

Precinct Action Planning “Community Visioning”

APPENDIX 8

Project Details

Promotion

Promotion of the Community Visioning program was extensive and inclusive. It included:

- Notice in the Local Press,
- Press releases (resulting in articles in the local Press),
- Posters located in the Councils Civic Offices and Libraries,
- A display and information officer at the Joondalup Festival,
- On line information on the Joondalup web site.
- Invitation letters and survey / fact sheets sent to every school, commercial property and non residing rate payers,
- Letters and survey fact sheets to every registered community group,
- Letter and Survey/Fact sheet sent to business group members,

And

- An invitation ‘Post Card’ delivered to every household in the City advising of

The promotion material advised of event times and locations, availability of the survey and contact details for further information as well as providing a brief outline of the intent of the Community Visioning Program.

Districts

The City was divided into five Districts for the purposes of Community Visioning. These were determined by the urban structure of the City and allowed for a collection of Neighbourhoods (consisting of a residential area around a local ‘shopping’ centre) clustered around a Town Centre (a Major Tourist Centre of District or Regional Centre in the hierarchy of centres).

Workshop Dates

The Community Visions workshop program commenced in late March 2001 and ran through to mid April 2001. Five workshops were held across the City, one for each District. A table of dates and list of venues is outlined in the table below.

District	Workshop Dates	Venue
Hillarys	Wednesday 28 th March	Sacred Heart College Gymnasium
Warwick	Monday 2 nd April	Kingsley Hall
Whitfords	Wednesday 4 th April	Fleur Freame Pavilion, MacDonald Reserve, Cnr Marmion Ave & Forrest Rd Padbury
Currambine	Monday 9 th April	Prendiville Catholic College Sports Centre
Joondalup	Wednesday 11 th April	Committee Room 1, Council Chambers, Boas Avenue, Joondalup.
		Time 7.30 p.m. - 10 00 p.m.

Position Papers

Specialists with a proven record in presenting their speciality area in public forums and working through the issues in a workshop format were contracted to assist the Program. These specialist were required to review existing Literature and Data, in particular past studies undertaken by the City and to develop a short Position Paper on their speciality. The position paper was to present strategies for addressing the issues and the specialist were required to present a 10-15 minute summary to the workshops. On completion of the workshops they were required to review the strategies and indicate what areas to focus on in response to community feedback.

The position papers, video taped presentations and PowerPoint presentations will all be made available. There is a great deal of overlap in terms of the proposed strategies indicating that certain approaches to urban development and management result in improvements in economic, social and environmental sustainability.

Vision Process

The participants were asked to imagine an ideal place that might be possible in the future. They were then asked to work as a team to develop an agreed idea of what the future should look like. The facilitator then work around the room getting two key aspects of this future from each table. The intention was to provide for an exchange of ideas not to document everything the group had written down. The number of comments was limited so that other tables could see where others placed the highest priority.

After the participants had imagined a future the sustainability specialists each got up in turn and outlined the issues and strategies in their area of concern. As each presenter finished the teams work asked to discuss their response to what had been said and decide what strategies they would support. A large sheet with segments labelled in the same order of the survey was provided so that the information could be added in the area where it was seen to provide a benefit. An area was provided for any strategies that did not fit discretely under on segment. At the end of the workshop the teams were asked to write a vision statement in the middle of the sheet.

There was a great deal of interest in the event from all participants including the specialist. It was difficult for the facilitator to keep the specialists to their time slot and wrap up the workshop discussion before the next presenter. The specialists attempted to circulate to each table during the night but an additional round of discussions followed most of the workshops before participants were ready to go home. At all of the workshops there were congratulations given by the Community to the City for making the evening possible.

Participants and Partnerships

On average about 60 people came to each workshop and an equivalent number of surveys were returned from people who could not attend. Although this represents a small percentage of the total population created a very manageable workshop size. The participants in effect became an open focus group representing the broader community, facilitated by an independent facilitator and free to make their own decisions. The percentage turn out was high than that encountered in some other Australian City Councils who have undertaken and acted on their Community Visioning outcomes.

The gender of workshop participants were generally evenly spread between men and women and many attendees came as a couple. The predominant age varied but tended to consist of those who had been in the area the longest.

There was support from a range of areas including:

- Staff up to Director level.
- Councillors and local Members of the Legislative Assembly.
- Leaders of Local groups.
- Representatives from Local Businesses .
- Teachers and University Students

And

- A range of representatives from State and Federal government and non-government agencies.

All of these people including the Community gave up their own time to attend. Representatives from the Department of Transport also attended all of the workshops as did the consultant employed to develop the City of Joondalup's Housing Strategy.

At the end of the night participants were invited to leave their names if they wished to receive updates and invitations to further events such as Neighbourhood Safety Audits and to the Concept Planning Workshops. Most people provided this information.

Outcomes

The surveys distributed prior to the workshops and provided to those who attended asked for a *yes* or *no* response on a range of sustainability initiatives (or building blocks). There was strong support across all of the areas with some minor fluctuations in the level of support. Notes added to the surveys indicate that support may have been reduced where there was a concern of a possible negative impact of a strategy if the issue was not properly managed. The workshops provided an opportunity to discuss the communities perceptions and aspirations (qualitative data) in more detail. It also enabled the extent of support to be gauged. For instance the surveyed *level* of support for increased use of public transport might be very high. During the workshops this can be tested and it be found that the *extent* of support would not go as far as to say "ban cars in the city".

Prior to asking the Community to commence work on their Vision it was explained that the Vision would be useful for three reasons:

1. ***It provides a framework for deciding what changes need managing***
These changes may be changes through major outside forces (e.g. new development) or change through incremental effect (e.g. Council closing public access ways).
2. ***It provides an indication of the acceptable level of change the Community, Council and other agencies could initiate for the benefit of the area with popular support.***
3. ***It provides a means of assessing Capital Works spending and other projects against the community priorities.***

The Facilitator, who is experience in converting ideas into Corporate and Local Government Strategic Plans, then took the survey data and the workshops data and looked for the values that were being expressed. This enabled the creation of a Vision Statement. The list of key comments from the workshop information, as summarised by the Facilitator, was also statistically analysed through a computer program to provide and indication of which themes were most commonly discussed. This provides an indication of the issues the community considered most challenging and in most need of careful consideration. In almost all cases the discussion was very evenly spread.

Given the value of the outcomes it is intended that they be presented in a similar format Strategic Corporate Plan as colour publication. As they sit under the Strategic Corporate plan much of the back ground can be excluded and the presentation kept to a single A3 sheet folded as an A4 brochure. This will enable them to be made widely available.

COMMUNITY VISIONING

FOR CITY OF JOONDALUP

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EXECUTIVE SUMMARY

The City of Joondalup has supported a future, as defined by the Strategic Plan, focused on 'Developing Partnerships to balance growth, economic vitality and diversity of Lifestyle through Leadership'. Strategies have been developed through Key Focus Areas of Leadership, Lifestyle, Economic Vitality and Organisational Culture to achieve the Vision.

The approach developed by the organisation and sponsored, up until now, by the planning business unit, refines the Strategic Plan through intensive consultation into a community mandate (Vision Statement) for each district of the City, recognising regional differences and values. The key points in the Vision Statement are presented in this report.

Strong leadership and a co-ordinated approach is needed at a strategic level to ensure planning development is linked to service delivery in a consistent way across the organisation to ensure a 'seamless' community interface. This will require a project based approach with its own systems and process.

Background:

Focus groups have been conducted across the City, one for each geographic region at the district scale. The five districts are:

- Currambine
- Hillarys
- Joondalup
- Warwick
- Whitfords

Focus group participants had opportunities through group discussion and individual feed back to develop vision themes and critical elements for the future.

Consultant presentations encompassing the scope and boundaries of economic development, environmental issues and community development were delivered at each focus group.

This process allowed participants further opportunities through group and individual input to identify strategies to drive their visions into reality. A survey tool of identified strategies was also given to participants to individually answer which created quantitative data for analysis. In parallel, surveys were made available to non-participating stakeholders which, on return, were also subsequently analysed for trends and frequencies.

Focus groups qualitative data was thematically analysed, in alignment with the headings used in the survey tool to determine the major concepts emerging from the responses. Underlying themes were developed for each district. Further quantitative and qualitative, alignment and analysis defined focus areas for each district.

Subsequently, surveys from stakeholders not involved in the focus groups were analysed and reviewed to understand trends and compared to focus group data. Survey analysis enhanced and supported identified focus areas in all districts with the following exceptions:

- Joondalup – increased emphasis on supporting Employment and Vitality
- Currambine – minimal trend against Housing and Community
- Whitfords – minimal trend against Housing diversity and Employment

All data was contextually analysed to refine Vision, Values and Guiding Principles. Further analysis of the quantitative data identified strategies to support specific actions.

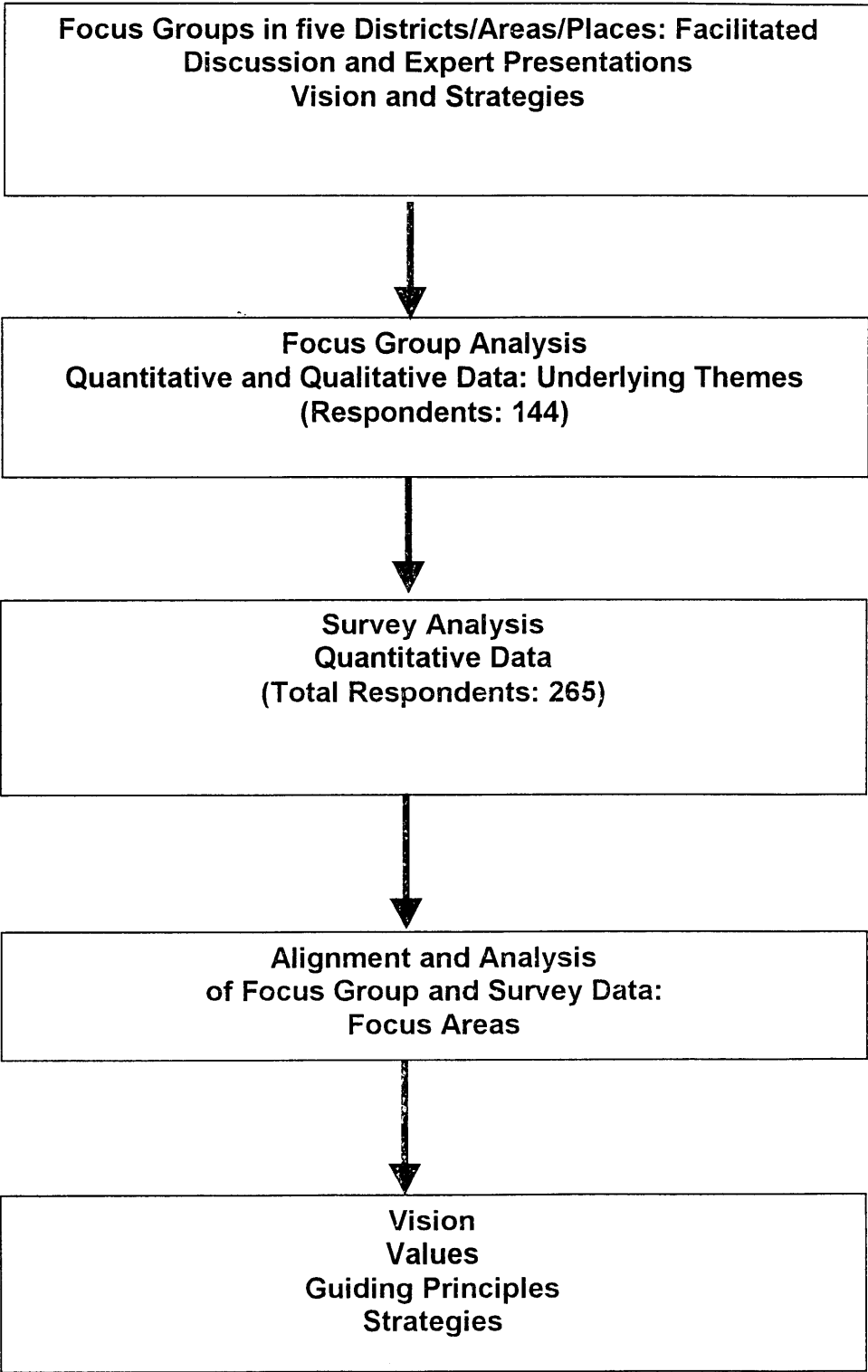
These statements can be further enhanced for the future development of partnership agreements with the community.

Such partnership agreements will enhance the City of Joondalup's capability of managing customers currently and in the future. The challenge now is for the City to lead and support in a consistent way this innovative approach to developing and managing community perception of value.

Link to Strategic Plan

Key Result Area	Strategies	Supporting Processes
Leadership	<p>Strategy 1.2 Take a leadership role within Local Government to initiate and promote leading-edge projects and best practices which deliver significant benefit to the community.</p> <ul style="list-style-type: none">▪ Safer communities▪ Improved customer service <p>Strategy 1.3 Develop and implement models to involve the community in the identification of community needs.</p> <ul style="list-style-type: none">▪ Community research and consultation▪ New and innovative processes for community consultation and community needs	<p>Best practice approach to understanding communities</p> <p>Initiated by project</p>
Lifestyle	<p>Strategy 2.1 Develop and implement community plans</p> <ul style="list-style-type: none">▪ Precinct identification and development of precinct plans▪ Life zone marketing and activities <p>Strategy 2.3 Develop the opportunities for cultural development and involvement.</p> <p>Strategy 2.4 Promote the electronic community.</p> <ul style="list-style-type: none">▪ Opportunities for small business and home occupations <p>Strategy 2.5 Work with the community and key stakeholders to enhance safety and security.</p> <ul style="list-style-type: none">▪ Safer environment <p>Strategy 2.6 Pursue Local Agenda 21 Principles to enhance lifestyle.</p> <ul style="list-style-type: none">▪ Improving environmental, social and economic balance	<p>Outcome of project</p> <p>Outcome of project</p> <p>Outcome of project</p> <p>Outcome of project</p> <p>Developed by project</p>
Economic Vitality	<p>Strategy 3.1 Establish alliances with key stakeholders to identify opportunities to encourage and promote economic growth.</p> <p>Strategy 3.3 Develop and implement the concept of Joondalup as a Learning City as a means of integrating the economic, social and cultural development of the City.</p>	<p>Outcome of project</p> <p>Outcome of project</p>

Process Overview



UNDERLYING THEMES: FOCUS GROUP ANALYSIS

CURRAMBINE:

Housing and Community

- Diversity – for old and young (keep 'aged').
- Input into ongoing and future planning – openness to ideas.
- 'Mixed' housing (limiting high rise).
- Security – openness, no walls.

Lifestyle and Local Identity

- Create quality of lifestyle through
 - Community based activities – all ages
 - Community facilities (eg. in parks)
- Integrate lifestyle – shop, work, walk, talk
 - Communities within community
 - Less segregation, increase diversity
- Building community spirit – all ages

Employment and Vitality

- Small business eg. shops, cafes
- Centres for activities – youth.
- Work from or close to home.
- Increase local employment opportunities – encourage industry and educational opportunities eg. technology park, local education and housing.

Movement and Access

- Focus on walkways and access – less reliance on cars.
- Public transport – increase access, integration and co-ordination.
- Decrease road speeds.

Environment and Health

- Environmental harmony – natural, bush, green, beach, lakes, parks.
- 'Beautification' (visual appeal) – clean, attractive, green.
- Pollution focus 'clean' (less cars, no log fires, reduce chemical spraying).

HILLARYS:

Housing and Community

- Variety and diversity of housing – 'medium density' (not overdeveloped).
- Sense of space
 - parks
 - greenery
 - natural environment

Lifestyle and Local Identity

- Sense of community spirit (caring).
- Build on 'old' – local identity.
- Range of communal spaces and/or activities and centers for diversity and range in age groups (young and old).
- Harmony/quality of life.
- Safety.

Employment and Vitality

- Minimum commercial growth and development.
- Community services – integrating.
- Work, leisure and family.

Movement and Access

- Reduce noise and traffic.
- Increased public transport.
- Increased and improved access by walking, bicycles.

Environment and Health

- Natural environment – greenery, vegetation, green spaces, shade areas.
- Decrease waste (recycling).
- Decrease pollution.
- Decrease noise.

JOONDALUP:

Housing and Community

- Balance of commercial and housing (housing within commercial).
- Range of housing types for different life stages.

Lifestyle and Local Identity

- Community identity.
- Community activities and facilities.
- Diversity of communities – ages, race.
- Focus on safety.

Employment and Vitality

- Increase local employment.
- Focus on 'business vibrancy'.
- Mixed business and residential.
- Educational and health facilities.

Movement and Access

- More sophisticated public transport eg. CAT.
- Traffic calmed streets.

Environment and Health

- Open spaces – natural bush environment.
- Focus on recycling.

WARWICK:

Housing and Community

- Secure environment.
- Housing interspersed with communal gatherings, activities and 'shops'.
- Mixed housing types and block sizes – old and young integration.

Lifestyle and Local Identity

- Minimise 'social isolation'.
- Community focused creating a sense of belonging, building on relationships.
- Community activities and social centres for diversity of age groups.
- Secure community lifestyle – community parks, centres (safe and open).
- Focus on education and facilities for youth (partnership opportunity)
- Relationship building within communities.

Employment and Vitality

- Increase community services.
- Employment opportunities closer to home eg. small clustered shops (decentralization), small businesses, training/education, health services, home based work.
- Educational opportunities – lifestyle skills.

Movement and Access

- Accessible and safer public transport.
- Integrated transport services.
- Safety – walking, bicycles, decrease km/h (safer roads).
- 'Pedestrian' focus.

Environment and Health

- Focus on pollution reduction – noise, traffic, waste.
- Safe, open environment, focused on community.

WHITFORDS:

Housing and Community

- Wide variety of housing. – small, large.
- Residential and commercial mix.
- Centres – facilities, business centres.
- Housing for wide variety of age groups.

Lifestyle and Local Identity

- Sense of community – social, work.
- Community and neighbourhood relationships (less isolation – street life).
- Community involvement
- Community centres, shared venues and facilities, parks, sporting facilities (multi-function sport and community).
- Young and old – diversity.
- Safety focus.

Employment and Vitality

- Local businesses.
- Increase industry for employment opportunities (not 'mega' – local small business) eg. office accommodation, computing centre, alternative health practitioners, local artists.
- 'Market type' streets.
- Home businesses.

Movement and Access

- Pedestrian access to local centres.
- Integrated transport.
- Increase access availability and frequency of transport.
- Less road traffic – increase safety and access of walk ways and bicycle ways.

Environment and Health

- Sustainable environment – healthy, clean (less toxicity).
- Natural environment – nature, bush.
- Conservation energy sources.

AREAS OF FOCUS

FOCUS GROUP AND SURVEY ANALYSIS

Currambine:

- Community lifestyle – activities.
- Employment, education.
- Diversity – ages, housing, work.

Hillarys:

- Natural environment, sense of space.
- Quality of life – harmony, quietness ('local identity').

Joondalup:

- Business 'vibrancy'.
- Diversity – community identity.

Warwick:

- Community lifestyle – relationship building (focus on sense of belonging, safety).
- Employment and education opportunities – all age groups.

Whitfords:

- Community centres and activities (involvement) – young and old.
- Employment opportunities (market type, home business).

VISION, VALUES AND GUIDING PRINCIPLES

CURRAMBINE DISTRICT

Vision:

To create an environmentally harmonious quality of lifestyle integrating home, work and social interactions thereby providing a vibrant community for young and old.

Values:

- Vitality
- Diversity
- Harmony
- Beauty

Guiding Principles:

- Diversity in housing – young and old.
- Create community lifestyle with facilities and activities – all ages.
- Increase employment and small business opportunities.
- Integrated public transport and less 'road traffic'.
- Create 'beauty' by ensuring environmental harmony.

HILLARYS DISTRICT

Vision:

To create and maintain the natural environment of green open spaces and natural beaches whilst ensuring a community focuses quality of life that enhances local identity.

Values:

- Harmony
- Quietness
- Safety

Guiding Principles:

- Support diversity of housing for young and old.
- Create sense of space whilst maintaining the natural environment.
- Minimise commercial growth.
- Focus on noise and pollution reduction.
- Reduction in 'road traffic'.

JOONDALUP DISTRICT

Vision:

To create a place of business vibrancy providing a unique community centre which provides diverse community and business opportunities.

Values:

- Vibrancy
- Diversity
- Uniqueness

Guiding Principles:

- Provide balance of housing and commercial.
- Create community identity through business, community facilities.
- Increase business and employment opportunities.
- Focus on public transport.
- Creation of open spaces.

WARWICK DISTRICT

Vision:

To create a community focused lifestyle that creates opportunities for community activities and employment for all age groups whilst ensuring a safe open environment.

Values:

- Safety
- Community Relationships
- Diversity
- Sense of Belonging

Guiding Principles:

- Focus on community facilities, parks and activities.
- Support small business and local employment opportunities.
- Improved and integrated public transport.
- Diversity in housing – for all age groups.
- Safe open environment.

WHITFORDS DISTRICT

Vision:

To create a sustainable environment with a focus on community lifestyle creating opportunities within community activities and facilities whilst supporting local business growth.

Values:

- Community Relationships
- Diversity
- Vibrancy

Guiding Principles:

- Develop sense of community providing opportunities for involvement.
- Support and grow local businesses, commercial mix.
- Diversity of housing – young and old.
- Integrated public transport.
- Sustainable environment – healthy and clean.

STRATEGIES: QUANTITATIVE DATA ANALYSIS

STRATEGIES (DECREASING IMPORTANCE)

CURRAMBINE (NUMBER OF RESPONDENTS: 46)

- Create safe, high quality pedestrian connections and environments.
- Provide safe access to local parks, playgrounds and other recreational areas.
- Promote a range of activities suited to different interests and age groups.
- Reduce the impacts of vehicle noise and high traffic volumes.
- Reduce fuel consumption, green house gases and local air pollution.
- Improve urban water management systems.
- Increase the extent of street trees to provide shade areas, filter pollutants and reduce heat gain.
- Increase protection of local vegetation.
- Promote a range of centres to satisfy local needs.
- Allow for a range of housing types to cater for people's housing needs through the different phases of their lives.
- Ensure work places don't adversely impact on residents.
- Increase opportunities to work close to home.
- Provide a range of community services appropriate to the needs of the community located together for ease of access.

HILLARYS (NUMBER OF RESPONDENTS: 92)

- Increase the extent of street trees to provide shade areas, filter pollutants and reduce heat gain.
- Improve urban water management systems.
- Increase protection of local vegetations.
- Improve the energy efficiency of houses through promotion of good design.
- Create safe, high quality pedestrian connections and environments.
- Provide safe access to local parks, playgrounds and other recreational areas.
- Recognise and respect the overall urban character of the area.
- Reduce the impacts of vehicle noise and high traffic volumes.
- Improved pedestrian access to local centre
- Improve the quality of public transport services throughout the City.
- Ensure workplaces don't adversely impact on residents.
- Allow for a range of housing types to cater for people's housing needs through the different phases of their lives.

JOONDALUP: (NUMBER OF RESPONDENTS 26)

- Improve pedestrian access to local centres.
- Reduce the need for local car-based trips.
- Improve the quality of public transport services throughout the City.
- Reduce the impacts of vehicle noise and high traffic volumes.
- Increase the extent of street trees to provide shade areas, filter pollutants and reduce heat gain.
- Increase protection of local vegetation.
- Improve the energy efficiency of houses through promotion of good design.
- Increase local employment opportunities suited to the needs of the residents.
- Ensure work places don't adversely impact on residents.
- Provide range of community services appropriate to the needs of the community located together for ease of access.
- Recognise and respect the overall urban character of the area.
- Create safe, high quality pedestrian connections and environments.
- Design new developments to be responsive to the local neighbourhood.
- Provide safe access to local parks, playgrounds and other recreational areas.
- Promote a range of centres to satisfy local needs.
- Allow for a range of housing types to cater for people's housing needs through the different phases of their lives.

WARWICK: NUMBER OF RESPONDENTS: 52)

- Increase the extent of street trees to provide shade areas, filter pollutants and reduce heat gain.
- Improve urban water management systems.
- Increase protection of local vegetation.
- Encourage people to participate in recreational activities that reinforce the connection between a healthy environment and their own personal health.
- Provide safe access to local parks, playgrounds and other recreational areas.
- Create safe, high quality pedestrian connections and environments.
- Promote a range of activities suited to different interests and age groups.
- Reduce the impacts of vehicle noise and high traffic volumes.
- Reduce fuel consumption, green house gases and local air pollution.
- Improved pedestrian access to local centres.
- Improve quality of public transport services throughout the City.
- Ensure workplaces don't adversely impact on residents.
- Increase the number and range of workplaces to support new and growth businesses.
- Allow for a range of housing types to cater for people's housing needs through the different phases of their places.
- Promote a range of centres to satisfy local needs.

WHITFORDS: (NUMBER OF RESPONDENTS: 49)

- Increase the extent of street trees to provide shade areas, filter pollutants and reduce heat gain.
- Increase protection of local vegetation.
- Encourage people to participate in recreational activities that reinforce the connection between a healthy environment and their own personal health.
- Improve urban water management systems.
- Create safe, high quality pedestrian connections and environments.
- Provide safe access to local parks, playgrounds and other recreational areas.
- Improved pedestrian access to local centres.
- Reduce the impacts of vehicle noise and high traffic volumes.
- Reduce fuel consumption, green house gases and local air pollution.
- Improve the quality of public transport services throughout the city.
- Reduce the need for local car-based trips.
- Ensure work places don't adversely impact on residents.
- Provide a range of community services appropriate to the needs of the community located together for ease of access.
- Allow for a range of housing types to cater for people's housing needs through the different phases of their lives.