City of Whittlesea

ATTACHMENTS DISTRIBUTED SEPARATELY

OF ORDINARY COUNCIL MEETING

HELD ON

TUESDAY 4 SEPTEMBER 2018

AT 6.30PM

TABLE OF CONTENTS

6.1.3 PLANNING SCHEME AMENDMENT C204- PLENTY VALLEY TOWN CENTRE STRUCTURE PLAN- PANEL REPORT AND ADOPTION

Attachment 1 Final Plenty Valley Town Centre Structure Plan 3

6.1.6 2018 LOCAL GOVERNMENT VICTORIA COMMUNITY SATISFACTION SURVEY REPORT

Attachment 1 2018 Local Government Victoria Community Satisfaction Survey: Full Report 91

Plenty Valley Town Centre
STRUCTURE PLAN
City of Whittlesea

Disclaimer

Information presented in the Plenty Valley Town Centre Structure Plan Draft Structure Plan is based on site analysis and visits undertaken from 2013 to 2015 and background reports by specialist consultants.

This analysis is provided as a broad resource only and while care has been taken to ensure the content of the report is accurate, we cannot guarantee that the report is without flaw of any kind. There may be errors and omissions or it may not be wholly appropriate for your particular purposes.

The City of Whittlesea accepts no responsibility and disclaims all liability for any error, loss or other consequence which may arise from reliance on any information contained in this report.

Acknowledgment

The City of Whittlesea would like to thank all who contributed to the preparation of Structure Plan and provided input and feedback during consultation processes.

City of Whittlesea - September 2018

Front Cover Illustration:
Artist interpretation of proposed heritage park, incorporating partial exposure of the currently buried bluestone reservoir, Yan Yean Shared path, seating and other facilities.

CITY OF WHITTLESEA

Contents

1. INTRODUCTION 7

1.1 STRUCTURE PLAN AREA 8
1.2 BACKGROUND 11
1.3 STRUCTURE OF THIS REPORT 11
1.4 STRUCTURE PLAN PROCESS 12
1.5 THE VISION 13
1.6 KEY PRINCIPLES FOR DEVELOPMENT 15
1.7 KEY SPATIAL DIRECTIONS 17
1.8 DEVELOPMENT FRAMEWORK 20

2. CENTRE-WIDE STRATEGIC DIRECTION 25

2.1 AN ATTRACTIVE TOWN CENTRE 26
2.2 AN ACCESSIBLE TOWN CENTRE 38
2.3 A VIBRANT TOWN CENTRE 46

3. PRECINCT STRATEGIES AND POLICIES 53

3.1 PRECINCT OVERVIEW 54
3.2 CIVIC PRECINCT 56
3.3 TRANSPORT HUB PRECINCT 58
3.4 CENTRAL SHOPPING PRECINCT 60
3.5 LIVE AND WORK PRECINCT 62
3.6 EMPLOYMENT PRECINCT 64

4. IMPLEMENTATION 67

4.1 IMPLEMENTATION OVERVIEW 68
4.2 SPECIFIC ACTIONS 68
4.3 INFRASTRUCTURE 71
4.4 INFRASTRUCTURE CONTRIBUTIONS PLAN (ICP) 80
4.5 MONITORING AND REVIEW 82

5. APPENDIX 85

5.1 GLOSSARY OF KEY TERMS 86

Executive Summary

The Plenty Valley Town Centre Structure Plan will provide a framework for planning and investment decisions for Plenty Valley Town Centre over the next 20 years. The City of Whittlesea (Council) have led the development of the Structure Plan in order to establish a coherent vision for the Town Centre and to enable its evolution to a highly integrated, mixed-use, vibrant centre supporting the Plenty Valley growth corridor.

As a designated Activity Centre within Plan Melbourne, the Plenty Valley will be required to have a key role in the concentrated provision of housing, commercial and community uses in proximity to transport nodes, services and sources of employment.

The Structure Plan also considers:

- The conservation and integration of River Red Gums and other natural assets,
- Where opportunities exist for the creation of public squares and parks,
- How the design of the built form is able to contribute positively towards enclosing and enlivening public streets and spaces,
- The creation of a 'pedestrian spine' connecting key activity nodes,
- The delivery of better road, cycle and public transport links.

The Structure Plan has been created in collaboration with key stakeholders, government agencies, Council officers, elected members and is underpinned by a vision for place drawn from early community engagement.

The Structure Plan will be implemented via a variety of means outlined in the Implementation Section of the report including incorporation into the Whittlesea Planning Scheme.

City of Whittlesea

Introduction

1.1 Structure Plan Area

Plenty Valley Town Centre is located at the heart of the Plenty Valley Growth Corridor. It sits between the established suburbs of Epping and Mill Park to the south and the more recently established suburbs of South Morang and Mernda to the north.

Although the Town Centre remains relatively undeveloped, a number of large-scale uses have become established over the last 20 years. This includes a number of government and educational facilities, including the City of Whittlesea's Civic Centre, which help to define the area's emergent identity as a Civic hub for the Plenty Valley and the wider municipality.

The Plenty Valley Town Centre is anchored by the Westfield shopping centre which draws customers from across a broad and rapidly growing catchment area. The shopping centre's future as a major destination will be further consolidated as Westfield intend to deliver a cinema, public space and restaurant cluster as part of ongoing long term development of the Town Centre.

The extension of the rail line to South Morang Station in 2012 created a valuable transport hub, catalysing a greater pace and variety of development and initiating a new style of mixed-use residential development within the Town Centre. Recent development at Mason Point integrates apartments and townhouses with commercial units at the ground floor and is focussed on providing a positive interface to the public street. In taking this approach, it exemplifies the kind of integrated outcome considered to be most supportive of the shared vision for the Town Centre.

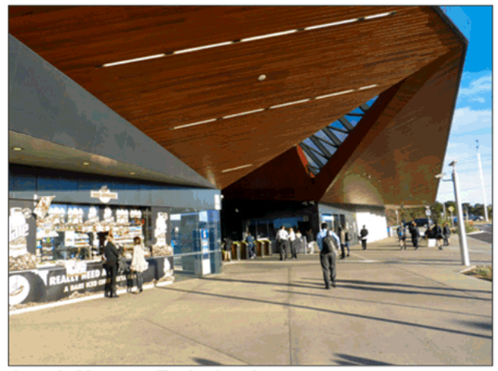
The natural landscape continues to exert a strong influence on the character of the Town Centre with the significant number of remnant River Red Gums playing a critically important role in supporting this. The presence of the elevated Quarry Hills Regional Parkland to the north of the Town Centre further underpins this relationship to landscape, while Plenty Gorge regional parkland sits within close reach of the Centre's eastern boundary.

Infrastructure has also determined the built form and landscape of the Centre. Electrical easements and water pipetracks cut through the area, influencing the urban form while also providing opportunities for open space and movement. The current transport network prioritises vehicular movements through the Town Centre over more local walking and cycling modes of transport.

River Red Gum

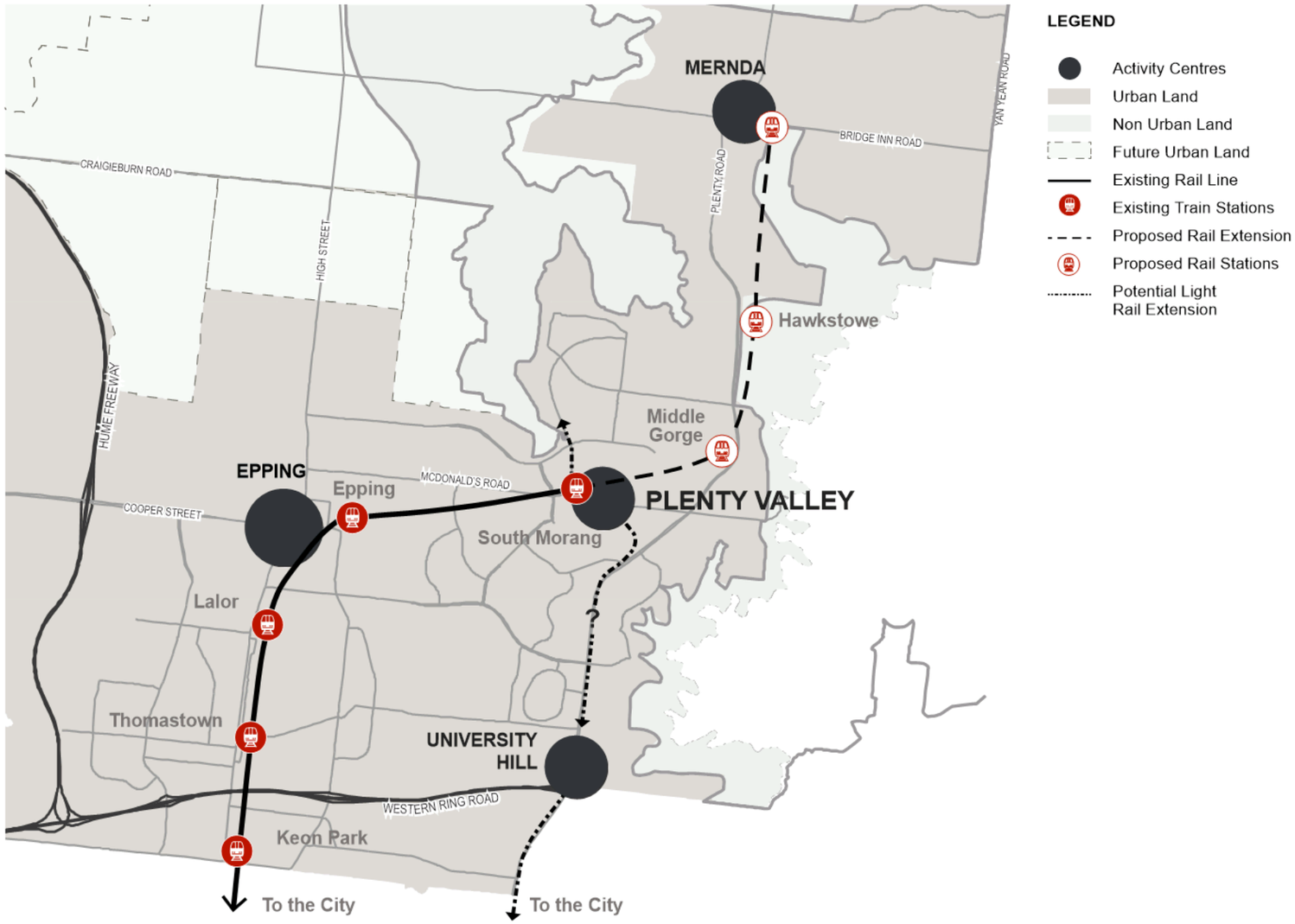
Mason Point

Westfield Plenty Valley



South Morang Train Station

CITY OF WHITTLESEA



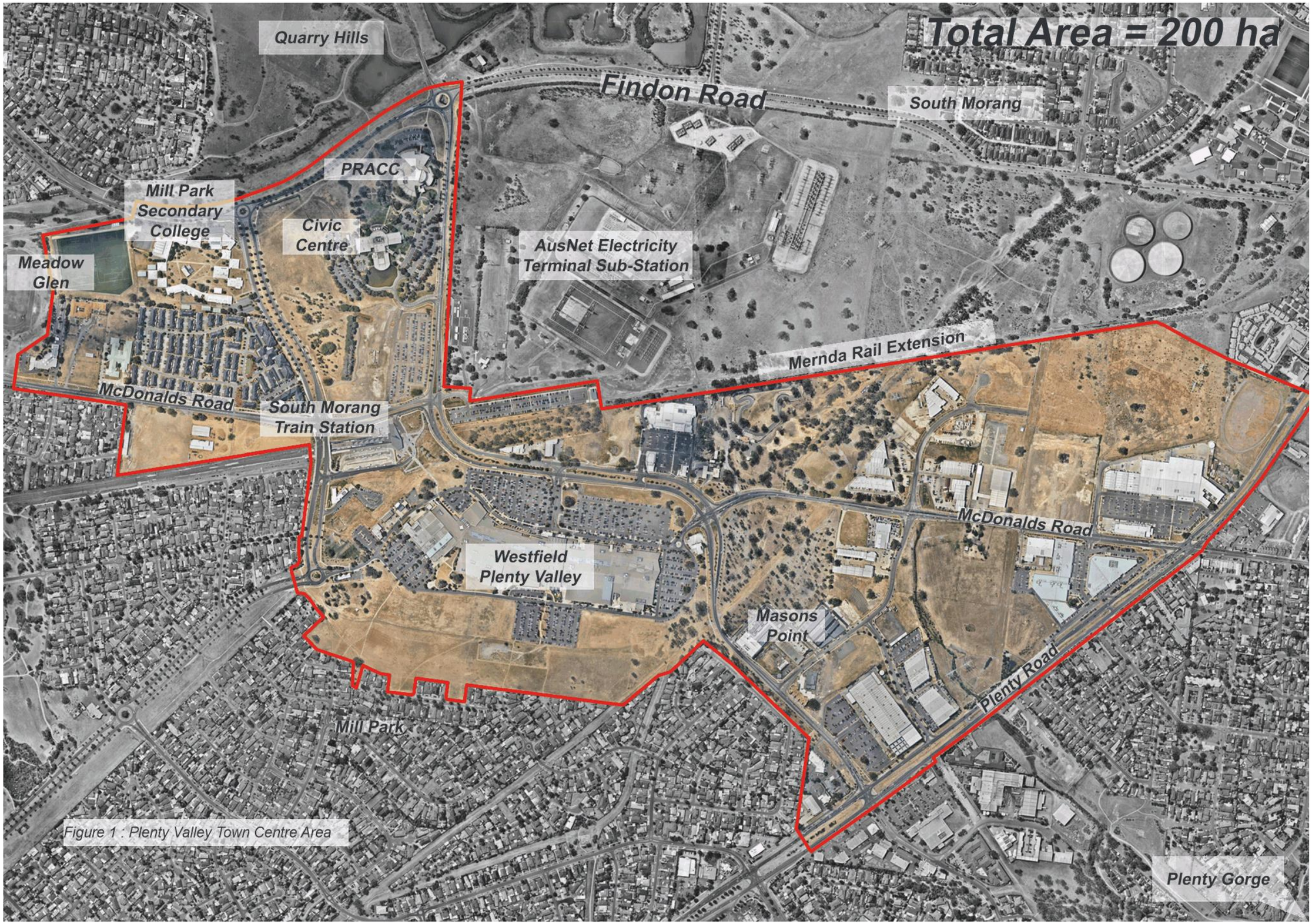


Figure 1 : Plenty Valley Town Centre Area

1.2 Background

Structure Plan Purpose

Plenty Valley Town Centre has been identified by the Victorian State Government as an Activity Centre in Plan Melbourne.

Activity Centres play an important role in providing access to employment, a diversity of housing and a wide range of goods and services. The primary purpose of an Activity Centre is to provide a focus for community, civic and commercial life in support of surrounding residential neighbourhoods.

Delivering a diverse, integrated mix of uses and activities is a complex task. The ultimate success of this is partly dependent upon a high level of strategic direction and the right set of statutory tools.

State Government policy requires that Structure Plans are prepared for activity centres in order to meet these objectives while ensuring that sustainable design and development principles are accounted for in their future growth.

The Structure Plan will provide both an evidence base and a statutory framework upon which planning and investment decisions will be made within the Town Centre to shape the next 20 years of the Centre's development.

The current statutory planning framework for Plenty Valley Town Centre falls short of facilitating the kind of development that meets state and local policy objectives. A Structure Plan is intended to marry these state and local objectives into a desired strategic direction for the area.

A Rapidly Developing Place

Much of the Town Centre presently remains undeveloped. However, with the principal transport and services infrastructure now largely in place, development interest is increasing. Further investment in the extension of Findon Road through to Plenty Road and the railway line to Mernda in the coming years will only serve to provide more impetus for development activity.

The Structure Plan offers the City of Whittlesea an opportunity, during a pivotal moment in its growth as a place, to consider to what extent Plenty Valley Town Centre can achieve its potential as a focus for civic, community, and commercial life for the municipality. Balancing this growth against the Centre's sensitive environmental assets also poses a key challenge.

Taking a Strategic Approach

A number of development projects are currently already planned for Plenty Valley Town Centre. As such, the strategic challenge of the Structure Plan is not so much to stimulate urban renewal as it might be in a more established area, but to ensure that individual projects are able to contribute to a cohesive and agreed shared vision. In this respect, the Structure Plan will provide the overarching strategic framework to guide more detailed master planning and design.

One of the central aims of the Structure Plan is to identify where projects are able to support and enhance the Structure Plan's objectives in order to ensure that the Town Centre evolves into a cohesive, diverse and vibrant place.

1.3 Structure of this report

Section 1: Introduction

The Purpose, Vision, Key Principles for Development and Spatial Directions are set out in Section 1.

Section 2: Centre Wide Strategic Response

In Section 1, ten key principles are identified which are common to the whole of the Town Centre. Section 2 sets out the centre wide objectives, strategies and actions which support these principles. They are broadly arranged according to the three guiding themes established by the shared vision.

These include:

- **An attractive Town Centre** considers building design and form as well as public streets, squares and open spaces
- **A vibrant Town Centre** considers land uses and activities. It also addresses future community and recreation infrastructure provision.
- **An accessible Town Centre** considers the future movement network and includes sub-chapters on pedestrian and cycle networks, public transport and private vehicles.

Each of the three themed chapters set out the Structure Plan's Ten Key Principles for development in terms of the following:

- **Objectives** - A number of overarching target outcomes are described for each Key Principle.
- **Strategies** - Each objective is implemented by strategies which set out a range of approaches to achieving the key outcomes. Strategies will also provide the main point of reference in the shaping of planning decisions.
- **Actions** - Actions are specific measurable that relate to activities carried out in support of the objectives and strategies. Not all objectives and strategies have actions attributed to them as these policies will sometimes be considered sufficient to produce the desired outcome. Actions are assigned to a range of responsible parties.
- **Centre wide plans** - These are intended to be specific policy requirements and will be used to determine planning and investment decisions across the Town Centre. Where plans are identified as indicative then a level of discretion is possible, but only in specific circumstances substantiated within the Strategies section of each chapter.

Section 3 : Precinct Strategies and Policies

A number of distinct precincts have been identified within the Town Centre. Section 3 sets out illustrative masterplans along with more detailed objectives and directions for each individual precinct. While the plans in this section are intended to guide development, a level of general accordance is possible should specific circumstances warrant a departure from the illustrated masterplans. These precincts will also inform the zone schedules.

A chapter is dedicated to each precinct within this section. These are as follows:

- **Civic Precinct**
- **Transport Hub Precinct**
- **Central Shopping Precinct**
- **Live and Work Precinct**
- **Employment Precinct**

Section 4: Implementation

The Final Section identifies the means of implementing the vision and actions identified in the Structure Plan. The implementation section identifies the following:

- incorporation of the Structure Plan into the Whittlesea Planning Scheme
- specific actions arising from the Structure Plan
- infrastructure items and funding mechanisms
- monitoring and review.

How to interpret this document - development proposals

The content of this Structure Plan is important to guide the exercise of discretion by Council in conjunction with provisions in the Whittlesea Planning Scheme for development in the Plenty Valley Town Centre.

Development proposals in the Town Centre should be generally in accordance with the strategies and plans contained in Section 2 and be guided by the illustrative plans contained in Section 3. Development proposals must generally accord with the provisions of Section 4.

Development proposal may vary from the plans in circumstances where the objectives, strategies and requirements of the State and Local Planning Policy Framework and applicable zone are satisfied and the objectives of the Structure Plan are implemented.

Where there is any inconsistency between the Structure Plan and the content in the Whittlesea Planning Scheme, the content in the Whittlesea Planning Scheme prevails to the extent of any inconsistency.

1.4 Structure Plan Process

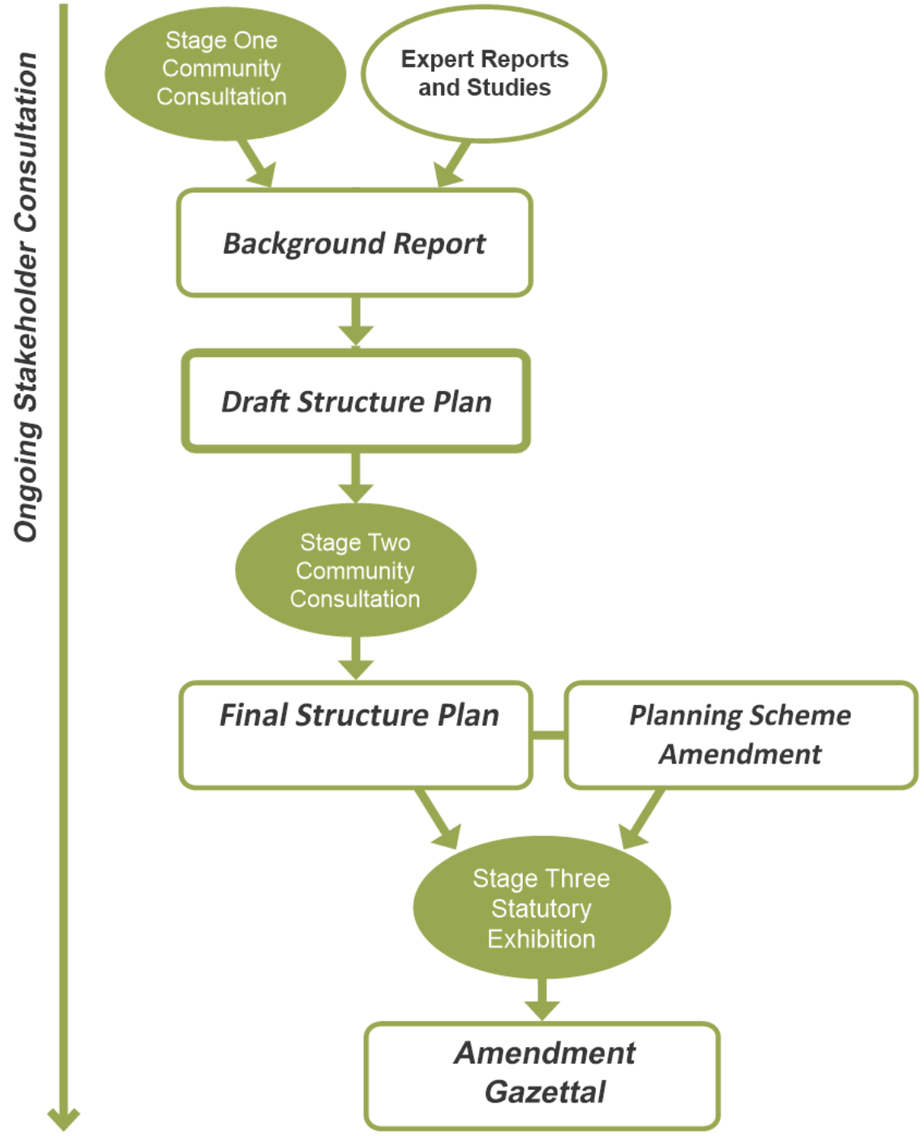
The Structure Plan process has been informed by the commissioning of a number of expert reports and studies. These were produced alongside extensive consultation which focussed on how the local community use the area and their general preferences for the Town Centre. The data gathered at this stage has been consolidated into a separate Background Report which forms the evidence base for the Structure Plan and should be considered its principal reference document. Rather than repeat the Background Report's findings this draft Structure Plan cites relevant sections in support of its principles.

The draft Structure Plan will be consulted on as part of a non-statutory exhibition process with stakeholders and the local community. The results of this consultation will feed into the production of a Final Structure Plan.

As well as providing strategic direction for the Town Centre, the Structure Plan will also contain a Statutory Framework and Implementation Program.

Following endorsement, the Structure Plan will inform the preparation of an amendment to the Whittlesea Planning Scheme. This will give statutory effect to the strategic direction of the Structure Plan. Both the Final Structure Plan and the Planning Scheme Amendment will be placed on Statutory Exhibition.

Depending on the nature and extent of submissions received, an independent Planning Panel may need to be arranged to consider unresolved issues. Ultimately the Minister for Planning will make the final decision on the approval of the Structure Plan.



1.5 The Vision

The Vision for the Plenty Valley Town Centre emerged through engagement with local stakeholders and the community. Three principal themes emerged from this consultation that highlighted the need for:

- **An Attractive Town Centre** - Protecting the landscape and built form character and improving public space.
- **An Accessible Town Centre** - Improved access to and within the Plenty Valley Town Centre by a range of transport modes
- **A Vibrant Town Centre** - More activity concentrated within the Plenty Valley Town Centre, particularly shops and entertainment.

These themes have been used to structure each of the main sections comprising the Structure Plan.

Stemming directly from these themes, the following vision sets out a preferred future for the Town Centre over the next 20 years and is intended to build upon the places' inherent strengths.

"Plenty Valley Town Centre will have a unique civic and cultural identity supporting a vibrant mix of uses and activities.

It will be well connected, accessible via a range of transport options and have an attractive public realm with strong links to the natural landscape".

An Attractive Town Centre...

An Accessible Town Centre...

A Vibrant Town Centre...

1.6 Key Principles for Development

Ten Key Principles have been identified as being important for the future of Plenty Valley Town Centre. These principles relate directly to the outcome of community and stakeholder engagement as well as the key findings of the background report.

Each Key Principle relates to a theme and is supported by more detailed Objectives.

The Key Principles will guide development over the 20 year life of the Structure Plan.

An Attractive Town Centre...

- Connected to the landscape
- High quality buildings
- Vibrant and active streets and spaces

1. Maintain and Enhance Plenty Valley's Unique Landscape Character

Development will build on Plenty Valley Town Centre's strong connection to the landscape, with River Red Gums and Views to Quarry Hills underpinning its character.

2. Expand and Connect Plenty Valley's Public Squares and Parks and Promote its Streets as Public Spaces

Visitors to the Plenty Valley Town Centre and a growing local community will be well provided for by a range of both urban and natural public spaces for gathering, play and recreation.

3. Establish Excellence in Design Quality Across the Town Centre Area

Development of a medium scale will respond to the overall urban design context. Each part will make a positive contribution to the quality of place.

An Accessible Town Centre...

- Fast and regular links
- A complete bike network
- Great streets for walking

4. Promote Walking and Cycling Access to Plenty Valley

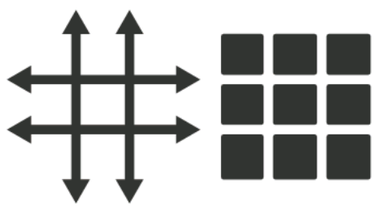
Many opportunities exist for increased walking and cycling to and within the Town Centre - increasing access and the health and well-being of residents.

5. Deliver an Integrated and Accessible Public Transport System

The extension of the rail line to Mernda, regular bus services and a potential tram connection to University Hill will eventually link the Town Centre across the Plenty Valley corridor.

6. Provide a Permeable Street Network and Encourage a Modal Shift Towards non-Vehicular Forms of Transport

Improvements in existing transport infrastructure will improve each roads function and encourage walking, cycling and Public Transport.



A Vibrant Town Centre...

- The centre of community life
- A thriving centre for business
- A popular residential neighbourhood

7. Provide Additional Housing Close to Shops, Services and Public Transport

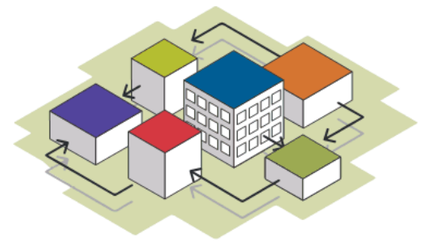
As new areas of housing are developed the population of the Town Centre will increase to a level where it is possible to support a broader range of local facilities and services.

8. Support Local Trade and Employment and Economic Diversity

As the Town Centre develops it will cater for the expansion of local jobs, accommodating a greater variety of employment opportunities within the outer suburban context.

9. Support Plenty Valley's Emergence as a Major Civic Precinct within the Region by Clustering Key Local and Subregional Services

The co-location of civic and community facilities at Plenty Valley will allow people to easily access a range of important services in a single trip.



10. Support the Integration of Mixed Uses and Activities Across Plenty Valley Town Centre

As the Town Centre evolves more people will live in close proximity to shops, workplaces and transport. Public spaces will be activated through their use for festival, market and community events.

1.7 Key Spatial Directions

The following spatial concepts together express the key overarching design and development principles which underpin the Structure Plan.

These concept plans provide an organisational framework and are a key reference point for the multiple themes used to structure this document.

Activity Nodes will be further enhanced with additional activities and public spaces to encourage people to visit and spend time in the Town Centre.

Development Intensity Areas will be encouraged to intensify within the areas up to 400m (5 minute walk) of Activity Nodes.

A Pedestrian Spine will provide a direct connection between Activity Nodes. Along this route the walking experience will be given the highest priority.

Figure 2 : The Pedestrian Spine:
Concentrating and Connecting Activity

Figure 3 : A Networked Landscape:
Enhancing and Linking Open Spaces

New Local Parks will be created which integrate landscape and heritage assets into an accessible network of public open spaces.

Existing Parks will be made more accessible to provide recreational space for the local community.

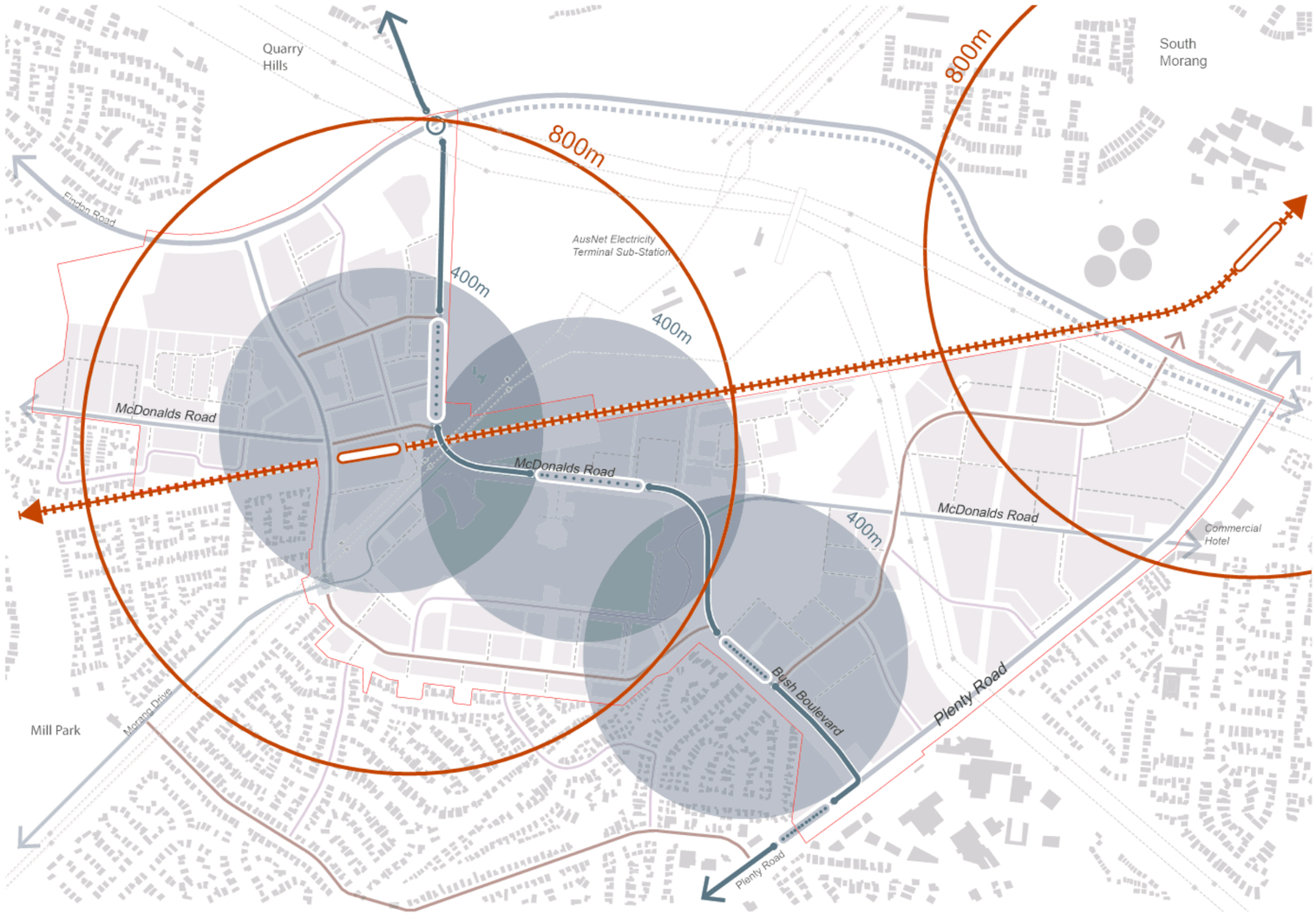
Two Regional Parkland areas of Plenty Gorge and Quarry Hills will be accessed via safe and easy recreational cycling and walking connecting across the Town Centre.

Priority Offroad Pedestrian and Cycle Links will be formed utilising existing easements and reserves such as the Yan Yean Pipetrack.

Landscaped Boulevard Streets will provide shade and character with on-street tree planting and will facilitate safe and comfortable on-street walking and cycling via a priority onroad network.

CITY OF WHITTLESEA

Figure 4 : An Easily Accessible Place:
Linked by Public Transport



The Railway Line has been Extended to Mernda improving access and helping to reduce the number of car parks required for the existing station.

An Additional Station will be introduced north east of the Structure Plan area making the east of the Town Centre more accessible by Public Transport.

New Tram Stops will be located approximately 200m from one another and adjacent to the most in-demand destinations.

The Tram Network Can Potentially Be Extended from University Hill into the Centre.

Development Intensity Areas will be encouraged within close proximity to public transport connections.

1.8 Development Framework

The Development Framework

The Development Framework provides a consolidated plan for the Structure Plan area. As such, it:

- Establishes the fundamental relationship between built form, movement, open space and public realm.
- Creates a flexible, legible and permeable development form for the Town Centre.
- Provides a spatial expression of the objectives and strategies outlined in the Centre Wide Strategic Direction section of the Structure Plan.
- Sets out how each of the conceptual plans contained in the Centre Wide Strategic Direction section of the document integrate with one another across the Town Centre.
- Brings together existing development plans and masterplans, establishing a strong spatial connection between previously unrelated visions for different parts of the Town Centre.
- Provides the strategic basis for each of the illustrative masterplans contained within the Precinct Plans section, ensuring that the centre wide character, movement and land use objectives are consistently applied throughout the Structure Plan area.

It is important that the Development Framework is not considered a predetermined and fixed built form outcome for the Town Centre. The development blocks and access points indicated in the plan are intended to be indicative of 'high level' built form.

While having a degree of flexibility at the centre wide scale, the Development Framework nevertheless sets out clear expectations in terms of the spatial objectives upon which the Structure Plan is based.

More detailed precinct plans in Section 3 provide greater clarity and direction at a more detailed scale.

CITY OF WHITTLESEA

Figure 5 : Development Framework

Transformative Projects

Plenty Valley Town Centre will continue to evolve over the short to medium term with a range of Council, State and Private-sector interests planning a broad range of further investments into the area. In effect these projects are the principal levers through which the main objectives of the Structure Plan will be made possible.

(1) *Extension of Rail Line to Mernda*

The rapidly growing suburbs of Mernda and Doreen are presently reliant upon South Morang station as the end of line connection into the metropolitan railway network. Once the rail line has been extended to the site of the future Mernda Town Centre and additional station(s) provided at Middle Gorge and Hawkestowe, commuter pressure on the Town Centre's car parks and roads is expected to experience a significant decrease. The rail extension will also enable a larger catchment to access the Town Centre's services and facilities with greater ease, supporting the local economy. It is expected that services will be operating to Mernda by the end of 2018.

(2) *Extension and Future Duplication of Findon Road*

The completion of this key radial arterial route will ultimately allow for an efficient road connection from Plenty Road through to the Hume Freeway. Importantly for the Town Centre, its construction will have a significant impact on the volume of through traffic currently using McDonalds Road for the same purpose. With this road in place, many of the streetscape improvements contained in the Structure Plan will take on a new level of impetus, helping to affect modal shift towards more active modes of transport and improving the amenity of the Centre.

(3) *Potential extension of 86 Tram from University Hill*

The potential extension of the 86 Tram from University Hill to Plenty Valley provides the opportunity to connect a number of City of Whittlesea's Town Centres. The connection will significantly improve the ability of residents to access the services and facilities afforded at each of the centres and centres further afield including the La Trobe Employment Cluster. This will significantly expand the housing, employment, education and retailing options and opportunities for residents.

(4) *Development of the Civic Precinct Masterplan*

As the location for the headquarters of City of Whittlesea around half the jobs within the Town Centre area are presently associated with local government. The Council is also one of the major landowners making it a significant presence in the area. The Council is directly advocating for the further concentration of civic and community uses within the Town Centre and has prepared a draft Civic Precinct Masterplan, the finalisation of which would provide a catalyst for further high density, mixed use development within the Town Centre.

Opportunities should be explored to work with adjoining landholders to prepare a co-ordinated deliverable plan for land in the Civic Precinct and Transport Hub Precinct.

(5) *Extension of Civic Drive*

One of the last remaining undeveloped areas, within close proximity to the train station, lies between the Westfield Shopping Centre and Buick Crescent. The opening up of this area to development with a new connector road would unlock its potential for higher density residential alongside commercial/retail uses and assist in providing the amount of housing required to support a walkable community.

(6) *McDonalds Road pedestrianisation*

Currently, Mcdonalds Road acts as a barrier for pedestrians between South Morang train station, Westfield Shopping Centre and the Civic Precinct. The downgrade of vehicular function of this road and prioritisation of pedestrians will significantly improve walkability throughout the centre and between activity nodes.

CITY OF WHITTLESEA

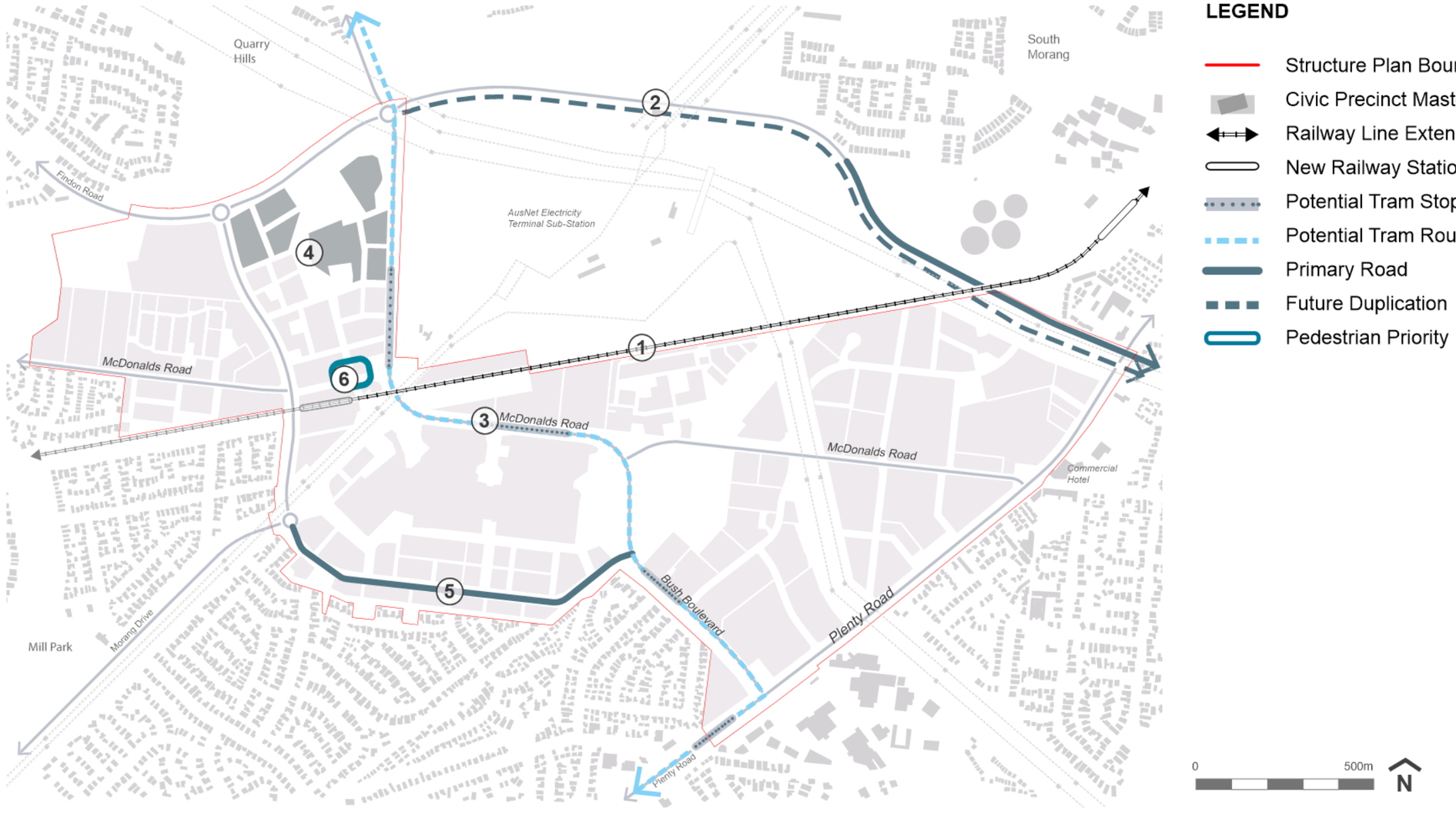


Figure 6 : Transformative Projects

Centre-Wide
Strategic Direction

2.1 An Attractive Town Centre

Landscape Principle & Vision

1 Maintain and Enhance Plenty Valley's Unique Landscape Character

The landscape character of Plenty Valley Town Centre will continue to have a strong basis in the presence of its natural features. River Red Gums will be sensitively and positively incorporated into public open spaces, streets and parks while new planting will provide visual relief and character to public streets and spaces.

The planting of landscaping will assist the Plenty Valley Town Centre in responding to the urban island heat effect and a changing climate.

Viewlines to the Quarry Hills will be preserved.

Landscape Objectives and Strategies

LA1: ***Retain and enhance existing River Red Gums in order to ensure their ongoing contribution towards the identity of the Town Centre.***

LA1.1 Ensure existing remnant trees are retained within publicly accessible streets and open spaces (either in public or private ownership). In the exceptional circumstances where retention is not an option then offsets should be accommodated within the Town Centre area.

LA2: ***Protect and Sensitively Incorporate Areas of High Landscape and Biodiversity Value into the Town Centre.***

LA2.1 Retain areas in the Town Centre that have environmental values such as the Conservation Reserves and areas of open waterway.

LA2.2 Ensure a sensitive visual interface with the Conservation Reserves to protect the contribution they make in terms of 'borrowed character'.

LA2.3 Carefully manage public interaction with conservation reserves and limit physical connections through them to only those set out in the Structure Plan, or in an approved Conservation Management Plan.

LA2.4 Ensure key viewlines towards Quarry Hills parkland are retained from the public space adjacent to the Civic Centre (Figure 7).

LA2.5 Carefully design effective stormwater management systems to integrate into the existing landscape and public realm as a visual and environmental asset.

LA3: ***Enhance the Character and Legibility of the Town Centre through the Landscaping of Streets and Reserves.***

LA3.1 Promote the planting of street trees across the Town Centre to enhance canopy cover and provide shade and reduce the urban heat island effect.

LA3.2 Ensure that key boulevard streets into the Town Centre feature strong avenue planting through central medians and nature strips/areas of parallel parking (Figure 7).

LA3.3 Promote and maintain a landscape street edge character to McDonalds Road to strengthen the landscape character and to mitigate against visual impact of large setbacks or areas of car parks and display areas.

LA3.4 Require low-level landscaping (up to 3m in height) within electrical easements to ensure non-developable land makes a positive visual contribution towards the Town Centre.

LA3.5 Ensure that the impact of parking is softened by appropriate landscaping, particularly within visually sensitive and open areas such as pipetracks. Car parking areas should have a minimum provision of one space of landscaping per eight parking spaces.

Landscape Actions

Action
LAA1: Develop a strategic landscaping planting plan to determine an approach to tree planting for streets and spaces across the Centre.
LAA2: Amend the Conservation Management Plan for the Central Conservation Reserve in order to incorporate a pedestrian connection to Mason Point.
LAA3: Apply for Living Rivers funding to support the further embellishment of Hendersons Creek and other creeks and wetlands in the Town Centre.
LAA4: Undertake an assessment of Heath Courts Drain to establish its biodiversity values and the potential for incorporating Water Sensitive Urban Design into a publicly accessible open space.
LAA5: Develop guidelines for the incorporation of River Red Gums into useable public spaces as part of a review of River Red Gum policy.

CITY OF WHITTLESEA

Figure 7 : Landscape Plan

Public Space Principle & Vision

2 Expand and Connect Public Squares and Parks and Promote Streets as Public Spaces

As the Town Centre develops, existing and future streets will facilitate a greater level of comfort and safety for pedestrians, promoting their use as vibrant public areas. A pedestrian spine connecting key nodes of activity will be the focus for public realm improvements and will feature new squares at key destinations. Other developments across the Town Centre will help facilitate the development of public spaces with varied purpose and character.

Comfortable connections into and between existing parkland and open spaces will emerge. These routes will take the form of tree-lined streets and new pathways utilising easements and reservations.

A stronger connection between Quarry Hills and Plenty Gorge will be assisted be a network of well signposted routes encouraging cycling and walking through safe, comfortable and interesting streets and parks.

Public Space Objectives and Strategies

PS1: *Provide Safe and Accessible Parks for Residents, Workers and Visitors*

PS1.1 Ensure sufficient designation and delivery of passive and active open spaces to meet the needs of local residents. Provision of open space will be consistent with any relevant sections of Councils Open Space Strategy.

PS1.2 Deliver a high standard of landscape design in new parks which accounts for natural and physical features of visual and historic interest.

PS1.3 Ensure buildings address parks and open spaces positively by providing activated edges and passive surveillance as depicted in Figure 8.

Large areas of accessible parkland in the Town Centre will include:

1. **Mill Park Sports Pitches** - The facility contains two synthetic soccer pitches association with secondary school and operates with a shared user agreement with the Department of Education. The facility adjoins the Meadowglen International Athletics Stadium. Removal of existing barb wire fencing and new pathways will improve accessibility.
2. **The Common Green** - Open Space area located in proximity to the Quarry Hills Regional Park. Retention and enclosure of the existing open space with retained views towards the Quarry Hills will ensure that large scale civic events are able to continue to use it. The precise size and function of this space will be determined as part of an ongoing masterplan process.
3. **Pipehead Reservoir** - Open space area which forms part of the Yan Yean Pipetrack. Utilising the historic bluestone reservoir will create a feature of a new one hectare park within the Yan Yean Pipetrack.

PS2: *Introduce New Urban Squares as Gathering Spaces*

PS2.1 Promote the establishment of urban spaces that respond to and support the local context and are capable of hosting a variety of uses and activities.

PS2.2 Ensure public spaces are designed to support social gathering and interaction by providing safe, attractive and comfortable environments. Public spaces should feature active edges, places for sitting, playing and for performance.

PS2.3 Ensure buildings address and enclose urban squares with > 90% activated edges (Figure 8).

PS2.4 Key Urban Spaces along the Pedestrian Spine include:

A. **The Community Plaza** - Located on the approach from the Train Station towards the Civic Centre, this urban space will function as a primary civic space for the municipality and will provide direct access to Council and Regional Civic and Community Facilities.

B. **The Train Station Plaza** - As the area of the Town Centre with the greatest pedestrian activity this space will be enlarged and feature more active edges to encourage people to linger and undertake less necessary activities.

C. **The Entertainment and Leisure Precinct** - This space acts as a gateway between the train station and the shopping centre's main street and mall. Activity will be generated by the multiple restaurants and a cinema which form its edges.

D. **The Restaurant Cluster** - Already a popular destination, this will continue to be an important public node within the pedestrian spine.

Dandenong provides a good example of a successful Civic Square

Peppercorn Park at University Hill provides an example of a Public Open Space that is positively addressed and overlooked by residential buildings

CITY OF WHITTLESEA

LEGEND

- Structure Plan Boundary
- Open Space - General
- Pedestrian Priority
- Conservation Reserve
- Positive Address to Open Space (>75% activation*)
- Positive and Highly Activated Address to Public Realm (>90% activation*)
- Core Pedestrian Spine
- Small Parks
- Large Parks
  - ① Mill Park Sports Pitches
  - ② The Common Green
  - ③ Pipehead Reservoir
- Urban Squares
  - Ⓐ The Community Plaza
  - Ⓑ Train Station Plaza
  - Ⓒ Entertainment and Leisure Precinct
  - Ⓓ Restaurant Cluster

See Appendix A for a definition of activation

0 500m N

Figure 8 : Proposed Open Space Plan

Public Space Objectives and Strategies

PS3: *Ensure Parks and Open Spaces are Linked to form an overall Network*

PS3.1 Sensitively utilise utility easements to form a network of linking open spaces to support connectivity across the Town Centre. Where possible provide community facilities and embellishments.

PS3.2 Strengthen visual and physical connections to and between the Town Centre, Quarry Hills Parkland and the Plenty Gorge Parkland.

PS3.3 Create stronger connections between natural features within the Town Centre to form a green network of landscaped open spaces and parks.

PS3.4 Introduce wayfinding elements into the public realm to direct people towards key destinations and pathways.

PS4: *Design for Safe and Active Public Spaces*

PS4.1 Require buildings to sensitively address pipe tracks, conservation areas and other open spaces in order to activate these spaces and provide passive surveillance.

PS4.2 Ensure that buildings address streets with finer grain uses to increase activation at street level, particularly along the pedestrian spine.

PS4.3 Ensure building entry points are highly visible and accessible from public streets, squares and open spaces.

PS4.4 Encourage passive surveillance from upper levels of buildings by providing windows and balconies facing public streets, squares and open spaces.

PS4.5 Clearly delineate the hierarchy of public open space, shared and private open space via fencing, landscaped buffers, level and material changes.

PS4.6 Encourage buildings provide sufficient shelter from the climate to reduce the impact of wind, rain and sun on the useability of key public spaces.

PS4.7 Ensure public spaces are designed for people of all ages and abilities.

PS5: *Ensure Streets are Designed for People*

PS5.1 Ensure buildings address and enhance the amenity of the pedestrian spine with a consistent building line and highly activated edge at the street interface. Setbacks (Figure 14) must be minimal to provide a high degree of enclosure.

PS5.2 Emphasise the key pedestrian network through high quality, cohesive public realm treatments.

PS5.3 Ensure pavement widths are sufficient to accommodate on-street dining where restaurants and cafes are located adjacent to public streets.

PS5.4 Provide simple and direct connections between walking routes and public spaces.

PS5.5 Provide a high level of amenity, accessibility and comfort for pedestrians for instance by requiring buildings to provide awnings over footpaths on to provide weather protection.

PS5.6 Require that streets are designed in response to the natural and built context, incorporating natural features where present.

PS5.7 Ensure that building street wall height to street width ratios are appropriate to the context to ensure a proportionate sense of enclosure.

PS5.8 Ensure that streets are designed appropriately and according to their role (Figure 9) in facilitating movement and forming people-orientated places across the Town Centre. For example, higher order streets will be more focussed on movement, while local residential streets will have more of a place function.

PS5.9 Redevelop existing streetscapes to improve their accommodation of different transport modes according to their role and their contribution to the public realm as public spaces and landscape corridors.

PS5.10 Utilise generous nature strips to increase the amount of landscaping, green areas to improve amenity for pedestrians and reduce the urban heat island effect.

PS5.11 Ensure that any enclosed pedestrian paths are well designed to integrate with external areas, have open sections, have high levels of natural light and are well ventilated.

Public Space Actions

Action
PSA1 : Work with key agencies and developers to introduce active recreation and playspaces into the Yan Yean pipetrack.
PSA2 : Develop public art strategies for the Town Centre.
PSA3 : Negotiate a revised shared user agreement with the Department of Education to remove fencing and improve community access to the Mill Park Sports Pitches.
PSA4 : Prepare a streetscape design framework for arterial, sub-arterial and collector streets which emphasise the public realm function of the street.
PSA5 : Undertake a competitive design process for the provision of a civic space to be delivered as part of the Civic Precinct expansion.

CITY OF WHITTLESEA

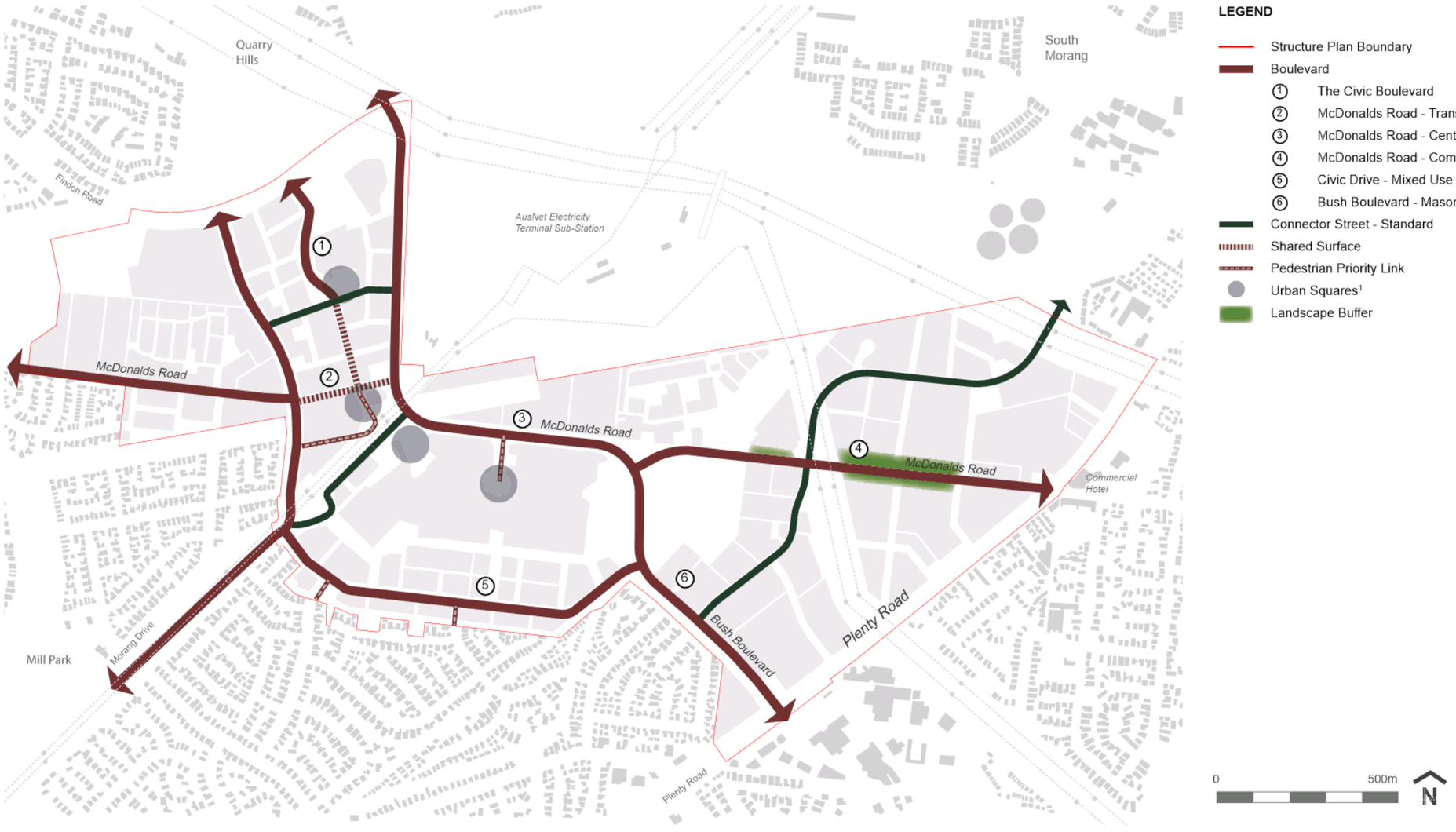


Figure 9 : Street Design Outcomes

Design Principle and Vision

3 Establish Excellence in Built Form Design Quality

As Plenty Valley Town Centre continues to develop the overall density of the Town Centre will increase and become more concentrated within walking distance of services, jobs, shops and public transport. Design guidelines established through the Structure Plan will safeguard existing and future amenity and ensure the ongoing enhancement of the public realm. The built form will be developed at a medium scale (2 to 8 stories) consistent with the Town Centre's context and setting.

New buildings will increasingly engage with public spaces by activating the edges of streets and squares. New buildings and structures will also adopt a higher standard of architectural finish, particularly where they form gateways to the Town Centre, anchor public spaces or act to terminate views and vistas. Minimal setbacks will facilitate the ability for new buildings to enclose and engage with public space. Best practice Environmentally Sustainable Design (ESD) elements will be encouraged to be incorporated into the design of new buildings.

Design Objectives and Strategies

DES1: *Protect and Enhance Amenity for Existing and Future Residents*

DES1.1 Ensure building design responds sensitively to the amenity of established and future residential housing, particularly in relation to siting, height and massing of built form.

DES1.2 Ensure that where the Town Centre boundary interfaces with rear boundaries of existing low-scale residential, buildings transition to a lower scale to minimise overlooking, overshadowing and to minimise visual impact.

DES1.3 Ensure new residential development incorporates sufficient useable private open space for residents.

DES2: *Ensure Building Height and Massing is Appropriate to its Context*

DES2.1 Visual bulk should be minimised through the articulation and detailing of building façades with a public interface.

DES2.2 Areas where variations in built form might be considered include key gateways, at the termination of view-lines or within close proximity of public transport nodes.

DES2.3 Preferred maximum building heights vary from 4 to 10 stories across the Town Centre in accordance with Figure 10. Buildings with fewer storeys may be supported but only in those circumstances where significant employment generating uses are proposed and where the general design quality remains of the standard required by the Structure Plan. Single storey buildings or underdevelopment of sites identified for 'key marker buildings' will not be supported.

DES2.4 Ensure buildings set upper stories back from the street in accordance with Figure 14 to provide for an attractive streetscape and prevent overshadowing

DES2.5 Development which delivers a significant public benefit (such as social housing and public open space) may be considered up to the maximum building height specified for the sub precinct on any site subject to complying with the built form outcomes and all relevant design objectives. This provision does not apply to land with a sensitive interface.

DES2.6 It must be clearly demonstrated that amenity impacts upon adjacent areas of open space, housing and other sensitive land uses have been adequately addressed. Planning applications should have regard for:

- Overshadowing,
- Loss of Daylight; and,
- Overlooking

DES2.7 Building heights which have a proportionate relationship to the surrounding context and sit within the parameters indicated in Figure 10 and Figure 13 will generally be supported.

DES3: *Provide a High Standard of Architectural Design and Minimise Visual Clutter*

DES3.1 Integrate signage within building design and restrict the use of large pylon signs.

DES3.2 Prevent the use of large billboards or standalone signs.

DES3.3 Encourage high quality contextual design that strengthens the Town Centre's character.

DES3.4 Avoid unarticulated and inactivated building facade interfaces to public streets, squares and open spaces. Visual interest should be provided through:

- Breaking up the length with windows and doors;
- Strong vertical and horizontal elements;
- Façade articulation; and
- Varied façade materials.

DES3.5 Screen unattractive interfaces with transmission line pylons and easements and the SP Ausnet Terminal Station where possible.

DES3.6 Minimise visibility from public spaces of storage and refuse areas, service infrastructure, plant and equipment behind buildings, landscaping buffers or visual screening.

Design Objectives and Strategies

DES4: *Support a Unique Identity For the Centre*

DES4.1 Ensure development at Gateway Locations (Figure 12) and sites identified for 'key marker buildings' (Figure 12) incorporate strong architectural forms or elements to create a sense of arrival and identity into the Town Centre.

DES4.2 Pursue opportunities as part of development for the provision of local public art in the Town Centre to strengthen its community focus and enhance its sense of place. Placement of artworks will be encouraged within Public Squares and Parks (Figure 8) or at Gateway Locations (Figure 12).

DES4.3 Promote an understanding of heritage and conservation values through interpretation and the sensitive incorporation of existing historic and landscape features, such as the Yan Yean Water System, into public space.

DES5: *Enhance the Legibility and Quality of Streets and Spaces*

DES5.1 Encourage minimal building setbacks to facilitate a high standard of enclosure to public streets, squares and open spaces.

DES5.2 A high standard of enclosure to public streets, squares and open spaces must be considered.

DES5.3 Discourage the development of private internal malls.

DES5.4 Ensure buildings provide for active frontage and engage with the street to provide a vibrant and safe street.

DES5.5 Avoid locating car-parking and loading bays in the front building setback.

DES5.6 Ensure that where parking is provided in the front setback that a landscaping buffer (6m wide on McDonalds Road and 4.5m wide on other streets) is provided in the front setback to provide for an attractive streetscape.

DES6: *Design for a Sustainable Future*

DES6.1 Ensure new developments within the Town Centre support sustainability outcomes with the application of Environmentally Sustainable Design standards. Significant development proposals are to include a Sustainable Design Assessment and Sustainability Management Plan which addresses the following:

- Energy efficiency
- Transport
- Climate change adaptation
- Integrated water management
- Waste management
- Urban ecology
- Indoor environment quality
- Building materials
- Site and ongoing building management
- Innovations

DES6.2 Require new significant developments to prepare a 'Green Travel Plan' to minimise the negative impact of travel and transport on the environment.

DES6.3 Promote the principle of flexibility in the design of buildings to ensure they are adaptable and able to respond to changing demands in the future.

DES6.4 Promote the integration of landscaping into built form through the use of 'green-walls' and other means of softening appearance.

DES6.5 Work with residential developers to support development in the Town Centre to lead in sustainable design and technology innovation, at the development and precinct scale to improve environmental sustainability.

DES6.6 Encourage new housing to be designed to maximise energy and water efficiencies to reduce living costs.

DES6.7 Implement co-ordinated processes between developers and Council's statutory, strategic and sustainability planners to identify environmentally sustainable design and development options to help streamline the planning process.

Design Actions

Action
DESA1 : Implement new built form controls in a schedule to the Planning Scheme in accordance with the design principles and guidelines identified in the Structure Plan.
DESA2 : Introduce a Planning Application requirement for Sustainable Design Assessment (SDA) or Sustainability Management Plans (SMP) to accompany significant planning applications.
DESA3 : Investigate the use of annual design awards for excellence for developments within the Town Centre.

Sub-Precinct	Preferred Building Height	Maximum Building Height	Built Form Outcomes
1a	6 storeys (<21m)	8 storeys (<28m), site must be a key marker building in a gateway location	Viewlines to the Quarry Hills must be preserved.
1b	4 storeys (<14m)	6 storeys (<21m), site must be along an arterial or connector road (Figure 21)	Development should transition to lower scale development on local roads.
2a		8 storeys (<28m)	Development must transition in height at sensitive residential interfaces
2b		8 storeys (<28m)	Denser development, with key marker buildings at specified locations requiring high quality architectural design.
3a and 3b	6 storeys (<21m)	10 storeys (<35m), site must be at a gateway location or must be along non-sensitive interface (e.g. power lines).	The scale of development in this area should take advantage of the available land, while maintaining permeability and a pedestrian oriented built form. Land on the north side of Civic Drive should also be compatible with the surrounding low-scale character further south. Standard "big box" developments should be wrapped and/or capped with active uses to limit blank walls facing the public realm.
3c		4 storeys (<14m)	The scale of development in this area should take advantage of the available land, while maintaining permeability and a pedestrian oriented built form, as well as being compatible with the surrounding low-scale character Development must transition in height at sensitive residential interfaces
4a		6 storeys (<21m)	Development must retain and integrate existing River Red Gums
4b	6 storeys (<21m)	8 storeys (<28m), site must be a key marker building in a gateway location	Standard "big box" developments should be wrapped and/or capped with active uses to limit blank walls facing the public realm. Development must transition in height at sensitive residential interfaces
5	4 storeys (<14m)	6 storeys (<21m), site must be along non-sensitive interfaces 8 storeys (<28m), site must be a key marker building in a gateway location	Standard "big box" developments should be wrapped and/or capped with active uses to limit blank walls facing the public realm.
All	Development which delivers a significant public benefit (such as social housing and public open space) may be considered up to the maximum preferred building height specified for the sub precinct on any site subject to complying with the built form outcomes and all relevant design objectives to the satisfaction of Council. This provision does not apply to land with a sensitive interface.		

Figure 10 : Building Height Controls

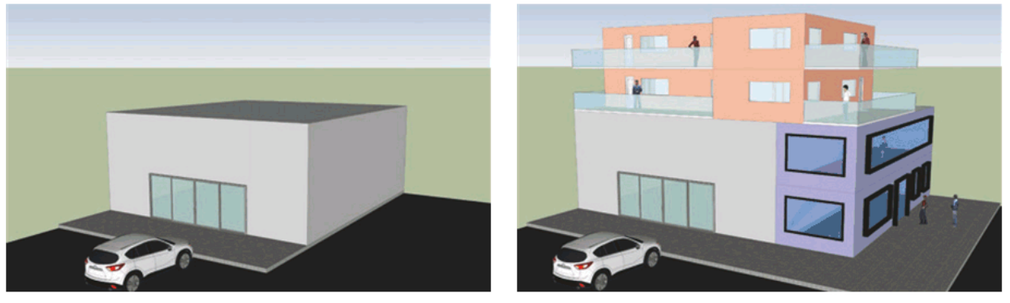


Figure 11 : Example of Wrapping and Capping of Standard "Big Box" Developments

CITY OF WHITTLESEA

Figure 12 : Indicative Building Heights Plan

Design Element	*Requirement*	*Built Form Outcomes*
Street wall height	Should be: no more than the preferred building height, or no more than 21 metres (≈ 6 storeys) on an arterial road or connector road, or no more than 14 metres (≈ 4 storeys) on any other road,whichever ever is less. Refer to Figure 20 for Street hierarchy.	Street wall height is scaled to ensure: • daylight and skyviews from the street; • minimal impacts of overshadowing; • an appropriate sense of enclosure; and • a human scale
Upper level street setback	Where a building height exceeds the maximum street wall height, upper level setbacks must apply. Above the street wall height, upper levels must be set back a minimum of 5 metres from the street wall.	Buildings are setback at upper levels to ensure: • larger buildings do not visually dominate the street or public space; • provision of adequate light, and privacy from habitable rooms, for both existing and proposed developments; • minimal impacts of overshadowing and overlooking; and • a consistent street wall scale is maintained.
Front setback	Buildings are encouraged to be consistent with the front setback (or built to property boundary where applicable) as specified in Figure 14 On all other streets, buildings must be setback consistent with the adjoining buildings, or a maximum of 7m, whichever is the lesser.	Buildings are located to ensure: • adequate passive surveillance and opportunities for activation of the public realm, especially when capping/wrapping “big box” developments (Figure 11); • a consistent street wall for a pleasant pedestrian environment; and • where applicable, an adequate landscape buffer to screen light industrial uses
Setback(s) from side boundary	Where a building height exceeds the street wall height, upper levels of a building must be setback a minimum of 5 metres from a side boundary. This requirement does not apply at sensitive interfaces (see below).	Buildings are setback from side boundaries at the upper levels to ensure: • provision of adequate light, and privacy from habitable rooms, for both existing and proposed developments; • adequate passive surveillance and opportunities for activation of the public realm, especially when capping/wrapping “big box” developments (Figure 11); • provision of adequate light to narrower local roads and laneways; and • minimal impacts of overshadowing and overlooking
Setback from rear boundary	Where the rear boundary is a local road or laneway, upper levels above 3 storeys (>10.5m) must be set back a minimum of 5 metres from a rear boundary. Where the rear boundary is at a non-sensitive interface (e.g. train lines and power lines), no setbacks are required.	Buildings are setback from rear boundaries at the upper levels to ensure: • provision of adequate light, and privacy from habitable rooms, for both existing and proposed developments; • opportunities for passive surveillance of less active rear interfaces; and • provision of adequate light to narrower local roads and laneways
Sensitive interfaces	Where the side and/or rear boundary is a sensitive interface, buildings should be setback a minimum of 9m from the property boundary. Upper levels above 2 storeys (>7m) an additional 1 metre for every metre of height over 7 metres.	Buildings are setback from side and rear boundaries at sensitive interfaces to ensure: • provision of adequate light, and privacy from habitable rooms, for both existing and proposed developments; • minimal impacts of overshadowing and overlooking • where applicable, taller buildings transition down in height to adjacent areas that have a lower height limit, so as not to visually dominate the character of adjacent existing low-scale development areas.

Figure 13 : Built Form Controls

CITY OF WHITTLESEA

Figure 14 : Indicative Building Setbacks Plan

2.2 An Accessible Town Centre

Walking and Cycling Principle & Vision

4 Promote Walking and Cycling Access to and within Plenty Valley Town Centre

All precincts within the Town Centre will be connected by a comprehensive network of safe, interlinked pathways utilising streets, public spaces and utilities easements. Footpaths will be available along either side of main roads, be well-lit with regular road crossing opportunities and associated with key lines of desire. The highest quality walking route will be along a pedestrian spine linking all of the key nodes of activity.

Access from surrounding neighbourhoods will be less dependent on car transport and people will be more inclined to make walking journeys between key areas of activity.

Cycling provision across the Town Centre is currently very low with opportunities largely restricted to main roads. The incomplete path network also contributes to low cycling numbers although many opportunities exist to implement high quality local and regional cycling and shared path links. A focus of the Structure Plan will be to increase cycling connections to key destinations and transport infrastructure while also improving the useability of existing paths.

Walking and Cycling Objectives and Strategies

WC1: *Focus the Pedestrian experience along a Central spine*

WC1.1 Ensure that along the route of the Pedestrian Spine, as identified in Figure 2 on page 17, pedestrian movements are given the highest priority.

WC1.2 Access to the pedestrian spine should be encouraged to be available for extended periods of the day to provide for direct connections between public transport, leisure and entertainment precincts and local residences.

WC1.3 Ensure edges along the central spine are positively activated and addressed on both sides to provide for an engaging pedestrian experience.

WC1.4 Locate the Town Centre's principal public squares along the central spine to concentrate activity and interest in frequently visited locations.

WC2: *Complete a Permeable Pedestrian network*

WC2.1 Ensure footpaths are provided concurrent with development, on both sides of the street.

WC2.2 Utilise existing infrastructure easements to facilitate local and regional walking routes to enable access from surrounding areas.

WC2.3 Introduce signalised pedestrian crossings on boulevard and connector streets where the core pedestrian movement network requires them (Figure 15) within close proximity of active uses.

WC2.4 Provide publicly accessible and obvious pedestrian connections through development blocks and areas of open space. Intervals of no larger than 100m should be aimed for as an ideal maximum distance between connections.

WC3: *Prioritise Pedestrian Movement Within Public Streets*

WC3.1 Ensure that the safety and amenity of pedestrians is prioritised when designing or assessing the design of new streets.

WC3.2 Encourage the redesign of existing roads to better facilitate access by walking, cycling and public transport and to create a safer environment for pedestrians.

WC3.3 Ensure public transport investment such as potential tram or bus stops facilitates improvements to the pedestrian movement network, particularly street crossings.

WC3.4 Design boulevard and connector roads to balance provision for users and maximise space for pedestrians.

WC3.5 Utilise on-street parking and separated cycle lanes as a means of creating a buffer between moving vehicles and pedestrians and slowing vehicle speeds.

WC3.6 Encourage pedestrian activity and multiple trips through improved wayfinding and pedestrian network designed for all ages and abilities.

Walking and Cycling Actions

Action
WCA1: Utilise a variety of funding sources to complete key missing pedestrian infrastructure aligned with 'Missing Links' strategy, across the Town Centre.
WCA2: Install safe crossing points on major roads to link key activity generating uses and provide access from the Town Centre to the Quarry Hills and Plenty Gorge regional parklands.
WCA3: Implement street upgrades including the introduction of additional street trees, furniture, wayfinding and public art along key routes.

CITY OF WHITTLESEA

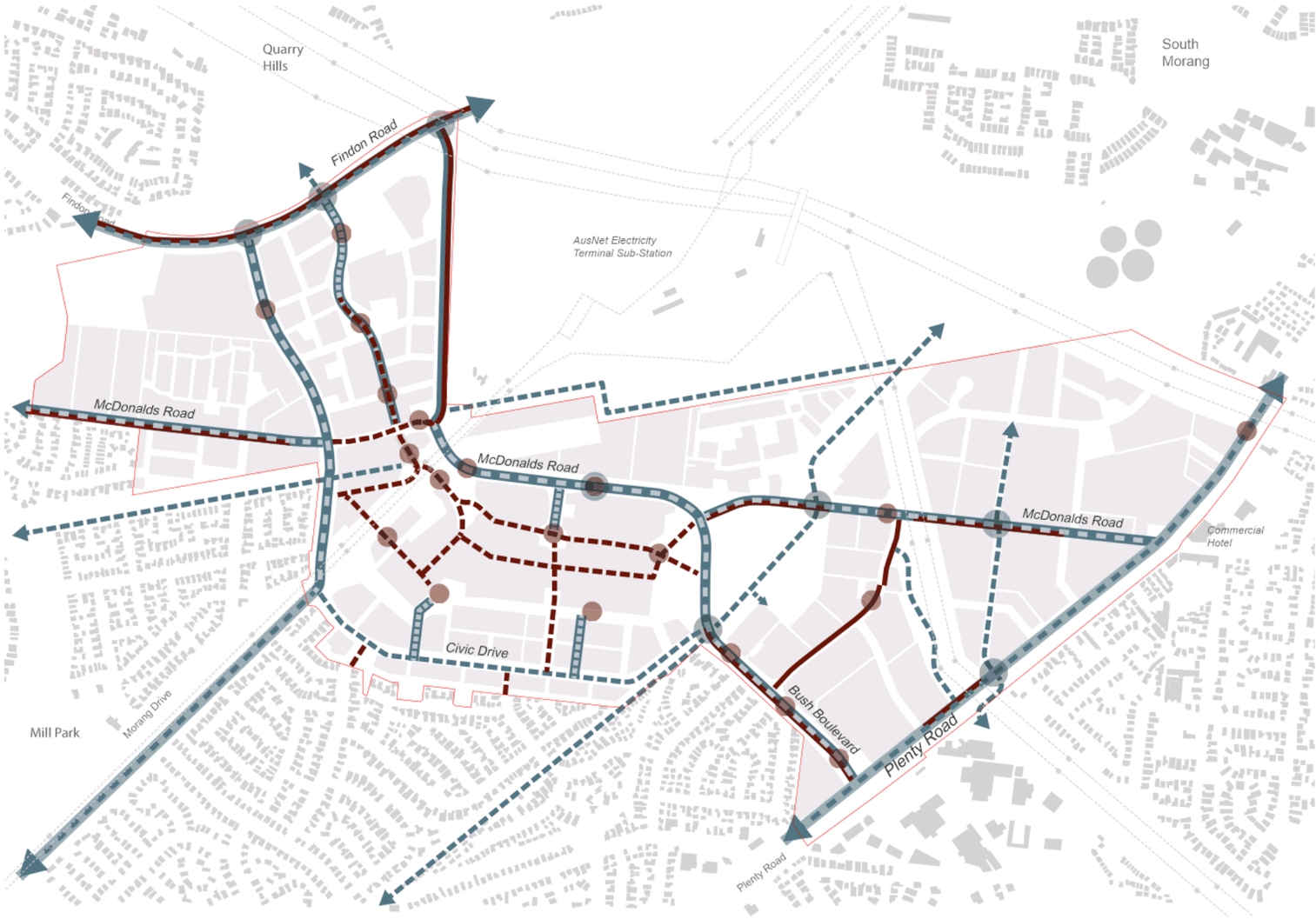


Figure 15 : Pedestrian and Cycling Infrastructure Plan

Cycling Objectives and Strategies

WC4: *Ensure the Town Centre is easily accessed by bicycle within a 2.5km Radius*

WC4.1 Focus on connecting key destinations within 2.5km of the Town Centre in order to ensure the emergence of comprehensive network.

WC4.2 Work with responsible agencies to facilitate the development of shared user paths on pipetrack and electrical easements to improve connectivity.

WC4.3 Ensure that Findon Road includes provision for traffic separated cycle infrastructure along its length including the crossing of the Yan Yean pipetrack.

WC5: *Establish new Leisure and Commuter Cycling Routes through the Town Centre and enhance existing routes.*

WC5.1 Focus on developing the Principal Bike Network (Figure 17) as priority linkages in the wider bicycle network.

WC5.2 Ensure that the cycling network provides both on-street and off-street opportunities to access the Town Centre in accordance with Councils Bicycle Strategy.

WC5.3 Adapt the existing road network in order to accommodate dedicated cycle routes to connect key destinations.

WC5.4 Provide dedicated infrastructure to facilitate safe and comfortable cycle movement including kerb and parking separated cycleways where possible.

WC6: *Encourage cycling through the provision of a safe, legible and connected network and dedicated facilities*

WC6.1 Ensure that sufficient cycle parking is provided in suitable locations adjacent to key destinations.

WC6.2 Encourage cycling and multiple trips through improved wayfinding and cycling network designed for all ages and abilities.

WC6.3 Encourage the establishment of cycling related businesses such as cafes, shops and mechanics within close proximity of well-used routes.

WC6.4 Where on-street cycle lanes are provided on Connector and Arterial Roads, they should be protected from passing traffic by the following preferred means:

1. Providing 'Copenhagen Style' cycle lanes to the opposing side of parallel parking bays from passing traffic. A horizontal buffer or raised kerb of at least 0.5m must be provided in order to avoid issues associated with 'car-dooring' (Figure 16).
2. Introducing a vertical barrier, such as a raised kerb or bollards between cycle lanes and passing traffic. The barrier must be near-continuous to ensure the cyclist maintains a sense of safety and comfort.
3. Providing a horizontal buffer between cycling lanes and passing traffic of at least 0.5m.

WC6.5 Ensure sufficient bicycle parking facilities are provided as part of developments for residents, visitors and employees.

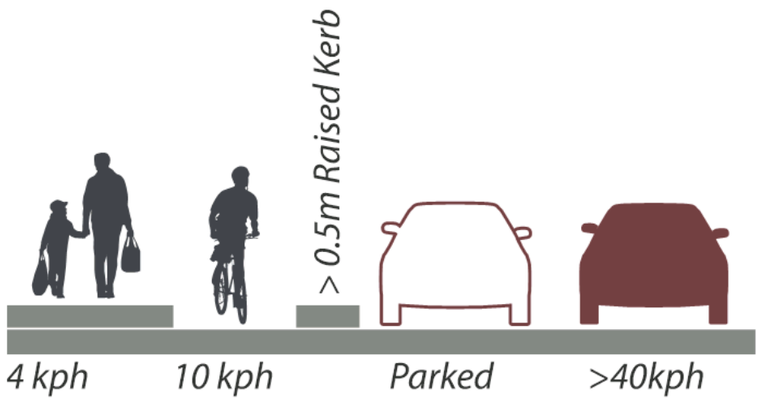


Figure 16 : 'Copenhagen Style' Protected Cycle Lanes.

Cycling Actions

Action
WCA4: Produce initial design and development briefs for Shared User Paths to be developed within electrical and pipetrack easements in order to establish in-principle agreements with landowners and key referral agencies.
WCA5: Produce a wayfinding and integrated cycling infrastructure strategy for the connection of Quarry Hills to Plenty Gorge Regional Parks via the Town Centre.
WCA6: Publish a cycling network plan as a guide to assist cyclists in locating routes into the Town Centre.

CITY OF WHITTLESEA

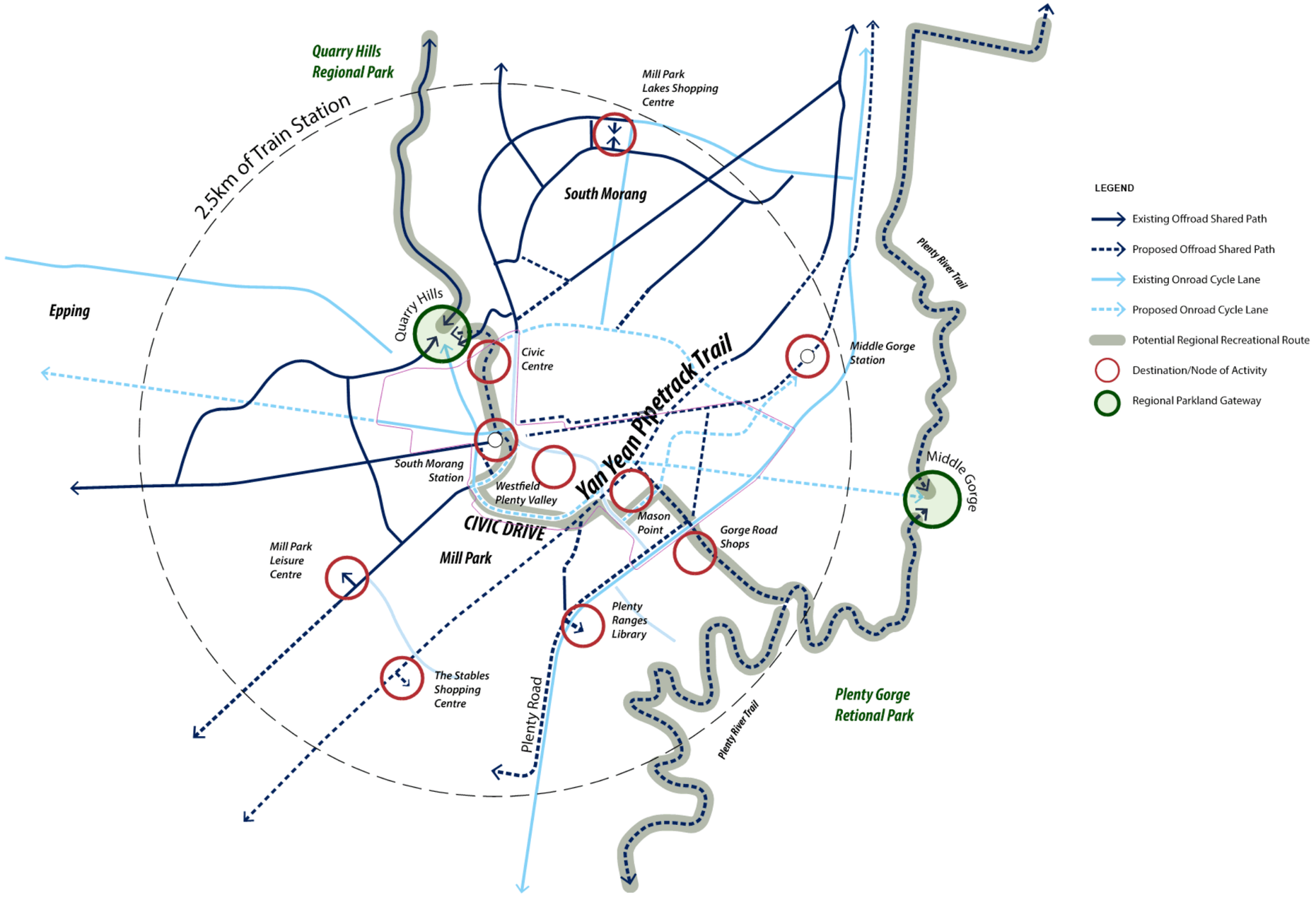


Figure 17 : Wider Cycling Infrastructure

Public Transport Principle and Vision

5 Deliver an Integrated and Accessible Public Transport System

Plenty Valley Town Centre will eventually become one of the most accessible locations by Public Transport within the municipality. The extension of the rail line to Mernda Town Centre will make it possible for communities living near three additional stations to access the Town Centre directly by rail.

A tram can also potentially provide a direct and regular connection to University Hill/RMIT University. The Structure Plan identifies the preferred route for the tram extension. Alternative routes could also be considered as part of future feasibility studies which integrate with the town centre and maximise commuter catchments.

The rail and potential tram routes will be complimented by regular bus services to the wider Plenty Valley region. Buses will provide an important role transporting people to and from the Town Centre and transport interchanges.

Plenty Valley will form a key node within a comprehensive network of high capacity transport links connecting many of Whittlesea's Activity Centres (Figure 18). This means that residents will have better access to jobs, shops and services across each of the centres. Ultimately this network will support the municipality's self-sufficiency, retaining investment within the area and reducing the negative impact of long car-based commuting.

More locally, investment in public transport infrastructure will provide opportunities to adapt existing road cross-sections to facilitate a shift in mode share and create more active and vibrant streets.

Public Transport Objectives and Strategies

PT1: *Capitalise on the activity and investment created by public transport stations and stops*

PT1.1 Ensure that publicly owned land and air rights in an around stations/stops is utilised for the development of multistorey, mixed-use buildings.

PT1.2 Ensure that the pedestrian traffic associated with stations and stops is captured through the integration of high quality public spaces to encourage people to linger and undertake other activities.

PT1.3 Ensure investments in public transport infrastructure contribute to the built form and identity of the Town Centre through good design.

PT2: *Interchange public transport modes to provide a flexible, cohesive network*

PT2.1 Ensure that potential tram extension maximises opportunities for integrated multi-modal connections, particularly adjacent to South Morang Train Station (Figure 19).

PT2.2 Ensure that the design of public transport stations and stops considers the surrounding context and seeks to maximise movement efficiencies between modes of transport and, to a lesser extent, parking facilities.

PT3: *Ensure public transport is highly accessible to pedestrians and cyclists*

PT3.1 Ensure transport stops and pedestrian connections are well lit, clearly visible and are overlooked by buildings.

PT3.2 Direct public transport routes and stops towards locations where they have the greatest potential catchment or are able to service the most active areas.

PT3.3 Prioritise the completion of pedestrian and cycling links to and from train stations and potential tram stops.

PT3.4 Ensure that all bus stop facilities are designed to integrate with the other transport modes, the surrounding area and where possible other activity generating land uses.

Public Transport Actions

Action
PTA1: Advocate for the potential extension of the tram connection from University Hill to Plenty Valley Town Centre through a clear advocacy program, supported by current evidence.
PTA2: Work with agencies to determine the appropriate alignment for the potential tram extension and investigate options for preserving tram reservation into the future.

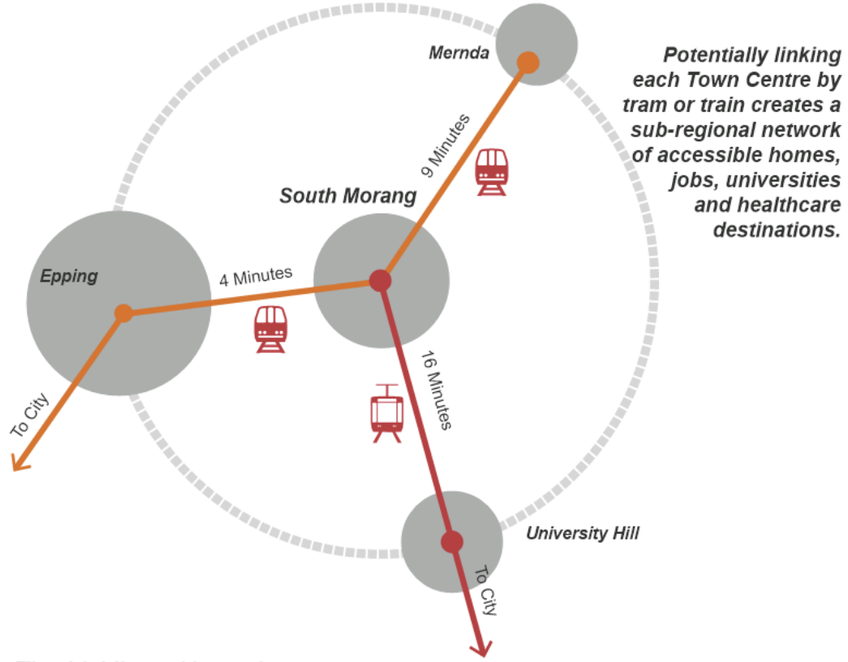


Figure 18 : The 20 Minute Network

CITY OF WHITTLESEA

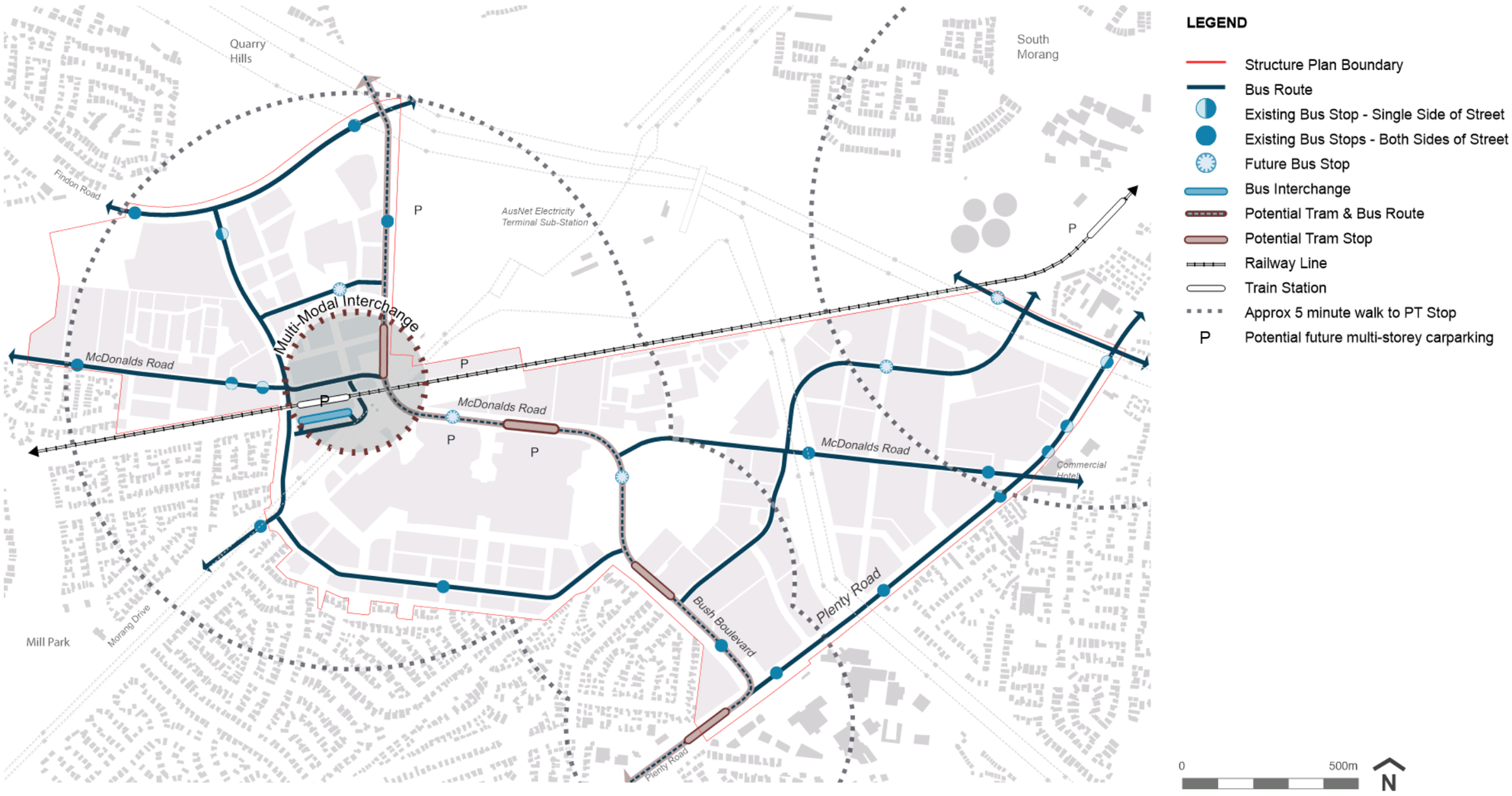


Figure 19 : Public Transport Plan

Street Network Principle and Vision

6 Provide a Permeable Street Network and Encourage a Modal Shift Towards non-Vehicular Forms of Transport

Further investment in the road network will have a significant impact on the overall hierarchy of movement throughout the Town Centre, helping to alleviate its present over-reliance on a small number of arterial roads. While the extension of Findon Road will act as a bypass for the Town Centre, taking through-traffic away, the completion of local and connector streets will support a more distributed and permeable network supporting better functioning of all transport modes.

As the Town Centre develops additional intersections and signalised crossings will be added to the existing arterial network, creating a safer environment for vehicles, pedestrians and cyclists.

Improvements to walking, cycling and public transport links will ultimately also help reduce the volume of vehicular traffic accessing the Town Centre. High quality, calmed streets with continuous active frontages will provide a safe and vibrant pedestrian environment.

The amount of land dedicated to at-grade carparking will reduce significantly as land values within the Town Centre create opportunities for the intensification of development. This will encourage parking at multi-level within undercroft and 'cut and fill' arrangements utilising the space above for more productive land uses.

Accommodating car journeys will remain important in the Plenty Valley Town Centre. However, walking, cycling and public transport movements will be prioritised first.

Street Network Objectives and Strategies

SN1: *Complete Missing Road Links*

SN1.1 Facilitate the construction of key missing local and connector roads in order to promote the emergence of a more intricate and permeable network.

SN1.2 Avoid the use of Cul-de-sac and ensure new streets are well connected to the overall network to allow for permeability for all road-users through the centre.

SN1.3 Promote the development of the Civic Drive extension through developer works as a local connector street with dedicated cycling infrastructure (see Appendix 5.2 for indicative cross-section).

SN1.4 Ensure all arterial and connector streets are delivered as public roads. Encourage local roads to be developed as public roads.

SN2: *Adapt Existing Streets to Become Less Car Focussed*

SN2.1 Support the downgrading of the arterial road status of McDonalds Road to become a municipal road following the Findon Road extension.

SN2.2 Utilise the introduction of public transport infrastructure to adapt the cross-section of roads to better facilitate pedestrian and cycle movement.

SN2.3 Support the implementation of appropriate traffic calming measures on pedestrian priority streets such as landscape outstands, on-street parking and reductions in lane width.

SN2.4 Reduce the amount of space dedicated to private vehicular movements within the Town Centre with a focus on improving pedestrian and cycle movement.

SN3: *Sensitively Integrate Parking into the Town Centre*

SN3.1 Support the provision of additional commuter parking (minimum 800 parking spaces) by Public Transport Victoria in proximity to the South Morang Train Station, particularly in multi-level parking facilities with active ground floor uses.

SN3.2 Locate car parking in the building footprint or to the rear or side of buildings.

SN3.3 Ensure that where surface level parking is required, sufficient landscaping is introduced to maintain a good standard of visual amenity. At least one tree per every eight spaces should be provided.

SN3.4 Accommodate parking within easements and along pipetracks where possible to mitigate against impacts on visual amenity.

SN3.5 Encourage integrated on-street parking and landscaping solutions to provide accessible spaces, slow traffic and maintain a barrier between pedestrians and vehicles.

SN3.6 Incorporate high quality landscaping into parking areas to improve visual amenity.

SN3.7 Encourage consideration of flexible design initiatives that enable parking areas to be used for alternative uses such as community gatherings or markets or redeveloped for alternative uses in the future.

Street Network Transport Actions

Action
SNA1: Work with Public Transport Victoria to ensure the provision of at least 800 commuter car parking spaces in proximity to the South Morang Train Station.
SNA2: Advocate for the extension and duplication of Findon Road as a major east-west route.
SNA3: Work with VicRoads to improve the pedestrian permeability across McDonalds Road and investigate a potential down grade of its status particularly between Ferres Boulevard and Civic Drive.
SNA4: Cost the infrastructure items to be included in Capital Works or an Infrastructure Plan.
SNA5: Develop a detailed street network plan for the Town Centre to direct implementation of targeted traffic interventions.
SNA6: Prepare a parking precinct plan and investigate the use of the Parking Overlay in the Town Centre.
SNA7: Develop a streetscape/cross section design for Bush Boulevard and McDonalds Road to inform its adaptation for multi-modal transport and which accounts for changes in character and context along stages of its length.

CITY OF WHITTLESEA

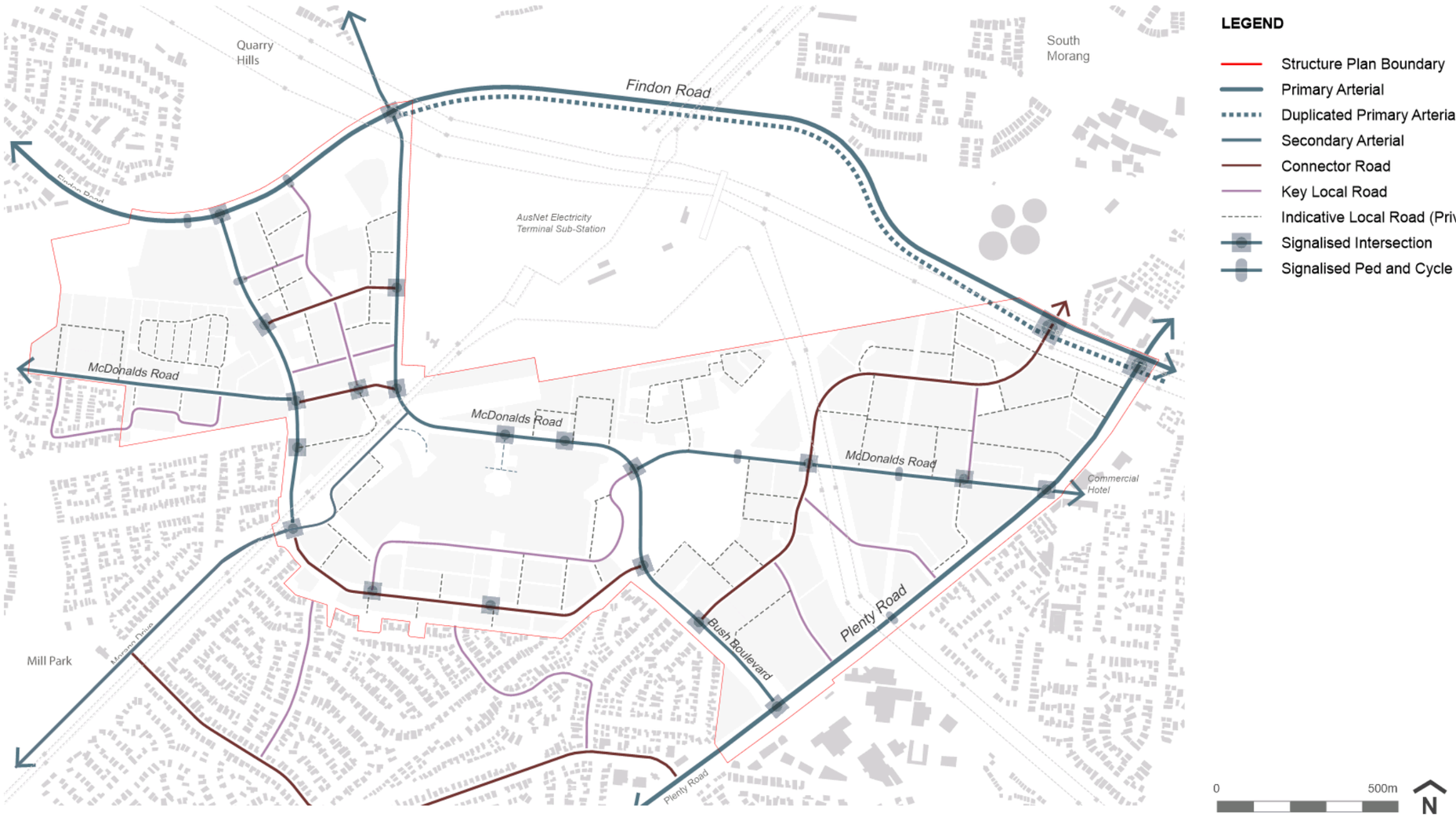


Figure 20 : Road Network and Intersection Plan

2.3 A Vibrant Town Centre

Housing Principle and Vision

7 Provide Additional Housing Close to Shops, Services and Public Transport

As new areas of housing are developed the population of Plenty Valley Town Centre will increase to a level where it is possible to support a broader range of local facilities and services. An established community will bring an additional level of vibrancy and activity presently lacking.

The Activity Centre location will attract further interest in the development of apartments, town houses and shop-top housing, providing a greater variety of housing options for the area.

It is proposed that housing will be of a medium scale ranging from 2 to 10 stories but generally 4 to 6 stories, which is reflective to the of the desire to increase residential densities in the Town Centre consistent with its context and setting.

It is anticipated a diverse household makeup will encompass a broad range of demographics, including families, students, first time buyers and retirees attracted to the well connected and serviced location.

Housing Objectives and Strategies

HO1: *Increase the Residential Population of the Town Centre*

HO1.1 Ensure that housing densities generally are sufficient to enable a sizeable local community to become established within the Town Centre.

HO1.2 Encourage high densities within walking distance of key nodes such as the Civic Centre, South Morang Train Station, Mason Point, and Westfield Shopping Centre.

HO1.3 Mix housing with other uses in the hatched areas set out in Figure 22 in order to support vibrant and walkable neighbourhoods.

HO1.4 Encourage the development of permeable neighbourhoods, well integrated into the established and future movement context.

HO1.5 Restrict the fragmentation or underdevelopment of sites which would prevent higher density, integrated development to be delivered in accordance with this plan.

HO1.6 Support and promote consolidation of smaller lots into larger parcels that will enable higher density integrated development.

Mason Point provides evidence that market demand exists for higher density residential apartments and townhouses situated alongside other uses.

HO2: *Provide a Variety of Housing*

HO2.1 Support the delivery of a diversity of housing types to accommodate a range of households with varied needs.

HO2.2 Promote a shift in the provision of dwelling types towards higher density townhouses and apartments.

HO2.3 Utilise public land to deliver social and affordable housing to be delivered as part of mixed-tenure residential developments.

HO2.4 Encourage the co-location of social and affordable housing alongside standard market orientated development and in highly accessible locations.

HO2.5 Take a partnership approach to the delivery of social and affordable housing to ensure the involvement of specialist providers and government agencies.

Density Type	*Density*
High	More than 80 dwellings per net residential hectare.
Medium	Generally, between 30 - 80 dwellings per net residential hectare.
Low / Townhouse	More than 20 dwellings and generally less than 30 dwelling per net residential hectare .
Mixed	In mixed use developments the inclusion of other uses may result in variations to the above.

Figure 21 : Densities for Residential Development

Housing Actions

Action
HOA1: Investigate and identify key opportunities for the provision of social and affordable housing as part of development.
HOA2: Identify and introduce mechanisms and incentives to attract the private sector to provide a minimum 5% social housing and 10% affordable housing target as part of development within the Town Centre.
HOA3: Provide and circulate educational resources about Federal and State Government initiatives to developers regarding social and affordable housing.
HOA4: Ensure that integrated social and affordable housing is provided within the Civic Precinct as part of the masterplan finalisation.
HOA5: Advocate to the Department of Health and Human Services (DHHS) and other relevant State Government Departments to deliver new social and affordable housing projects in the Town Centre.
HOA6: Implement changes to the Planning Scheme to facilitate housing in accordance with the desired built form, in precincts in the Town Centre where it is encouraged.

CITY OF WHITTLESEA

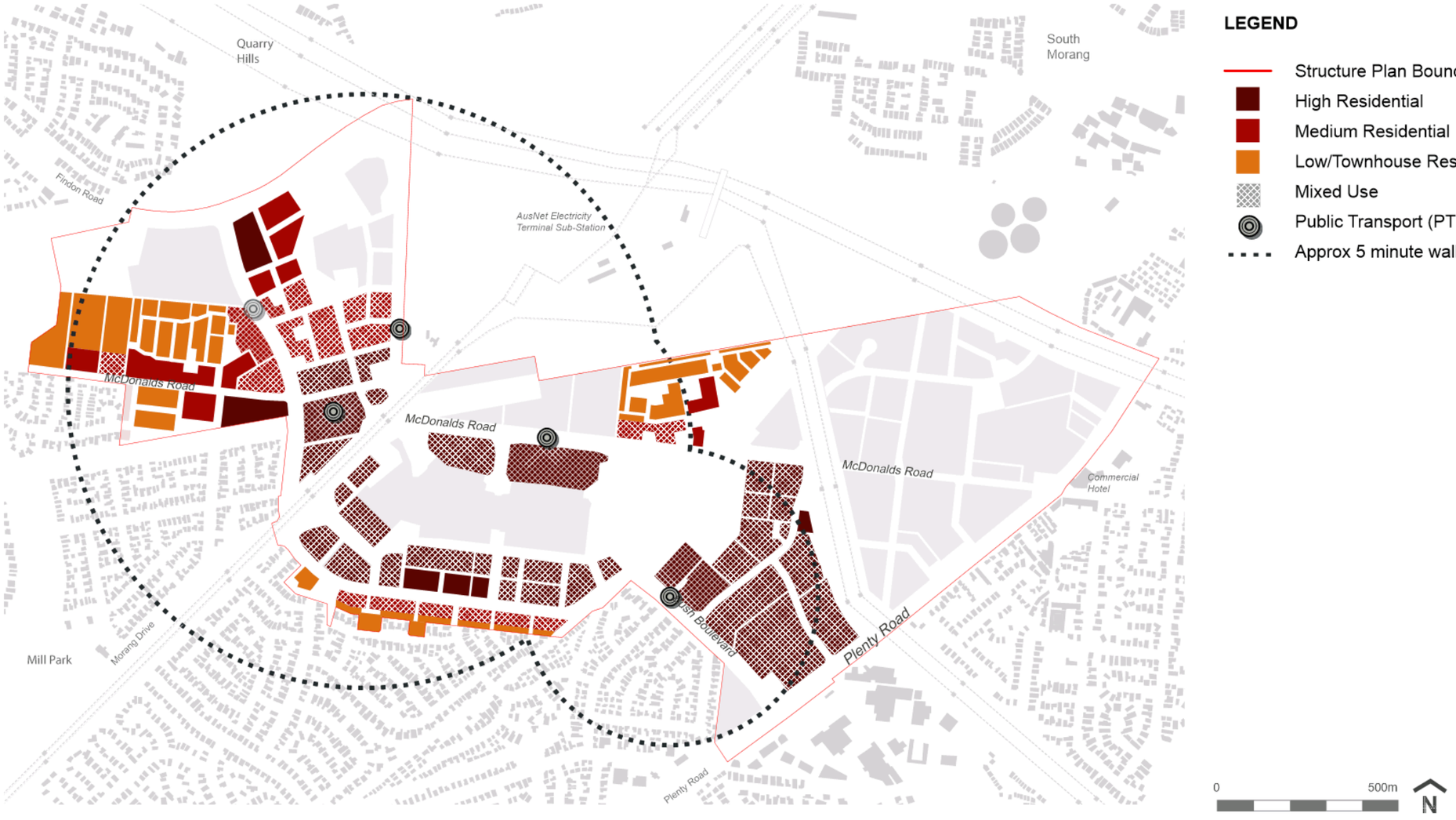


Figure 22 : Residential Development Density

Employment Principle and Vision

8 Support Local Trade and Employment and Economic Diversity

As Westfield further develops, the Town Centre's economic activity will still retain a key retail focus at its core. Nevertheless, the amount and diversity of other commercial areas will gradually increase to help balance the local economy and provide further opportunities for non-retail work. The employment precinct in particular will provide a greater diversity of commercial office spaces to support the formation of local business, while new mixed-use development blocks across the remainder of the Town Centre will incorporate a range of services.

Employment Objectives and Strategies

EMP1: *Ensure Opportunities for High Quality Local Work Continue to Expand*

EMP1.1 Support the development of small-scale office spaces as part of mixed use sites in order to accommodate private professional services.

EMP1.2 Encourage the development of work-from-home units in areas highly accessible by public and activate transport.

EMP1.3 Ensure that spaces are available for a range of mid and large-scale office sizes and scales.

EMP1.4 Promote the development of office development near to high quality public transport links.

EMP2: *Help The Local Economy To Diversify And Support A Greater Range Of Jobs.*

EMP2.1 Encourage the co-location of non-retail employment generating uses amongst predominantly retail areas.

EMP2.2 Encourage higher order health, education and employment uses to establish in the Town Centre.

EMP2.3 Promote the location of difficult to integrate large-scale retail uses away from high-value central locations.

EMP2.4 Encourage an increased range of commercial office uses and spaces for small-scale manufacturing.

EMP2.5 Provide for a range of ancillary and support services to complement civic and sub-regional uses.

EMP2.6 Encourage longer trading hours for retail and entertainment premises in the Town Centre to improve the safety and vibrancy of the Town Centre during evening hours.

EMP3: *Accommodate Markets and Smaller Retail Uses*

EMP3.1 Ensure that space is available for accommodating itinerant markets such as direct-to-buyer farmers markets in order to complement the permanent retail offer.

EMP3.2 Allow for the delivery of small-scale retail outside of the Central Shopping Precinct to support local needs.

EMP3.3 Enable the introduction of community services, entertainment and dining options within the Central Shopping District.

EMP3.4 Encourage space for temporary pop-up foodtrucks and coffee vans, particularly in underserviced locations.

Employment Actions

Action
EMPA1: Work with established stakeholders to explore and support complementary employment generating uses to dominant market sectors, such as retail.
EMPA2: Monitor trends in business land use and employment generation throughout the Centre using annual surveys such as CLUE (Census of Land Use and Employment).
EMPA3: Develop clear and consistent planning controls for greater developer/investor certainty to more effectively support and manage economic growth.
EMPA4: Develop a prospectus with a recognisable brand identity in order to highlight the benefits of investment in the Town Centre.
EMPA5: Investigate the establishment of a traders associations or advisory group for retailers and traders in the Town Centre.
EMPA6: Implement the 'Growing our Economy' strategy to provide the infrastructure and policy support required to foster increased economic investment.
EMPA7: Investigate the potential for a dedicated space for markets.

Civic and Community Services Principle and Vision

9 Support Plenty Valley's Emergence as a Regional Centre for Civic and Community Services

The area surrounding the Civic Centre will be the focus on clustering civic and regional community services. The co-location of services will limit the need to make multi-destination trips by combining other activities such as shopping or onward-commuting in the precinct and provide synergistic opportunities. The emergence of the Town Centre as a multi-modal centre will provide greater equity of access to the centre and make ideal for regional/ local community services and facilities.

The focus on Plenty Valley Town Centre as a Civic hub for the municipality will also help to build a distinctive identity and distinguish it from other Activity Centres. Opportunities for local employment will increase as services are established.

Civic and Community Services Objectives and Strategies

CIV1: *Promote the Centre as a Location for Sub-Regional and Municipal Services*

CIV1.1 Encourage sub-regional civic infrastructure such as a Justice Precinct, to locate in the Town Centre.

CIV1.2 Pro-actively support and encourage the location of private or public healthcare institutions and ancillary services within the Town Centre.

CIV1.3 Promote the Town Centre as a location for higher and further education such as TAFE or Melbourne Polytechnic.

CIV2: *Cluster Civic and Community Services*

CIV2.1 Further consolidate Civic and Community Services within the Town Centre.

CIV2.2 Enable visitors to efficiently utilise community-facing services by locating them within close proximity to one another.

CIV2.3 Provide car parking efficiencies through the use of shared, consolidated car parking areas.

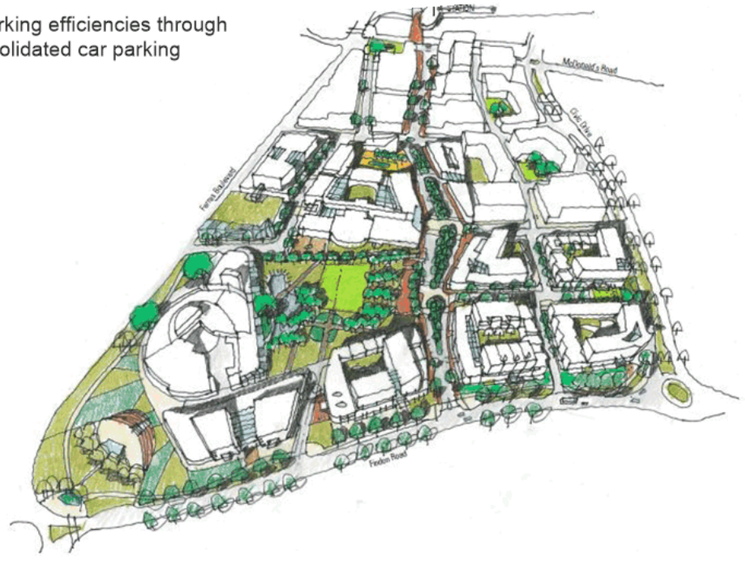
CIV3: *Provide for Future Demand in Community Infrastructure*

CIV3.1 Support the provision of community services and infrastructure in accordance with community needs.

CIV3.2 Utilise opportunities to use space within existing or new developments for the delivery of community services as they arise.

CIV3.3 Provide a community hub facility in the Town Centre which integrates and range of facilities such as: early years facilities, community meeting spaces, neighbourhood house, consulting rooms and office space.

CIV3.4 Support and work with Plenty Valley Community Health to ensure the community has access to a range of important health services.



Draft Civic Precinct Masterplan

Civic and Community Services Actions

Action
CIVA1: Finalise the Masterplan for the Civic Precinct.
CIVA2: Advocate for a Justice and Integrated Human Services Precinct within the Town Centre.
CIVA3: Advocate to Department of Health and Human Services (DHHS) for provision in the Town Centre of human services not currently accessible by residents within its catchment.
CIVA4: Develop a formal mechanism for the innovative use of vacant retail units in partnership with landowners.
CIVA5: Investigate the potential for remote study partnerships with universities or TAFE providers within the Town Centre.
CIVA6: Investigate the potential for partnerships to deliver health services such as Maternal Child Health in the Town Centre.
CIVA7: Plan for and deliver community meeting spaces in the Town Centre.

Mixed Uses Principle and Vision

10 Support the Integration of Mixed Uses and Activities Across Plenty Valley.

As Plenty Valley Town Centre becomes established as a place it will become the principal focus for social and economic activity for a broad catchment within the Plenty Valley Growth Corridor. The provision of higher quality streets, squares and spaces will underpin a healthier and more vibrant public life. A flexible approach will be taken towards accommodating activities within the public realm which will encourage strong positive outcomes for social interaction and passing trade.

With a greater variety and number of public and private open spaces available across the Town Centre the opportunity will emerge for Council to partner with others to deliver a Place Management strategy to ensure an ongoing programme of events and markets. This will enable activity to stretch across evenings and weekends.

Mixed Uses Objectives and Strategies

MIX1: *Mix Housing, Community and Retail Uses*

MIX1.1 Encourage mixed-use developments with residential uses located above active groundfloor uses in order to capitalise on proximity to services and provide passive surveillance of public streets and spaces.

MIX1.2 Encourage the integration of residential with other uses horizontally and vertically within common development parcels.

MIX1.3 Promote the provision of residential uses alongside community uses with a particular focus on supported accommodation for people with more complex needs.

MIX1.4 Encourage the provision of small-scale retail, cafes and restaurants in order to enhance community and civic uses.

MIX1.5 Ensure Council design guidelines and precinct plans provide direction for the integration and mixing of residential with other uses.

MIX1.6 Promote small-scale ancillary offices in order to accommodate private professional services.

MIX2: *Complement Community and Civic Uses*

MIX2.1 Promote small-scale ancillary offices in order to accommodate private professional services.

MIX2.2 Promote the provision residential uses alongside community uses with a particular focus on supported accommodation for people with more complex needs.

MIX2.3 Encourage the provision of small-scale retail, cafes and restaurants in order to enhance community and civic uses.

MIX3: *Promote the Centre as a Place for Events*

MIX3.1 Provide a high degree of activation within public streets and squares by regularly programming community, civic and market events.

MIX3.2 Continue to hold public celebrations and ceremonies in suitable locations such as adjacent to the Civic Centre.

MIX3.3 Engage with key stakeholders and local providers to negotiate and promote the use of open spaces for temporary food or craft markets.

MIX3.4 Dedicate areas of parking or open space for accommodating large scale temporary events such as fairgrounds and circuses.

MIX3.5 Ensure that entertainment and leisure based uses dare compatible with the amenity of residential uses in the Town Centre.

MIX4: *Programme the Public Realm*

MIX4.1 Allow space within the streets, squares and spaces for cafes and restaurants to accommodate outdoor seating.

MIX4.2 Promote public squares as locations for informal street entertainment.

MIX4.3 Opportunities for informal places where people can gather and interact should be explored.

MIX4.4 Develop a diversity of community spaces to provide flexibility for different types of events to be held at different times of day and year.

Mixed Uses Precinct Actions

Action
MIXA1: Review planning scheme land use controls and amend as necessary to support the range of land uses supported by the Structure Plan.
MIXA2: Develop a placemaking strategy for key strategic locations that focuses on activation of these areas.
MIXA3: Develop a placemaking strategy for key strategic locations that focuses on activation of these areas.
MIXA4: Investigate opportunities to procure a development partner to assist in the comprehensive delivery of integrated mixed use developments on undeveloped land in the Civic and Transport Hub precincts.

CITY OF WHITTLESEA

Figure 23 : Mixed Use Plan - Flexible Zoning Required to Encourage Mixing

Precinct Strategies
and Policies

3.1 Precinct Overview

Introduction

A number of distinctive precincts have been identified in order to focus development and design outcomes across the Structure Plan Area.

The precinct objectives and directions set out in this part of the document are intended to directly inform a statutory development framework for the Structure Plan. The ultimate arrangement of Zones and Overlays will be based on the direction contained in this Section.

Purpose

- Identify where growth and change will occur across the Town Centre area.
- To provide built form guidance.
- Identify key opportunity sites and provide guidance for their development.
- Identify opportunities for a range of housing types and increased residential densities, and the implications for social and physical infrastructure, commercial and community services and facilities.
- Show suitable locations for passive and active open spaces.
- Identify opportunities to increase accessibility and permeability of the area.

The Precincts

Each of the precinct areas have been identified as having shared characteristics and land uses particular to each part of the Structure Plan. The Precincts are as follows:

(A) Civic Precinct - Includes the Civic Centre and Mill Park Secondary College.

(B) Transport Hub Precinct - Includes South Morang Train Station and Bus Terminal.

(C) Central Shopping Precinct - Includes Westfield Plenty Valley and South Morang Central.

(D) Live and Work Precinct - Includes Conservation Reserves and Mason Point.

(E) Employment Precinct - Includes the Homemaker Centre and Masters building.

CITY OF WHITTLESEA

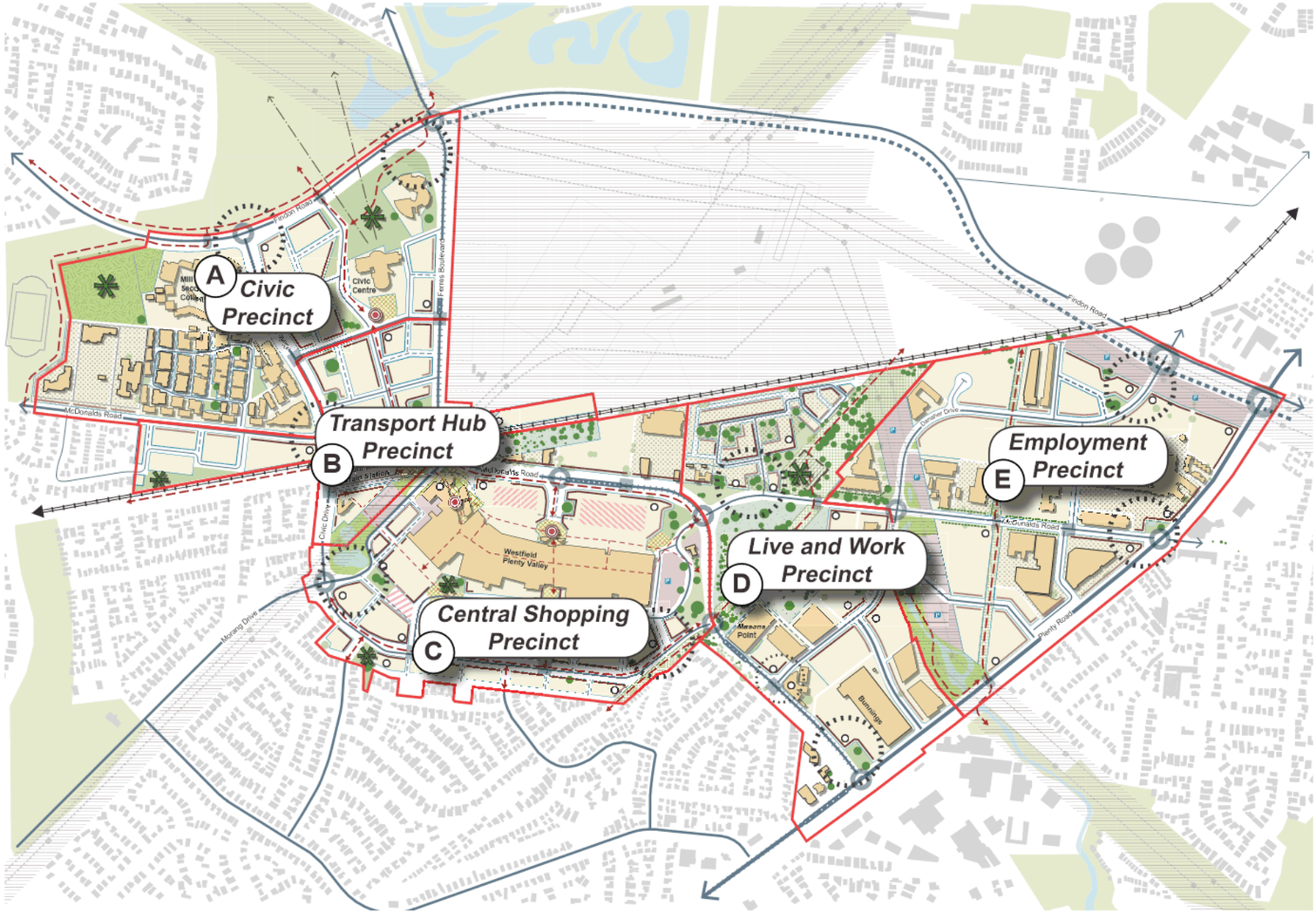


Figure 24 : Overall Precincts Plan

3.2 Civic Precinct

Precinct Vision

The Civic Precinct will become the 'community heart' of the Town Centre by providing a focus for Civic and community uses, including sub-regional services such as a justice precinct.

The precinct will build upon its accessibility and proximity to South Morang Train Station and potential inter-modal interchange. By focussing development into higher than average densities, a mixed use community, office and residential precinct will be created. As one of the largest remaining development sites in the Town Centre, this area also has the greatest potential to deliver a residential development that will help to activate the Centre.

The Civic Precinct will have the opportunity to provide expansive public open space, along with green, pedestrian friendly streets that provide easy access to key services.

Precinct Objectives

CPO1.1 Develop the Council owned land surrounding the Civic Centre by:

- Co-locating municipal and subregional community and civic facilities
- Delivering high quality public streets and squares
- Facilitate Social and Affordable Housing development' opportunities
- Integrating compatible Commercial Uses.

CPO1.2 Encourage development of higher density residential uses throughout the precinct. Ensure that residential uses are mixed with other uses vertically and horizontally throughout the district.

CPO1.3 Ensure that existing recreational reserves and sporting facilities are accessible and available for the use of the community.

CPO1.4 Protect and enhance visual and physical connections between existing council facilities at the Civic Centre and the Quarry Hills Regional Park.

CPO1.5 Further embellish existing public open spaces such as the Civic lawn and recreational grounds.

CPO1.6 Strengthen direct pedestrian and cycling connections between the transport hub and Civic centre.

Precinct Directions

CPD1.1 Encourage development of community and civic uses at the ground floor of multi-storey buildings along the central pedestrian priority green route.

CPD1.2 Enhance the Civic Centre and PRACC public open space areas by providing facilities that encourage markets, passive recreation and general use (e.g. water fountains, shelter).

CPD1.3 In partnership with housing providers/ associations, developers and other stakeholders, facilitate social and affordable housing mixed use developments on Council owned land and as part of the development of other land in the precinct.

CPD1.4 Investigate further complementary commercial and employment forming uses within the Civic Precinct.

CPD1.5 Provide a new pedestrian link connecting McDonalds Road to Findon Road via Meadowglen Reserve and Mill Park Secondary.

CPD1.6 Advocate for the attraction of sub-regional uses including the establishment of a Justice Precinct.

CPD1.7 Provide for a highly permeable, comprehensive street network that allows for direct and legible pedestrian movements.

CPD1.8 Ensure buildings provide a high level of activation and passive surveillance to key streets and public spaces to increase street level activity and perceptions of safety.

CPD1.9 Advocate for the potential route 86 tram extension to service the precinct.

A new Civic Square, delivered as part of a future Civic Precinct Masterplan, could provide a focal public space for the local community.

CITY OF WHITTLESEA

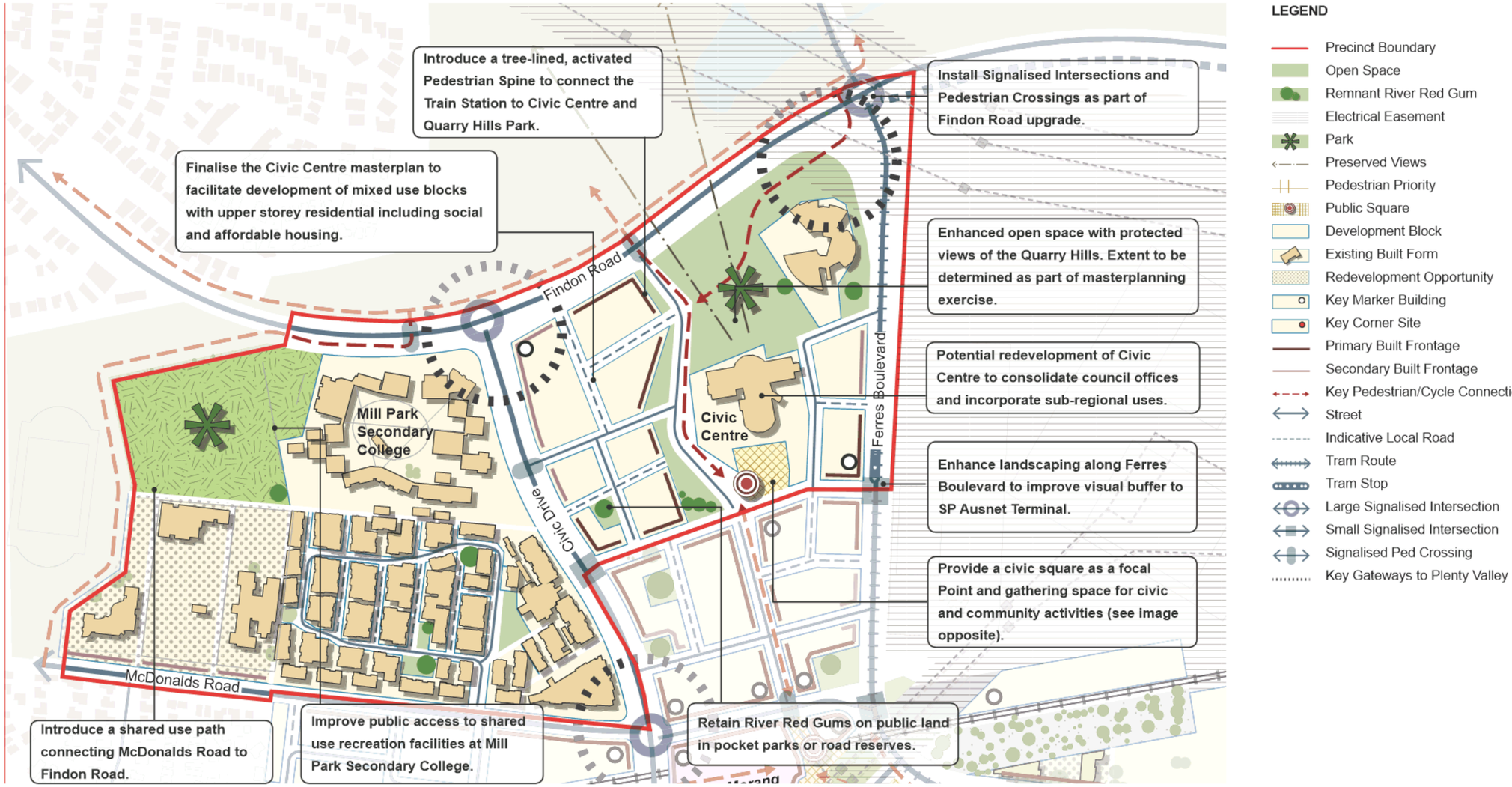


Figure 25 : Civic Precinct Illustrative Masterplan

3.3 Transport Hub Precinct

1 Transport 2 Commercial 3 Community 4 Residential 5 Local Shops

Precinct Vision

This precinct will be the movement hub for the Town Centre. The Transport hub Precinct will enhance the relationship between existing movement networks. The precinct also proposes a potential tram route to create and integrated and efficient transport interchange.

The consolidation of transport infrastructure in this precinct will provide the opportunity to enhance and expand the existing public realm, changing the nature of existing roads to better facilitate active transport options and gathering.

High density mixed use development will be encouraged within this precinct to capitalise on its excellent connections and services.

Precinct Objectives

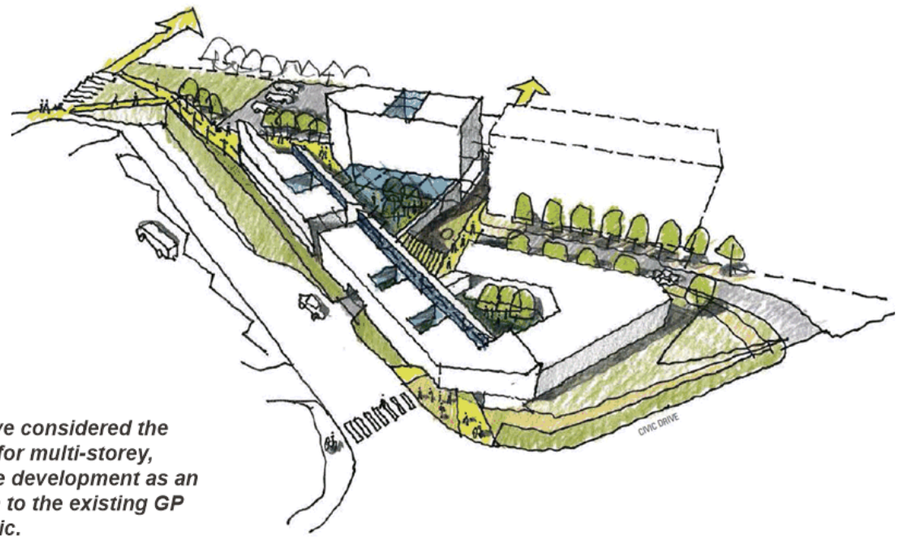
TO1.1 Advocate for a complete transport interchange which incorporates bus, train and tram modes of travel.

TO1.2 Provide a pedestrian oriented urban realm through the implementation of public spaces, landscaping, legible pathway connections and appropriate traffic management.

TO1.3 Ensure that any investment in public infrastructure contributes positively to pedestrian and cycle connections through the precinct.

TO1.4 Protect and develop key pedestrian and cycle routes in order to ensure the electrical easement and railway line are able to be traversed in multiple locations.

TO1.5 Cluster high density development in proximity to the transport interchange.



PVCH have considered the potential for multi-storey, mixed use development as an extension to the existing GP Superclinic.

Precinct Directions

TD1.1 Implement initiatives to facilitate the staged reduction of traffic flows on McDonalds Road between Civic Drive and Ferres Boulevard to create a priority pedestrian connection between the Transport Interchange and Civic Precinct (as per the Eastland example below).

TD1.2 Ensure that parking needs are considered strategically across different uses to ensure the most efficient use of space.

TD1.3 Develop a car parking strategy in order to establish varying needs over time for the train station and community uses such as Plenty Valley Community Health. Ensure that as far as possible parking is provided in multi-deck facilities with active ground floor uses.

TD1.4 Ensure that Public Transport Victoria provide at least 800 car parking spaces for commuters in proximity to the South Morang Train Station.

TD1.5 Encourage high quality, dense residential development above ground floor level commercial, community and civic uses.

TD1.6 Encourage high intensity mixed-use development of the remaining pad sites.

TD1.7 Ensure the visual impact of the transmission pylons is effectively mitigated through the placement of buildings and landscaping.

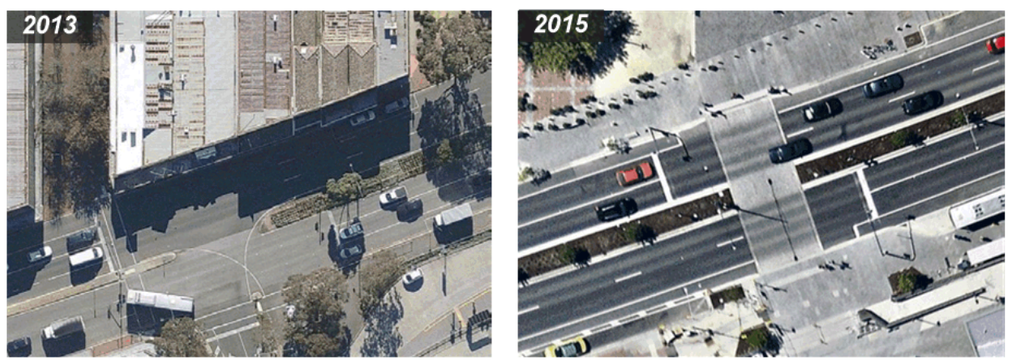
TD1.8 Enhance the visual amenity, facilities (benches, lighting etc.) and access to the existing wetlands to create a high quality public open space.

TD1.9 Retain and enhance the presence of the significant River Red Gum on the north-west corner of the McDonalds Road and Ferres Boulevard intersection.

TD1.10 Support the aims and outcomes of the Plenty Valley Community Health (PVCH) masterplan in order to assist in the delivery of a mixed use, multi-storey community, retail and healthcare hub. Work with PVCH to advocate for social and or/ affordable housing opportunities as part of the masterplan process.

TD1.11 Encourage development of retail and commercial uses at the ground floor of multi-storey development along the pedestrian spine between South Morang Train Station and the Civic Precinct.

TD1.12 Support the future development of State Government land and adjoining land to include a minimum of 10% affordable and 5% social housing.



The Maroondah Highway has been reduced from a 22m of carriageway to 11m in order to provide a direct pedestrian link from Ringwood Station to the town square at Eastland.

CITY OF WHITTLESEA

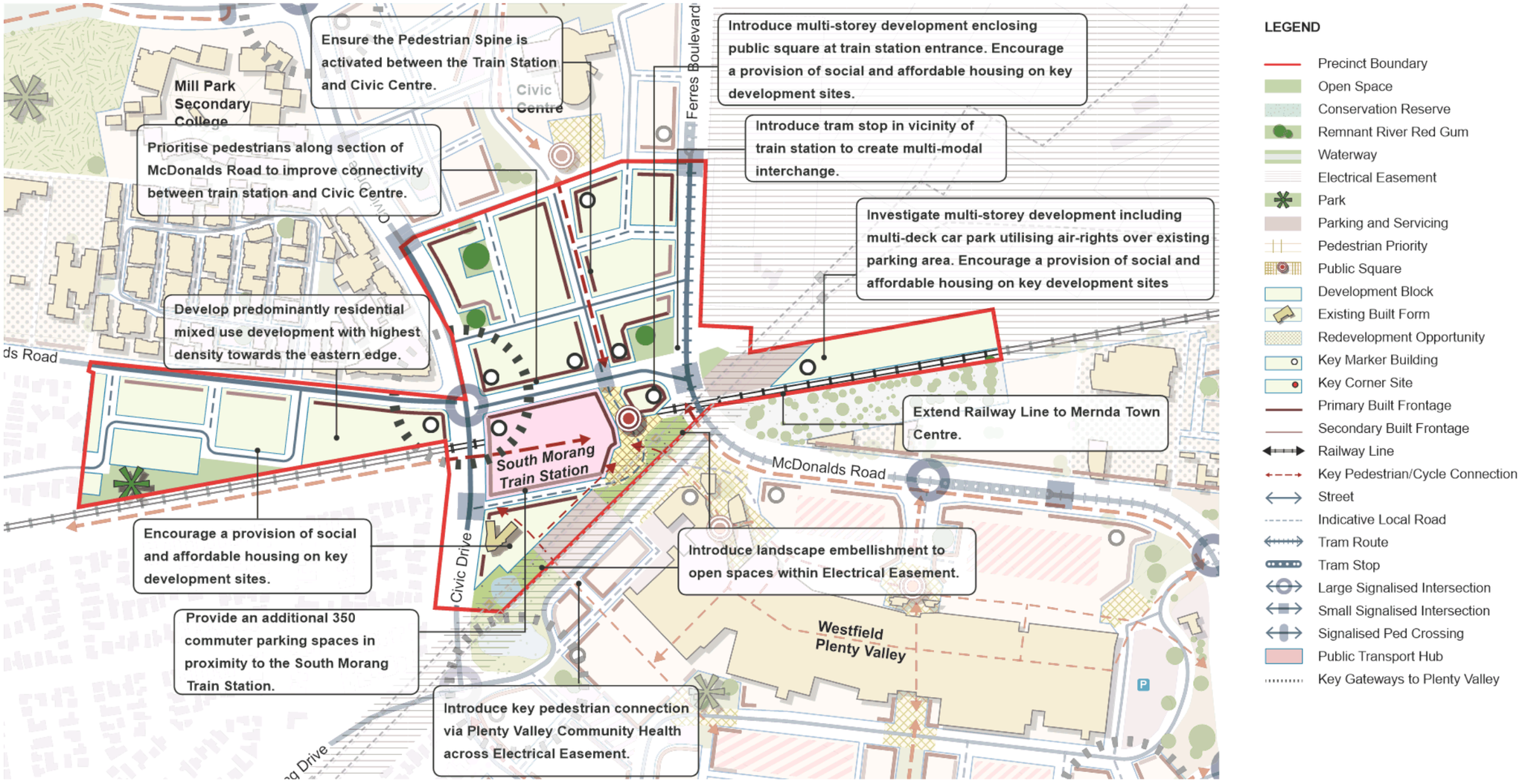


Figure 26 : Transport Hub Illustrative Precinct Plan

1 Retail 2 Residential 3 Community 4 Commercial

3.4 Central Shopping Precinct

Precinct Vision

Future development of the existing shopping centre will be encouraged to incorporate a diversity of land uses to complement existing retail and become a more vibrant retail, leisure, commercial and residential precinct.

As Westfield Plenty Valley develops it will provide range of specialty retail, food and drink, entertainment and leisure uses as part of its core offer. This dense and varied mix of activities and destinations will be centred on pedestrian-orientated links and squares which where practicable will encourage activity to extend through the day and into the evening. The co-location here of essential community and commercial facilities will promote multi-purpose trips and reduce the number of vehicle trips within the Town Centre generally.

The extension of Civic Drive as a high amenity connector street will facilitate further east-west connections across the precinct, particularly for cyclists. The introduction of residential uses either side of this new street will provide a vibrant neighbourhood character.

Precinct Objectives

CSO1.1 Promote the diversification of the retail centre to provide a greater range of facilities, services and commercial opportunities.

CSO1.2 Encourage more restaurants, cafes and entertainment options in highly pedestrianised areas, and the extension of activities and uses into the evening and late-night to improve public safety through passive surveillance.

CSO1.3 Ensure that future development to the north of the existing shopping centre delivers an east-west link that provides a critical stage of the pedestrian spine connecting Mason Point to the Train Station and Civic Centre beyond.

CSO1.4 Locate new public squares adjacent to the precincts most active uses, such as outdoor leisure uses or access points to the shopping centre.

CSO1.5 Enhance existing pedestrian and cycle linkages from Westfield through to the Transport Hub and Live and Work Precincts.

CSO1.6 Promote the delivery of Civic Drive as a local connector road facilitating east-west cycling linkages and accessing a higher density residential and mixed use neighbourhood (see Appendix 5.2 for indicative cross section).

Precinct Directions

CSD1.1 Enhance parks and open space through increased landscaping, embellishment and the provision of facilities such as play equipment.

CSD1.2 Ensure that the design of public streets and squares encourage their use as meeting and event places.

CSD1.3 Develop a town square, piazza or other public squares that will support a variety of activities as well as food and drink, entertainment and leisure uses.

CSD1.4 Facilitate a pedestrian/cycle green link along Civic Drive between the Live & Work precinct and the Transport Hub.

CSD1.5 Ensure potential tram alignments and potential stops integrate appropriately with existing retail uses.

CSD1.6 Develop a fine grain retail strip along the northern edge of the Westfield Shopping Centre with a pedestrian oriented design.

CSD1.7 Ensure the built form on McDonalds Road addresses and activates the street and pedestrian path.

CSD1.8 Prepare and implement a revised design of McDonalds Road to better support a safe and attractive pedestrian and cycle environment; potential design treatments may include dedicated bike lanes, on-street car parking and minimal building setbacks.

CSD1.9 Support increased scale mixed-use development that provides an appropriate interface to existing low-density residential areas to the south.

CSD1.10 Gradually reduce the provision of at-grade car parking, instead promoting multi-deck or under croft parking as part of any future development.

CSD1.11 Ensure the built form transitions to existing residential areas and protects the solar access to private open spaces of existing residences.

CSD1.12 Support the development of Civic Drive on the alignment indicated in this plan in accordance with the indicative cross section in Appendix 5.2. As a connector street the funding of land and works are the responsibility of the developers as indicated in Section 4.3.

CSD1.13 Connection of Stillman Drive and Peyton Drive to Civic Drive should be designed to restrict vehicular traffic and provide for safe pedestrian and cycle connections only. A full road reserve width must be provided for the connections.

Westfield - Stratford, London is designed around outdoor streets which promote walkability + activity.

New external public spaces could be activated by leisure and restaurant uses.

Civic Drive will feature safe off-street cycle provision.

CITY OF WHITTLESEA

Figure 27 : Central Shopping Illustrative Precinct Plan

1 Residential 2 Commercial 3 Local Shops

3.5 Live and Work Precinct

Precinct Vision

The Live and Work precinct balances areas of higher density, mixed use development alongside areas of protected landscape amenity.

The precinct will continue to develop as a mixed-use commercial and office precinct with a sizeable residential component provided above ground floor and away from principal streets.

The two substantial residential-focussed mixed use areas which comprise this precinct will be connected by high-quality landscape and open space connections utilising existing conservation and pipetracks. These areas of high environmental value will continue to make a strong contribution toward the character and amenity of this precinct.

Activity will be focussed along Oleander Drive with strong pedestrian and cycling links into the Central Shopping precinct and other surrounds.

Precinct Objectives

LO1.1 Continue to promote the area as a high-amenity residential community with excellent connections to the wider metropolitan area.

LO1.2 Advocate for the use of existing reserves to provide parks and open spaces that take advantage of existing native trees and waterways for the growing resident and worker user base.

LO1.3 Ensure buildings have frontage to streets, parks, waterways and easements to provide overlooking.

LO1.4 Enhance the amenity and use of the waterway and conservation reserves by providing additional landscaping, benches, facilities and shared paths.

LO1.5 Enhance features of the Yan Yean Water Supply System and provide interpretation to raise the profile of its State significant heritage values.

LO1.6 Utilise existing infrastructure easements to facilitate shared path connections across the Town Centre and wider area.

LO1.7 Provide a permeable movement network appropriate to the residential/mixed use focus of the precinct with a priority on pedestrian and public transport integration.

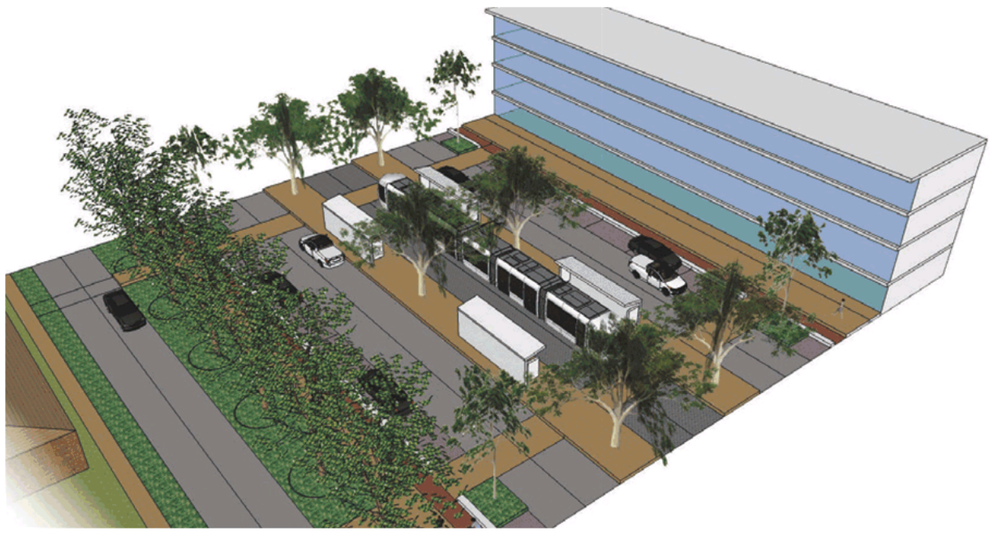
LO1.8 Encourage a mix of compatible land uses including housing, health, office and some retail.

Precinct Directions

LD1.1 Establish a heritage interpretation space at the Pipehead Reservoir.

LD1.2 Advocate for a tram stop on Bush Boulevard to service the growing residential and working population in this precinct.

LD1.3 Complete missing sections in the pedestrian/cycle network including footpaths, shared paths and pedestrian crossings.



Example of Integrated Street Design on Bush Boulevard

A public park featuring a heritage trail and shared bicycle paths could be provided as part of the Yan Yean pipetrack.

CITY OF WHITTLESEA

Figure 28 : Live and Work Illustrative Precinct Plan

1 2

Commercial Retail

3.6 Employment Precinct

Precinct Vision

This eastern part of the Town Centre is further from the existing South Morang train station than the other precincts and is less suitable for high density residential housing or accessible fine grain retail. Nevertheless, the provision of an additional railway station within a short walking distance will open up the potential for higher density employment generating uses along the precinct's northern edge.

Its excellent road connections have shaped the established character of the employment precinct as a location for commercial business and bulky goods retail. The extension of Danaher Drive and Findon Road will serve to further consolidate this pattern of land use as the precinct further develops. The employment precinct has the greatest potential for providing accommodation for a greater variety of employment opportunities - a range of business and larger format retail premises sizes and floorplates will enable start-up enterprises to locate within the Town Centre.

The identity of this precinct will be based on the landscape quality of McDonalds Road which acts as a gateway boulevard into the heart of the Town Centre from Plenty Road. As the centre develops and McDonalds Road becomes less significant as an east-west arterial road then opportunities are likely to arise for the redevelopment of existing larger format uses into higher density commercial/ mixed use developments.

Precinct Objectives

EO1.1 Promote the intensification of commercial land uses to encourage an increase in the quality and quantity of jobs across the precinct.

EO1.2 Support a range of employment-generating land uses such as office, small scale manufacturing, servicing and ancillary retail.

EO1.3 Utilise buildings and landscaping to shield transmission pylons and minimise their visual prominence.

EO1.4 Provide a high quality streetscape along McDonalds Road utilising extensive natural landscaping to soften the built form and compensate for excessive building setbacks through the introduction of street trees.

EO1.5 Ensure development provides activation of public open spaces and the future shared path along the water pipetrack easement.

EO1.6 Provide a direct pedestrian and cycle connection across Findon Road to the north to access the future railway station at Middle Gorge, including a potential signalised intersection.

EO1.7 Encourage development to respond to the proximity and increased potential of the future railway station.

EO1.8 Promote the development of finer grain road network to encourage permeability through the precinct.

Precinct Directions

ED1.1 Encourage development of offices and limited other local services or retail within 800m of the future railway station.

ED1.2 Develop a shared path connection along the Melbourne Water pipetrack easement, nominated by VicRoads as a priority bicycle route

ED1.3 Investigate the drainage requirements of the Heaths Court Drain outlined in the South Morang Drainage Strategy to inform potential design treatments and embellishment.

ED1.4 Support a review of the South Morang Drainage strategy to investigate piping sections of the Heaths Court Drain, south of McDonalds Road, where appropriate.

ED1.5 Revise the cross section of Oleander Drive to better support a pedestrian based retail thoroughfare.

ED1.6 Require a landscaping strip (minimum 6m wide on McDonalds Road and 4.5m wide on other streets) in the front setback where parking is provided in the front setback.

CITY OF WHITTLESEA

Figure 29 : Employment Illustrative Precinct Plan

Implementation

4.1 Implementation Overview

Introduction

The Plenty Valley Town Centre Structure Plan will be implemented via a number of initiatives outlined in this section. The implementation process consists of the following:

- Planning Scheme Amendment
- Specific Actions
- Infrastructure
- Infrastructure Contributions Plan
- Monitoring and Review

Delivery of the implementation actions will be the responsibility primarily of Council with support from the State Government, other agencies and the private sector.

4.2 Specific Actions

Landscape Actions

Action	*Timing*
LAA1 : Develop a strategic landscaping planting plan to determine an approach to tree planting for streets and spaces across the Centre.	Short
LAA2 : Amend the Conservation Management Plan for the Central Conservation Reserve in order to incorporate a pedestrian connection to Mason Point.	
LAA3: Apply for Living Rivers funding to support the further embellishment of Hendersons Creek and other creeks and wetlands in the Town Centre.	
LAA4 : Undertake an assessment of Heath Courts Drain to establish its biodiversity values and the potential for incorporating Water Sensitive Urban Design into a publicly accessible open space.	Medium
LAA5 : Develop guidelines for the incorporation of River Red Gums into useable public spaces as part of a review of River Red Gum policy.	

Public Space Actions

Action	*Timing*
PSA1 : Work with key agencies and developers to introduce active recreation and playspaces into the Yan Yean pipetrack.	Short
PSA2 : Develop public art strategies for the Town Centre.	
PSA3 : Negotiate a revised shared user agreement with the Department of Education to remove fencing and improve community access to the Mill Park Sports Pitches.	Medium
PSA4 : Prepare a streetscape design framework for arterial, sub-arterial and collector streets which emphasise the public realm function of the street.	
PSA5 : Undertake a competitive design process for the provision of a civic space to be delivered as part of the Civic Precinct expansion.	

CITY OF WHITTLESEA

Design Actions

Action	Timing
DESA1 : Implement new built form controls in a schedule to the Planning Scheme in accordance with the design principles and guidelines identified in the Structure Plan.	Short
DESA2 : Introduce a Planning Application requirement for Sustainable Design Assessment (SDA) or Sustainability Management Plans (SMP) to accompany significant planning applications.	
DESA3 : Investigate the use of annual design awards for excellence for developments within the Town Centre.	Medium

Walking and Cycling Actions

Action	Timing
WCA1: Utilise a variety of funding sources to complete key missing pedestrian infrastructure aligned with 'Missing Links' strategy, across the Town Centre.	Short
WCA2: Install safe crossing points on major roads to link key activity generating uses and provide access from the Town Centre to the Quarry Hills and Plenty Gorge regional parklands.	Medium
WCA3: Implement street upgrades including the introduction of additional street trees, furniture, wayfinding and public art along key routes.	
WCA4: Produce initial design and development briefs for Shared User Paths to be developed within electrical and pipetrack easements in order to establish in-principle agreements with landowners and key referral agencies.	Short
WCA5: Produce a wayfinding and integrated cycling infrastructure strategy for the connection of Quarry Hills to Plenty Gorge Regional Parks via the Town Centre.	Medium
WCA6: Publish a cycling network plan as a guide to assist cyclists in locating routes into the Town Centre.	

Public Transport Actions

Action	Timing
PTA1: Advocate for the potential extension of the tram connection from University Hill to Plenty Valley Town Centre through a clear advocacy program, supported by current evidence.	Short
PTA2: Work with agencies to determine the appropriate alignment for the potential tram extension and investigate options for preserving tram reservation into the future.	

Street Network Actions

Action	Timing
SNA1: Work with Public Transport Victoria to ensure the provision of at least 800 commuter car parking spaces in proximity to the South Morang Train Station.	Short
SNA2: Advocate for the extension and duplication of Findon Road as a major east-west route.	
SNA3: Work with VicRoads to improve the pedestrian permeability across McDonalds Road and investigate a potential down grade of its status particularly between Ferres Boulevard and Civic Drive.	
SNA4: Cost the infrastructure items to be included in Capital Works or an Infrastructure Plan.	
SNA5: Develop a detailed street network plan for the Town Centre to direct implementation of targeted traffic interventions.	
SNA6: Prepare a parking precinct plan and investigate the use of the Parking Overlay in the Town Centre.	
SNA7: Develop a streetscape/cross section design for Bush Boulevard and McDonalds Road to inform its adaptation for multi-modal transport and which accounts for changes in character and context along stages of its length.	Medium

Housing Actions

Action	Timing
HOA1: Identify incentives to attract and engage the private sector to provide social and affordable housing as part of new housing developments.	Short
HOA2: Identify and introduce mechanisms and incentives to attract the private sector to provide a minimum 5% social housing and 10% affordable housing target as part of development within the Town Centre.	
HOA3: Provide and circulate educational resources about Federal and State Government initiatives to developers regarding social and affordable housing.	
HOA4: Ensure that integrated social and affordable housing is provided within the Civic Precinct as part of the masterplan finalisation.	
HOA5: Advocate to the Department of Health and Human Services (DHHS) and other relevant State Government Departments to deliver new social and affordable housing projects in the Town Centre.	
HOA6: Implement changes to the Planning Scheme to facilitate housing in accordance with the desired built form, in precincts in the Town Centre where it is encouraged.	

Employment Actions

Action	Timing
EMPA1: Work with established stakeholders to explore and support complementary employment generating uses to dominant market sectors, helping to diversify away from retail.	Short
EMPA2: Monitor trends in business land use and employment generation throughout the Centre using annual surveys such as CLUE (Census of Land Use and Employment).	
EMPA3: Develop clear and consistent planning controls for greater developer/ investor certainty to more effectively support and manage economic growth.	
EMPA4: Develop a prospectus with a recognisable brand identity in order to highlight the benefits of investment in the Town Centre.	
EMPA5: Investigate the establishment of a traders associations or advisory group for retailers and traders in the Town Centre.	Medium
EMPA6: Implement the 'Growing our Economy' strategy to provide the infrastructure and policy support required to foster increased economic investment.	
EMPA7: Investigate the potential for a dedicated space for markets.	

Civic and Community Actions

Action	Timing
CIVA1: Finalise the Masterplan for the Civic Precinct.	Short
CIVA2: Advocate for a Justice and Integrated Human Services Precinct within the Town Centre.	
CIVA2: Advocate to Department of Health and Human Services (DHHS) for provision in the Town Centre of human services not currently accessible by residents within its catchment.	
CIVA4: Develop a formal mechanism for the innovative use of vacant retail units in partnership with landowners.	Medium
CIVA5: Investigate the potential for remote study partnerships with universities or TAFE providers within the Town Centre.	
CIVA6: Investigate the potential for partnerships to deliver health services such as Maternal Child Health in the Town Centre.	
CIVA7: Plan for and deliver community meeting spaces in the Town Centre.	

Mixed Use Actions

Action	Timing
MIXA1: Review planning scheme land use controls and amend as necessary to support the range of land uses supported by the Structure Plan.	Short
MIXA2: Develop a placemaking strategy for key strategic locations that focuses on activation of these areas.	Medium
MIXA3: Secure an area of surface parking or open space to host fairgrounds, circuses and other events that will bring people to the area.	
MIXA4: Investigate opportunities to procure a development partner to assist in the comprehensive delivery of integrated mixed use developments on undeveloped land in the Civic and Transport Hub precincts.	

4.3 Infrastructure

Infrastructure

The Plenty Valley Town Centre will require a range of infrastructure items to supports its development, future residents and realise the vision outlined in this Structure Plan.

Figures 30, 32, 34, and 36 list the infrastructure projects . The location of the projects are shown in Figures 31, 33, 35, and 37.

The list and location of projects are indicative and subject to a further process of assessment as to need, scope, timing , responsibility and cost apportionment (if applicable) when future town planning approvals are sought.

The infrastructure projects include:

- roads,
- intersections,
- pedestrian and cycling,
- public transport,
- community facilities,
- open space and
- drainage.

The projects will be delivered via a variety of mechanisms. Tables 30, 32, 34, and 36 identify whether the works are 'developer works'.

Developer Works - Infrastructure and works which have a direct nexus to development and required to be fully funded by the developer as part of development of the land.

Works which are not developer works may be funded via a range of funding sources including:

Council Funding Sources - To be funded from Council's capital works budget or via another Council funding source such as land sale.

State Government Funding Sources - Infrastructure reliant on funding or grants from the State Government or agencies including VicRoads and Melbourne Water.

Open Space Contributions - To be funded by land or monetary contributions required in accordance with s18 of the Subdivisions Act 1988.

Developer Contributions - Contribution made to infrastructure either via levy in a Contributions Plan or agreement to contribute to infrastructure funding.

An Infrastructure Contribution Plan (ICP) will be prepared to provide a framework for development proponents to contribute a fair proportion towards the cost of works and services for the new development in the Town Centre. Details of the ICP are discussed in Section 4.4.

Plan Code	Category	Infrastructure Item	Description	Timing	Developer Works
ROADS					
RD-01	Road	Road duplication - Bush Boulevard	Construct second carriageway - Bush Boulevard	Long	No
RD-02	Road	Road construction	Construct 'Local Road from Ferres Blvd - Civic Drive	Short	Yes
RD-03	Road	Road construction - Findon Road	Findon Road Extension from The Great Eastern Way to Plenty Road	Short	Yes (part)
RD-04	Road	Road duplication - Findon Road	Construct second carriageway - Findon Road - between Civic Drive and Ferres Boulevard	Medium	No
RD-05	Road	Road duplication - Ferres Boulevard	Construct second carriageway - Ferres Boulevard - between Findon Road and McDonalds Road	Long	No
RD-06	Road	Land and road construction - Civic Drive extension	Civic Drive Extension from Morang Drive to Bush Boulevard	Medium	Yes
RD-07	Road	Road construction - Murdoch Road	Extension of Danaher Drive to Findon Road	Medium	Yes
RD-08	Culvert	Culvert construction - Heath Court Drain	Construct a road and culvert over Heath Court Drain - Oleander Drive to Plenty Road	Long	Yes
RD-09	Road and Public Realm	Streetscape improvement	Traffic calming measures and streetscape improvement to Peyton Drive and Stillman Drive	Long	Yes
RD-10	Road and Public Realm	Streetscape improvement	Streetscape improvement works on McDonalds Road between Civic Drive and Ferres Blvd to prioritise pedestrian movements.	Medium	No
RD-11	Road	Road Upgrade - Civic Drive	Upgrade and widening of Civic Drive	Medium	No

Figure 30 : Infrastructure Table - Roads

CITY OF WHITTLESEA

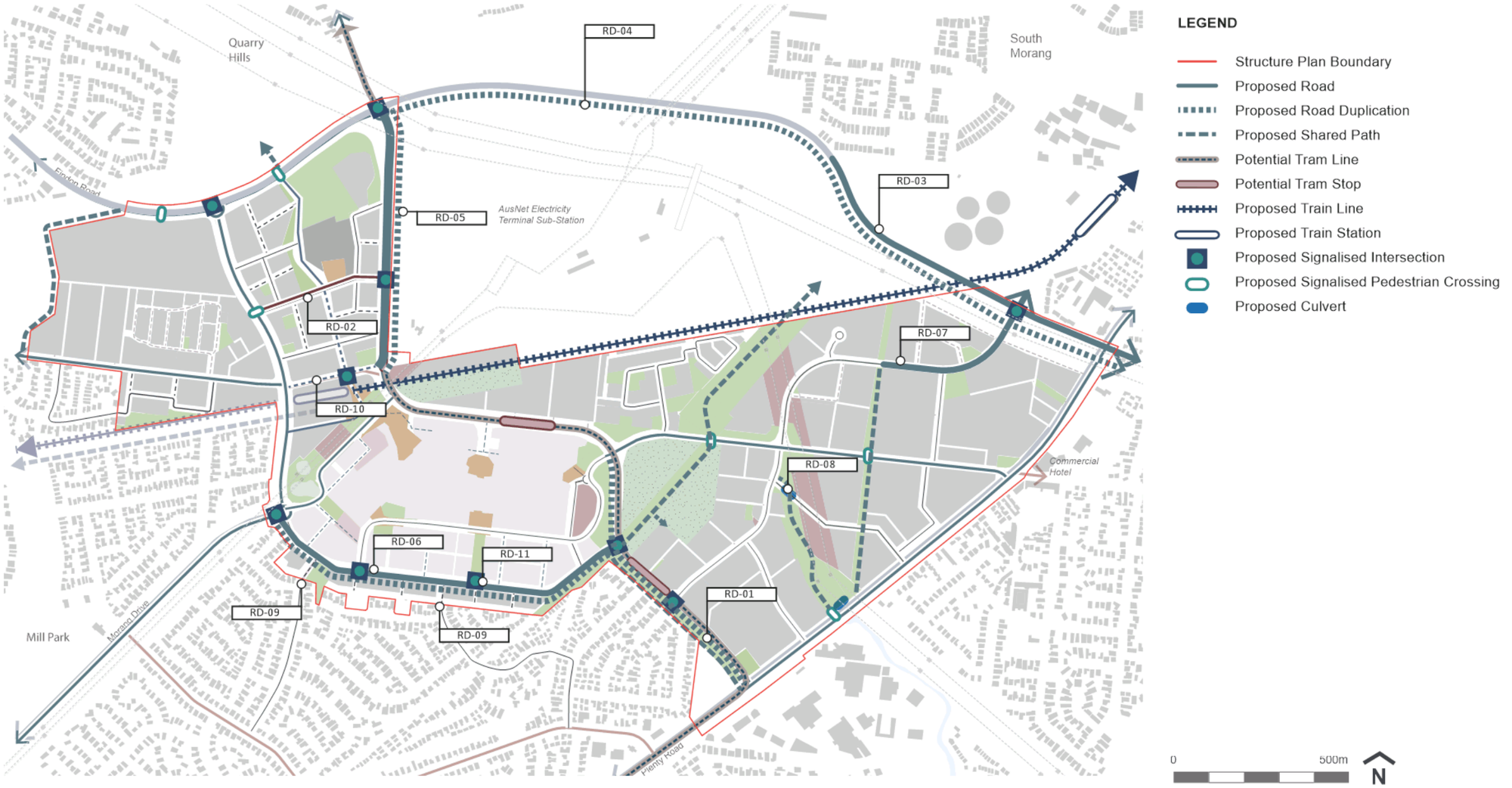


Figure 31 : Infrastructure Plan - Roads

73

Plan Code	Category	Infrastructure Item	Description	Timing	Developer Works
INTERSECTIONS					
IN-01	Road	Signalised intersection	Signalisation - Ferres Boulevard and Main Road (Council access road)	Medium	Yes
IN-02	Road	Signalised intersection	Signalise intersection - Ferres Boulevard and Findon Road	Short	No
IN-03	Road	Signalised intersection	Signalise intersection - Findon Road and Civic Drive	Long	No
IN-04	Road	Signalised pedestrian crossing	Construct signalised pedestrian crossing - Findon Road - east of Civic Drive	Short	No
IN-05	Road	Signalised pedestrian crossing	Construct signalised pedestrian crossing on Civic Drive between Mill Park Secondary College and Civic Precinct	Long	No
IN-06	Road	Signalised pedestrian crossing	Construct signalised pedestrian crossing at Findon Road between Mill Park Secondary College sports fields and Quarry Hills Park	Short	No
IN-07	Road	Signalised pedestrian crossing	Construct signalised pedestrian crossing to facilitate Yan Yean shared path - Conservation Reserve to proposed Heritage Park	Medium	No
IN-08	Road	Signalised intersection	Signalise intersection - Morang Drive and Civic Drive	Medium	Yes
IN-09	Road	Signalised intersection	Signalise intersection - Civic Drive and Bush Boulevard. Connection to Civic Drive extension (Ultimate). Note: Interim intersection to be provided by developer works.	Short (interim) Long (ultimate)	Yes (interim) No (ultimate)
IN-10	Road	Signalised intersection	Signalise intersection - Oleander Drive and Bush Boulevard - potential to incorporate tram stop	Long	No
IN-11	Road	Signalised intersection	Signalise intersection - Findon Road and Danaher Drive (Ultimate) Note: Interim intersection to be provided by developer works.	Short (interim) Long (ultimate)	Yes (interim) No (ultimate)
IN-12	Road	Signalised intersection	Signalise intersection - Local Road (from Civic Precinct) and McDonalds Road	Medium	Yes
IN-13	Road	Signalised intersection	Signalise intersection - Local Road (from Westfield Plenty Valley) and Civic Drive	Long	Yes
IN-14	Road	Signalised intersection	Signalise intersection - Local Road (from Westfield Plenty Valley) and Civic Drive	Long	Yes
IN-15	Road	Signalised pedestrian crossing	Construct signalised pedestrian crossing of McDonalds Road for shared path on pipetrack	Medium	No
IN-16	Road	Signalised pedestrian crossing	Construct signalised pedestrian crossing of Plenty Road for shared path on pipetrack	Medium	No

Figure 32 : Infrastructure Table - Intersections

CITY OF WHITTLESEA

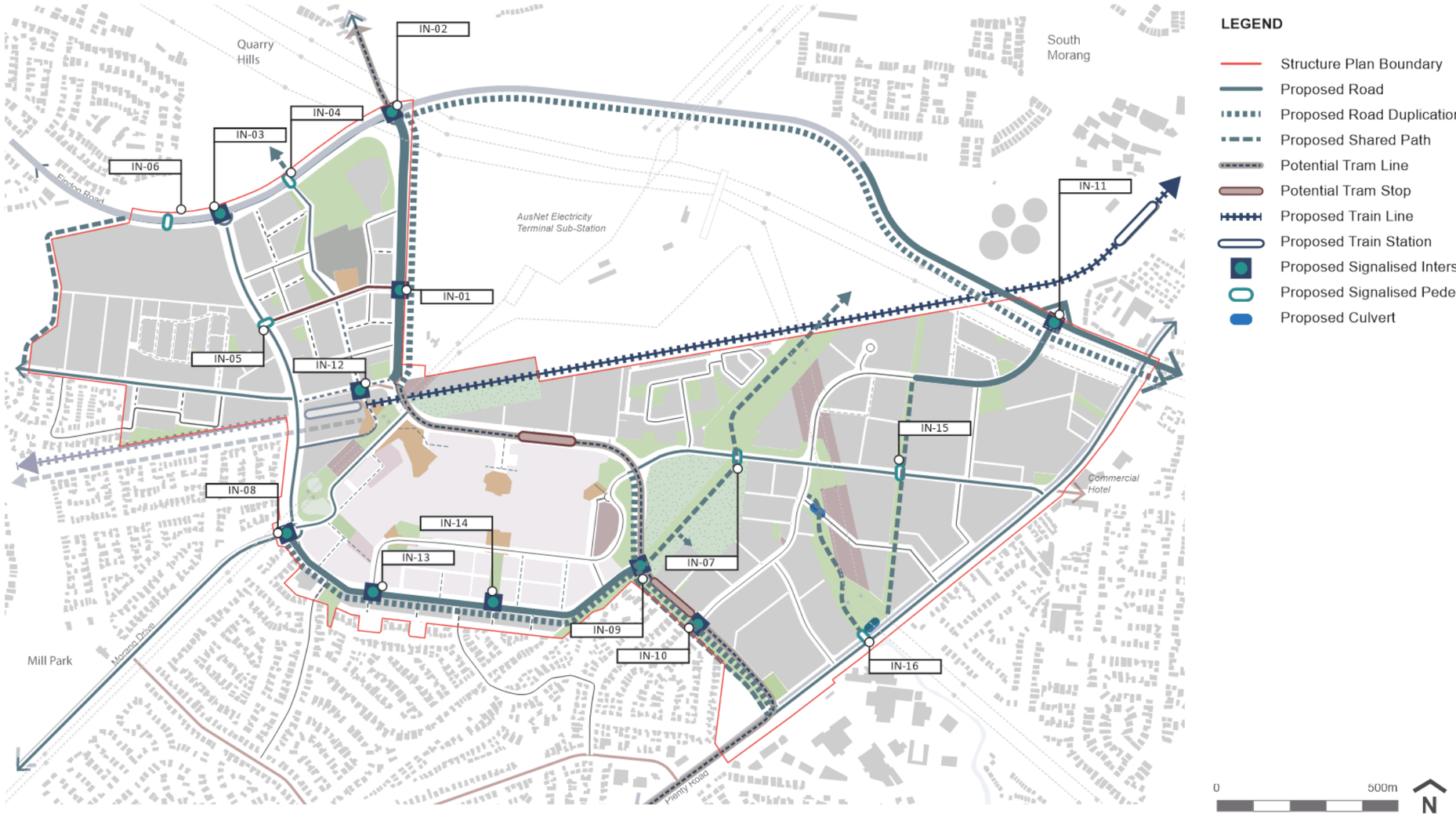


Figure 33 : Infrastructure Plan - Intersections

75

Plan Code	Category	Infrastructure Item	Description	Timing	Developer Works
PEDESTRIAN AND CYCLING					
PED-01	Shared Path	Shared path construction - Bush Boulevard	Construct shared path - Bush Boulevard - Plenty Road to Westfield Shopping Centre - Bush Bvd	Short	No
PED-02	Shared Path	Shared path construction - Yan Yean Heritage Pipe Track	Construct shared path - Yan Yean Pipetrack from Bush Boulevard to Williamsons Road	Short	No
PED-03	Shared Path	Shared path construction - Meadowglen athletics centre	Construct shared path - Meadowglen athletics fields - McDonalds Road to Findon Road	Medium	No
PED-04	Shared Path	Shared path construction - Heath Court Drain	Construct shared path - Heath Court Drain - Plenty Road to Oleander Drive	Medium	Yes (part- land in private ownership)
PED-05	Shared Path	Shared path construction - Pipe Track	Construct shared path - Pipetrack from Plenty Road to Danaher Drive	Long	No
PED-06	Shared path / shared footbridge	Shared path / shared footbridge construction - Plenty Road	Construct shared path and shared footbridge - Plenty Road - Wealthiland Drive to existing shared path (south of Axis Centre) - Plenty Road	Short	No
PUBLIC TRANSPORT					
PUB-01	Public Transport	Potential tram line extension	Potential extension of the Route 86 tram from Bundoora to South Morang	Medium - Long	No
PUB-02	Public Transport	Mernda rail extension	Extension of the railway line from South Morang to Mernda	Short	No

Figure 34 : Infrastructure Table - Pedestrian, Cycling, and Public Transport

CITY OF WHITTLESEA

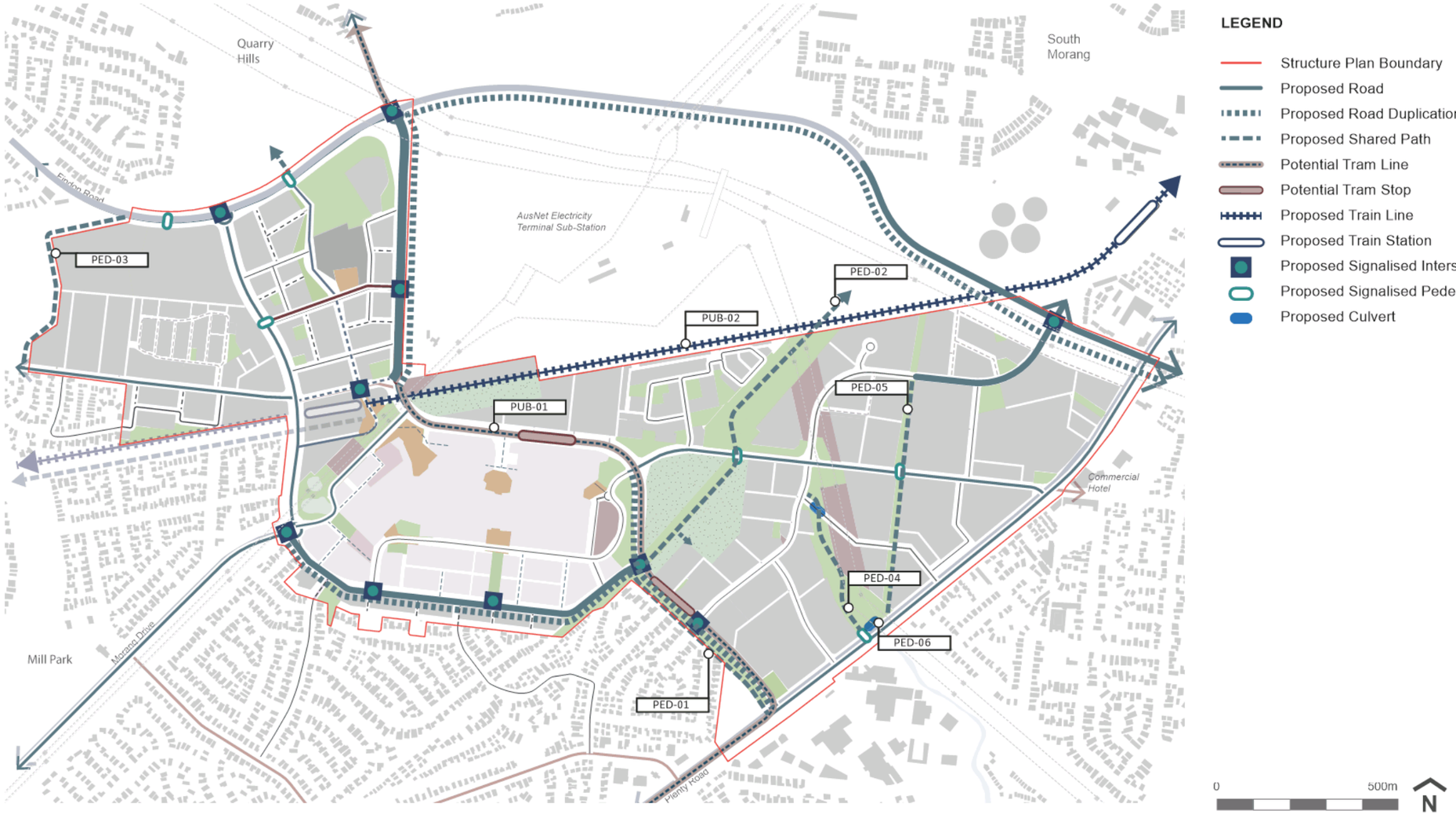


Figure 35 : Infrastructure Plan - Pedestrian, Cycling, and Public Transport

77

Plan Code	Category	Infrastructure Item	Description	Timing	Developer Works
COMMUNITY FACILITIES AND BUILDINGS					
CI-01	Building	Civic centre redevelopment	Civic centre redevelopment	Medium	No
CI-02	Community Facility	Community space	Community meeting and activity spaces	Medium	No
PUBLIC OPEN SPACE AND PUBLIC REALM					
POS-01	Open Space	Heritage park	Embellish land owned by Melbourne Water at McDonalds Road to develop an area of open space - incorporate buried bluestone reservoir for heritage interpretation	Short	No
POS-02	Open Space	Tree Reserve / Small Park	Creation of a small public open space including a retained River Red Gum as part of development of site - Corner of Civic Drive and Peyton Drive	Medium	Yes
POS-03	Public Realm	Civic square	Construction of urban civic square as part of Civic centre redevelopment	Medium	No
POS-04	Open Space	Large Park	Embellish land in the Civic Precinct to create a common green.	Medium	No
POS-05	Open Space	Small park	Creation of small public open space including a retained River Red Gum as part of development of site - South-east corner of Danaher Drive and Murdoch Road	Medium	No
POS-06	Public Realm	Urban Squares	Development of urban squares for public use as part of development of shopping centre (to be retained in private ownership.).	Short	Yes
POS-07	Open Space	Tree Reserve	Creation of tree reserve between Westfield open-air car park and Civic Drive extension in order to retain several significant River Red Gums	Medium	Yes
POS-08	Open Space	Small park	Creation of small public open space on land between McDonalds Road and railway line.	Medium	No
POS-09	Public Realm	Streetscape landscaping	Landscaping streetscape works along Ferres Boulevard.	Medium	No
DRAINAGE					
DRA-01	Drainage	Embellish existing waterways	Embellish existing open drainage channel for improved function and amenity including potential Water Sensitive Urban Design	Medium	Yes
DRA-02	Drainage	Embellish existing waterways	Embellish existing sediment pond, rain garden and outfall trench for improved function and amenity including potential Water Sensitive Urban Design	Medium	Yes

Figure 36 : Infrastructure Table - Community Facilities, Public Realm and Open Space, and Drainage

CITY OF WHITTLESEA

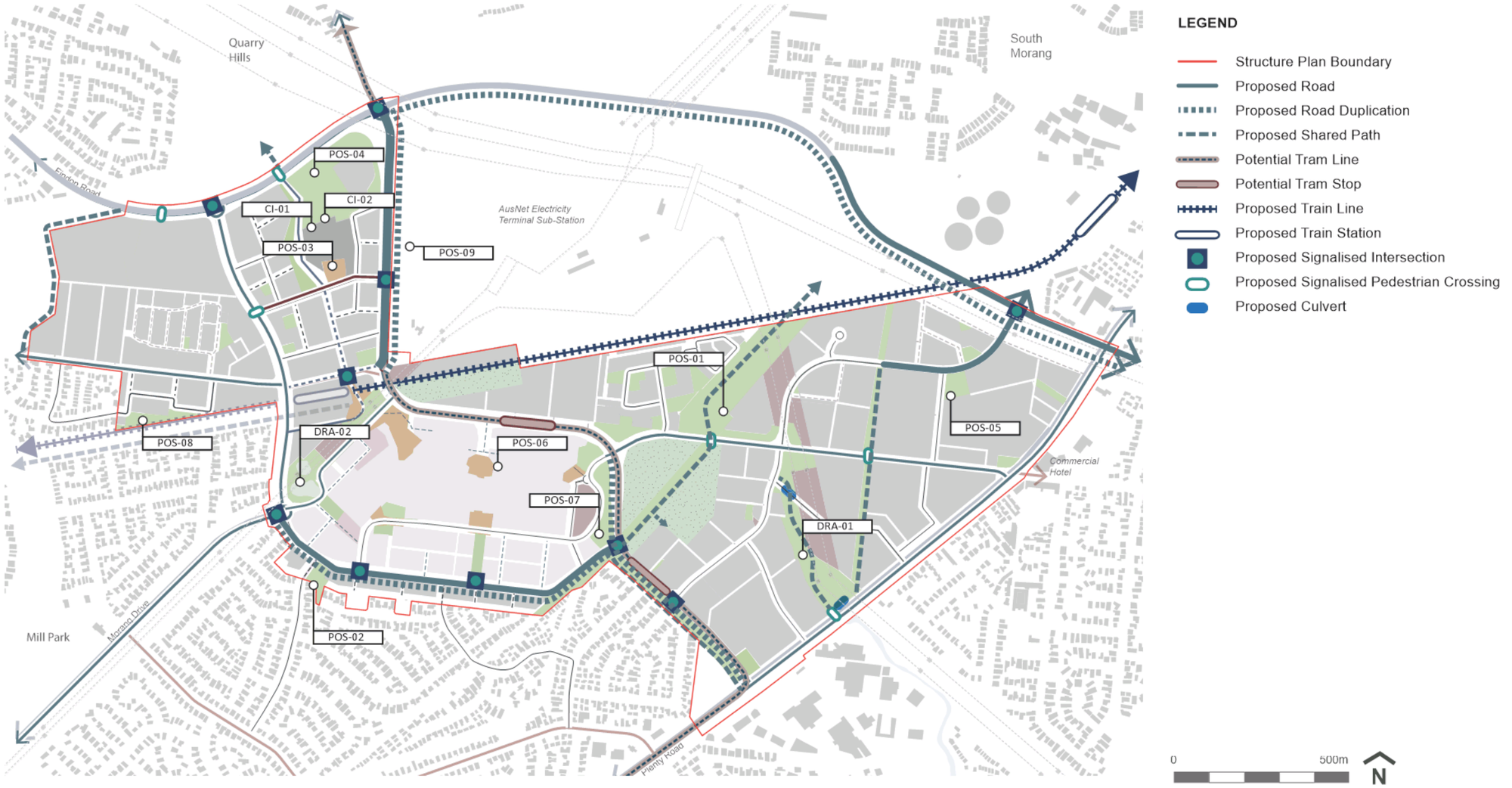


Figure 37 : Infrastructure Plan - Community Facilities, Public Realm and Open Space, and Drainage

79

4.4 Contributions Plan

Development proponents within the Plenty Valley Town Centre Structure Plan will be bound by the Plenty Valley Town Centre Infrastructure Contributions Plan (the ICP).

The ICP will establish a framework for development proponents to contribute a fair proportion towards the cost of works and services for the new development in the Town Centre.

The ICP will set a standard rate which will be required to be contributed for new development which will vary according to the use of the land. The rate will be determined by the Minister for Planning and formalised through a Ministerial Direction.

The ICP will be incorporated into the Whittlesea Planning Scheme.

Development proponents wishing to develop prior to incorporation of this ICP can enter into agreements with the City of Whittlesea under Section 173 of the Planning and Environment Act 1987 to expedite contributions. Contributions will be required to be made consistent with the likely contributions required in accordance with a future ICP.

Figure 38 identifies the infrastructure items required to support the Plenty Valley Town Centre which may be included in a future ICP. The location of the items is shown in Figure 39.

A future Ministerial Direction will clarify which items/ projects will be funded by a future ICP in urban renewal areas.

Council may accept works or the provision of land in lieu of cash payments, providing that the works constitute project(s) identified in this plan as potential ICP items.

Figure 38 : Infrastructure Table - Potential ICP Items

Plan Code	Category	Infrastructure Item	Description
RD-01	Road	Road duplication - Bush Boulevard	Construct second carriageway - Bush Boulevard
RD-03	Road	Road construction - Findon Road	Findon Road Extension from The Great Eastern Way to Plenty Road
RD-05	Road	Road duplication - Ferres Boulevard	Construct second carriageway - Ferres Boulevard - between Findon Road and McDonalds Road
RD-10	Public Realm	Streetscape improvement	Streetscape improvement works on McDonalds Road between Civic Drive and Ferres Blvd to prioritise pedestrian movements.
IN-01	Road	Signalised intersection	Signalise intersection - Ferres Boulevard and Main Road (Council access road)
IN-02	Road	Signalised intersection	Signalise intersection - Ferres Boulevard and Findon Road
IN-03	Road	Signalised intersection	Signalise intersection - Findon Road and Civic Drive
IN-04	Road	Signalised pedestrian crossing	Construct signalised pedestrian crossing - Findon Road - east of Civic Drive
IN-05	Road	Signalised pedestrian crossing	Construct signalised pedestrian crossing on Civic Drive between Mill Park Secondary College and Civic Precinct
IN-06	Road	Signalised pedestrian crossing	Construct signalised pedestrian crossing at Findon Road between Mill Park Secondary College sports fields and Quarry Hills Park
IN-08	Road	Signalised intersection	Signalise intersection - Morang Drive and Civic Drive
IN-09	Road	Signalised intersection and connection	Signalise intersection - Civic Drive and Bush Boulevard. Connection to Civic Drive extension (Ultimate)
IN-10	Road	Signalised intersection	Signalise intersection - Oleander Drive and Bush Boulevard - potential to incorporate tram stop
IN-11	Road	Signalised intersection	Signalise intersection - Findon Road and Danaher Drive (Ultimate)
PED-01	Shared Path	Shared path construction - Bush Boulevard	Construct shared path - Bush Boulevard - Plenty Road to Westfield Shopping Centre - Bush Bvd
PED-03	Shared Path	Shared path construction - Meadowglen athletics centre	Construct shared path - Meadowglen athletics fields - McDonalds Road to Findon Road
PED-04	Shared Path	Shared path construction - Heath Court Drain	Construct shared path - Heath Court Drain - Plenty Road to Oleander Drive
PED-06	Shaed path / culvert	Shared path / culvert construction - Plenty Road	Construct shared path and culvert - Plenty Road - Wealthiland Drive to existing shared path (south of Axis Centre) - Plenty Road
CI-02	Community Facility	Community space	Community meeting and activity spaces
POS-03	Public Realm	Civic square	Construction of urban civic square as part of Civic centre redevelopment
POS-09	Public Realm	Streetscape landscaping	Landscaping streetscape works along Ferres Boulevard.
DRA-02	Drainage	Embellish existing waterways	Embellish existing sediment pond, rain garden and outfall trench for improved function and amenity including potential Water Sensitive Urban Design
ADMIN-01	Plan Costs	Plan Preparation Costs	Preparation of documents and plans to support Infrastructure Contributions Plan.

CITY OF WHITTLESEA

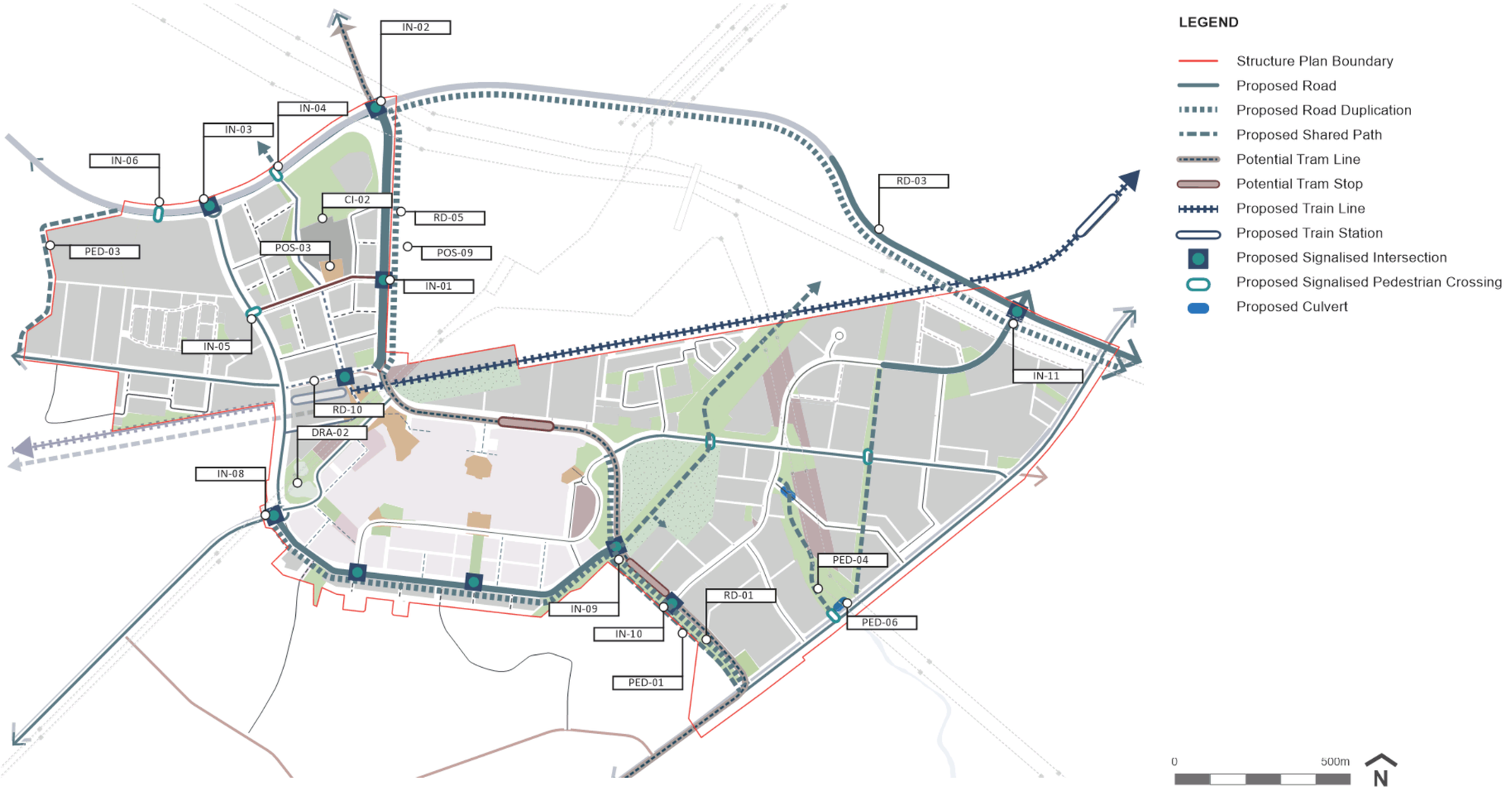


Figure 39 : Infrastructure Plan - Potential ICP Items

4.5 Monitoring and Review

The City of Whittlesea will monitor the implementation of the Structure Plan and the deliverance of actions. A report should be prepared on an annual basis to measure progress and ensure adequate resources and attention is allocated to delivering key actions.

The Structure Plan should be reviewed every five years to ensure that it remains relevant and consistent with Council's plans and policies, and to identify any changes required to respond to new trends, policies or changing circumstances.

Appendix

5.1 Glossary of Key Terms

Activation: building frontages that provide for some level of interaction with the street through the use of windows, or doors opening on to or facing the street.

Active Transport: transport requiring physical activity, typically walking and cycling.

Activity Centre: suburban centres that provide a focus for services, employment, housing, transport and social interaction.

Affordable Housing: housing where the cost (whether of mortgage repayments or rent) is no more than 30 per cent of the household's income.

Arterial Road: a higher order road providing for moderate to high volumes at relatively high speeds typically used for inter-suburban journeys and linking to freeways.

Boulevard: a street which contains a central median with tree planting.

Bulk: the combined effect of the arrangement, volume and shape of a building or group of buildings.

Capping: distinct built form on top of a building, usually as an architectural statement. Can be a new development on top of an existing building to provide additional design value and/or function.

Connector Boulevard Street: a lower order street providing for low to moderate volumes and moderate speeds linking local streets to the arterial network, with a central median including street tree planting.

Connector Street: a lower order street providing for low to moderate volumes and moderate speeds linking local streets to the arterial network.

Encumbered Open Space: land for public open space that is constrained for development purposes by easements (electricity transmission lines, sewers or gas), drainage, or native vegetation for example.

Environment: our physical surrounds, including land, waters, atmosphere, climate, sounds, odours, animals and plants, as well as aesthetics.

Environmentally Sustainable Design (ESD): the use of design principles and strategies to help reduce the environmental impact of buildings.

Façade: the principal face of a building.

Frontage: the road alignment at the front of a lot. If a lot abuts two or more roads, the one to which the building, or proposed building faces.

Gateway Location: locations where a significant number of people enter and exit a precinct or neighbourhood. They occur at a variety of scales, including to an area as a whole, to precincts, or to specific developments.

Heat Island Effect: The heat island effect describes the pattern of higher temperatures in urban areas in comparison to surrounding areas, due to the increased thermal storage capacity of concrete, asphalt and other materials in these areas.

High Density Housing: more than 80 dwellings per net residential hectare.

Housing Density: one of several measures that describe how intensively an urban area is developed.

Incorporated Document: are documents which are listed in the Table to Clause 81.01 in the planning scheme and support the planning scheme. They must be taken into account as part of decision making.

Infrastructure: basic urban facilities and networks needed for the functioning of a local community or broader society.

Justice Precinct: a precinct for justice related land uses such as court house, police station and ancillary uses.

Key Marker Building: a prominent or iconic building located at an important node or intersection.

Landscape Priority: streets which contain and prioritise significant tree planting and landscaping.

Local Road: a lower order street providing for low volumes and low vehicle speeds providing access to individual properties.

Low Density Housing: more than 20 dwellings and generally less than 30 dwelling per net residential hectare.

Medium Density Housing: generally, between 30 - 80 dwellings per net residential hectare.

Native Vegetation: plants that are indigenous to Victoria, including trees, shrubs, herbs, and grasses.

Node: a place where activity and routes are concentrated.

Open Space: includes land reserved for natural landscape, parklands, recreation and active sports, as well as waterways

Pedestrian Priority: streets where pedestrian movements are prioritised over vehicle movements.

Public Benefit: features of a site or building which are of benefit to the wider community which can be:

- publicly accessible and embellished open space areas on site (additional to any public open space contribution under Clause 52.01 of the Planning Scheme); and
- provision of social housing in the building.

Scale: the size of a building in relation to its surroundings

Sensitive Interface: where lower-scale residential development transitions to higher, denser and more active types of development.

Setback: the minimum distance from any allotment boundary to a building.

Social Housing: a dwelling unit or units whose title is transferred to a non-for-profit registered housing association or provider for the purposes of low cost rental housing.Social housing is an overarching term that covers both public housing and community housing.

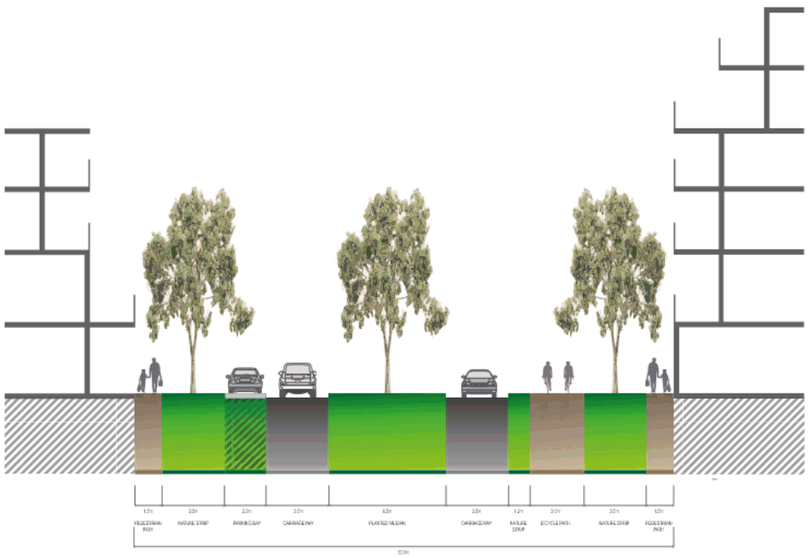
Street Wall: means any part of the building constructed on a lot boundary fronting the street.

Walkable: a condition of a system of routes which are barrier free, interesting, safe, well-lit, comfortable and inviting to pedestrian travel.

Wrapping: parts of a proposed building that cover an otherwise blank wall, generally to provide greater engagement with the street and an improved appearance. This also applies to new development abutting an existing building to cover a blank wall.

5.2 Indicative Cross Sections

Civic Drive - Connector Street [30.0m]



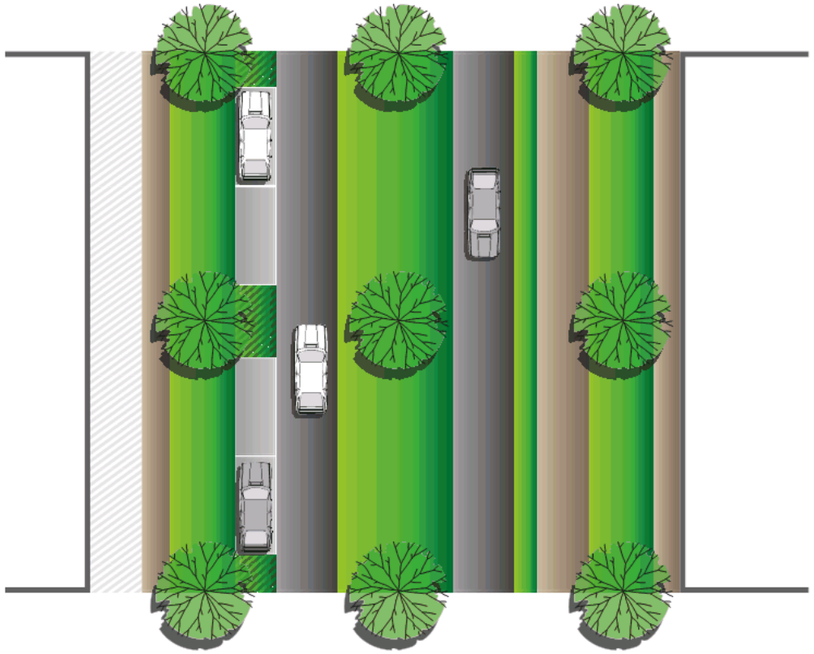
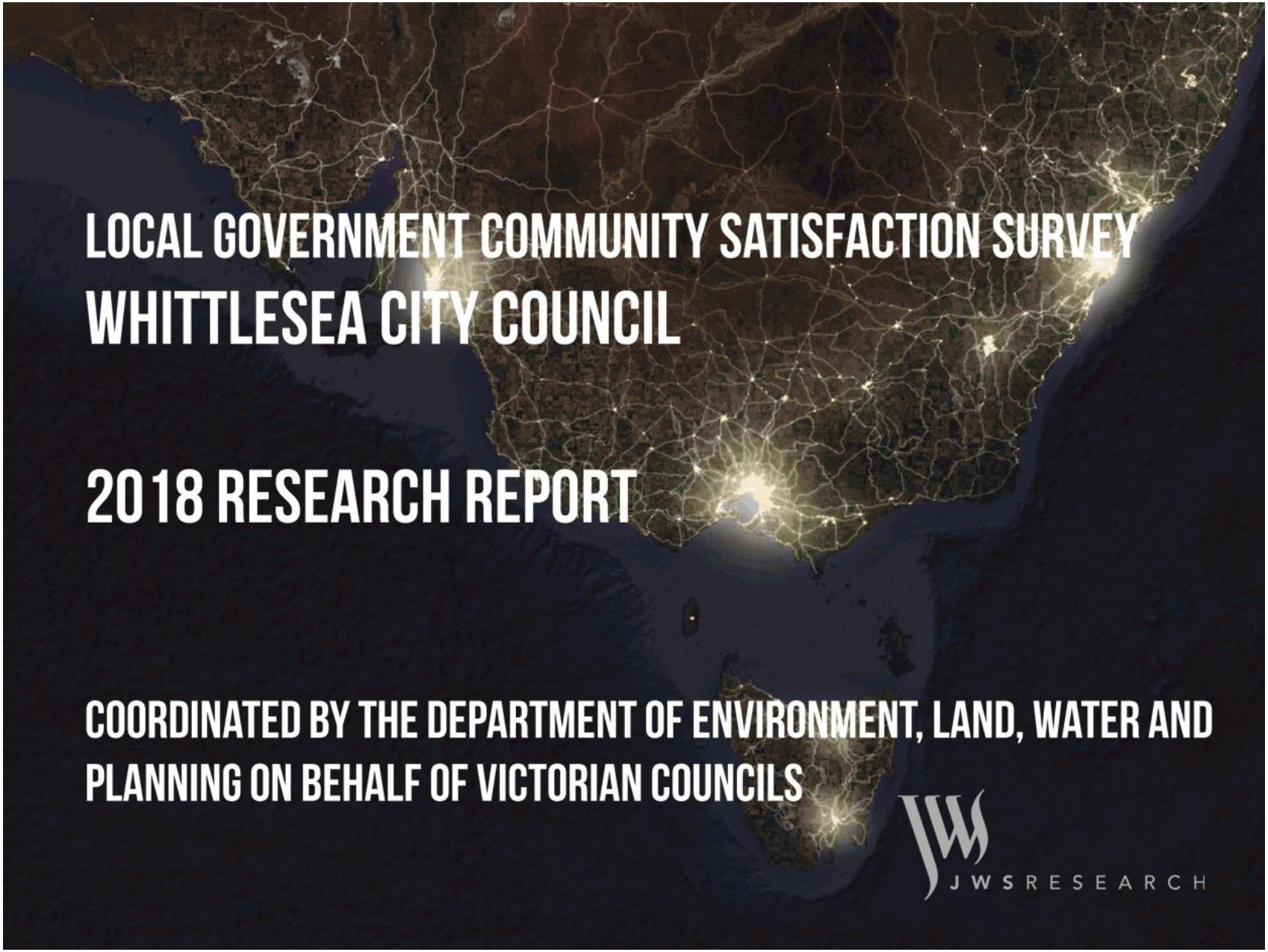


Figure 40 : Indicative cross section and street network - Civic Drive

Note: The ultimate road cross section is to be funded by the two adjoining landholdings as part of the development of the land. Any interim arrangement is to be constructed as consistent with the ultimate cross section as practicable.

City of Whittlesea


LOCAL GOVERNMENT COMMUNITY SATISFACTION SURVEY
WHITTLESEA CITY COUNCIL
2018 RESEARCH REPORT
COORDINATED BY THE DEPARTMENT OF ENVIRONMENT, LAND, WATER AND PLANNING ON BEHALF OF VICTORIAN COUNCILS
JWS RESEARCH

CONTENTS

- Background and objectives
- Survey methodology and sampling
- Further information
- Key findings & recommendations
- Summary of findings
- Detailed findings
  - Key core measure: Overall performance
  - Key core measure: Customer service
  - Key core measure: Council direction indicators
  - Communications
  - Individual service areas
  - Detailed demographics
- Appendix A: Detailed survey tabulations
- Appendix B: Further project information

WHITTLESEA CITY COUNCIL – AT A GLANCE

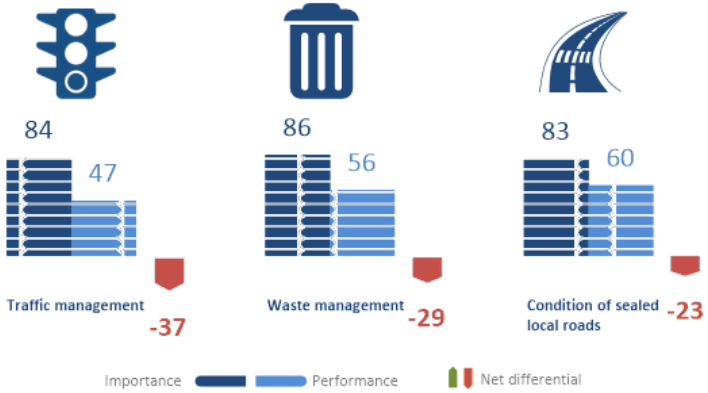
JWS RESEARCH

OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

TOP 3 PERFORMING AREAS

TOP 3 AREAS FOR IMPROVEMENT



3

J00643 Community Satisfaction Survey 2018 - Whittlesea City Council

BACKGROUND AND OBJECTIVES

Welcome to the report of results and recommendations for the 2018 State-wide Local Government Community Satisfaction Survey for Whittlesea City Council.

Each year Local Government Victoria (LGV) coordinates and auspices this State-wide Local Government Community Satisfaction Survey throughout Victorian local government areas. This coordinated approach allows for far more cost effective surveying than would be possible if councils commissioned surveys individually.

Participation in the State-wide Local Government Community Satisfaction Survey is optional. Participating councils have various choices as to the content of the questionnaire and the sample size to be surveyed, depending on their individual strategic, financial and other considerations.

The main objectives of the survey are to assess the performance of Whittlesea City Council across a range of measures and to seek insight into ways to provide improved or more effective service delivery. The survey also provides councils with a means to fulfil some of their statutory reporting requirements as well as acting as a feedback mechanism to LGV.

SURVEY METHODOLOGY AND SAMPLING

This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Whittlesea City Council.

Survey sample matched to the demographic profile of Whittlesea City Council as determined by the most recent ABS population estimates was purchased from an accredited supplier of publicly available phone records, including up to 40% mobile phone numbers to cater to the diversity of residents within Whittlesea City Council, particularly younger people.

A total of n=400 completed interviews were achieved in Whittlesea City Council. Survey fieldwork was conducted in the period of 1st February – 30th March, 2018.

The 2018 results are compared with previous years, as detailed below:

- 2017, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2016, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2015, n=400 completed interviews, conducted in the period of 1st February – 30th March.
- 2014, n=400 completed interviews, conducted in the period of 31st January – 11th March.
- 2013, n=400 completed interviews, conducted in the period of 1st February – 24th March.
- 2012, n=400 completed interviews, conducted in the period of 18th May – 30th June.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Whittlesea City Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

SURVEY METHODOLOGY AND SAMPLING

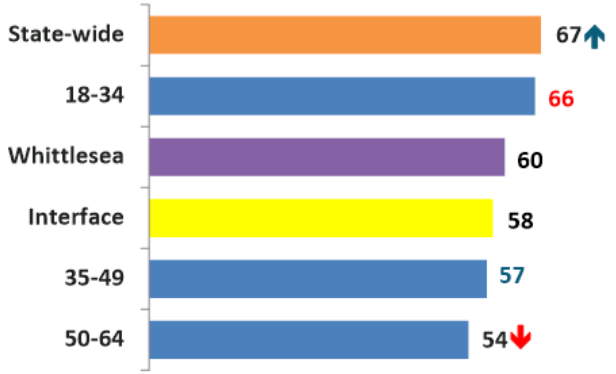
Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'Total' result for the council for that survey question for that year. Therefore in the example below:

- The state-wide result is significantly higher than the overall result for the council.
- The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in blue and red indicate significantly higher or lower results than in 2017. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2017.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2017.

Overall Performance – Index Scores (example extract only)



Note: Details on the calculations used to determine statistically significant differences may be found in Appendix B.

FURTHER INFORMATION

Further information about the report and explanations about the State-wide Local Government Community Satisfaction Survey can be found in Appendix B, including:

- Background and objectives
- Margins of error
- Analysis and reporting
- Glossary of terms

Contacts

For further queries about the conduct and reporting of the 2018 State-wide Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.

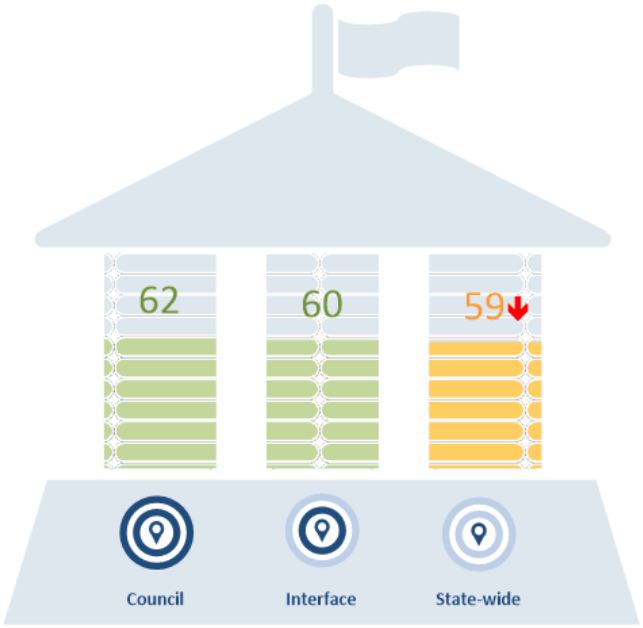
JWS RESEARCH

OVERALL PERFORMANCE

The **overall performance index score of 62** for Whittlesea City Council represents a one-point decline on the 2017 result, though the decrease is not considered *significant*. Council's overall performance rating has been fluctuating since 2012.

- Despite the slight dip in ratings, Whittlesea City Council's overall performance is rated *statistically significantly* higher (at the 95% confidence interval) than the average rating for councils State-wide and higher than in the Interface group (though not *significantly*).
- **Residents aged 50 to 64** years (index score of 53) **are significantly less favourable** in their view of Council's overall performance compared to residents overall.
- **Residents aged 18-34 years** (index score of 67) **are significantly more favourable** in their opinion of Whittlesea Council's overall performance in 2018 compared to all residents.

More residents rate Whittlesea City Council's overall performance as 'very good' (12%) than 'very poor' (5%). More than two in five residents (43%) rate Council's overall performance as 'good', while a further 32% sit mid-scale providing an 'average' rating. Another 8% rate Council's overall performance as 'poor'.



OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

OVERVIEW OF CORE PERFORMANCE MEASURES

Review of the core performance measures (as shown on page 19) shows that **Whittlesea City Council's performance declined on all core performance measures from 2017 to 2018,** with *significant* declines in community consultation, making community decisions and overall council direction.

- Making community decisions and community consultation both saw *significant* declines from 2017 to 2018 by four points, to index scores of 56.
- Whittlesea City Council's performance in advocacy *significantly* surpasses both the State-wide and Interface Group scores by three points.

In the area of customer service (index score of 70), Whittlesea City Council is on par with the Interface and State-wide council averages (index scores of 70 each). This is Whittlesea City Council's best performing area despite a two point (not significant) decline in 2018. The State-wide customer service index increased *significantly* over the past year.

Ratings on core measures differed between demographic and geographic cohorts within Whittlesea City Council.

- On the measure of making community decisions (index score of 56), residents aged 50 to 64 years (index score of 49) are *significantly* less favourable in their rating than the overall Council average.
- Residents aged 50 to 64 years were also *significantly* less favourable in their perceptions of Whittlesea City Council's advocacy (index score of 50 compared to 57 for Council overall), overall performance (53 compared with the Council average of 62), and community consultation (49, 5 points lower than Council average).
- Residents aged 18 to 34 years were *significantly* more favourable in their views of both overall performance and community consultation by Whittlesea City Council.

CUSTOMER CONTACT AND SERVICE

Two thirds (65%) of Whittlesea City Council residents have had recent contact with Council. Nearly half (47%) of contact with Council was conducted by telephone, followed by 20% by email and 18% in person.

For those who last contacted Council by telephone, the most prevalent method, they rated Council customer service quite highly with an index score of 70 compared with the much lower-rated method of email (index score of 58). The highest-rated method for customer service was in person, with an index score of 81.

Customer service, with as stated a performance index score of 70 (two index points lower than 2017), is Council's strongest area of performance and a positive result for Council.

- More than a third (36%) of residents rate Council's customer service as 'very good', with a further 25% rating customer service as 'good.' Performance on this measure has remained relatively stable since 2012.

Perceptions of customer service are relatively consistent across all demographic groups, meaning there is no particular demographic that Council should focus its attention on.

Newsletters, sent via mail (39%) or email (22%), are the preferred way for Council to inform residents about news, information and upcoming events.

- Residents prefer to receive a newsletter in the mail to email regardless of age, and residents aged 50+ years (39% newsletter via mail, 21% newsletter via email) prefer a print newsletter by a similar margin to their younger counterparts (39% newsletter via mail, 23% newsletter via email).

- For younger residents under 50, the appeal of Council newsletters sent via mail has increased from 33% in 2016 to 39% in 2018, and the draw of information received through text message has risen by 11% over the same time period.

AREAS WHERE COUNCIL IS PERFORMING WELL

Emergency and disaster management performs the best of all Shire priority areas (performance index score of 72).

It is the highest performing individual service area tested and is also considered the most important (importance index score of 86).

- In fact, more than half (58%) of residents believe emergency and disaster management is an 'extremely important' Council responsibility.
- Nearly two thirds of residents (62%) rate Council's performance in emergency and disaster management as 'very good' or 'good'.

Art centres and libraries (performance index score of 70) is another area where Council is rated higher compared to other areas.

- Nearly two thirds of residents (61%) rate Council's performance in the area of art centres and libraries as 'very good' or 'good'. However, residents rate the importance of art centres and libraries comparatively lower in importance than other measures, with an importance index score of 67, the third-least important measure to residents.

Family support services is seen as both a relatively important area (index score of 78) and a high-performing area, with a performance index score of 68.

More than half of residents (51%) rate Council's performance on recreational facilities as 'very good' or 'good.' Family support services are also the second most-used council service, with 23% of households and 17% of residents having experience with services in the last year.

AREAS IN NEED OF ATTENTION

The most *significant* decline in 2018 for Whittlesea City Council was a four-point drop on the measure of **Community Consultation** (index score of 56).

- Performance on this measure has fluctuated between 59 and 61 throughout 2012 to 2017, peaking in 2016. The current index score of 56 is *significantly* lower than last year and also an overall low point for Council.
- Much of this decline can be attributed to *significantly* more critical ratings on this issue from **50-64 year olds**. With an index score of 49 in this group, it is the lowest rating of all demographic cohorts and 7 points lower than the Council average.
- Residents of **South East Ward** saw their perceptions of Whittlesea City Council's performance in consultation and engagement *significantly* decline by 7 points from 2017, to 54 points this year.
- Feedback from residents on what they consider Council most needs to do to **improve its performance** in the next 12 months supports this finding, with **community consultation** mentioned by 7% of residents.

The other area that stands out as being most in need of Council attention is d**ecisions made in the interest of the community,** with a similar *significant* four-point drop in performance index scores between 2017 and 2018, to a current score of 56.

- Nearly one in five residents (18%) rate Council performance in this service area as 'very poor' or 'poor'.
- Residents aged **50-64 years** rated Council performance on community decisions *significantly* lower than average, with an index score of 49.
- **South West Ward** residents' view of Council performance on this measure has also significantly decreased, from 62 last year to 54 in 2018.

Feedback from residents on what they consider Council most needs to do to **improve its performance** in the next 12 months also indicates that **traffic management** and **sealed road maintenance**, mentioned by 23% and 16% of residents respectively, are worthy of Council focus over the coming year.

FOCUS AREAS FOR COMING 12 MONTHS

For the coming 12 months, Whittlesea City Council should pay particular attention to the service areas where stated importance exceeds rated performance by 15 or more points. Key priorities include:

- **Traffic management** (margin of 37 points)
- **Waste management** (margin of 29 points)
- **Sealed local roads** (margin of 23 points)
- **Community decisions** (margin of 22 points)
- **Local streets and footpaths** (margin of 19 points)
- **Informing the community** (margin of 19 points)

Consideration should be given to all groups of Whittlesea City Council residents, but especially those aged 50 to 64 years, who appear to be most driving negative opinion in 2017.

On the positive side, Council should maintain its relatively strong performance in the area of customer service and emergency and disaster management.

It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents aged 18-34, and use these lessons to build performance experience and perceptions in other areas.

The **regression analysis on pages 31-35** shows the individual service areas that have the strongest influence on the overall performance rating are:

- Condition of sealed local roads (excluding VicRoads highways)
- Waste management
- Traffic management

Traffic management has the lowest performance index (47), and has a strong influence on overall performance perceptions. Improvement in this area will likely improve overall performance perceptions of the Council.

In summary, improvements in the short-term of the condition of sealed local roads (not VicRoads), waste and traffic management could help drive up overall opinion of the Council's performance.

FURTHER AREAS OF EXPLORATION

JWS RESEARCH

An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, self-mining the SPSS data provided, or via the dashboard portal available to the council.

Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of the key gender and age groups, especially any target groups identified as requiring attention.

A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results. Please contact JWS Research on 03 8685 8555.

SNAPSHOT OF KEY FINDINGS

JWS RESEARCH

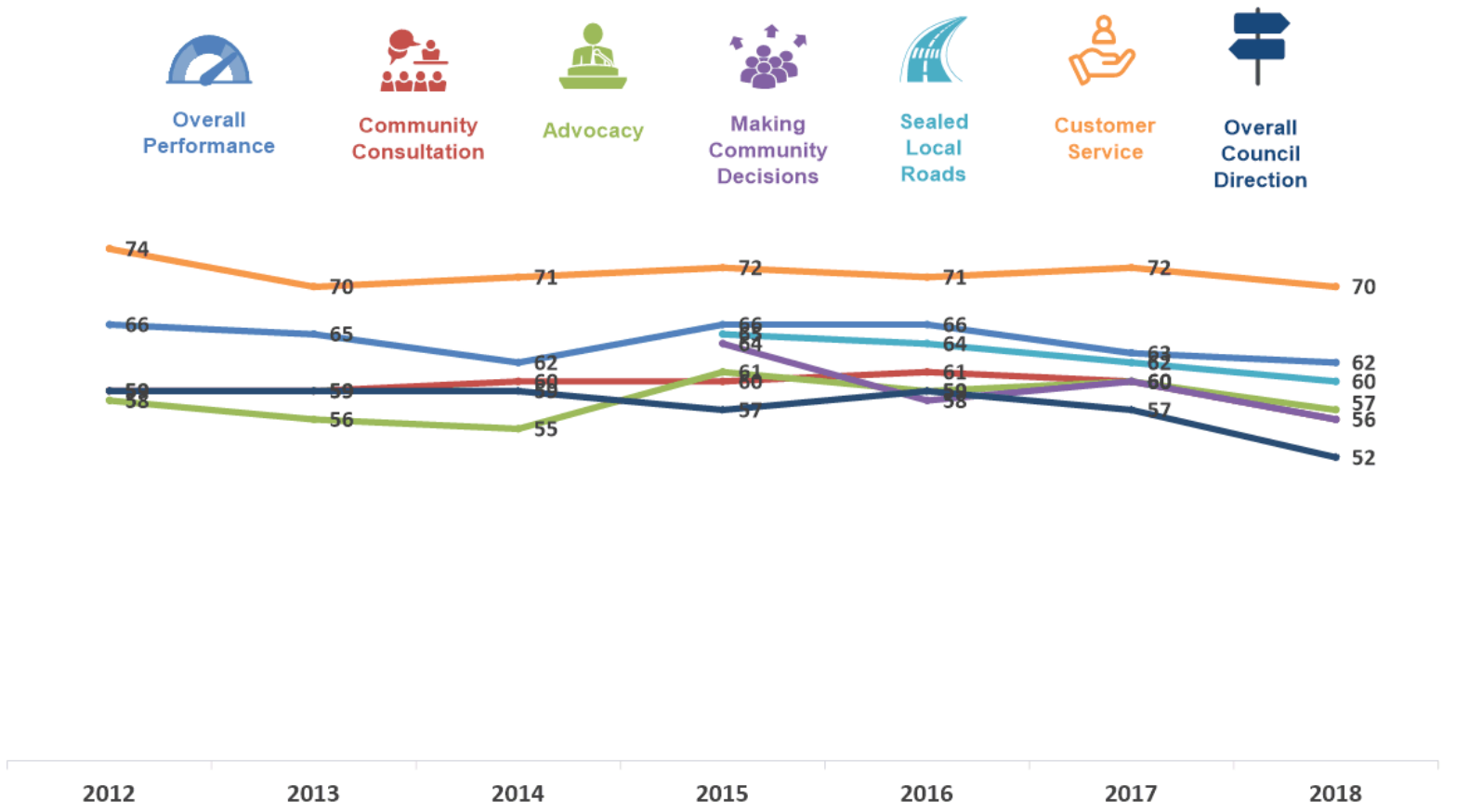
Higher results in 2018 *(Significantly higher result than 2017)*	• *None applicable*
Lower results in 2018 *(Significantly lower result than 2017)*	• Community consultation • Making community decisions • Overall council direction
Most favourably disposed towards Council	• Aged 18-34 years
Least favourably disposed towards Council	• Aged 50-64 years

JWS RESEARCH

2018 SUMMARY OF CORE MEASURES

INDEX SCORE RESULTS

JWS RESEARCH



2018 SUMMARY OF CORE MEASURES

DETAILED ANALYSIS

JWS RESEARCH

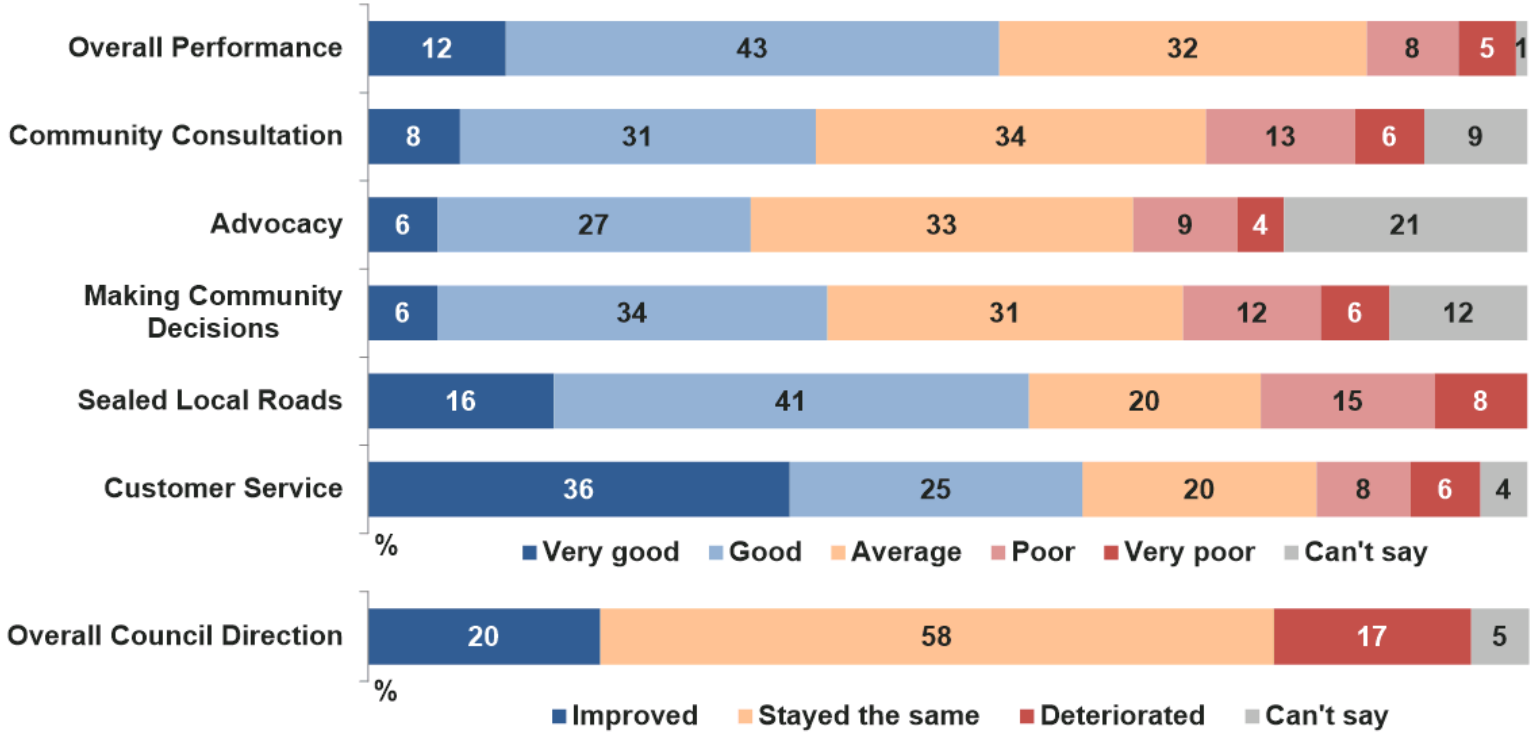
Performance Measures	Whittlesea 2018	Whittlesea 2017	Interface 2018	State-wide 2018	Highest score	Lowest score
OVERALL PERFORMANCE	**62**	63	60	59	Aged 18-34 years	Aged 50-64 years
COMMUNITY CONSULTATION (Community consultation and engagement)	**56**	60	56	55	Aged 18-34 years	Aged 50-64 years
ADVOCACY (Lobbying on behalf of the community)	**57**	60	54	54	Aged 65+ years	Aged 50-64 years
MAKING COMMUNITY DECISIONS (Decisions made in the interest of the community)	**56**	60	56	54	Aged 65+ years	Aged 50-64 years
SEALED LOCAL ROADS (Condition of sealed local roads)	**60**	62	57	53	Aged 65+ years	South West Ward
CUSTOMER SERVICE	**70**	72	70	70	Aged 65+ years	Men
OVERALL COUNCIL DIRECTION	**52**	57	53	52	Aged 18-34 years	Aged 50-64 years

2018 SUMMARY OF KEY COMMUNITY SATISFACTION

PERCENTAGE RESULTS

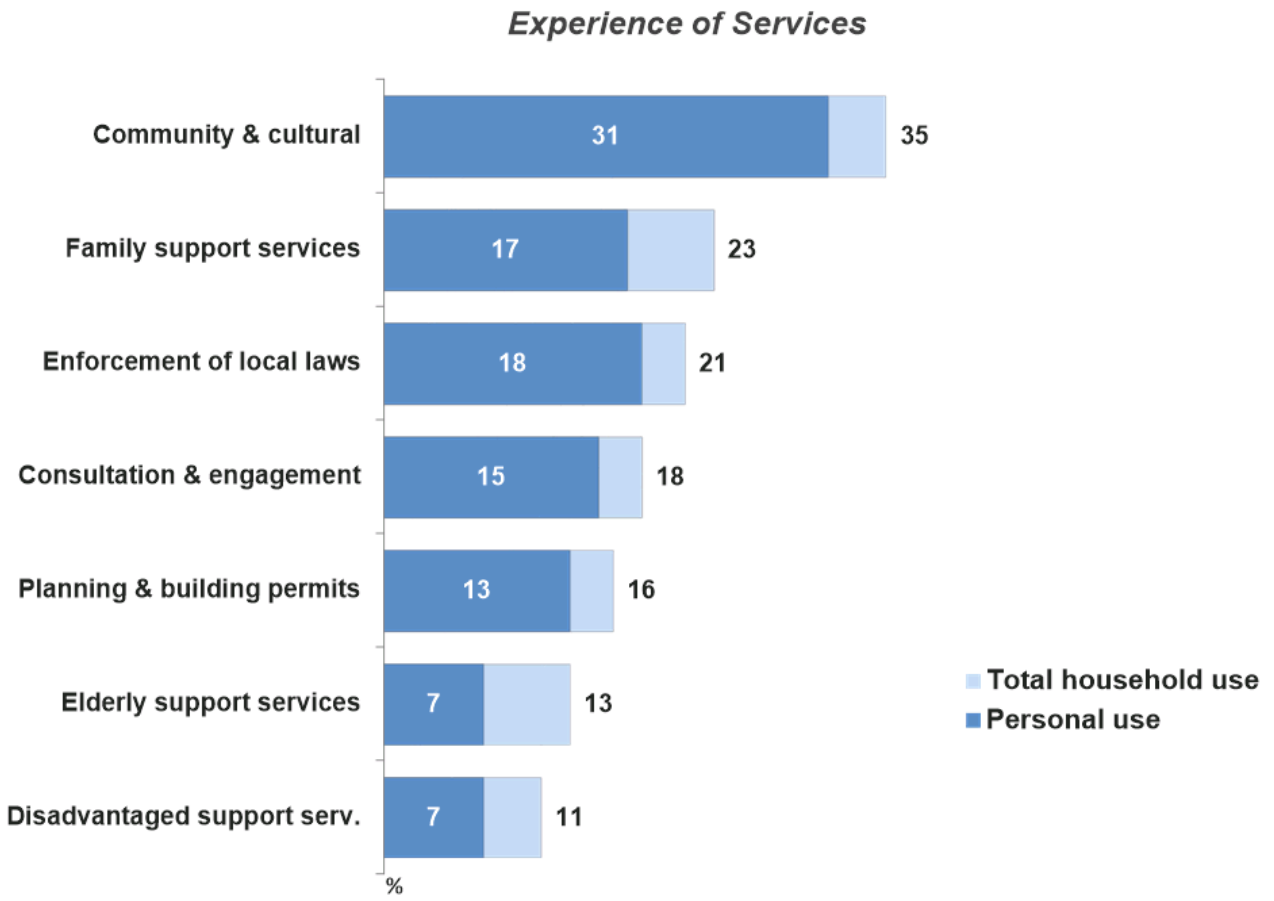
JWS RESEARCH

Key Measures Summary Results



2018 PERSONAL AND HOUSEHOLD USE AND EXPERIENCE OF COUNCIL SERVICES PERCENTAGE RESULTS

JWS RESEARCH



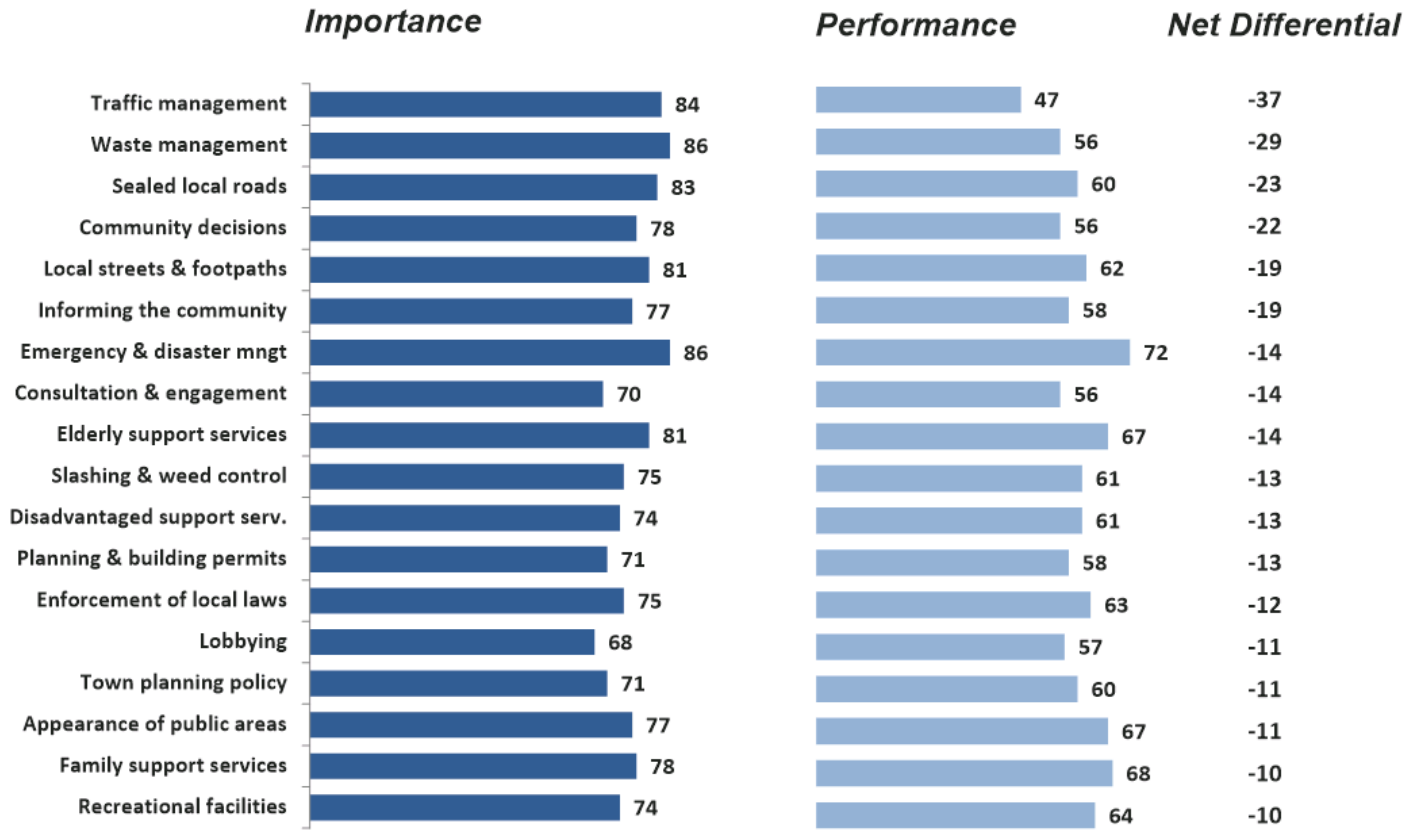
Q4. In the last 12 months, have you or has any member of your household used or experienced any of the following services provided by Council?
Base: All respondents. Councils asked state-wide: 13 Councils asked group: 4

INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY

IMPORTANCE VS PERFORMANCE

JWS RESEARCH

Service areas where importance exceeds performance by 10 points or more, suggesting further investigation is necessary:



22

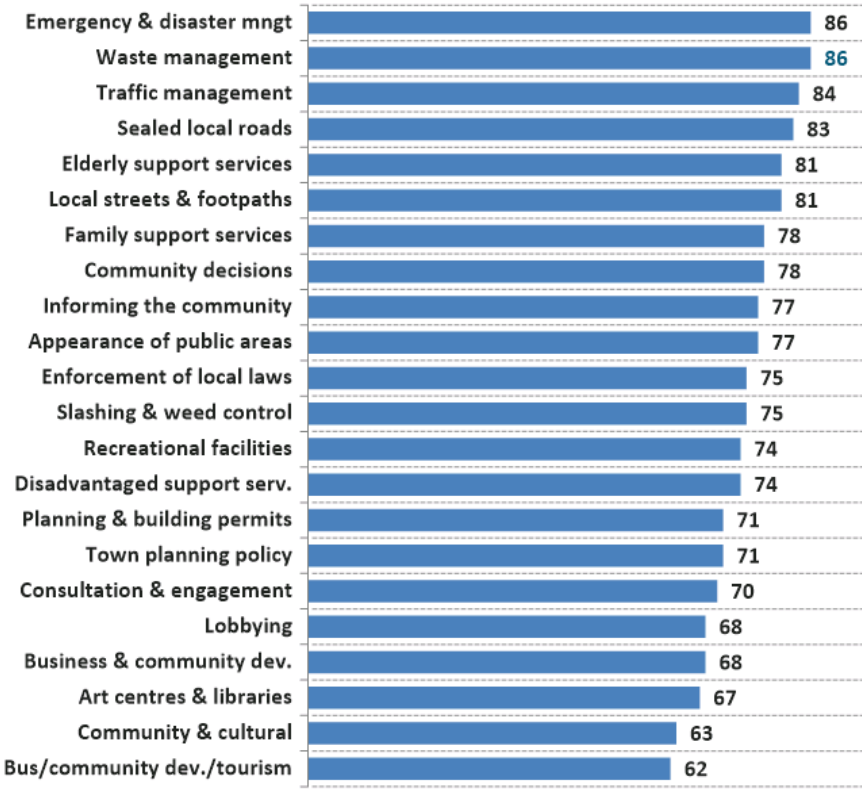
J00643 Community Satisfaction Survey 2018 - Whittlesea City Council

2018 IMPORTANCE SUMMARY

INDEX SCORES OVER TIME

JWS RESEARCH

2018 Priority Area Importance



	2017	2016	2015	2014	2013	2012
Emergency & disaster mngt	n/a	n/a	n/a	n/a	n/a	n/a
Waste management	83	83	81	n/a	n/a	n/a
Traffic management	n/a	n/a	n/a	n/a	n/a	85
Sealed local roads	n/a	n/a	n/a	n/a	n/a	n/a
Elderly support services	n/a	n/a	n/a	n/a	n/a	81
Local streets & footpaths	82	81	81	n/a	n/a	81
Family support services	n/a	n/a	n/a	n/a	n/a	79
Community decisions	n/a	n/a	n/a	n/a	n/a	n/a
Informing the community	n/a	n/a	n/a	n/a	n/a	74
Appearance of public areas	78	75	77	n/a	n/a	74
Enforcement of local laws	77	77	77	n/a	n/a	n/a
Slashing & weed control	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	74	73	72	n/a	n/a	74
Disadvantaged support serv.	n/a	n/a	n/a	n/a	n/a	77
Planning & building permits	n/a	n/a	n/a	n/a	n/a	n/a
Town planning policy	73	74	74	n/a	n/a	n/a
Consultation & engagement	n/a	n/a	n/a	n/a	n/a	70
Lobbying	n/a	n/a	n/a	n/a	n/a	69
Business & community dev.	n/a	n/a	n/a	n/a	n/a	n/a
Art centres & libraries	n/a	n/a	n/a	n/a	n/a	67
Community & cultural	n/a	n/a	n/a	n/a	n/a	63
Bus/community dev./tourism	65	65	64	n/a	n/a	66

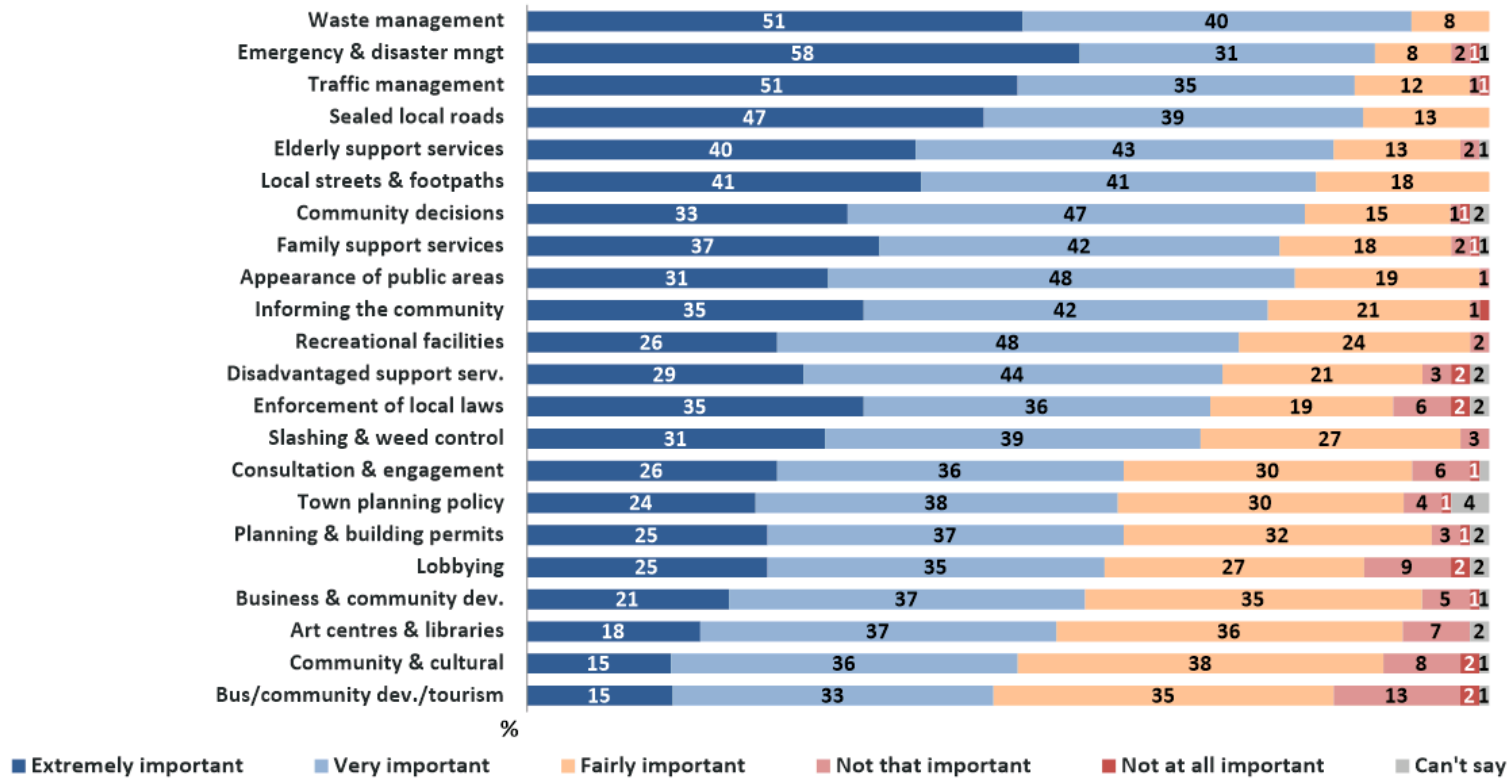
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 2
Note: Please see page 6 for explanation of significant differences.

2018 IMPORTANCE SUMMARY

DETAILED PERCENTAGES

JWS RESEARCH

Individual Service Areas Importance



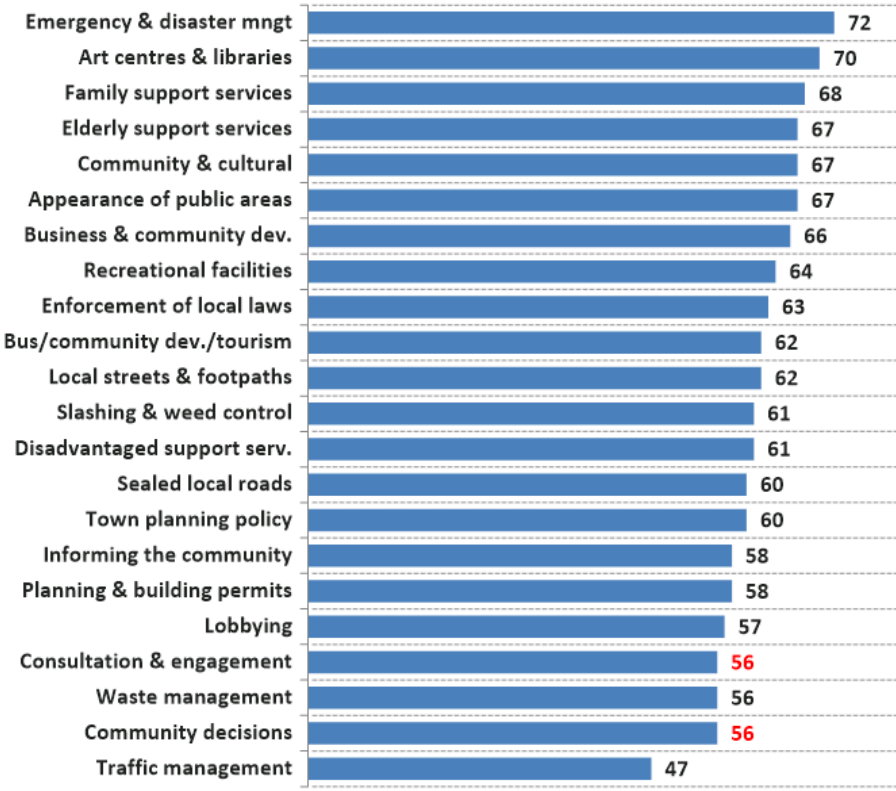
Q1. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 2

2018 PERFORMANCE SUMMARY

INDEX SCORES OVER TIME

JWS RESEARCH

2018 Priority Area Performance



	2017	2016	2015	2014	2013	2012
Emergency & disaster mngt	n/a	n/a	n/a	72	n/a	71
Art centres & libraries	n/a	n/a	n/a	n/a	n/a	72
Family support services	n/a	n/a	n/a	69	67	69
Elderly support services	n/a	n/a	n/a	68	66	66
Community & cultural	n/a	n/a	n/a	n/a	n/a	69
Appearance of public areas	n/a	n/a	n/a	69	68	73
Business & community dev.	n/a	n/a	n/a	n/a	n/a	n/a
Recreational facilities	n/a	n/a	n/a	70	70	70
Enforcement of local laws	n/a	n/a	n/a	66	66	66
Bus/community dev./tourism	n/a	n/a	n/a	62	61	63
Local streets & footpaths	n/a	n/a	n/a	63	61	70
Slashing & weed control	n/a	n/a	n/a	59	n/a	70
Disadvantaged support serv.	n/a	n/a	n/a	63	60	64
Sealed local roads	62	64	65	n/a	n/a	n/a
Town planning policy	n/a	n/a	n/a	57	54	58
Informing the community	n/a	n/a	n/a	65	65	63
Planning & building permits	n/a	n/a	n/a	57	59	63
Lobbying	60	59	61	55	56	58
Consultation & engagement	60	61	60	60	59	59
Waste management	n/a	n/a	n/a	73	73	76
Community decisions	60	58	64	n/a	n/a	n/a
Traffic management	n/a	n/a	n/a	43	47	46

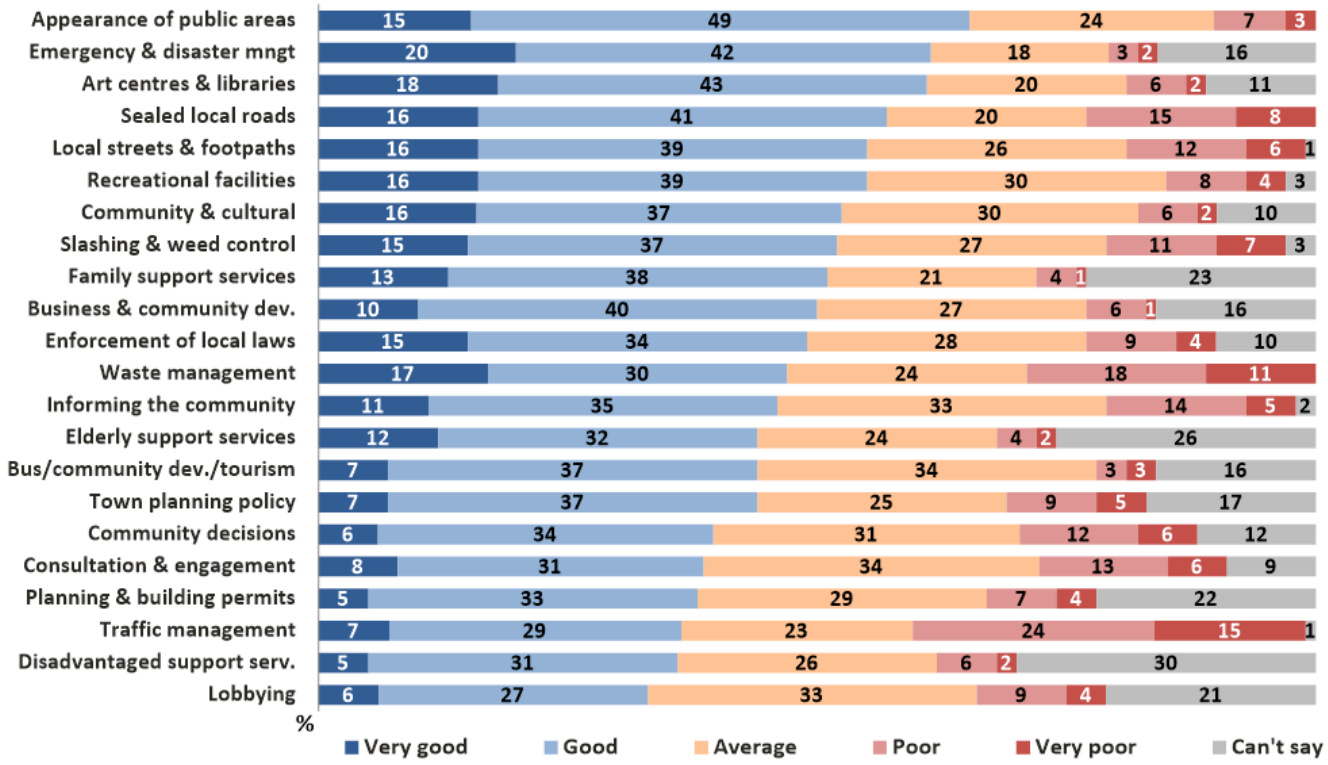
Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6
Note: Please see page 6 for explanation of significant differences.

2018 PERFORMANCE SUMMARY

DETAILED PERCENTAGES

JWS RESEARCH

Individual Service Areas Performance



Q2. How has Council performed on [RESPONSIBILITY AREA] over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE

JWS RESEARCH

Significantly Higher than State-wide Average

- Lobbying
- Local streets & footpaths
- Town planning policy
- Planning permits
- Slashing & weed control
- Sealed local roads
- Business & community dev.

Significantly Lower than State-wide Average

- Traffic management
- Recreational facilities
- Appearance of public areas
- Art centres & libraries
- Waste management

INDIVIDUAL SERVICE AREAS SUMMARY

COUNCIL'S PERFORMANCE VS GROUP AVERAGE

JWS RESEARCH

Significantly Higher than Group Average

- Lobbying
- Local streets & footpaths
- Town planning policy
- Planning permits
- Business & community dev.

Significantly Lower than Group Average

- Traffic management
- Recreational facilities
- Art centres & libraries
- Waste management
- Bus/community dev./tourism

2018 IMPORTANCE SUMMARY
BY COUNCIL GROUP

JWS RESEARCH

Top Three Most Important Service Areas
(Highest to lowest, i.e. 1. = most important)

Whittlesea City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
1. Emergency & disaster mngt 2. Waste management 3. Traffic management	1. Waste management 2. Emergency & disaster mngt 3. Community decisions	1. Traffic management 2. Emergency & disaster mngt 3. Waste management	1. Emergency & disaster mngt 2. Sealed roads 3. Community decisions	1. Sealed roads 2. Unsealed roads 3. Emergency & disaster mngt	1. Emergency & disaster mngt 2. Waste management 3. Community decisions

Bottom Three Least Important Service Areas
(Lowest to highest, i.e. 1. = least important)

Whittlesea City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
1. Bus/community dev./tourism 2. Community & cultural 3. Art centres & libraries	1. Bus/community dev./tourism 2. Community & cultural 3. Slashing & weed control	1. Tourism development 2. Community & cultural 3. Bus/community dev./tourism	1. Community & cultural 2. Art centres & libraries 3. Lobbying	1. Community & cultural 2. Art centres & libraries 3. Traffic management	1. Community & cultural 2. Art centres & libraries 3. Tourism development

2018 PERFORMANCE SUMMARY
BY COUNCIL GROUP

JWS RESEARCH

Top Three Performing Service Areas
(Highest to lowest, i.e. 1. = highest performance)

Whittlesea City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
1. Emergency & disaster mngt 2. Art centres & libraries 3. Family support services	1. Art centres & libraries 2. Waste management 3. Recreational facilities	1. Art centres & libraries 2. Emergency & disaster mngt 3. Recreational facilities	1. Art centres & libraries 2. Appearance of public areas 3. Emergency & disaster mngt	1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas	1. Art centres & libraries 2. Emergency & disaster mngt 3. Appearance of public areas

Bottom Three Performing Service Areas
(Lowest to highest, i.e. 1. = lowest performance)

Whittlesea City Council	Metropolitan	Interface	Regional Centres	Large Rural	Small Rural
1. Traffic management 2. Community decisions 3. Waste management	1. Population growth 2. Planning permits 3. Town planning policy	1. Unsealed roads 2. Population growth 3. Traffic management	1. Parking facilities 2. Community decisions 3. Unsealed roads	1. Unsealed roads 2. Sealed roads 3. Planning permits	1. Unsealed roads 2. Sealed roads 3. Population growth

REGRESSION ANALYSIS

To predict a respondent's score on a question related to overall performance, based on knowledge of their performance scores for individual areas, we use *regression analysis*. For example, suppose we are interested in predicting which areas of local government responsibility could influence a person's opinion on overall council performance. The *independent variables* would be areas of responsibility tested (e.g. community consultation, traffic management, etc.) and the *dependent variable* would be overall performance.

The stronger the correlation between the dependent variable (overall opinion) and individual areas of responsibility, the closer the scores will fall to the regression line and the more accurate the prediction. Multiple regression can predict one variable on the basis of several other variables. Therefore, we can test perceptions of council's overall performance to investigate which set of areas are influencing respondents' opinions.

In the chart of the regression results, the horizontal axis represents the council performance index for each area of responsibility. Areas plotted on the right-side have a higher performance index than those on the left.

The vertical axis represents the Standardised Beta Coefficient from the multiple regression performed. This measures the contribution of each variable (i.e. each area) to the model, with a larger Beta value indicating a greater effect on overall performance.

Therefore areas of responsibility located near the top of the following chart are more likely to have an impact on respondent's overall rating, than the areas closest to the axis.

The regressions are shown on the following three charts. The first chart shows a regression analysis of *all* the service areas chosen by the Council. However, this model should be interpreted with caution because some of the data are not normally distributed and not all items have linear correlations.

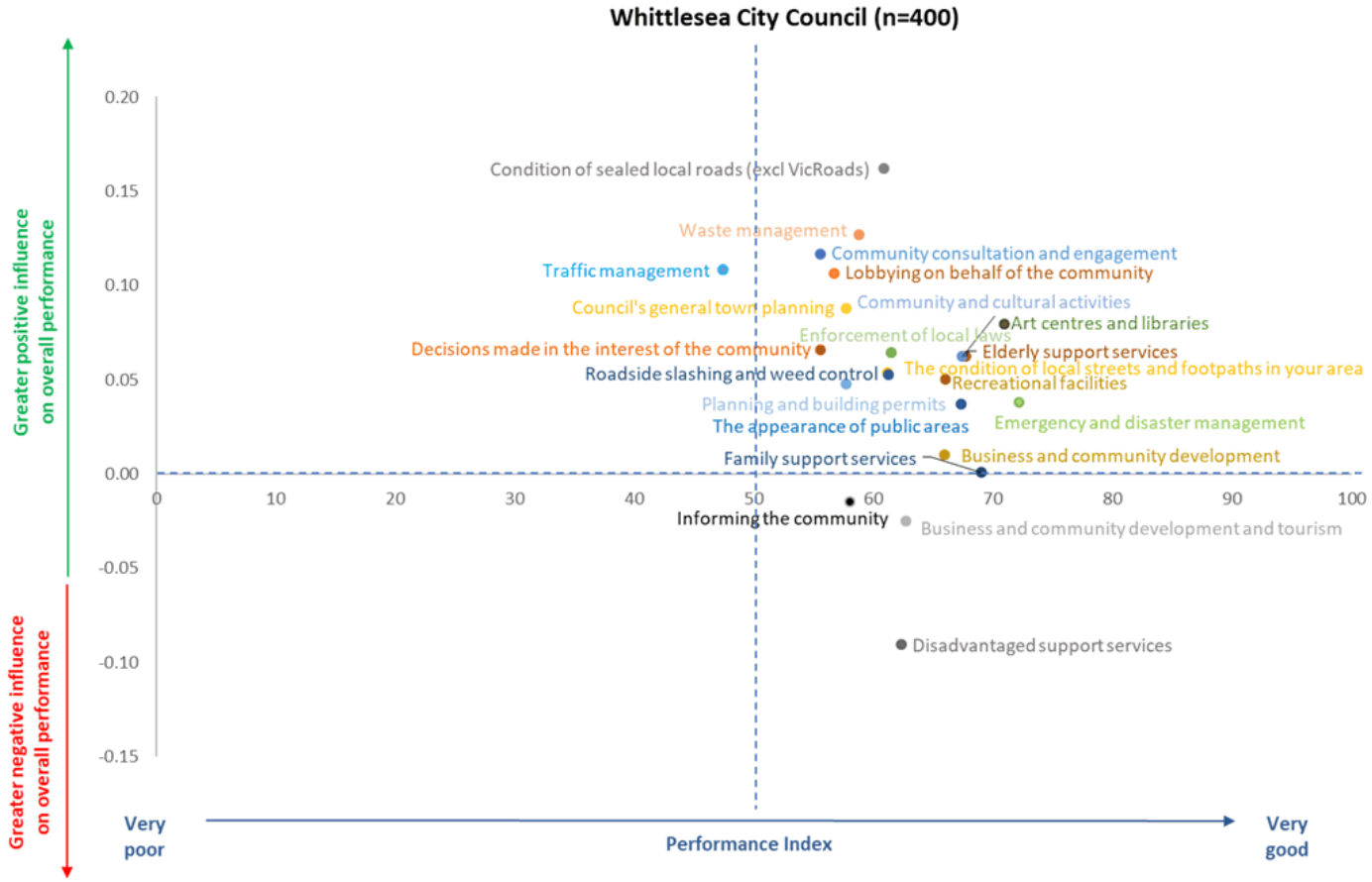
Therefore, in the charts that follow, a significant regression model of fewer items with a Standardised Beta score close to or higher than ±0.1 was run to determine the key predictors that have a moderate to strong influence on overall performance perceptions. The third chart is an enlarged version of the second chart, with key findings highlighted.

The results are then discussed according to the findings of these key service areas. Some findings from the full regression list may be included in the discussion if they are of interest.

PERFORMANCE ON SERVICES AND OVERALL PERFORMANCE

ALL SERVICE AREAS

JWS RESEARCH

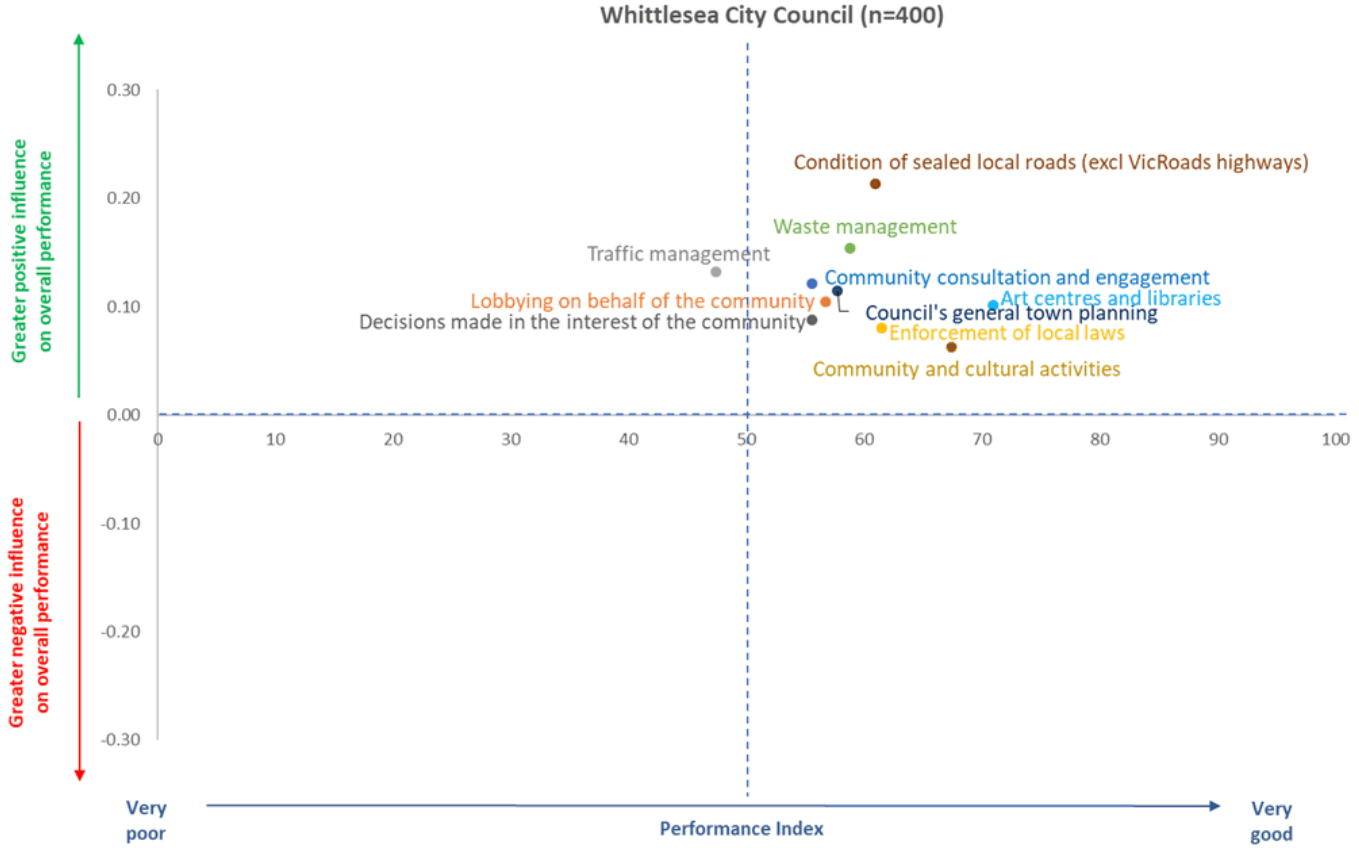


The multiple regression analysis model of all question items above has an R-squared value of 0.627 and adjusted R-square value of 0.605, which means that 62% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 28.81. However, this model should be interpreted with caution because not all service areas had linear correlations. We recommend you use the regression model of reduced factors which as follows.

PERFORMANCE ON SERVICES AND OVERALL PERFORMANCE

KEY SERVICE AREAS

JWS RESEARCH

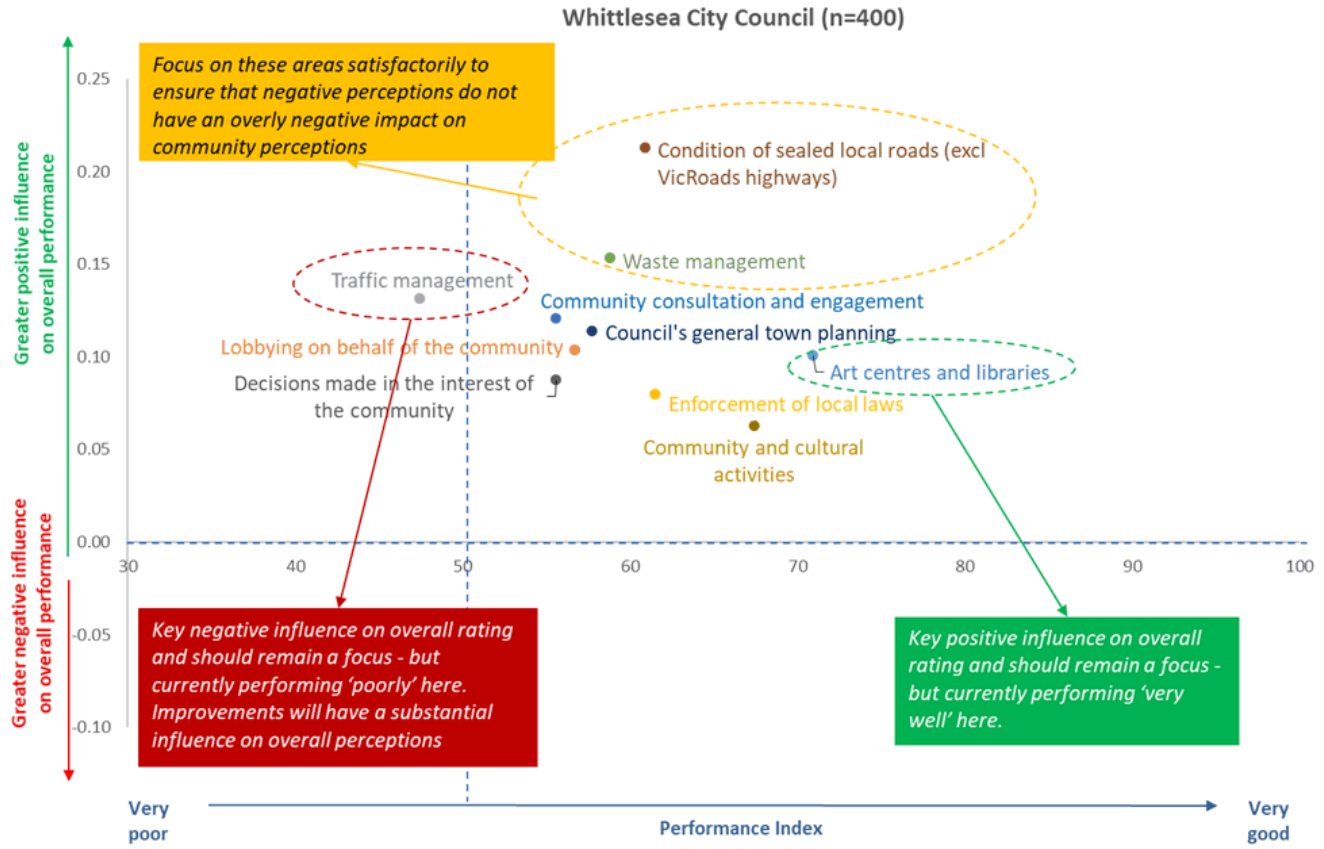


The performance questions were analysed using Exploratory Factor Analysis to determine the key factors or 'themes' to emerge from the questions. Questions with reasonable linearity and low correlations were selected from each theme and a multiple regression model was performed on these seven items against the overall performance ratings of 400 responses. The multiple regression analysis model above has an R-squared value of 0.611 and adjusted R-square value of 0.601, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 61.11).

PERFORMANCE ON SERVICES AND OVERALL PERFORMANCE

KEY SERVICE AREAS - ENLARGED RIGHT QUADRANT

JWS RESEARCH



The performance questions were analysed using Exploratory Factor Analysis to determine the key factors or 'themes' to emerge from the questions. Questions with reasonable linearity and low correlations were selected from each theme and a multiple regression model was performed on these seven items against the overall performance ratings of 400 responses. The multiple regression analysis model above has an R-squared value of 0.611 and adjusted R-square value of 0.601, which means that 61% of the variance in community perceptions of overall performance can be predicted from these variables. The overall model effect was statistically significant at p = 0.0001, F = 61.11).

REGRESSION ANALYSIS – KEY RESULTS CONSIDERATIONS

JWS RESEARCH

The individual service areas that have the strongest influence on the overall performance rating are:

- Condition of sealed local roads (excluding VicRoads highways)
- Waste management
- Traffic management

Other key areas with a positive influence on overall performance include:

- Community consultation and engagement
- Lobbying on behalf of the community
- Council's general town planning
- Art centres and libraries
- Decisions made on behalf of the community
- Enforcement of local laws
- Community and cultural activities

Looking at key service areas only, art centres and libraries have the strongest positive performance index and a strong positive influence on the overall performance rating. Currently, Whittlesea City Council is performing *very well* in this area (performance index of 70) and, while it should remain a focus, there is greater work to be done elsewhere.

Note that emergency and disaster management also rates very well, but it has a weaker influence on overall performance perceptions.

Whittlesea City Council's condition of sealed local roads (excluding VicRoads highways) as well as waste management have lower (though still positive) performance ratings overall. Continuing efforts in these areas has the capacity to lift Whittlesea City Council's overall performance rating. (These areas have performance indices of 60 and 55).

Traffic management has the lowest performance index (47), and has a strong influence on overall performance perceptions. Improvement in this area will likely improve overall performance perceptions of the Council.

Other areas that should be attended to are Council's general town planning, lobbying on behalf of the community, and community consultation and engagement, as well as decisions made in the interest of the community. All have performance indices between 56 and 60, and a moderate influence on performance perceptions.

In summary, improvements in the short-term of the condition of sealed local roads (not VicRoads), waste and traffic management could help drive up overall opinion of the Council's performance.

2018 SERVICES TO IMPROVE DETAILED PERCENTAGES

JWS RESEARCH

2018 Areas for Improvement

Q17. What does Whittlesea City Council MOST need to do to improve its performance?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 4

JWS RESEARCH

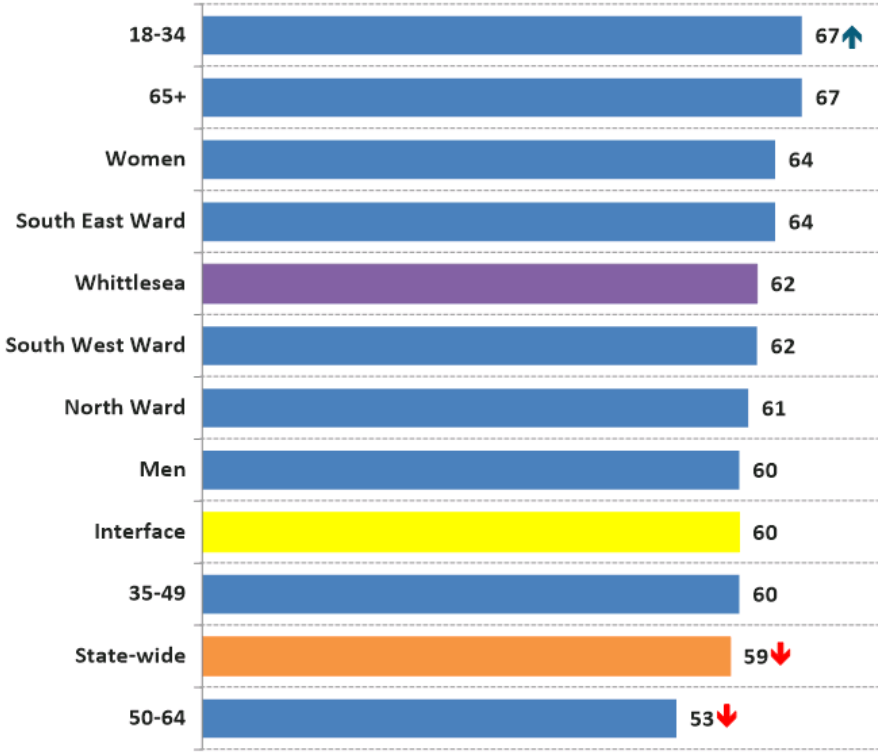
JWS RESEARCH

OVERALL PERFORMANCE

INDEX SCORES

JWS RESEARCH

2018 Overall Performance



	2017	2016	2015	2014	2013	2012
18-34	66	65	66	65	66	68
65+	67	74	67	65	70	68
Women	64	68	69	63	64	68
South East Ward	63	n/a	n/a	n/a	n/a	n/a
Whittlesea	63	66	66	62	65	66
South West Ward	63	n/a	n/a	n/a	n/a	n/a
North Ward	65	n/a	n/a	n/a	n/a	n/a
Men	63	63	62	61	65	65
Interface	60	61	62	n/a	n/a	n/a
35-49	62	62	67	59	64	64
State-wide	59	59	60	61	60	60
50-64	57	64	60	60	62	65

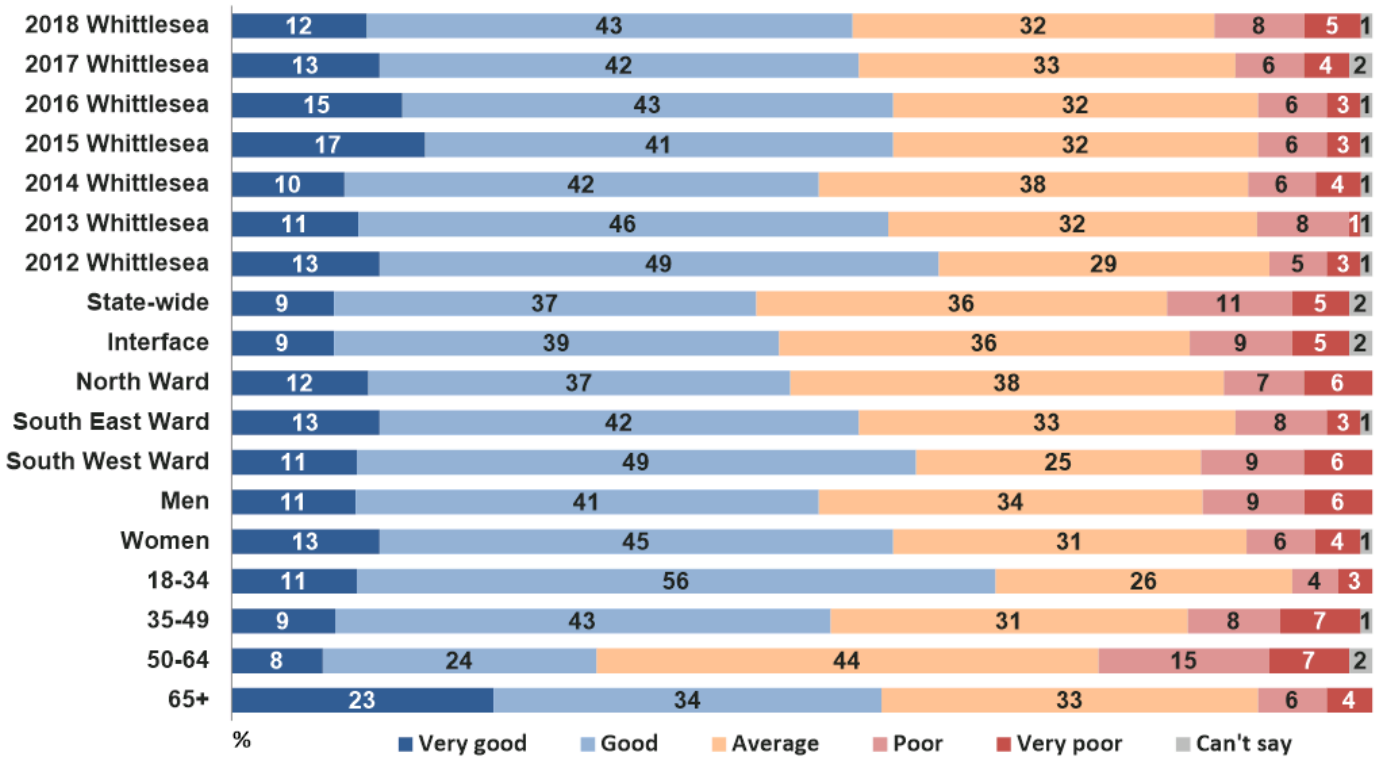
Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Whittlesea City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

OVERALL PERFORMANCE

DETAILED PERCENTAGES

JWS RESEARCH

2018 Overall Performance



Q3. ON BALANCE, for the last twelve months, how do you feel about the performance of Whittlesea City Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Has it been very good, good, average, poor or very poor?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

JWS RESEARCH

CONTACT LAST 12 MONTHS

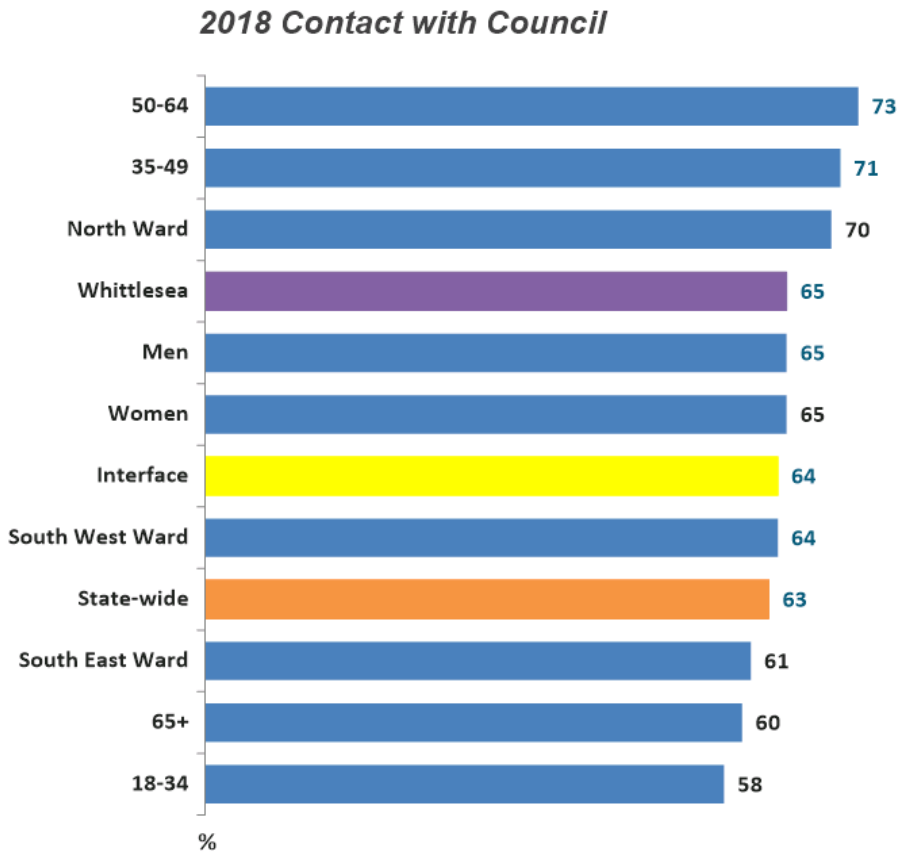
SUMMARY

JWS RESEARCH

Overall contact with Whittlesea City Council	• 65%, up 11 points on 2017
Most contact with Whittlesea City Council	• Aged 50-64 years
Least contact with Whittlesea City Council	• Aged 18-34 years
Customer service rating	• Index score of 70, down 2 points on 2017
Most satisfied with customer service	• Aged 65+ years
Least satisfied with customer service	• Men

2018 CONTACT WITH COUNCIL

JWS RESEARCH



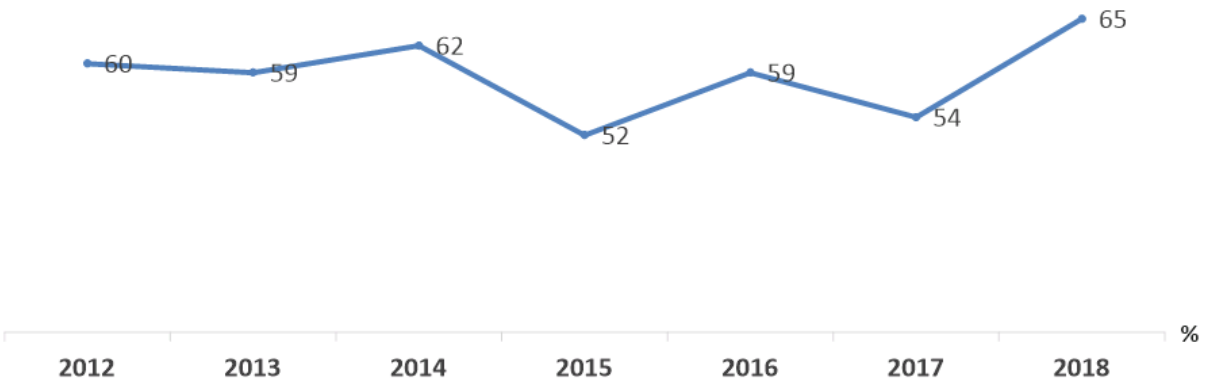
Q5a. Have you or any member of your household had any recent contact with Whittlesea City Council in any of the following ways?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 CONTACT WITH COUNCIL

JWS RESEARCH

2018 Contact with Council

Have had contact

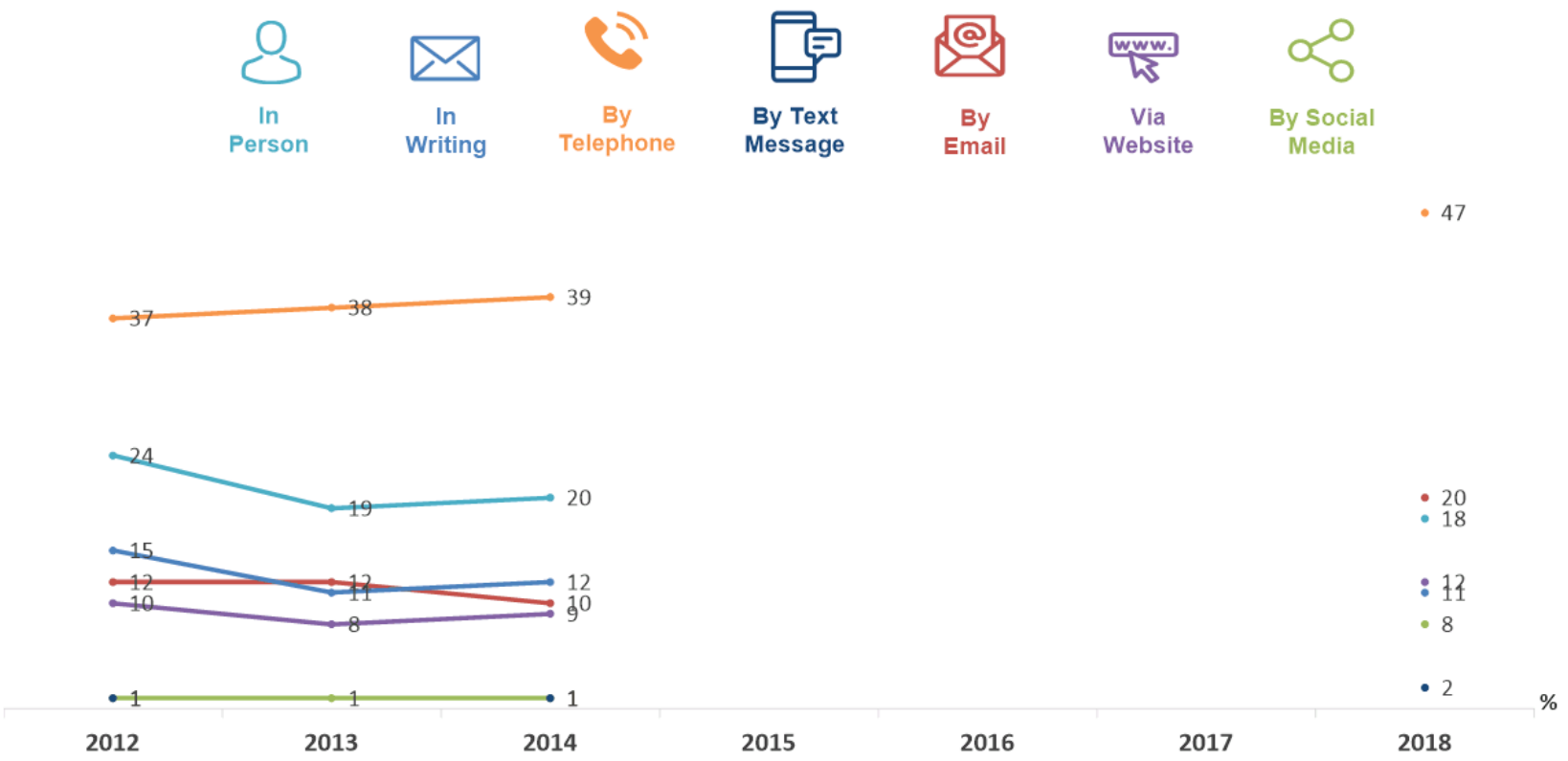


Q5a. Have you or any member of your household had any recent contact with Whittlesea City Council in any of the following ways?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 2

2018 METHOD OF CONTACT WITH COUNCIL

JWS RESEARCH

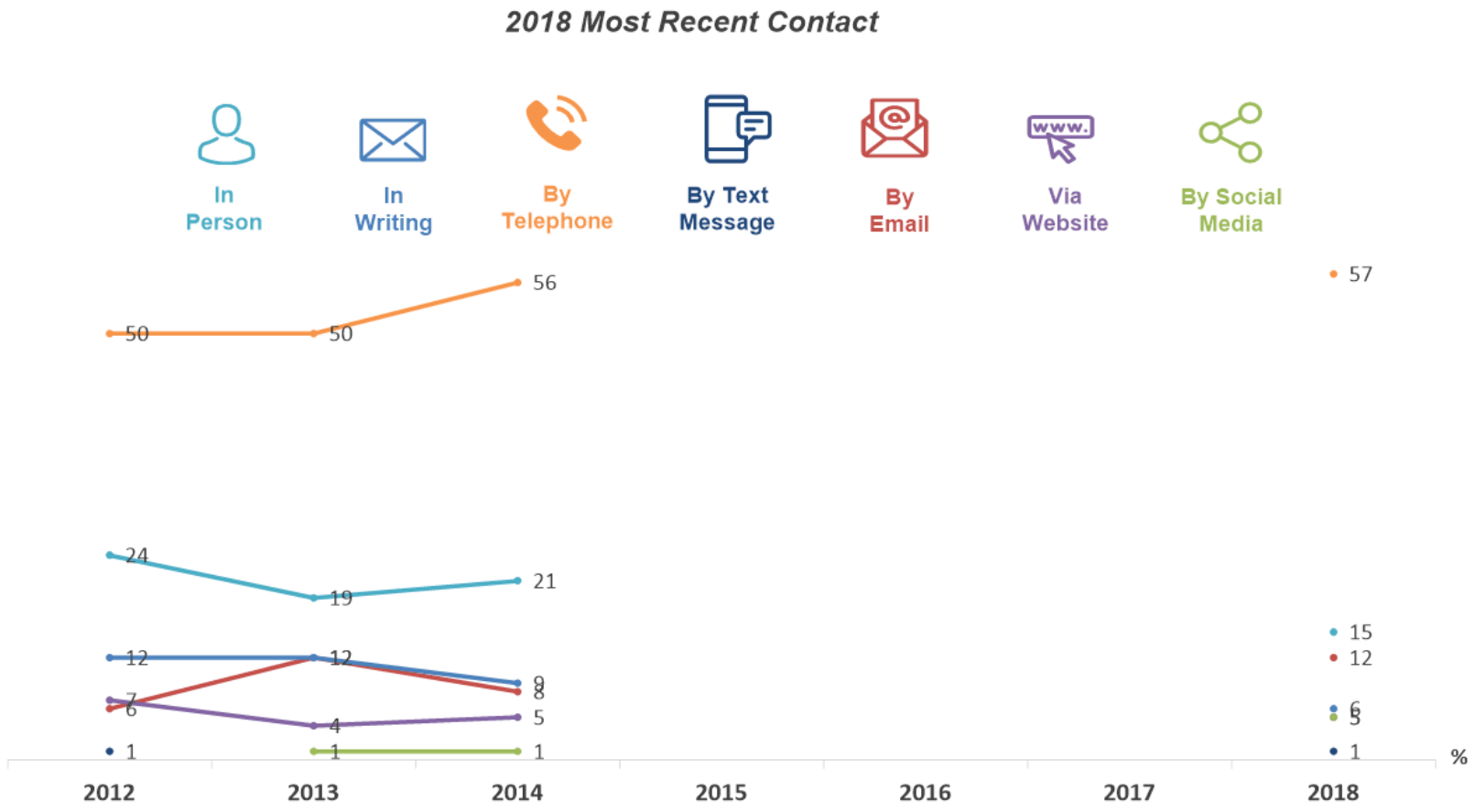
2018 Method of Contact



Q5a. Have you or any member of your household had any recent contact with Whittlesea City Council in any of the following ways?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 2
Note: Respondents could name multiple contacts methods so responses may add to more than 100%

2018 MOST RECENT METHOD OF CONTACT WITH COUNCIL

JWS RESEARCH



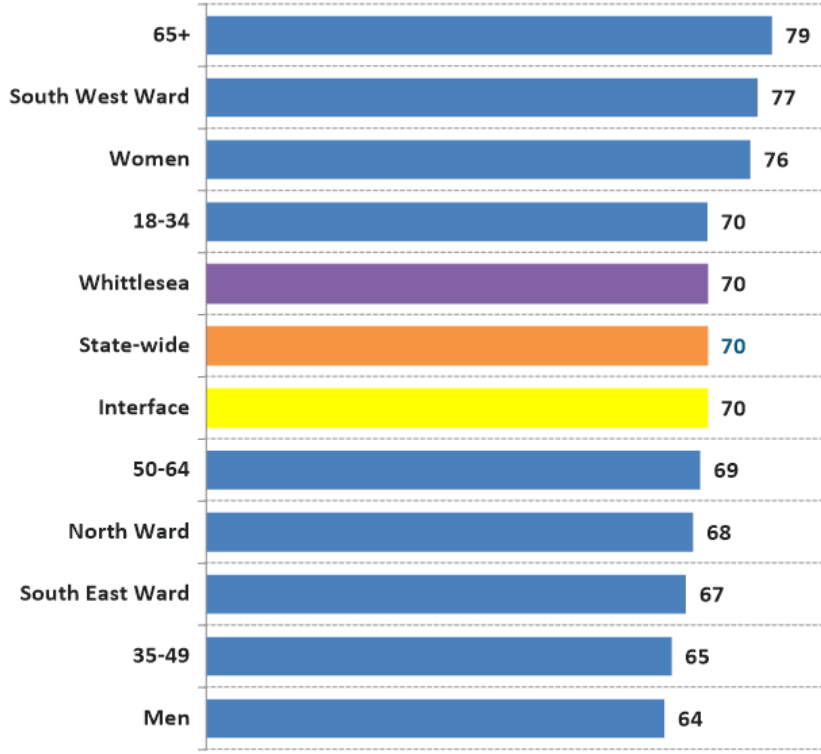
Q5b. What was the method of contact for the most recent contact you had with Whittlesea City Council?
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 21 Councils asked group: 2
Note: Respondents could name multiple contacts methods so responses may add to more than 100%

2018 CONTACT CUSTOMER SERVICE

INDEX SCORES

JWS RESEARCH

2018 Customer Service Rating



	2017	2016	2015	2014	2013	2012
65+	77	79	77	79	75	79
South West Ward	72	n/a	n/a	n/a	n/a	n/a
Women	74	71	75	75	71	76
18-34	72	66	64	76	69	70
Whittlesea	72	71	72	71	70	74
State-wide	69	69	70	72	71	71
Interface	69	70	72	n/a	n/a	n/a
50-64	72	73	72	69	69	76
North Ward	70	n/a	n/a	n/a	n/a	n/a
South East Ward	73	n/a	n/a	n/a	n/a	n/a
35-49	69	72	76	63	71	76
Men	69	71	68	66	69	72

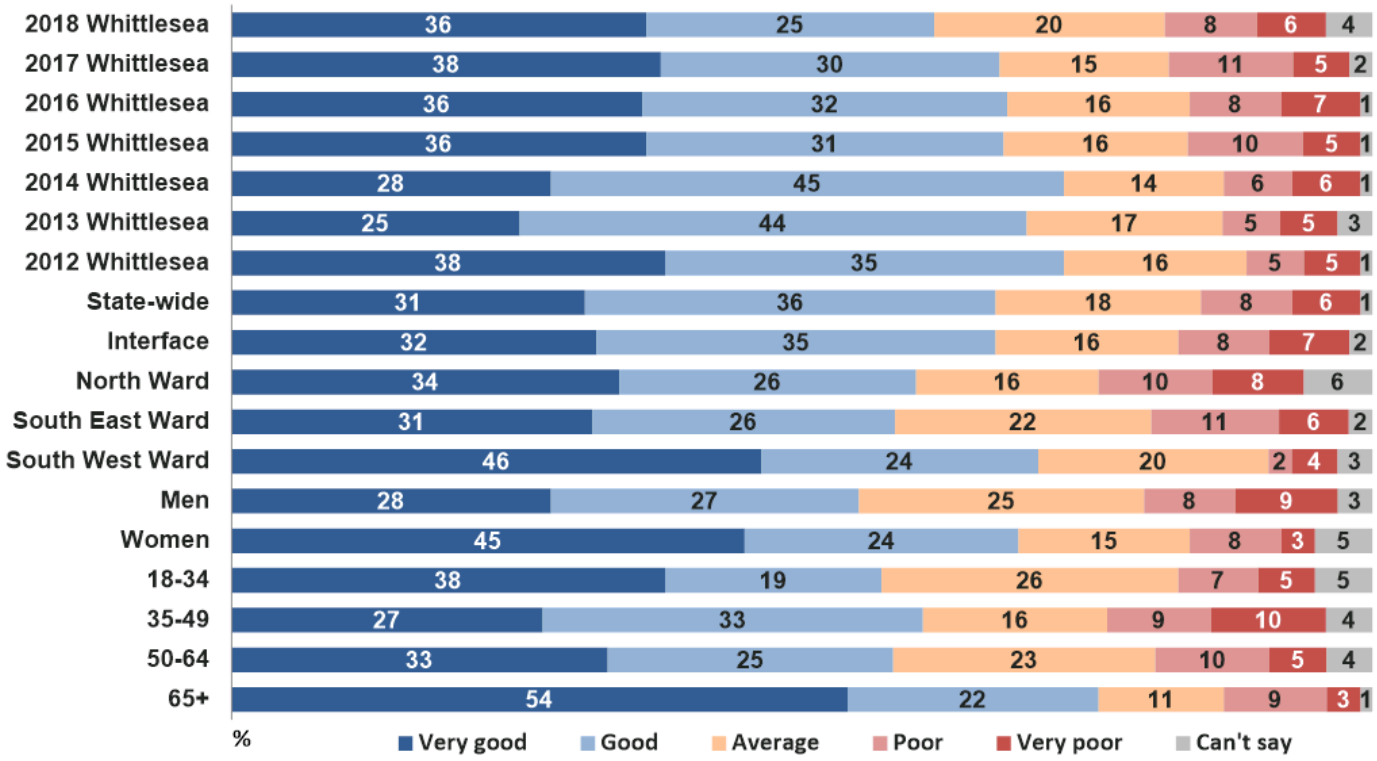
Q5c. Thinking of the most recent contact, how would you rate Whittlesea City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 64 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES

JWS RESEARCH

2018 Customer Service Rating



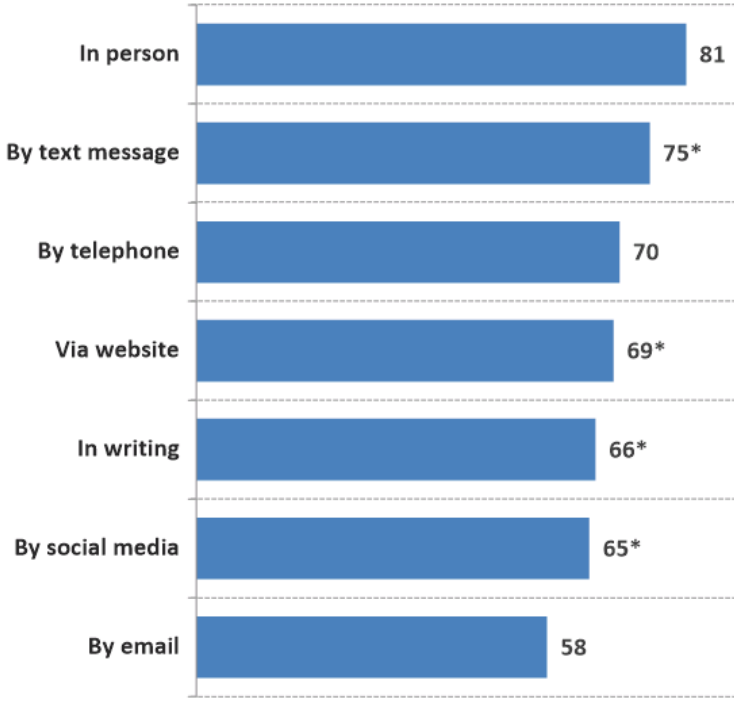
Q5c. Thinking of the most recent contact, how would you rate Whittlesea City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 64 Councils asked group: 6

2018 CONTACT CUSTOMER SERVICE

INDEX SCORES BY METHOD OF LAST CONTACT

JWS RESEARCH

2018 Customer Service Rating



	2017	2016	2015	2014	2013	2012
In person	n/a	n/a	n/a	77	68	74
By text message	n/a	n/a	n/a	-	-	33
By telephone	n/a	n/a	n/a	71	69	74
Via website	n/a	n/a	n/a	60	74	76
In writing	n/a	n/a	n/a	64	65	75
By social media	n/a	n/a	n/a	75	49	90
By email	n/a	n/a	n/a	66	71	67

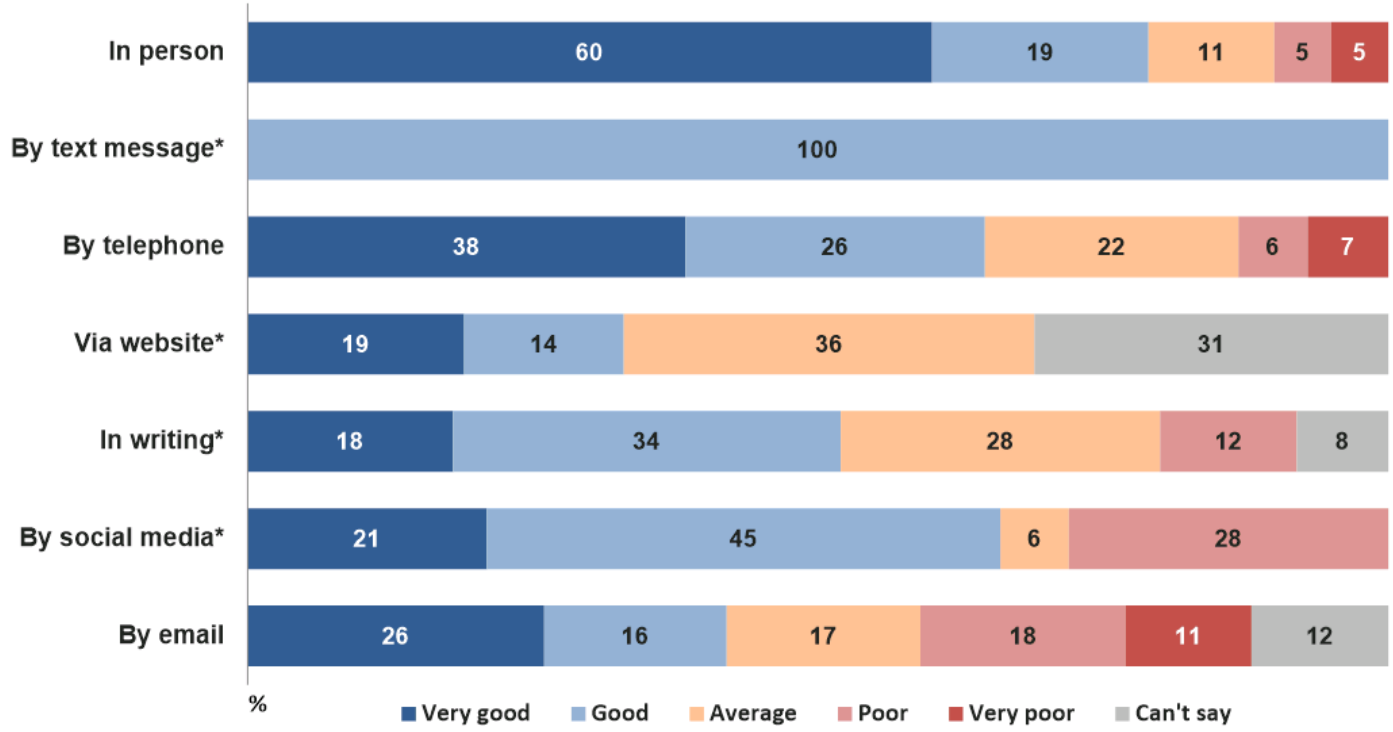
Q5c. Thinking of the most recent contact, how would you rate Whittlesea City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 21 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.
**Caution: small sample size < n=30*

2018 CONTACT CUSTOMER SERVICE

DETAILED PERCENTAGES BY METHOD OF LAST CONTACT

JWS RESEARCH

2018 Customer Service Rating



Q5c. Thinking of the most recent contact, how would you rate Whittlesea City Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.
Base: All respondents who have had contact with Council in the last 12 months.
Councils asked state-wide: 21 Councils asked group: 2
**Caution: small sample size < n=30*

JWS RESEARCH

COUNCIL DIRECTION

SUMMARY

JWS RESEARCH

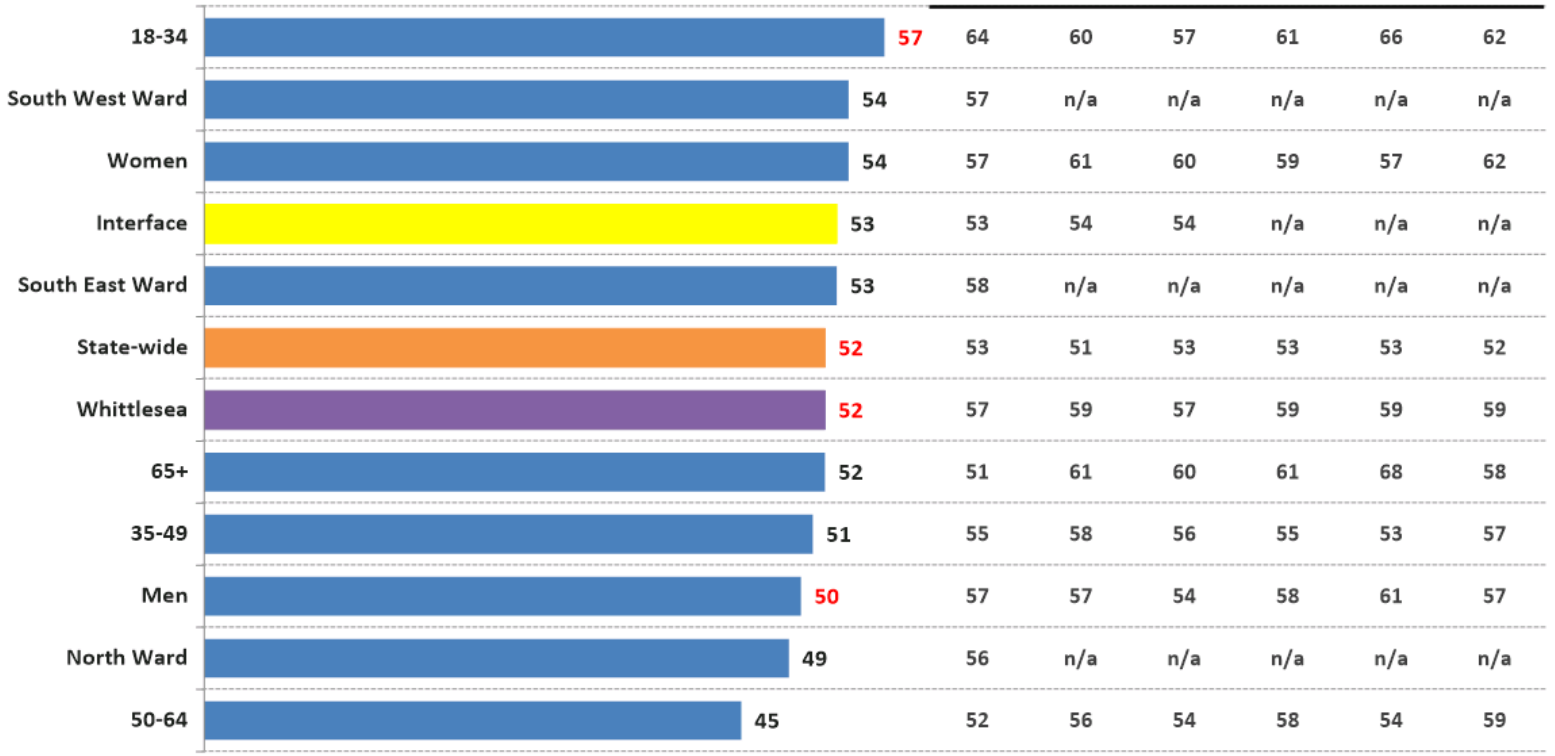
Council direction	• 58% stayed about the same, down 7 points on 2017 • 20% improved, down 1 point on 2017 • 17% deteriorated, up 10 points on 2017
Most satisfied with council direction	• Aged 18-34 years
Least satisfied with council direction	• Aged 50-64 years

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

INDEX SCORES

JWS RESEARCH

2018 Overall Direction



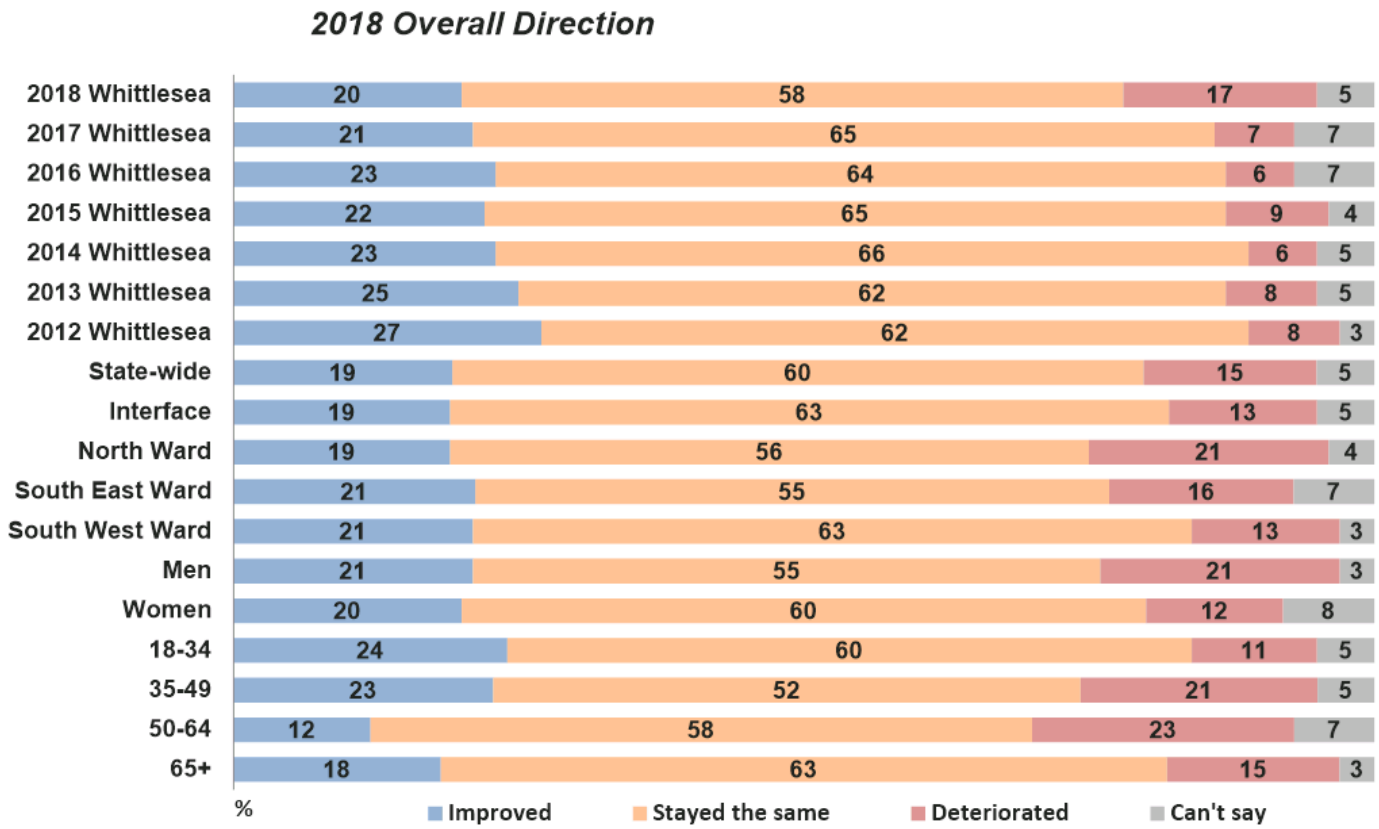
	2017	2016	2015	2014	2013	2012
18-34	64	60	57	61	66	62
South West Ward	57	n/a	n/a	n/a	n/a	n/a
Women	57	61	60	59	57	62
Interface	53	54	54	n/a	n/a	n/a
South East Ward	58	n/a	n/a	n/a	n/a	n/a
State-wide	53	51	53	53	53	52
Whittlesea	57	59	57	59	59	59
65+	51	61	60	61	68	58
35-49	55	58	56	55	53	57
Men	57	57	54	58	61	57
North Ward	56	n/a	n/a	n/a	n/a	n/a
50-64	52	56	54	58	54	59

Q6. Over the last 12 months, what is your view of the direction of Whittlesea City Council's overall performance?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 OVERALL COUNCIL DIRECTION LAST 12 MONTHS

DETAILED PERCENTAGES

JWS RESEARCH



Q6. Over the last 12 months, what is your view of the direction of Whittlesea City Council's overall performance?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

JWS RESEARCH

COMMUNICATIONS
SUMMARY

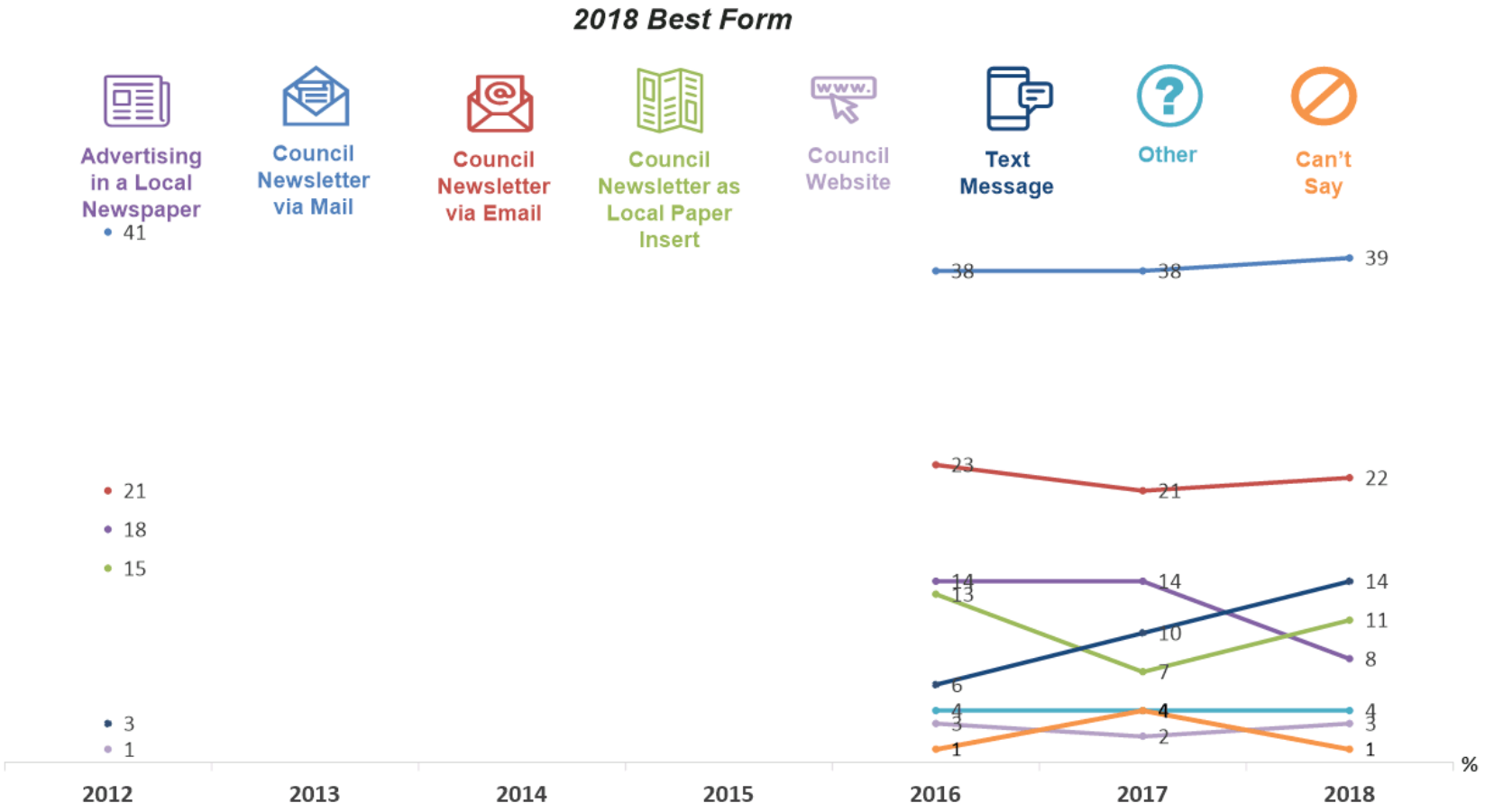
JWS RESEARCH

Overall preferred forms of communication	• Newsletter sent via mail (39%)
Preferred forms of communication among over 50s	• Newsletter sent via mail (39%)
Preferred forms of communication among under 50s	• Newsletter sent via mail (39%)
Greatest change since 2017	• Advertising in a local newspaper (-6)

Note: Website and text message formats again did not rate as highly as other modes of communication, although further analysis is recommended to understand the demographic preference profiles of the various different forms of communication.

2018 BEST FORMS OF COMMUNICATION

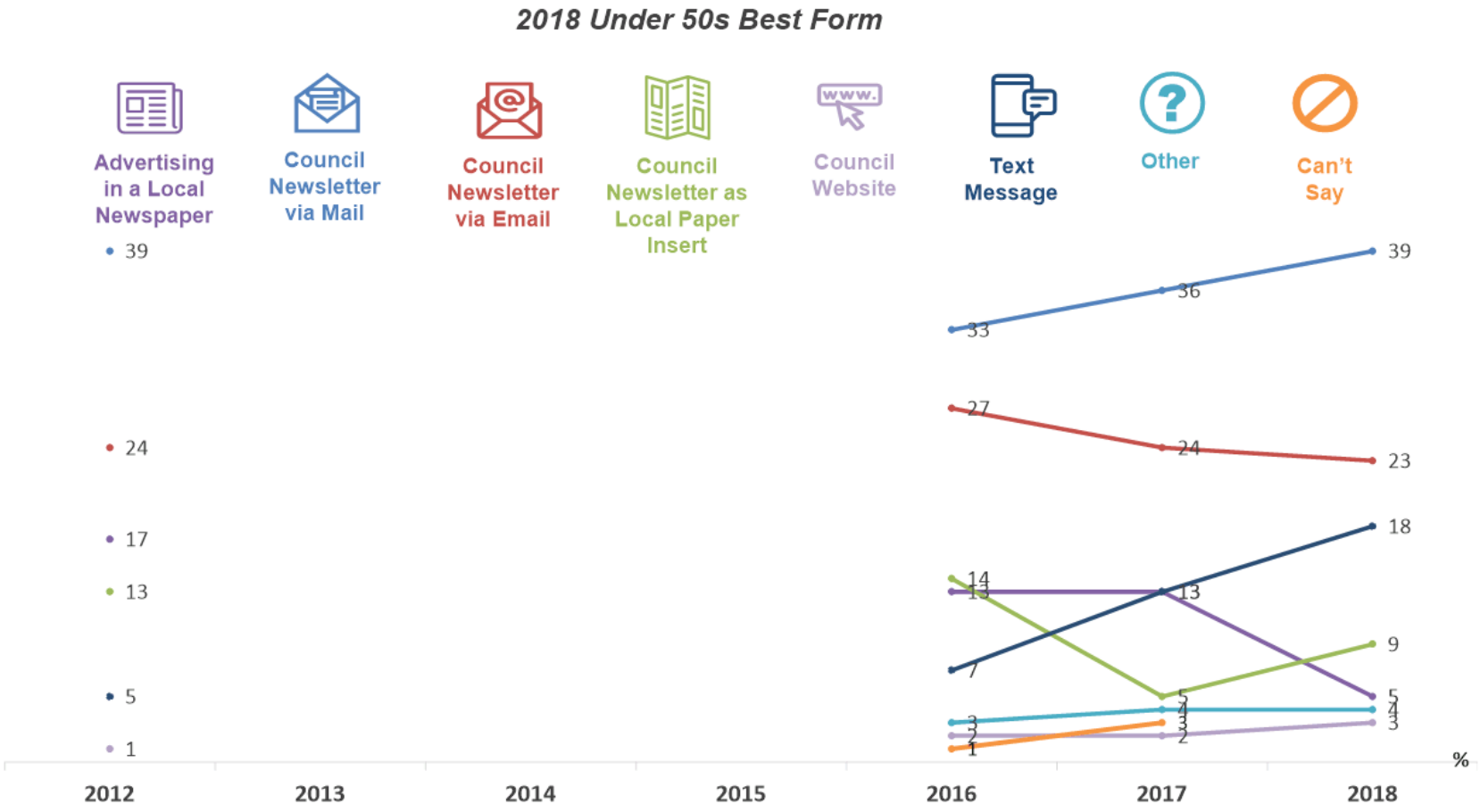
JWS RESEARCH



Q13. If Whittlesea City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 2

2018 BEST FORMS OF COMMUNICATION: UNDER 50S

JWS RESEARCH

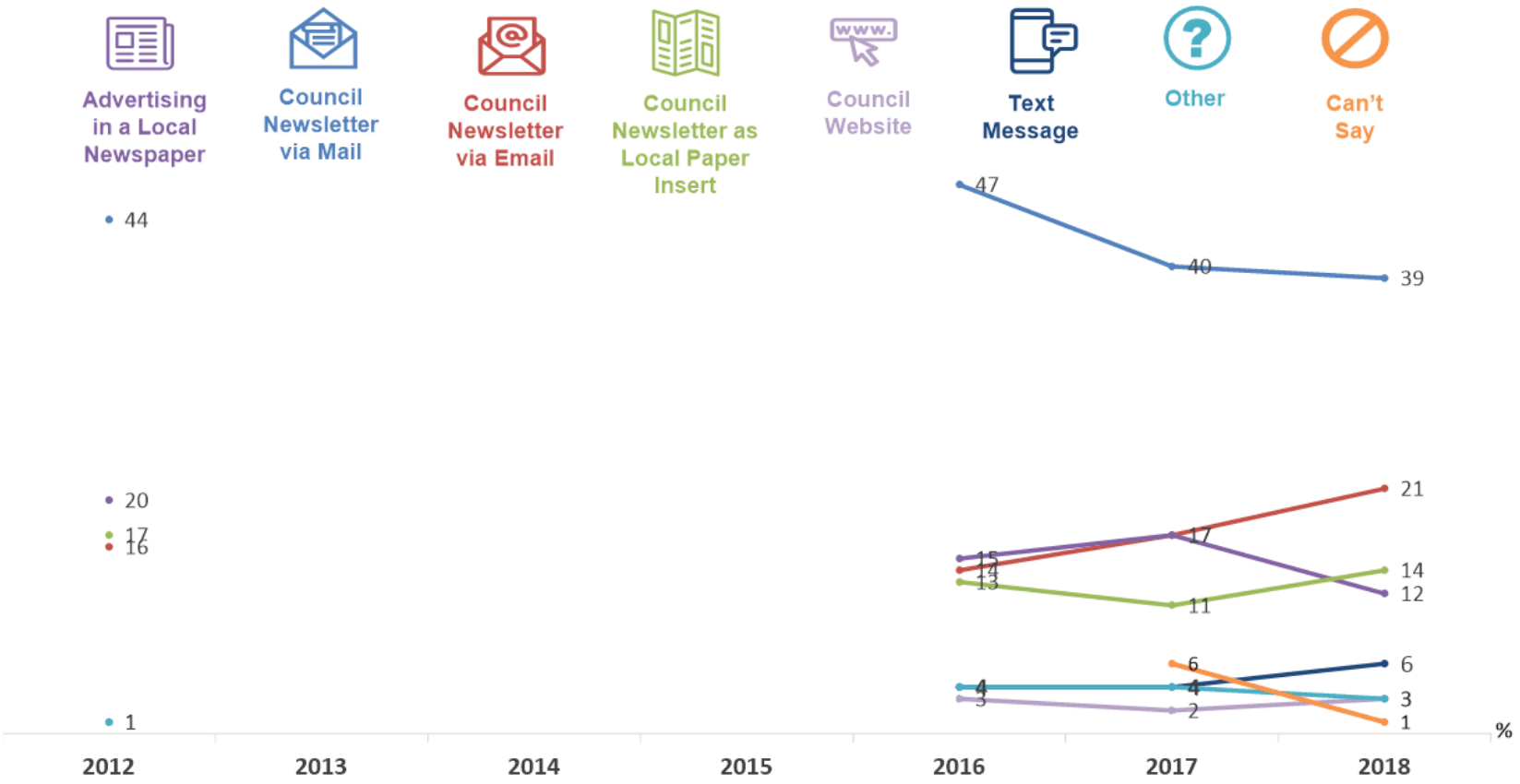


Q13. If Whittlesea City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
Base: All respondents aged under 50. Councils asked state-wide: 26 Councils asked group: 2

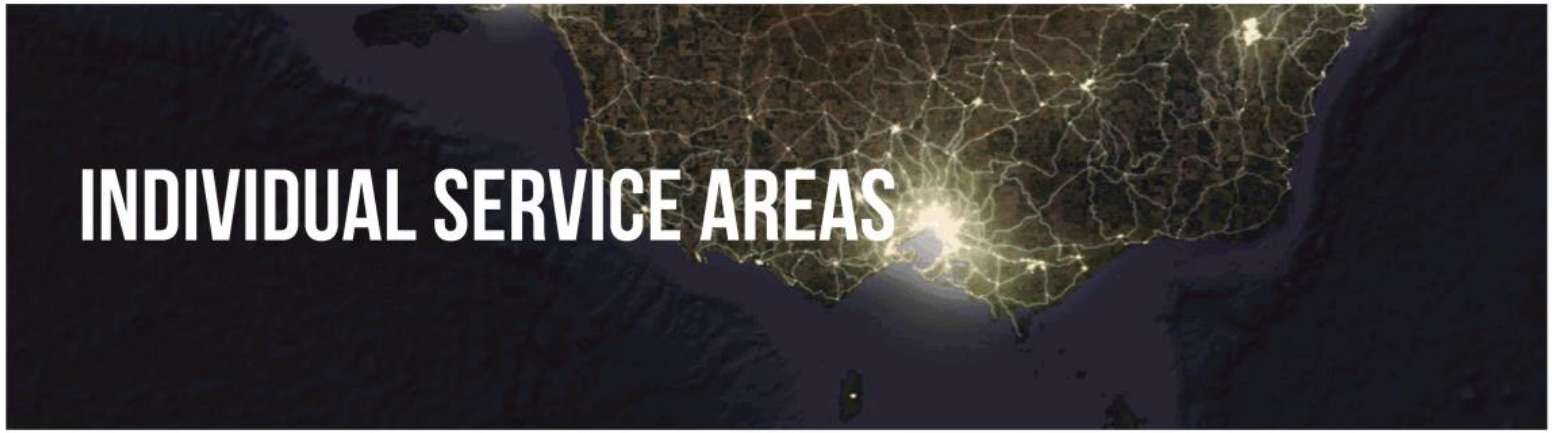
2018 BEST FORMS OF COMMUNICATION: OVER 50S

JWS RESEARCH

2018 Over 50s Best Form



Q13. If Whittlesea City Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate with you?
Base: All respondents aged over 50. Councils asked state-wide: 26 Councils asked group: 2



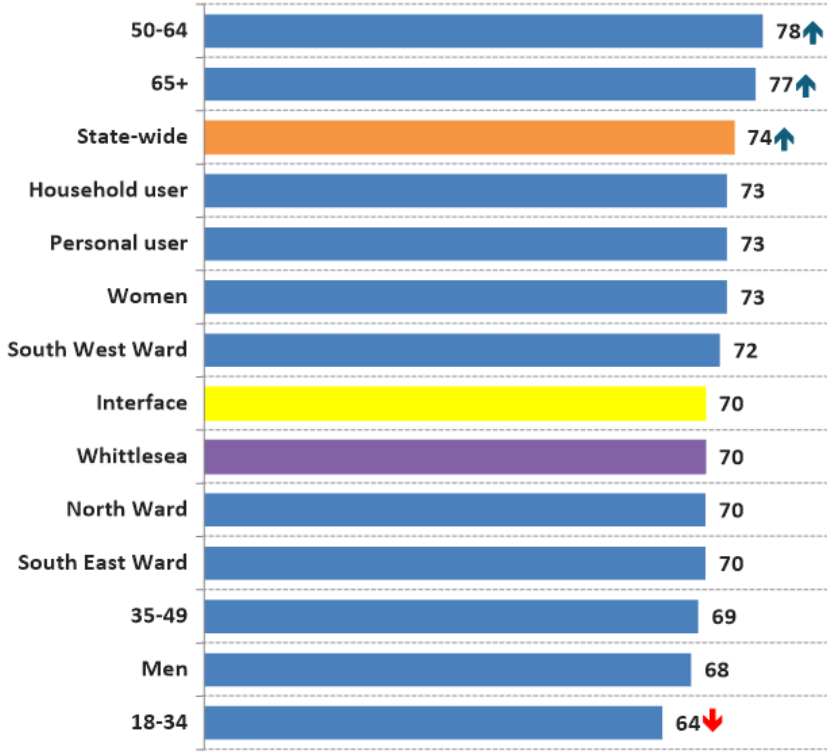
JWS RESEARCH

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Consultation and Engagement Importance



	2017	2016	2015	2014	2013	2012
50-64	n/a	n/a	n/a	n/a	n/a	75
65+	n/a	n/a	n/a	n/a	n/a	72
State-wide	74	75	74	74	73	73
Household user	n/a	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	71
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Interface	72	75	72	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	70
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	73
Men	n/a	n/a	n/a	n/a	n/a	69
18-34	n/a	n/a	n/a	n/a	n/a	63

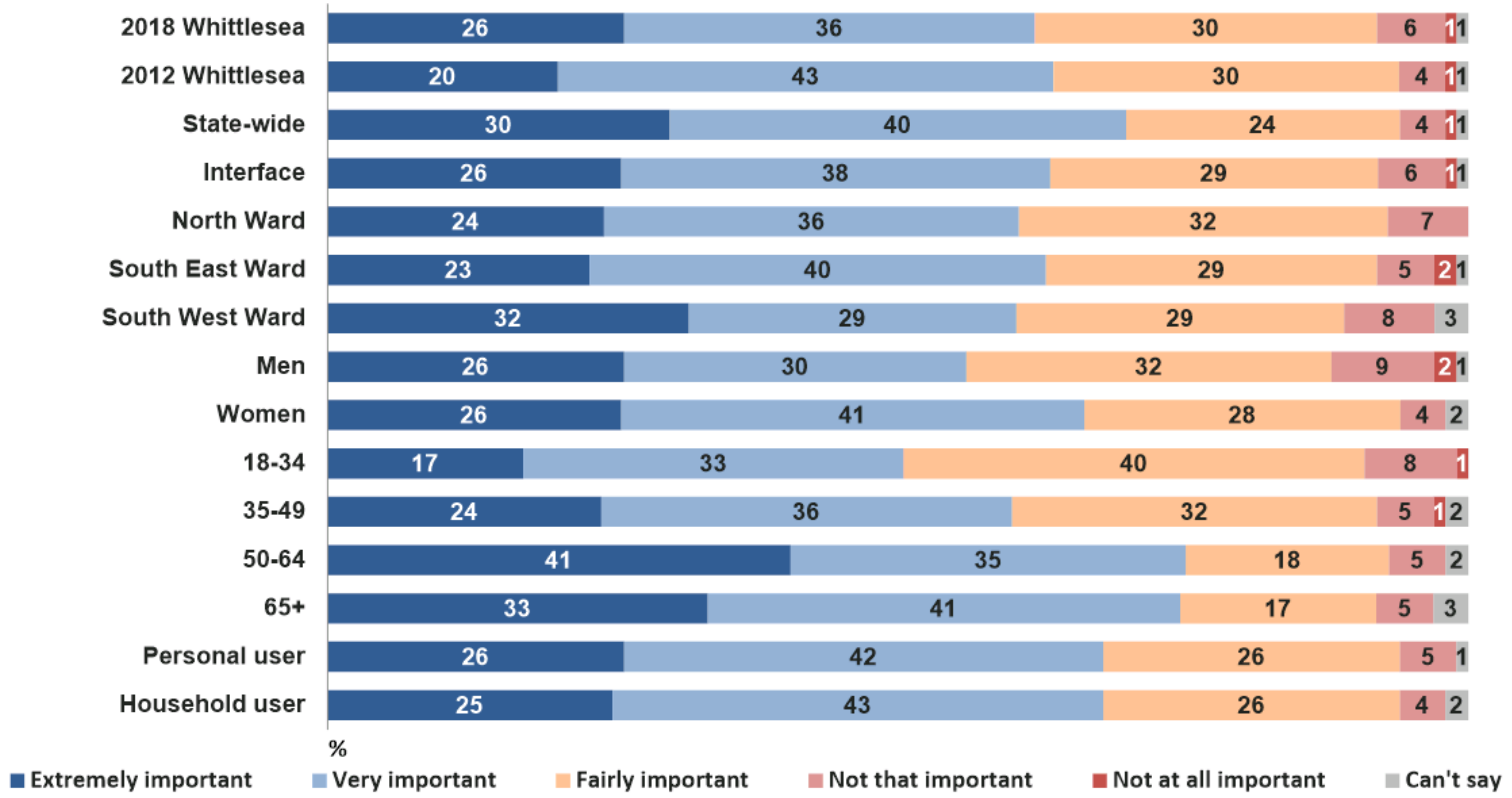
Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Consultation and Engagement Importance



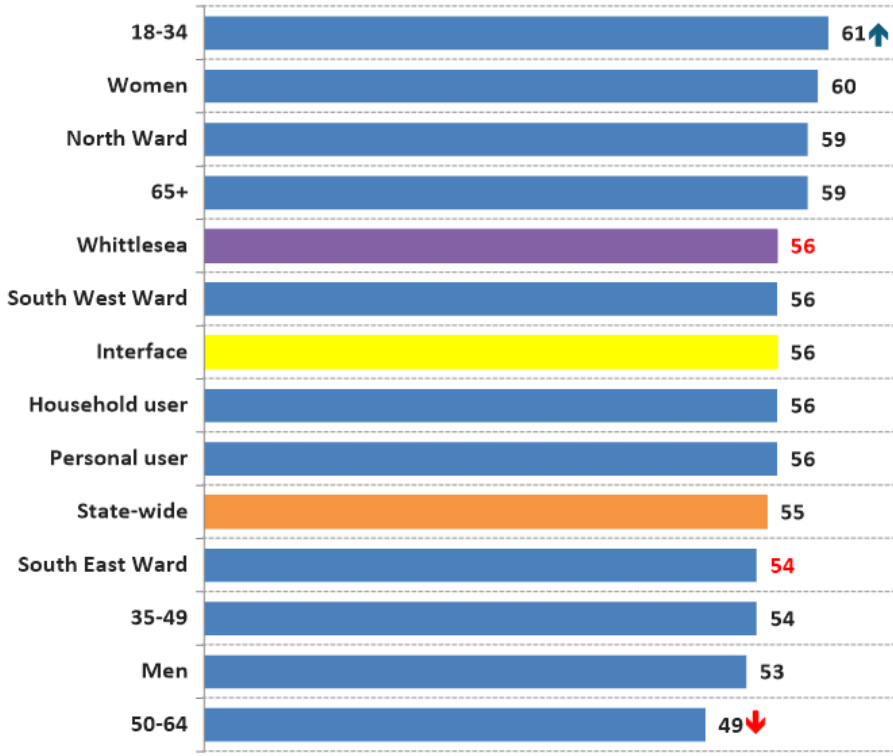
Q1. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Consultation and Engagement Performance



	2017	2016	2015	2014	2013	2012
18-34	59	63	60	64	62	61
Women	62	64	62	63	57	60
North Ward	59	n/a	n/a	n/a	n/a	n/a
65+	64	65	61	62	66	58
Whittlesea	60	61	60	60	59	59
South West Ward	59	n/a	n/a	n/a	n/a	n/a
Interface	53	55	57	n/a	n/a	n/a
Household user	n/a	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	55	54	56	57	57	57
South East Ward	61	n/a	n/a	n/a	n/a	n/a
35-49	59	57	63	56	56	59
Men	57	57	59	58	61	59
50-64	57	59	55	57	56	56

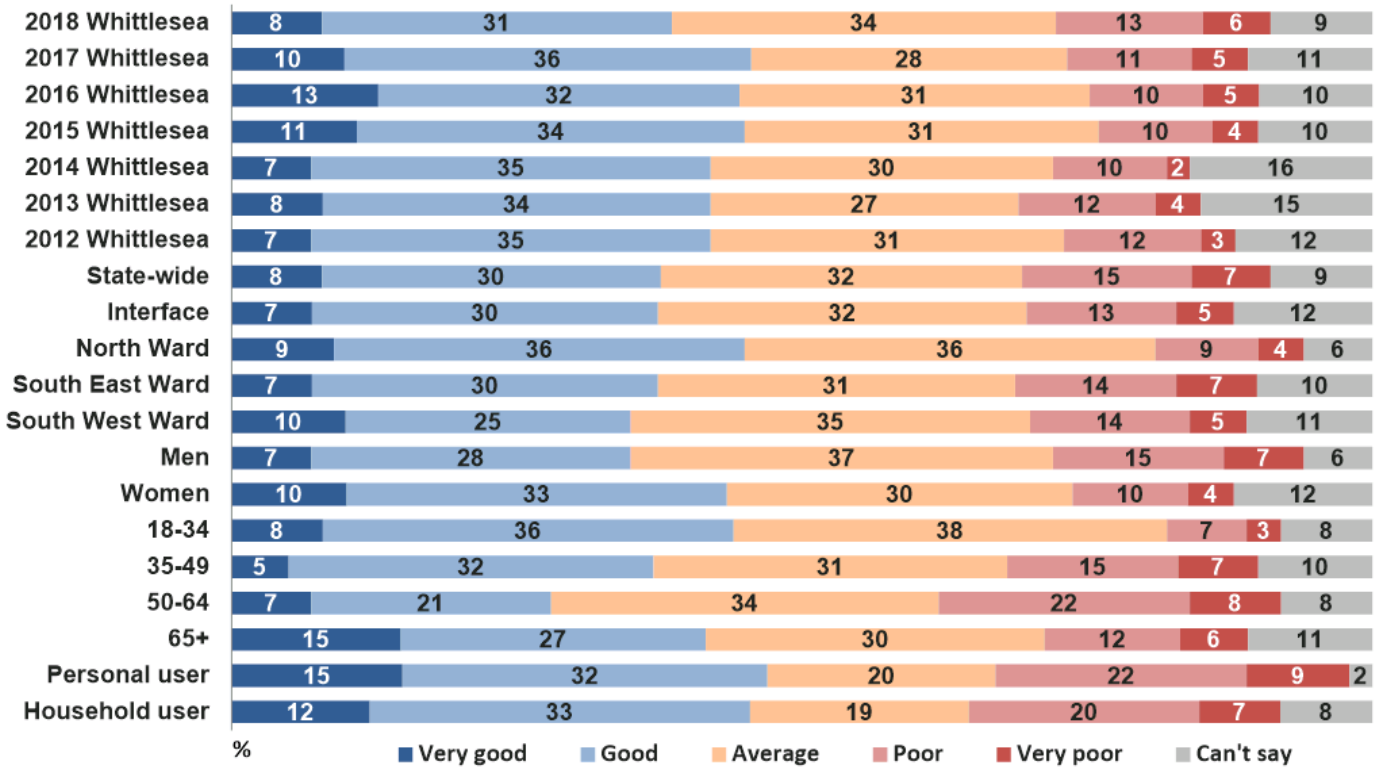
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY CONSULTATION AND ENGAGEMENT

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Consultation and Engagement Performance



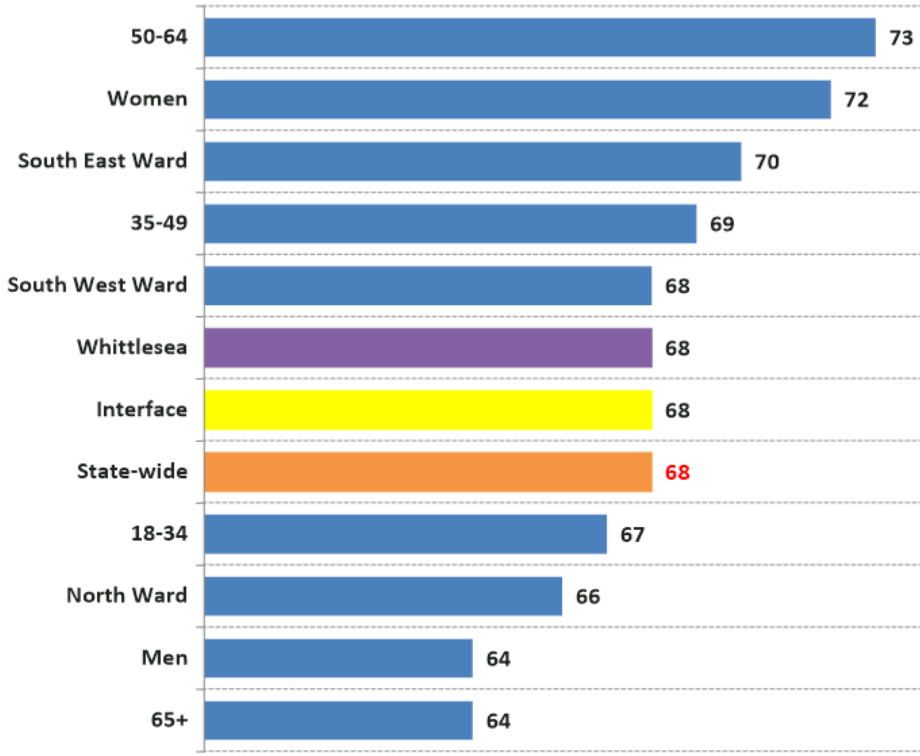
Q2. How has Council performed on 'community consultation and engagement' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

2018 LOBBYING ON BEHALF OF THE COMMUNITY

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Lobbying Importance



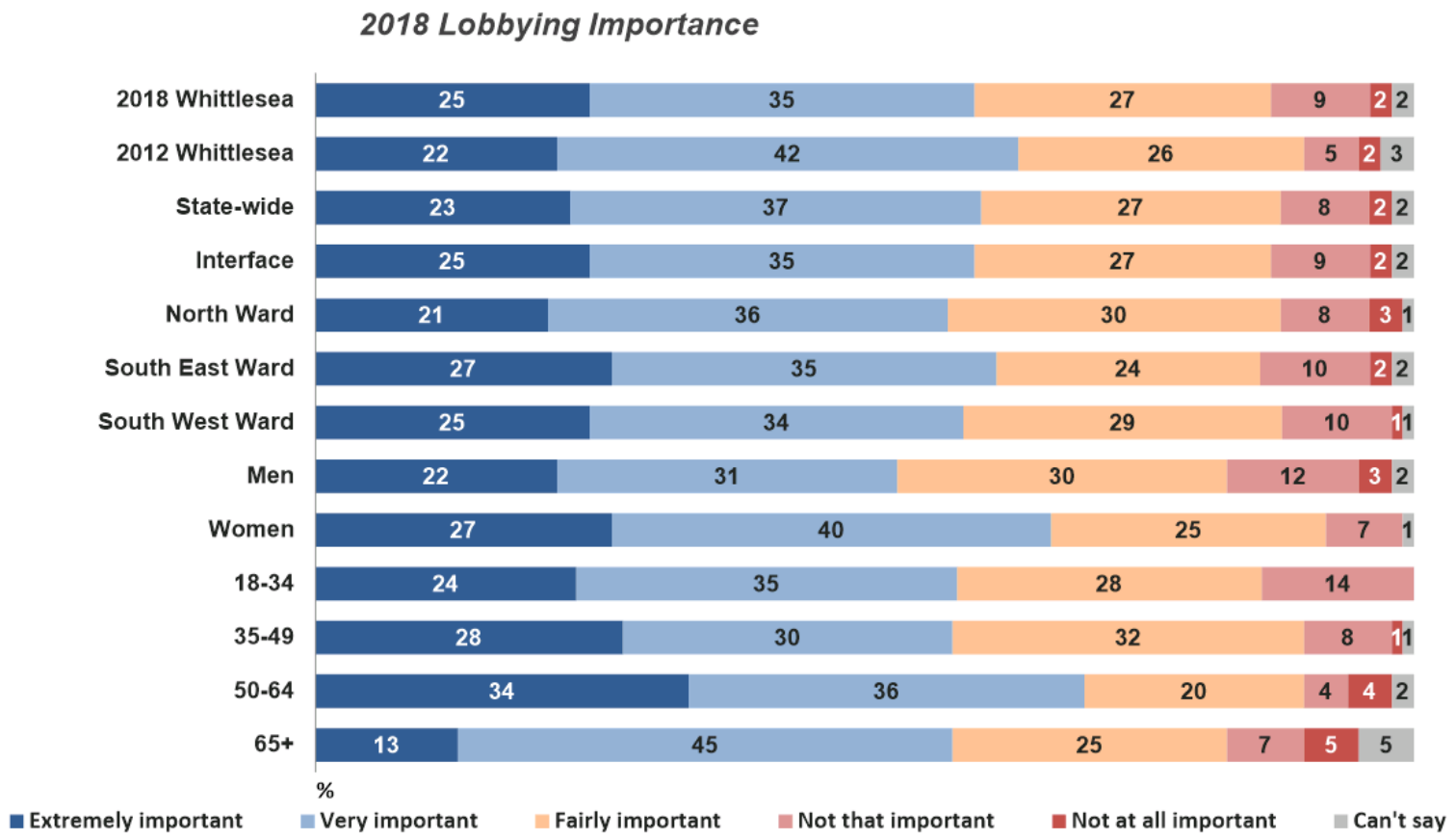
	2017	2016	2015	2014	2013	2012
50-64	n/a	n/a	n/a	n/a	n/a	66
Women	n/a	n/a	n/a	n/a	n/a	73
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	74
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	69
Interface	67	70	68	n/a	n/a	n/a
State-wide	69	69	69	70	70	70
18-34	n/a	n/a	n/a	n/a	n/a	68
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	66
65+	n/a	n/a	n/a	n/a	n/a	70

Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.

2018 LOBBYING ON BEHALF OF THE COMMUNITY

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH



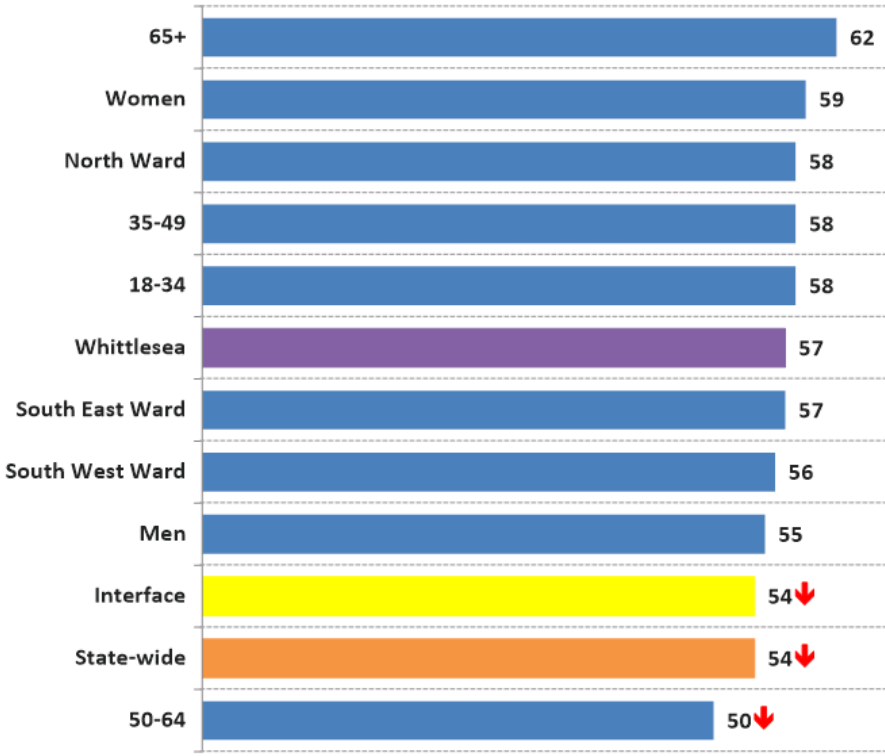
Q1. Firstly, how important should 'lobbying on behalf of the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 1

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Lobbying Performance



	2017	2016	2015	2014	2013	2012
65+	66	66	62	53	61	58
Women	62	61	64	55	58	61
North Ward	63	n/a	n/a	n/a	n/a	n/a
35-49	59	57	62	48	57	60
18-34	60	60	63	61	57	58
Whittlesea	60	59	61	55	56	58
South East Ward	60	n/a	n/a	n/a	n/a	n/a
South West Ward	59	n/a	n/a	n/a	n/a	n/a
Men	59	58	58	55	54	55
Interface	54	55	56	n/a	n/a	n/a
State-wide	54	53	55	56	55	55
50-64	58	55	53	57	52	57

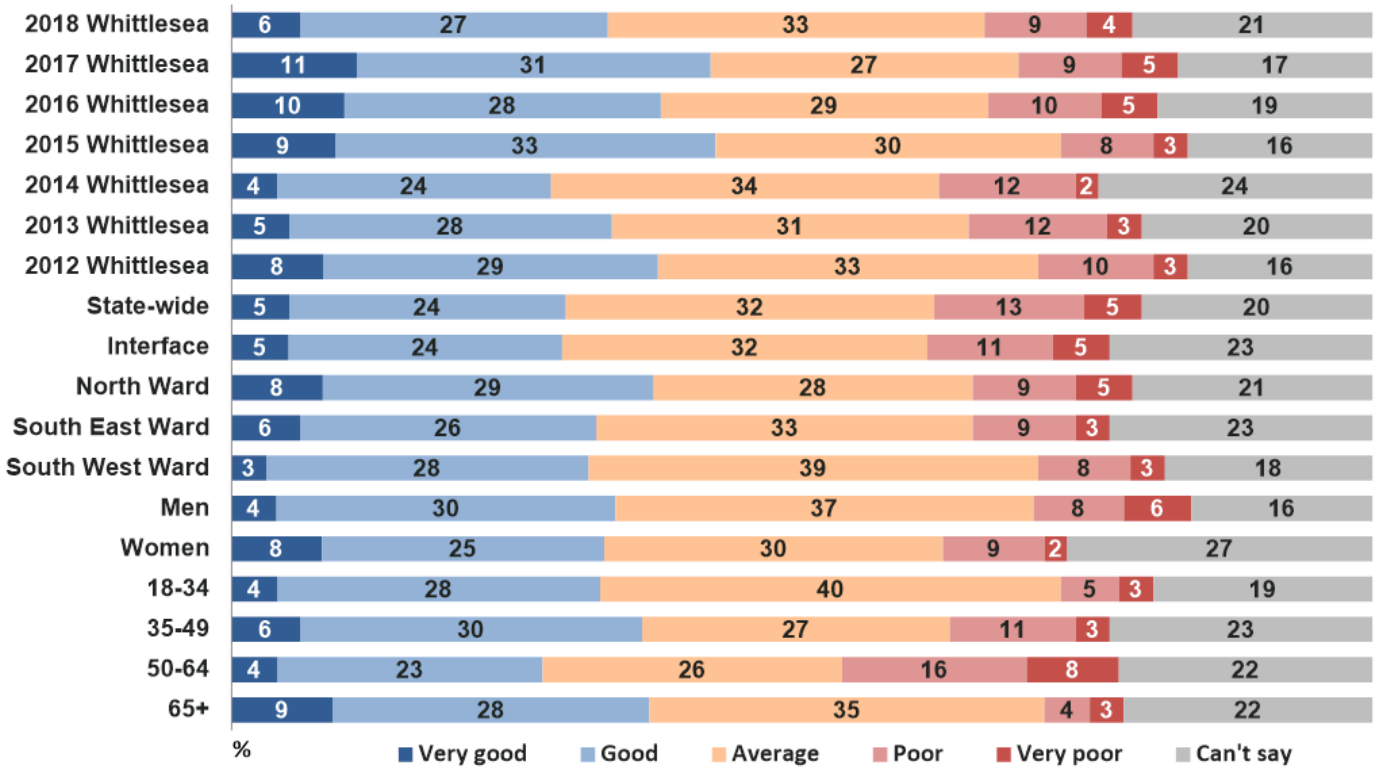
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 LOBBYING ON BEHALF OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Lobbying Performance



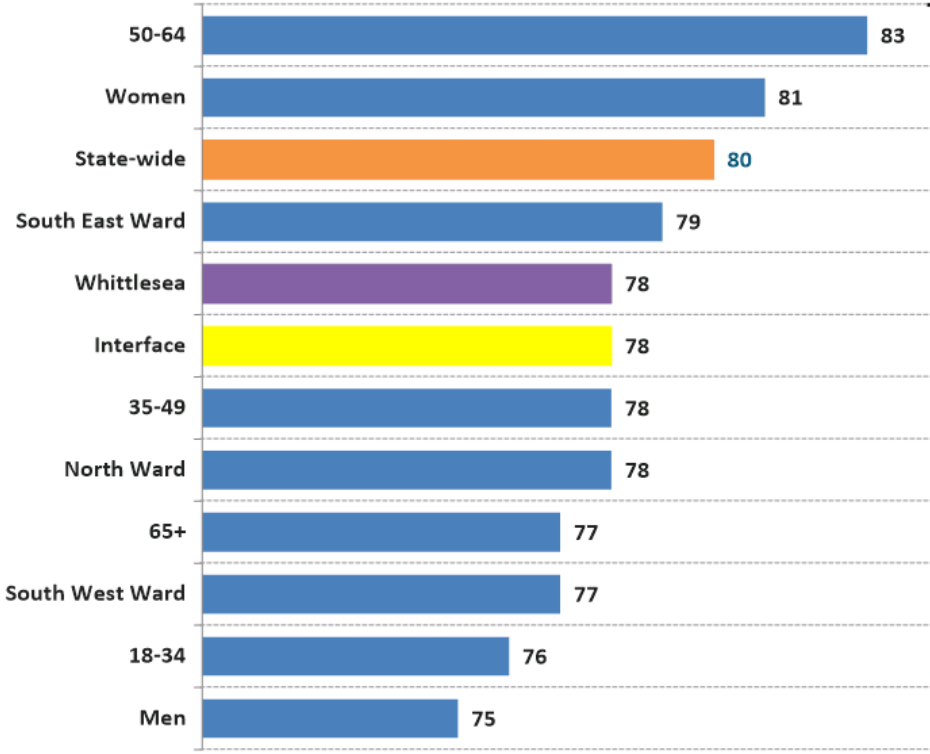
Q2. How has Council performed on 'lobbying on behalf of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Community Decisions Made Importance



	2017	2016	2015	2014	2013	2012
50-64	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	79	80	80	79	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	n/a
Interface	79	79	78	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a

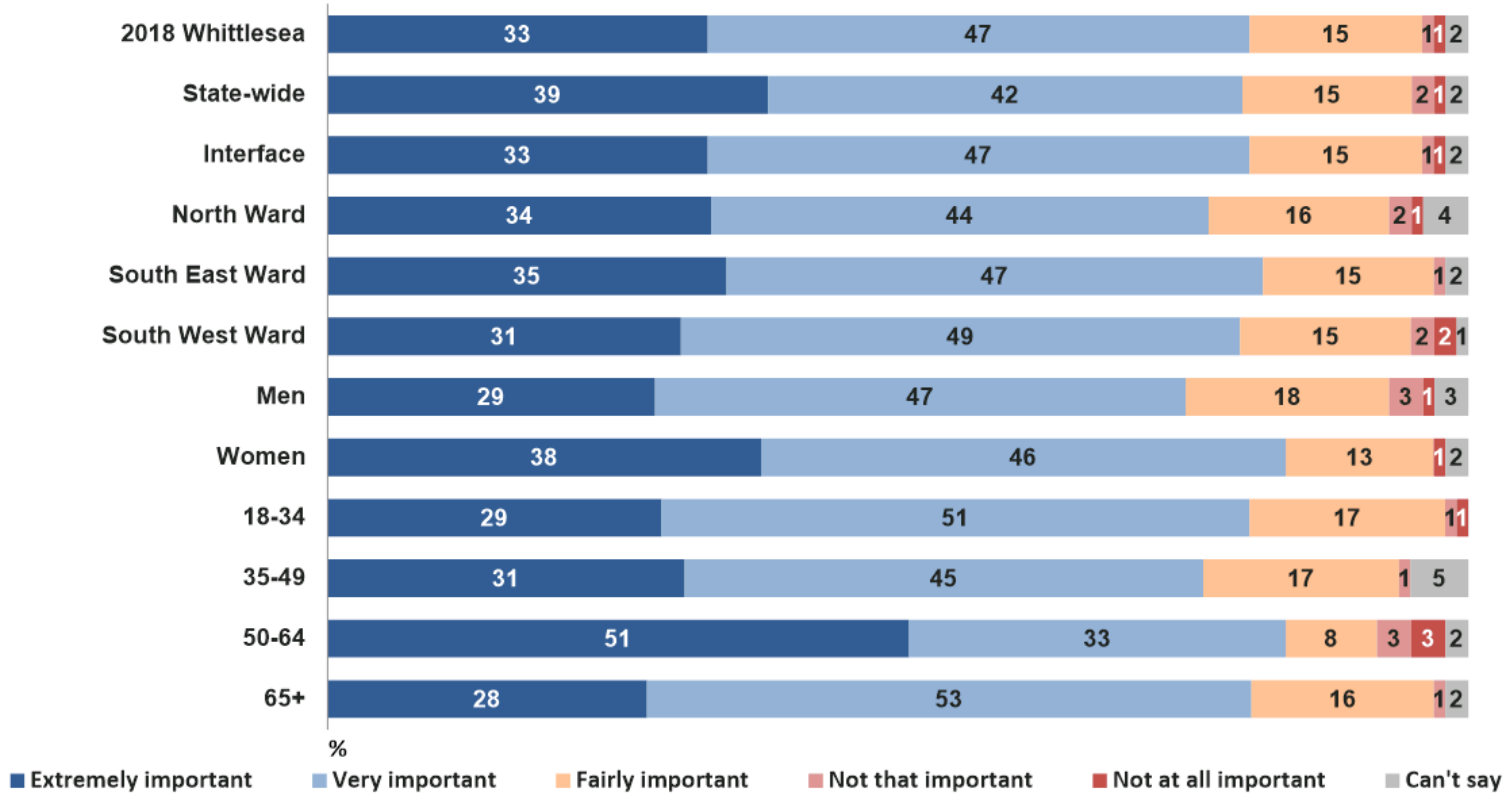
Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 15 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Community Decisions Made Importance



Q1. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 15 Councils asked group: 1

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Community Decisions Made Performance

	2017	2016	2015	2014	2013	2012
65+	64	65	65	n/a	n/a	n/a
Women	62	61	66	n/a	n/a	n/a
North Ward	58	n/a	n/a	n/a	n/a	n/a
18-34	62	60	65	n/a	n/a	n/a
Whittlesea	60	58	64	n/a	n/a	n/a
South East Ward	59	n/a	n/a	n/a	n/a	n/a
Interface	55	56	58	n/a	n/a	n/a
35-49	58	54	64	n/a	n/a	n/a
South West Ward	62	n/a	n/a	n/a	n/a	n/a
State-wide	54	54	55	57	n/a	n/a
Men	58	56	61	n/a	n/a	n/a
50-64	56	55	58	n/a	n/a	n/a

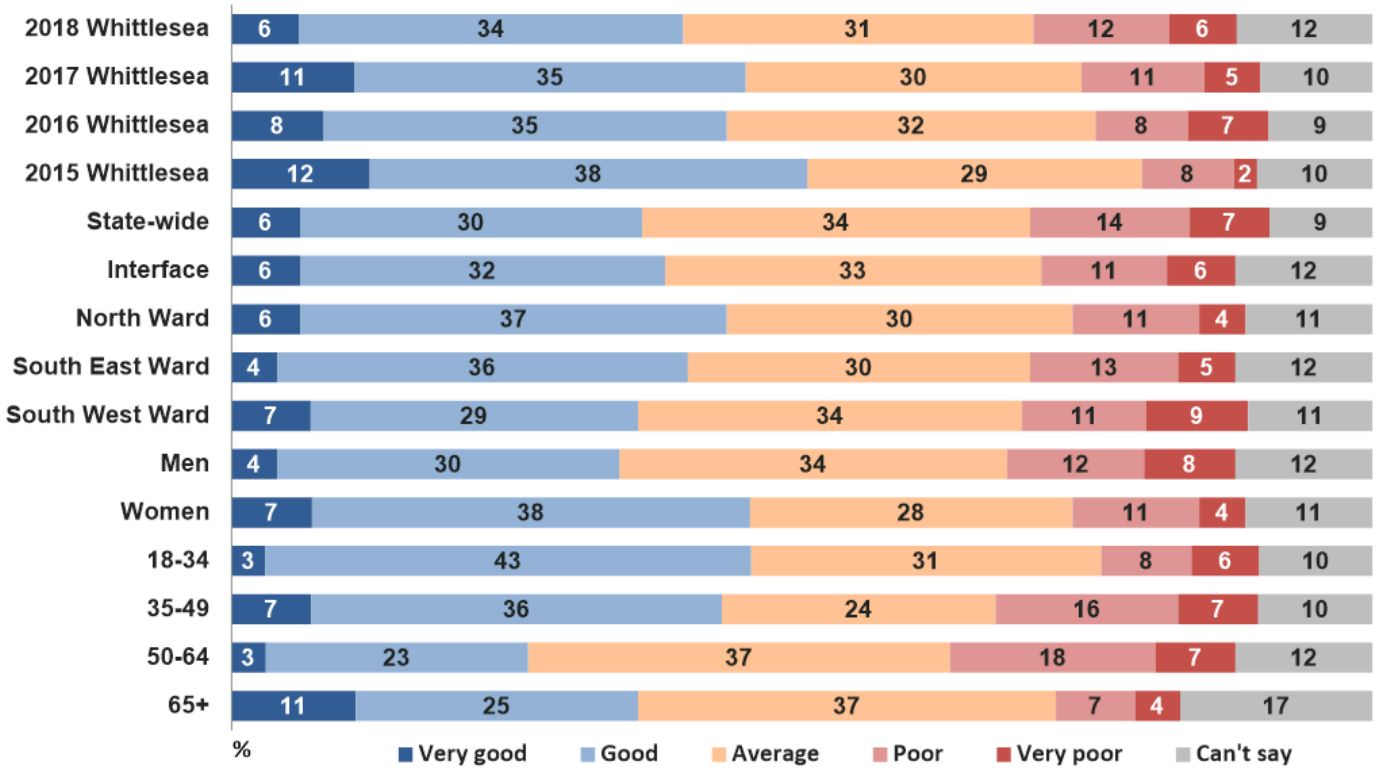
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Community Decisions Made Performance



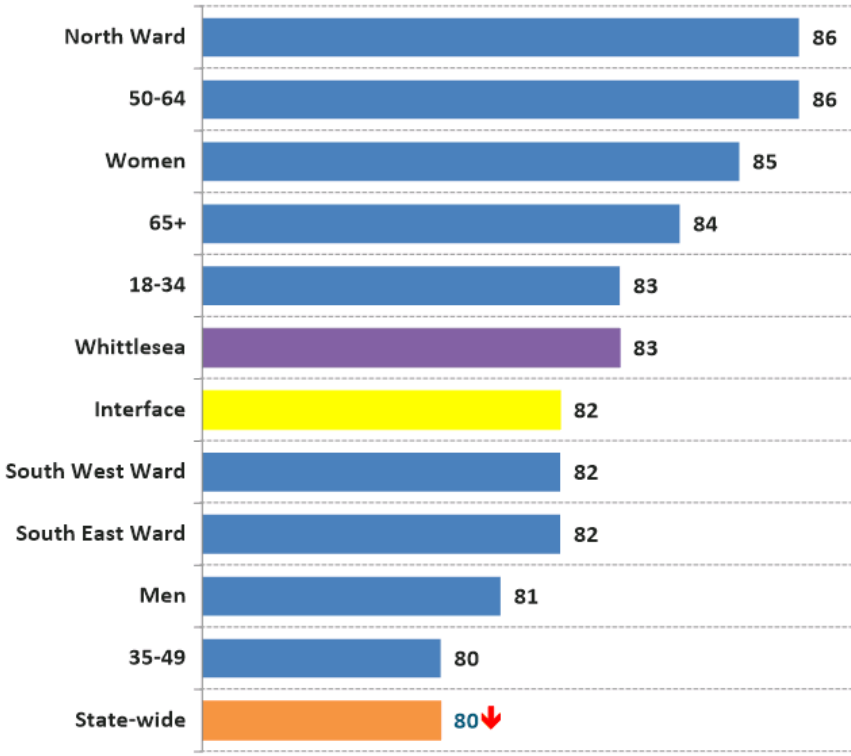
Q2. How has Council performed on 'decisions made in the interest of the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Sealed Local Roads Importance



	2017	2016	2015	2014	2013	2012
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	n/a
Interface	79	79	77	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	78	78	76	77	n/a	n/a

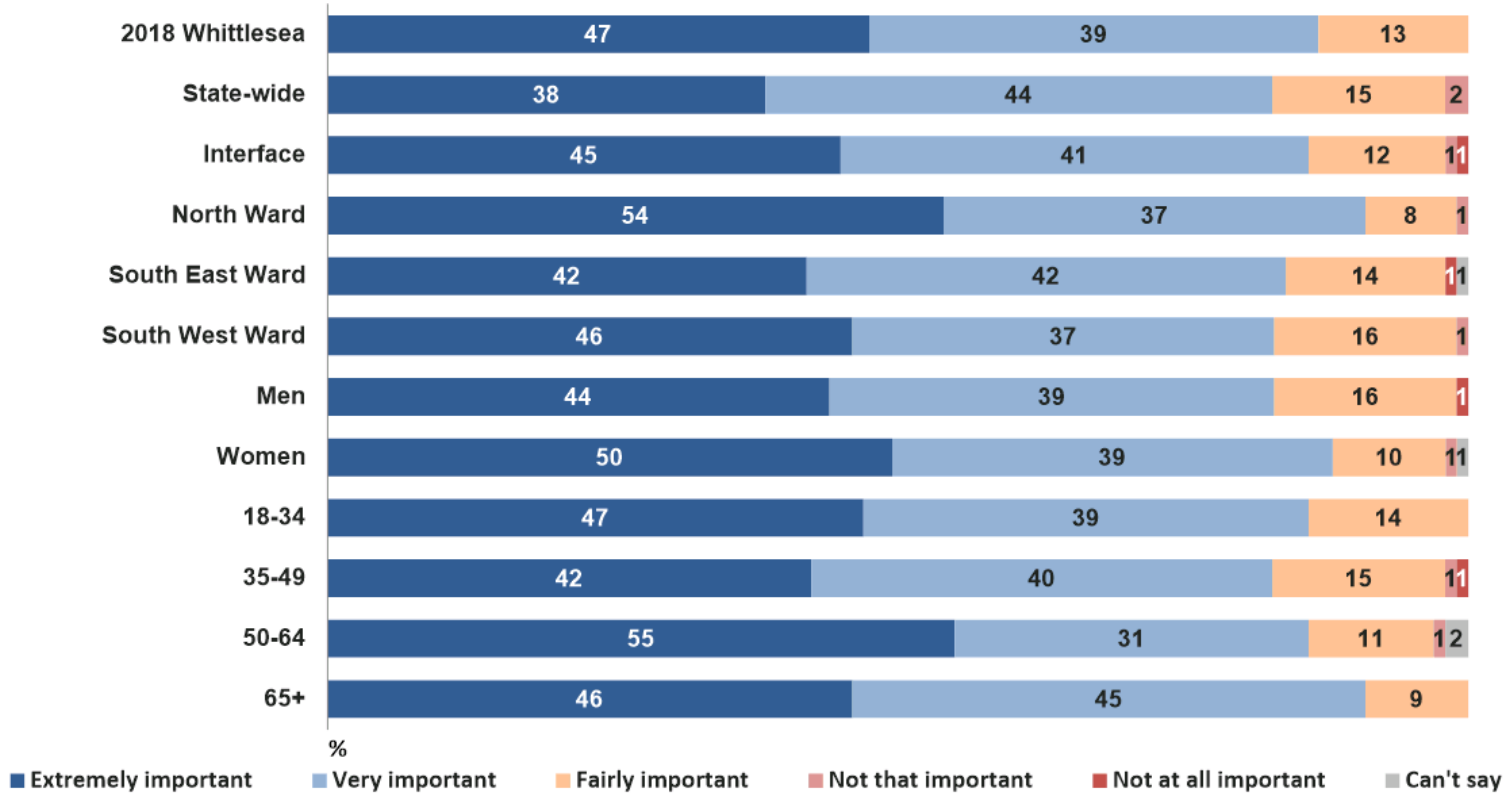
Q1. Firstly, how important should 'the condition of sealed local roads in your area' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Sealed Local Roads Importance



Q1. Firstly, how important should 'the condition of sealed local roads in your area' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 2

74

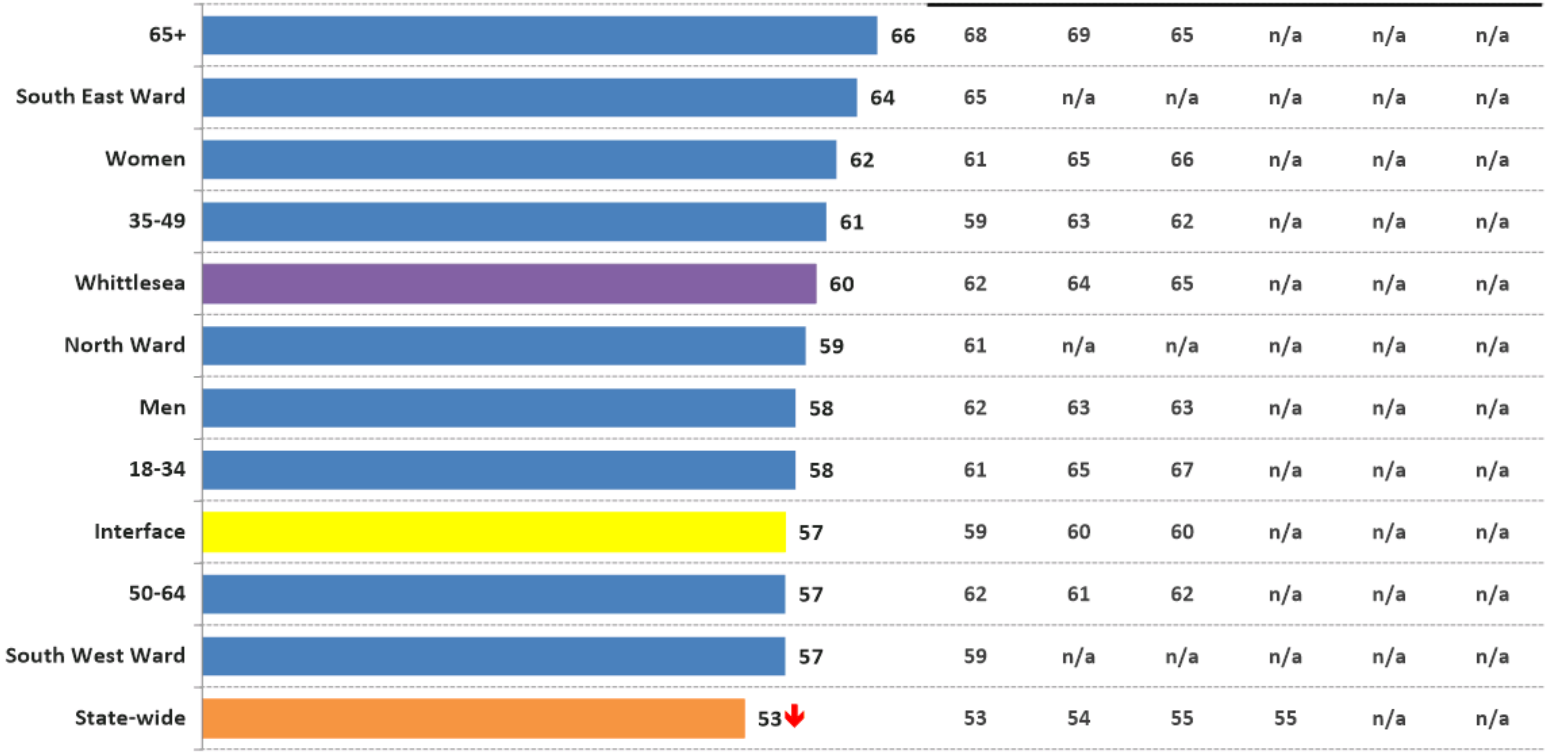
J00643 Community Satisfaction Survey 2018 - Whittlesea City Council

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Sealed Local Roads Performance



	2017	2016	2015	2014	2013	2012
65+	68	69	65	n/a	n/a	n/a
South East Ward	65	n/a	n/a	n/a	n/a	n/a
Women	61	65	66	n/a	n/a	n/a
35-49	59	63	62	n/a	n/a	n/a
Whittlesea	62	64	65	n/a	n/a	n/a
North Ward	61	n/a	n/a	n/a	n/a	n/a
Men	62	63	63	n/a	n/a	n/a
18-34	61	65	67	n/a	n/a	n/a
Interface	59	60	60	n/a	n/a	n/a
50-64	62	61	62	n/a	n/a	n/a
South West Ward	59	n/a	n/a	n/a	n/a	n/a
State-wide	53	54	55	55	n/a	n/a

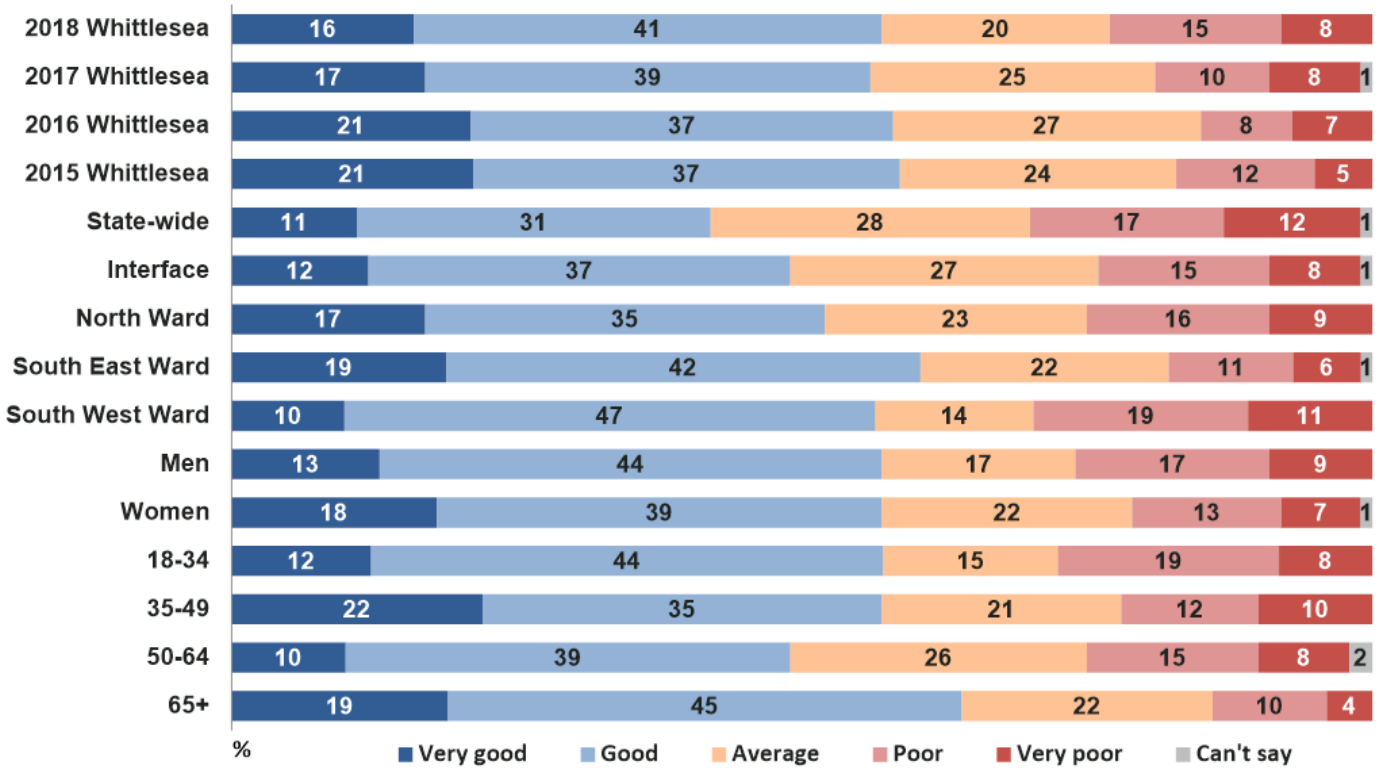
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF SEALED LOCAL ROADS IN YOUR AREA

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Sealed Local Roads Performance



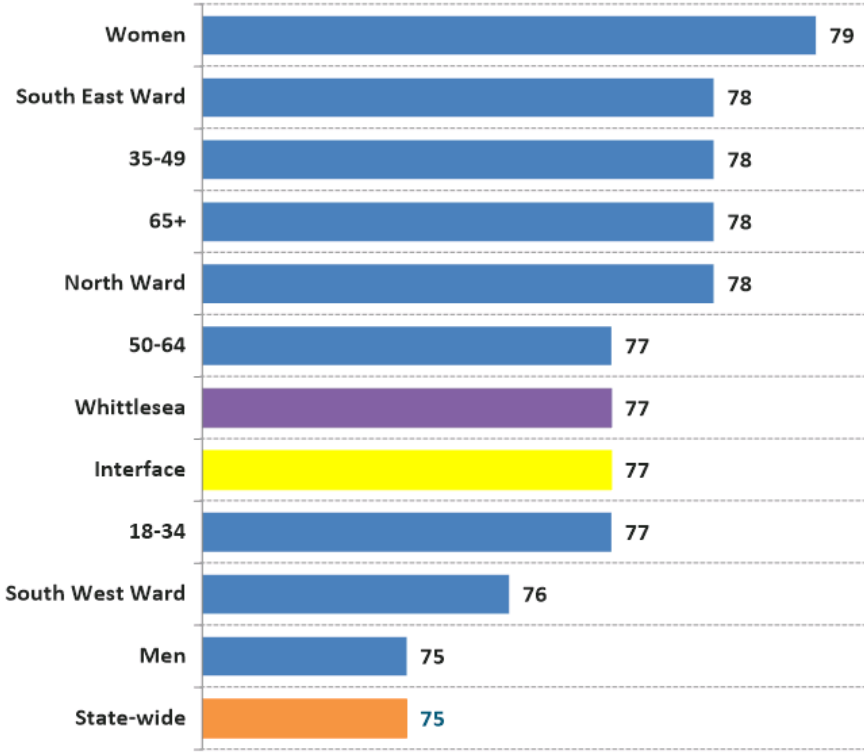
Q2. How has Council performed on 'the condition of sealed local roads in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

2018 INFORMING THE COMMUNITY

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Informing Community Importance



	2017	2016	2015	2014	2013	2012
Women	n/a	n/a	n/a	n/a	n/a	79
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	74
65+	n/a	n/a	n/a	n/a	n/a	75
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	76
Whittlesea	n/a	n/a	n/a	n/a	n/a	74
Interface	74	77	74	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	73
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	70
State-wide	74	76	75	75	75	75

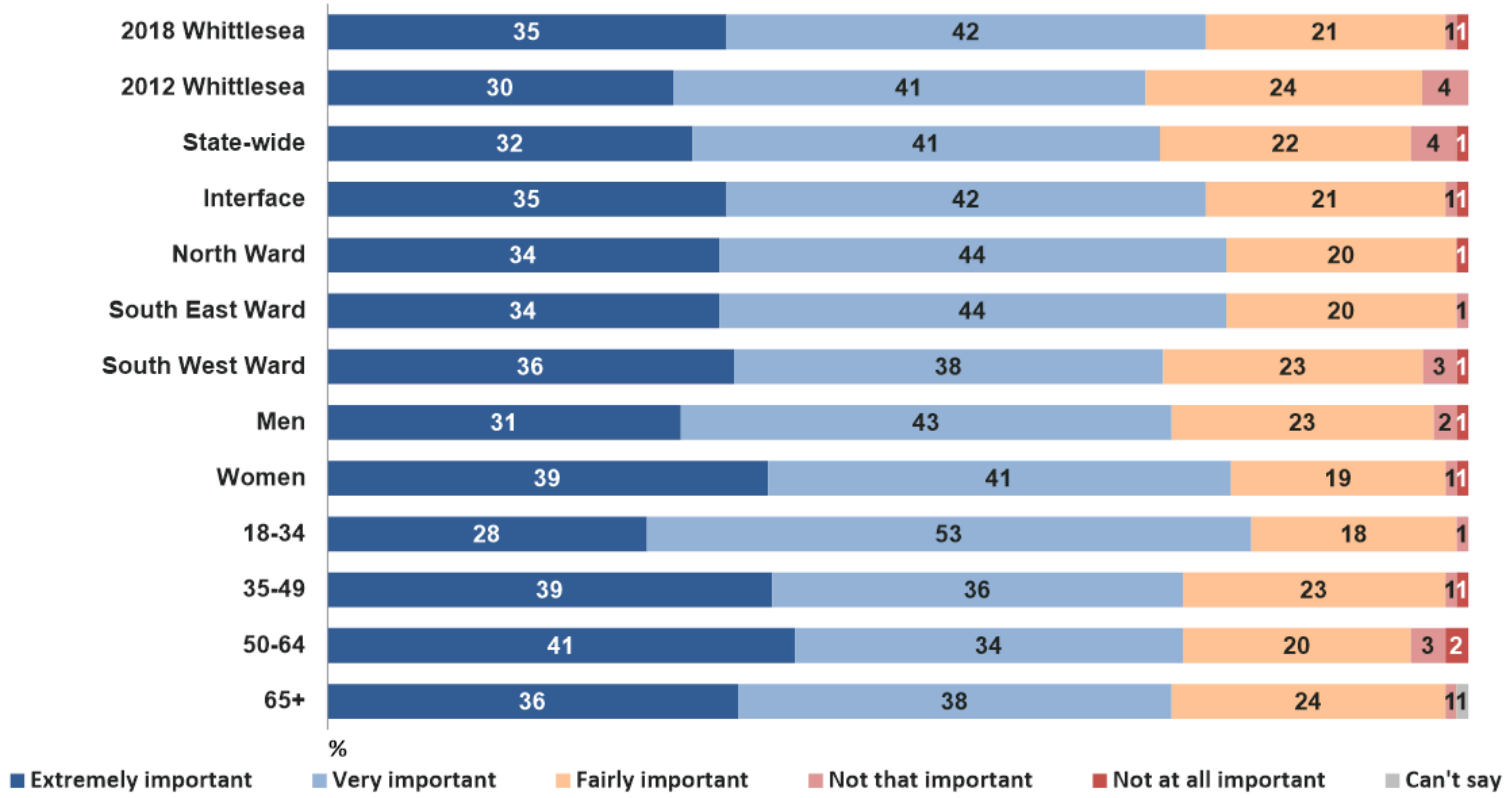
Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.

2018 INFORMING THE COMMUNITY

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Informing Community Importance



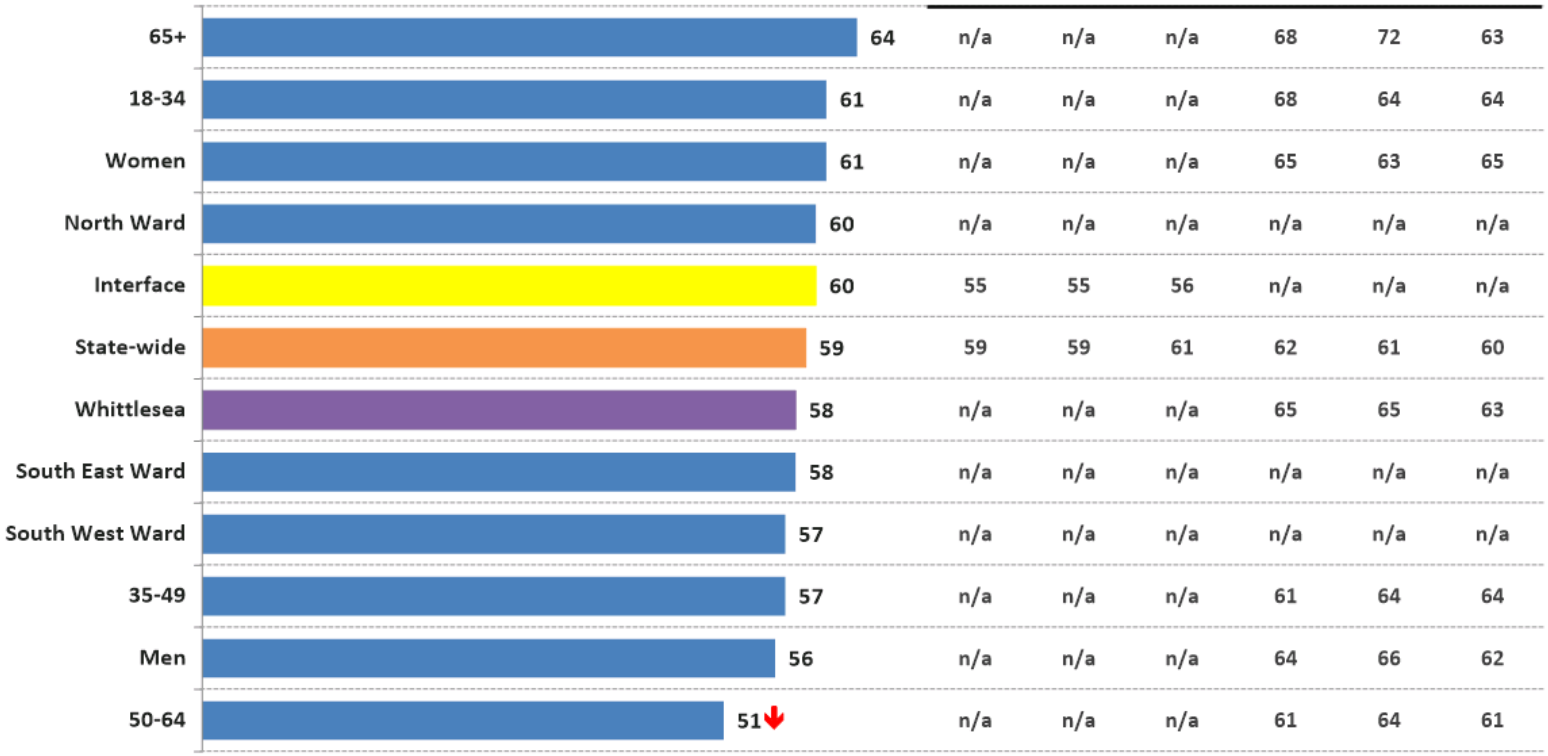
Q1. Firstly, how important should 'informing the community' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 1

2018 INFORMING THE COMMUNITY

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Informing Community Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	68	72	63
18-34	n/a	n/a	n/a	68	64	64
Women	n/a	n/a	n/a	65	63	65
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
Interface	55	55	56	n/a	n/a	n/a
State-wide	59	59	61	62	61	60
Whittlesea	n/a	n/a	n/a	65	65	63
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	61	64	64
Men	n/a	n/a	n/a	64	66	62
50-64	n/a	n/a	n/a	61	64	61

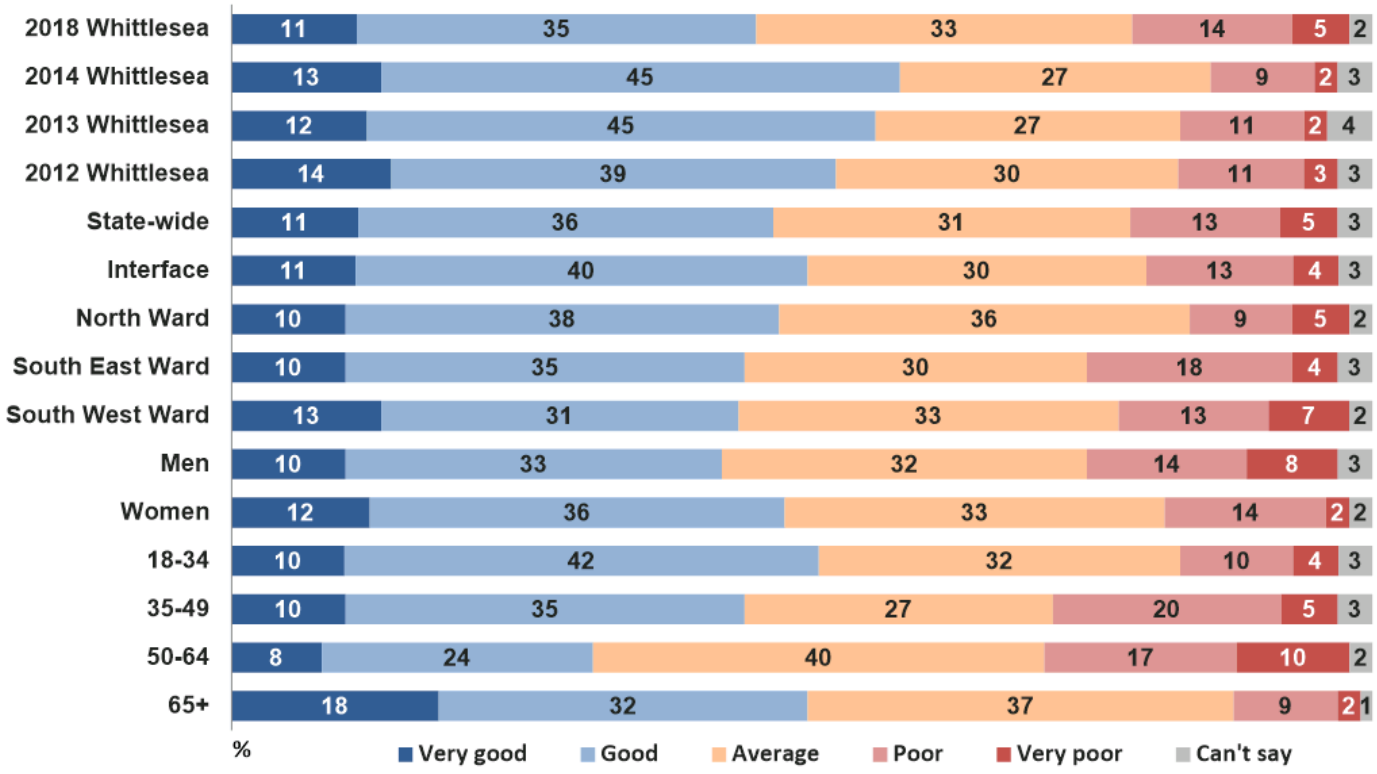
Q2. How has Council performed on 'informing the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 INFORMING THE COMMUNITY

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Informing Community Performance

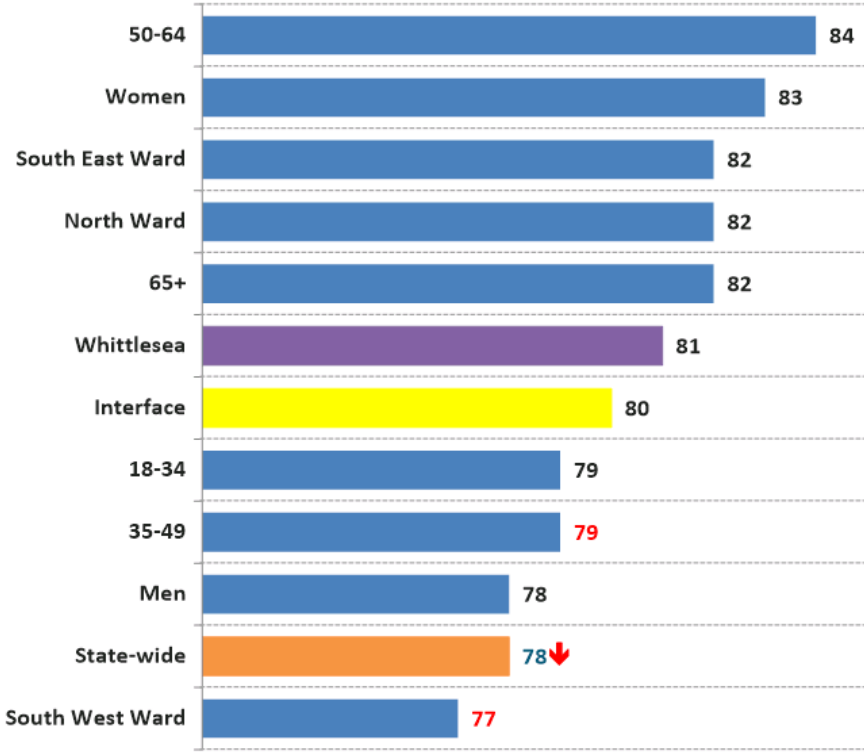


Q2. How has Council performed on 'informing the community' over the last 12 months?
Base: All respondents. Councils asked state-wide: 28 Councils asked group: 2

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Streets and Footpaths Importance

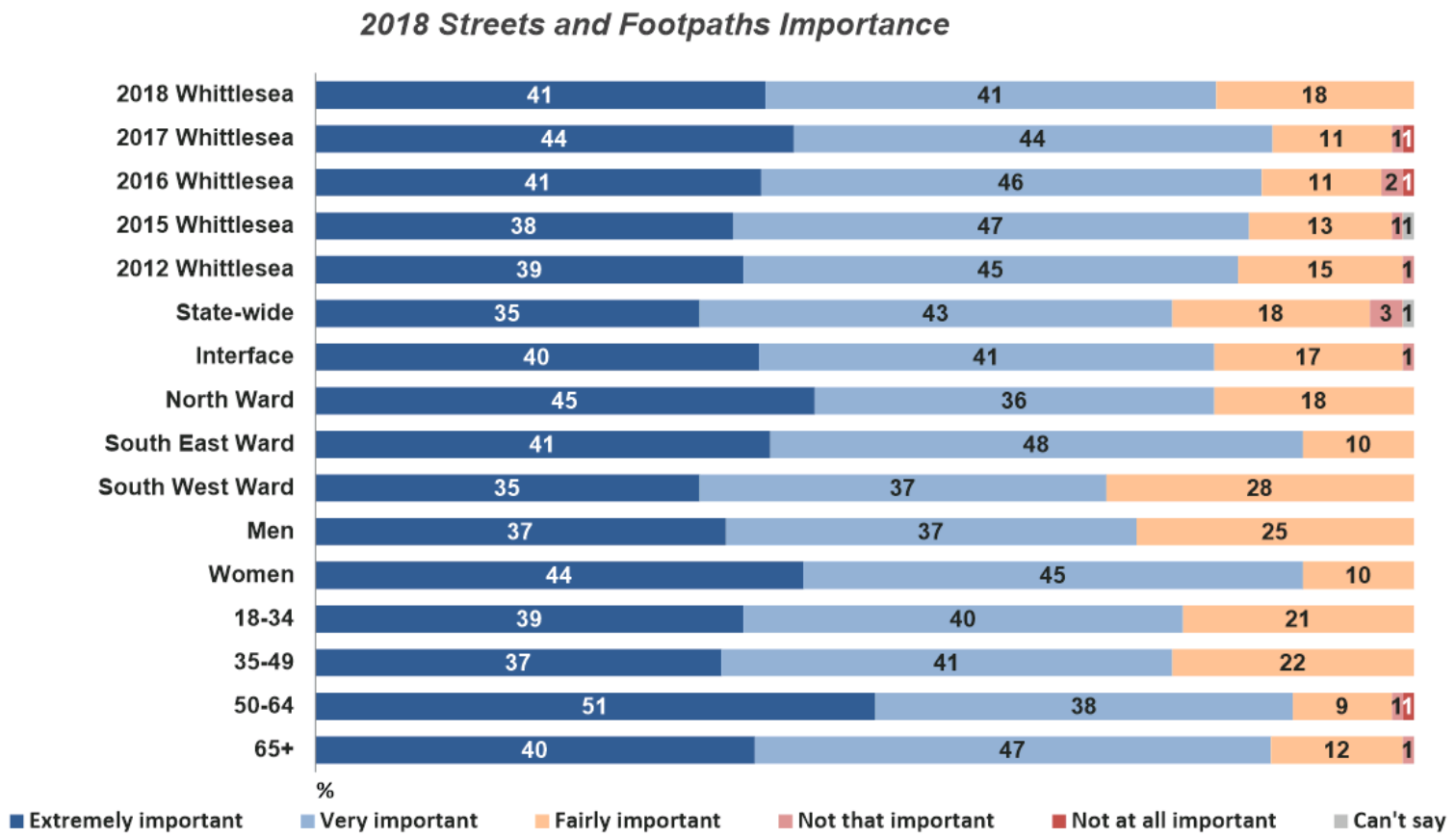


	2017	2016	2015	2014	2013	2012
50-64	84	85	85	n/a	n/a	80
Women	84	80	82	n/a	n/a	82
South East Ward	84	n/a	n/a	n/a	n/a	n/a
North Ward	81	n/a	n/a	n/a	n/a	n/a
65+	84	81	80	n/a	n/a	83
Whittlesea	82	81	81	n/a	n/a	81
Interface	80	79	78	n/a	n/a	n/a
18-34	79	77	78	n/a	n/a	79
35-49	84	83	82	n/a	n/a	82
Men	81	81	80	n/a	n/a	79
State-wide	77	77	77	77	78	77
South West Ward	82	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH



Q1. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 2

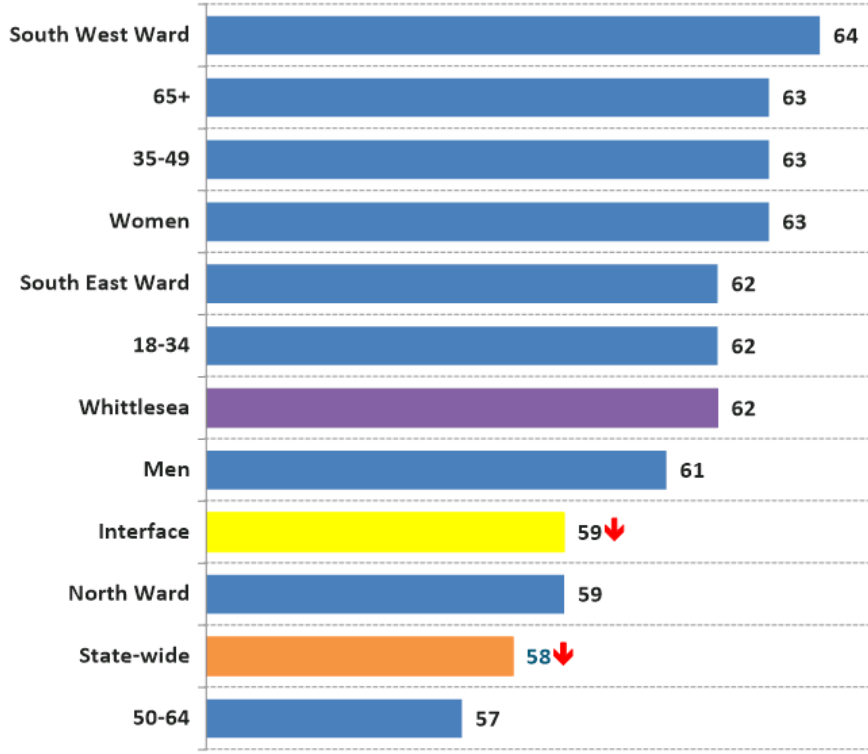
82

J00643 Community Satisfaction Survey 2018 - Whittlesea City Council

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Streets and Footpaths Performance



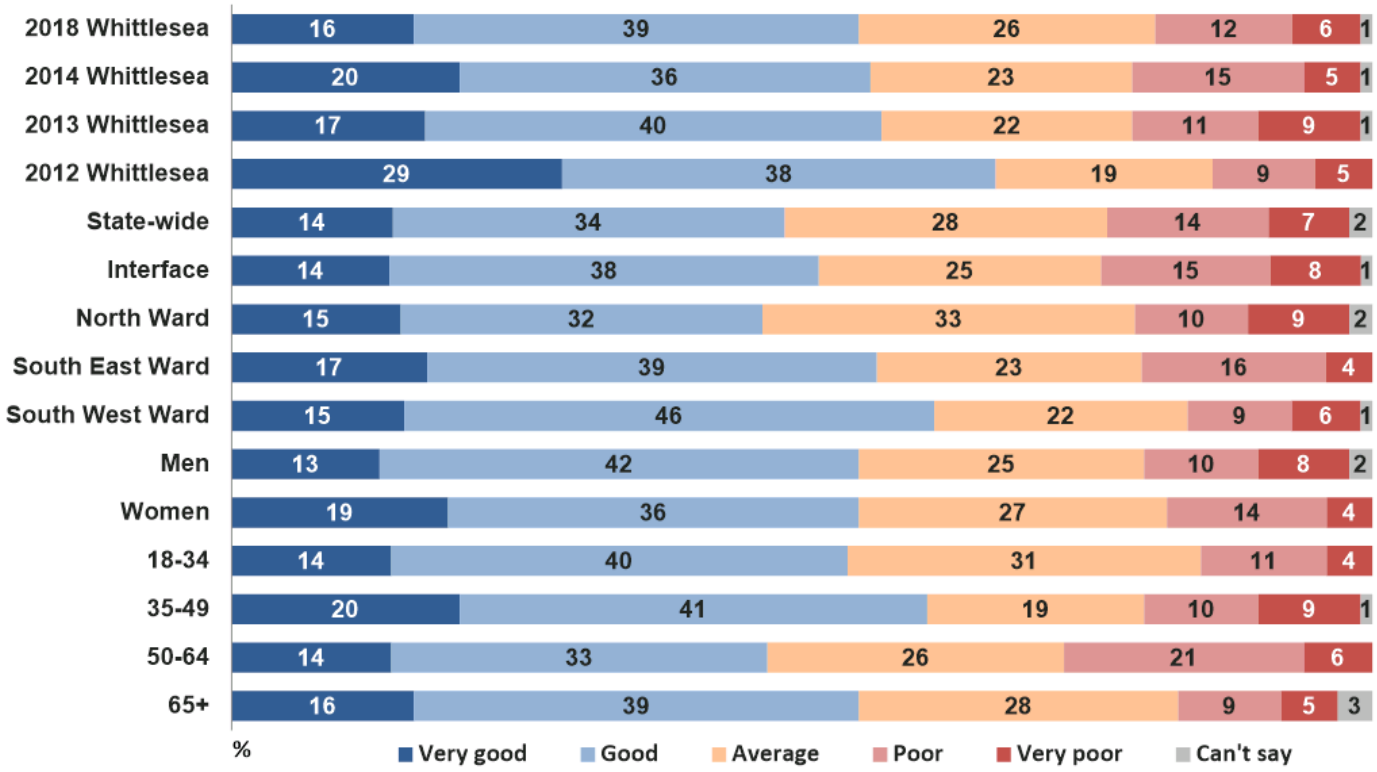
	2017	2016	2015	2014	2013	2012
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	59	66	63
35-49	n/a	n/a	n/a	63	57	70
Women	n/a	n/a	n/a	64	61	67
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	67	66	75
Whittlesea	n/a	n/a	n/a	63	61	70
Men	n/a	n/a	n/a	61	62	73
Interface	56	57	56	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	57	57	58	58	58	57
50-64	n/a	n/a	n/a	57	59	64

Q2. How has Council performed on 'the condition of local streets and footpaths in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

2018 THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Streets and Footpaths Performance



Q2. How has Council performed on 'the condition of local streets and footpaths in your area' over the last 12 months?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 4

84

2018 TRAFFIC MANAGEMENT

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Traffic Management Importance

	2017	2016	2015	2014	2013	2012
Women	n/a	n/a	n/a	n/a	n/a	86
50-64	n/a	n/a	n/a	n/a	n/a	84
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	83
Whittlesea	n/a	n/a	n/a	n/a	n/a	85
Interface	67	71	68	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	86
35-49	n/a	n/a	n/a	n/a	n/a	87
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	84
State-wide	72	72	71	70	72	73

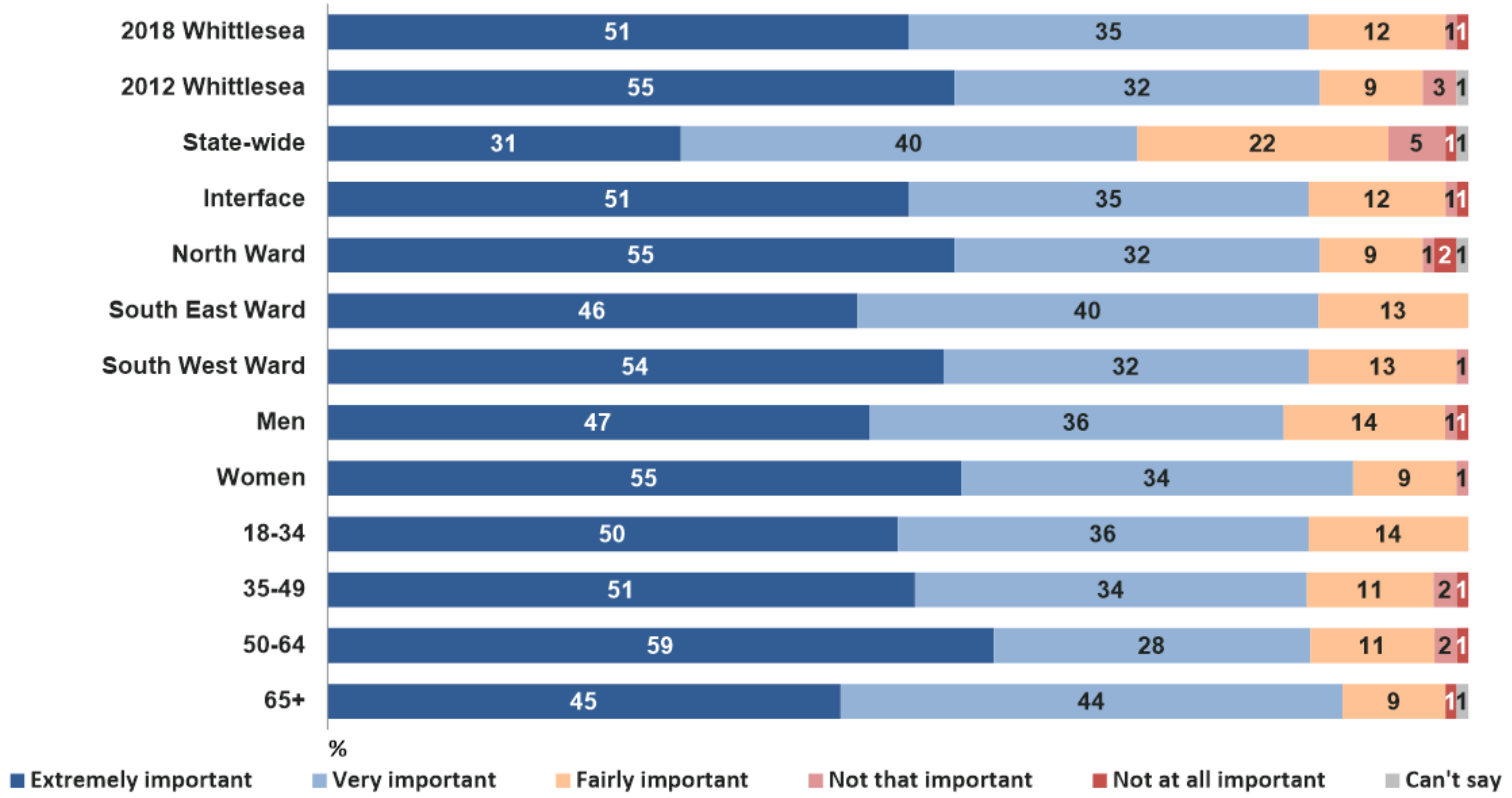
Q1. Firstly, how important should 'traffic management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.

2018 TRAFFIC MANAGEMENT

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Traffic Management Importance



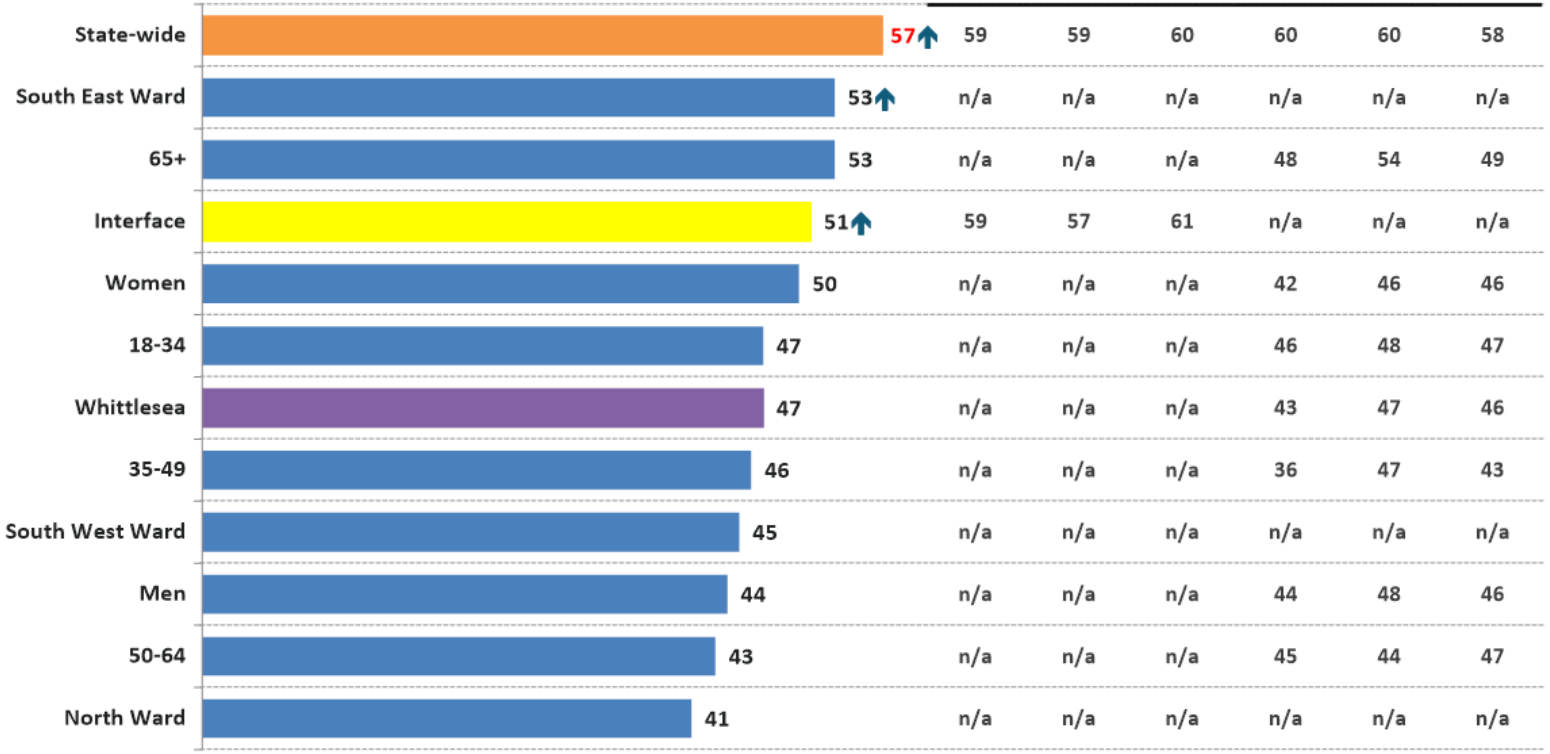
Q1. Firstly, how important should 'traffic management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 1

2018 TRAFFIC MANAGEMENT

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Traffic Management Performance



	2017	2016	2015	2014	2013	2012
State-wide	59	59	60	60	60	58
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	48	54	49
Interface	59	57	61	n/a	n/a	n/a
Women	n/a	n/a	n/a	42	46	46
18-34	n/a	n/a	n/a	46	48	47
Whittlesea	n/a	n/a	n/a	43	47	46
35-49	n/a	n/a	n/a	36	47	43
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	44	48	46
50-64	n/a	n/a	n/a	45	44	47
North Ward	n/a	n/a	n/a	n/a	n/a	n/a

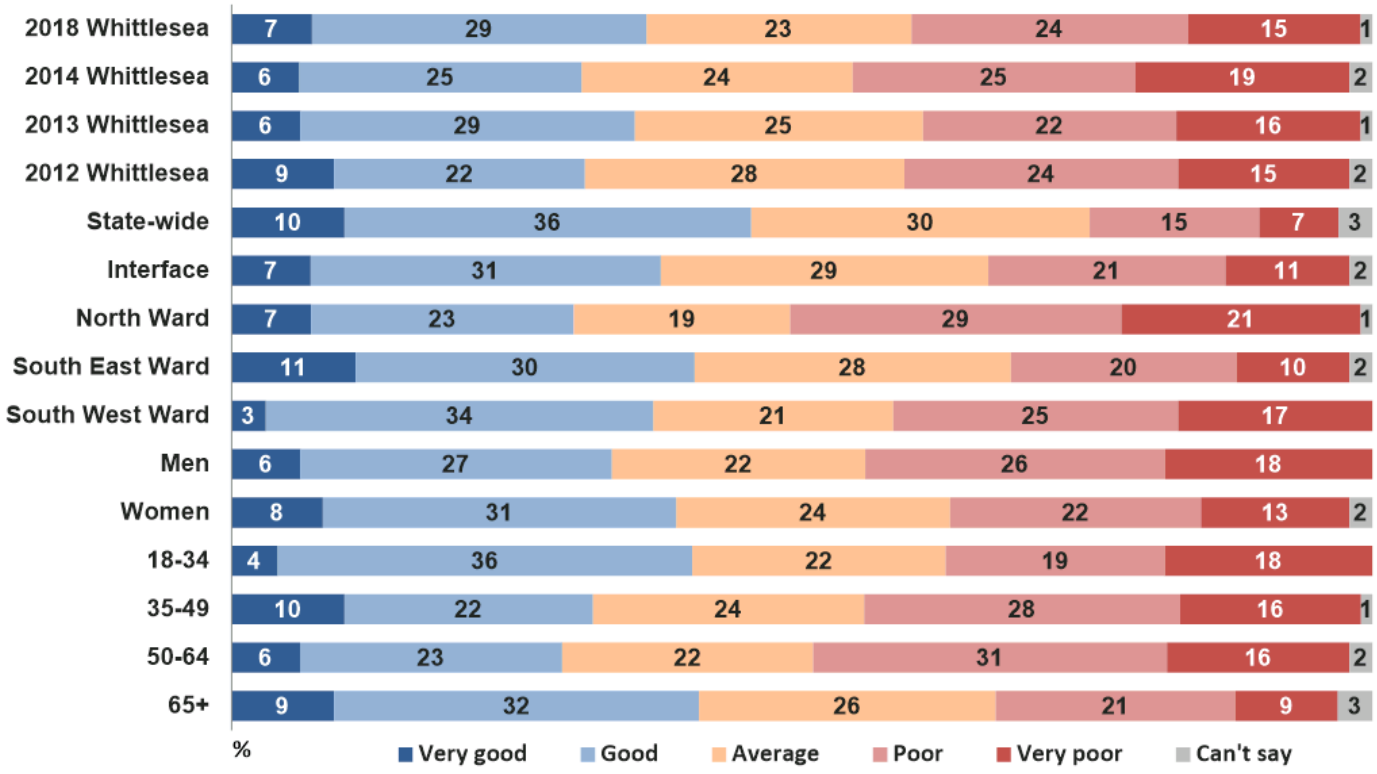
Q2. How has Council performed on 'traffic management' over the last 12 months?
Base: All respondents. Councils asked state-wide: 14 Councils asked group: 3
Note: Please see page 6 for explanation about significant differences.

2018 TRAFFIC MANAGEMENT

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Traffic Management Performance



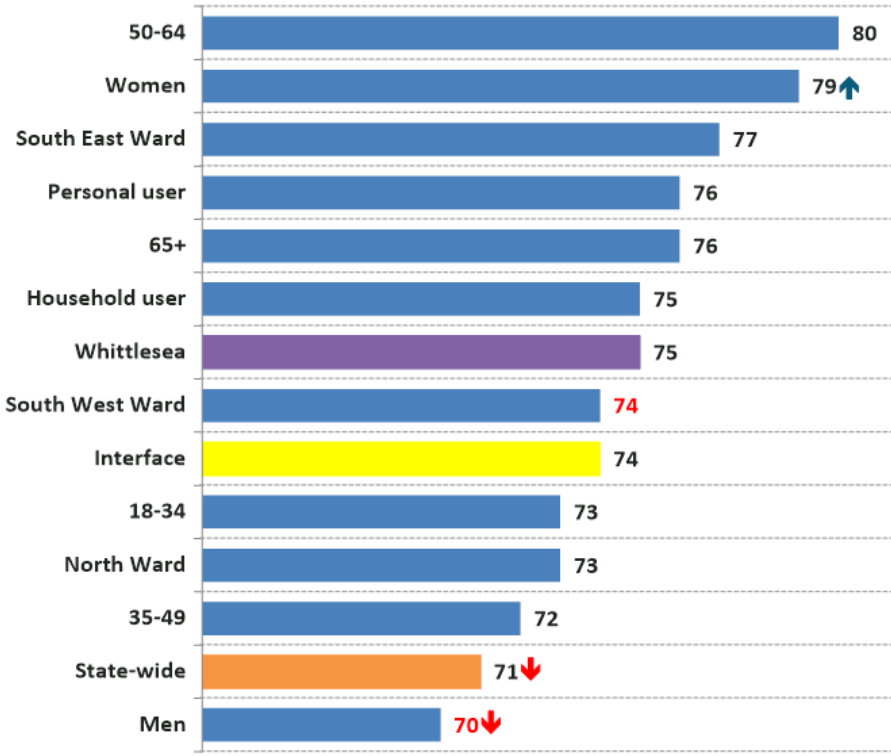
Q2. How has Council performed on 'traffic management' over the last 12 months?
Base: All respondents. Councils asked state-wide: 14 Councils asked group: 3

2018 ENFORCEMENT OF LOCAL LAWS

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Law Enforcement Importance



	2017	2016	2015	2014	2013	2012
50-64	78	81	77	n/a	n/a	n/a
Women	80	80	79	n/a	n/a	n/a
South East Ward	76	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
65+	78	76	79	n/a	n/a	n/a
Household user	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	77	77	77	n/a	n/a	n/a
South West Ward	80	n/a	n/a	n/a	n/a	n/a
Interface	73	73	71	n/a	n/a	n/a
18-34	76	76	78	n/a	n/a	n/a
North Ward	75	n/a	n/a	n/a	n/a	n/a
35-49	77	76	75	n/a	n/a	n/a
State-wide	71	70	71	70	71	70
Men	75	74	75	n/a	n/a	n/a

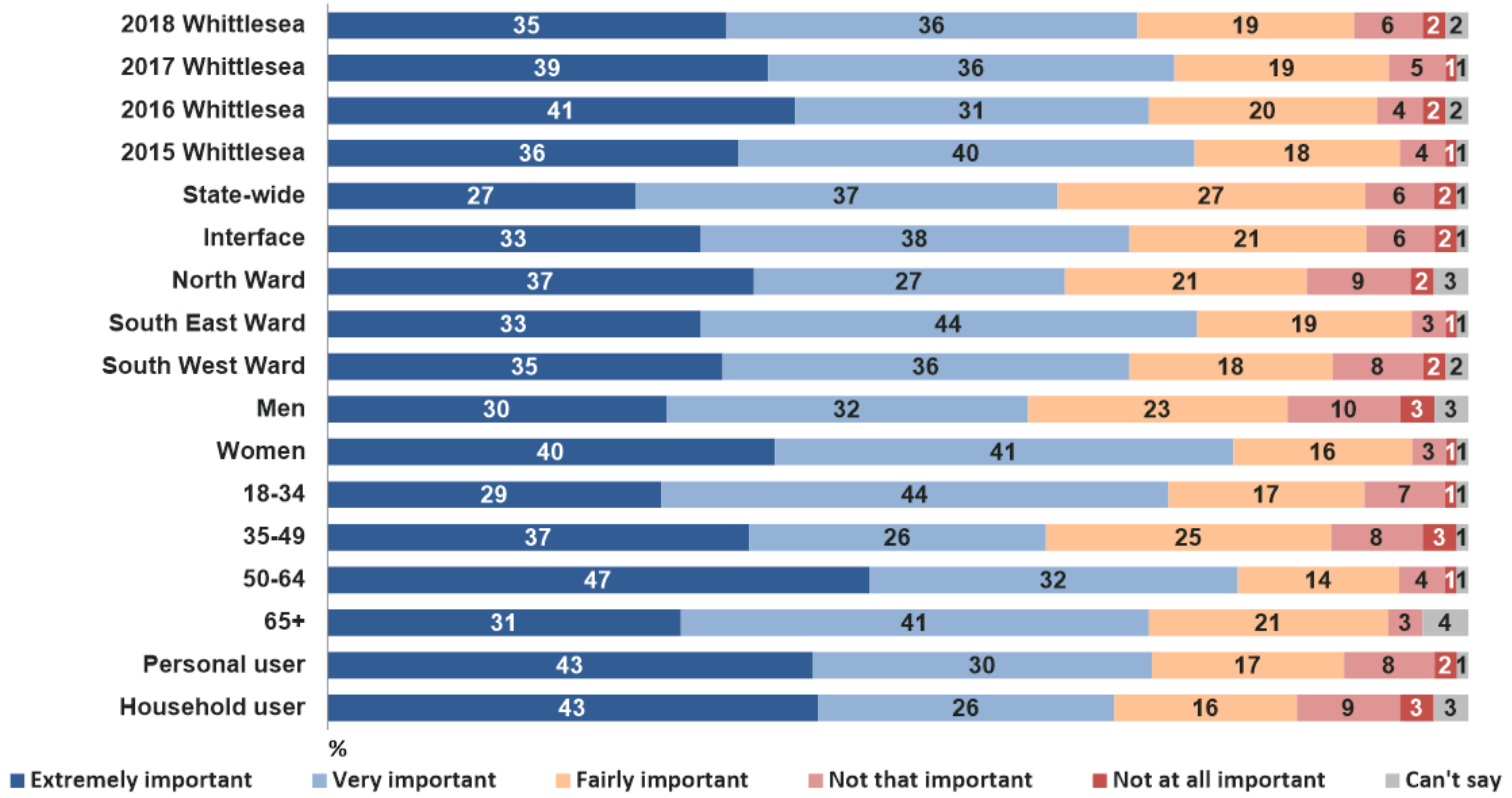
Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 ENFORCEMENT OF LOCAL LAWS

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Law Enforcement Importance



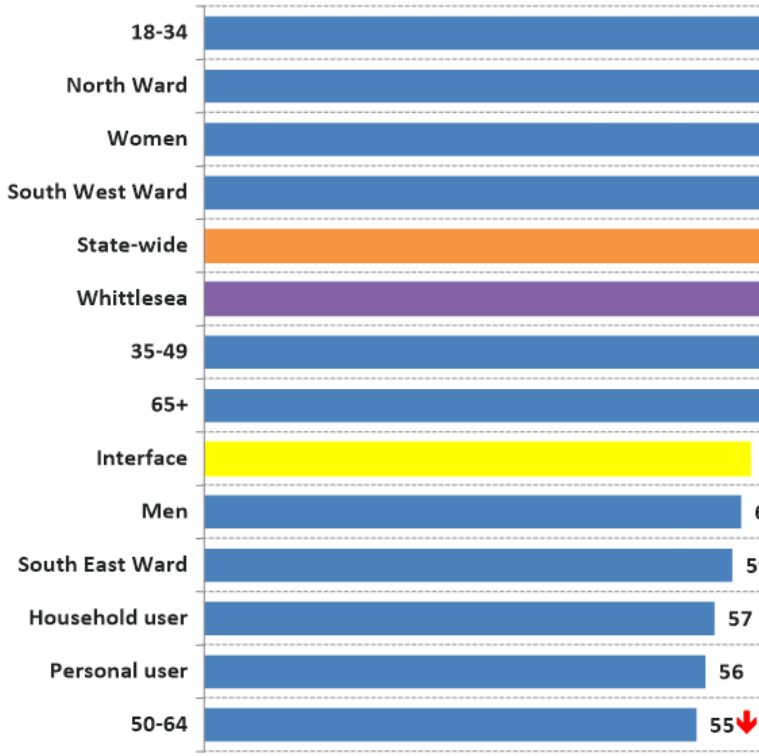
Q1. Firstly, how important should 'enforcement of local laws' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2

2018 ENFORCEMENT OF LOCAL LAWS

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Law Enforcement Performance



	2017	2016	2015	2014	2013	2012
18-34	n/a	n/a	n/a	69	70	67
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	65	66	66
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	64	63	66	66	65	65
Whittlesea	n/a	n/a	n/a	66	66	66
35-49	n/a	n/a	n/a	63	64	68
65+	n/a	n/a	n/a	63	66	65
Interface	60	61	65	n/a	n/a	n/a
Men	n/a	n/a	n/a	66	65	67
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Household user	n/a	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	64	62	62

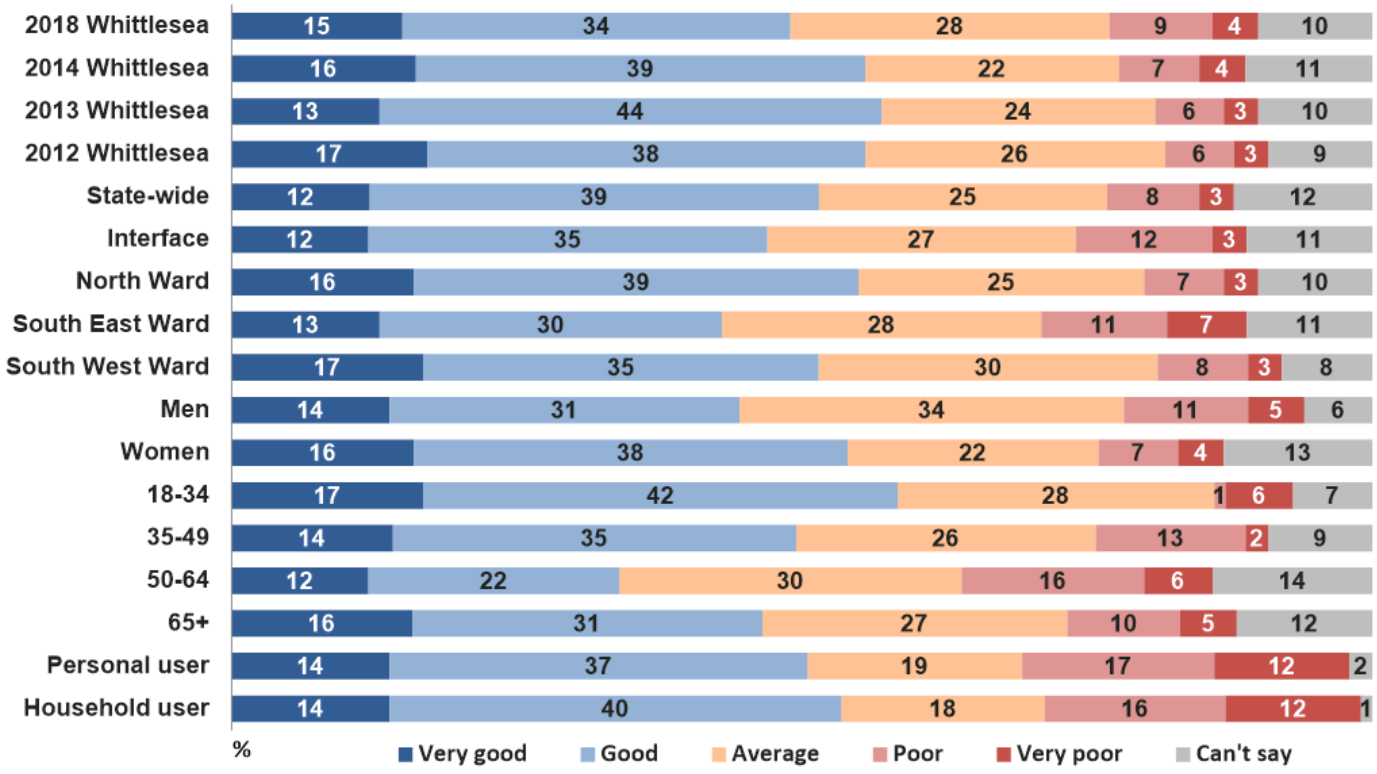
Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

2018 ENFORCEMENT OF LOCAL LAWS

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Law Enforcement Performance



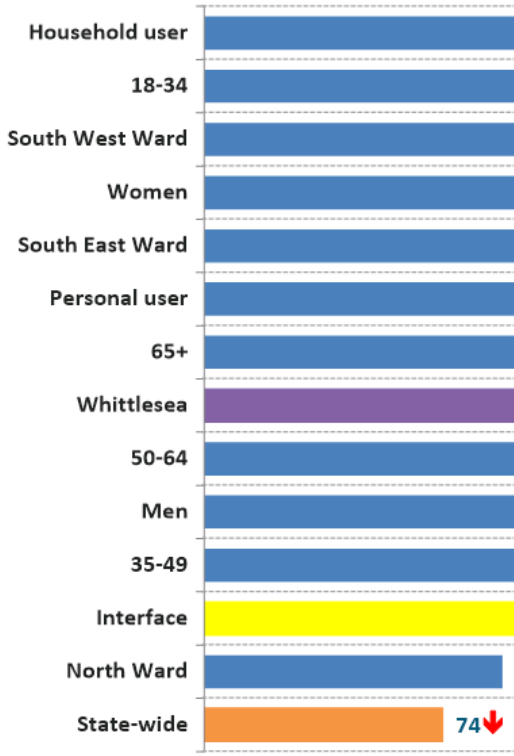
Q2. How has Council performed on 'enforcement of local laws' over the last 12 months?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 4

2018 FAMILY SUPPORT SERVICES

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Family Support Importance



	2017	2016	2015	2014	2013	2012
Household user	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	78
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	82
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	81
Whittlesea	n/a	n/a	n/a	n/a	n/a	79
50-64	n/a	n/a	n/a	n/a	n/a	78
Men	n/a	n/a	n/a	n/a	n/a	77
35-49	n/a	n/a	n/a	n/a	n/a	82
Interface	74	75	74	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	73	73	73	72	73	73

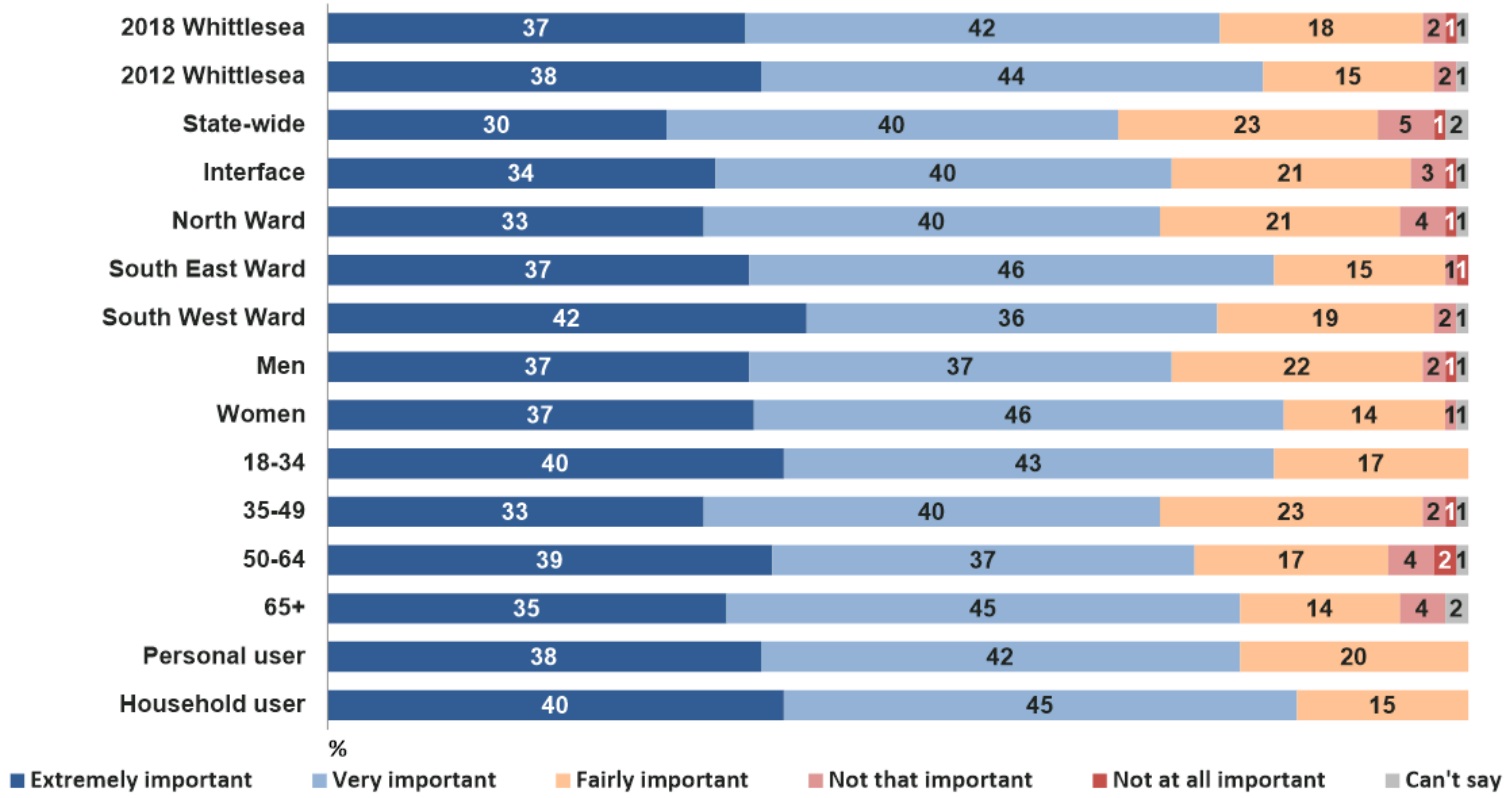
Q1. Firstly, how important should 'family support services' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 FAMILY SUPPORT SERVICES

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Family Support Importance



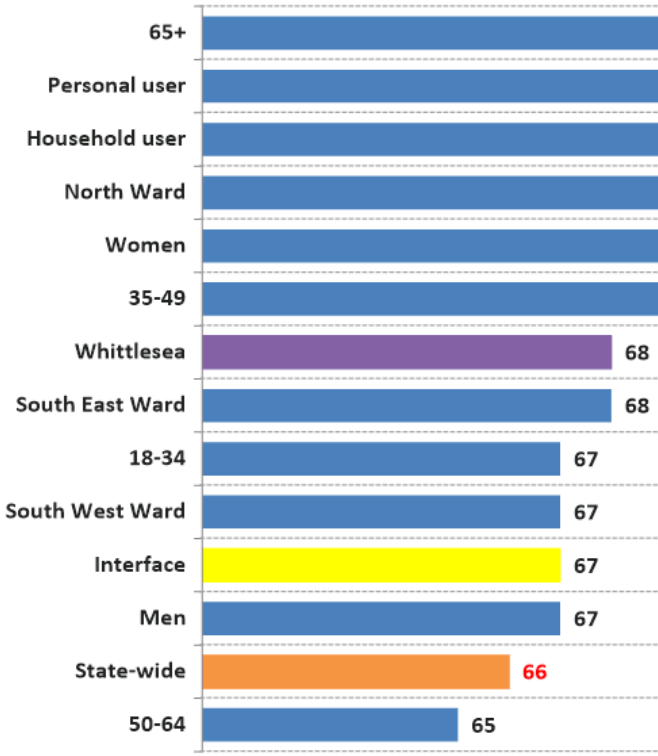
Q1. Firstly, how important should 'family support services' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2

2018 FAMILY SUPPORT SERVICES

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Family Support Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	71	72	70
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
Household user	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	71	68	72
35-49	n/a	n/a	n/a	66	65	71
Whittlesea	n/a	n/a	n/a	69	67	69
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	72	68	69
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Interface	65	65	66	n/a	n/a	n/a
Men	n/a	n/a	n/a	68	66	66
State-wide	67	66	67	68	67	67
50-64	n/a	n/a	n/a	68	66	67

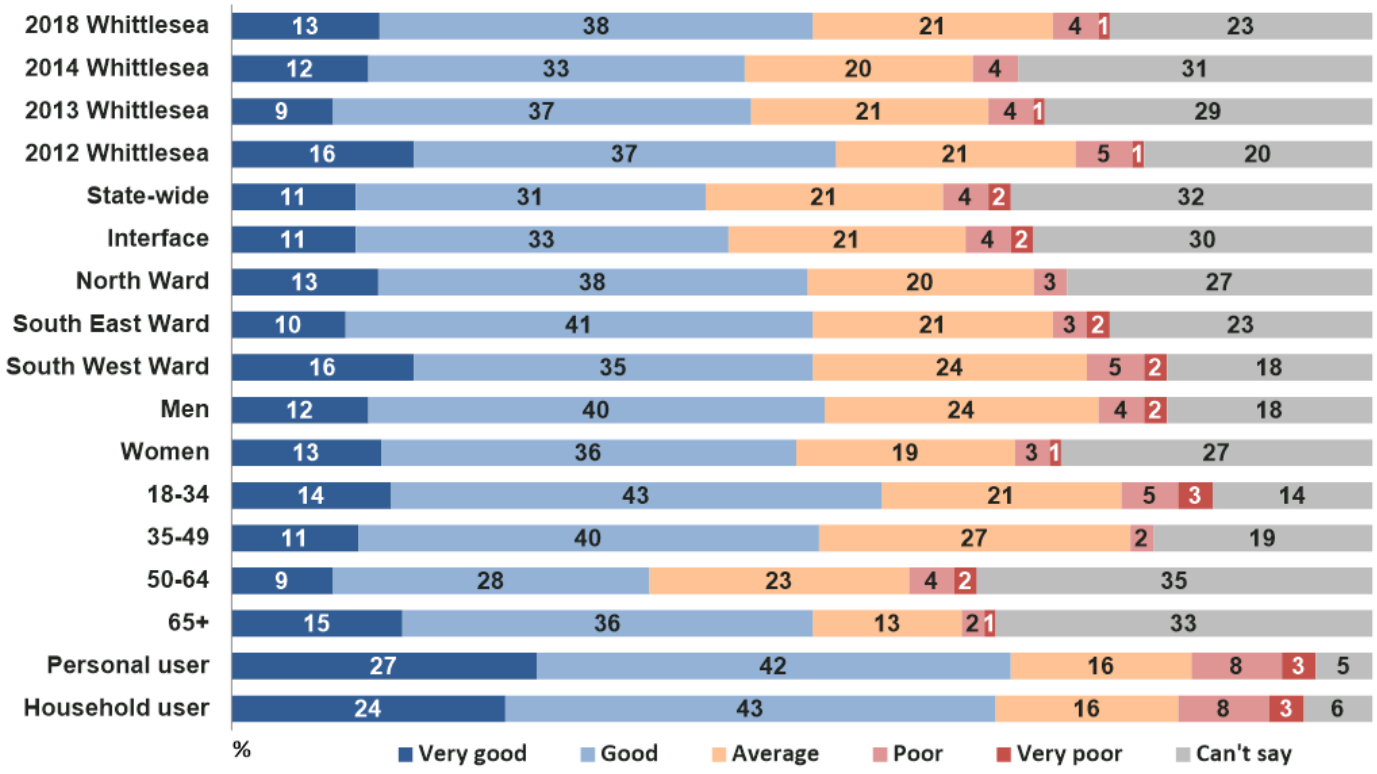
Q2. How has Council performed on 'family support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

2018 FAMILY SUPPORT SERVICES

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Family Support Performance



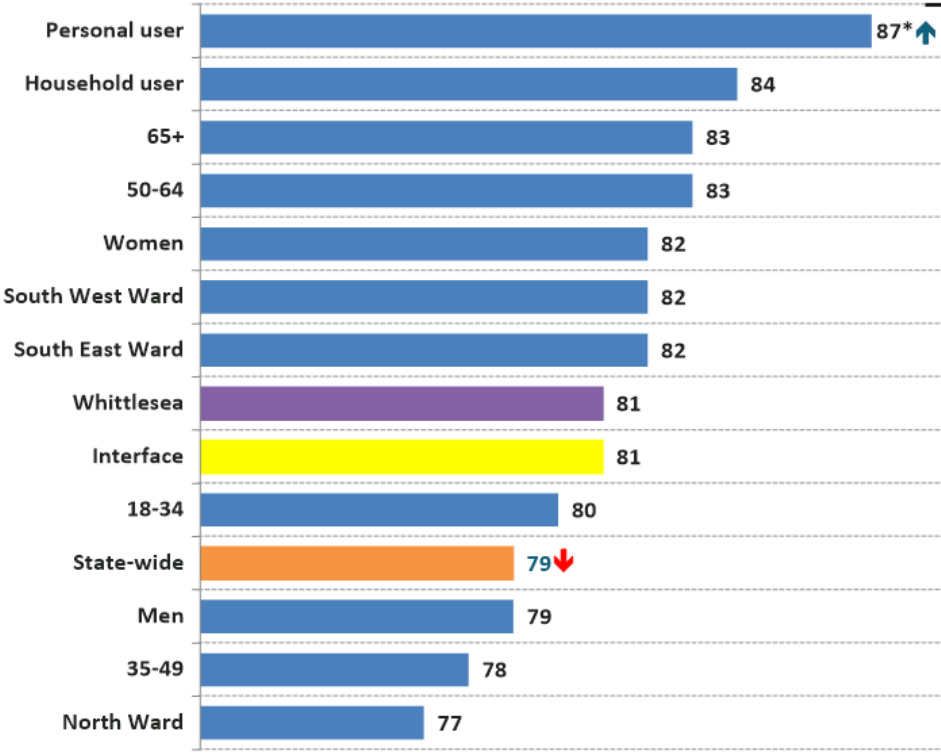
Q2. How has Council performed on 'family support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 30 Councils asked group: 4

2018 ELDERLY SUPPORT SERVICES

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Elderly Support Importance



	2017	2016	2015	2014	2013	2012
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
Household user	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	85
50-64	n/a	n/a	n/a	n/a	n/a	82
Women	n/a	n/a	n/a	n/a	n/a	83
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	81
Interface	78	79	77	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	77
State-wide	78	78	79	79	79	80
Men	n/a	n/a	n/a	n/a	n/a	79
35-49	n/a	n/a	n/a	n/a	n/a	82
North Ward	n/a	n/a	n/a	n/a	n/a	n/a

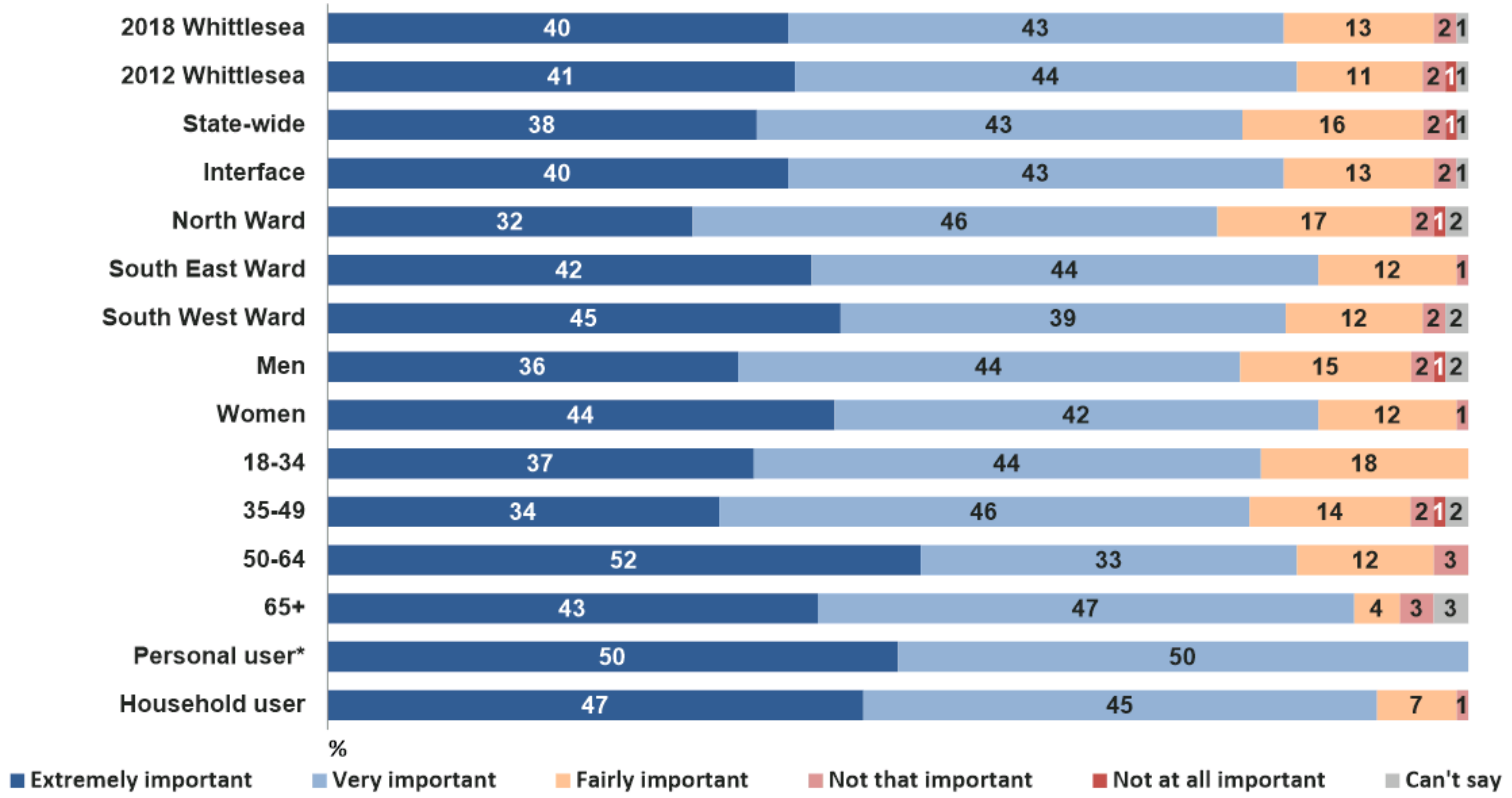
Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.
**Caution: small sample size < n=30*

2018 ELDERLY SUPPORT SERVICES

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Elderly Support Importance



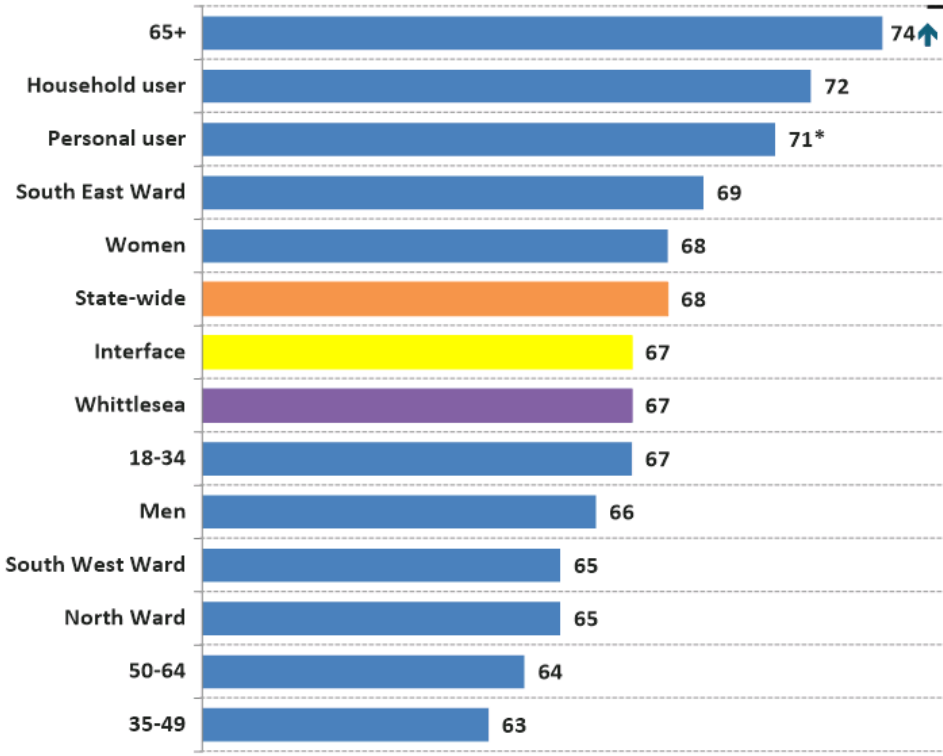
Q1. Firstly, how important should 'elderly support services' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 1
**Caution: small sample size < n=30*

2018 ELDERLY SUPPORT SERVICES

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Elderly Support Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	68	75	73
Household user	n/a	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	69	66	67
State-wide	68	68	69	70	69	69
Interface	64	59	65	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	68	66	66
18-34	n/a	n/a	n/a	68	69	64
Men	n/a	n/a	n/a	66	66	65
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	67	66	64
35-49	n/a	n/a	n/a	68	60	66

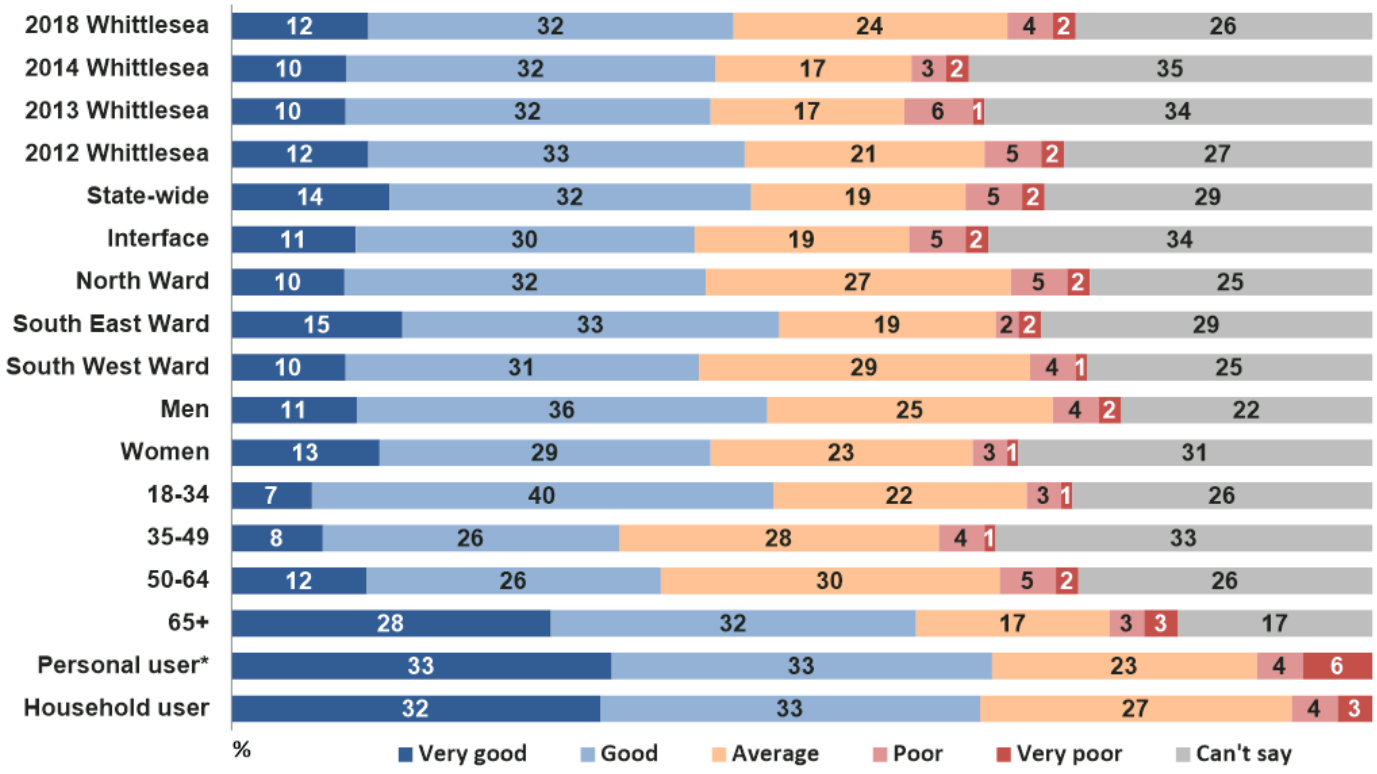
Q2. How has Council performed on 'elderly support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 3
Note: Please see page 6 for explanation about significant differences.
**Caution: small sample size < n=30*

2018 ELDERLY SUPPORT SERVICES

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Elderly Support Performance



Q2. How has Council performed on 'elderly support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 32 Councils asked group: 3
**Caution: small sample size < n=30*

100

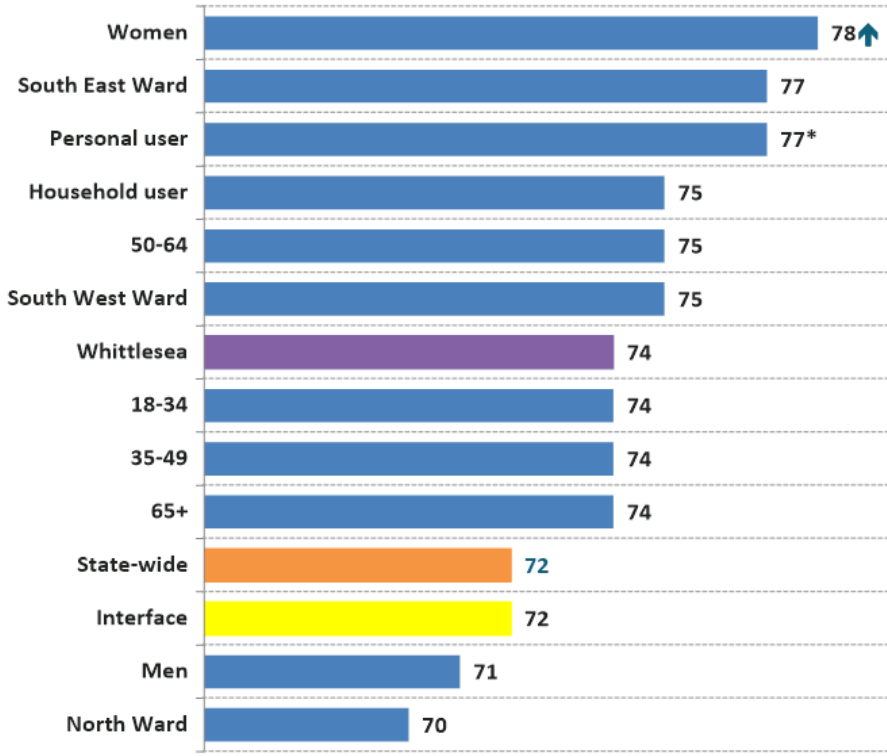
J00643 Community Satisfaction Survey 2018 - Whittlesea City Council

2018 DISADVANTAGED SUPPORT SERVICES

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Disadvantaged Support Importance



	2017	2016	2015	2014	2013	2012
Women	n/a	n/a	n/a	n/a	n/a	78
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
Household user	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	77
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	77
18-34	n/a	n/a	n/a	n/a	n/a	76
35-49	n/a	n/a	n/a	n/a	n/a	78
65+	n/a	n/a	n/a	n/a	n/a	79
State-wide	71	73	73	72	73	73
Interface	72	73	72	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	77
North Ward	n/a	n/a	n/a	n/a	n/a	n/a

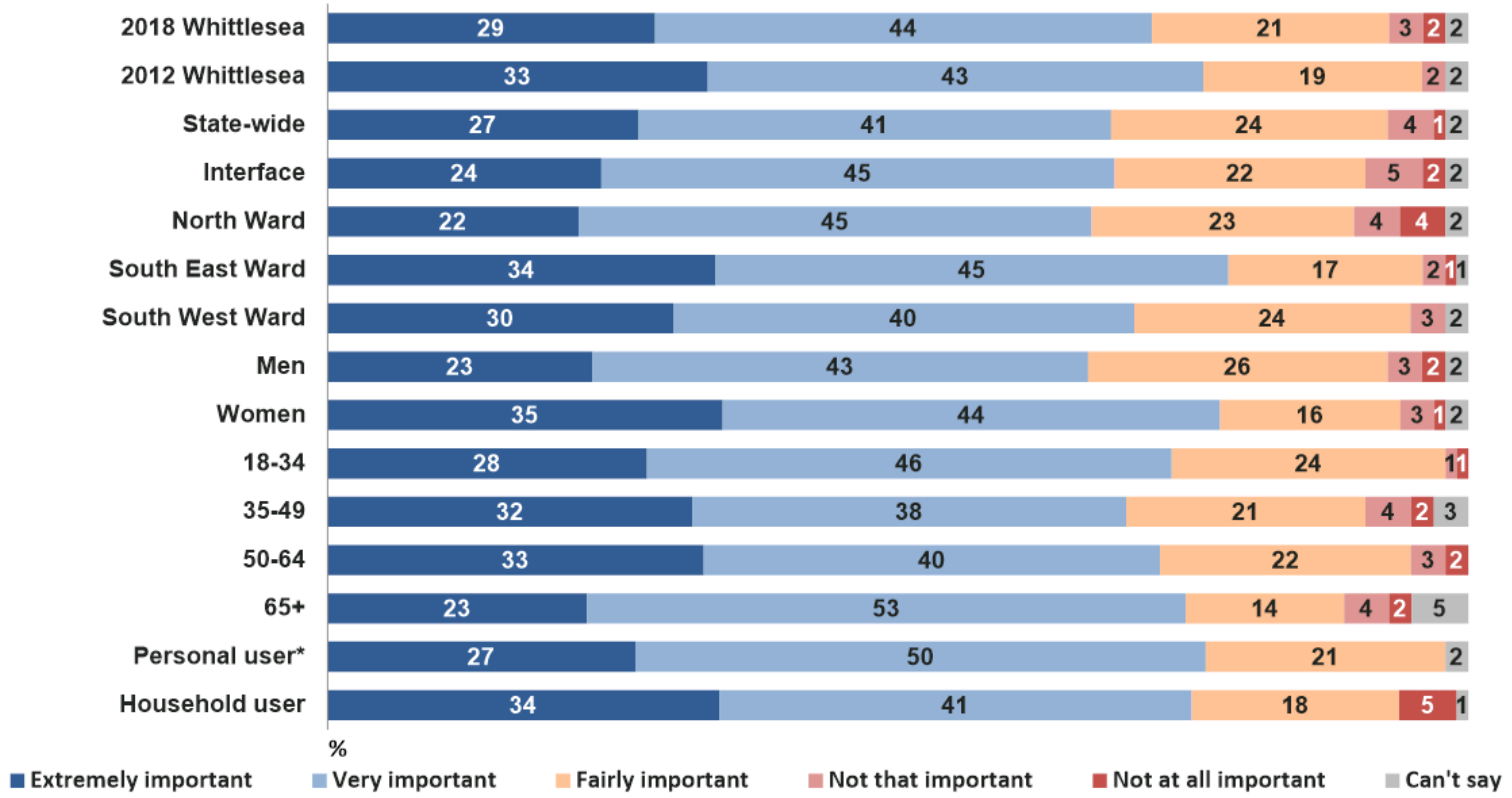
Q1. Firstly, how important should 'disadvantaged support services' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.
**Caution: small sample size < n=30*

2018 DISADVANTAGED SUPPORT SERVICES

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Disadvantaged Support Importance



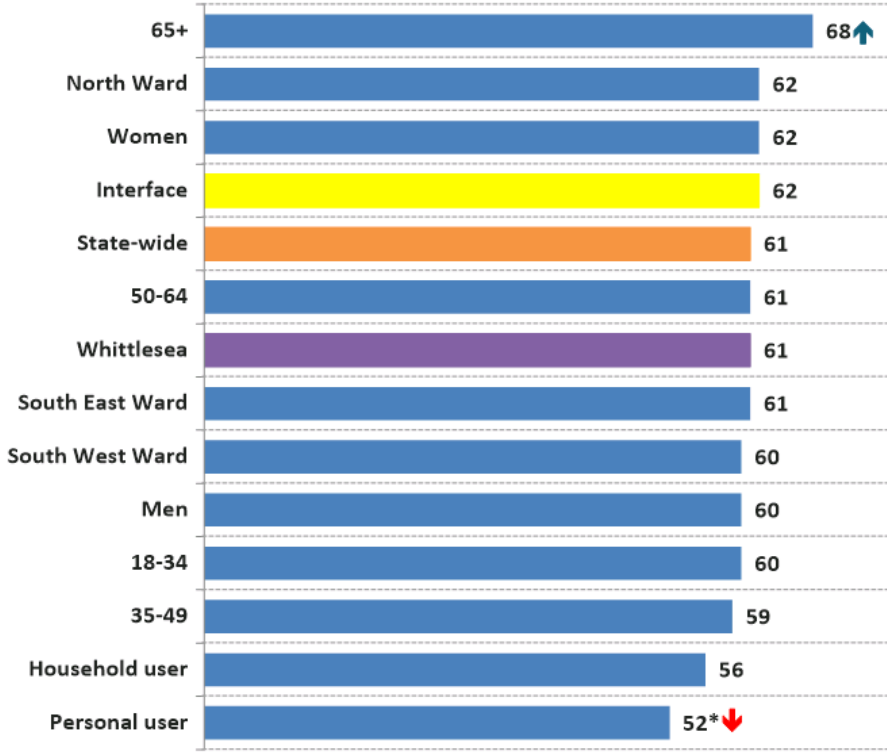
Q1. Firstly, how important should 'disadvantaged support services' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 2
**Caution: small sample size < n=30*

2018 DISADVANTAGED SUPPORT SERVICES

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Disadvantaged Support Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	60	63	65
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	64	59	62
Interface	56	58	61	n/a	n/a	n/a
State-wide	61	61	62	64	62	63
50-64	n/a	n/a	n/a	65	57	60
Whittlesea	n/a	n/a	n/a	63	60	64
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	62	60	66
18-34	n/a	n/a	n/a	66	64	67
35-49	n/a	n/a	n/a	59	55	62
Household user	n/a	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a

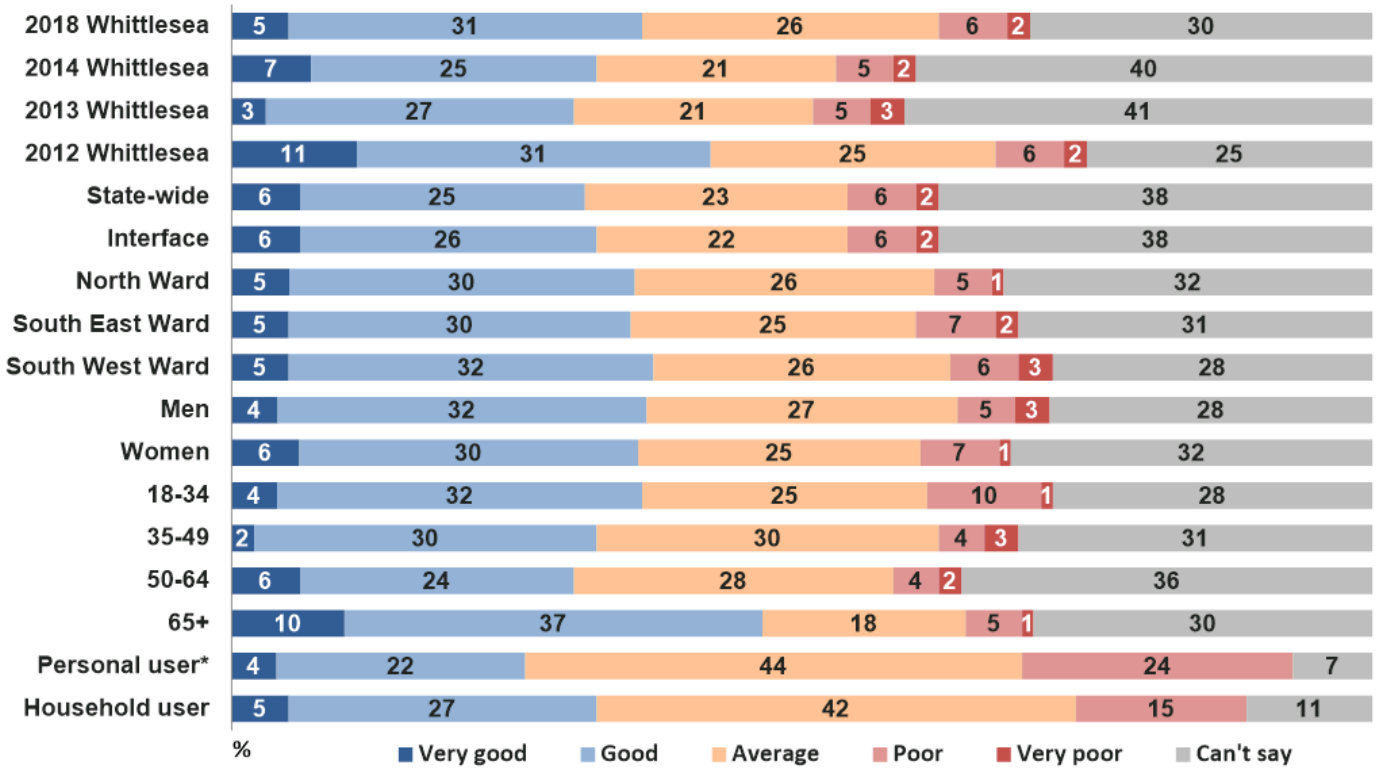
Q2. How has Council performed on 'disadvantaged support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.
**Caution: small sample size < n=30*

2018 DISADVANTAGED SUPPORT SERVICES

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Disadvantaged Support Performance



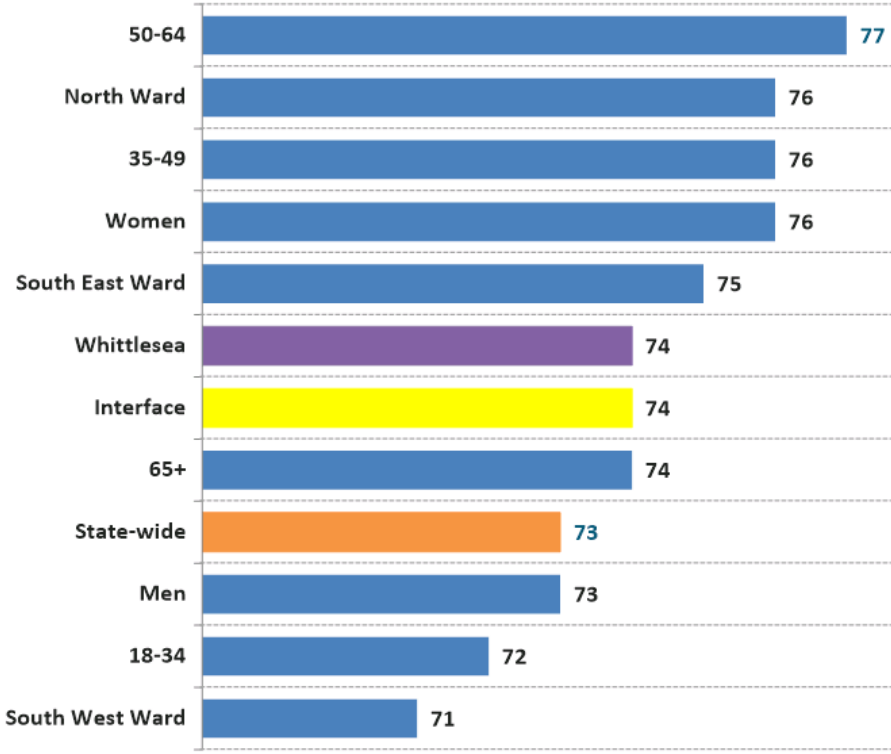
Q2. How has Council performed on 'disadvantaged support services' over the last 12 months?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 4
**Caution: small sample size < n=30*

2018 RECREATIONAL FACILITIES

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Recreational Facilities Importance



	2017	2016	2015	2014	2013	2012
50-64	70	76	74	n/a	n/a	74
North Ward	77	n/a	n/a	n/a	n/a	n/a
35-49	77	76	77	n/a	n/a	78
Women	75	74	72	n/a	n/a	75
South East Ward	71	n/a	n/a	n/a	n/a	n/a
Whittlesea	74	73	72	n/a	n/a	74
Interface	72	73	72	n/a	n/a	n/a
65+	73	74	73	n/a	n/a	73
State-wide	72	73	72	72	72	72
Men	73	73	73	n/a	n/a	73
18-34	73	69	68	n/a	n/a	71
South West Ward	74	n/a	n/a	n/a	n/a	n/a

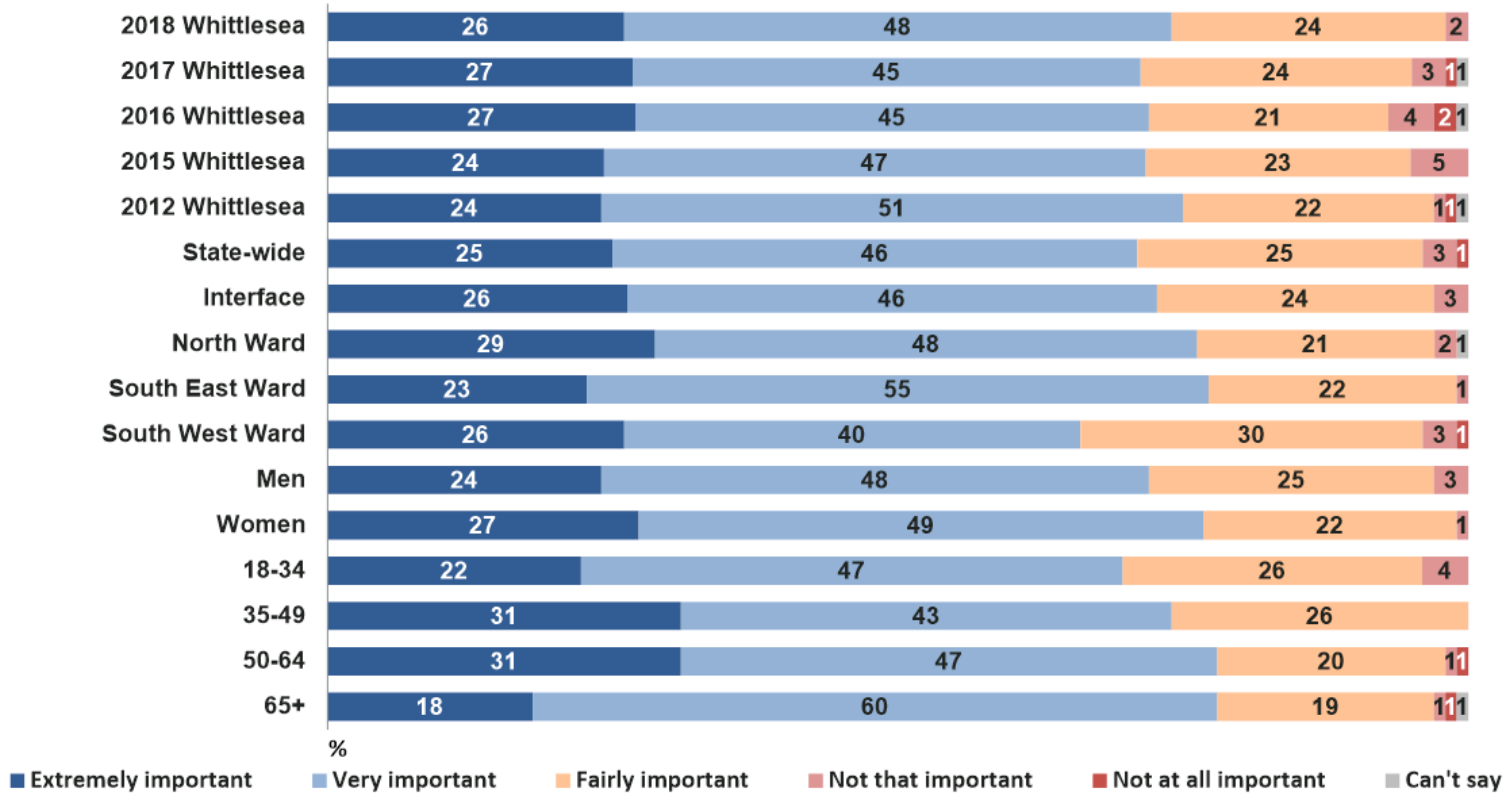
Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 RECREATIONAL FACILITIES

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Recreational Facilities Importance



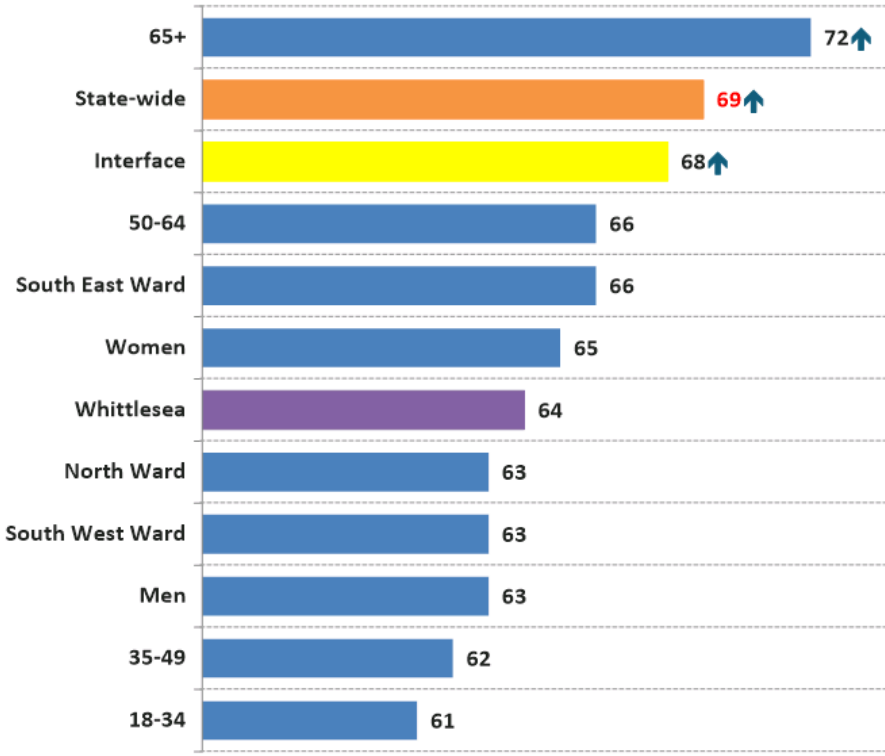
Q1. Firstly, how important should 'recreational facilities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 2

2018 RECREATIONAL FACILITIES

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Recreational Facilities Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	72	78	70
State-wide	70	69	70	71	70	70
Interface	66	67	68	n/a	n/a	n/a
50-64	n/a	n/a	n/a	71	68	70
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	72	71	72
Whittlesea	n/a	n/a	n/a	70	70	70
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	68	68	69
35-49	n/a	n/a	n/a	69	67	70
18-34	n/a	n/a	n/a	69	72	71

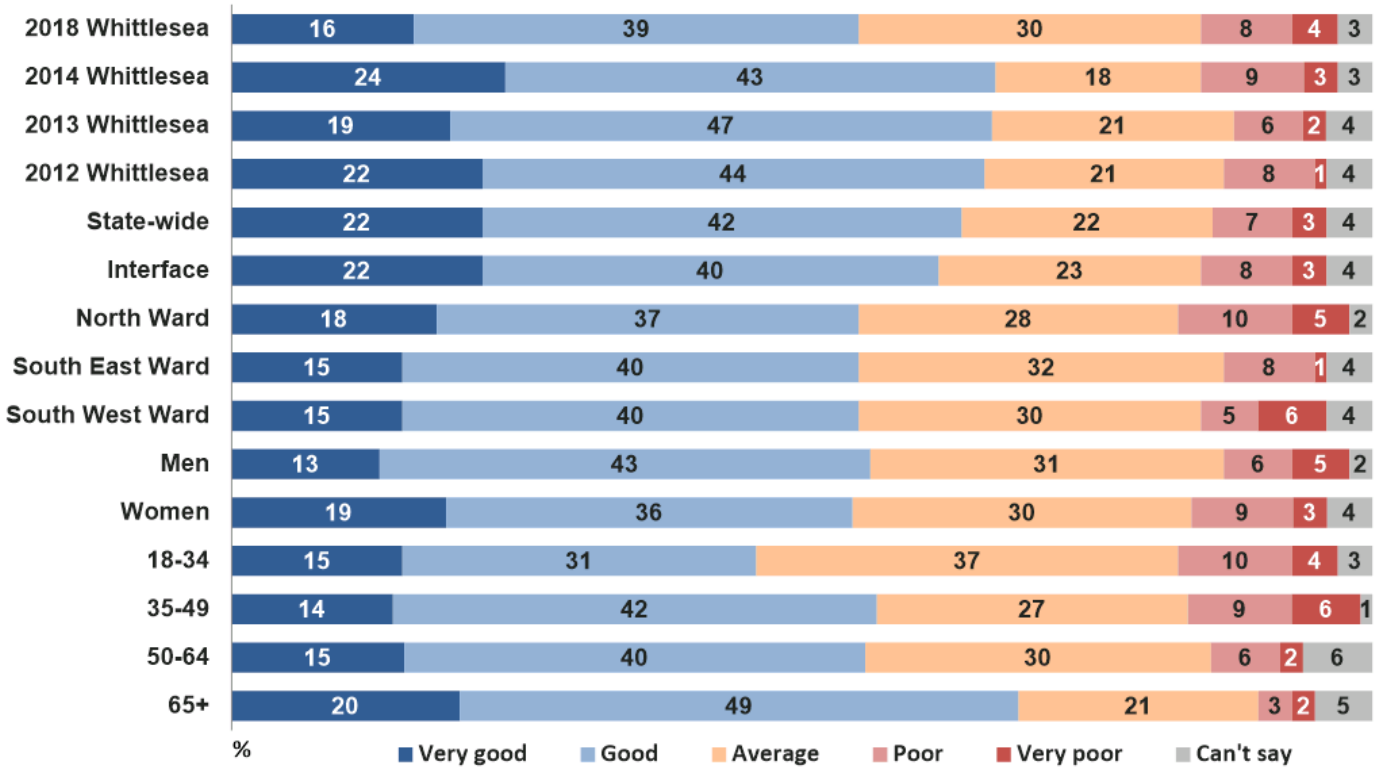
Q2. How has Council performed on 'recreational facilities' over the last 12 months?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

2018 RECREATIONAL FACILITIES

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Recreational Facilities Performance



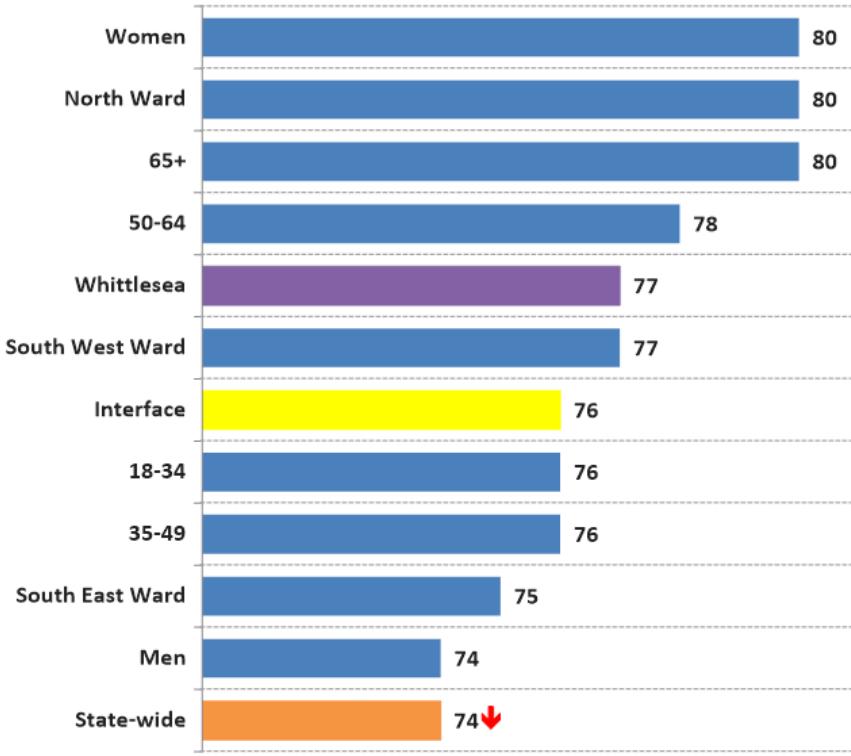
Q2. How has Council performed on 'recreational facilities' over the last 12 months?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 4

2018 THE APPEARANCE OF PUBLIC AREAS

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Public Areas Importance



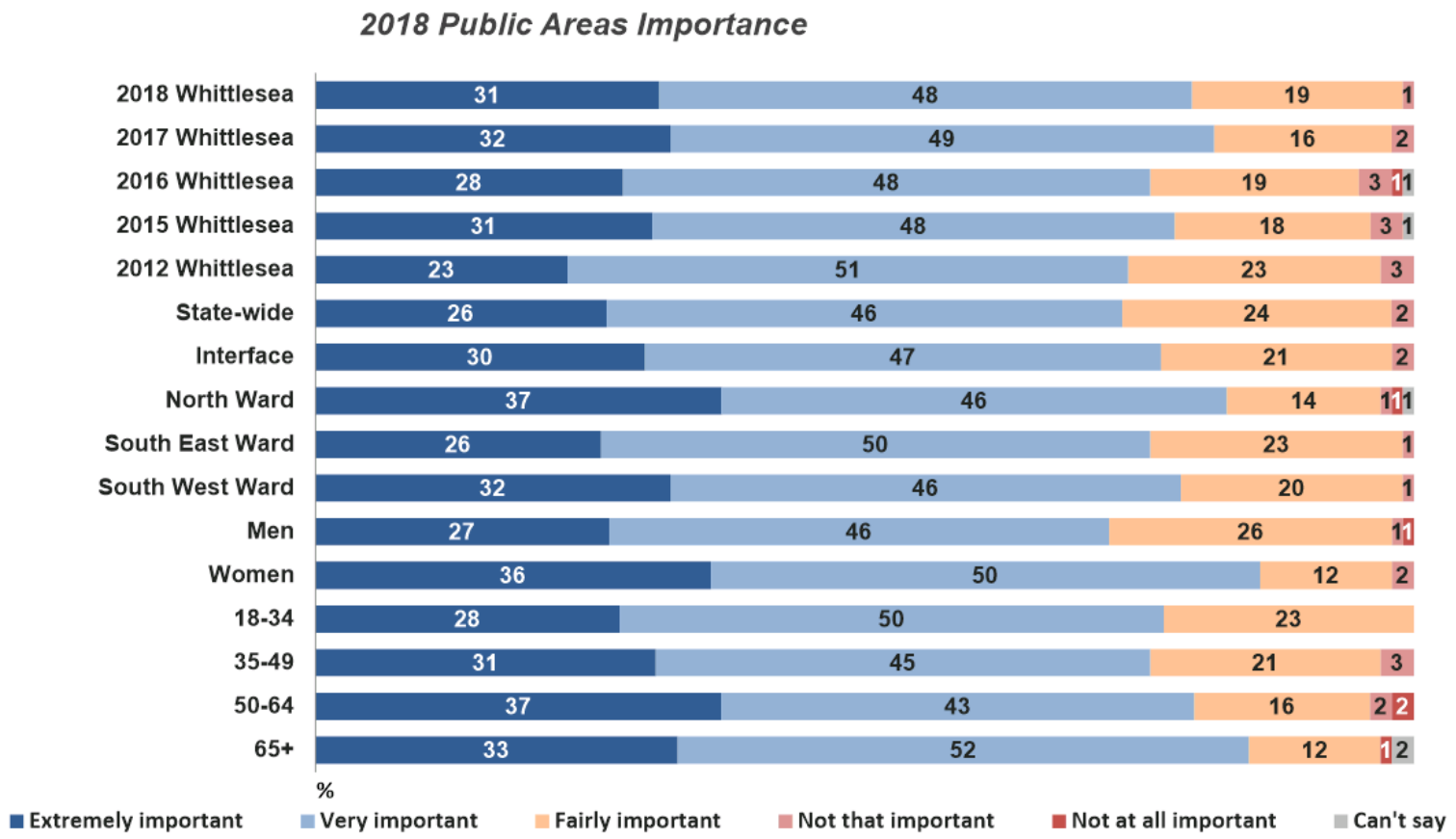
	2017	2016	2015	2014	2013	2012
Women	79	76	78	n/a	n/a	73
North Ward	78	n/a	n/a	n/a	n/a	n/a
65+	76	75	80	n/a	n/a	74
50-64	74	78	77	n/a	n/a	74
Whittlesea	78	75	77	n/a	n/a	74
South West Ward	79	n/a	n/a	n/a	n/a	n/a
Interface	75	75	73	n/a	n/a	n/a
18-34	79	72	73	n/a	n/a	71
35-49	79	78	79	n/a	n/a	78
South East Ward	76	n/a	n/a	n/a	n/a	n/a
Men	76	75	75	n/a	n/a	74
State-wide	74	74	73	73	74	73

Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 THE APPEARANCE OF PUBLIC AREAS

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH



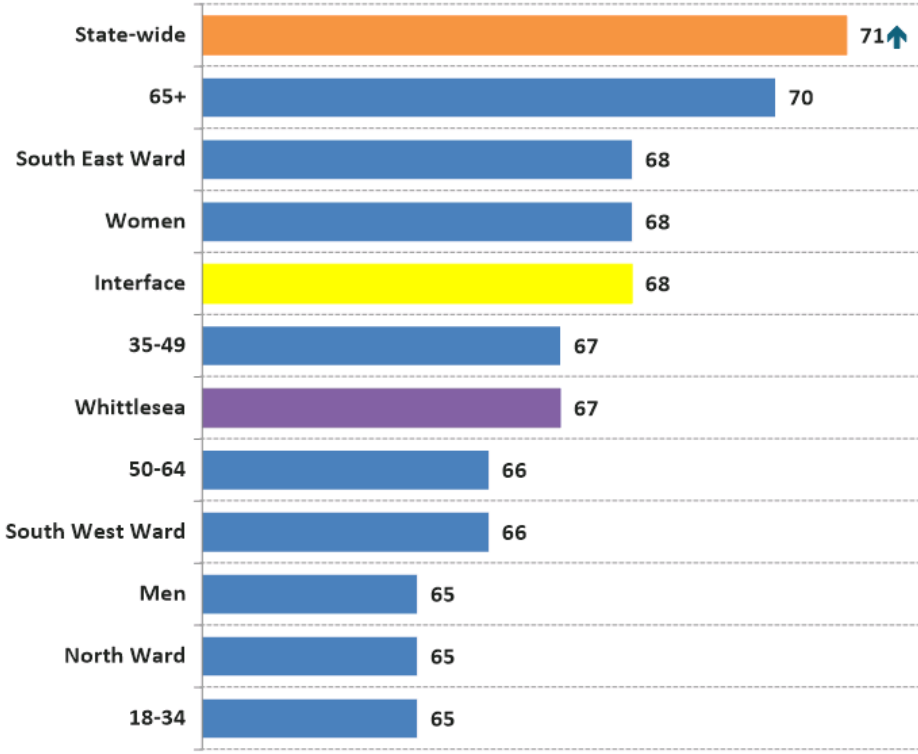
Q1. Firstly, how important should 'the appearance of public areas' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 2

2018 THE APPEARANCE OF PUBLIC AREAS

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Public Areas Performance



	2017	2016	2015	2014	2013	2012
State-wide	71	71	72	72	71	71
65+	n/a	n/a	n/a	71	71	75
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	70	69	74
Interface	66	66	67	n/a	n/a	n/a
35-49	n/a	n/a	n/a	66	63	74
Whittlesea	n/a	n/a	n/a	69	68	73
50-64	n/a	n/a	n/a	67	67	68
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	68	67	71
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	72	72	73

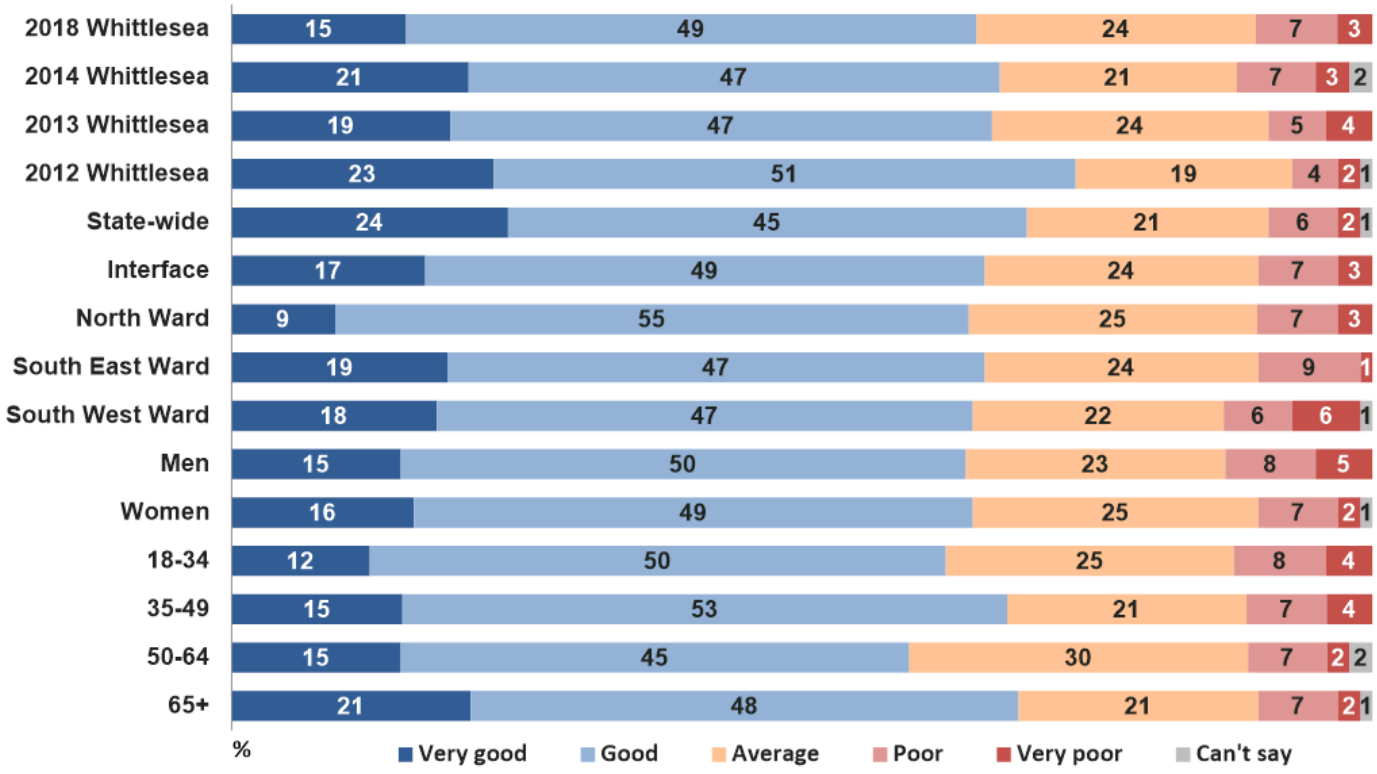
Q2. How has Council performed on 'the appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

2018 THE APPEARANCE OF PUBLIC AREAS

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Public Areas Performance



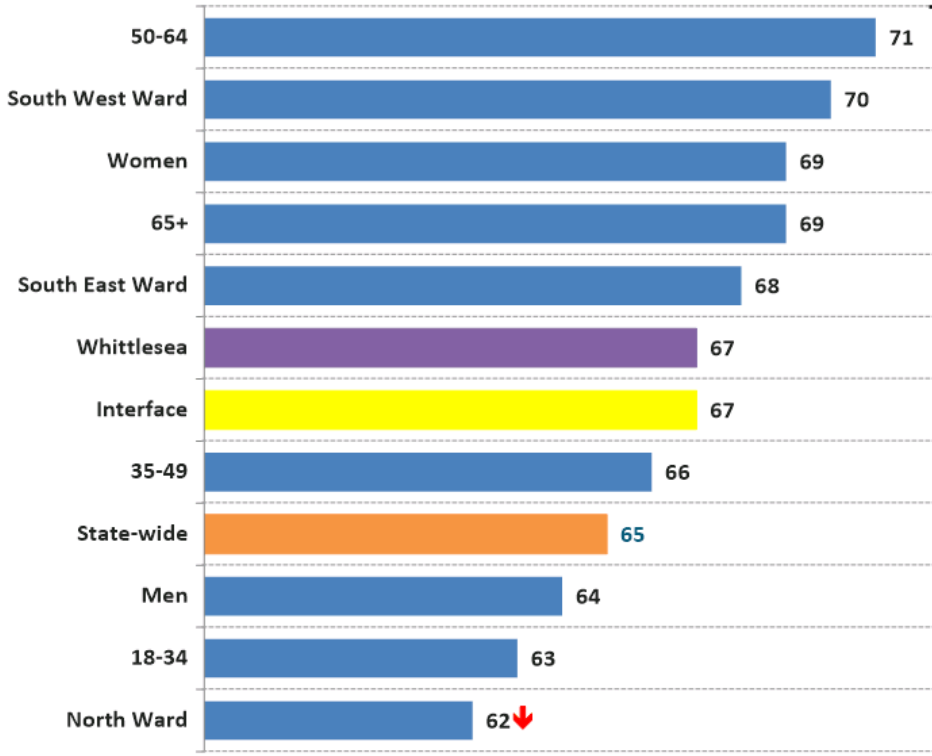
Q2. How has Council performed on 'the appearance of public areas' over the last 12 months?
Base: All respondents. Councils asked state-wide: 35 Councils asked group: 4

2018 ART CENTRES AND LIBRARIES

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Art Centres & Libraries Importance



	2017	2016	2015	2014	2013	2012
50-64	n/a	n/a	n/a	n/a	n/a	65
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	69
65+	n/a	n/a	n/a	n/a	n/a	67
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	67
Interface	62	66	64	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	71
State-wide	64	66	65	66	66	66
Men	n/a	n/a	n/a	n/a	n/a	65
18-34	n/a	n/a	n/a	n/a	n/a	64
North Ward	n/a	n/a	n/a	n/a	n/a	n/a

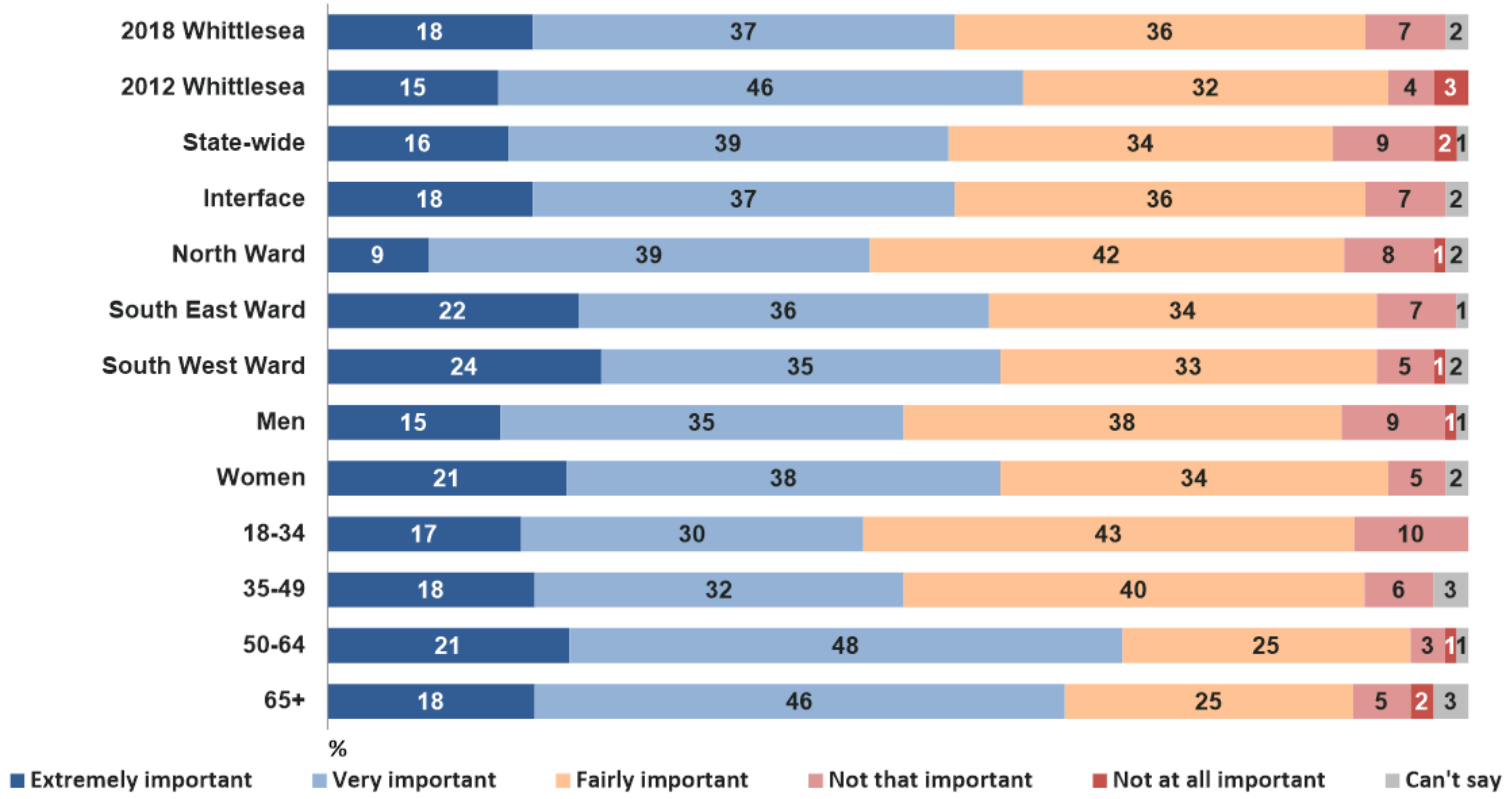
Q1. Firstly, how important should 'art centres and libraries' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.

2018 ART CENTRES AND LIBRARIES

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Art Centres & Libraries Importance



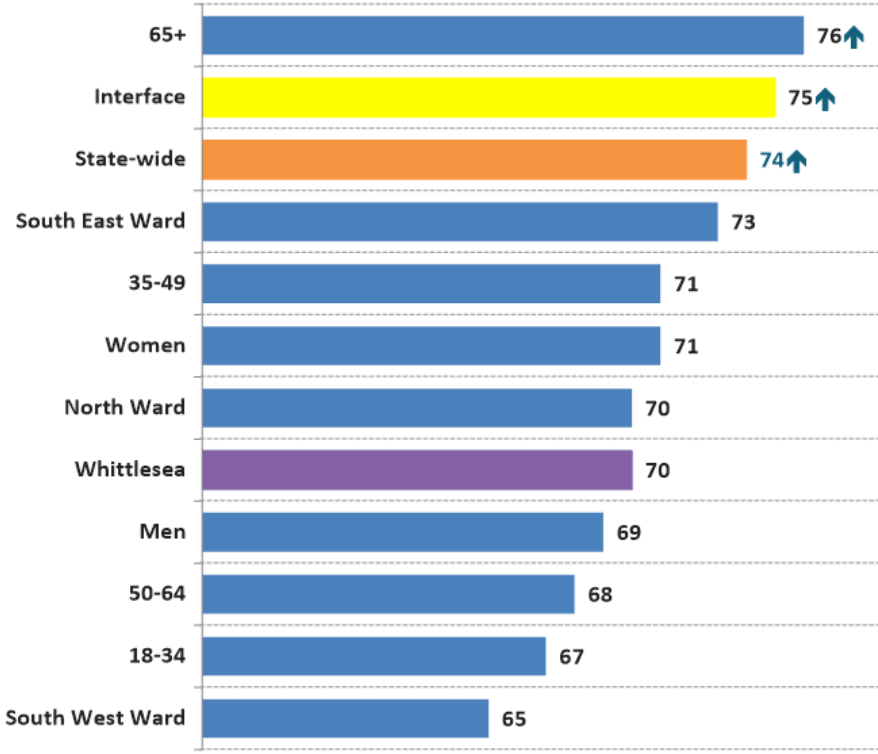
Q1. Firstly, how important should 'art centres and libraries' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 1

2018 ART CENTRES AND LIBRARIES

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Art Centres & Libraries Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	n/a	n/a	75
Interface	72	68	72	n/a	n/a	n/a
State-wide	73	72	73	75	73	73
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	74
Women	n/a	n/a	n/a	n/a	n/a	74
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	72
Men	n/a	n/a	n/a	n/a	n/a	70
50-64	n/a	n/a	n/a	n/a	n/a	72
18-34	n/a	n/a	n/a	n/a	n/a	70
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a

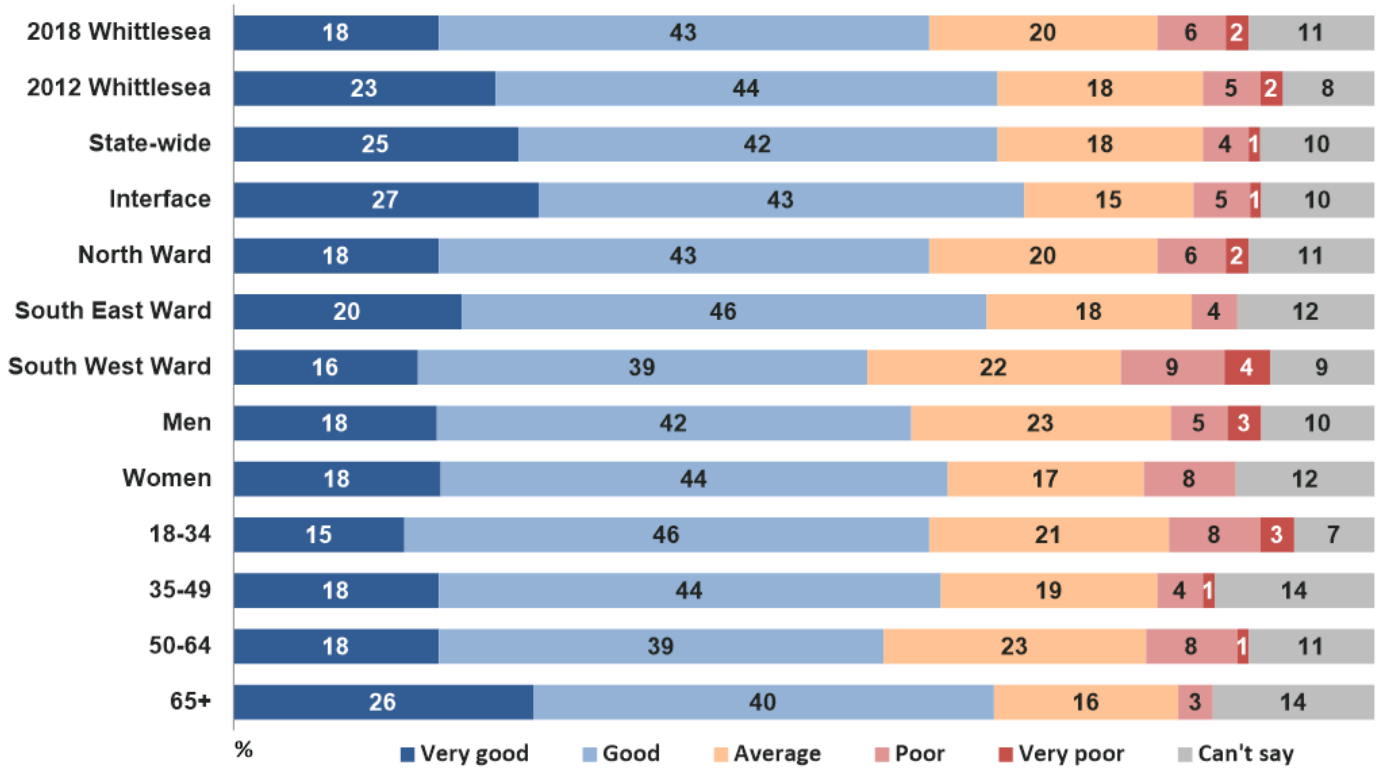
Q2. How has Council performed on 'art centres and libraries' over the last 12 months?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 3
Note: Please see page 6 for explanation about significant differences.

2018 ART CENTRES AND LIBRARIES

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Art Centres & Libraries Performance



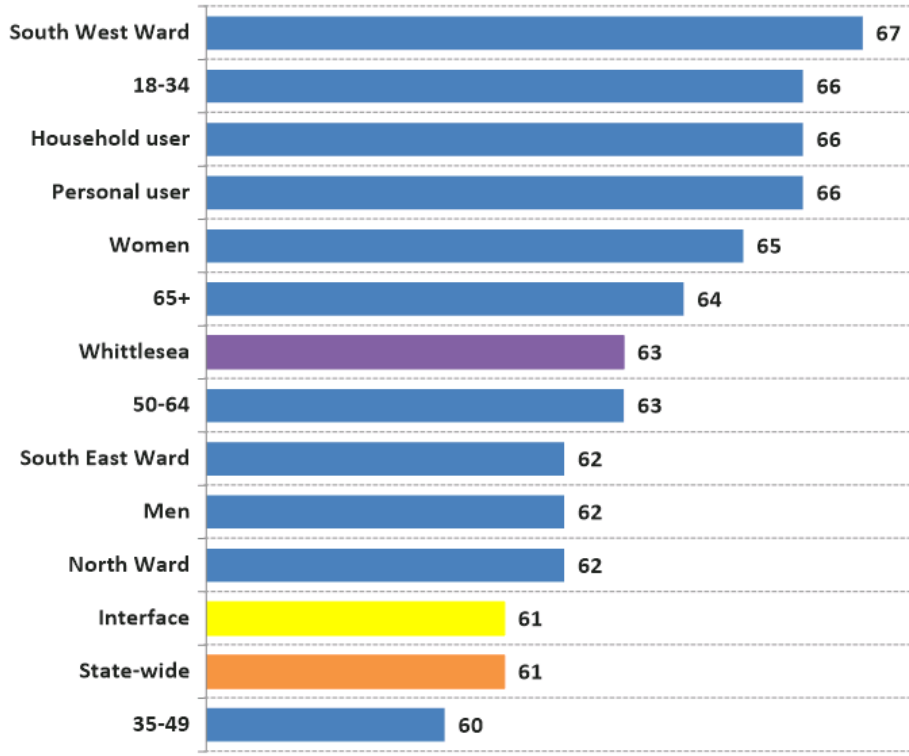
Q2. How has Council performed on 'art centres and libraries' over the last 12 months?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 3

2018 COMMUNITY AND CULTURAL ACTIVITIES

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Community Activities Importance



	2017	2016	2015	2014	2013	2012
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	62
Household user	n/a	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	64
65+	n/a	n/a	n/a	n/a	n/a	64
Whittlesea	n/a	n/a	n/a	n/a	n/a	63
50-64	n/a	n/a	n/a	n/a	n/a	63
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	62
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
Interface	57	63	59	n/a	n/a	n/a
State-wide	61	62	62	62	62	62
35-49	n/a	n/a	n/a	n/a	n/a	63

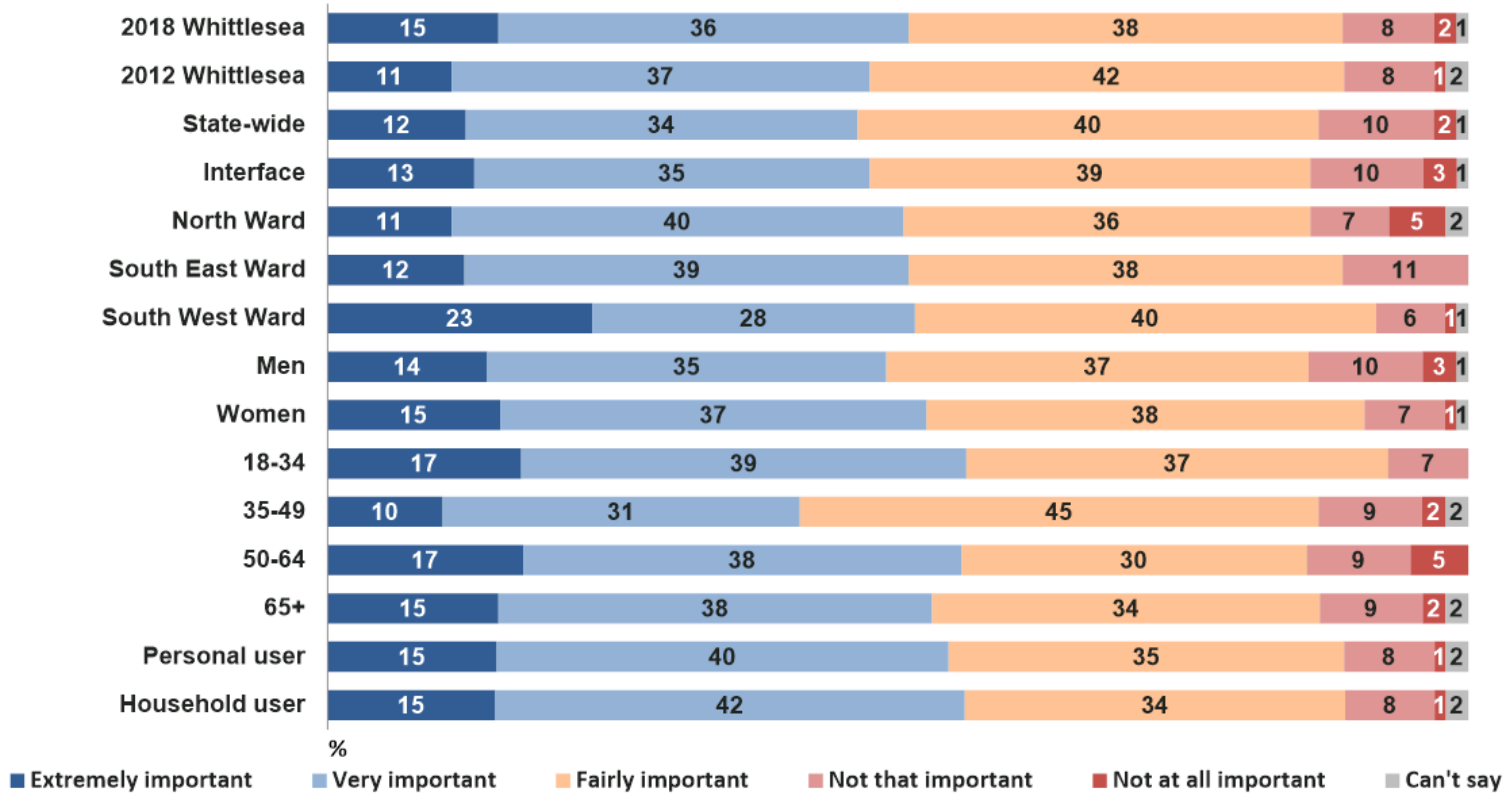
Q1. Firstly, how important should 'community and cultural activities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY AND CULTURAL ACTIVITIES

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Community Activities Importance



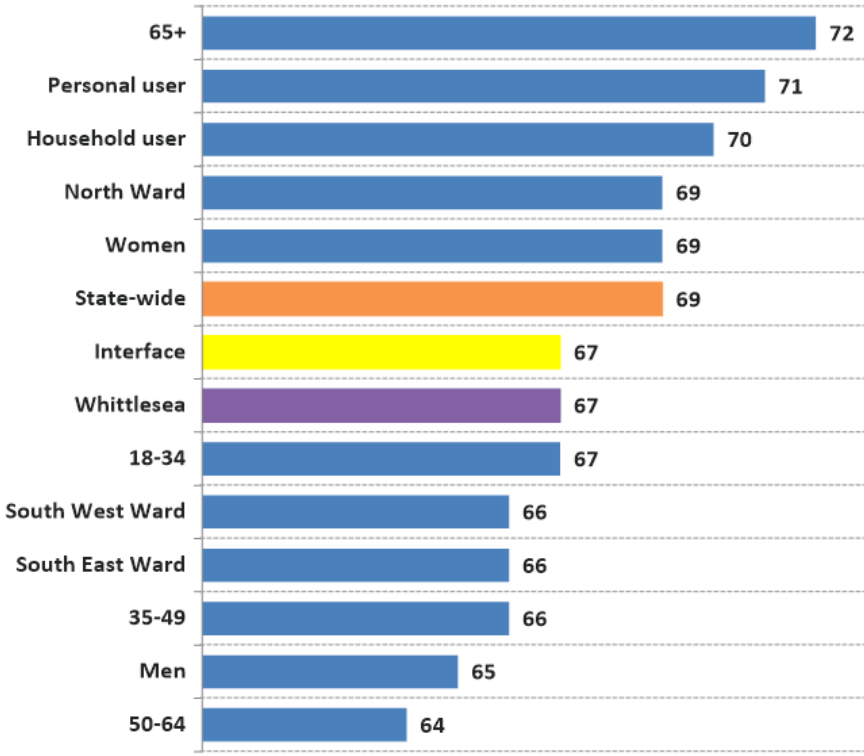
Q1. Firstly, how important should 'community and cultural activities' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 20 Councils asked group: 2

2018 COMMUNITY AND CULTURAL ACTIVITIES

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Community Activities Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	n/a	n/a	72
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
Household user	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	72
State-wide	69	69	69	70	69	68
Interface	64	63	65	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	69
18-34	n/a	n/a	n/a	n/a	n/a	65
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	70
Men	n/a	n/a	n/a	n/a	n/a	66
50-64	n/a	n/a	n/a	n/a	n/a	71

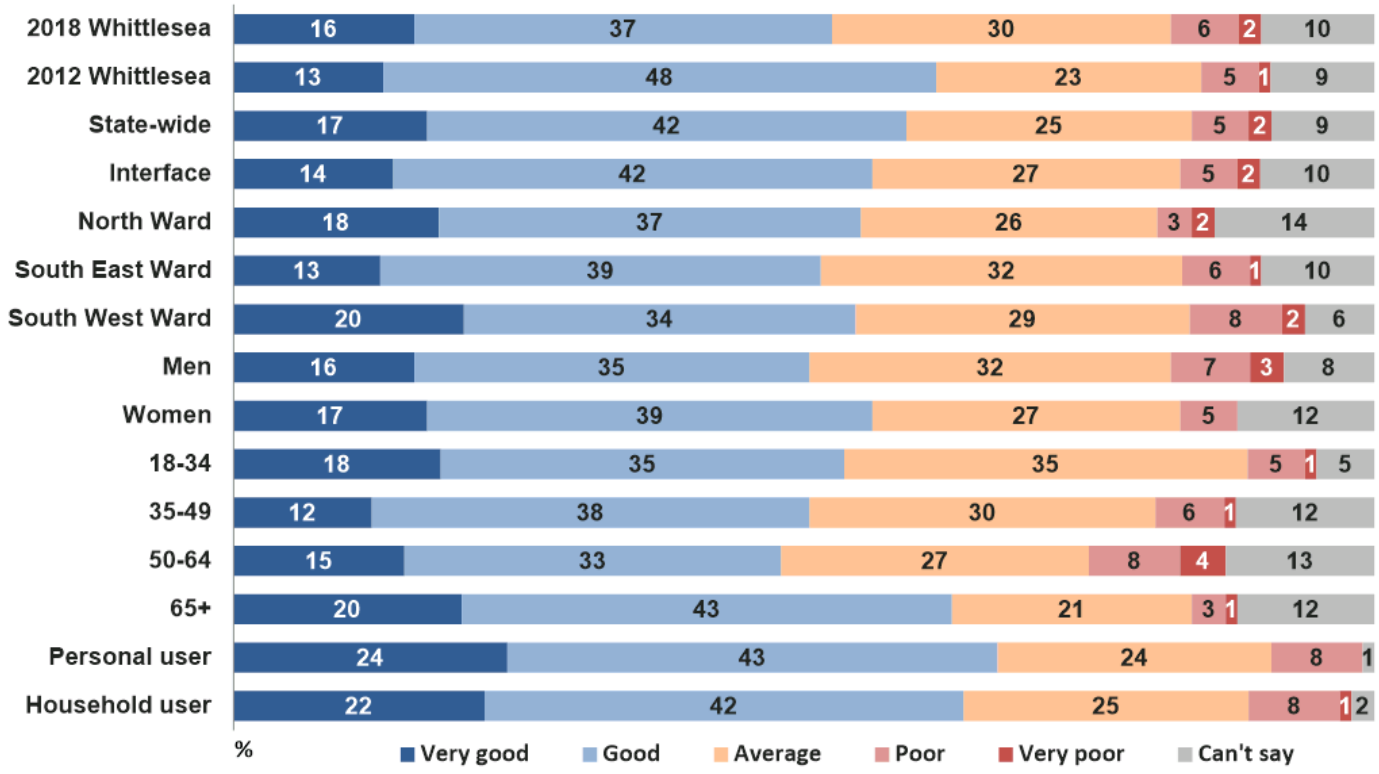
Q2. How has Council performed on 'community and cultural activities' over the last 12 months?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 3
Note: Please see page 6 for explanation about significant differences.

2018 COMMUNITY AND CULTURAL ACTIVITIES

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Community Activities Performance



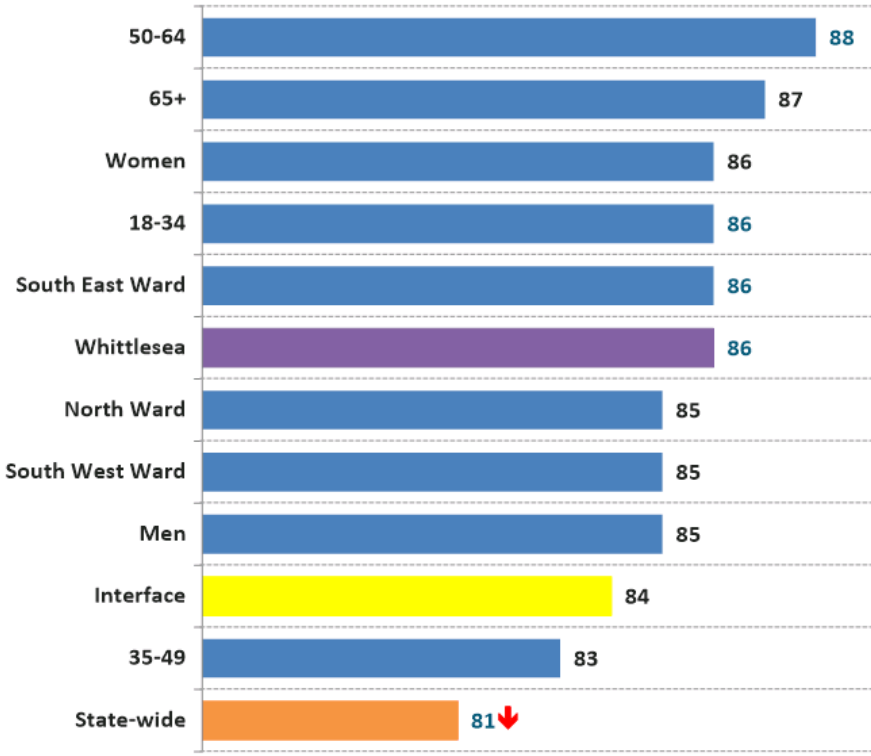
Q2. How has Council performed on 'community and cultural activities' over the last 12 months?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 3

2018 WASTE MANAGEMENT

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Waste Management Importance



	2017	2016	2015	2014	2013	2012
50-64	82	88	85	n/a	n/a	n/a
65+	85	84	81	n/a	n/a	n/a
Women	83	84	80	n/a	n/a	n/a
18-34	82	79	81	n/a	n/a	n/a
South East Ward	81	n/a	n/a	n/a	n/a	n/a
Whittlesea	83	83	81	n/a	n/a	n/a
North Ward	82	n/a	n/a	n/a	n/a	n/a
South West Ward	84	n/a	n/a	n/a	n/a	n/a
Men	82	82	83	n/a	n/a	n/a
Interface	79	81	79	n/a	n/a	n/a
35-49	82	84	80	n/a	n/a	n/a
State-wide	79	80	79	79	79	78

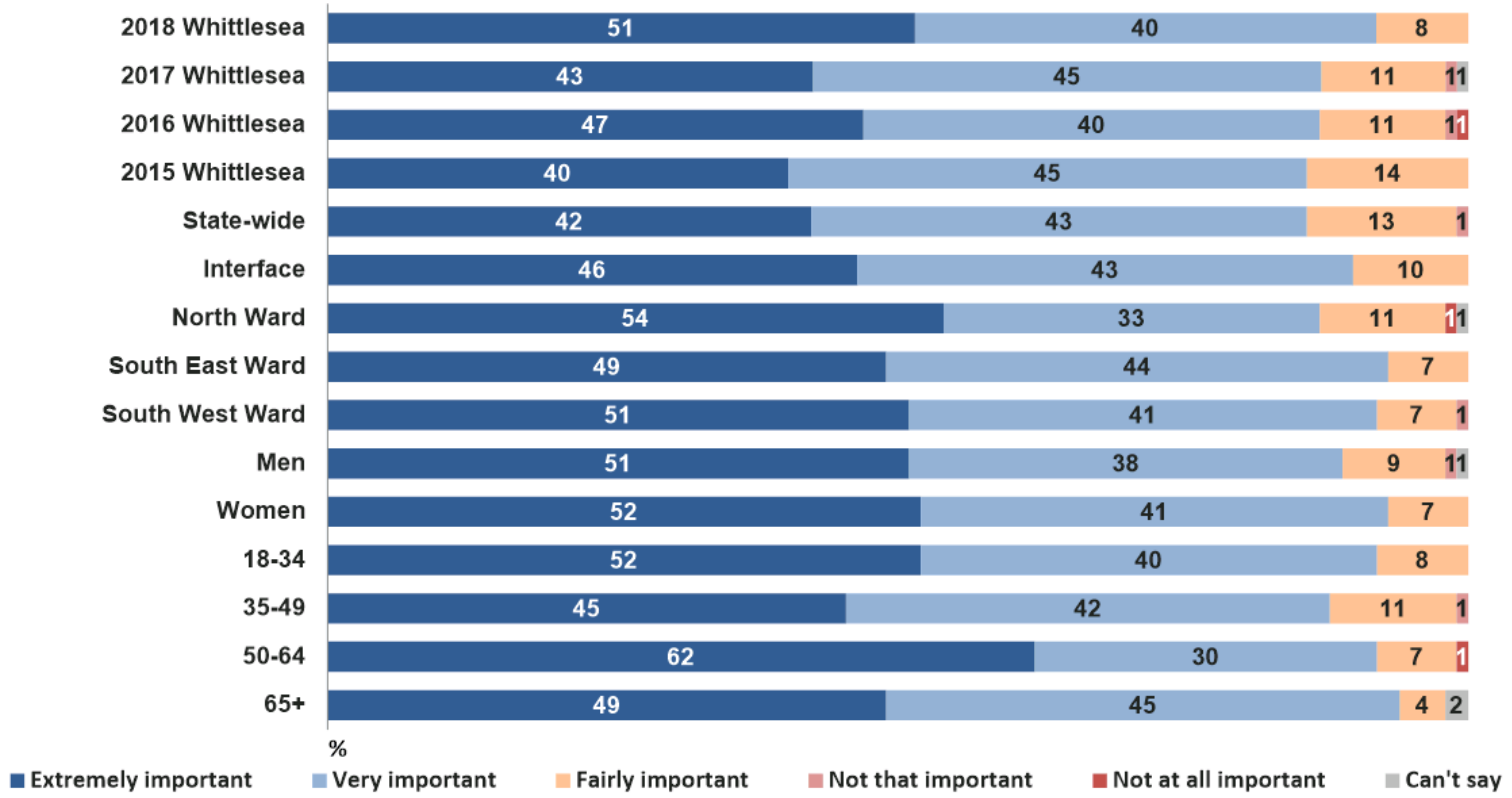
Q1. Firstly, how important should 'waste management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 WASTE MANAGEMENT

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Waste Management Importance



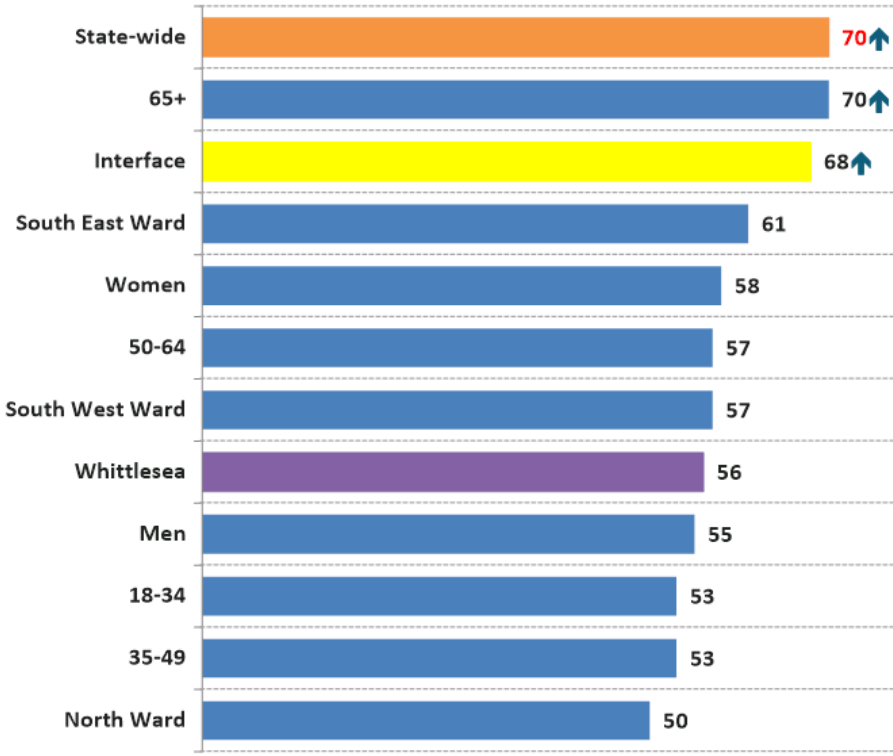
Q1. Firstly, how important should 'waste management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 26 Councils asked group: 2

2018 WASTE MANAGEMENT

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Waste Management Performance



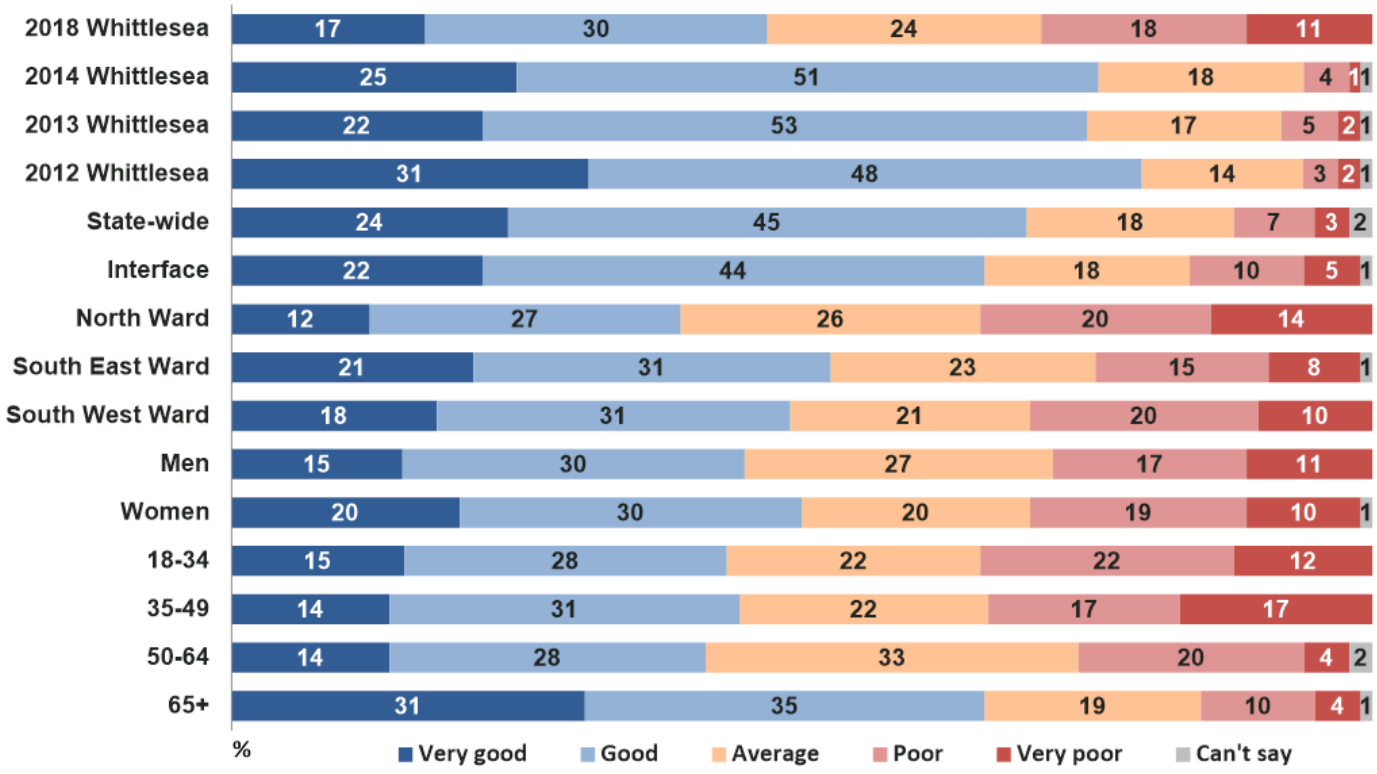
	2017	2016	2015	2014	2013	2012
State-wide	71	70	72	73	71	72
65+	n/a	n/a	n/a	78	72	82
Interface	71	71	73	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	73	73	76
50-64	n/a	n/a	n/a	71	73	75
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	73	73	76
Men	n/a	n/a	n/a	74	72	77
18-34	n/a	n/a	n/a	76	74	75
35-49	n/a	n/a	n/a	70	70	76
North Ward	n/a	n/a	n/a	n/a	n/a	n/a

Q2. How has Council performed on 'waste management' over the last 12 months?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 4
Note: Please see page 6 for explanation about significant differences.

2018 WASTE MANAGEMENT
PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Waste Management Performance

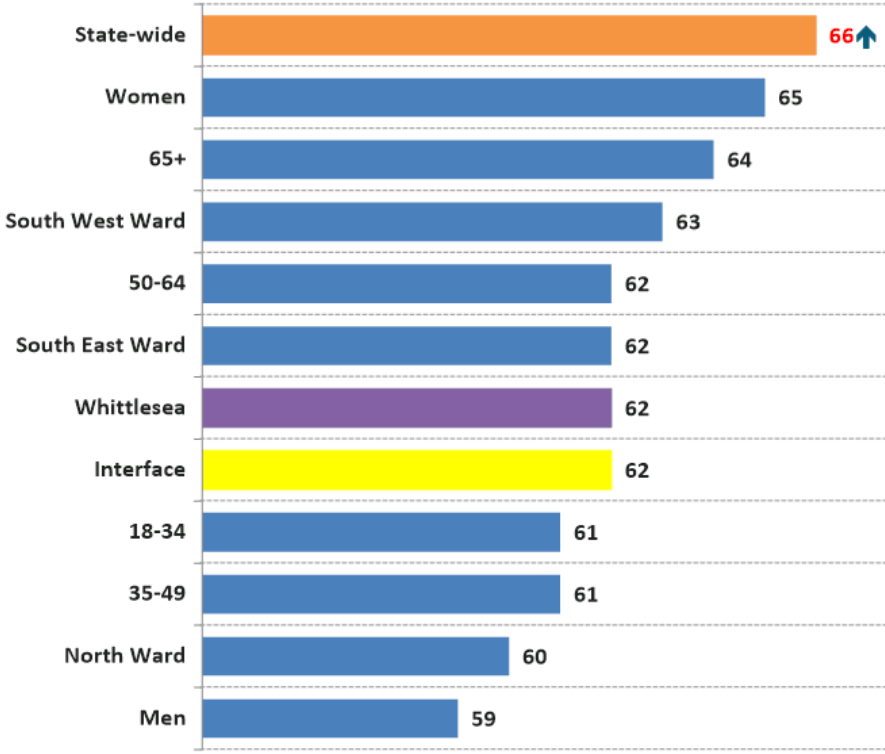


Q2. How has Council performed on 'waste management' over the last 12 months?
Base: All respondents. Councils asked state-wide: 36 Councils asked group: 4

2018 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Business/Development/Tourism Importance



	2017	2016	2015	2014	2013	2012
State-wide	67	67	67	67	67	66
Women	67	65	65	n/a	n/a	66
65+	65	66	64	n/a	n/a	66
South West Ward	65	n/a	n/a	n/a	n/a	n/a
50-64	63	65	63	n/a	n/a	65
South East Ward	64	n/a	n/a	n/a	n/a	n/a
Whittlesea	65	65	64	n/a	n/a	66
Interface	65	65	64	n/a	n/a	n/a
18-34	64	61	62	n/a	n/a	65
35-49	65	69	66	n/a	n/a	69
North Ward	65	n/a	n/a	n/a	n/a	n/a
Men	62	64	62	n/a	n/a	66

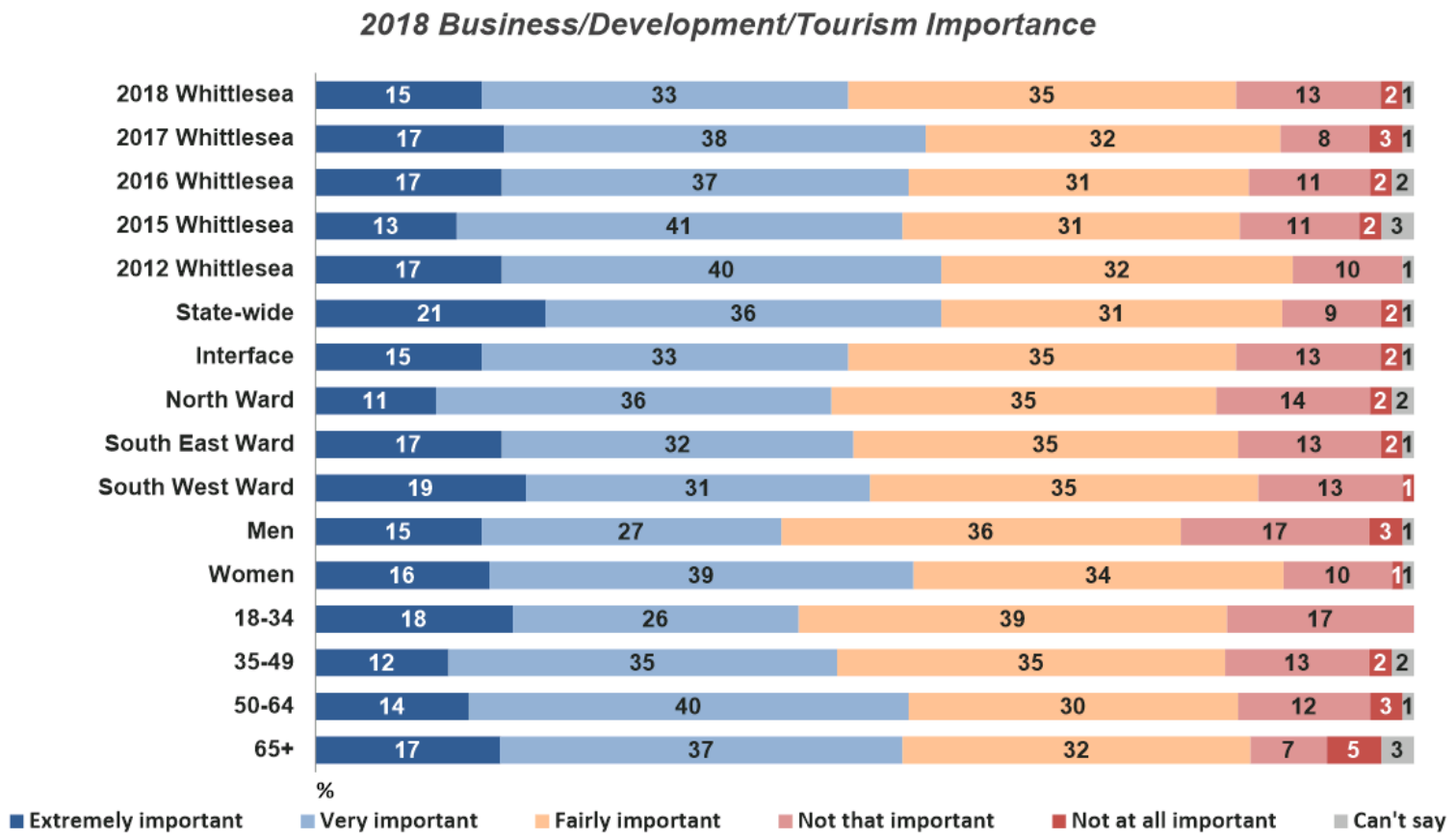
Q1. Firstly, how important should 'business and community development and tourism' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.

125

J00643 Community Satisfaction Survey 2018 - Whittlesea City Council

2018 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH



Q1. Firstly, how important should 'business and community development and tourism' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 1

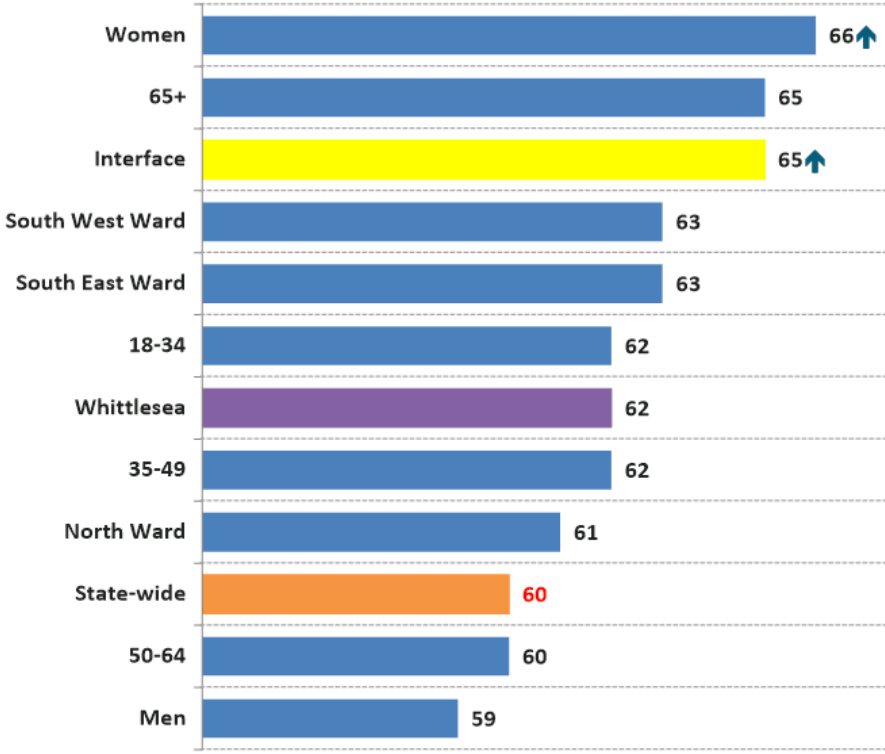
126

J00643 Community Satisfaction Survey 2018 - Whittlesea City Council

2018 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Business/Development/Tourism Performance



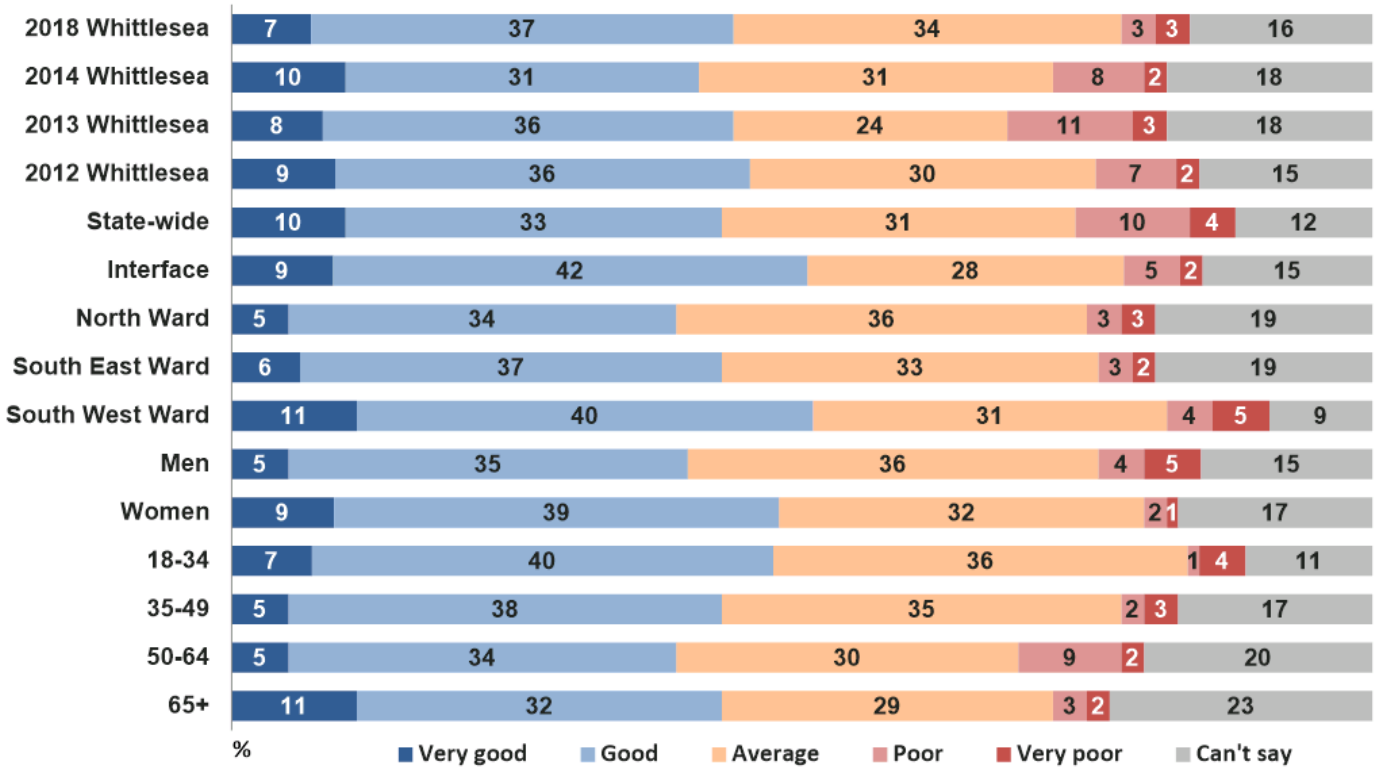
	2017	2016	2015	2014	2013	2012
Women	n/a	n/a	n/a	63	61	66
65+	n/a	n/a	n/a	62	66	65
Interface	66	n/a	63	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	66	65	60
Whittlesea	n/a	n/a	n/a	62	61	63
35-49	n/a	n/a	n/a	58	57	68
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	61	60	61	62	62	62
50-64	n/a	n/a	n/a	59	58	60
Men	n/a	n/a	n/a	60	60	60

Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 BUSINESS AND COMMUNITY DEVELOPMENT AND TOURISM PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Business/Development/Tourism Performance



Q2. How has Council performed on 'business and community development and tourism' over the last 12 months?
Base: All respondents. Councils asked state-wide: 23 Councils asked group: 2

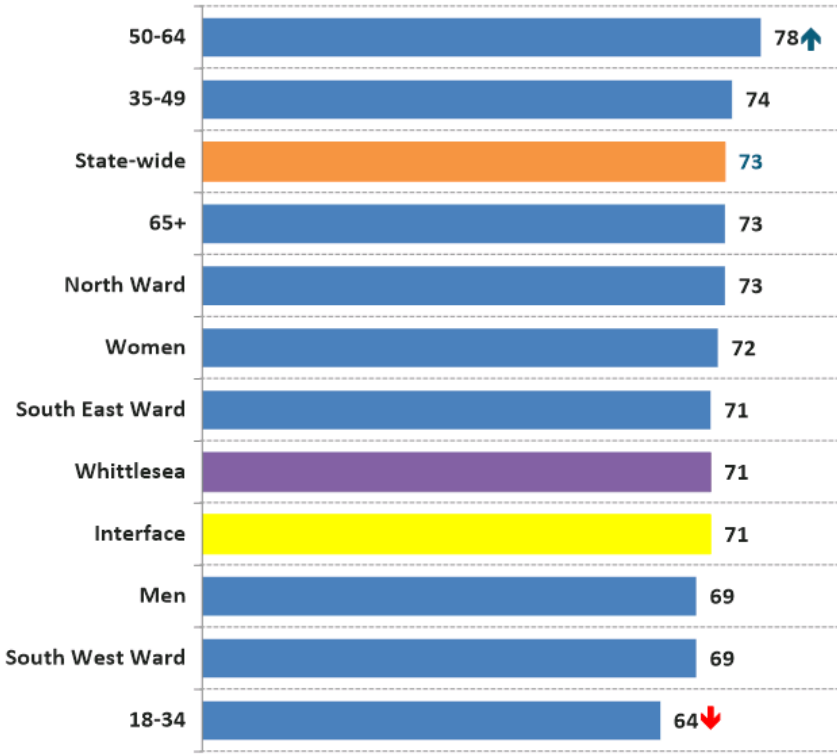
128

2018 COUNCIL'S GENERAL TOWN PLANNING POLICY

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Town Planning Importance



	2017	2016	2015	2014	2013	2012
50-64	76	78	78	n/a	n/a	n/a
35-49	76	76	78	n/a	n/a	n/a
State-wide	72	73	72	72	73	72
65+	77	75	74	n/a	n/a	n/a
North Ward	77	n/a	n/a	n/a	n/a	n/a
Women	74	75	73	n/a	n/a	n/a
South East Ward	71	n/a	n/a	n/a	n/a	n/a
Whittlesea	73	74	74	n/a	n/a	n/a
Interface	70	72	72	n/a	n/a	n/a
Men	72	74	76	n/a	n/a	n/a
South West Ward	72	n/a	n/a	n/a	n/a	n/a
18-34	66	71	69	n/a	n/a	n/a

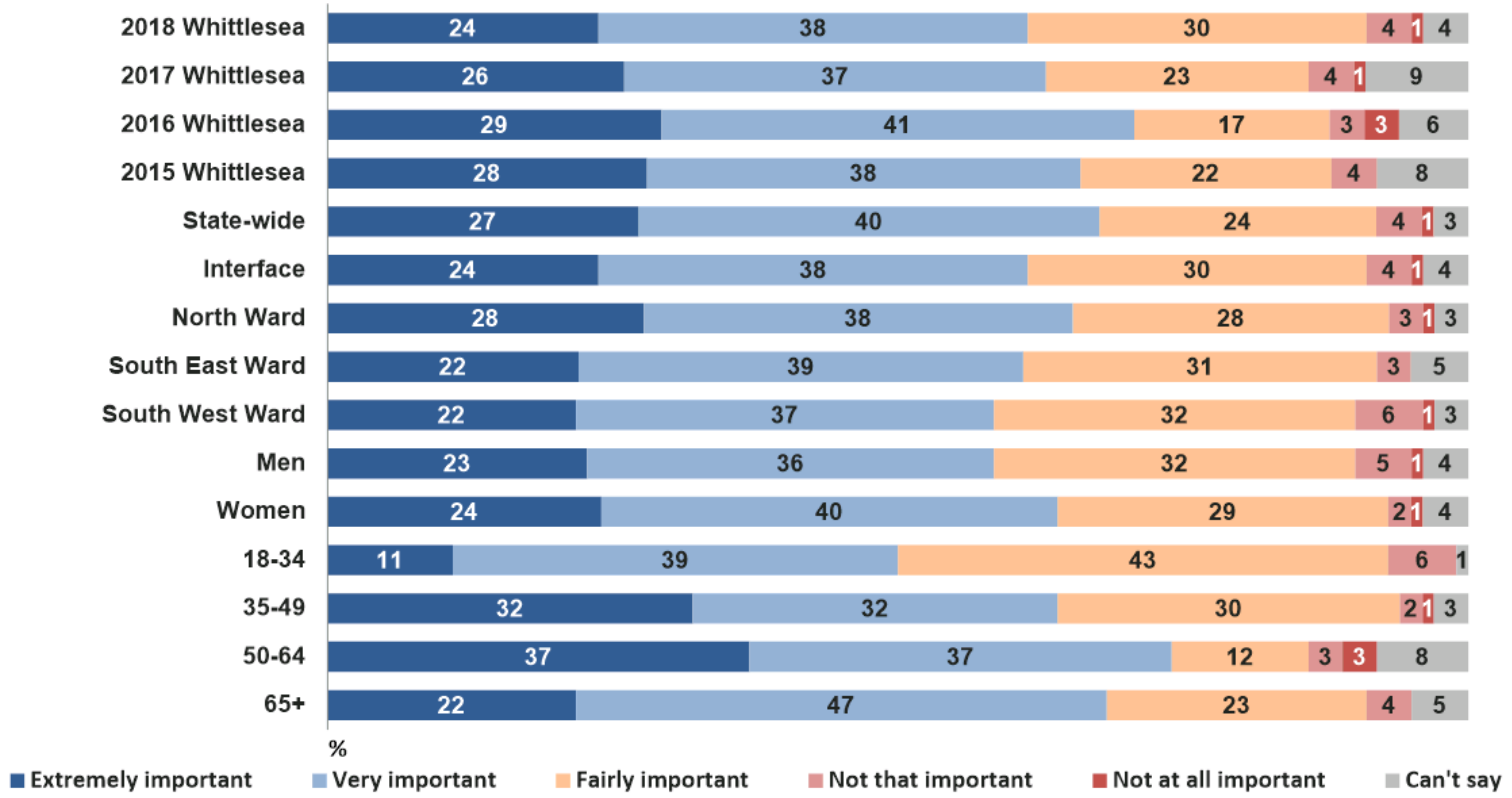
Q1. Firstly, how important should 'council's general town planning policy' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.

2018 COUNCIL'S GENERAL TOWN PLANNING POLICY

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Town Planning Importance



Q1. Firstly, how important should 'council's general town planning policy' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 1

130

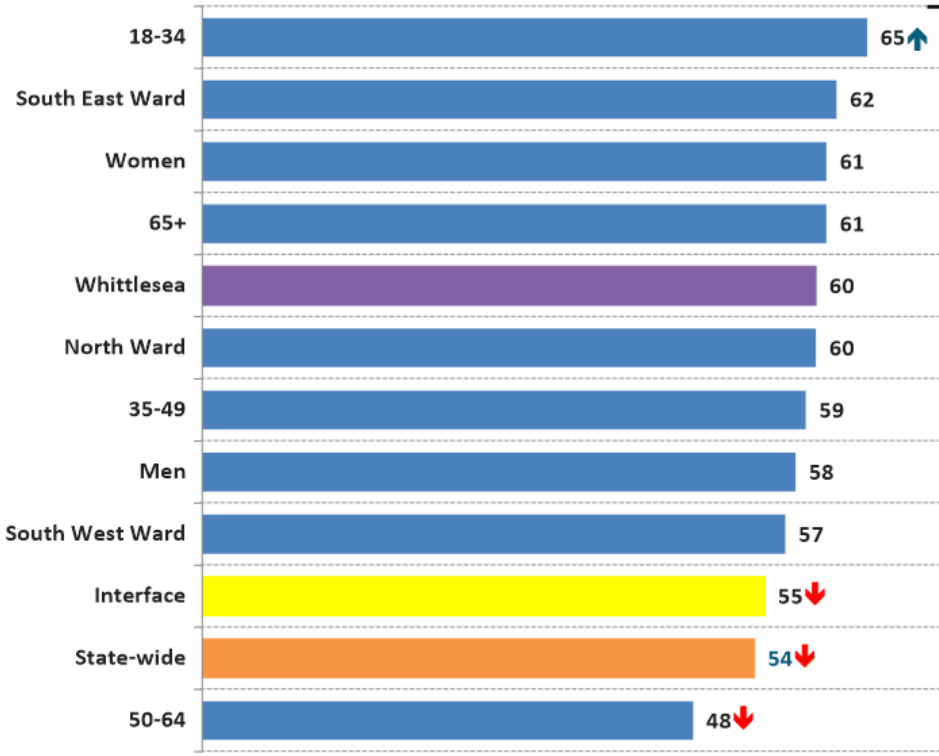
J00643 Community Satisfaction Survey 2018 - Whittlesea City Council

2018 COUNCIL'S GENERAL TOWN PLANNING POLICY

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Town Planning Performance



	2017	2016	2015	2014	2013	2012
18-34	n/a	n/a	n/a	60	55	60
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	56	52	59
65+	n/a	n/a	n/a	55	61	55
Whittlesea	n/a	n/a	n/a	57	54	58
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	54	53	56
Men	n/a	n/a	n/a	57	56	56
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Interface	51	52	55	n/a	n/a	n/a
State-wide	53	52	54	55	55	54
50-64	n/a	n/a	n/a	56	52	57

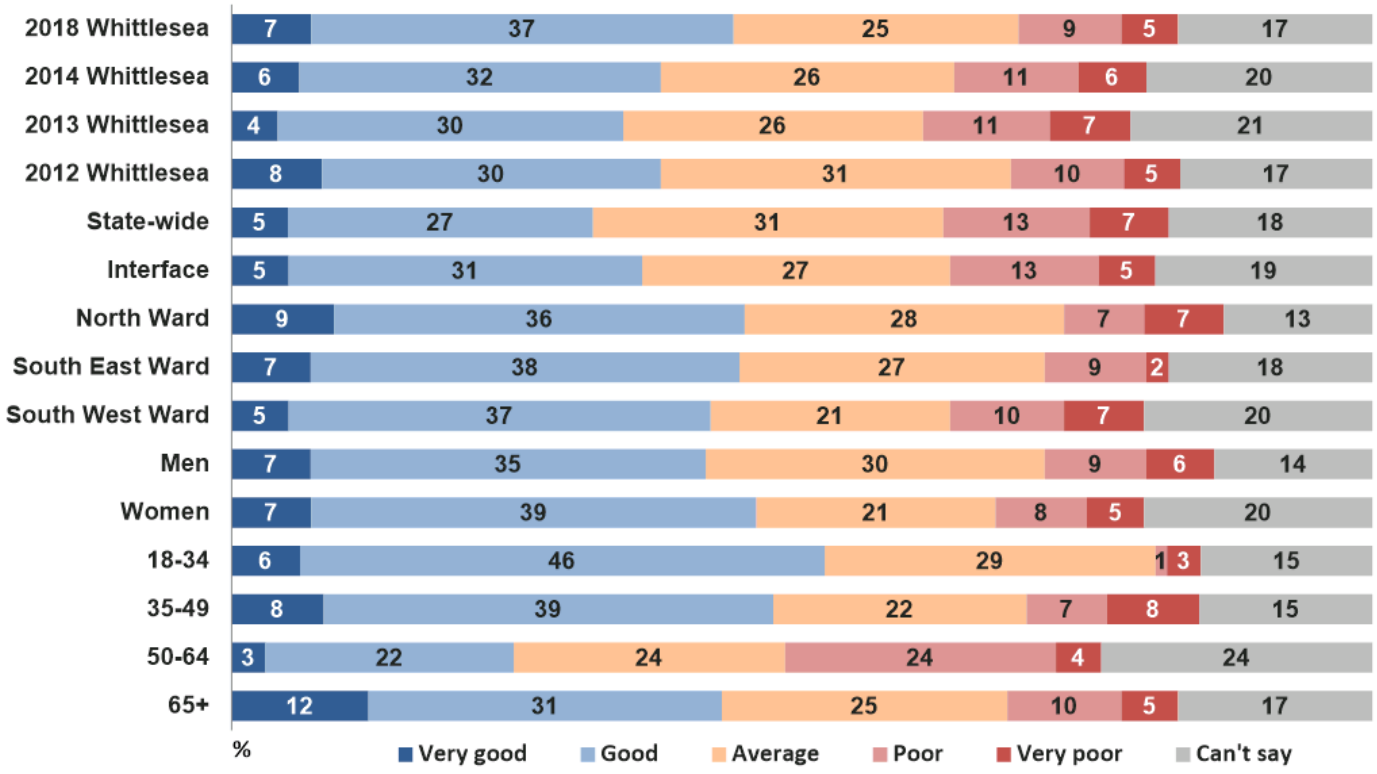
Q2. How has Council performed on 'council's general town planning policy' over the last 12 months?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 COUNCIL'S GENERAL TOWN PLANNING POLICY

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Town Planning Performance



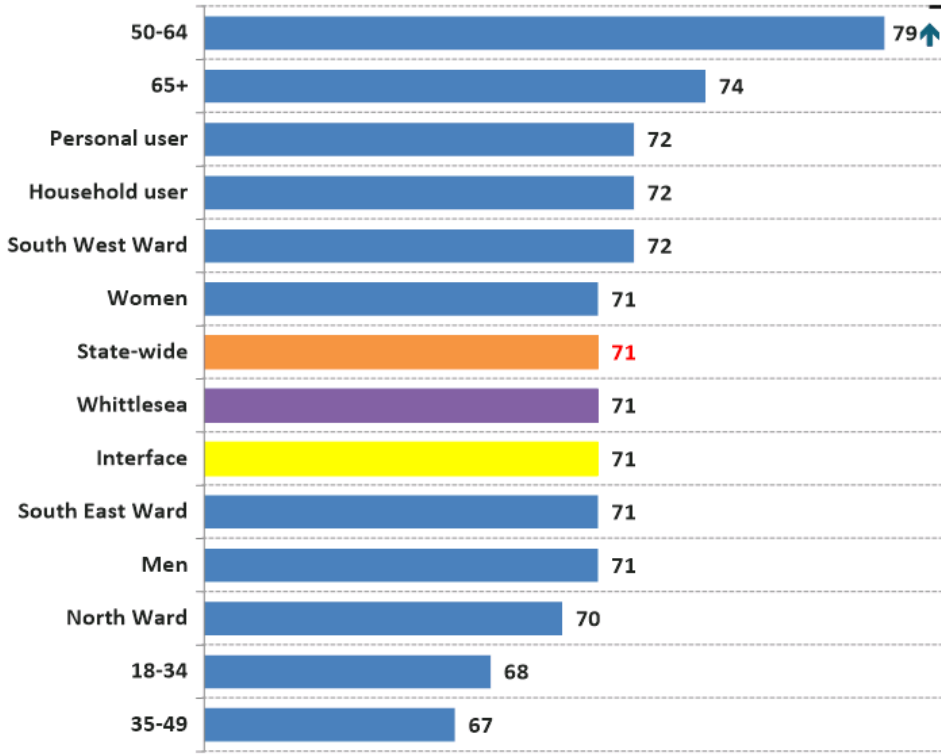
Q2. How has Council performed on 'council's general town planning policy' over the last 12 months?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 2

2018 PLANNING AND BUILDING PERMITS

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Planning & Building Permits Importance



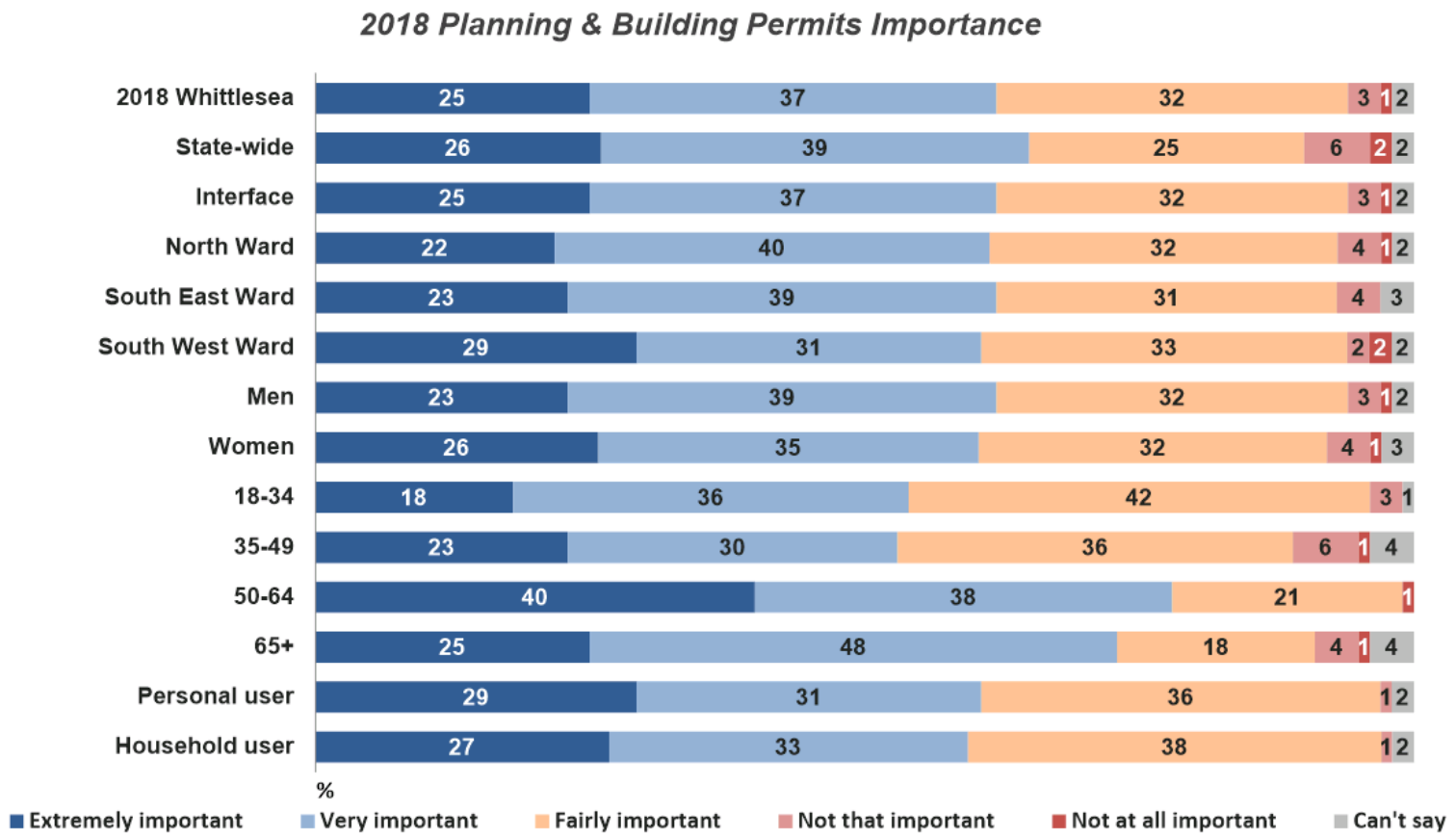
	2017	2016	2015	2014	2013	2012
50-64	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a
Personal user	n/a	n/a	n/a	n/a	n/a	n/a
Household user	n/a	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	72	71	71	71	71	71
Whittlesea	n/a	n/a	n/a	n/a	n/a	n/a
Interface	69	69	69	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'planning and building permits' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.

2018 PLANNING AND BUILDING PERMITS

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH



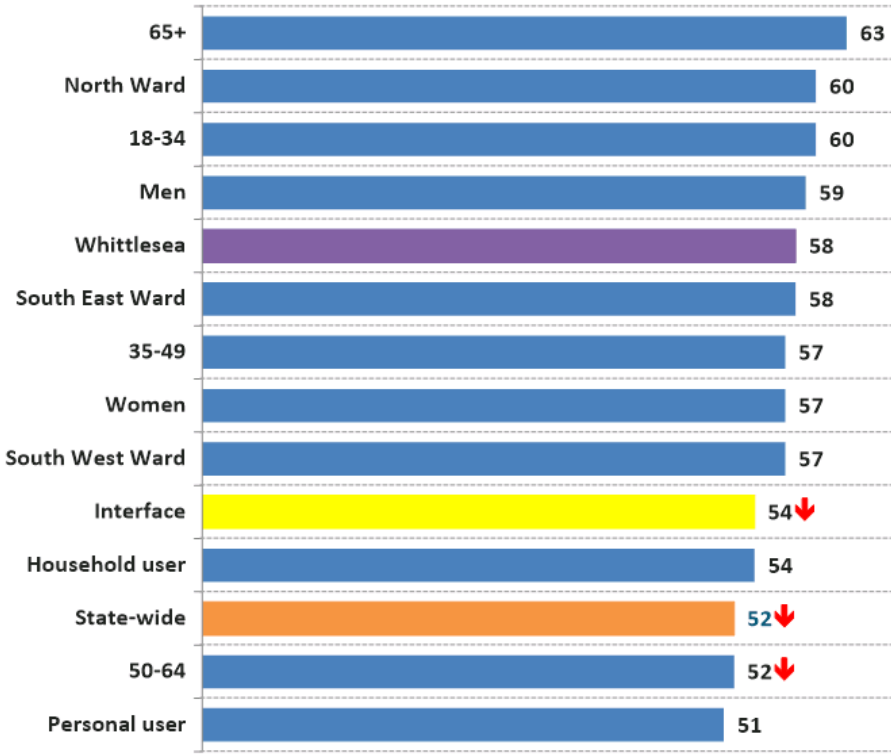
Q1. Firstly, how important should 'planning and building permits' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 18 Councils asked group: 1

2018 PLANNING AND BUILDING PERMITS

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Planning & Building Permits Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	55	63	57
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	60	59	67
Men	n/a	n/a	n/a	56	60	61
Whittlesea	n/a	n/a	n/a	57	59	63
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	57	63	60
Women	n/a	n/a	n/a	58	59	64
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Interface	46	46	49	n/a	n/a	n/a
Household user	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	51	50	54	53	55	54
50-64	n/a	n/a	n/a	52	55	61
Personal user	n/a	n/a	n/a	n/a	n/a	n/a

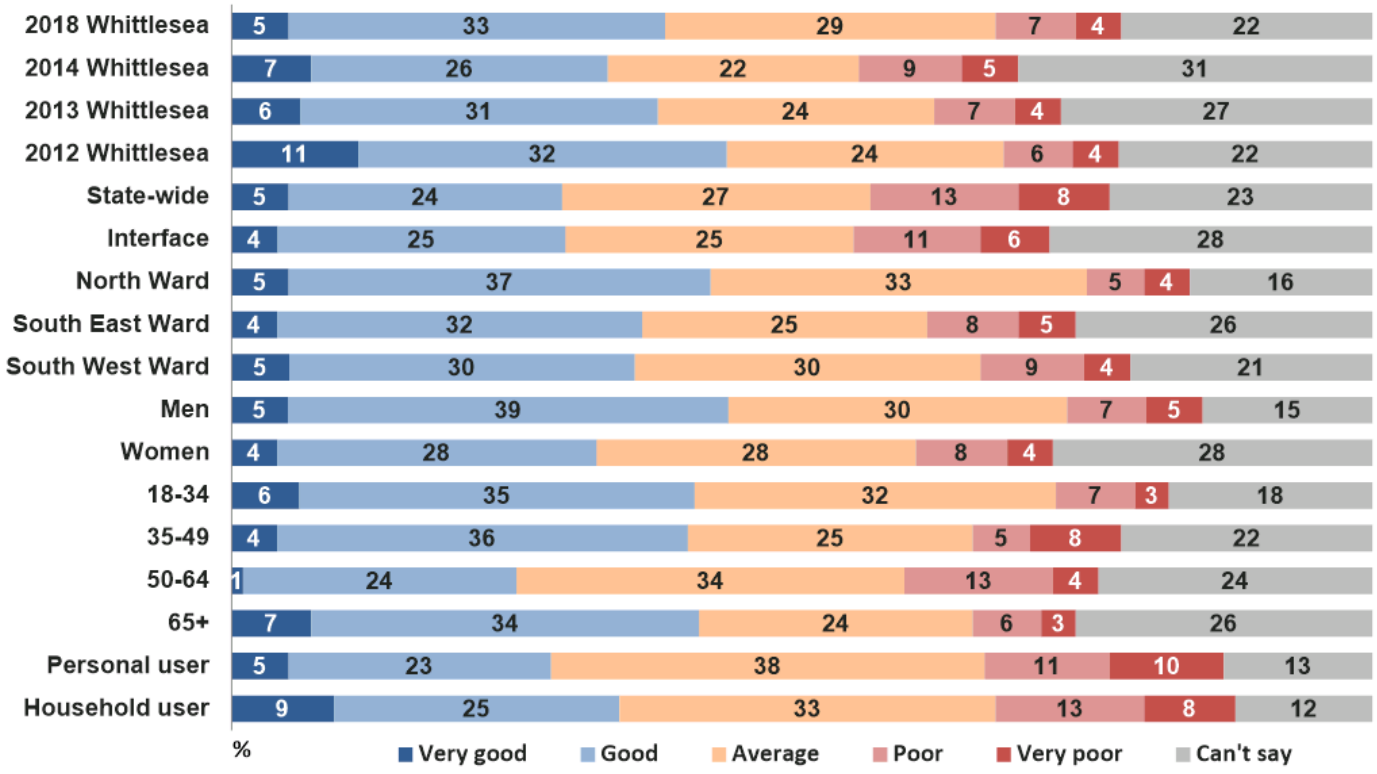
Q2. How has Council performed on 'planning and building permits' over the last 12 months?
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 3
Note: Please see page 6 for explanation about significant differences.

2018 PLANNING AND BUILDING PERMITS

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Planning & Building Permits Performance



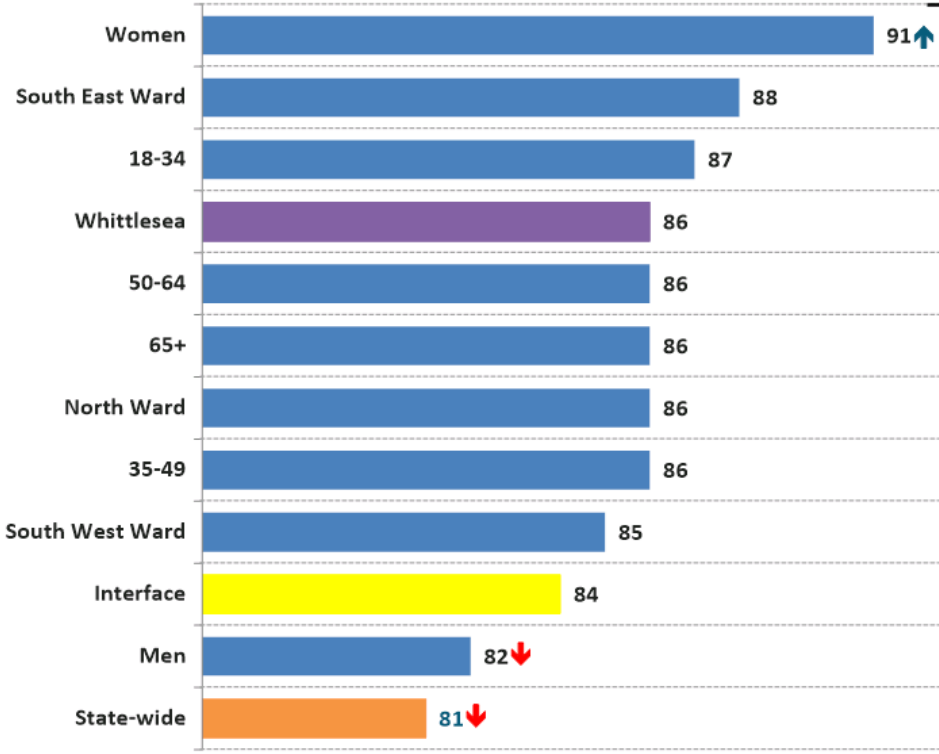
Q2. How has Council performed on 'planning and building permits' over the last 12 months?
Base: All respondents. Councils asked state-wide: 24 Councils asked group: 3

2018 EMERGENCY AND DISASTER MANAGEMENT

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Disaster Management Importance



	2017	2016	2015	2014	2013	2012
Women	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Interface	82	83	81	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	80	80	80	80	80	80

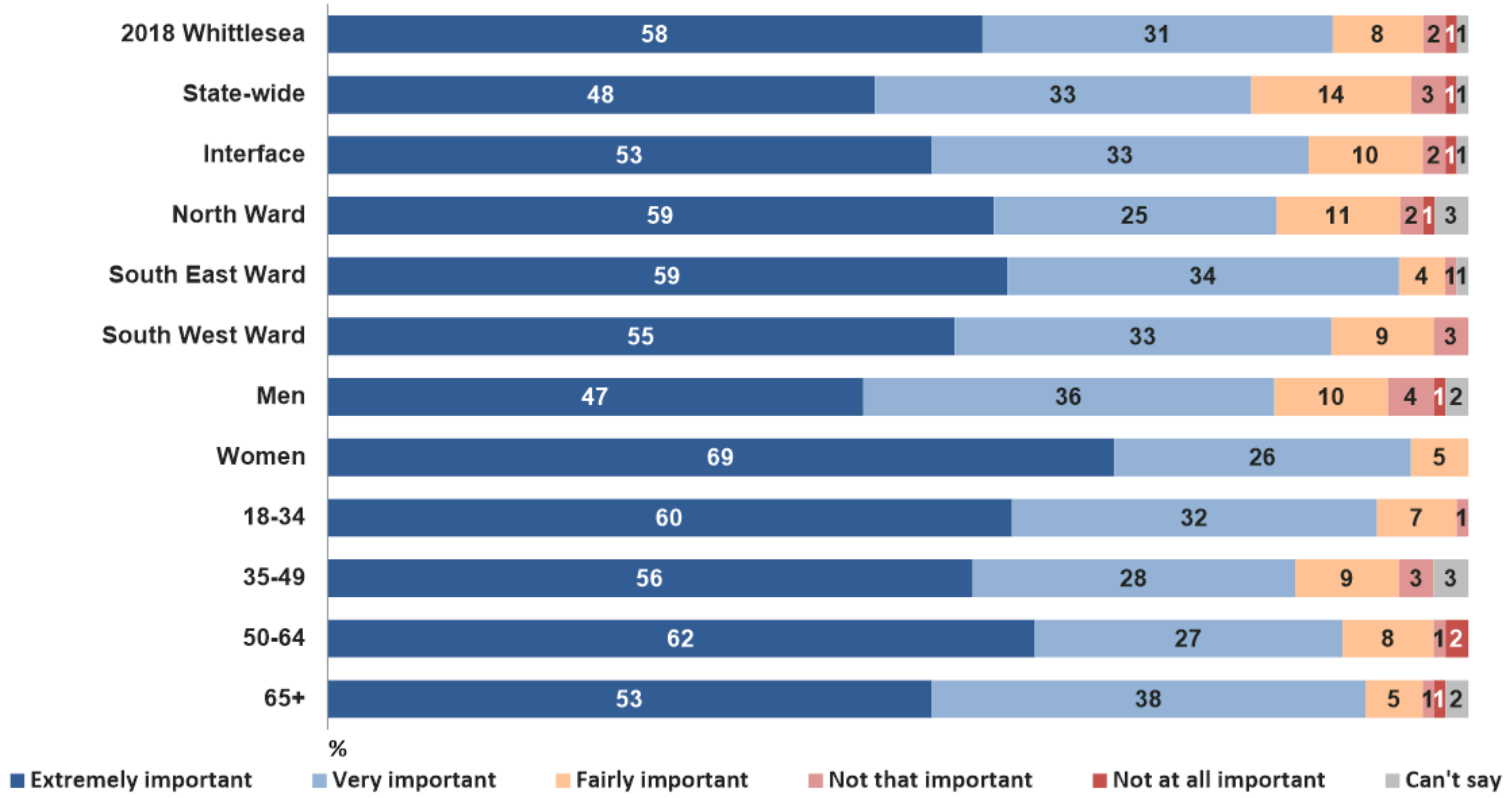
Q1. Firstly, how important should 'emergency and disaster management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 EMERGENCY AND DISASTER MANAGEMENT

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Disaster Management Importance



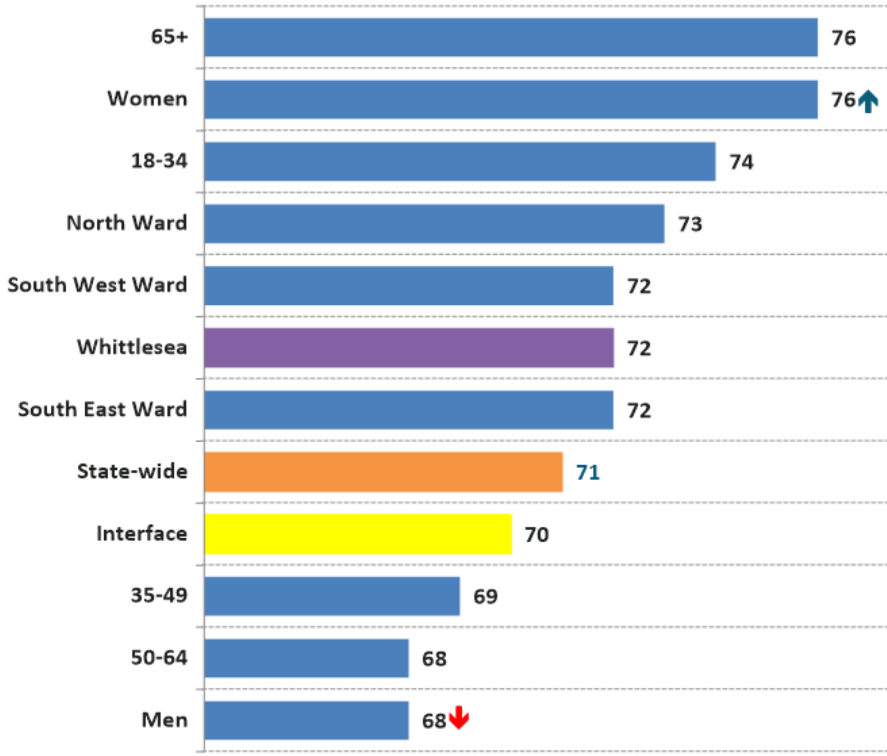
Q1. Firstly, how important should 'emergency and disaster management' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 17 Councils asked group: 2

2018 EMERGENCY AND DISASTER MANAGEMENT

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Disaster Management Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	73	n/a	73
Women	n/a	n/a	n/a	73	n/a	69
18-34	n/a	n/a	n/a	75	n/a	69
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	72	n/a	71
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	70	69	70	71	70	70
Interface	69	69	70	n/a	n/a	n/a
35-49	n/a	n/a	n/a	72	n/a	74
50-64	n/a	n/a	n/a	66	n/a	69
Men	n/a	n/a	n/a	71	n/a	72

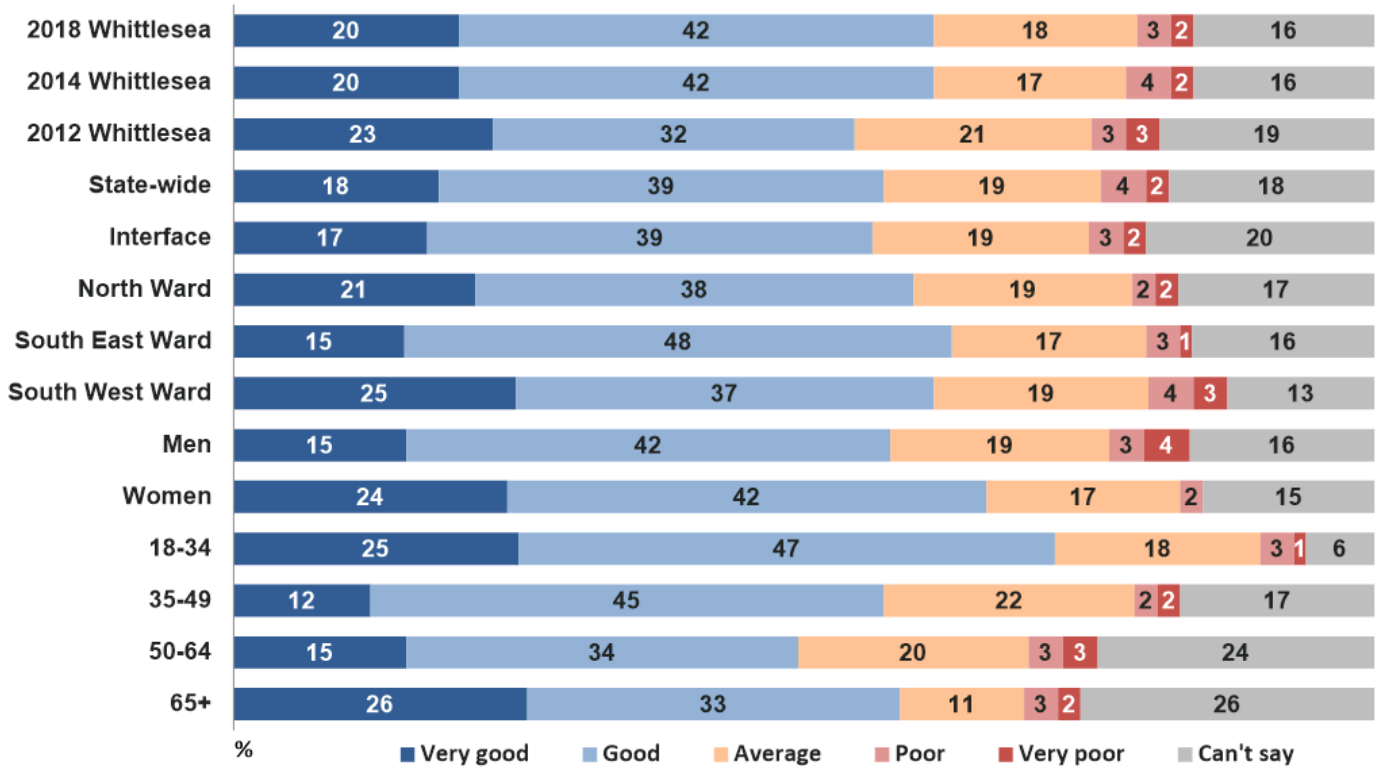
Q2. How has Council performed on 'emergency and disaster management' over the last 12 months?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3
Note: Please see page 6 for explanation about significant differences.

2018 EMERGENCY AND DISASTER MANAGEMENT

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Disaster Management Performance



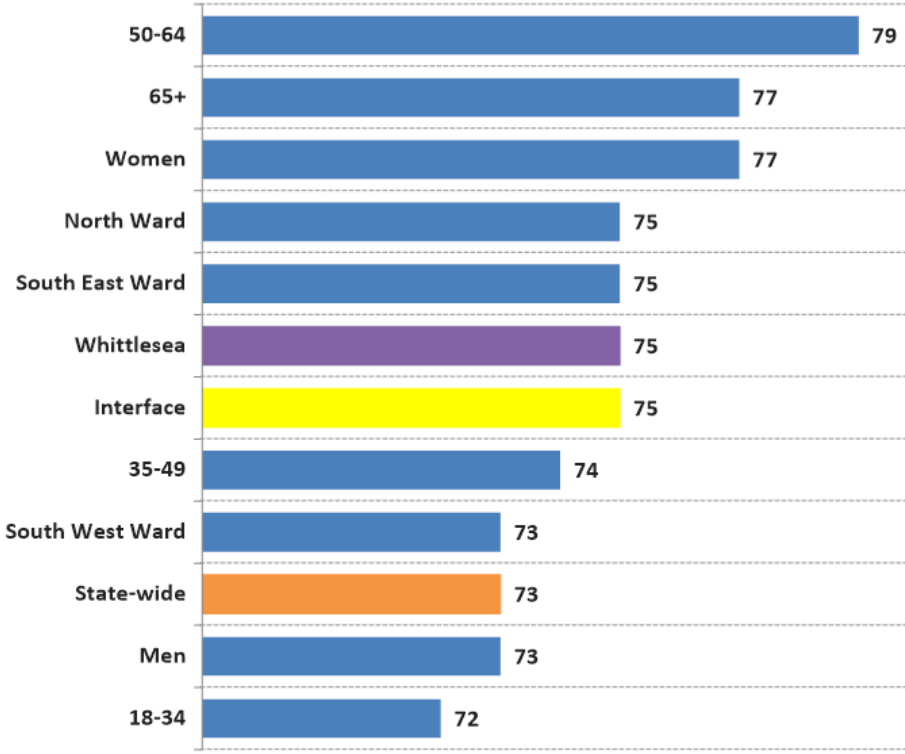
Q2. How has Council performed on 'emergency and disaster management' over the last 12 months?
Base: All respondents. Councils asked state-wide: 21 Councils asked group: 3

2018 ROADSIDE SLASHING AND WEED CONTROL

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Roadside Slashing & Weed Control Importance



	2017	2016	2015	2014	2013	2012
50-64	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	n/a
Interface	76	76	75	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	74	73	73	75	74	71
Men	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a

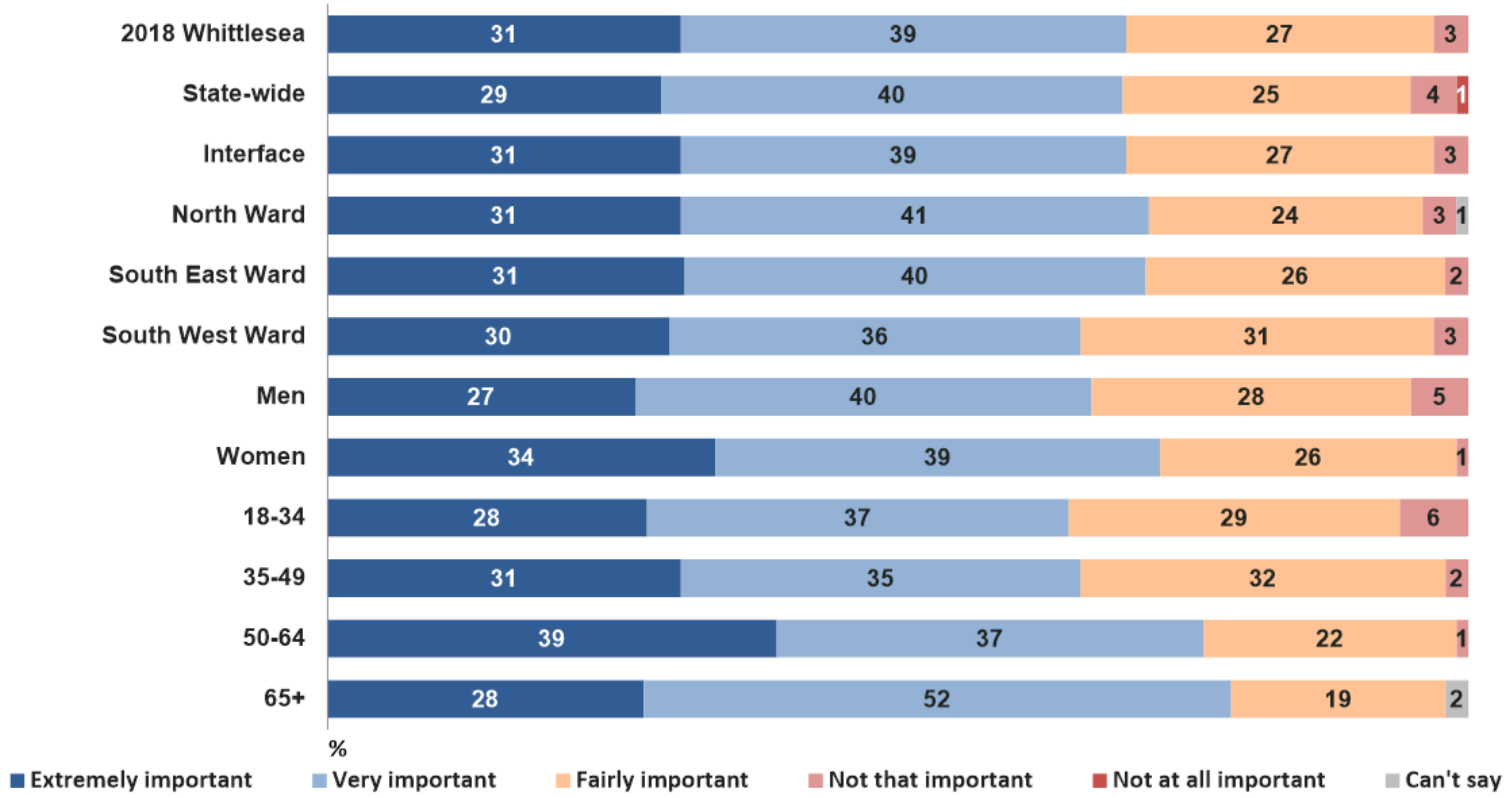
Q1. Firstly, how important should 'roadside slashing and weed control' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 7 Councils asked group: 1
Note: Please see page 6 for explanation about significant differences.

2018 ROADSIDE SLASHING AND WEED CONTROL

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Roadside Slashing & Weed Control Importance



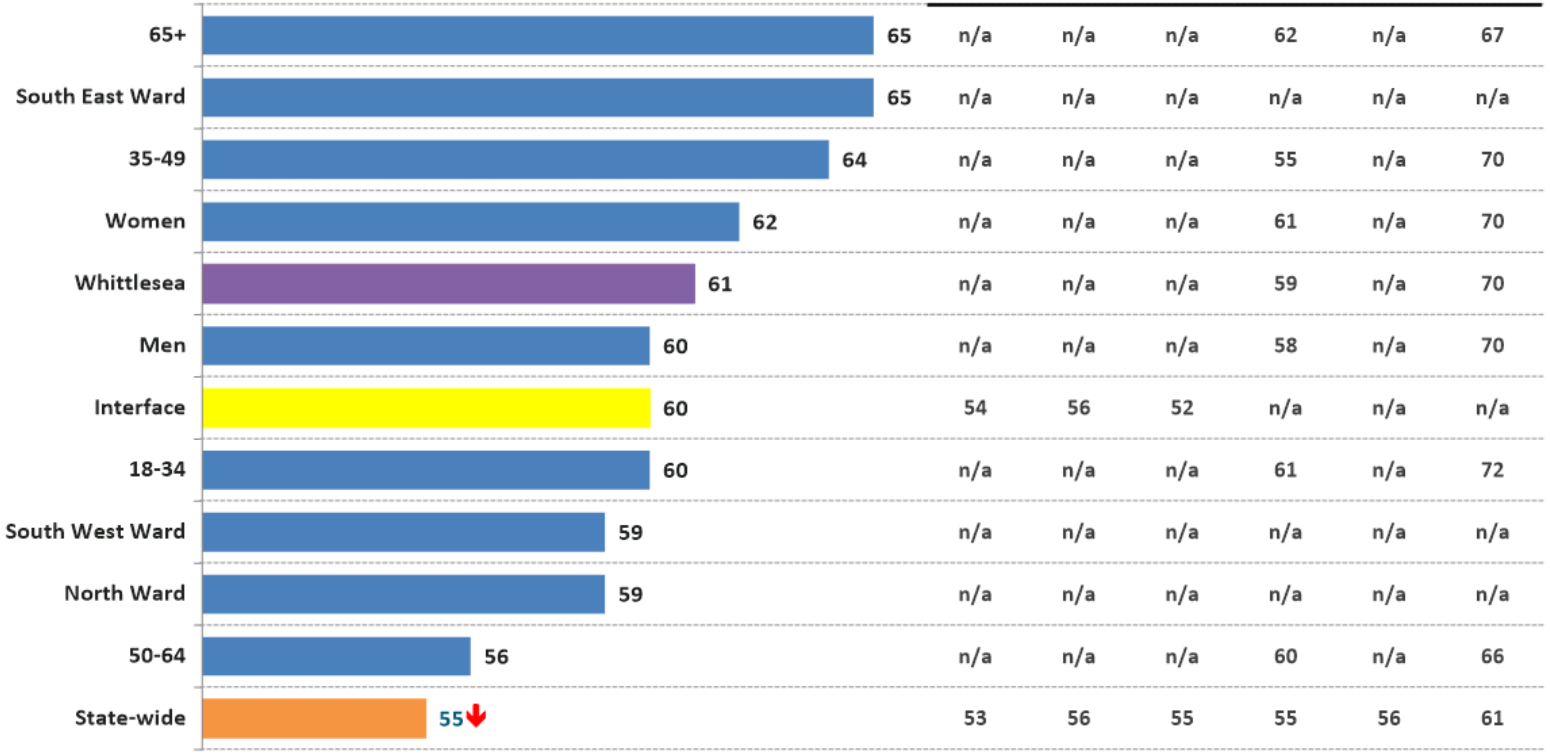
Q1. Firstly, how important should 'roadside slashing and weed control' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 7 Councils asked group: 1

2018 ROADSIDE SLASHING AND WEED CONTROL

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Roadside Slashing & Weed Control Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	62	n/a	67
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	55	n/a	70
Women	n/a	n/a	n/a	61	n/a	70
Whittlesea	n/a	n/a	n/a	59	n/a	70
Men	n/a	n/a	n/a	58	n/a	70
Interface	54	56	52	n/a	n/a	n/a
18-34	n/a	n/a	n/a	61	n/a	72
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	60	n/a	66
State-wide	53	56	55	55	56	61

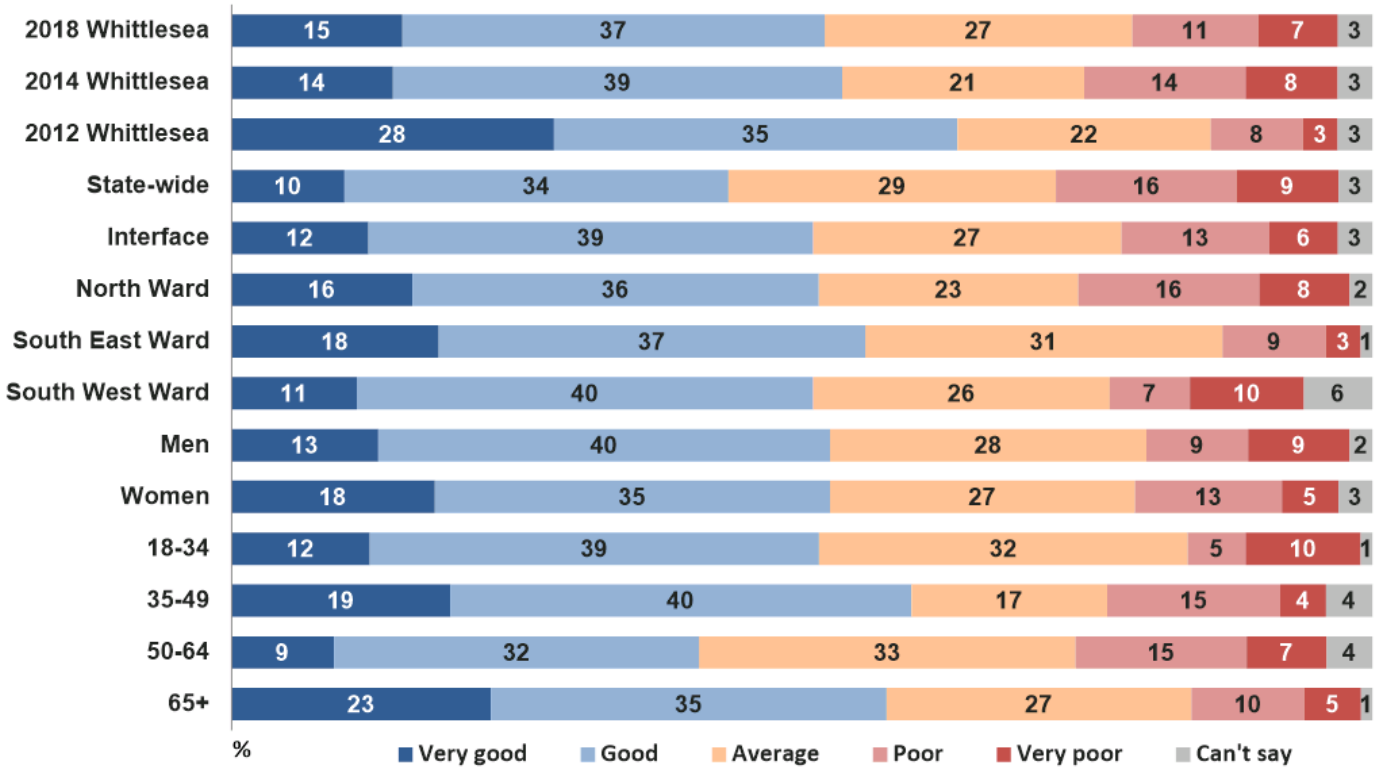
Q2. How has Council performed on 'roadside slashing and weed control' over the last 12 months?
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 3
Note: Please see page 6 for explanation about significant differences.

2018 ROADSIDE SLASHING AND WEED CONTROL

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Roadside Slashing & Weed Control Performance



Q2. How has Council performed on 'roadside slashing and weed control' over the last 12 months?
Base: All respondents. Councils asked state-wide: 11 Councils asked group: 3

144

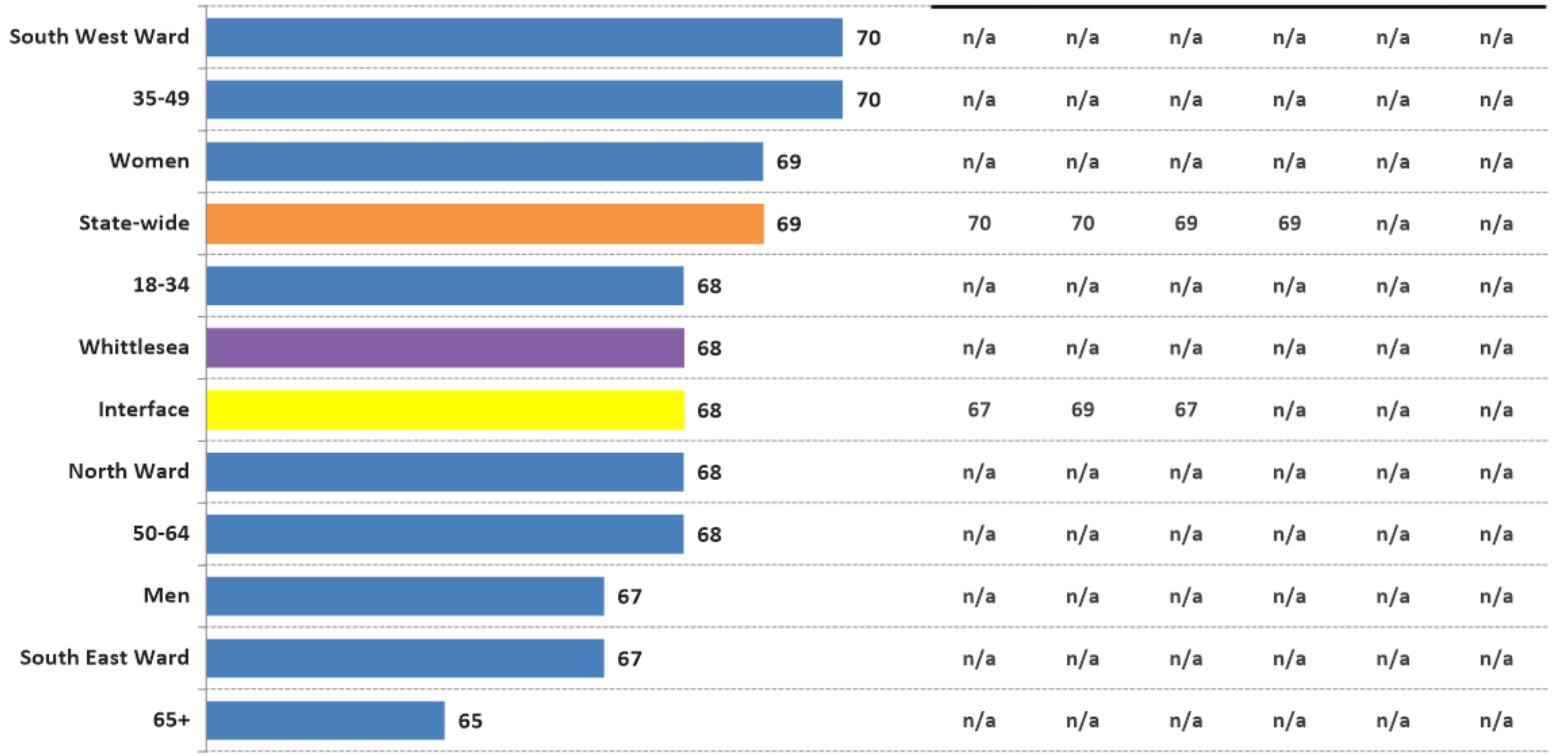
J00643 Community Satisfaction Survey 2018 - Whittlesea City Council

2018 BUSINESS AND COMMUNITY DEVELOPMENT

IMPORTANCE INDEX SCORES

JWS RESEARCH

2018 Business/Community Development Importance



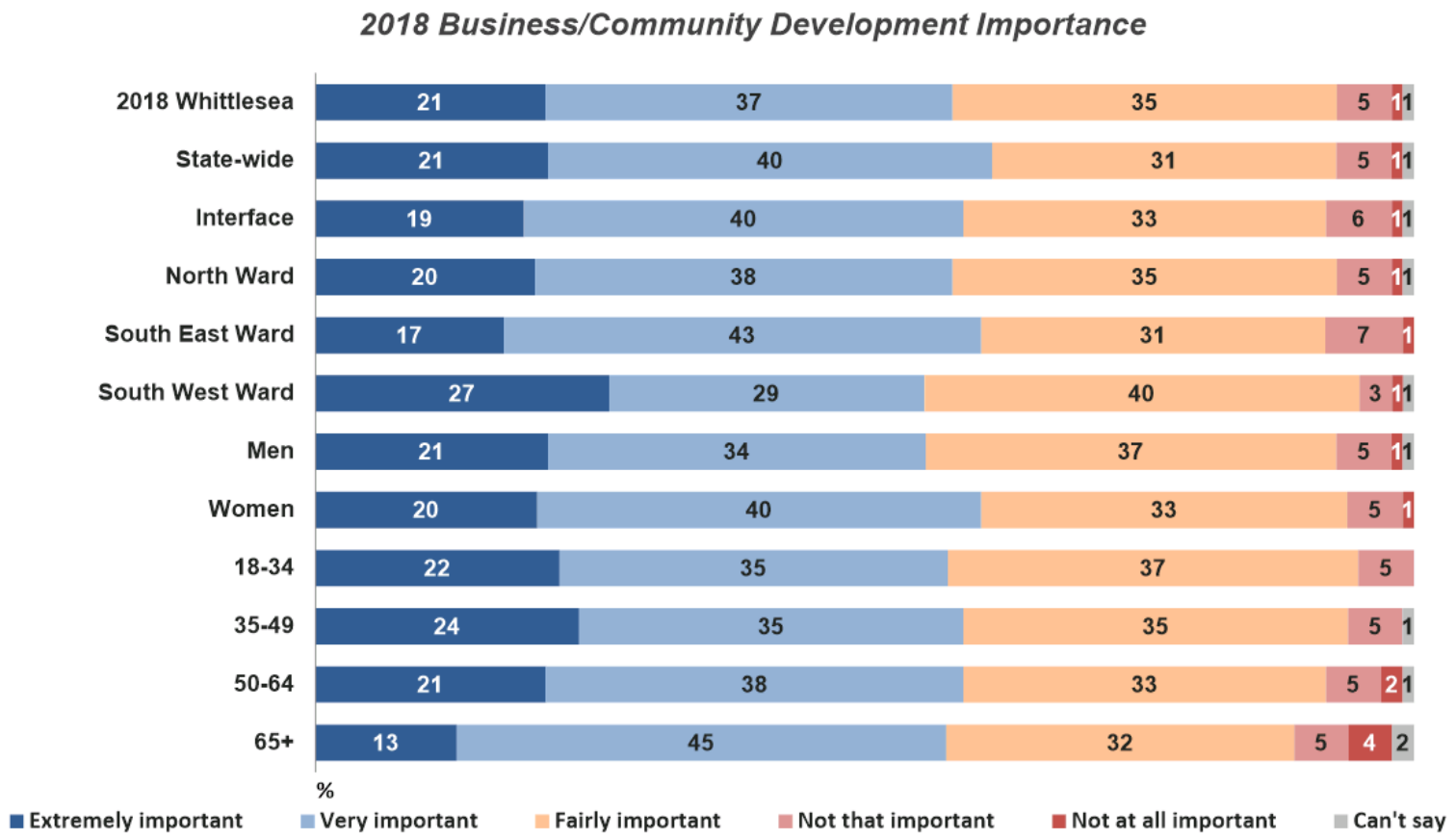
	2017	2016	2015	2014	2013	2012
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	70	70	69	69	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	n/a
Interface	67	69	67	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
65+	n/a	n/a	n/a	n/a	n/a	n/a

Q1. Firstly, how important should 'business and community development' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 7 Councils asked group: 2
Note: Please see page 6 for explanation about significant differences.

2018 BUSINESS AND COMMUNITY DEVELOPMENT

IMPORTANCE DETAILED PERCENTAGES

JWS RESEARCH



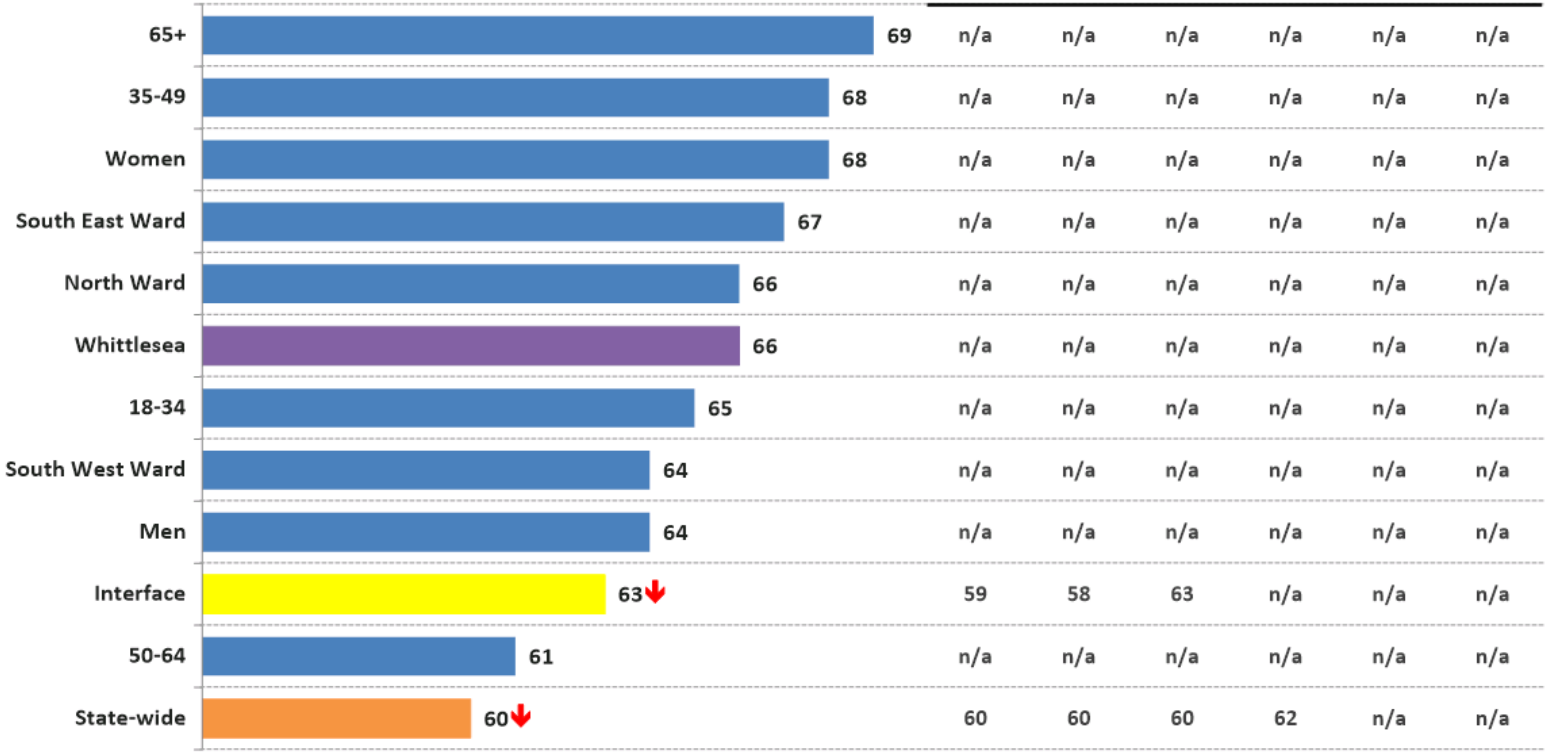
Q1. Firstly, how important should 'business and community development' be as a responsibility for Council?
Base: All respondents. Councils asked state-wide: 7 Councils asked group: 2

2018 BUSINESS AND COMMUNITY DEVELOPMENT

PERFORMANCE INDEX SCORES

JWS RESEARCH

2018 Business/Community Development Performance



	2017	2016	2015	2014	2013	2012
65+	n/a	n/a	n/a	n/a	n/a	n/a
35-49	n/a	n/a	n/a	n/a	n/a	n/a
Women	n/a	n/a	n/a	n/a	n/a	n/a
South East Ward	n/a	n/a	n/a	n/a	n/a	n/a
North Ward	n/a	n/a	n/a	n/a	n/a	n/a
Whittlesea	n/a	n/a	n/a	n/a	n/a	n/a
18-34	n/a	n/a	n/a	n/a	n/a	n/a
South West Ward	n/a	n/a	n/a	n/a	n/a	n/a
Men	n/a	n/a	n/a	n/a	n/a	n/a
Interface	59	58	63	n/a	n/a	n/a
50-64	n/a	n/a	n/a	n/a	n/a	n/a
State-wide	60	60	60	62	n/a	n/a

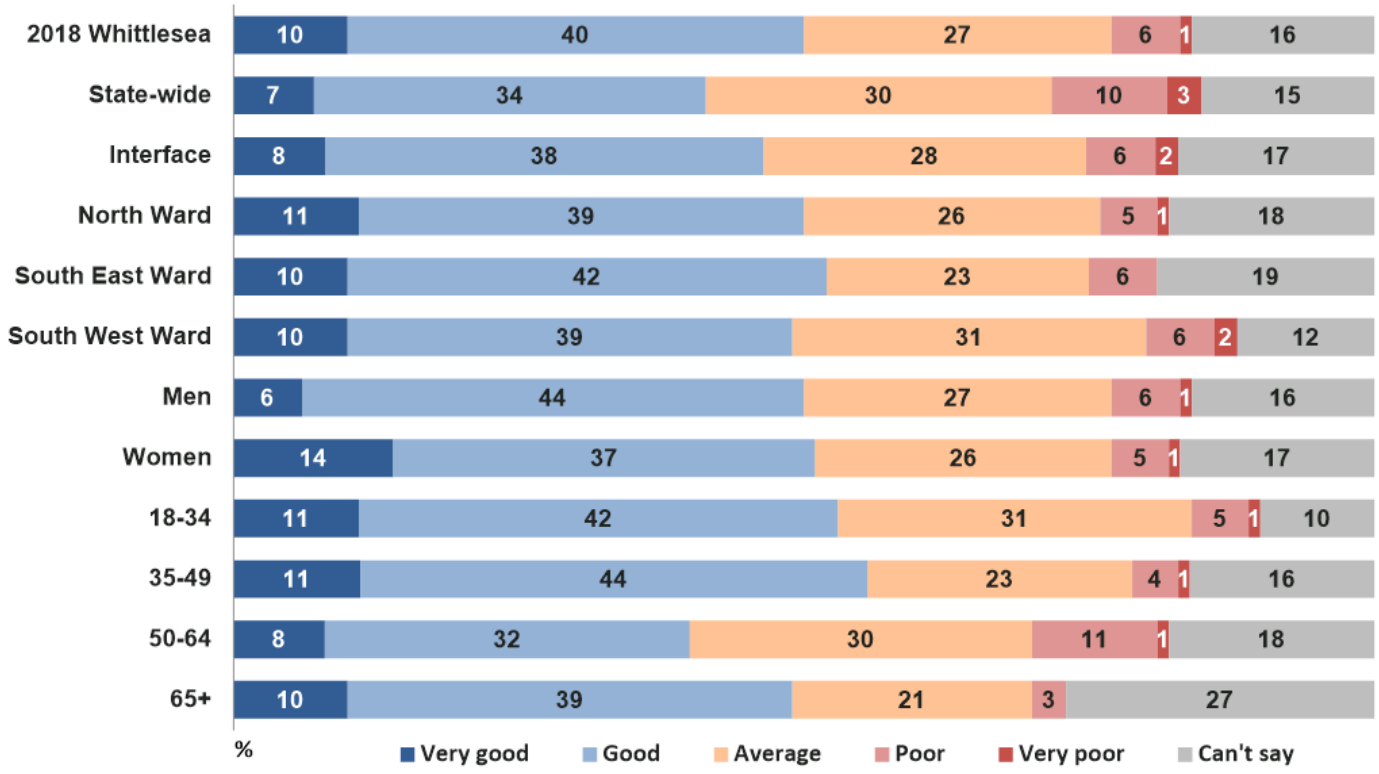
Q2. How has Council performed on 'business and community development' over the last 12 months?
Base: All respondents. Councils asked state-wide: 10 Councils asked group: 3
Note: Please see page 6 for explanation about significant differences.

2018 BUSINESS AND COMMUNITY DEVELOPMENT

PERFORMANCE DETAILED PERCENTAGES

JWS RESEARCH

2018 Business/Community Development Performance

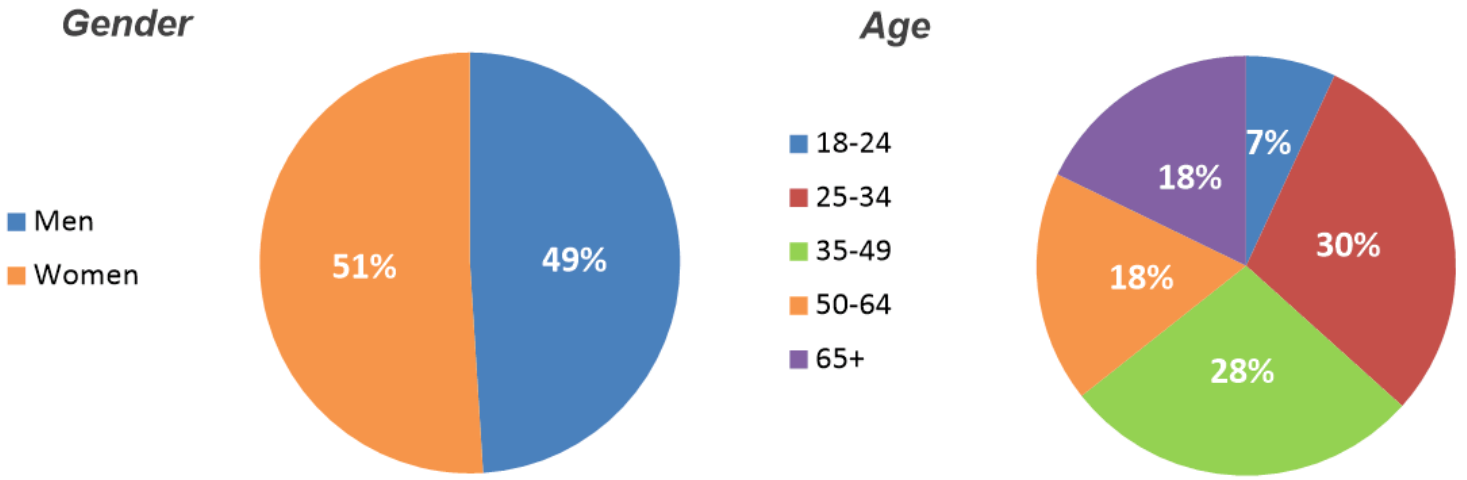


Q2. How has Council performed on 'business and community development' over the last 12 months?
Base: All respondents. Councils asked state-wide: 10 Councils asked group: 3

JWS RESEARCH

2018 GENDER AND AGE PROFILE

JWS RESEARCH



Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.

S3. [Record gender] / S4. To which of the following age groups do you belong?
Base: All respondents. Councils asked state-wide: 64 Councils asked group: 6

JWS RESEARCH

JWS RESEARCH

APPENDIX B: BACKGROUND AND OBJECTIVES

The survey was revised in 2012. As a result:

- The survey is now conducted as a representative random probability survey of residents aged 18 years or over in local councils, whereas previously it was conducted as a 'head of household' survey.
- As part of the change to a representative resident survey, results are now weighted post survey to the known population distribution of Whittlesea City Council according to the most recently available Australian Bureau of Statistics population estimates, whereas the results were previously not weighted.
- The service responsibility area performance measures have changed significantly and the rating scale used to assess performance has also changed.

As such, the results of the 2012 State-wide Local Government Community Satisfaction Survey should be considered as a benchmark. Please note that comparisons should not be made with the State-wide Local Government Community Satisfaction Survey results from 2011 and prior due to the methodological and sampling changes. **Comparisons in the period 2012-2018 have been made throughout this report as appropriate.**

APPENDIX B: MARGINS OF ERROR

JWS RESEARCH

The sample size for the 2018 State-wide Local Government Community Satisfaction Survey for Whittlesea City Council was 400. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately 400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.1% - 54.9%.

Maximum margins of error are listed in the table below, based on a population of 156,000 people aged 18 years or over for Whittlesea City Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Whittlesea City Council	400	400	+/-4.9
Men	179	197	+/-7.3
Women	221	203	+/-6.6
North Ward	119	123	+/-9.0
South East Ward	171	161	+/-7.5
South West Ward	110	116	+/-9.4
18-34 years	72	144	+/-11.6
35-49 years	97	112	+/-10.0
50-64 years	116	73	+/-9.1
65+ years	115	71	+/-9.2

APPENDIX B: ANALYSIS AND REPORTING

JWS RESEARCH

All participating councils are listed in the State-wide report published on the DELWP website. In 2018, 64 of the 79 Councils throughout Victoria participated in this survey. For consistency of analysis and reporting across all projects, Local Government Victoria has aligned its presentation of data to use standard council groupings. Accordingly, the council reports for the community satisfaction survey provide analysis using these standard council groupings. Please note that councils participating across 2012-2018 vary slightly.

Council Groups

Whittlesea City Council is classified as a Interface council according to the following classification list:

- Metropolitan, Interface, Regional Centres, Large Rural & Small Rural

Councils participating in the Interface group are: Cardinia, Casey, Melton, Mornington Peninsula, Whittlesea and Yarra Ranges.

Wherever appropriate, results for Whittlesea City Council for this 2018 State-wide Local Government Community Satisfaction Survey have been compared against other participating councils in the Interface group and on a state-wide basis. Please note that council groupings changed for 2015, and as such comparisons to council group results before that time can not be made within the reported charts.

APPENDIX B: ANALYSIS AND REPORTING

JWS RESEARCH

Index Scores

Many questions ask respondents to rate council performance on a five-point scale, for example, from 'very good' to 'very poor', with 'can't say' also a possible response category. To facilitate ease of reporting and comparison of results over time, starting from the 2012 survey and measured against the state-wide result and the council group, an 'Index Score' has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with 'can't say' responses excluded from the analysis. The '% RESULT' for each scale category is multiplied by the 'INDEX FACTOR'. This produces an 'INDEX VALUE' for each category, which are then summed to produce the 'INDEX SCORE', equating to '60' in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Can't say	1%	--	INDEX SCORE 60

APPENDIX B:
ANALYSIS AND REPORTING

JWS RESEARCH

Similarly, an Index Score has been calculated for the Core question 'Performance direction in the last 12 months', based on the following scale for each performance measure category, with 'Can't say' responses excluded from the calculation.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Improved	36%	100	36
Stayed the same	40%	50	20
Deteriorated	23%	0	0
Can't say	1%	--	INDEX SCORE 56

APPENDIX B:
INDEX SCORE IMPLICATIONS

JWS RESEARCH

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

a) how well council is seen to be performing in a particular service area; or

b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
75 – 100	Council is performing **very well** in this service area	This service area is seen to be **extremely important**
60 – 75	Council is performing **well** in this service area, but there is room for improvement	This service area is seen to be **very important**
50 – 60	Council is performing **satisfactorily** in this service area but needs to improve	This service area is seen to be **fairly important**
40 – 50	Council is performing **poorly** in this service area	This service area is seen to be **somewhat important**
0 – 40	Council is performing **very poorly** in this service area	This service area is seen to be **not that important**

APPENDIX B:
INDEX SCORE SIGNIFICANT DIFFERENCE CALCULATION

The test applied to the Indexes was an Independent Mean Test, as follows:

Z Score = ($1 - $2) / Sqrt (($3*2 / $5) + ($4*2 / $6))

Where:

- $1 = Index Score 1
- $2 = Index Score 2
- $3 = unweighted sample count 1
- $4 = unweighted sample count 1
- $5 = standard deviation 1
- $6 = standard deviation 2

All figures can be sourced from the detailed cross tabulations.

The test was applied at the 95% confidence interval, so if the Z Score was greater than +/- 1.954 the scores are significantly different.

APPENDIX B: ANALYSIS AND REPORTING

JWS RESEARCH

Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2018 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils.

These core questions comprised:

- Overall performance last 12 months (Overall performance)
- Lobbying on behalf of community (Advocacy)
- Community consultation and engagement (Consultation)
- Decisions made in the interest of the community (Making community decisions)
- Condition of sealed local roads (Sealed local roads)
- Contact in last 12 months (Contact)
- Rating of contact (Customer service)
- Overall council direction last 12 months (Council direction)

Reporting of results for these core questions can always be compared against other participating councils in the council group and against all participating councils state-wide. Alternatively, some questions in the 2018 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

APPENDIX B:
ANALYSIS AND REPORTING

JWS RESEARCH

Reporting

Every council that participated in the 2018 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the state government is supplied with a state-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

The overall State-wide Local Government Community Satisfaction Report is available at http://www.delwp.vic.gov.au/local-government/strengthening-councils/council-community-satisfaction-survey.

APPENDIX B: GLOSSARY OF TERMS

Core questions: Compulsory inclusion questions for all councils participating in the CSS.

CSS: 2018 Victorian Local Government Community Satisfaction Survey.

Council group: One of five classified groups, comprising: metropolitan, interface, regional centres, large rural and small rural.

Council group average: The average result for all participating councils in the council group.

Highest / lowest: The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

Index score: A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men 50+ (60).

Optional questions: Questions which councils had an option to include or not.

Percentages: Also referred to as 'detailed results', meaning the proportion of responses, expressed as a percentage.

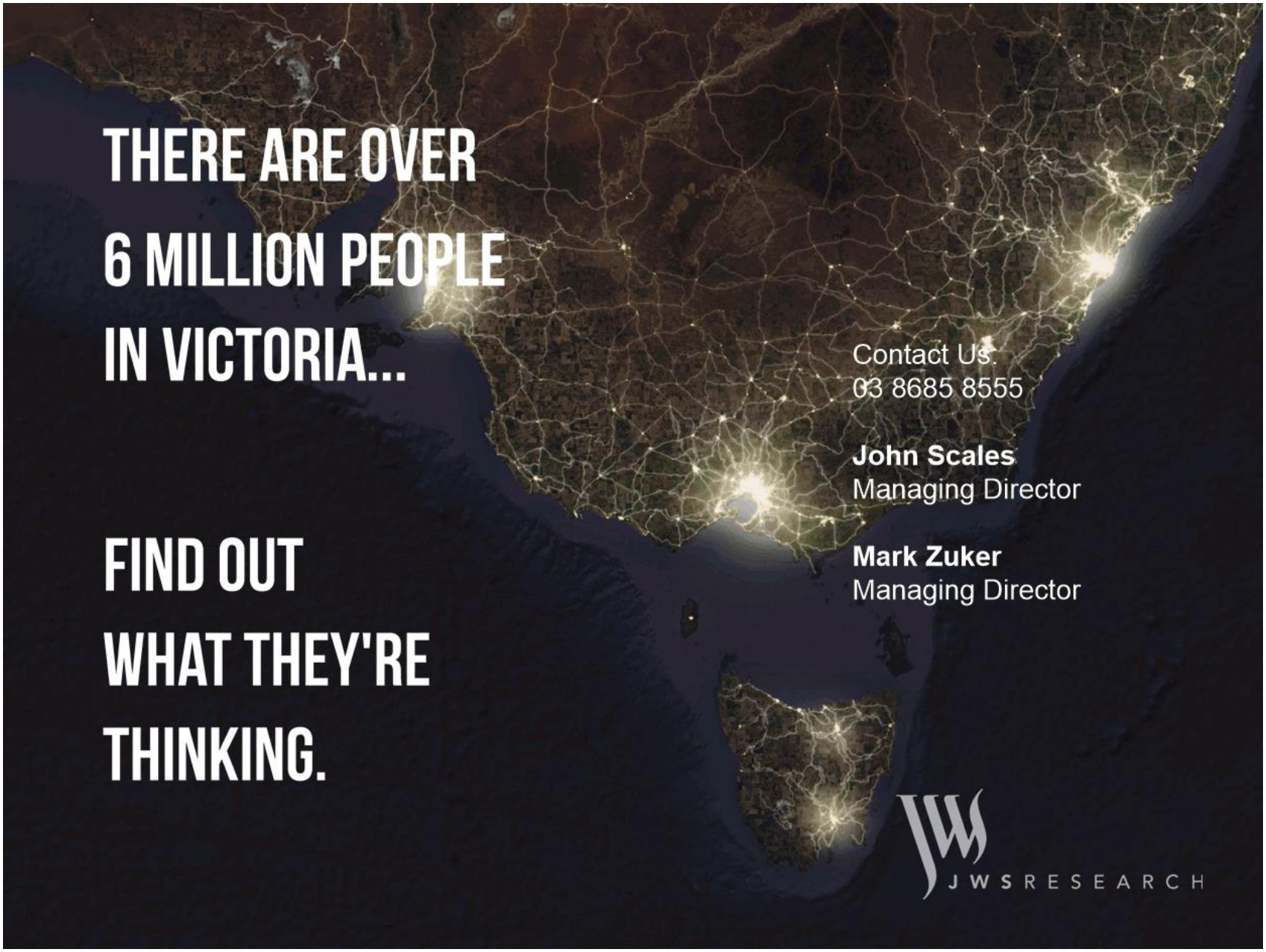
Sample: The number of completed interviews, e.g. for a council or within a demographic sub-group.

Significantly higher / lower: The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

Statewide average: The average result for all participating councils in the State.

Tailored questions: Individual questions tailored by and only reported to the commissioning council.

Weighting: Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.


THERE ARE OVER
6 MILLION PEOPLE
IN VICTORIA...
FIND OUT
WHAT THEY'RE
THINKING.
Contact Us:
03 8685 8555
John Scales
Managing Director
Mark Zuker
Managing Director
JWS RESEARCH