# Councillor Feedback Forum: 15 April 2025

Engagement and communications summary:
Banyule Plan, Revenue and Rating Plan, Financial Plan, Budget and Asset Plan.

Banyule
City Council

# Background

This engagement summary provides an overview of engagement and communications activities undertaken between 4 March and 6 April 2025 to promote and receive community feedback on the following documents:

- draft Banyule Plan 2025-29, including the Health and Wellbeing Plan
- draft Revenue and Rating Plan 2025-29
- draft Financial Plan 2025-2035
- draft Budget 2025-29
- draft Asset Plan 2025-35.

The documents were drafted taking into account what was heard about local priorities, concerns, health and wellbeing from 970 community members during earlier stages of engagement from April to December 2024.

# Community engagement and communications

## Shaping Banyule and email feedback

Feedback during this stage of engagement was open on Shaping Banyule from 4 March to 6 April 2025.

During this time, 135 pieces of feedback were received from 102 people across the five documents. Of these people, 36 selected the option to speak at the Councillor Feedback Forum on 15 April 2025. A summary of the requests to speak is included in **Table 2** (p.5) of this report.

**Table 1 - Shaping Banyule and email feedback**

| Document | Pieces feedback (#) |
|---|---|
| Banyule Plan | 58 |
| Revenue and Rating Plan | 3 |
| Financial Plan | 0 |
| Budget 2025-29 | 56 |
| Asset Plan | 10 |
| Selected all documents | 12 |
| **Total** | **137** |

In addition, there were 5,471 visits to the Shaping Banyule pages from 4,248 visitors during the engagement period, a strong indicator of increased awareness of the project and Council's work.

**Demographics**

Feedback was received from community members living in all Banyule suburbs except Viewbank.

All age groups were represented except 85 and over.

Five peoples living with disability, four who identify as LGBTIQA+, one person of Aboriginal or Torres Strait Island decent and four who speak English as a second or other language provided feedback.

48% of people who submitted feedback identified as woman or female, 37% as man or male, 1% as non-binary and 13% preferred not to say.

## Online information session

The online information session was held on Wednesday 12 March from 6.30pm.

Three community members attend the session, which was recorded and posted on Shaping Banyule. As of 7 April 2025, the recording had been viewed 64 times.

Information delivered in the session included:

- earlier stages of engagement to draft the plans
- overview of:
    - the Banyule Plan and Health and Wellbeing Plan
    - the Budget, Revenue and Rating Plan and Financial Plan
    - the Asset Plan and Capital Works Program
- upcoming pop-ups to talk with Council officers
- how to give feedback on the draft documents.

## Pop-up sessions

Seven pop-up conversations took place, one in each of Banyule's seven precinct. 193 people participated.

Sessions were held at different times to allow people with different work and family commitments to drop-in.

The pop-ups were supported with posters displaying key information from the Plans, as well as postcards with QR codes for people to take away and engage with the content from home.

| Date | Time | Location | Precinct | # participants |
|---|---|---|---|---|
| Wednesday 12 March | 11.30am – 1.30pm | Greensborough Plaza | North | 11 |
| Thursday 13 March | 11.30am – 1.30pm | Ivanhoe Library | South | 37 |
| Friday 14 March | 10.30am – 12.30pm | Were Street Reserve | North East | 30 |
| Wednesday 19 March | 11.30am – 1.30pm | Warringal Plaza | Mid | 20 |
| Friday 21 March | 6pm - 8pm | Lantern Festival, Malahang Reserve | West | 30 |
| Thursday 27 March | 11.30am – 1.30pm | Lower Plenty Shopping Strip | East | 25 |
| Sunday 30 March | 1pm – 3pm | Harmony Bazaar, Binnak Park | North West | 40 |
| | | | **Total Participants** | **193** |

## Health and wellbeing partnership brokering

From 5 March to 4 April 2025, Council facilitated nine partnership discussions with key health and wellbeing organisations. As part of these discussions, organisations were invited to provide feedback on the Banyule Plan, with a specific focus on the health and wellbeing priorities. In addition, Council requested consideration of in principle agreement to work in partnership to lead or deliver actions related to one or more of the five health and wellbeing priorities.

As a result of these discussions, we secured in principle agreement with People and Parks Foundation, Yarra Plenty Regional Library Service, Holstep Health, Neighbourhood Houses, Belgravia Leisure, the YMCA, Women's Health in the North, Diamond Valley Community Support, NEPHU, and NEHPU region local governments including Yarra Ranges, Boorondara, Nillumbik, Hume, Darebin, Whittlesea, and Knox.

## Communications

Two **Shaping Banyule campaigns** were sent to Shaping Banyule members:

- 5 March 2025 – 1,676 members – to promote opportunity to provide feedback
- 1 April 2025 – 1,723 members – reminder of final week to give feedback.

**Email key messages** were provided to over 170 Council officers to advise their stakeholders and networks of the opportunity to provide feedback.

In addition, the following **social media campaigns** were caried out with the following clicks and reach:

- **Banyule corporate channels (unpaid)**
    - Facebook; views = 26,399; reach = 9,571; clicks = 191
    - Instagram; views = 1,539; reach = 1,253
- **Paid campaign**
    - Impressions = 144,410; reach = 36,152; clicks = 3,850

*Note: 'reach' is the total number of people who have seen the content.*

# Councillor Feedback Forum – 15 April 2025

The Councillor Feedback Forum on 15 April is an opportunity for community members to talk to their feedback in an open forum with councillors, prior to Council formally considering all feedback at the 26 May 2025 Council Meeting.

While Council is no longer required to conduct a formal submissions process under the former provisions of the *Local Government Act 1989* (S.223), the Forum continued the process of allowing people the opportunity to speak to their written feedback with councillors.

This opt-in process allows community members to go deeper into their feedback and provides councillors with a valuable opportunity to ask questions to understand community sentiment. It also continues Council's approach to good governance by building trust, rapport, transparency and understanding between Council and community members.

The recording of the 26 people who requested to speak is available on the Shaping Banyule website

Shaping Banyule - Councillor Feedback Forum 15 April

or directly on Council's website Councillor Feedback Forum - livestream recording.