



Phase 1 Community Engagement: Summary Report

Housing Strategy

November 2022



CONTENTS

EXECUTIVE SUMMARY..... 2

INTRODUCTION..... 3

Developing the Housing Strategy..... 3

Engagement approach..... 3

Purpose of this report..... 4

Purpose of engagement..... 5

Limitations 5

Data methodology 5

SURVEY RESULTS 6

Pop-up survey..... 6

Online survey..... 9

Online Poll 18

..... 18

NEXT STEPS 19

Executive Summary

The first phase of community engagement for the new Housing Strategy has now been complete. At this stage, we wanted to know the community values about housing and areas of concern. We collected this information through our surveys. This information will inform a Discussion Paper, that will seek to establish the strategic context for how we plan for changing housing needs in Port Phillip and to identify key issues and opportunities to respond to.

During Phase 1, a total of 354 contributions were received from people who live, work, study or visit the City of Port Phillip who participated in various engagement activities.

Summarised below are the key findings from Phase 1:

- Respondents most value the following for housing needs, having housing that is well-designed and energy efficient, more affordable housing for low to moderate-income households, and local workers and more social and community housing for very low-income households.
- Respondents like the following about their neighbourhood, trees, landscaping, and vegetation within front garden, design and style of the houses, heritage housing and public realm.
- When asked 'when planning for housing growth, new housing should be located close to', most respondents said public transport, parks, and open space, and local shops.
- Respondents would like to change the following when it comes to housing, Increased availability of affordable housing followed by protect neighbourhood character, more public housing, and more focus on green/open space.

Introduction

Developing the Housing Strategy

Port Phillip's population is growing. As more people choose to call Port Phillip home, housing growth and change will need to be effectively managed in a way that also maintains the city's liveability, accessibility, and inclusivity. To help us do this, we are developing a new Housing Strategy. A Housing Strategy is an important local planning document that identifies and plans for the anticipated housing needs of our diverse community, over the next 15 years.

The Port Phillip Housing Strategy will provide guidance on:

- how much new housing we need;
- what types of housing we need;
- where we should locate new housing; and
- how we maintain and enhance all the things we love about Port Phillip, like its distinct character.

The strategy will eventually inform updated planning policy and planning controls in the Port Phillip Planning Scheme, in line with key State planning policy directions.

Before we start work on the strategy, we wanted to hear from the community. Responses from phase 1 engagement will help develop a Housing Discussion Paper that will identify key housing issues and opportunities within Port Phillip.

Engagement approach

The Housing Strategy takes a three-phased engagement approach:

1. Phase 1: Setting the Scene:

The purpose of this phase:

- to build an understanding of community values & sentiments with respect to housing, and areas of concern.
- the information collected will be used to support the Housing Discussion Paper.
- the information collected will also help shape conversation during the targeted community workshops in Phase 2 engagement.

2. Phase 2: Feedback on Housing Discussion Paper: Community will be engaged around key elements of the draft Housing Discussion Paper which will inform the draft Housing Strategy.

3. Phase 3: Feedback on the Draft Housing Strategy: The community can review and give feedback on the draft strategy through several engagement tools.

This report focuses on the findings of the phase 1 engagement which ran from 26 September - 31 October 2022, and used the following engagement tools / methods:

- A hard copy postcard with a link to the Have Your Say page was given out at various locations around Port Phillip at the Neighbourhood Engagement Program (NEP).
- A short survey was conducted face to face by staff in all NEP locations apart from Balaclava due to bad weather.
- An online engagement page on Have Your Say.
- An online survey and poll.

Neighbourhood Engagement Program (NEP)

Our Neighbourhood Engagement Program (NEP) is a series of face-to-face engagement pop-up sessions held across our seven neighbourhoods every three months.

These sessions provide our community with the opportunity to access information and engage with Council consultations through a place-based approach, promote current and upcoming engagements and hear what our community wants to tell us.

Community engagement at these sessions is supported with a promotional campaign and by other engagement activities the community can participate in such as a Have Your Say page.

The NEP locations conducted for this project is listed below:

- South Melbourne - South Melbourne Central.
- St Kilda / St Kilda West - VegOut Farmers Market.
- Elwood - Elwood Farmers Market.
- St Kilda Road - Albert Road.
- Ripponlea - Glen Eira Road.
- Albert Park / Middle Park - Bridport Street.
- Port Melbourne - Waterfront Place.

Engagement snapshot

Pop-up survey (Face to face surveys NEPs at various locations around Port Phillip)	231
Online survey (Have Your Say online survey)	65
Poll (Have Your Say online survey)	52
Total responses/contributions	348

Purpose of this report

The purpose of this report is to provide a summary of community engagement from phase 1: setting the scene. It details the engagement techniques used and presents the findings from this engagement program.

Purpose of engagement

The purpose of this engagement program was to build an understanding of community values and sentiments with respect to housing, and areas of concern. The information collected will be used to support the Housing Discussion Paper which will be the focus for engagement in phase 2.

Limitations

Limitations to the community engagement process include:

- Contributions to this engagement program do not necessarily constitute a wholly representative snapshot of our community as people self-selected to participate.
- Pop-ups were not constantly monitored due to a lot of people participating therefore some might have voted for one option multiple times.

Data methodology

Data was collated in Excel. Where possible, data was analysed quantitatively and put into a graph. When analysing the qualitative data from open-ended questions, attention was given to the variety of responses, as well as identifying common themes through qualitative responses.

Caution should be taken in considering this information as statistically significant or representative given the small sample size versus statistically valid random sample of the population.

Survey Results

Pop-up survey

The pop-up survey was completed by 269 people. The short survey was conducted face to face by staff out at various locations around Port Phillip.dfg

Q: When planning for housing growth and change in Port Phillip, what do you consider the four most important housing needs? (please select top four):

Respondents were asked, 'When planning for housing growth and change in Port Phillip, what do you consider the four most important housing needs?'. The majority of respondents said, *"housing that is well-designed and energy efficient"* (21.6%/85) followed by *"more affordable housing for low to moderate income households and local workers"* (19%/75), *"more social and community housing for very low-income household"* (14.7%/58) and *"housing in better locations close to public transport, open space and services"* (14.2%/56) (see figure 1). (n= 394 responses).

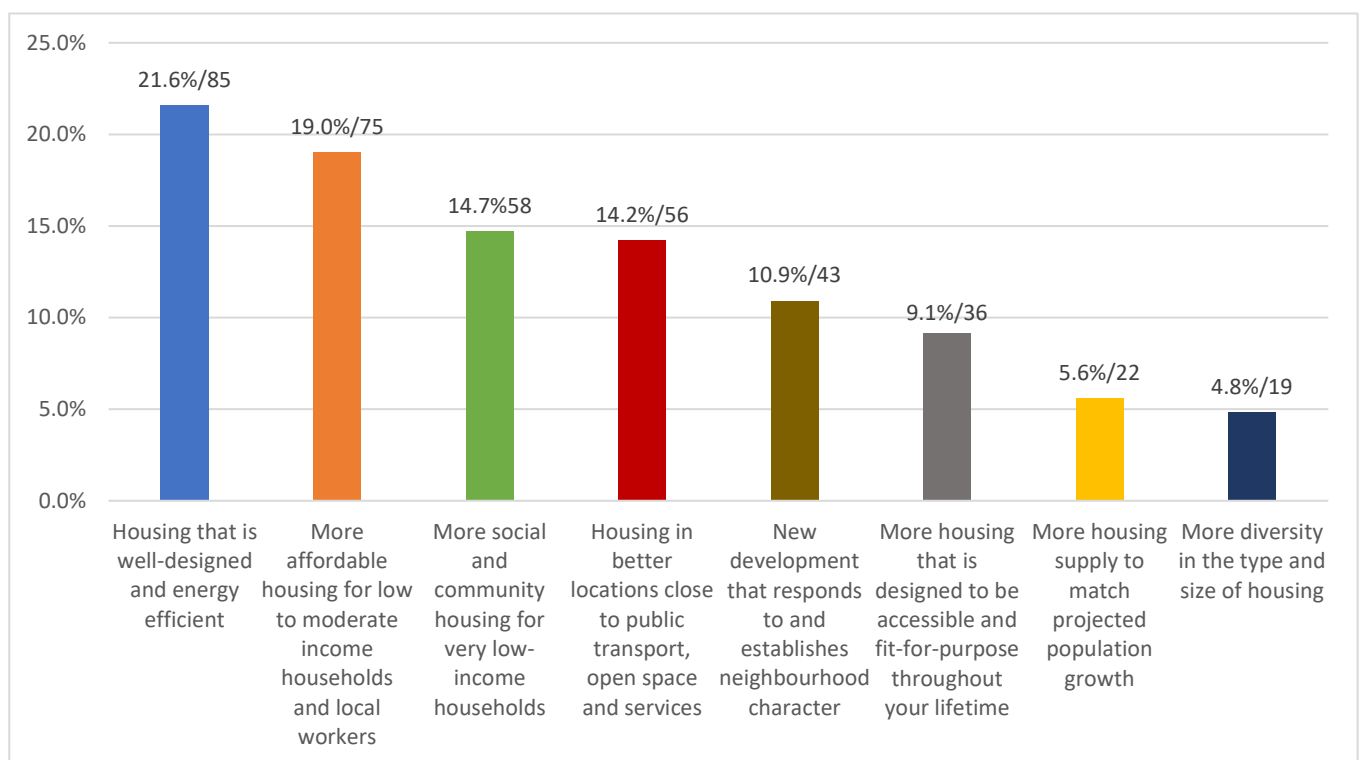


Figure 1: When planning for housing growth and change in Port Phillip, what do you consider the four most important housing needs?

Number of responses: 394

Please note the question above's total will not equal 269 due to respondents being able to choose more than one option.

Q: What do you like about your neighbourhood that makes future of housing it different from other areas? (please select top four):

When asked 'what do you like about your neighbourhood that makes the future of housing it different from other areas?' most respondents (23.3%/80) said "*trees, landscaping, and vegetation within front garden*" followed by "*heritage housing and public realm*" (20.1%/69), "*design and style of the houses*" (16.9%/58) and "*spacing between houses and sense of openness*" (12.2%/42) (see figure 2). (n= 343 responses).

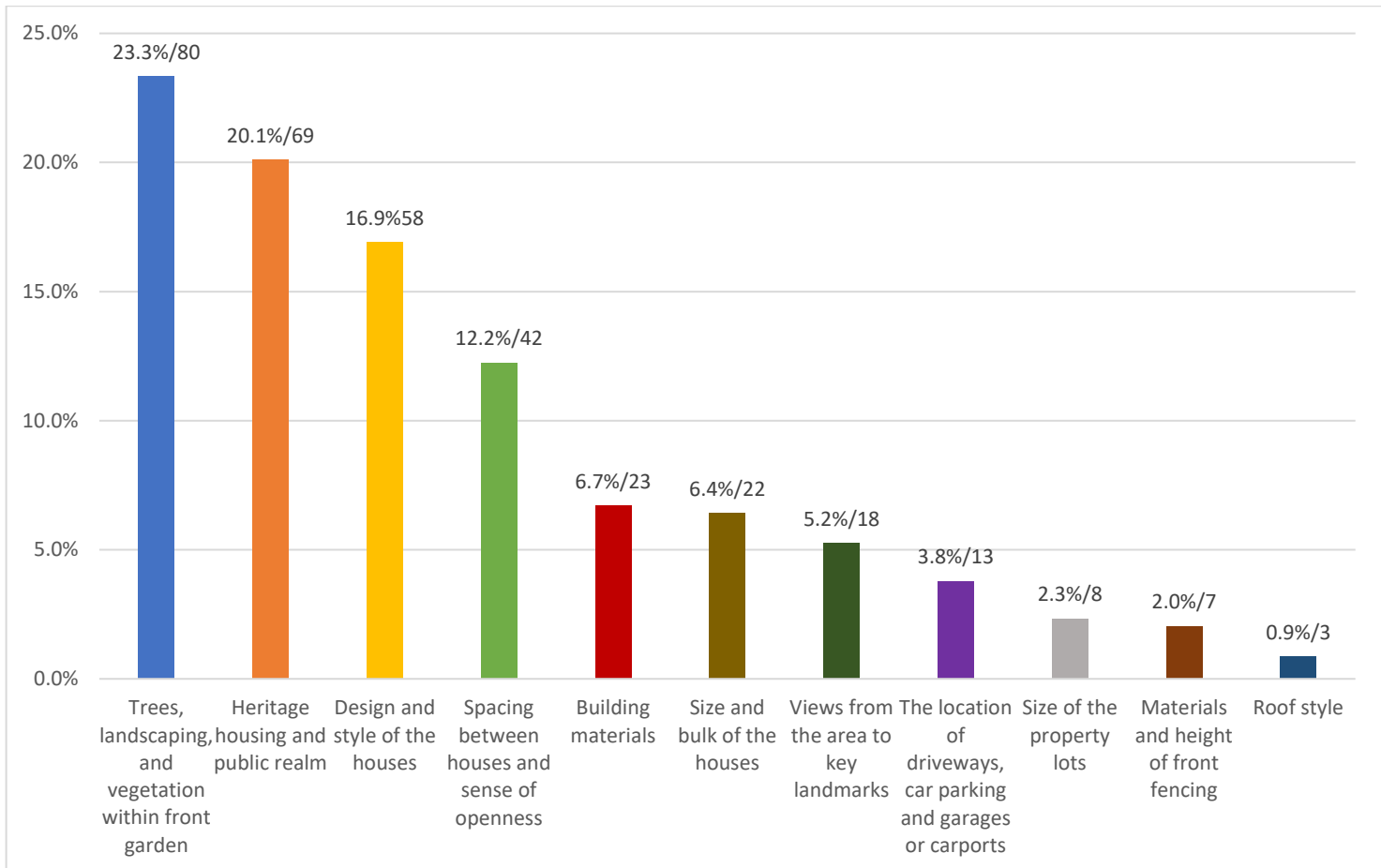


Figure 2: What types of events would you most like to see held in the City of Port Phillip?
Number of responses: 343

Please note the question above's total will not equal 269 due to respondents being able to choose more than one option.

Q: When planning for housing growth, new housing should be located close to (please select top four):

When asked 'when planning for housing growth, new housing should be located close to', most respondents (23.1%/88) said "*public transport*" followed by "*local shops*" (20.7%/79), "*parks and open space*" (20.5%/78) and "*recreation and community facilities*" (12.9%/49) (see figure 3) (n= 381 responses).

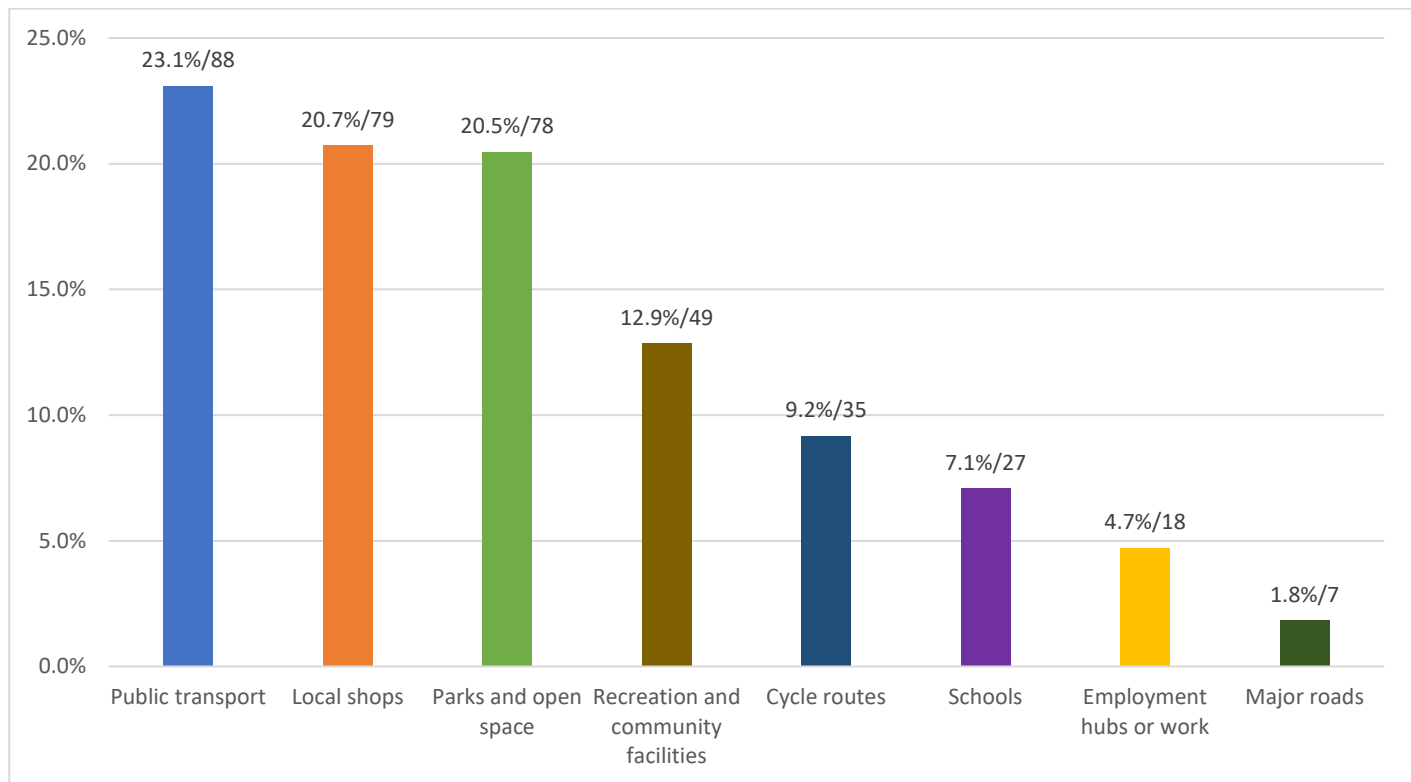


Figure 3: What would encourage you to attend more events in the City of Port Phillip?
Number of responses: 381

Please note the question above's total will not equal 269 due to respondents being able to choose more than one option.

Online survey

Our online survey was completed by 65 people. The online survey was available on Council's engagement website Have Your Say.

Q: If you could change three things about housing in Port Phillip, what would they be?

A small majority of respondents (26.4%/14) commented under "*Increased availability of affordable housing*" followed by "*protect neighbourhood character*" (15.1%/8) "*more public housing*" (15.1%/8) and more focus on "*green/open space*" (11.3%/6) (n= 53 responses).

A sample of comments typical of the top four themes is included below. (14/53 comments means 14 comments out of 53 total comments).

Theme 1

Increased availability of affordable housing

14/ 53 comments. Some examples were:

"There would be more social and affordable housing close to public transport and services"

"Affordable housing for a broad demographic including the creative community that used to be more prominent"

Theme 2

Protect neighborhood character

8/53 comments. Some examples were:

"Less inappropriate development that is not in alignment with city of port Phillips character & style"

"Building apartments that visually stand the test of time"

Theme 3

More public housing

8/53 comments said. Some examples were:

"Better community housing that provides sustainable healthy homes that incorporate nature and gardening"

"More integrated social housing, better checks on private rooming houses to ensure resident's rights, more investment in social and public housing."

Theme 4

More focus on green/open space

6/53 comments said. Some examples were:

"More land set aside for green space in potential developments"

"More focus on green space on new streets"

Q: When planning for housing growth and change in Port Phillip, what do you consider are the most important housing needs (please select top four):

Respondents were asked, 'When planning for housing growth and change in Port Phillip, what do you consider the four most important housing needs?'. The majority of respondents said, *"housing that is well-designed and energy efficient"* (76.9%/50) followed *"more affordable housing for low to moderate income households and local workers"* (66.2%/43), *"more diversity in the type and size of housing"* (50.8%/33) and *"new development that responds to and establishes neighbourhood character"* (47.7%/31) (see figure 4). (n= 65 responses).

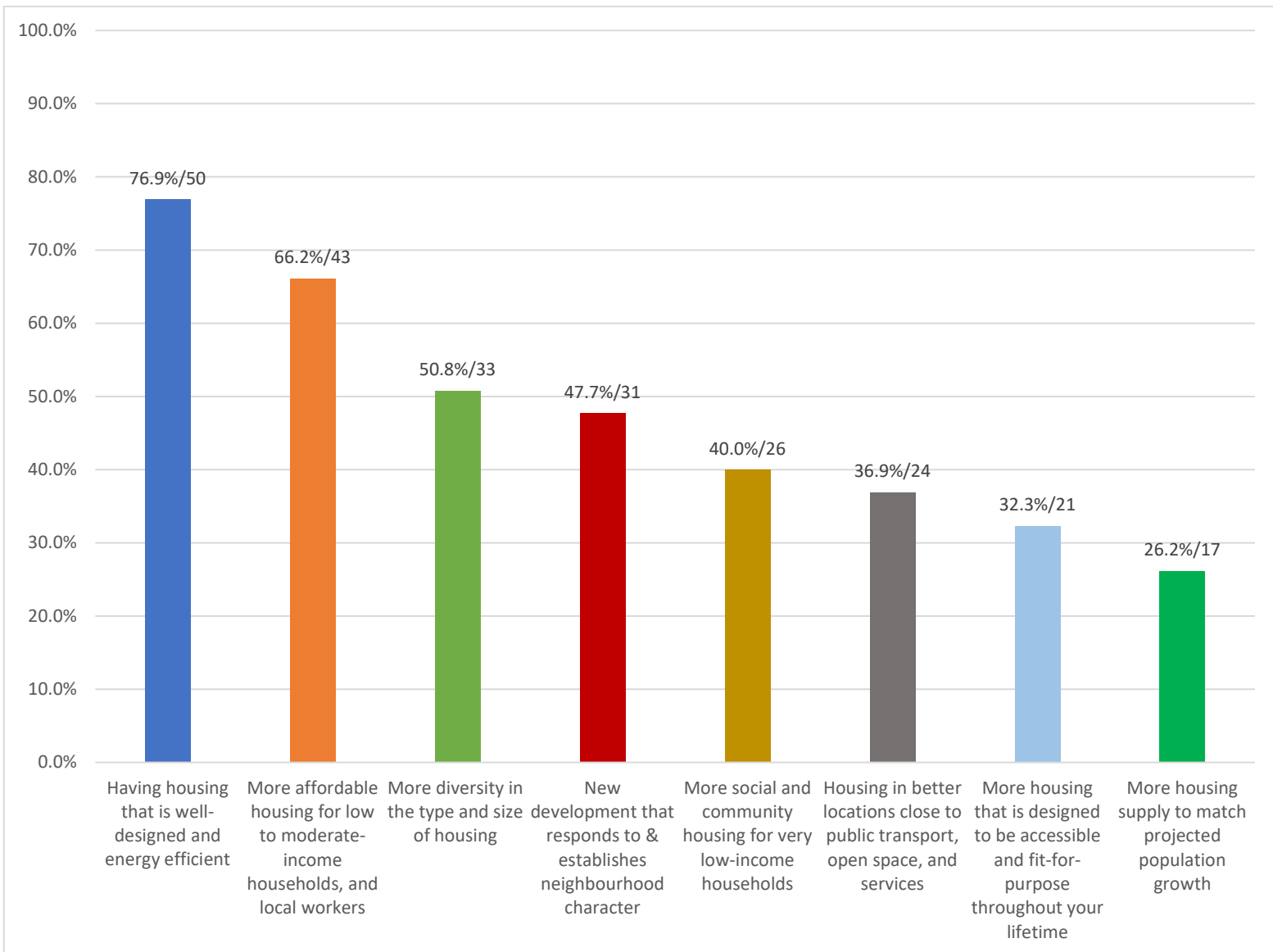


Figure 4: When planning for housing growth and change in Port Phillip, what do you consider are the most important housing needs?

Number of responses: 65.

Please note the question above will not equal 100% due to respondents being able to choose more than one option.

Q: What do you like about your neighbourhood that makes it different from other areas? (Select your top 5):

When asked 'what do you like about your neighbourhood that makes future of housing it different from other areas? most respondents (90%/54) said "*trees, landscaping, and vegetation within front garden*" followed by "*design and style of the houses*"(80%/48) "*heritage housing and public realm*" (75%/45), and "*views from the area to key landmarks*" (58.3%/35) (see figure 5). (n= 60 responses).

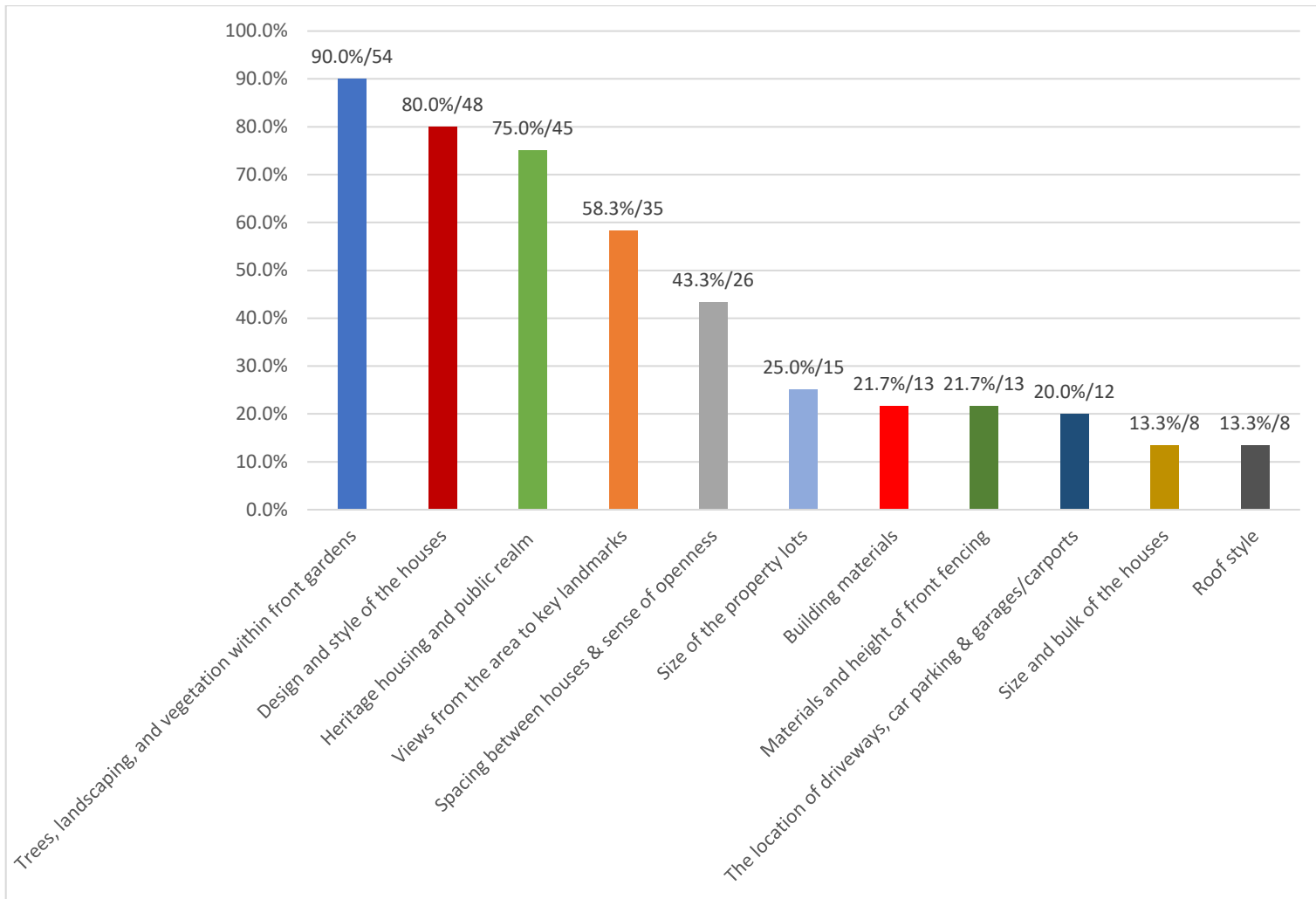


Figure 5: What are all the ways by which you usually hear about events in the City of Port Phillip?
Number of responses: 60

Please note the question above will not equal 100% due to respondents being able to choose more than one option.

Q: What type of housing do you think the current & future community needs more of?

The majority of respondents (42.9%/27) said *all the above* followed by *larger homes / apartments* (20.6%/13) and *larger homes / apartments at ground floor with good access to facilities* (19.1%/12) (see figure 6) (n=63 responses).

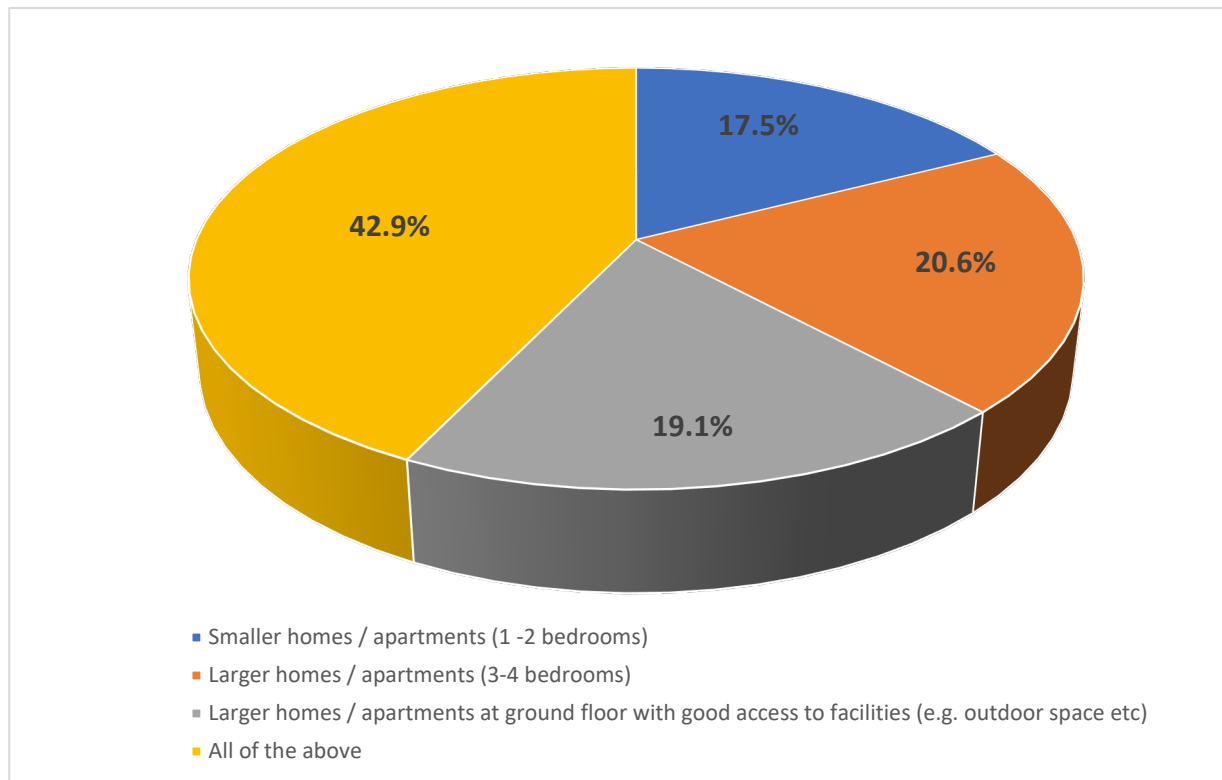


Figure 6: What type of housing do you think the current & future community needs more of?
Number of responses: 63

Q: Based on your experience, how easy or difficult has it been to find suitable housing in Port Phillip that meets the needs of you and/or your family?

Respondents were asked, based on your experience, how easy or difficult has it been to find suitable housing in Port Phillip that meets the needs of you and/or your family? Most respondents said *somewhat easy* (28.1%/18) and *very easy* (21.9%/14) (see figure 7) (n=64 responses).

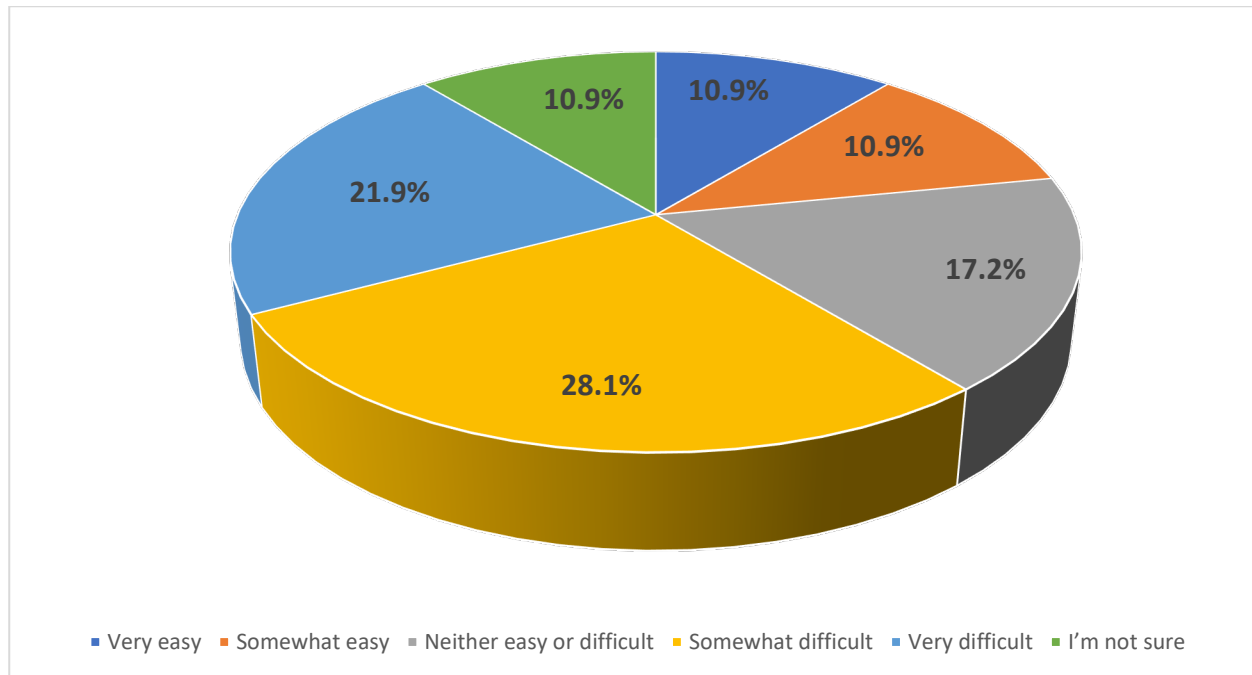


Figure 7: Based on your experience, how easy or difficult has it been to find suitable housing in Port Phillip that meets the needs of you and/or your family?
Number of responses: 64

Q: Can you tell us why you chose that answer? Do you have an example?

Summary of comments below:

- It's difficult for low income families to find suitable housing.
- Prices are far too high.
- Keep current public housing.
- No more public housing.
- I bought a house/apartment in this area a long time ago when it was affordable.

Q: When planning for housing growth, new housing should be located close to (please select top four):

When asked 'when planning for housing growth, new housing should be located close to', most respondents (95.4%/62) said "*public transport*" followed by, "*parks and open space*" (83.1%/54), "*local shops*" (80%/52) and "*recreation and community facilities*" (47.7%/31) (see figure 8) (n= 65 responses).

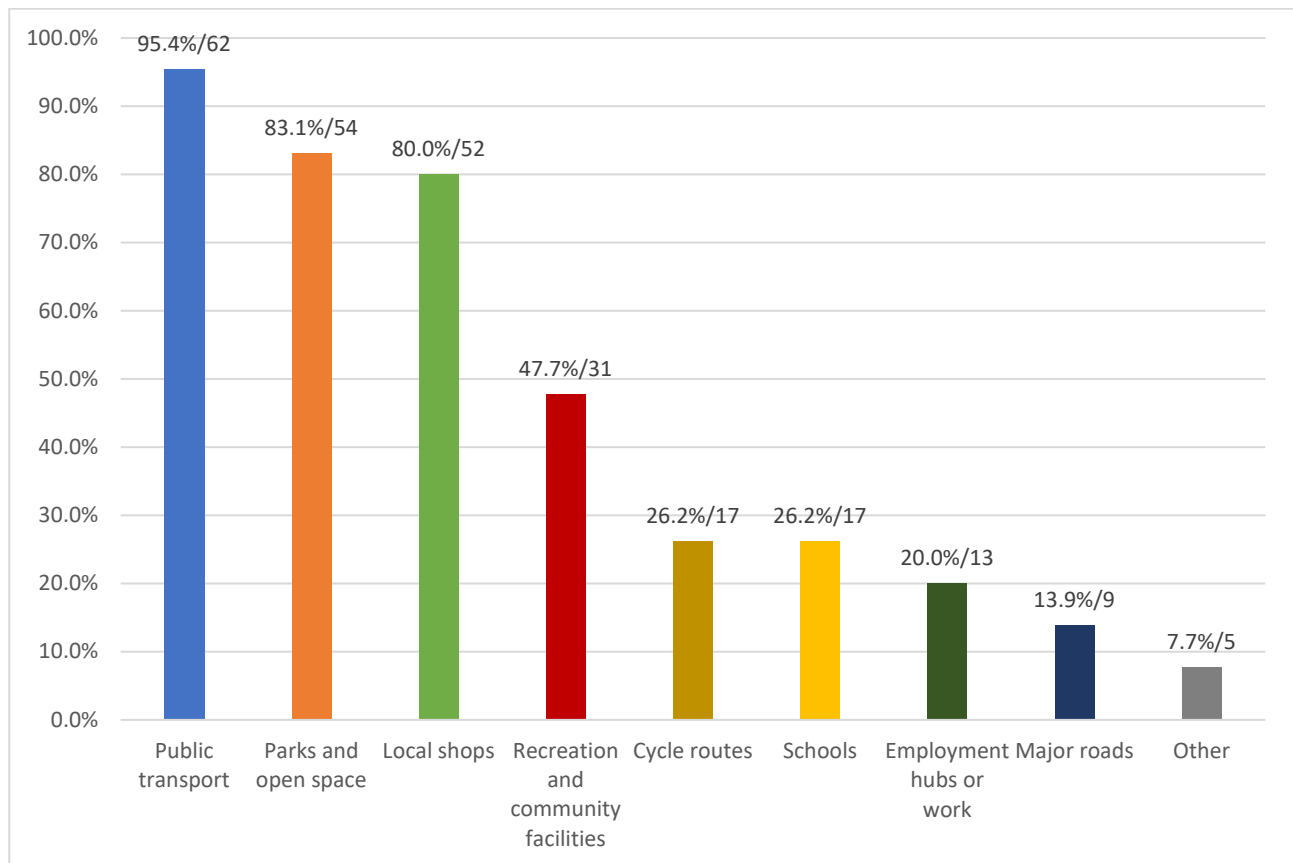


Figure 8: When planning for housing growth, new housing should be located close to?
Number of responses: 65

Q: What is your residential suburb?

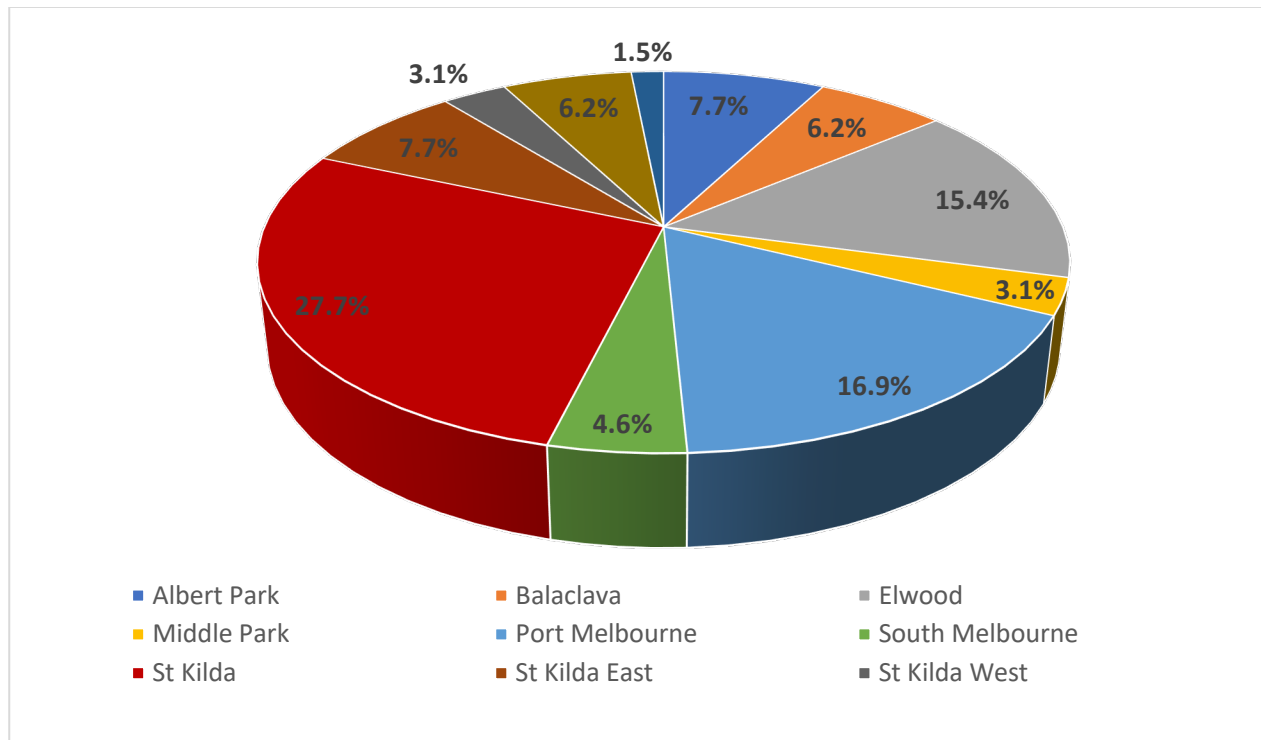


Figure 9: What is your residential suburb?
Number of responses: 65

Q: Which gender do you identify with?

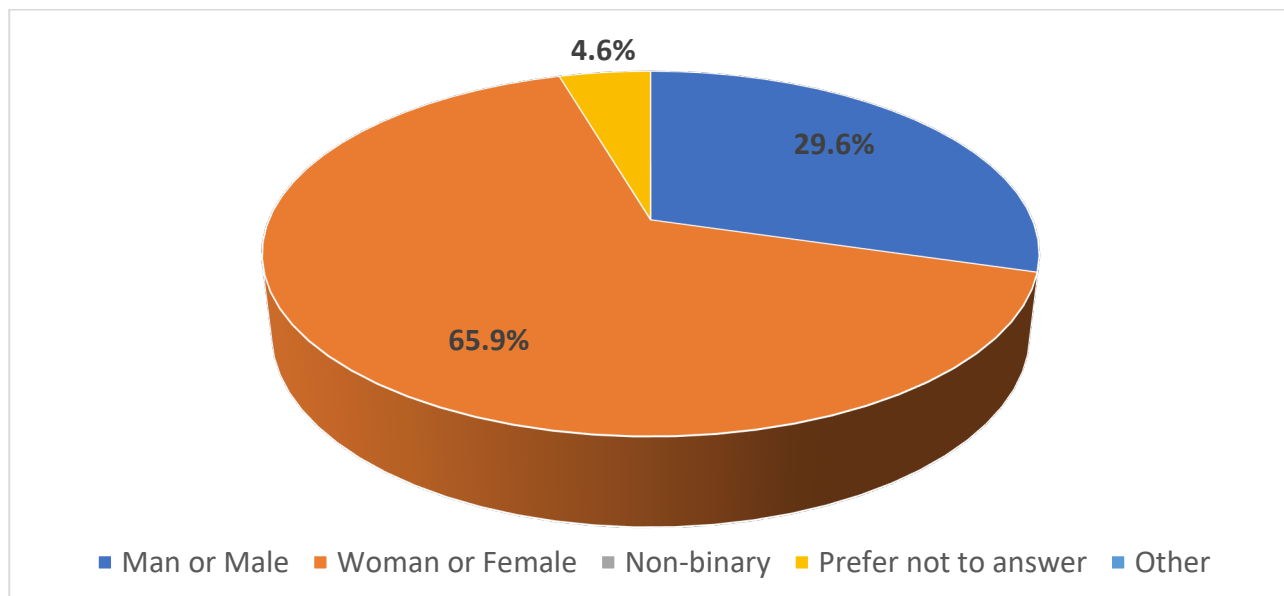


Figure 10: Which gender do you identify with?
Number of responses: 44

Q: Please indicate your age group?

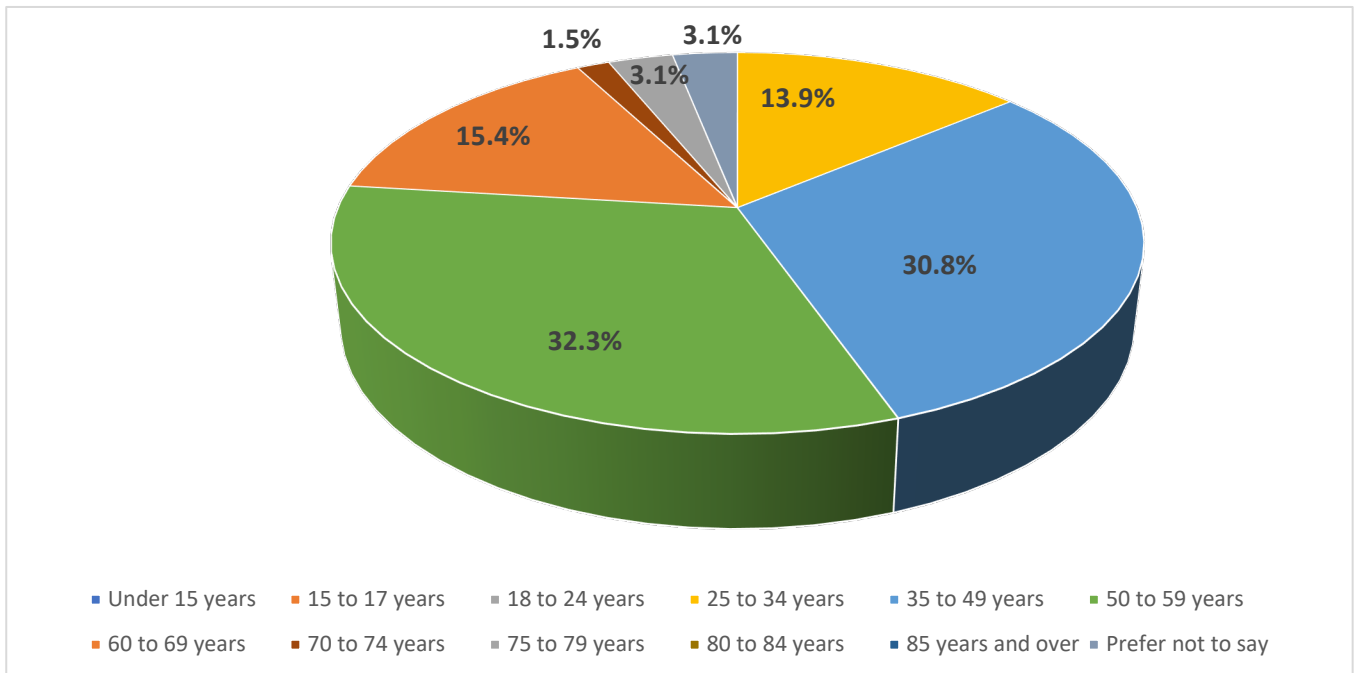


Figure 11: Please indicate your age group?

Number of responses: 65

Q: Do you identify as any of the following?

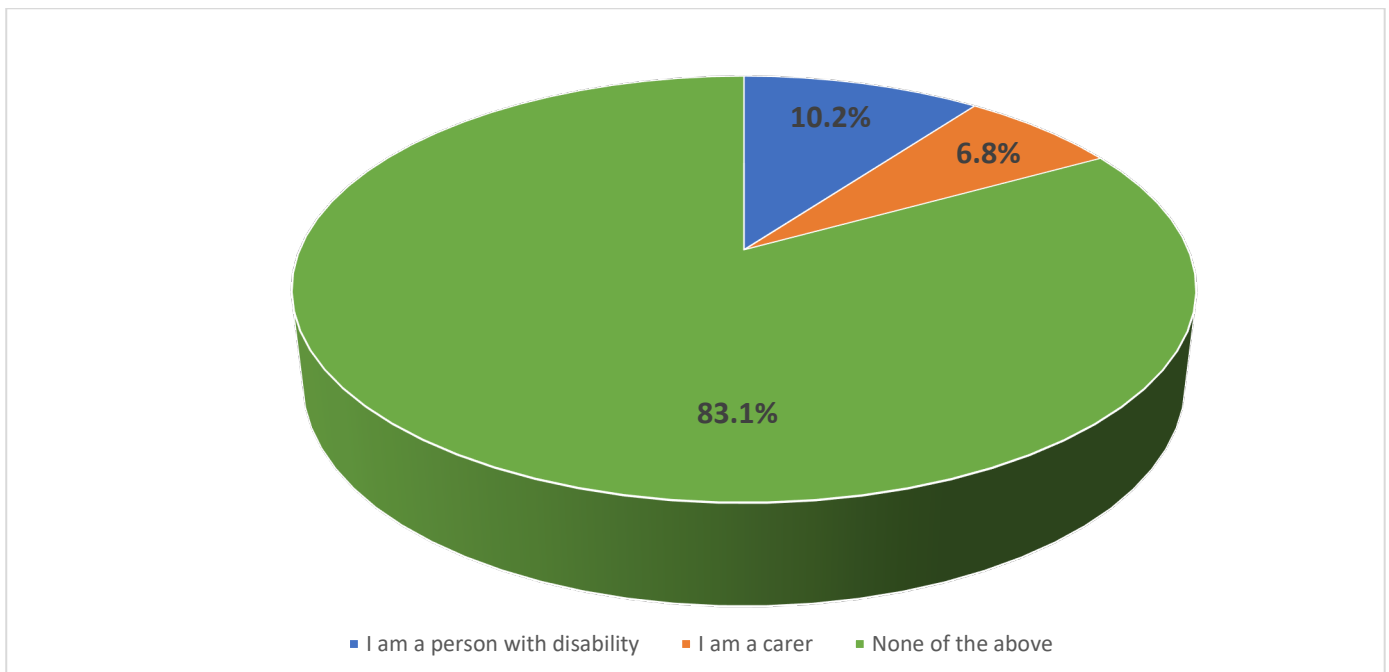


Figure 12: Do you identify as any of the following?

Number of responses: 59

Q: Which of the following describes your connection to the City of Port Phillip?

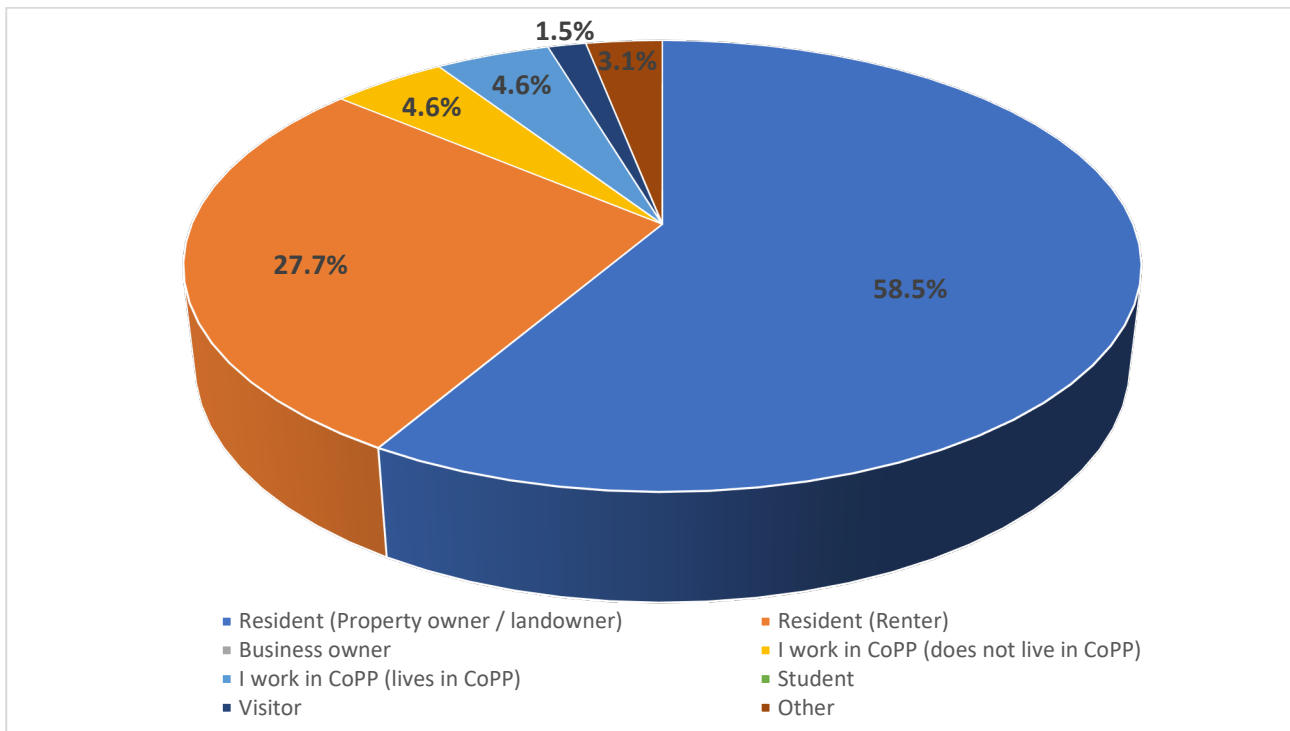


Figure 13: Which of the following describes your connection to the City of Port Phillip?
Number of responses: 59

Online Poll

Our online poll was completed by 52 people. The online survey was available on Council's engagement website Have Your Say.

How long do you intend to stay in your current home?

Respondents were asked, 'How long do you intend to stay in your current home?'. Most respondents said, *10-15 years* (44.2%/23) followed by *5-10 years* (26.9%/14) and *2-5 years* (17.3%/9) (see figure 14) (n= 52 responses).

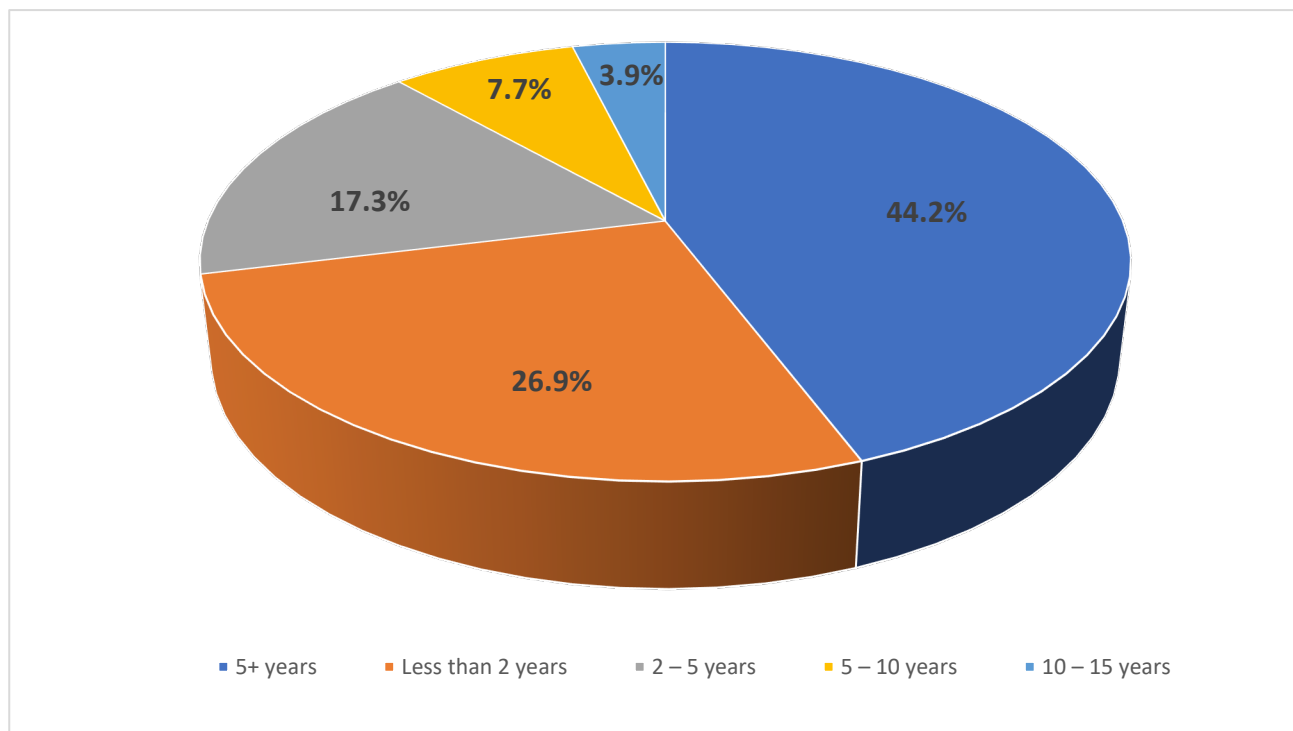


Figure 14: How long do you intend to stay in your current home?

Number of responses: 52

Next steps

This report will be used to inform the Housing Discussion Paper which will be out for public feedback in early – mid-2023.