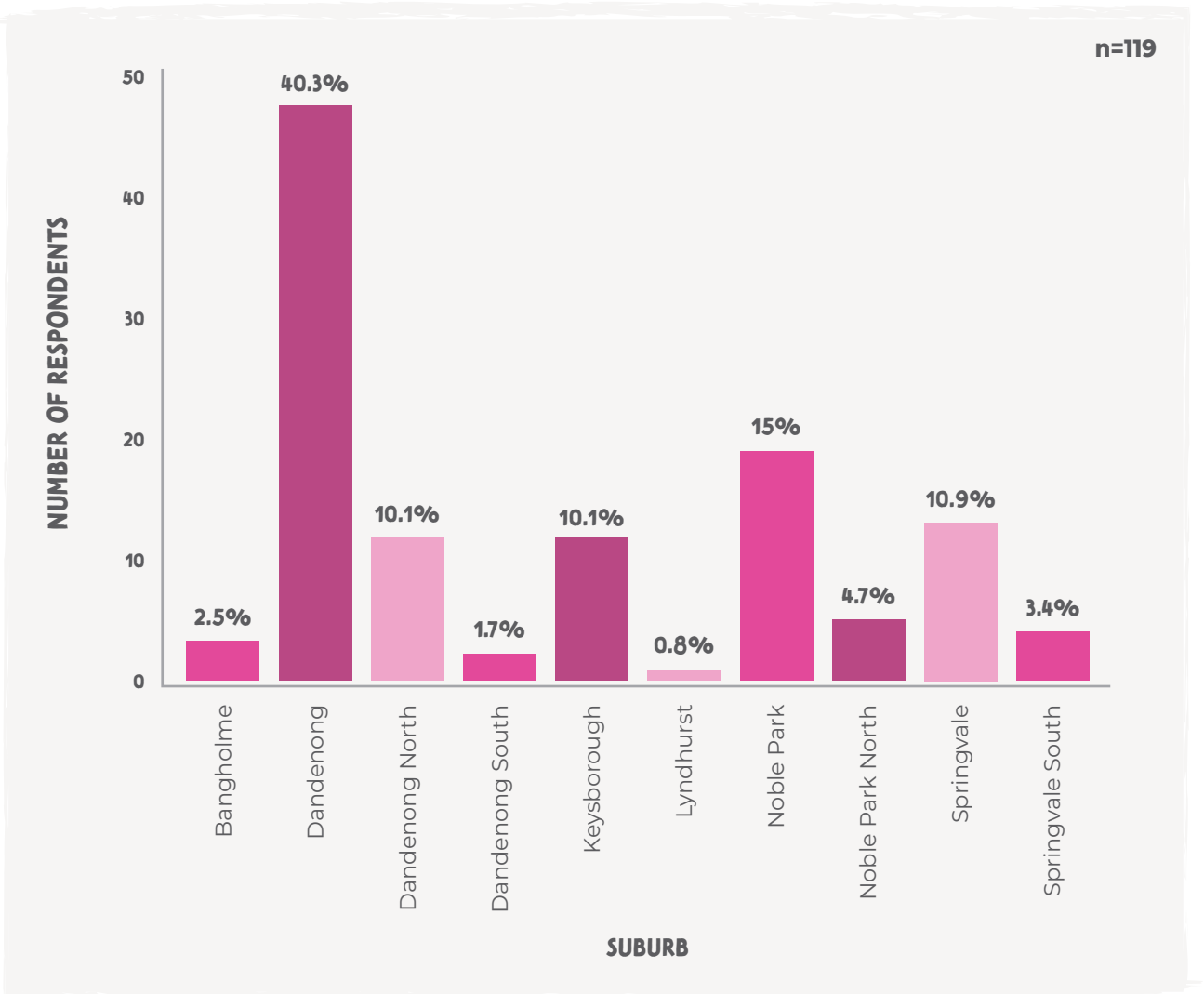
Hearts activity and dot voting activity

No respondent data was collected for these short activities.

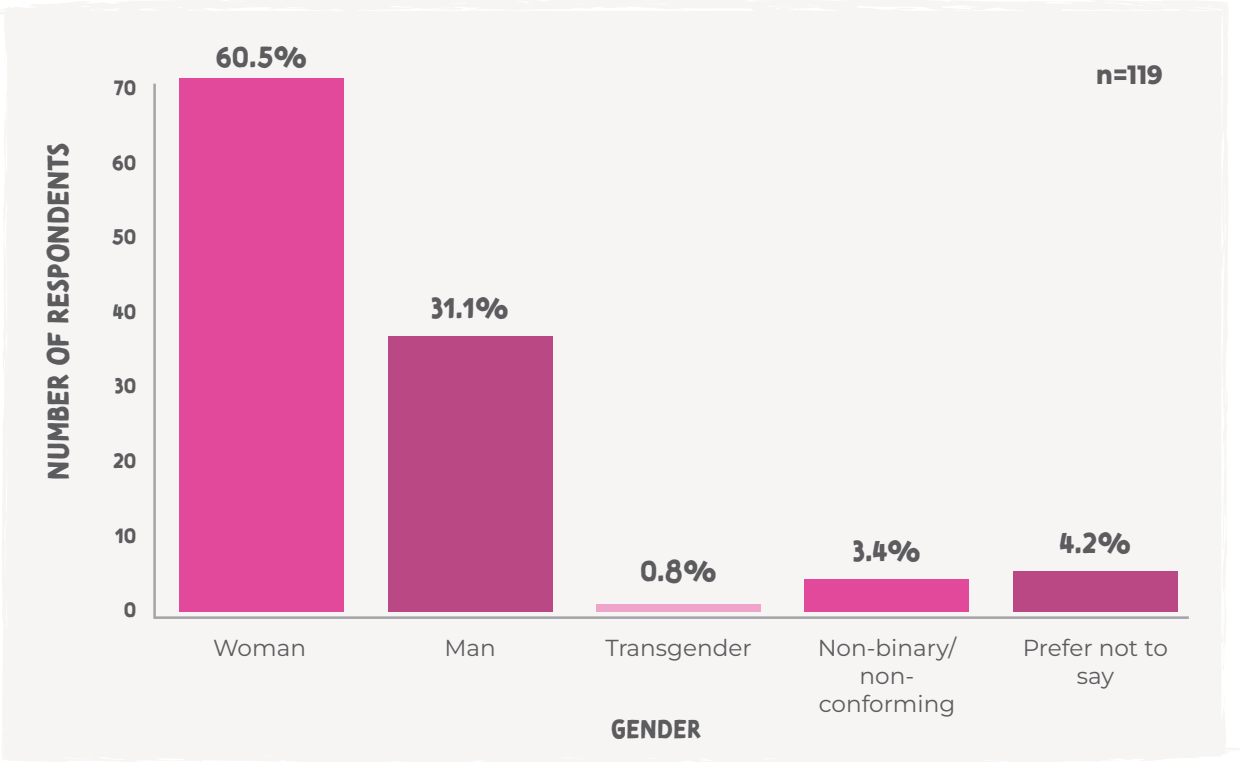
Prioritisation activity

The total number of respondents to this activity was 119.

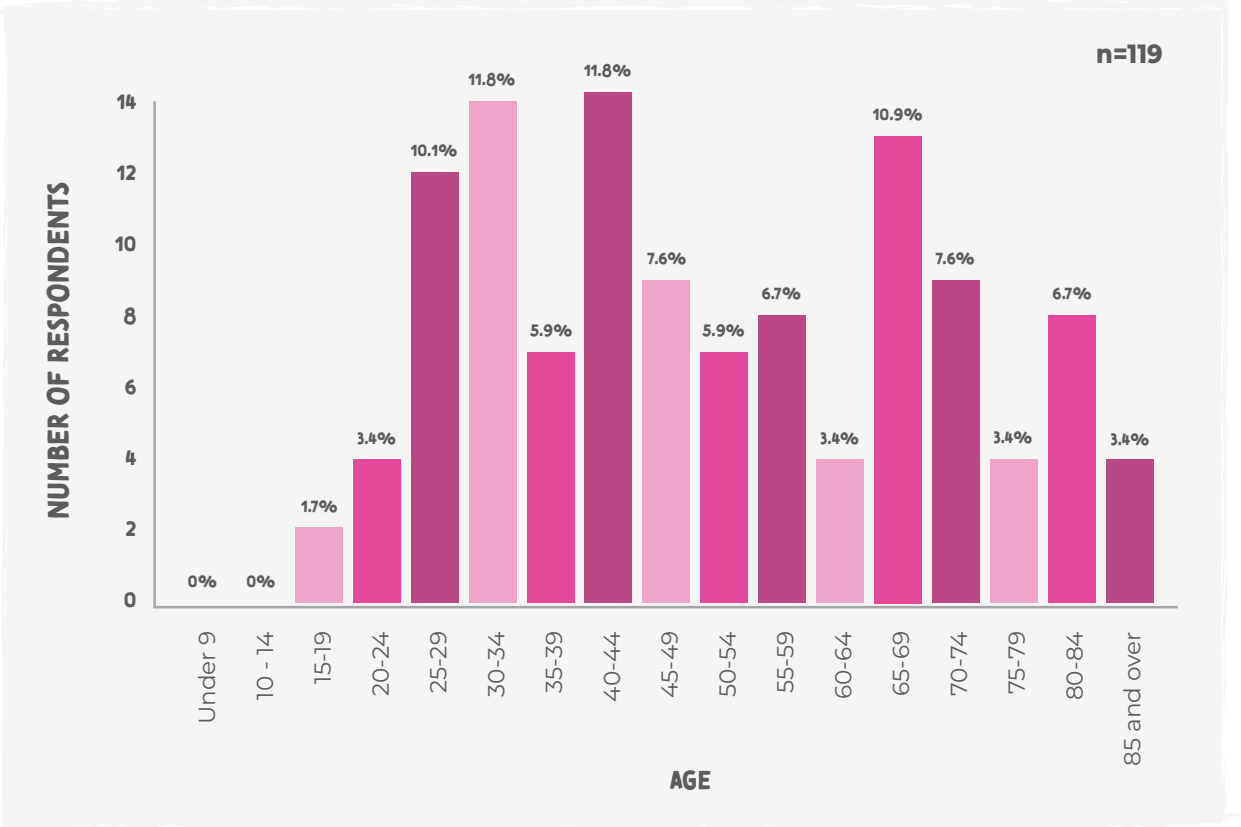
Respondents by location: The chart below illustrates the number of respondents across different suburbs.



Respondents by gender: The chart below depicts the gender breakdown of respondents.



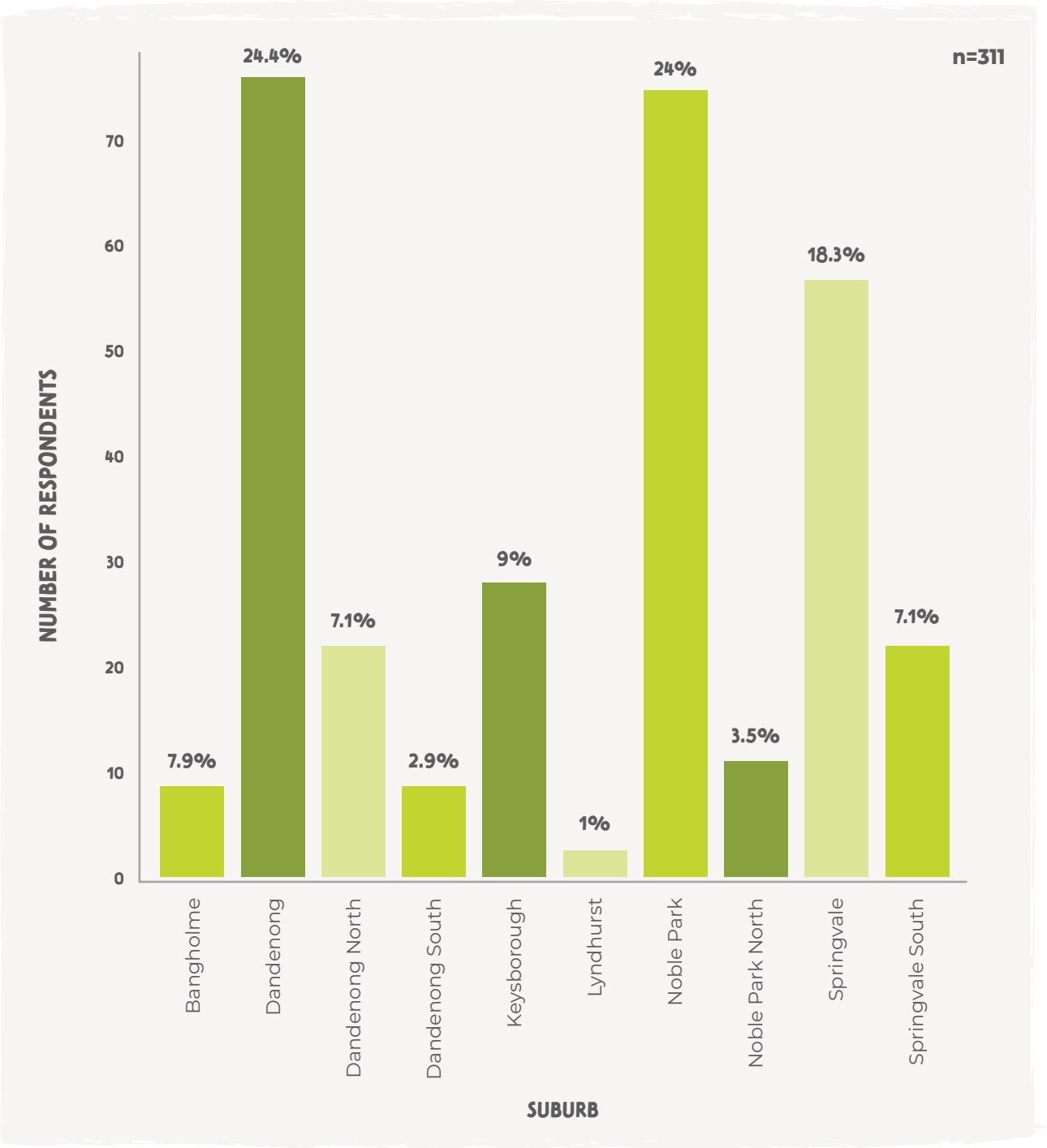
Respondents by age: The chart below depicts the age breakdown of respondents.



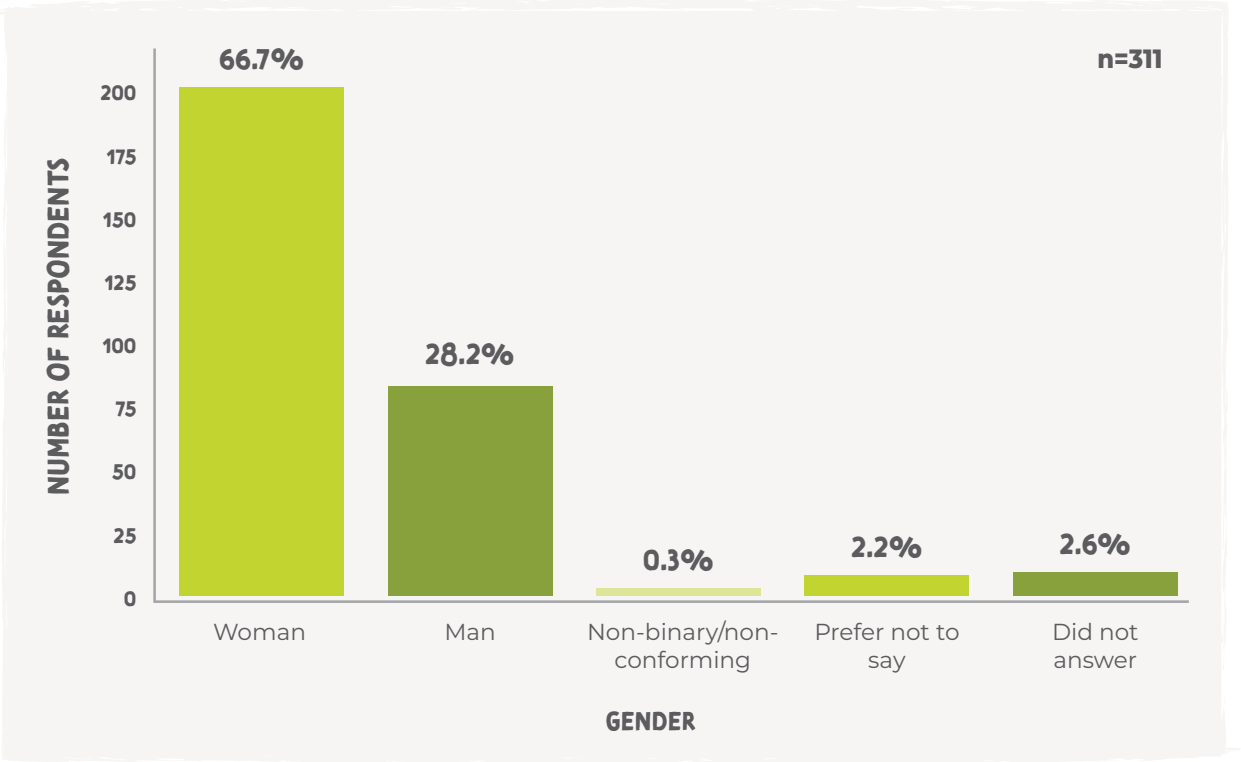
3.2 OUR CITY, OUR FUTURE SURVEY

The total number of respondents to the survey numbered 311.

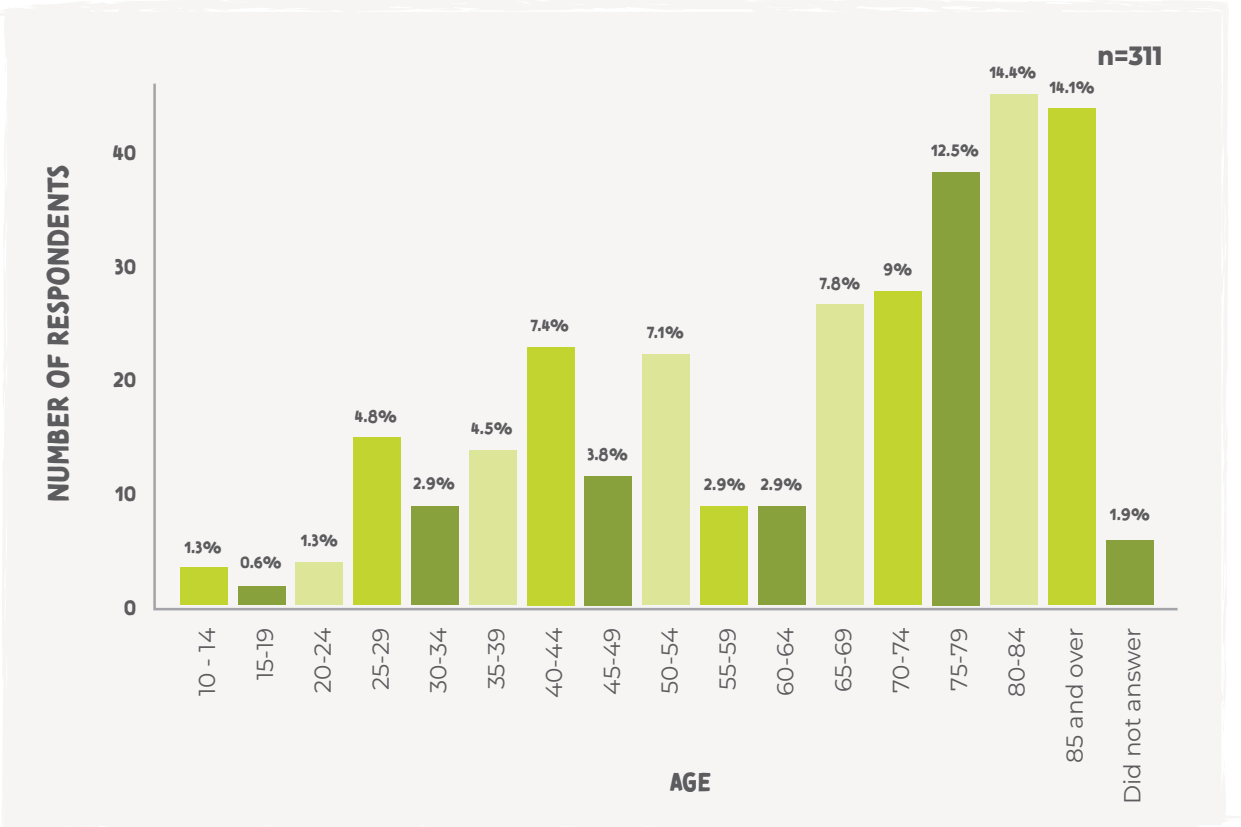
Respondents by location: The chart below illustrates the number of respondents across different suburbs, providing insight into the distribution of respondents by location.



Respondents by gender: The chart below depicts the gender breakdown of respondents, offering a view of the diversity in gender representation within the survey.



Respondents by age: The chart below depicts the age breakdown of respondents, showcasing engagement across different age groups in the survey.



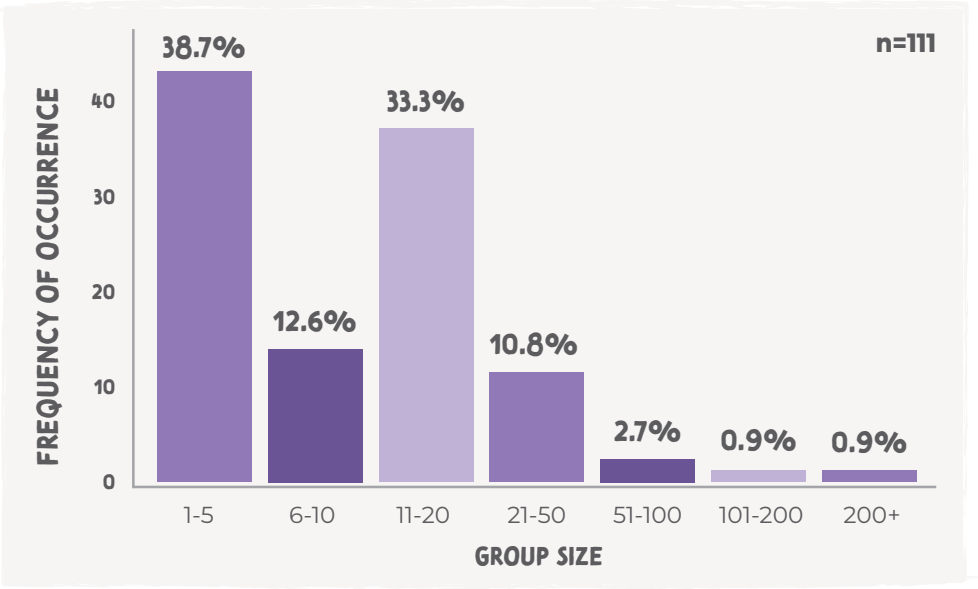
3.3 STAFF & COMMUNITY CHAMPIONS SURVEY

There were 111 group responses recorded for this survey, with a total of 1,561 participants.

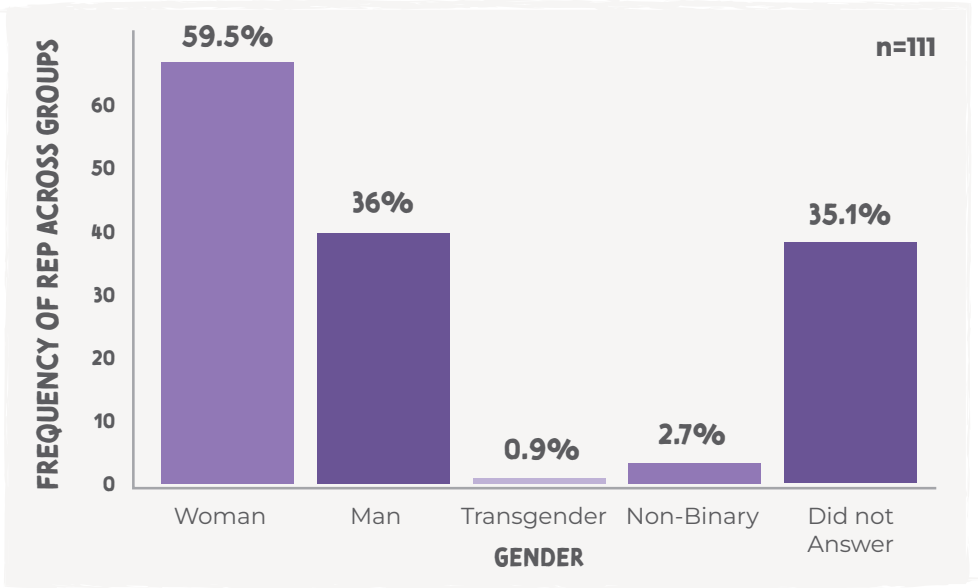
Respondent groups: the following table lists participating community groups.

Afghan Carers Group	Macedonian women
Anti-Poverty Consortium members	Multicultural and People Seeking Asylum Advisory Committee
Australian Vietnamese Women's Association	Maralinga Community Garden, Greater Dandenong Environment Group and Team 'n' Training
Beacon House Montessori Centre Dandenong Playgroup	Marikos Yoga Class
Cambodian Association of Victoria	Menzies Hall Dandenong North Thursday Playgroup
Carers Walking Group	Monash Health
Children's Advisory Group - 05.06.2024	Moodemere Joey Scouts Playgroup
City of Greater Dandenong	Multicultural Community Engagement Network
Clow Street Playgroup	Nature Play/Alex Wilkie Reserve
Community Abundance	Noble Park Community Centre
Community Connections Network (CCN) Monthly Meeting	Noble Park Community Centre Lunch Group
Dandenong Library	Noble Park Community Centre Playgroup
Dandenong South Primary School Playgroup	Noble Park North Multicultural Seniors Group
Dandenong West Supported Playgroup	North Dandenong Neighbourhood House - Arabic Women's Group
Dardimunwurro	Oromia Relief Association Australia - South Pacific Region Inc
DFFH Aboriginal outcomes division	Parents Club
Dhamma Sarana Buddhist Temple	Positive Ageing Advisory Committee
Disability Advisory Committee (DAC)	PRIDE morning tea
Department of Justice and Community Safety	Rohingya refugees at Friends of Refugees
Evergreen Seniors Group	Rosewood Downs Playgroup
Eyes on Boorais Committee	RSL Members
Koorie Education Department	Springvale Indo-Chinese Mutual Assistance Association
Foundation House	Silverton Primary School Community Playgroup
Greater Dandenong Libraries - Conversation Circle	Sports Team
Greek Community	St. Elizabeth's Primary School
Homeless and disadvantaged through interaction at Cornerstone	Storytime at Springvale Hub
Interfaith Network	Strategic and Environmental Planning
Jan Wilson Community Centre	Supported Playgroup at Dandenong Library
Junior Children's Advisory Group	Supported Playgroup at Springvale Service for Children
Sirius College	The Democratic Republic of Congo Community
St Joseph's Primary School	U3A Dandenong Inc.
Springvale Rise Primary School	Victorian Aboriginal Child Care Agency
Dandenong Library Knitting Group	We Care Community Playgroup
Kriegel Way Playgroup	Women's Friendship Cafe
Libraries at Dusk	Women's Health in the South East (WHISE)
Library Art, Craft and Conversation Group	Yarraman Centre, Noble Park Supported Playgroup
Lyndale Greens Primary School	

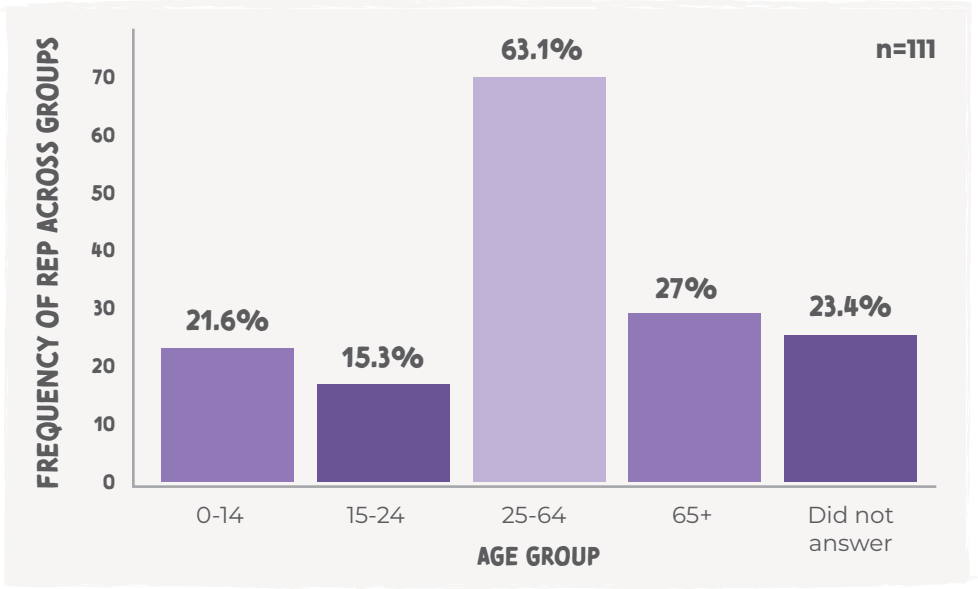
Respondent group numbers: the bar chart below shows the frequency of different group sizes, based on how many respondents were in each group, e.g. 38.7% of the groups contained 1-5 people.



Respondents by gender: the chart below shows how often different genders were represented across the 111 groups, e.g. 59.5% of the groups contained women. More than one option could be selected according to the make-up of the group.



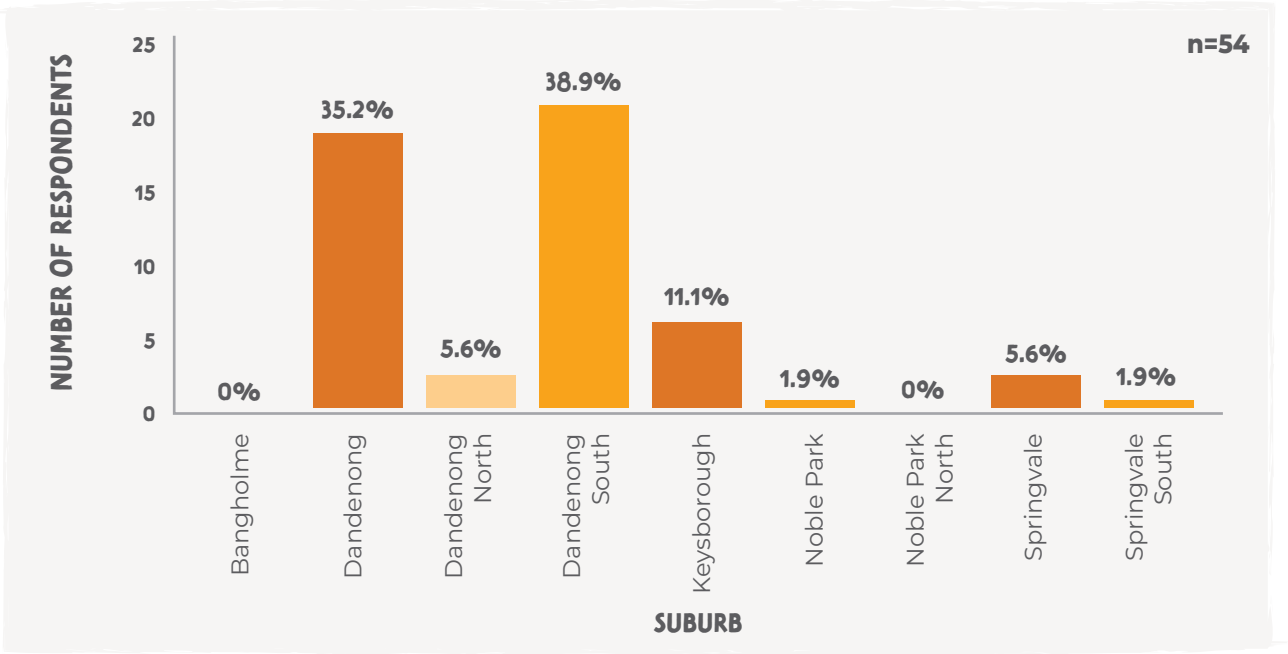
Respondents by age: the chart below shows how often different ages were represented across the 111 groups, e.g. 63.1% of the groups contained adults 25-64 years old. More than one option could be selected according to the make-up of the group.



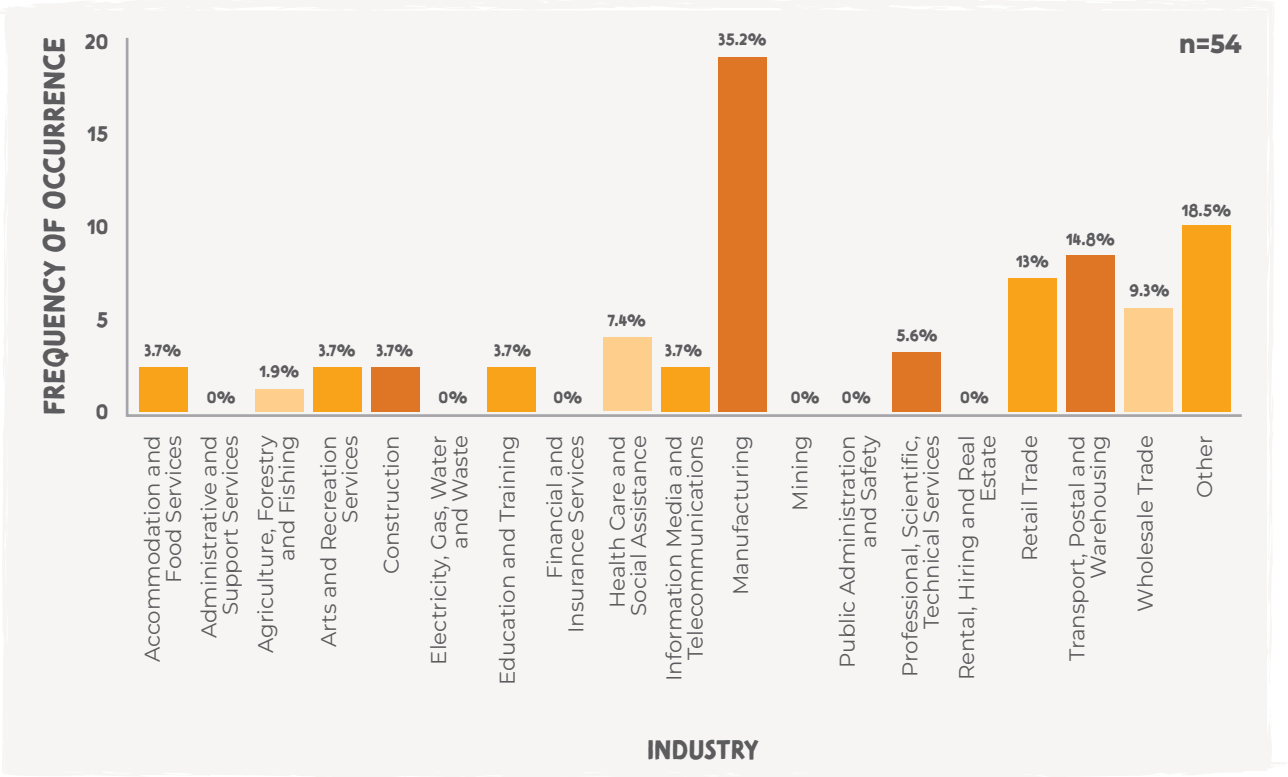
3.4 BUSINESS SURVEY

The total number of respondents to the business survey numbered 54.

Respondents by location: the chart below illustrates the number of respondents across different suburbs, providing insight into the distribution of respondents by location, e.g. 38.9% of the respondents indicated their business was located in Dandenong South.



Respondents by industry: the chart below shows how often different industries were represented across the 54 responses, e.g. 35.2% of the businesses who responded indicated they were in manufacturing. Respondents could select multiple options.



4. WIDER ENGAGEMENT FINDINGS

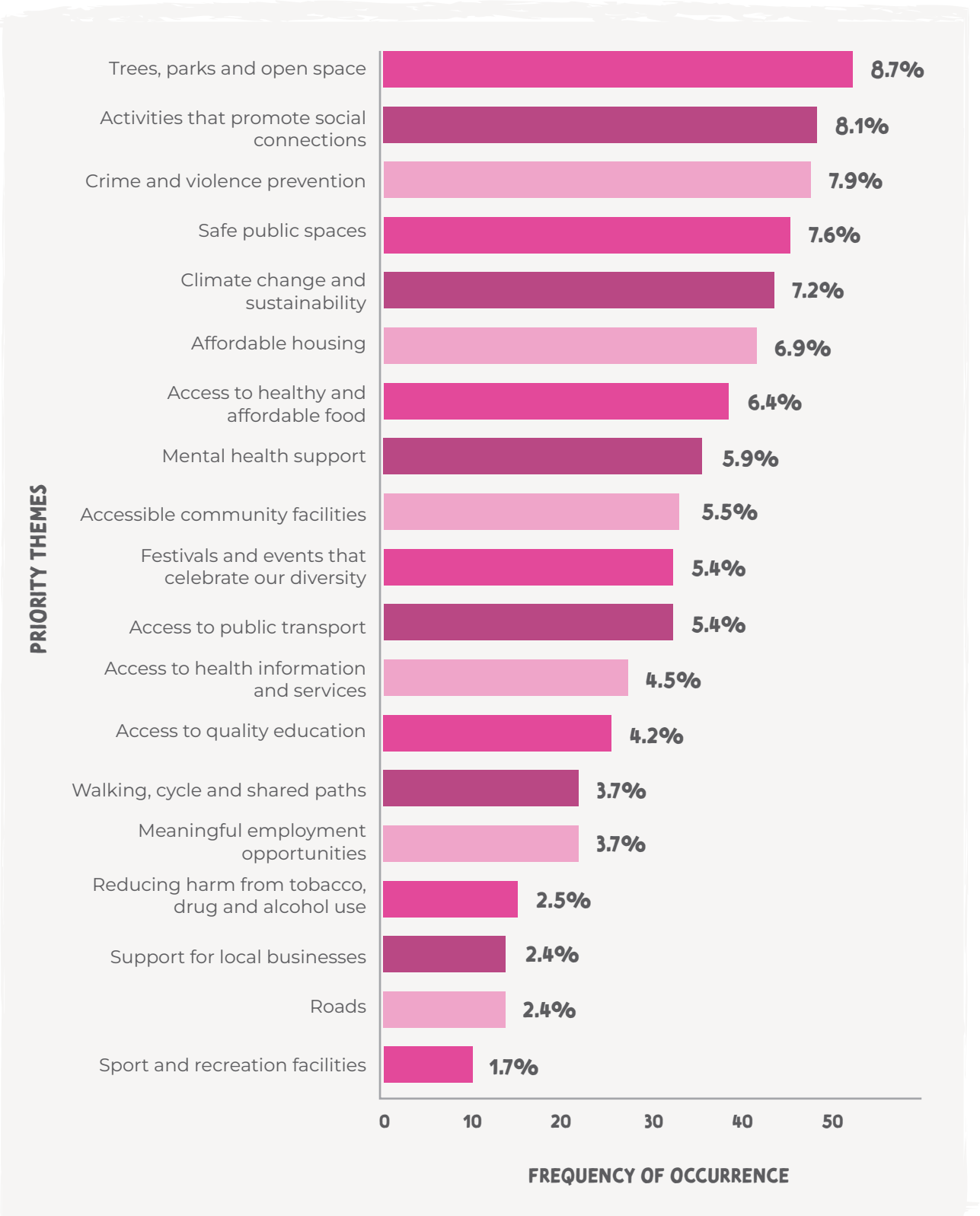
4.1 RESULTS OF THE HEARTS ACTIVITY

When asked what residents **love about Greater Dandenong**, the most popular response was Parks, Sports and Recreation. The below word cloud captures all sentiment:



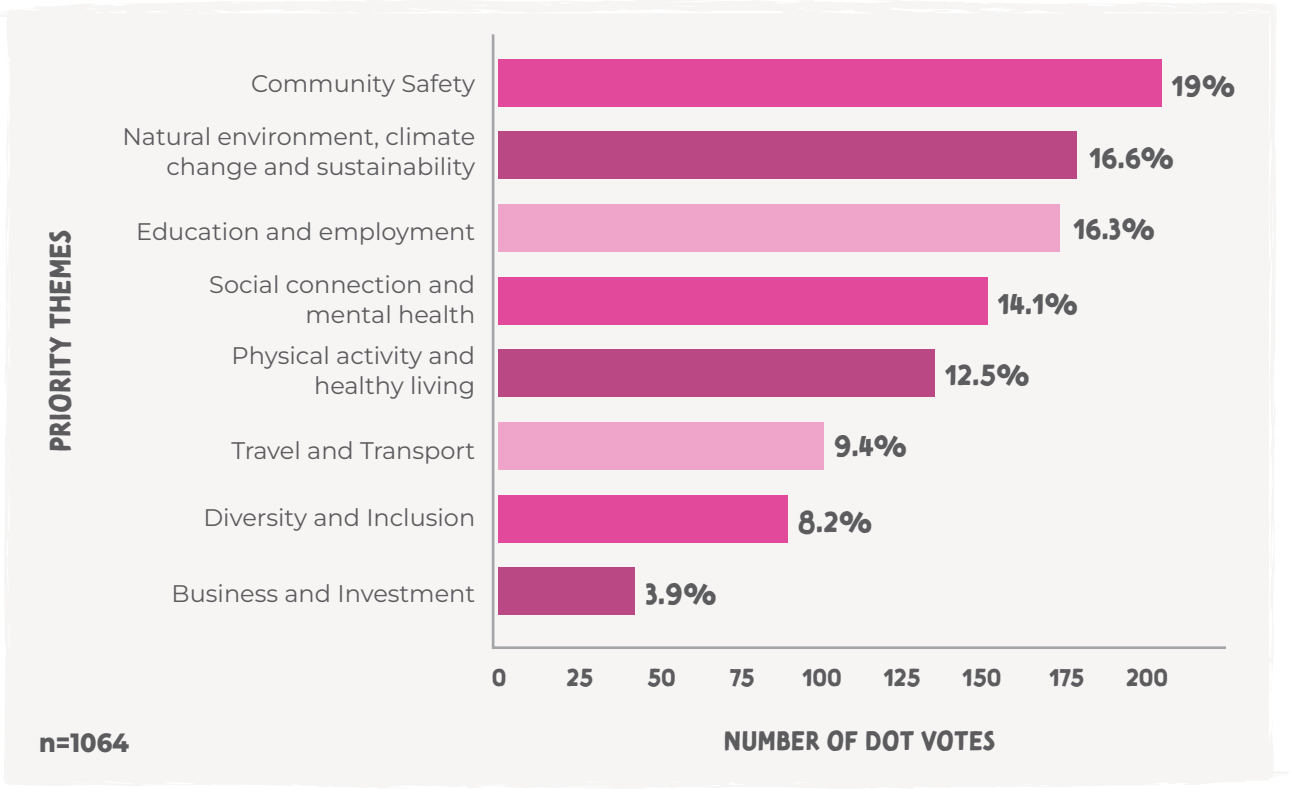
4.2 RESULTS OF THE PRIORITISATION ACTIVITY

When asked ***"What should Council focus on for the next four years?"***, respondents most frequently rated trees, parks and open space as a priority, followed by activities that promote social connections and crime and violence prevention. The following table depicts all priority options ranked in order of frequency of response:

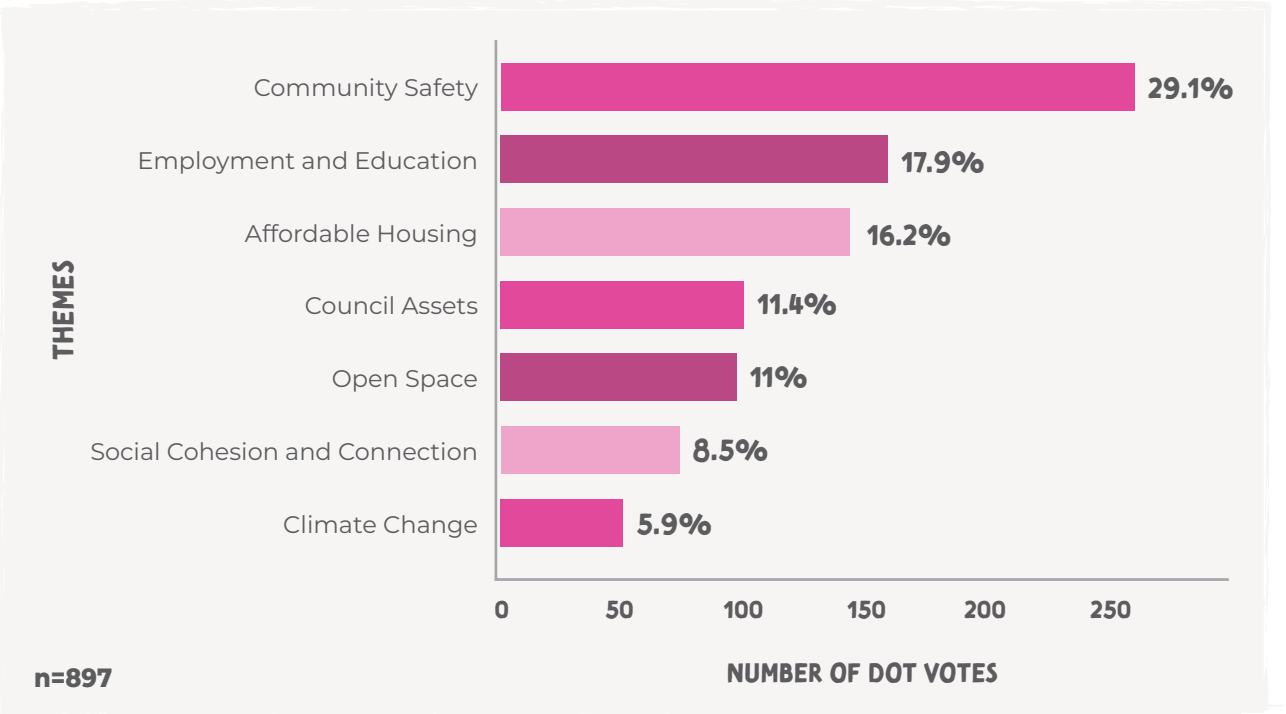


4.3 RESULTS OF THE DOT VOTING ACTIVITIES

In the May-June engagement, 1,064 dots were placed against eight key themes presented by Council. The graph below shows the results, indicating that participants most highly prioritised Community Safety.



At the Springvale Snowfest pop-up event in July, the 897 dots were placed against the seven refined themes presented by Council. The graph below shows the results, indicating that participants most highly prioritised Community Safety.

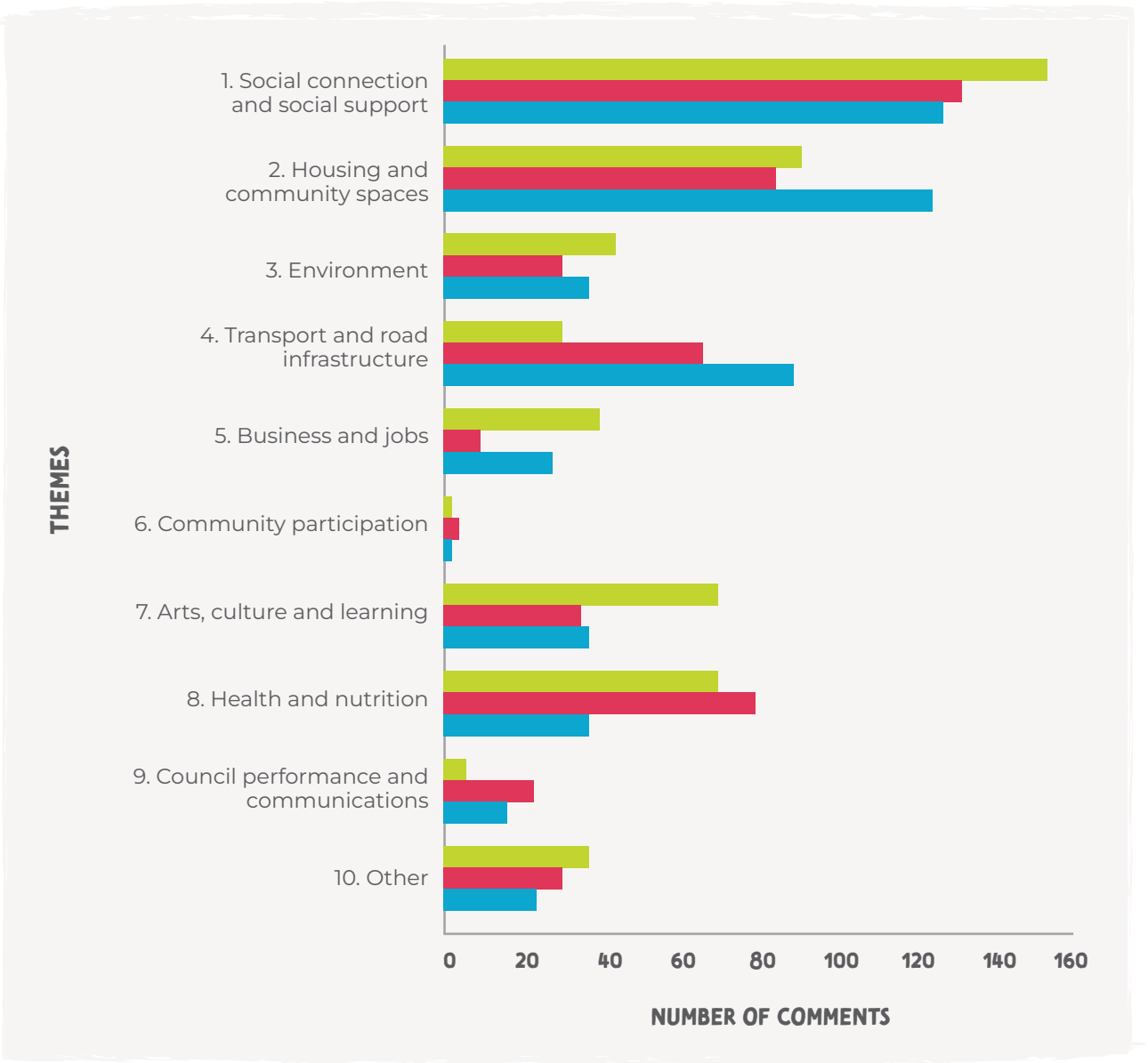


4.4 RESULTS OF THE OUR CITY OUR FUTURE SURVEY

This section reports on in-depth insights from three questions of the *Our City, Our Future* survey that yielded the **most significant responses** in terms of community sentiment and preferences. These have been colour coded as follows:

- **Green: Q1.** What makes Greater Dandenong a great place to live, work, and play?
- **Red: Q3.** What changes are needed to improve the health and wellbeing of our community?
- **Blue: Q4.** What should the Council focus on for the next four years?

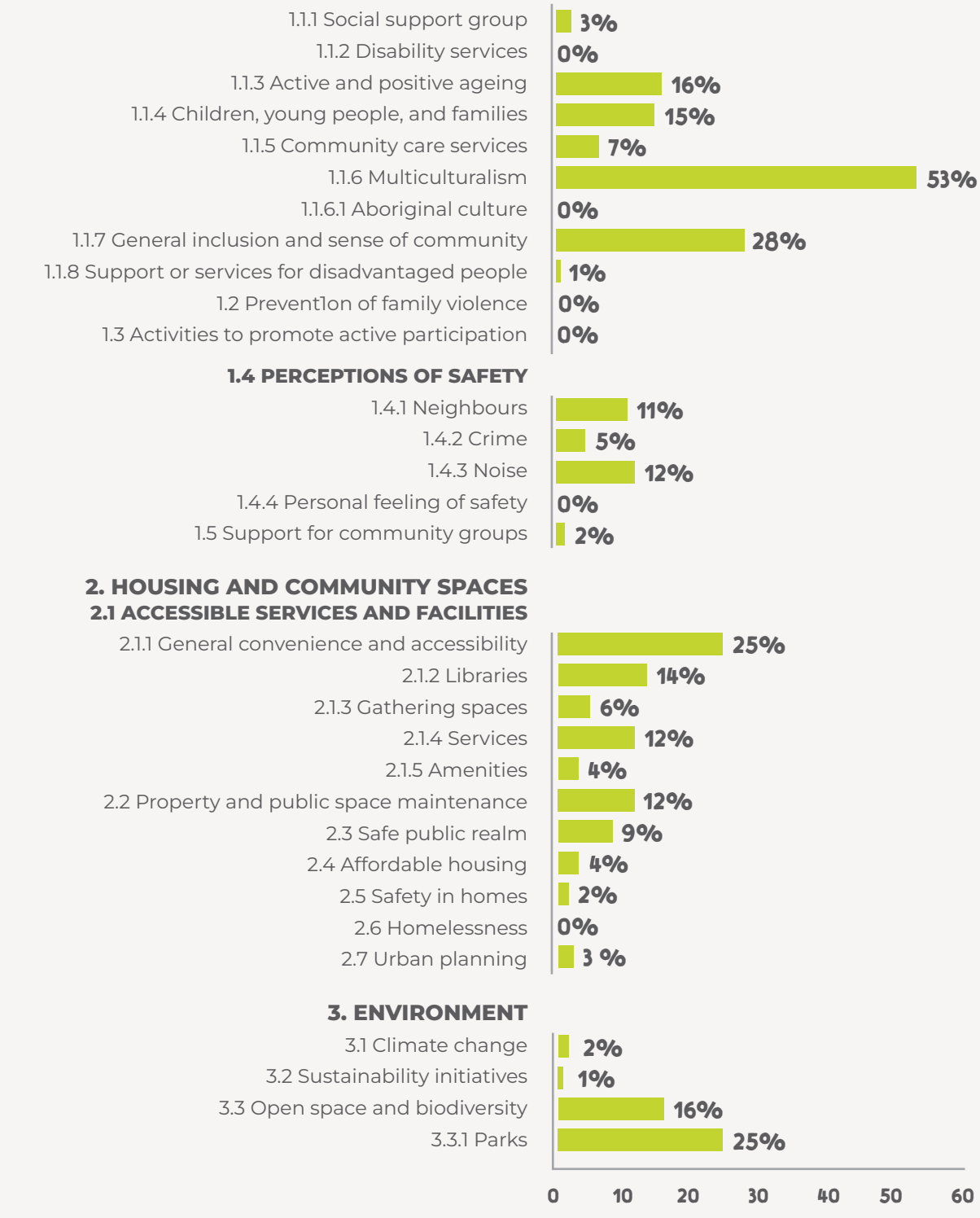
The following chart gives an overview of the results, showing the overall number of comments for each theme (note 2.2 above for themes). The most common theme mentioned overall is *1. Social connection and social support*, followed by *2. Housing and community spaces*. Ranked equal third are *4. Transport and roading infrastructure* and *8. Health and nutrition*.



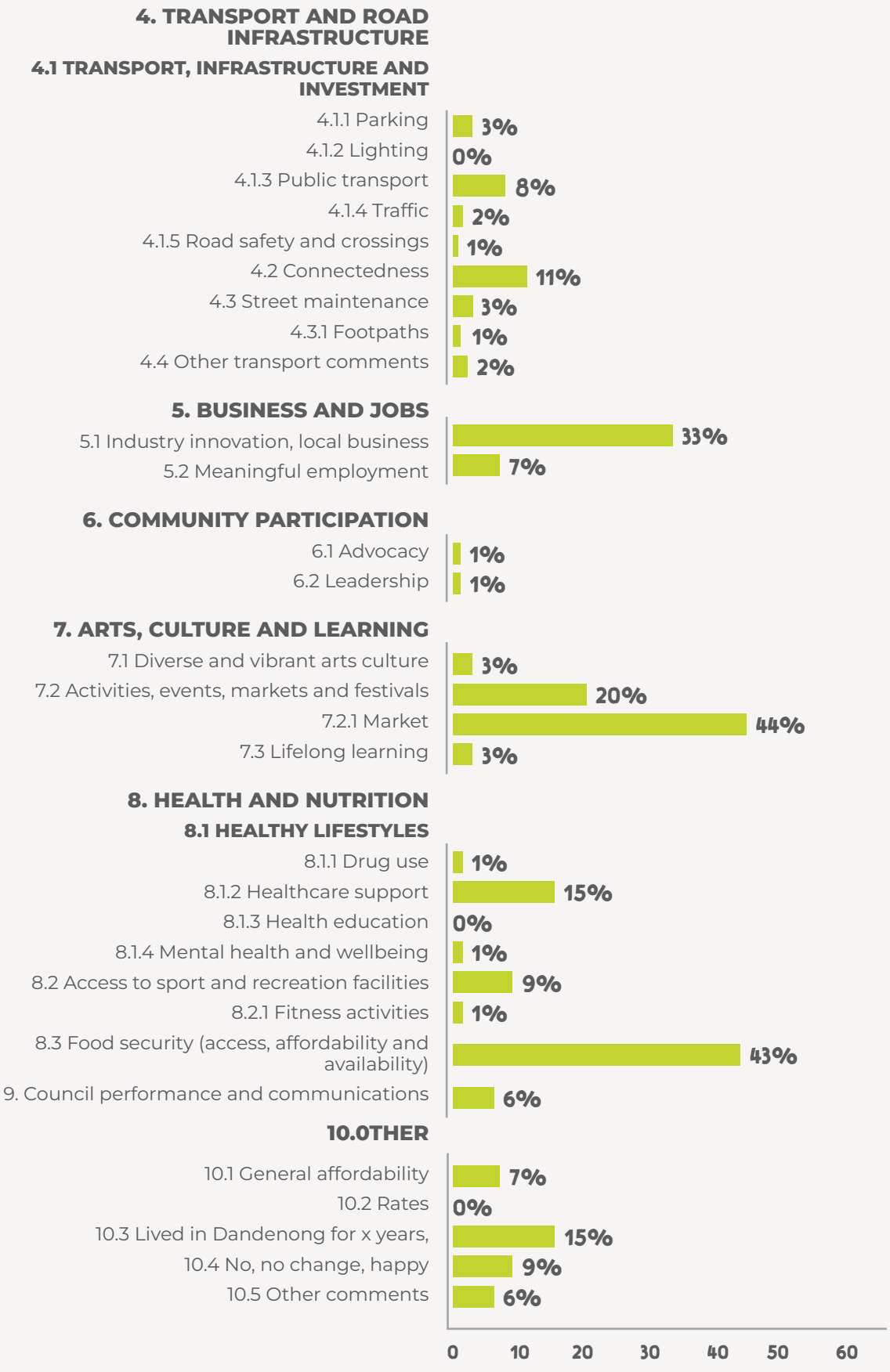
The following three pages give more detail into these results. Each graph is colour-coded by question (outlined above) and shows the number of comments for each theme and its sub-themes.

4.4.1 RESULTS: OUR CITY OUR FUTURE SURVEY QUESTION 1

Our City Our Future survey bar chart showing number of comments according to theme, in response to question 1: ***"What makes Greater Dandenong a great place to live, work, and play?"*** The items in boldface are category headings to help navigate the data themes.

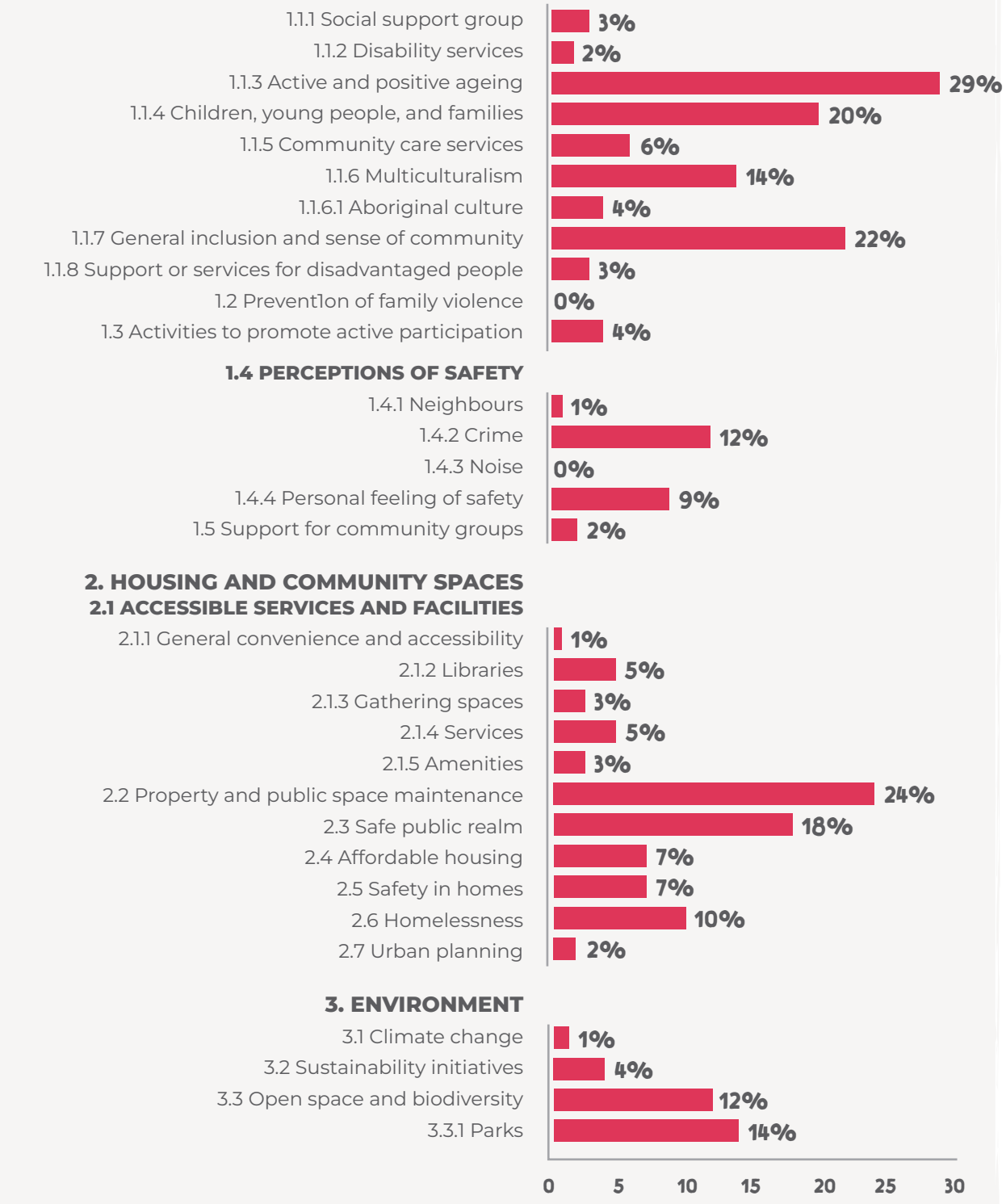


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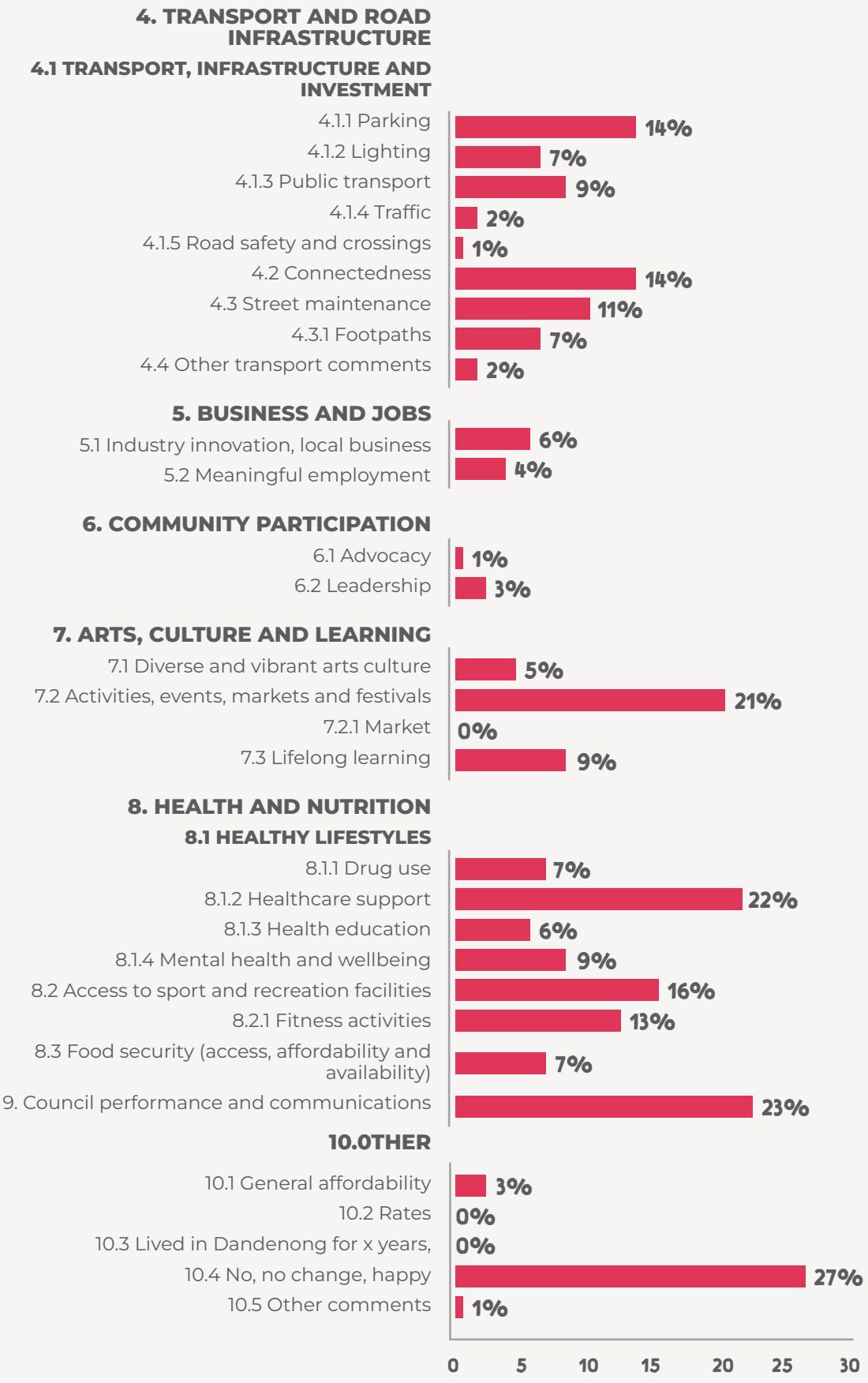

4. TRANSPORT AND ROAD INFRASTRUCTURE
4.1 TRANSPORT, INFRASTRUCTURE AND INVESTMENT
4.1.1 Parking
4.1.2 Lighting
4.1.3 Public transport
4.1.4 Traffic
4.1.5 Road safety and crossings
4.2 Connectedness
4.3 Street maintenance
4.3.1 Footpaths
4.4 Other transport comments
3%
0%
8%
2%
1%
11%
3%
1%
2%
5. BUSINESS AND JOBS
5.1 Industry innovation, local business
5.2 Meaningful employment
33%
7%
6. COMMUNITY PARTICIPATION
6.1 Advocacy
6.2 Leadership
1%
1%
7. ARTS, CULTURE AND LEARNING
7.1 Diverse and vibrant arts culture
7.2 Activities, events, markets and festivals
7.2.1 Market
7.3 Lifelong learning
3%
20%
44%
3%
8. HEALTH AND NUTRITION
8.1 HEALTHY LIFESTYLES
8.1.1 Drug use
8.1.2 Healthcare support
8.1.3 Health education
8.1.4 Mental health and wellbeing
8.2 Access to sport and recreation facilities
8.2.1 Fitness activities
8.3 Food security (access, affordability and availability)
9. Council performance and communications
1%
15%
0%
1%
9%
1%
43%
6%
10.0THER
10.1 General affordability
10.2 Rates
10.3 Lived in Dandenong for x years,
10.4 No, no change, happy
10.5 Other comments
7%
0%
15%
9%
6%
0
10
20
30
40
50
60

4.4.2 RESULTS: OUR CITY OUR FUTURE SURVEY QUESTION 3

Our City Our Future survey bar chart showing number of comments according to theme, in response to question 3***: "What changes are needed to improve the health and wellbeing of our community?"*** The items in boldface are category headings to help navigate the data themes.

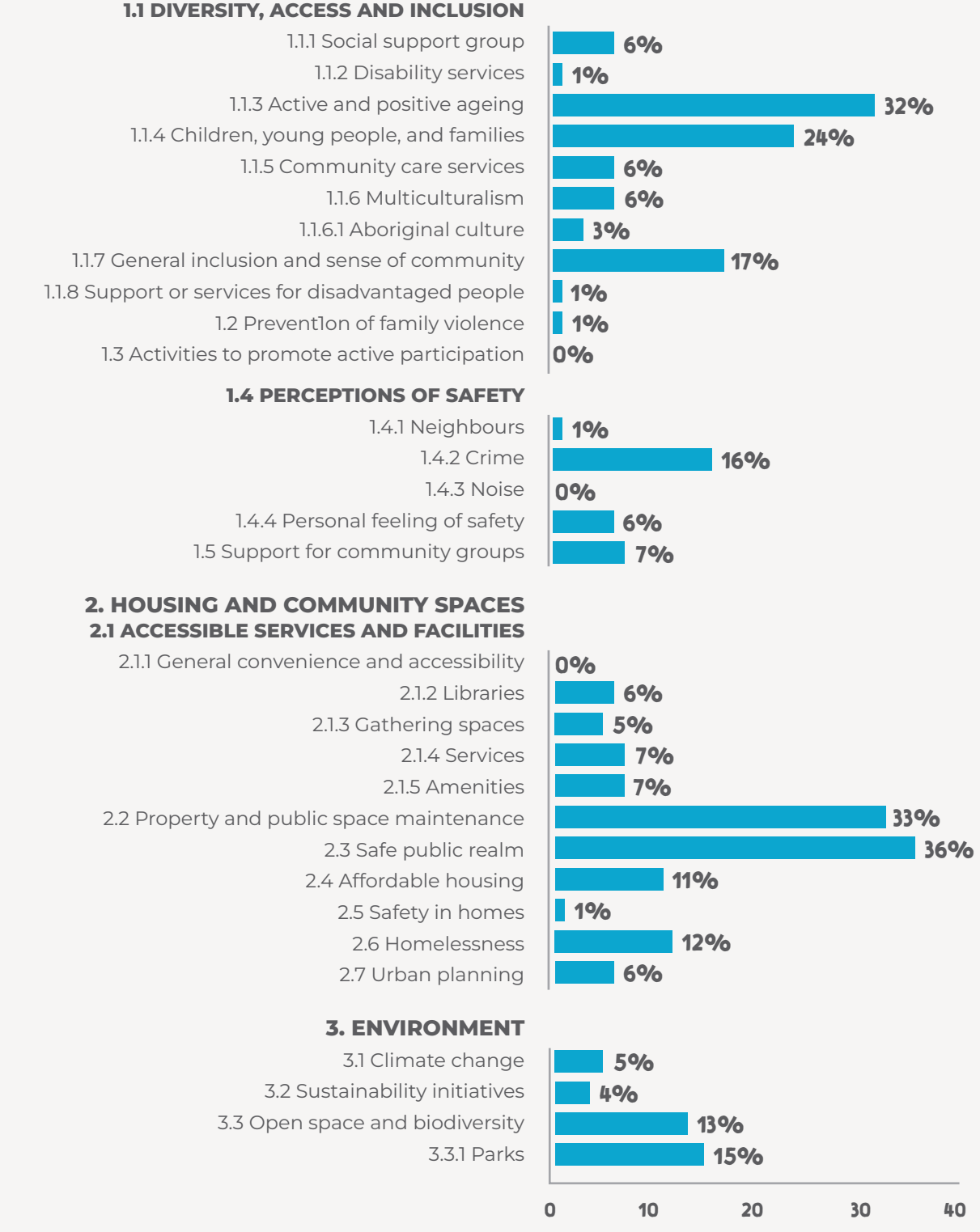


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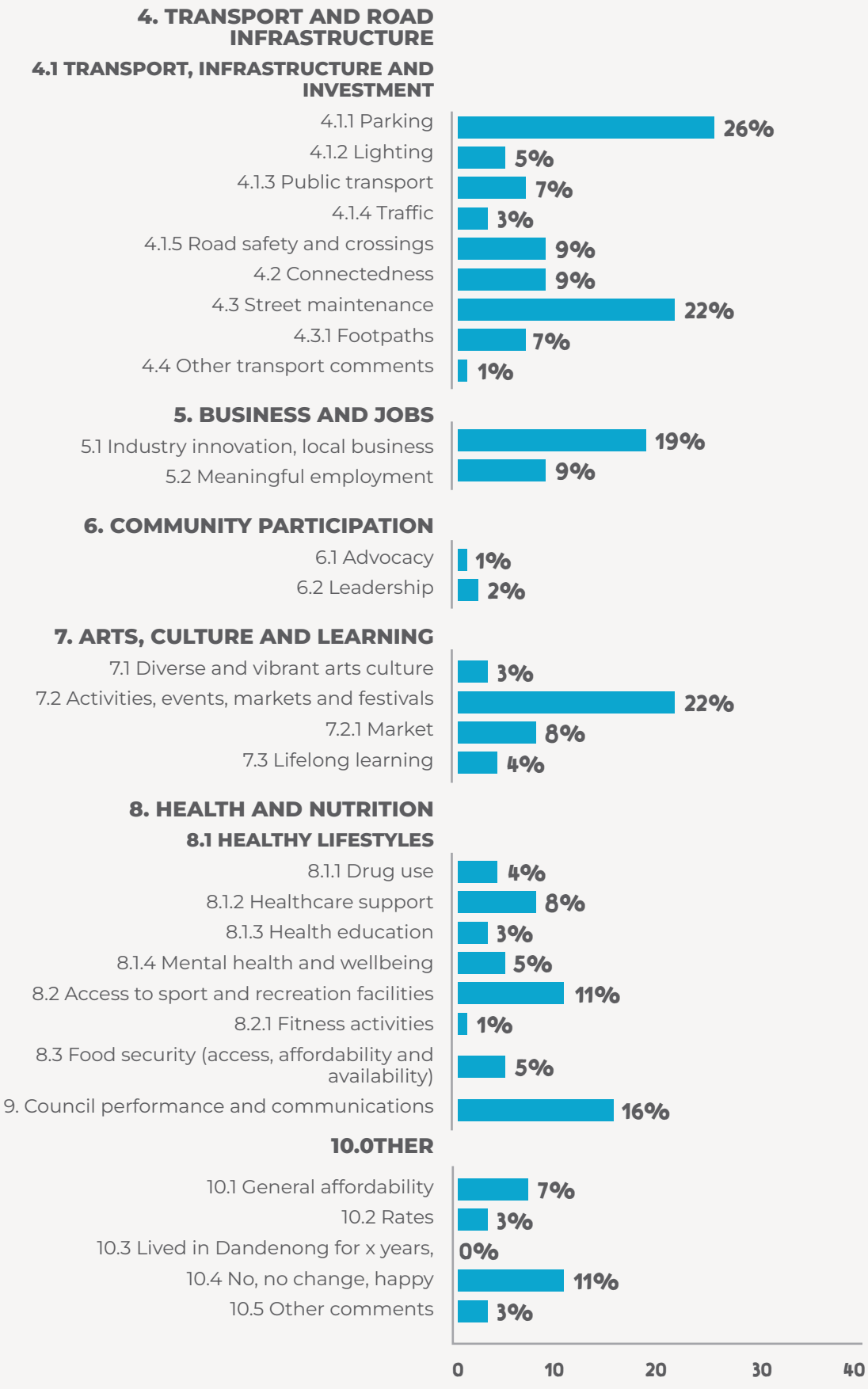

4. TRANSPORT AND ROAD INFRASTRUCTURE
4.1 TRANSPORT, INFRASTRUCTURE AND INVESTMENT
4.1.1 Parking
14%
4.1.2 Lighting
7%
4.1.3 Public transport
9%
4.1.4 Traffic
2%
4.1.5 Road safety and crossings
1%
4.2 Connectedness
14%
4.3 Street maintenance
11%
4.3.1 Footpaths
7%
4.4 Other transport comments
2%
5. BUSINESS AND JOBS
5.1 Industry innovation, local business
6%
5.2 Meaningful employment
4%
6. COMMUNITY PARTICIPATION
6.1 Advocacy
1%
6.2 Leadership
3%
7. ARTS, CULTURE AND LEARNING
7.1 Diverse and vibrant arts culture
5%
7.2 Activities, events, markets and festivals
21%
7.2.1 Market
0%
7.3 Lifelong learning
9%
8. HEALTH AND NUTRITION
8.1 HEALTHY LIFESTYLES
8.1.1 Drug use
7%
8.1.2 Healthcare support
22%
8.1.3 Health education
6%
8.1.4 Mental health and wellbeing
9%
8.2 Access to sport and recreation facilities
16%
8.2.1 Fitness activities
13%
8.3 Food security (access, affordability and availability)
7%
9. Council performance and communications
23%
10.0THER
10.1 General affordability
3%
10.2 Rates
0%
10.3 Lived in Dandenong for x years,
0%
10.4 No, no change, happy
27%
10.5 Other comments
1%
0
5
10
15
20
25
30

4.4.3 RESULTS: OUR CITY OUR FUTURE SURVEY QUESTION 4

Our City Our Future survey bar chart showing number of comments according to theme, in response to question 4: ***"What should the Council focus on for the next four years?"*** The items in boldface are category headings to help navigate the data themes.



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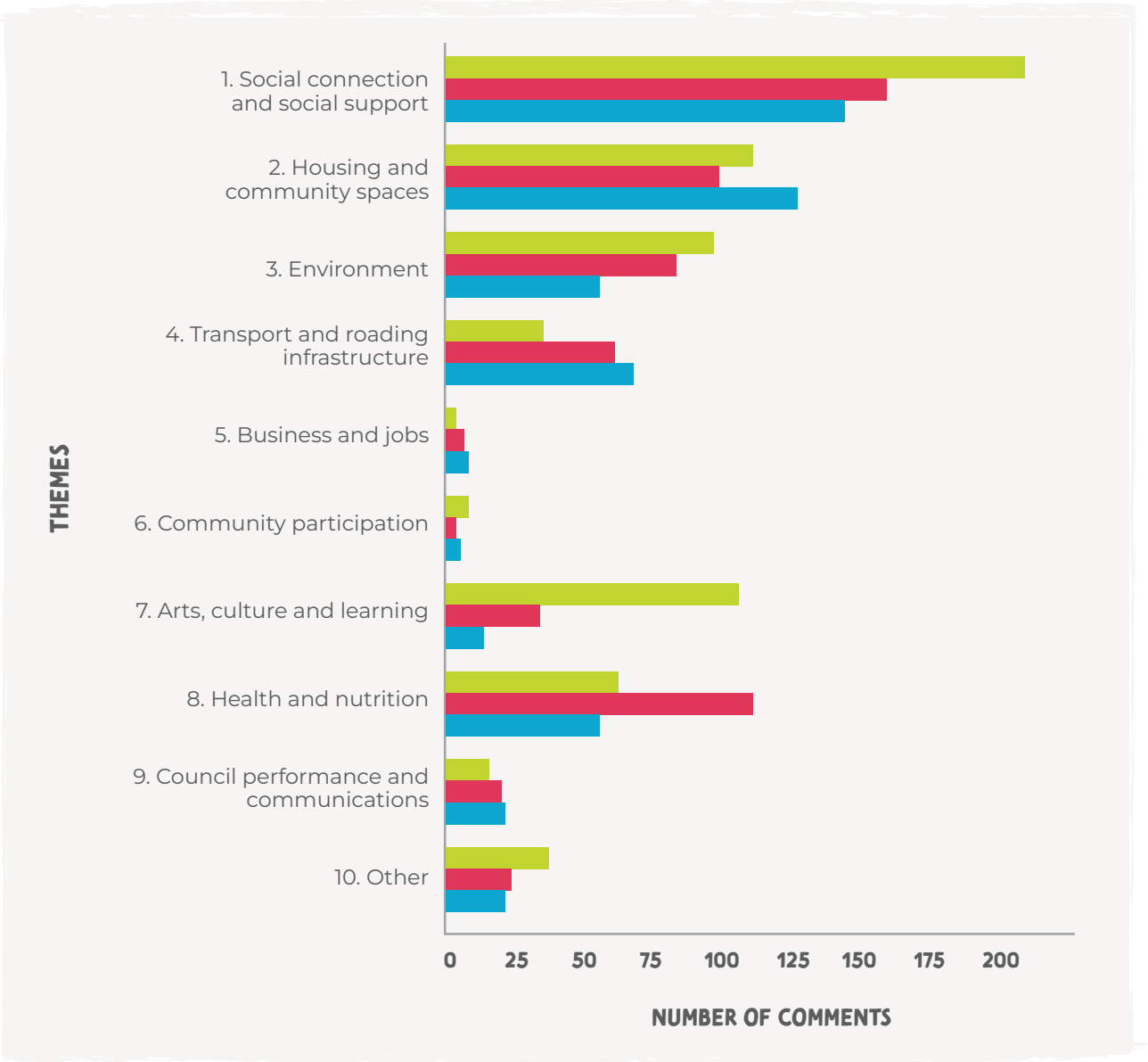

4. TRANSPORT AND ROAD INFRASTRUCTURE
4.1 TRANSPORT, INFRASTRUCTURE AND INVESTMENT
4.1.1 Parking
26%
4.1.2 Lighting
5%
4.1.3 Public transport
7%
4.1.4 Traffic
3%
4.1.5 Road safety and crossings
9%
4.2 Connectedness
9%
4.3 Street maintenance
22%
4.3.1 Footpaths
7%
4.4 Other transport comments
1%
5. BUSINESS AND JOBS
5.1 Industry innovation, local business
19%
5.2 Meaningful employment
9%
6. COMMUNITY PARTICIPATION
6.1 Advocacy
1%
6.2 Leadership
2%
7. ARTS, CULTURE AND LEARNING
7.1 Diverse and vibrant arts culture
3%
7.2 Activities, events, markets and festivals
22%
7.2.1 Market
8%
7.3 Lifelong learning
4%
8. HEALTH AND NUTRITION
8.1 HEALTHY LIFESTYLES
8.1.1 Drug use
4%
8.1.2 Healthcare support
8%
8.1.3 Health education
3%
8.1.4 Mental health and wellbeing
5%
8.2 Access to sport and recreation facilities
11%
8.2.1 Fitness activities
1%
8.3 Food security (access, affordability and availability)
5%
9. Council performance and communications
16%
10.0THER
10.1 General affordability
7%
10.2 Rates
3%
10.3 Lived in Dandenong for x years,
0%
10.4 No, no change, happy
11%
10.5 Other comments
3%
0
10
20
30
40

4.5 RESULTS OF THE STAFF & COMMUNITY CHAMPIONS SURVEY

This section reports in-depth insights on the three questions which yielded the most significant responses in terms of community sentiment and preferences. These have been colour coded as follows:

- **Green: Q1.** What makes Greater Dandenong a great place to live, work, and play?
- **Red: Q3.** What changes are needed to improve the health and wellbeing of our community?
- **Blue: Q4.** What should the Council focus on for the next four years?

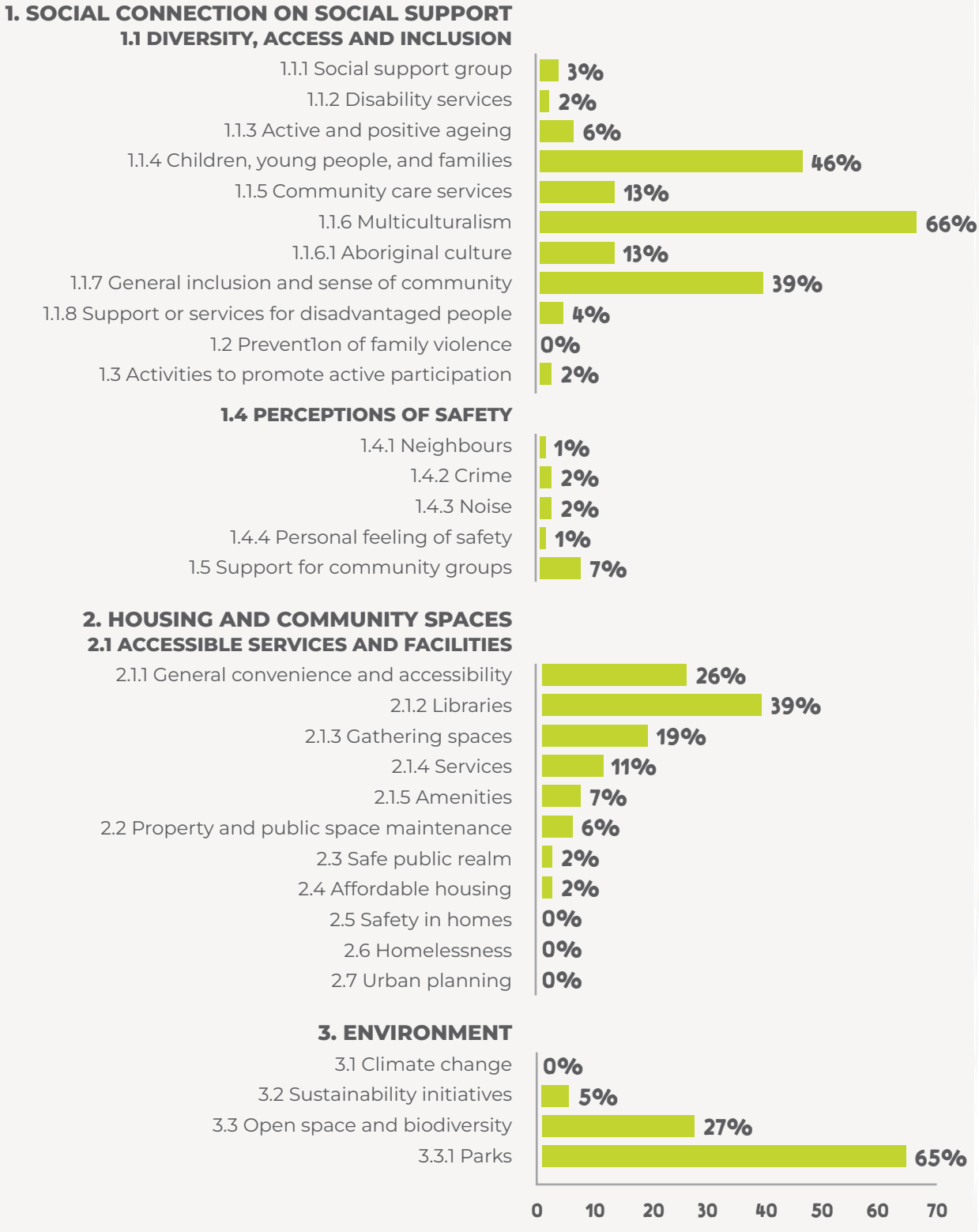
The following chart gives an overview of the results, showing the overall number of comments for each theme. The most common theme mentioned is *1. Social connection and social support,* followed by *2. Housing and community spaces.* Ranked approximately equal third are *3. Environment* and *8. Health and nutrition.*



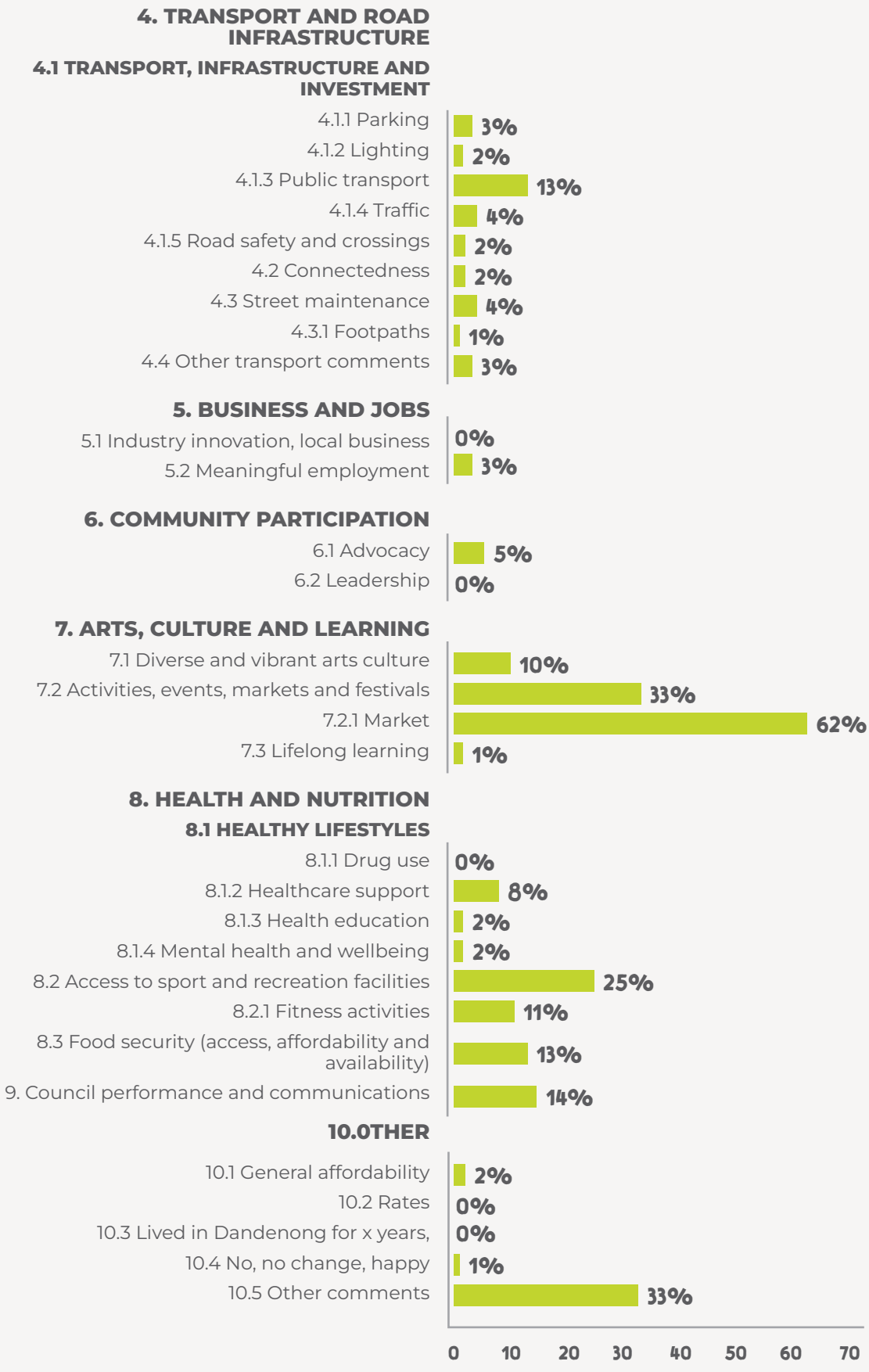
The following three pages give more detail into these results. Each graph is colour-coded by question (outlined above) and shows the number of comments for each theme and its sub-themes.

4.5.1 RESULTS: STAFF & COMMUNITY CHAMPIONS SURVEY QUESTION 1

Staff & Community Champions survey bar chart showing number of comments according to theme, in response to question 1: ***"What makes Greater Dandenong a great place to live, work, and play?"*** The items in boldface are category headings to help navigate the data themes.

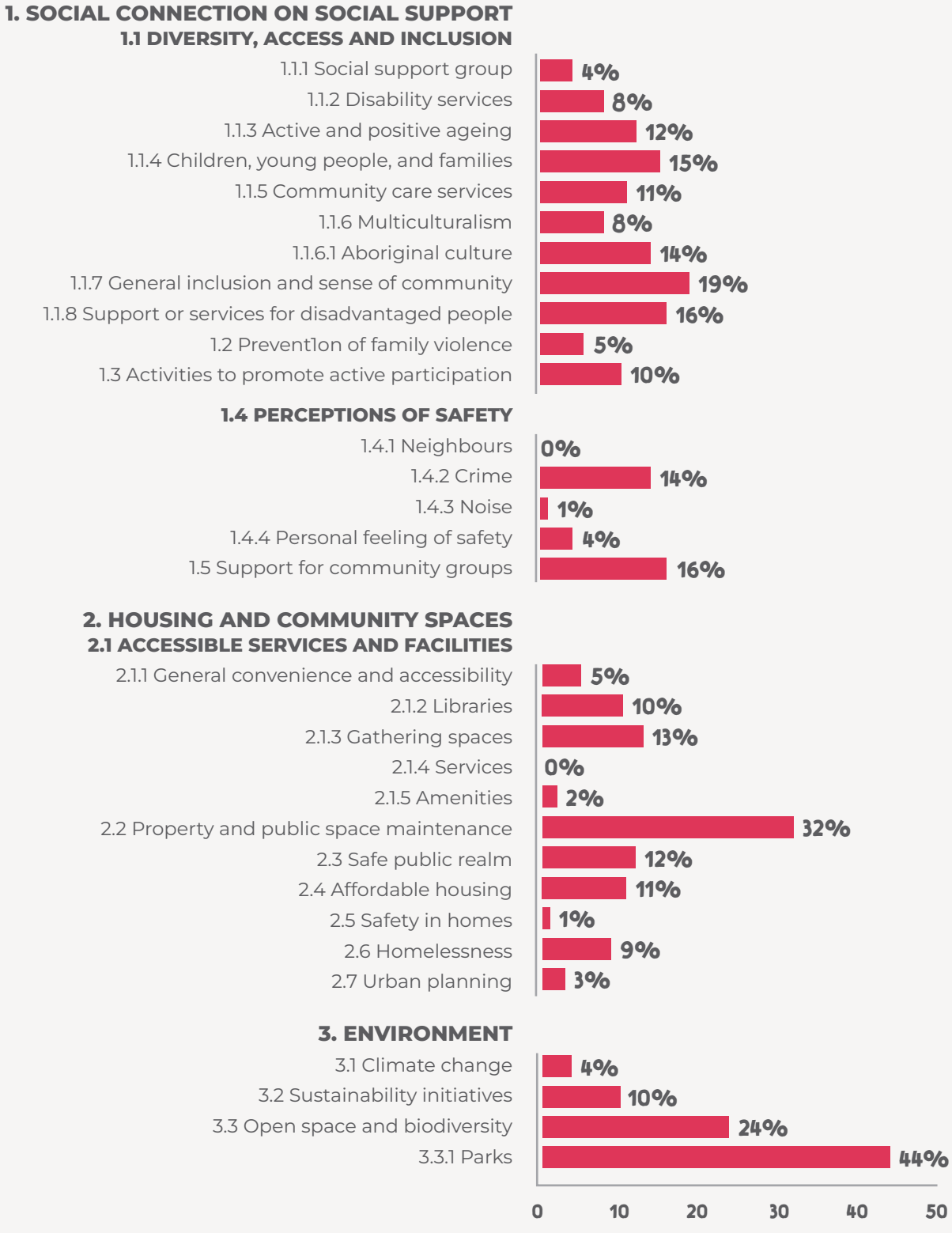


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4. TRANSPORT AND ROAD INFRASTRUCTURE
4.1 TRANSPORT, INFRASTRUCTURE AND INVESTMENT
4.1.1 Parking
4.1.2 Lighting
4.1.3 Public transport
4.1.4 Traffic
4.1.5 Road safety and crossings
4.2 Connectedness
4.3 Street maintenance
4.3.1 Footpaths
4.4 Other transport comments
3%
2%
13%
4%
2%
2%
4%
1%
3%
5. BUSINESS AND JOBS
5.1 Industry innovation, local business
5.2 Meaningful employment
0%
3%
6. COMMUNITY PARTICIPATION
6.1 Advocacy
6.2 Leadership
5%
0%
7. ARTS, CULTURE AND LEARNING
7.1 Diverse and vibrant arts culture
7.2 Activities, events, markets and festivals
7.2.1 Market
7.3 Lifelong learning
10%
33%
62%
1%
8. HEALTH AND NUTRITION
8.1 HEALTHY LIFESTYLES
8.1.1 Drug use
8.1.2 Healthcare support
8.1.3 Health education
8.1.4 Mental health and wellbeing
8.2 Access to sport and recreation facilities
8.2.1 Fitness activities
8.3 Food security (access, affordability and availability)
9. Council performance and communications
0%
8%
2%
2%
25%
11%
13%
14%
10.0THER
10.1 General affordability
10.2 Rates
10.3 Lived in Dandenong for x years,
10.4 No, no change, happy
10.5 Other comments
2%
0%
0%
1%
33%
0
10
20
30
40
50
60
70

4.5.2 RESULTS: STAFF & COMMUNITY CHAMPIONS SURVEY QUESTION 3

Staff & Community Champions survey bar chart showing number of comments according to theme, in response to question 3: ***"What changes are needed to improve the health and wellbeing of our community?"*** The items in boldface are category headings to help navigate the data themes.

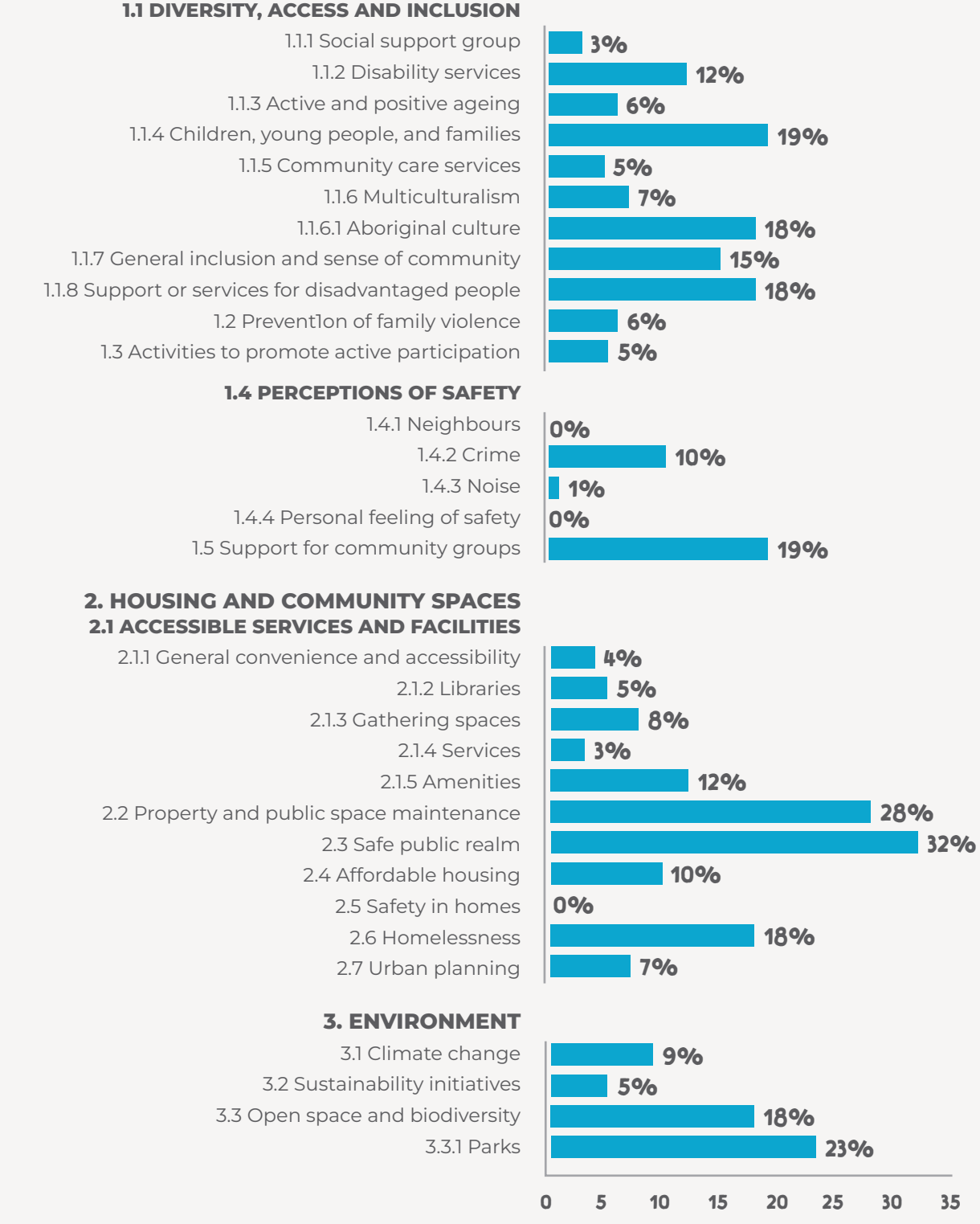


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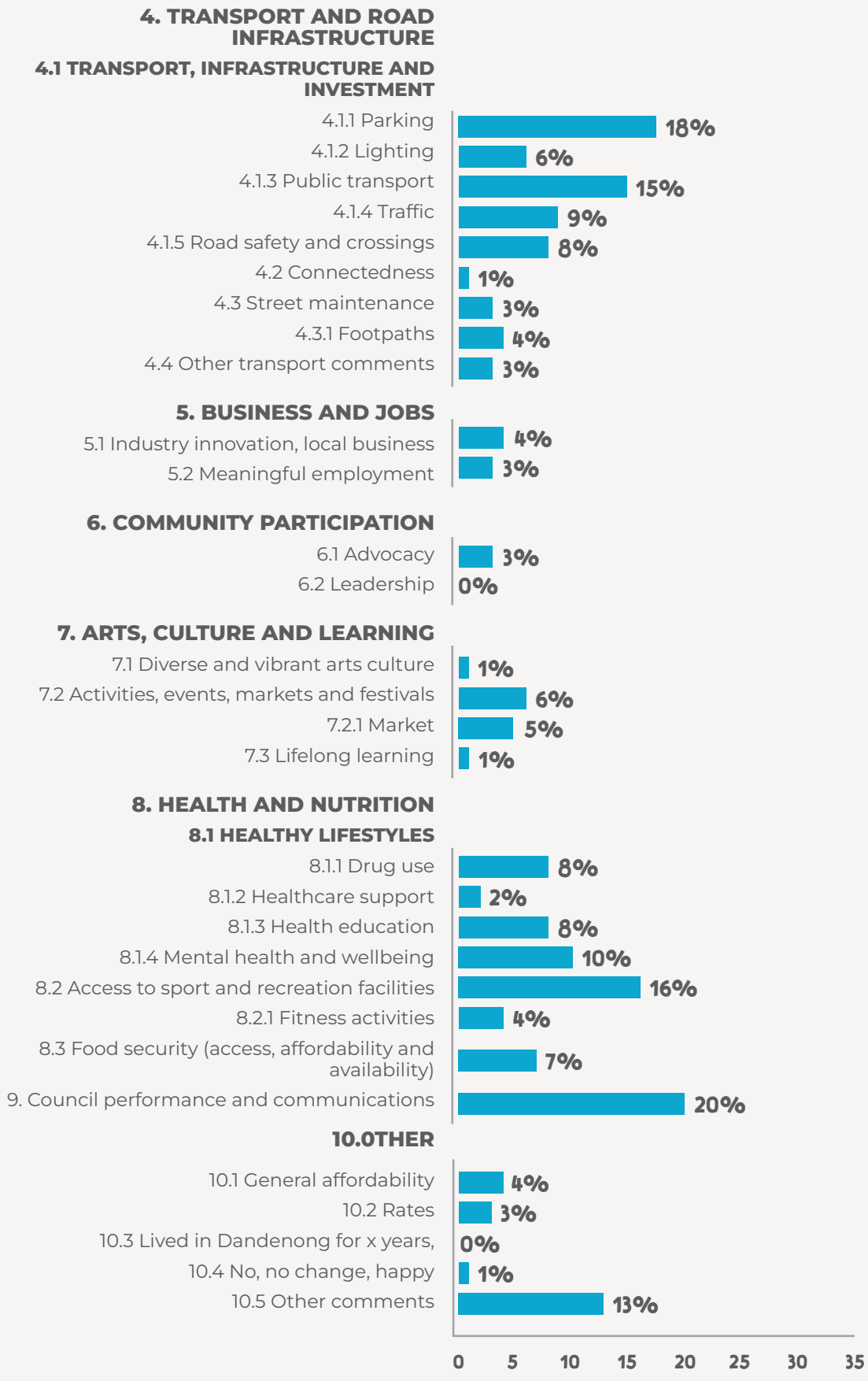

4. TRANSPORT AND ROAD INFRASTRUCTURE
4.1 TRANSPORT, INFRASTRUCTURE AND INVESTMENT
4.1.1 Parking
18%
4.1.2 Lighting
6%
4.1.3 Public transport
16%
4.1.4 Traffic
1%
4.1.5 Road safety and crossings
7%
4.2 Connectedness
2%
4.3 Street maintenance
0%
4.3.1 Footpaths
9%
4.4 Other transport comments
1%
5. BUSINESS AND JOBS
5.1 Industry innovation, local business
2%
5.2 Meaningful employment
3%
6. COMMUNITY PARTICIPATION
6.1 Advocacy
2%
6.2 Leadership
0%
7. ARTS, CULTURE AND LEARNING
7.1 Diverse and vibrant arts culture
1%
7.2 Activities, events, markets and festivals
17%
7.2.1 Market
10%
7.3 Lifelong learning
5%
8. HEALTH AND NUTRITION
8.1 HEALTHY LIFESTYLES
8.1.1 Drug use
9%
8.1.2 Healthcare support
15%
8.1.3 Health education
23%
8.1.4 Mental health and wellbeing
9%
8.2 Access to sport and recreation facilities
28%
8.2.1 Fitness activities
20%
8.3 Food security (access, affordability and availability)
9%
9. Council performance and communications
19%
10.0THER
10.1 General affordability
5%
10.2 Rates
1%
10.3 Lived in Dandenong for x years,
0%
10.4 No, no change, happy
0%
10.5 Other comments
0%
17%
0
10
20
30
40
50

4.5.3 RESULTS: STAFF & COMMUNITY CHAMPIONS SURVEY QUESTION 4

Staff & Community Champions survey bar chart showing number of comments according to theme, in response to question 4: ***"What should the Council focus on for the next four years?"*** The items in boldface are category headings to help navigate the data themes.



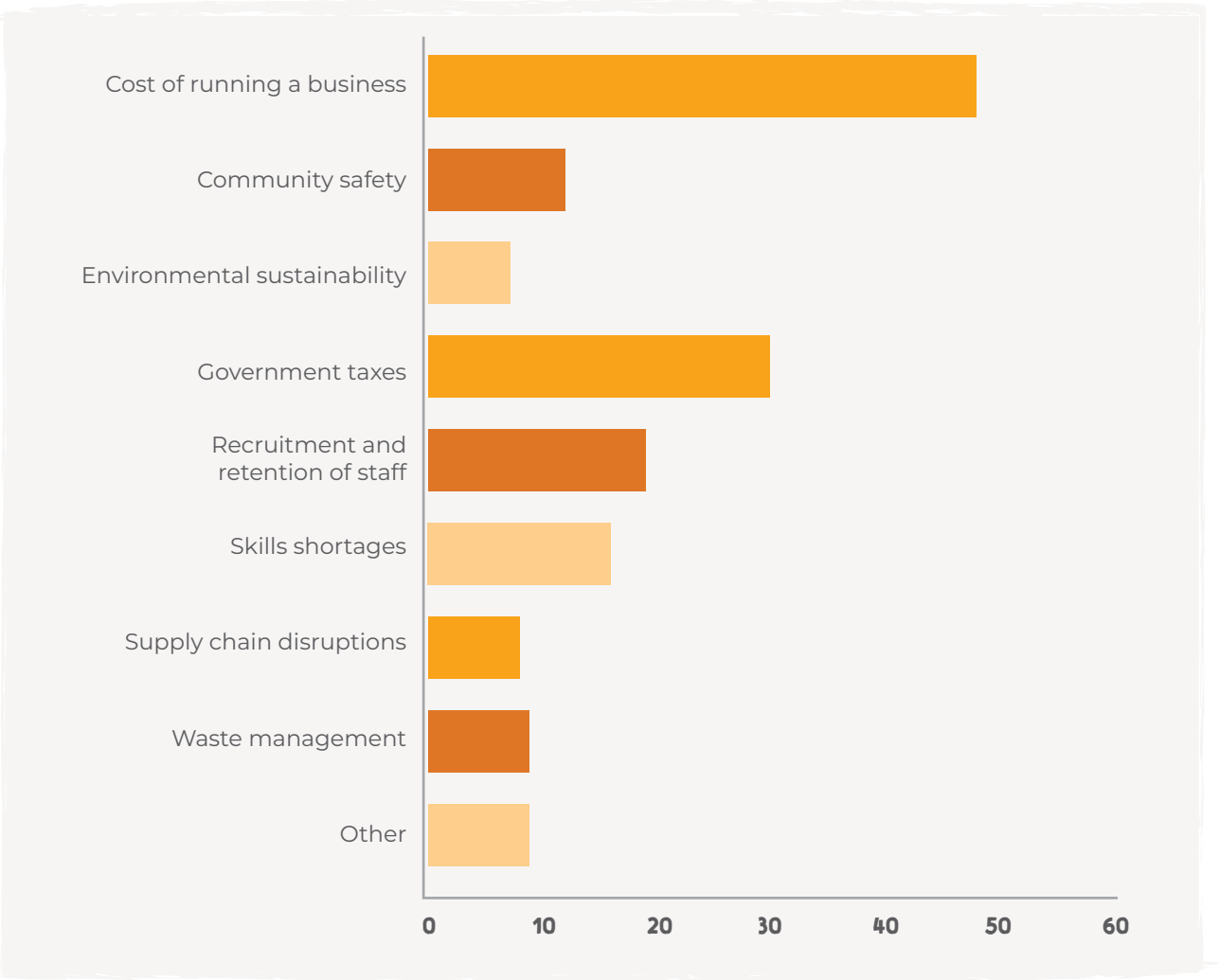
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4. TRANSPORT AND ROAD INFRASTRUCTURE
4.1 TRANSPORT, INFRASTRUCTURE AND INVESTMENT
4.1.1 Parking
18%
4.1.2 Lighting
6%
4.1.3 Public transport
15%
4.1.4 Traffic
9%
4.1.5 Road safety and crossings
8%
4.2 Connectedness
1%
4.3 Street maintenance
3%
4.3.1 Footpaths
4%
4.4 Other transport comments
3%
5. BUSINESS AND JOBS
5.1 Industry innovation, local business
4%
5.2 Meaningful employment
3%
6. COMMUNITY PARTICIPATION
6.1 Advocacy
3%
6.2 Leadership
0%
7. ARTS, CULTURE AND LEARNING
7.1 Diverse and vibrant arts culture
1%
7.2 Activities, events, markets and festivals
6%
7.2.1 Market
5%
7.3 Lifelong learning
1%
8. HEALTH AND NUTRITION
8.1 HEALTHY LIFESTYLES
8.1.1 Drug use
8%
8.1.2 Healthcare support
2%
8.1.3 Health education
8%
8.1.4 Mental health and wellbeing
10%
8.2 Access to sport and recreation facilities
16%
8.2.1 Fitness activities
4%
8.3 Food security (access, affordability and availability)
7%
9. Council performance and communications
20%
10.0THER
10.1 General affordability
4%
10.2 Rates
3%
10.3 Lived in Dandenong for x years,
0%
10.4 No, no change, happy
1%
10.5 Other comments
13%
0
5
10
15
20
25
30
35

4.6 RESULTS OF THE BUSINESS SURVEY

Only qualitative questions are reported in this section, in addition to the demographic data reported in section 3.4 above.

Q3. What are the main challenges your business is facing in the next four years?



For those that selected "other", their short-answer responses are as follows:

No shelter.

Constant price increase of everything.

Council requiring planning applications for just about everything and then being very slow to process the applications.

Lack of jobs and low prices.

Poor Roads.

Lack of overhead shelter, we are unfortunately exposed to the rain and wind etc, this is making it extremely difficult to maintain our customer base. If we were in an area that had a little shelter, this would help encourage more people to stay with us longer. That will increase sales, encourage more incoming stock and will create a knock on effect in a positive way.

Our business would like a connection from Bangholme Rd to Eastlink - there are dozens of businesses that have to use alternative routes, clogging up the Bypass and Worsley road.

Spices.

Energy security, base load power supply.

Q7. How can Council improve the way we provide services to businesses?

Short-answer responses have been lightly themed and direct quotes from survey respondents provided to give a flavour of the sentiment for each.

THEME	DIRECT QUOTES
Property and asset maintenance	◊ Keep the roads in good order. ◊ Focus on core activities of council. Keeping upkeep on road maintenance, keeping community safe, removing graffiti, maintain footpaths etc. ◊ Recycling pickup service for businesses would be very helpful, currently most recycling goes to landfill.
Safety	◊ More patrols. Do something about the beggars ie remove the seating. ◊ Community and business safety from rising crime
Planning	◊ Review the number of boarding houses in the area and make sure they are meeting the current standards. ◊ Expedite the approval process for applications that require permits to build/expand.
Communication	◊ Not sure if there is an email newsletter but would like to sign up for it. ◊ We have only moved into the area in August 2023. Compared to our previous experience in the City of Casey, Dandenong Council are much less communicative with local businesses and the local business groups are also less engaged. ◊ Talking to us when we email an enquiry would be a good start. We have on numerous occasions approached council to discuss our outreach community programs to no avail.
Business support	◊ Grant accessibility and referral to micro business. ◊ Reduce council rate for property, we are looking at a bigger warehouse and the council rates are making it impossible to make profit. ◊ I think council should provide jobs to new starters like myself as painter trying hard to survive due to lack of jobs. ◊ Local support through some grant programmes to cover some of the cost.
Parking	◊ We are supporting the people seeking asylum who usually don't have any means of income. When they present to Refugee Resource Hub they usually have trouble with finding parking to receive services and support especially food. ◊ Council could care about the parking in our area as one example. Its poor how its managed and there is no interest nor accountability. ◊ Complimentary access to Council Parking Facilities
Networking and promotion	◊ The council should arrange more business gathering Online / Offline, webinars and trainings for young entrepreneurs. ◊ Encourage more creative and research STEM projects. ◊ Please keep the PAG Teams and Job Seeker Expos at the Civic Centre as this is so viable in these economic times.

5. COMMUNITY RESPONSES ORGANISED BY COUNCIL PRIORITIES

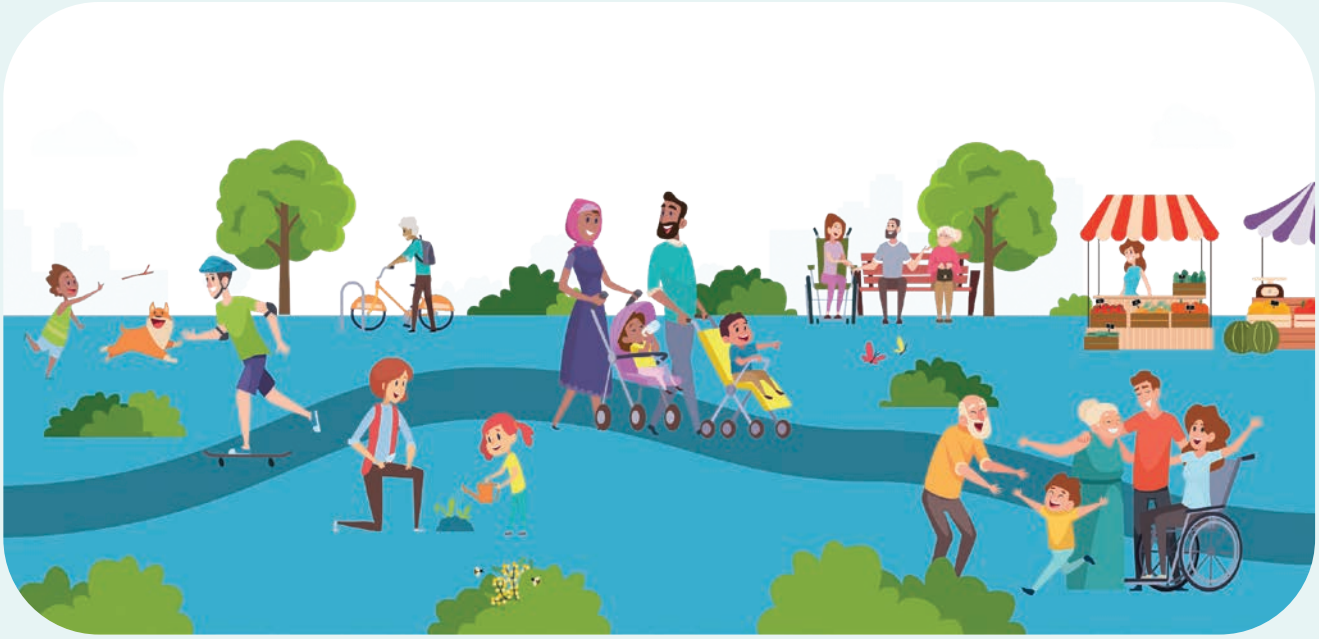
The following sections are areas the Council is focussing on addressing in the Greater Dandenong community. Data has been analysed from the **two surveys** to understand what the community thinks about these priorities, specifically, drawing from responses received to the following questions:

Q1. What makes Greater Dandenong a great place to live, work and play?

Q2. What changes are needed to improve the health and wellbeing of our community?

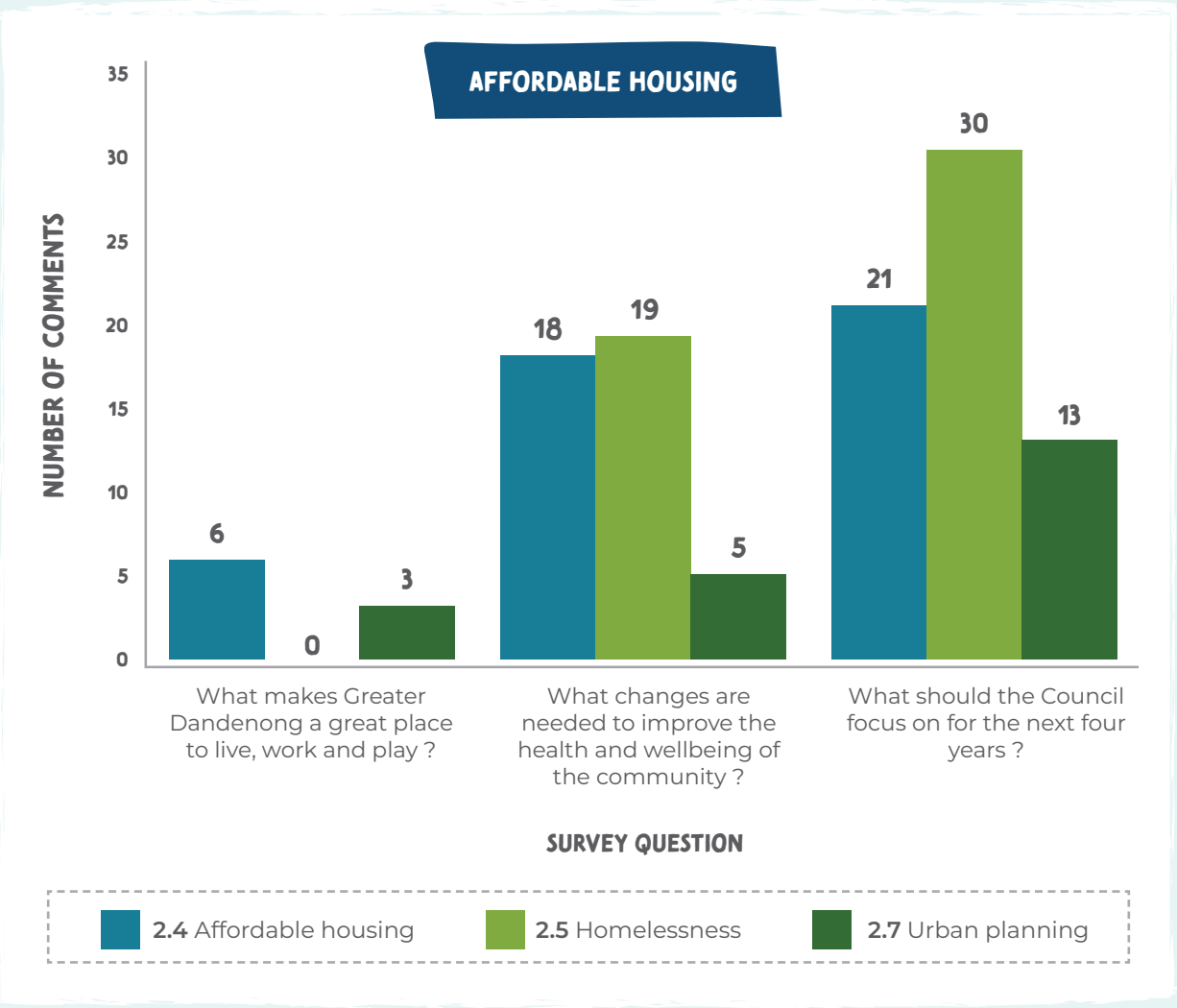
Q3. What should Council focus on for the next four years?

On each page of the Council priorities, there is a bar graph depicting the frequency of comments coded against the headings and sub-headings, and direct quotes from survey respondents to give a flavour of the sentiment for each.



5.1 AFFORDABLE HOUSING

Survey responses for this priority included sub-themes of homelessness and urban planning.



Direct quotes from respondents:

Make renting housing safer and accessible for young people (eg. young adults) (Affordable housing)

More affordable housing and more public housing. I have been on the waiting list for 12 years and keep following it up (Affordable housing)

Population strategy - housing, density- is there a vision? How community looks like in future - important. Affordable housing - CGD needs to look at a mix of housing and where it's built (Affordable housing).

Support for homelessness and cost of housing (Homelessness)

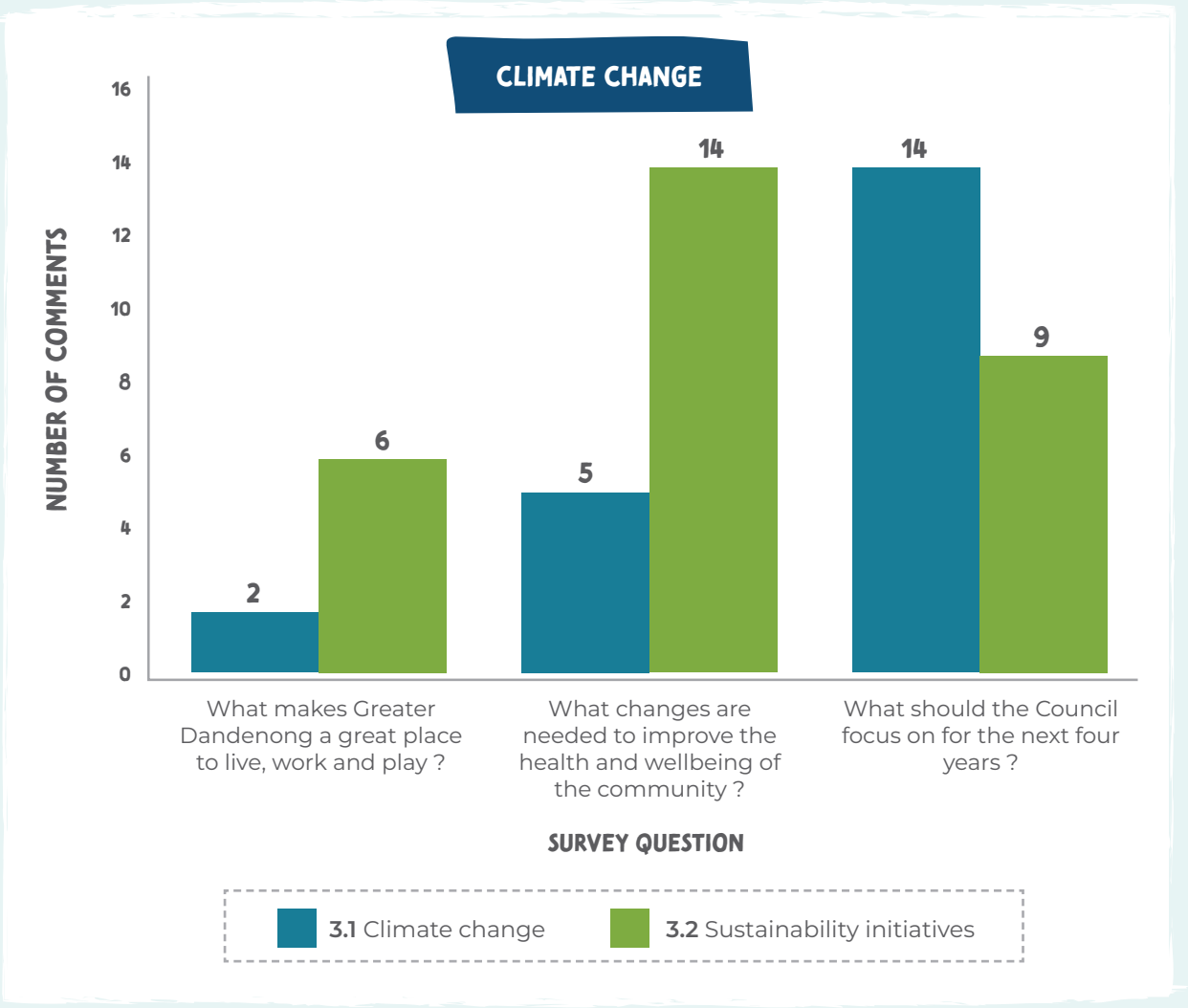
Homeless population, more housing (Homelessness)

Important community spaces/open spaces/investment in enviro sustainability- smaller houses/land size (urban planning).

David Street Noble Park car parking - planning permits for multiple dwellings on one block (urban planning).

5.2 CLIMATE CHANGE

Survey responses for this priority included sub-themes of climate change and sustainability.



Direct quotes from respondents:

The Council plan needs to include a commitment to increased staff and project budgets in the next four years to get the Climate Emergency Strategy and Plan and Sustainability Strategy back on track.

More officers and programs on teaching/informing the community on preparedness for climate changes such as floods, fires and heatwaves.

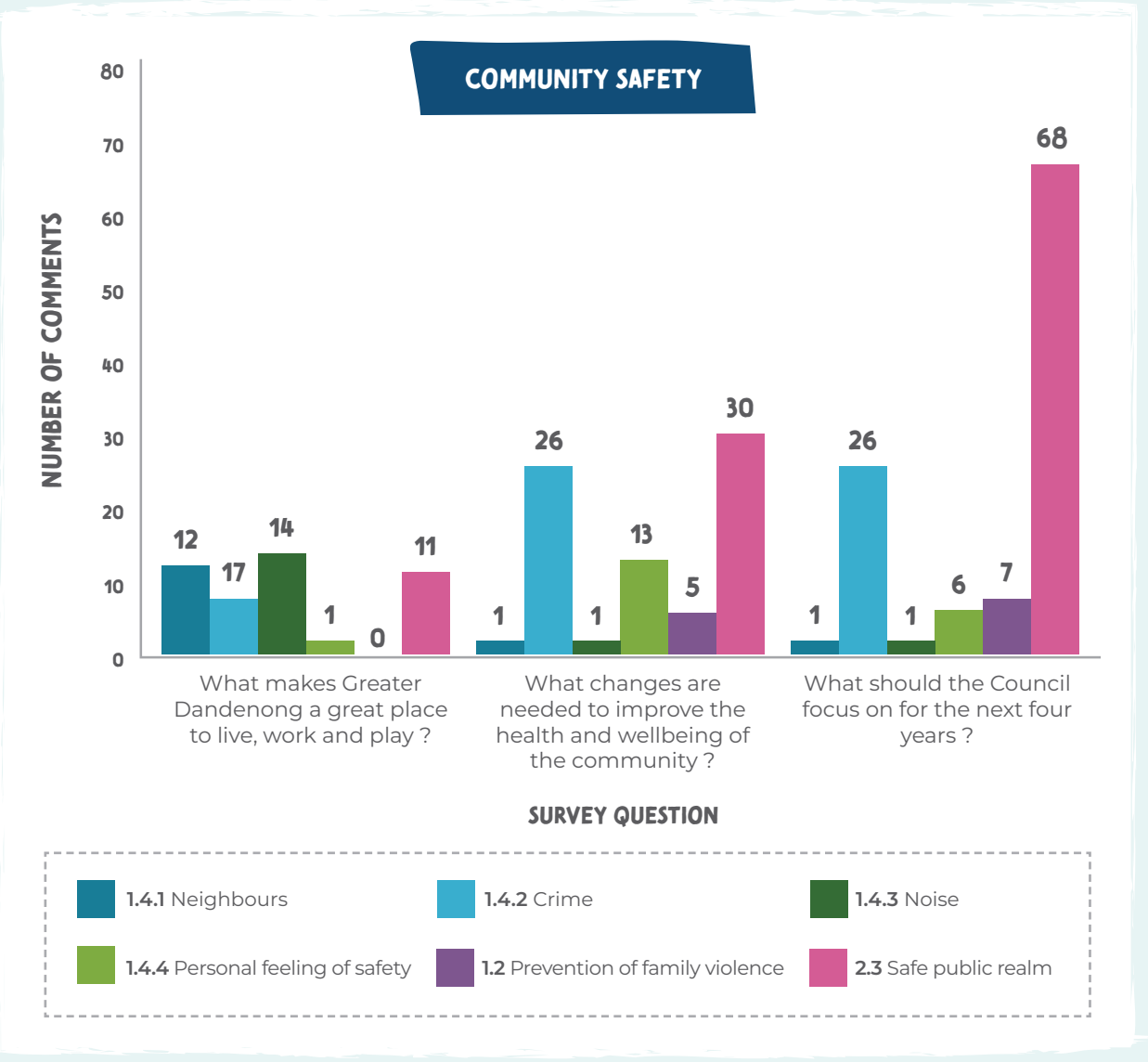
Climate change- cooler places/spaces to use- shade, more trees (legacy trees; right trees in right place)

Prioritising community knowledge of sustainability, and working together to lessen our impact on the environment

Holistic approach to climate emergency (consider housing, liveability, biodiversity, carbon etc)

5.3 COMMUNITY SAFETY

Survey responses for this priority included sub-themes of neighbours, crime, noise, personal feeling of safety, prevention of family violence and safe public realm.



Direct quotes from respondents:

I like my neighbours. I have good neighbours, we have all been there a long time. Some of them (even the new ones) are really nice (Neighbours)

Keep people safe and be able to walk around if they want to (Safety)

Too frightened to look out onto the street if I hear raised voices. I'm scared (Safety)

Mechanisms how to reducing local noises. For instance, many youth noisy cars are loud and disturbing residents (Noise)

Ending violence family violence, gender-based violence in Greater Dandenong (Family Violence)

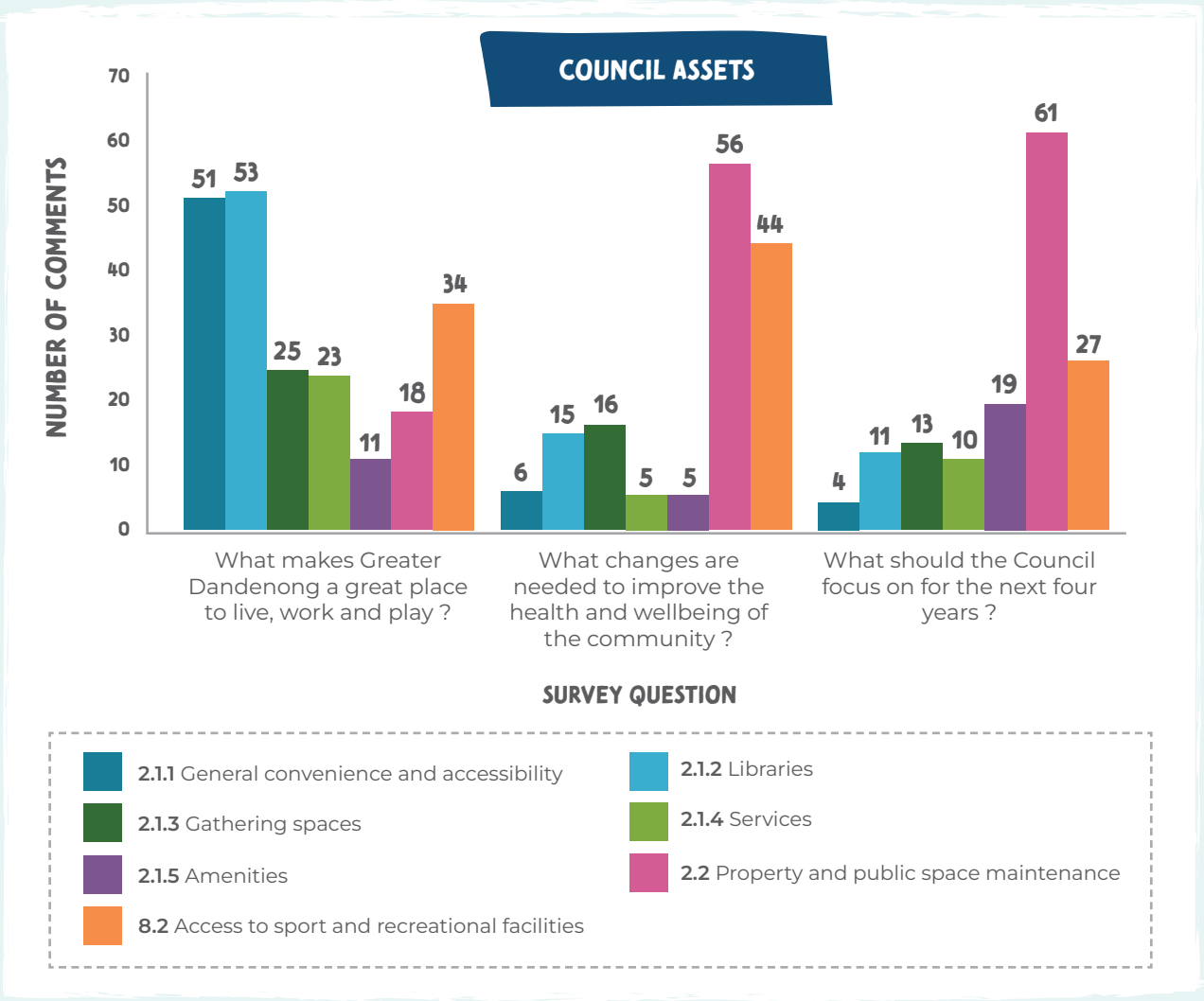
Would like to feel more safe in the area. This would require more businesses to be open later, a street presence of people around creates a different vibe. Some areas feel unsafe.

CCTV cameras for security of the playground equipment from being vandalized (Crime).

Focus on neighbourhood watch. Reduce crime rate/ robbery/stealing (Crime)

5.4 COUNCIL ASSETS

Survey responses for this priority included sub-themes of general convenience and accessibility, libraries, gathering spaces, services, amenities,access to sport and recreational facilities, and property and public space maintenance.



Direct quotes from respondents:

Accessible environments and services improve the health and wellbeing of children

Accessible toilets - heavy doors eg. restaurants - need to be electric.

Increase the community facilities to include more people to participate.

Affordability of spaces to hire for community.

A gathering space and or healing space for mob to come together and heal

Separate bathrooms in parks for men and women.

More sessions available for the crafts and activities that the library hosts.

Promotion of Auslan - using in storytime.

More bins to tidy up the city

Hard rubbish on street needs to be addressed; educate people, increase people could be employed to tidy up.

Having fences in some areas of the park to help parents safeguard young children.

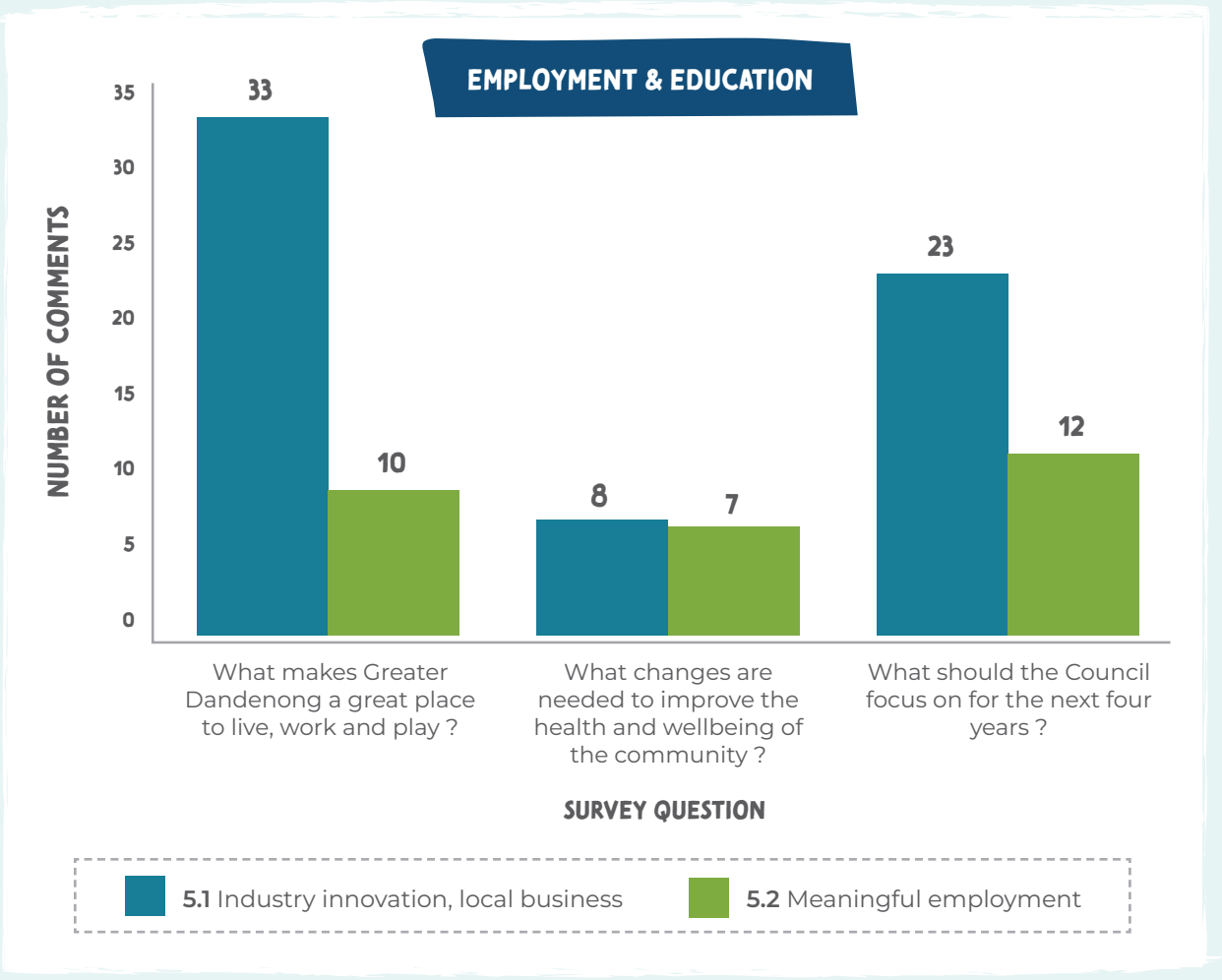
Maintain parks and reserves more regularly as it gets hard for families to sit and enjoy due to long grass and dirt.

More playgrounds, sports grounds, parks and community facilities

Swimming pools (Oasis). Water parks

5.5 EMPLOYMENT & EDUCATION

Survey responses for this priority included sub-themes of Industry innovation, local business and meaningful employment.



Direct quotes from respondents:

Continue working on bringing in more businesses in Dandenong central

Employment opportunities are plentiful in manufacturing and community and social services and low skilled jobs.

Invest in education. Staffing and facilities of pre schools, primary schools and secondary schools.

Support for Koorie Kids within the schools to come together, in partnership with Education department.

Employment opportunities, flexible, appropriate, work skills of community

Financial security and looking towards attracting innovation in all areas

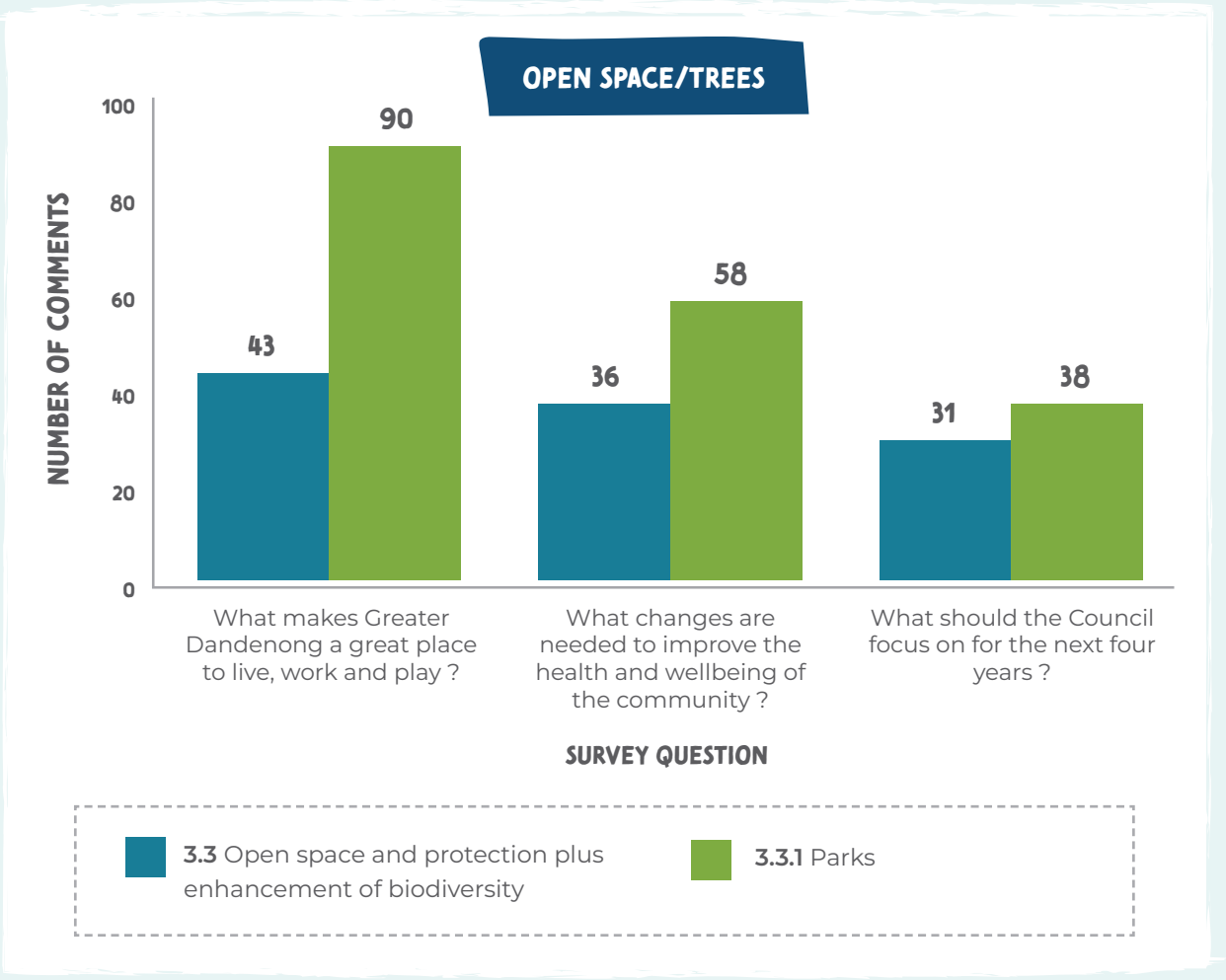
More locally owned businesses, cafes and restaurants

Preventative measures for disadvantaged community i.e. financial literacy for the community, pathways to employment, pre-employment readiness, volunteering opportunities, employment of bi-cultural workers.

Employment opportunity for community- Aboriginal businesses be used and promoted.

5.6 OPEN SPACE/TREES

Survey responses for this priority included sub-themes of Open Space and protection plus enhancement of biodiversity and Parks.



Direct quotes from respondents:

There is not a heading yet for Community Gardens yet Council has a Community Garden policy that is not tied to the Council Plan 2025-2029.

Important community spaces/open spaces/investment in enviro sustainability- smaller houses/land size. Important to have these spaces/places for people- great way to meet other people, community gardens.

Creating biodiversity corridors (e.g. along Eastlink Trail). Suitable street trees.

More trees and native plants.

More street and park adoptions by community and schools so that there is a link between community and nature

Open space for children's bike riding, sensory garden for children

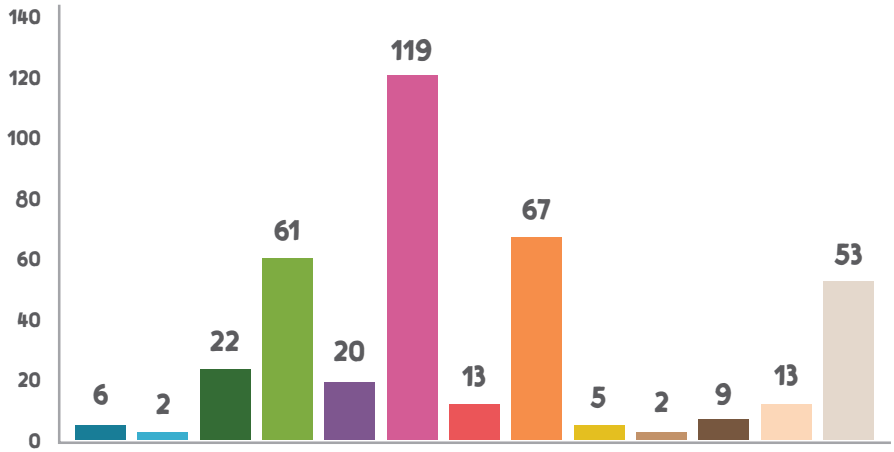
Garden play space so kids can dig etc, so they get the concept of growing food, life cycles.

Parks with shade.

5.7 SOCIAL COHESION & CONNECTION

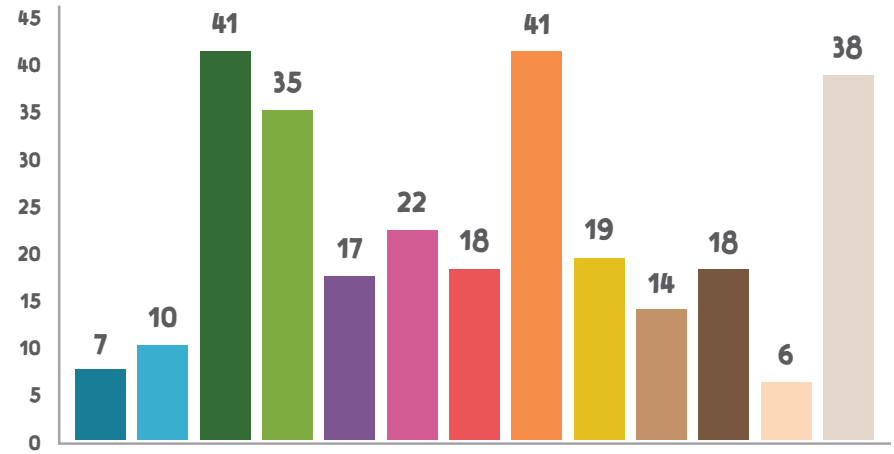
Survey responses for this priority included sub-themes of Social Support Group, Disability Services, Active and Positive Ageing, Children, Young people and Families, Community Care Services, Multiculturalism, Aboriginal culture, General Inclusion and Sense of Community, Support or Services for Disadvantaged People, Activities to promote active participation, Support for Community Groups, Diverse & vibrant arts culture, Activities, events & markets.

Q1



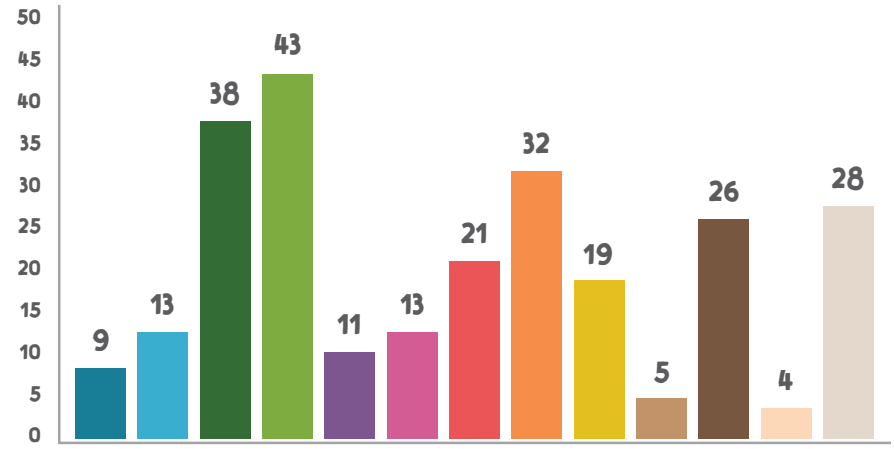
What makes Greater Dandenong a great place to live, work and play ?

Q3



What changes are needed to improve the health and wellbeing of the community ?

Q4



What should the council focus on for the next four years ?

- **1.1.1** Social support group
- **1.1.2** Disability services
- **1.1.3** Active and positive ageing
- **1.1.4** Children, young people, and families
- **1.1.5** Community care services
- **1.1.6** Multiculturalism
- **1.1.7** General inclusion and sense of community
- **1.1.8** Support or services for disadvantaged people
- **1.3** Activities to promote active participation
- **1.5** Support for community groups
- **7.1** Diverse and vibrant arts culture
- **7.2** Activites, events, markets and festivals

Direct quotes from respondents:

Huge focus on accessibility to a wider demographic of ages, culture, language, etc. better youth engagement, consider how to establish better social wellbeing and support networks.

More personalised care-face to face come to get to know us personally

Aged Care opportunity to share cultures.

Council working more closely with the Koorie Education Dept, in ensuring the voice of our children informs Council and that they are being heard.

More multi-cultural and First Peoples' events to share each other's cultures

Festivals and events that celebrate diversity.

The cultural events at the Dandenong market has brought people together.

More events like the clothes swap. Exhibitions, culture, events, music, writing.

Gain greater connection with First Nations group locally by having them attend local events to provide more education for the community ie become more involved.

Reduce community group venue hire rates to enable more community groups to be able to keep membership fees low and provide more programs.

Community attitudinal Change and training for the private sector to understand disability.

Activities that promote social connections

Theatre and arts drum theatre used more, make the most of the infrastructure.

Aged and disability services

Drop off points for elderly people, in activity centers to be able to access the shops, has to be close and available spaces.

More affordable activities for families with young children.

Programs that have opened up for children to all that the library has to offer, and the reading programs in primary schools, which I have personally seen how much joy it has provided our kids.

This report has been prepared by MosaicLab, the independent consultant engaged by the City of Greater Dandenong to undertake the implementation of Council's endorsed Strategic Engagement Plan for the development of the Council Plan 2025-29.

It is a high level summary of wider engagement data received by various methods outlined and collected by Council, as at 31 July 2024, as well as data analysis completed by Global Research Ltd on the Our City, Our Future broad community survey.

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