

Activity Centre Program

COMMUNITY
CONSULTATION PHASE 2

Engagement Report

MARCH 2025

Acknowledgement

We proudly acknowledge Victoria's First Peoples and their ongoing strength in practising the world's oldest living and continuous culture. The activity centres we are planning for are located on the lands of the Wurundjeri Woi-wurrung and Bunurong People of the Kulin Nation and we acknowledge them as Traditional Owners. We pay our respects to their Elders both past and present, and we acknowledge that they have never ceded their sovereign rights to lands and waters. We recognise their unbroken connection to Country, we celebrate their culture and history, and we honour their rights as custodians.

Intent and structure of the report

This engagement report provides an overview of community and stakeholder feedback received from Phase 2 of the Activity Centres Program. This follows on from Phase 1 engagement which took place earlier in 2024, where we asked the community about places in their local area that were important to them. Feedback is presented in this report and nine activity centre-specific reports: one for each activity centre (with Niddrie (Keilor Road) and North Essendon combined).

This report details the processes followed and the methods that were utilised to consult the community. This report also outlines what we heard from community and stakeholders; the changes that have been made to the program as a result of this feedback; or the response of the program to the feedback if no changes are being made. This includes feedback gathered from all Engage Victoria pages and VPA sources, including where feedback was provided on the program as a whole.

A pilot program to test and refine

This is a pilot program, a trial initiative to test and refine our approach and process for planning and engagement. The lessons learnt from this pilot program will be carried over into future activity centres planning and inform our future communications and engagement approach with stakeholders and community.

Hybrid approach to collating feedback

Due to the large volume of surveys and submissions from community members and short project timelines, we approached collating feedback in a hybrid process using both traditional analysis methods and Artificial Intelligence (AI). To summarise what we heard from community members, we utilised AI to identify key themes, followed by a thorough human review and a quality assurance check. Submissions, including attachments and emails, were summarised and categorised into themes by human reviewers, with additional validation conducted using AI.

Executive Summary

What we heard



KEY THEMES

Catchment boundaries



Building heights



Infrastructure



Green open space



Traffic and parking



How the program addresses this feedback

Reduced catchment area in most centres

Changed height controls in catchments so heights are reduced as you travel further from the activity centre

Some changes to heights within activity centre cores

Introducing a new approach to funding transport and community infrastructure improvements.

Strengthened controls to protect sunlight and prevent overshadowing of important parks and open spaces

Added new rules to support large tree planting on larger sites

New approach to funding community infrastructure can be used to fund upgrades to parks and open spaces

Most new homes in the activity centres will be closest to train stations and tram stops, and all new homes will be within walking distance of public transport.

New approach to funding community infrastructure can be used to fund upgrades to roads, paths and public transport.

See a detailed description of what we heard and how we responded on **page 10**, and a breakdown of what we heard in consultation reports for each individual activity centre.

How we engaged



We collected feedback via:

- Surveys on Engage Victoria, one survey for each centre
- Written submissions, received via Engage Victoria, email or post
- In-person community pop-ups in each centre
- A Community Reference Group Meeting for each centre



We shared information with the community via:

- Project information on Engage Victoria
- Letters to residents, landowners and business owners in each centre
- In-person pop-ups in each centre
- Online information sessions (in English and one other language) per centre
- Digital advertising campaign
- Media partnerships with Domain, SBS and multicultural newspapers

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Introduction

This engagement report summarises the process undertaken for phase 2 of community and stakeholder engagement for the Activity Centres Program. A community engagement report for [Phase 1 Activity Centre Program Community Consultation Phase 1 Engagement Summary Report \(PDF\)](https://vpa.vic.gov.au/activitycentres) is available to view on the VPA website at vpa.vic.gov.au/activitycentres.

This report outlines the consultation process, in addition to providing a thematic overview of the program-wide community and stakeholder contributions received during the consultation period.

The purpose of community engagement in phase 2 was to:

- Build community understanding about what will change in local neighbourhoods, and the new planning controls.
- Understand community and stakeholder views on the new planning rules for the activity centres and draft plans.
- Build community excitement about the new homes and community benefits coming to their neighbourhoods.

Policy Context

Housing Statement

In September 2023 the Victorian Government released Victoria's Housing Statement: The decade ahead 2024-2034, setting a target to build 800,000 homes in Victoria over 10 years.

The Housing Statement aims to 'Increase housing choice in activity centres', stating:

"We'll introduce clear planning controls to deliver an additional 60,000 homes around an initial 10 activity centres across Melbourne: Broadmeadows, Camberwell Junction, Chadstone, Epping, Frankston, Moorabbin, Niddrie (Keilor Road), North Essendon, Preston (High Street) and Ringwood. Activity centre plans will guide investment in the things a growing suburb needs like community facilities, public spaces and parks. The program will also consider the best way to incentivise more affordable housing."

The Department of Transport and Planning (DTP) leads the Activity Centre Program, working in partnership with the Victorian Planning Authority (VPA) to prepare planning controls for the initial 10 activity centres.

A new plan for Victoria

The Department of Transport and Planning (DTP) has developed the first community-led strategic land use plan for all Victoria. This replaces Plan Melbourne 2017-2050 and existing regional growth plans, ensuring Melbourne, regional and rural Victoria are all included.

Inclusive, liveable, sustainable, prosperous, and enriching. Plan for Victoria sets the state-wide vision for how Victoria will grow over time. It provides guidance around how more homes are created near transport, job opportunities and essential services in vibrant, liveable and sustainable suburbs, towns and regions over the next 30 years.

Housing targets have been finalised for every council across Victoria. The targets are designed to improve housing affordability by delivering different types of homes at a range of prices, particularly in areas with existing planned public transport, jobs and services. Each council has their own target to outline their contribution towards the additional 2.24 million homes we are planning for over the next 30 years.

The Activity Centres Program will support councils to reach their housing targets by creating more homes close to jobs, shops, public transport, facilities and services as well as improving walkability in these areas.

Throughout 2024, Plan for Victoria undertook the largest community-led consultation for a strategic plan in Victoria, reaching more than 110,000 people. This engagement program happened simultaneously to the Activity Centre Program. Where possible, feedback from the Plan for Victoria engagement has informed the development of the updated planning controls for the 10 activity centres.

Through the Plan for Victoria engagement in these 10 pilot activity centres, we heard very similar feedback from communities:

Better public transport options including more frequent and better-connected services with improved accessibility, walking and cycling connectivity and reduced road congestion was the top priority for Victorians.

More affordable, diverse housing options (including social housing) near public transport, schools, parks and essential services with quality design and construction to meet the needs of all communities.

Greener suburbs with more tree canopies, parks and public open spaces that maintain land values, local character, heritage and environmental features. Good public spaces must be accessible, inclusive, safe and environmentally friendly.

Delivering engagement relevant to each activity centre

Communities across all activity centres were invited to provide feedback through an online survey or upload written feedback on the Engage Victoria platform as well as the option to send in via email. We notified residents and owners by mail of the consultation and conducted online information sessions for community members to ask questions as well as locally run in-person pop-up events to raise awareness for the consultation. To complement this, Community Reference Groups were convened in each activity centre to provide focused input on the program.

Centres with state-led planning controls

The planning controls for Broadmeadows, Chadstone, Moorabbin, Niddrie (Keilor Road) & North Essendon were considered 'state-led'. Within these activity centres there wasn't an existing structure plan in the core, giving us a broader engagement scope. We engaged these activity centre communities on:

- new planning rules for these activity centre cores
- our plans for the catchments
- infrastructure to support the future of the activity centres
- our streamlined new planning process.

Centres with council-led planning controls (state facilitated)

The planning controls for Camberwell Junction, Epping, Frankston, Preston (High Street) and Ringwood were considered 'state-facilitated'. These five local communities have been consulted extensively in recent years and have existing structure plans that are well progressed and have already been informed by community consultation. We engaged with these activity centre communities through the same methods but only sought feedback on the elements of the plan that the State Government developed and delivered, as we wanted to ensure we were not consulting on matters where community had already provided their views.

Due to this, we did not consult on existing council plans for the areas. Instead, consultation focused on:

- plans for the catchments
- infrastructure to support the future of the activity centres
- our streamlined new planning process.



Timeline



Phase 2 contributions overview

Overview of contributions:

- 9,904 survey responses & submissions

Activity centre	 	
	Total contributions	In-language contributions
Broadmeadows	209	4
Camberwell Junction	4090	56
Chadstone	638	2
Epping	268	6
Frankston	614	1
Moorabbin	649	2
Niddrie (Keilor Rd) & North Essendon	1635	5
Preston (High Street)	720	1
Ringwood	1000	14
Whole program	81	0
TOTAL	9904	91

What we asked people about

In the Engage Victoria online survey we asked a range of questions on elements of the draft Activity Centre Plans. There were options to rank support for certain elements of the plan, as well as the option to provide free text commentary and general feedback. We also gathered feedback from the community through written submissions. A submission is a written statement explaining your views about a particular project and how you may be affected by the project.

The survey asked the community for their feedback and level of support for the following elements of the draft Activity Centre Plans:

- our vision for the areas
- building heights
- infrastructure plan
- outcomes on larger sites
- streamlined planning processes
- sunny streets
- active frontages
- the catchment area
- types of precincts.

Within this consultation we invited feedback from both the community as well as key stakeholders in the planning space. We developed an Engage Victoria page that provided more technical information about the program aimed at key stakeholders, with the option to provide longer and more in-depth feedback through making a submission. This avenue was used by both the community and stakeholders to make submissions on the broader program as well as specific activity centres.

Who we consulted with

This consultation process was designed to provide all community members with an opportunity to engage with this process and provide their feedback on the draft plans. In particular, we wanted to ensure we reached:

- People who live, own property, or run a business in each activity centre.
- People who work in, aspire to live in, or have a connection to each activity centre.
- People whose voices are often missed - including young people, renters and multicultural communities.

We also consulted with a range of key stakeholders, such as:

- local councils
- developers
- registered Aboriginal parties
- landowners
- water authorities
- peak industry bodies
- community organisations
- community reference groups.

Overview of Community Reference Groups

Community Reference Groups (CRGs) were established in Phase 1 across each of the 10 activity centres to engage with local communities on the Activity Centre Program. The purpose of these meetings was to help build a shared understanding with the community on the program and its proposed objectives and to receive focused input from the community on their local activity centre. Two meetings were convened in 2024: one meeting during Phase 1 and a second in Phase 2 of the engagement. The meetings were chaired by a local Member of Parliament, with an independent facilitator managing the sessions.

Recruitment for the CRGs was conducted through an open expression of interest (EOI) process as well as outreach to local community groups and key stakeholders. EOIs were evaluated against a set of criteria to ensure genuine representation at the sessions. Participants of the CRGs were comprised of residents, representatives from community groups and key stakeholders.

Workshop 2 of the CRGs was held in September 2024. In these meetings CRG members shared their thoughts and insights on a range of topics related to the program, as well as their local activity centres. The purpose of workshop 2 was to:

- provide an overview of the Activity Centre Plan
- receive input from the community on the draft Activity Centre Plan
- understand from the community their infrastructure priorities.

The input received from the CRGs has helped to inform the development of the Activity Centre Plans and planning controls.

Traditional Owner engagement

We acknowledge that the timing and scope for updating planning schemes for the 10 activity centres made it challenging for Traditional Owners to engage in the process. Work is underway via the new Plan for Victoria to identify opportunities to better reflect Traditional Owner rights and interests in Victoria's planning system, including by recognising Country in planning schemes and providing Country-specific guidance. Traditional Owner priorities, expectations and aspirations for Country should inform decision-making related to future development in activity centres.

What we heard how the program addresses this feedback

There was mixed sentiment from community and stakeholders between the different activity centres, with different focuses, concerns and ideas arising across each activity centre.

There were also some themes that came through consistently; these are listed in the table as well as how the Activity Centre Program responded to the feedback.

The below table provides an overall summary of feedback. Individual reports for each activity centre provide more information about what we heard and how the program responded.

What we heard:

There was opposition to the inclusion and extent of the catchment area and its boundary

How the program addresses this feedback:

In response to feedback, the extent of the catchment area has been reduced in most activity centres. The revised area is measured approximately 800m from the core commercial activity where people meet more of the day-to-day needs such as cafes, chemists shops and supermarkets (in planning terms, from the Commercial 1 Zone/ Activity Centre Zone).

Where there is a park at the edge of the AC, this has not been used to set the 800m extent which has reduced the catchment in many ACs.

What we heard:

There was a desire to ensure that building heights were appropriate for each area

How the program addresses this feedback:

We have amended the approach for the catchments to be a more nuanced approach to height. There is now a more graduated approach to heights, with two different areas with the catchment: the inner area allows for 5–6 storeys and covers a smaller area adjacent the activity centre. The outer area is limited to 3–4 storeys

In the activity centres themselves, there have been changes to heights in some centres, but most have remained similar to ensure ability to deliver enough capacity for housing and jobs.

What we heard:

The need for existing and future infrastructure to keep up with higher density living was raised

How the program addresses this feedback:

We are progressing a standardised approach to infrastructure contributions which will fund transport and community infrastructure improvements.

The standardised infrastructure contributions approach will be able to be used by councils to fund the upgrades that each area requires. This could include assets such as road and footpath upgrades and community facilities.

What we heard:

There was a clear desire to preserve green open space

How the program addresses this feedback:

Our community infrastructure assessments consider the future open space needs of activity centres.

Through our engagement with communities, we have also sought to understand the public spaces that matter most to people.

Clear guidance has been introduced to limit overshadowing to parks through built form controls such as setbacks which respond to the spaces that surround them.

In addition, a deep soil requirement has been added to the controls for Large Opportunity Sites which will facilitate the planting of canopy trees.

The standardised approach to infrastructure contributions will provide more funding for community facilities including upgrades to parks and open space.

What we heard:

Concerns were raised around transport connections and the availability of public transport to support increased density

How the program addresses this feedback:

The activity centres in this program were selected based on their strong offering of existing public transport options.

What we heard:

Concerns were raised around the potential increased traffic, congestion and parking issues that would result from the increased density

How the program addresses this feedback:

We are progressing an approach to standardised infrastructure contributions which will provide more funding for essential infrastructure such as roads, paths and public transport.

Although there were concerns and questions about the Program, there was also some support for the amongst community members. The supportive feedback we received was:

- some support for the plans with some community understanding the need for more and diversified housing options
- some support for affordable housing options but on the condition that infrastructure growth can accommodate it.

What we did with the feedback

Contributions from community and key stakeholders were received in the form of survey responses and submissions via Engage Victoria, email and the Community Reference Groups. All contributions have been analysed to inform decision making on the planning controls for each activity centre.

Some of the feedback received was beyond the scope of this work but may inform other government initiatives currently underway. To find out more about other Victorian Government initiatives that will shape the future of Victoria, visit [Plan for Victoria](https://planning.vic.gov.au/guides-and-resources/strategies-and-initiatives/developing-a-new-plan-for-victoria) at planning.vic.gov.au/guides-and-resources/strategies-and-initiatives/developing-a-new-plan-for-victoria.

For matters directly within the scope of this consultation, we considered changes and referred specific matters raised through feedback to the Activity Centres Standing Advisory Committee. The Standing Advisory Committee (SAC) is made up of planning and development experts who consider matters and provide independent advice to the Minister for Planning. The SAC comprises members with skills relating to planning, built form, heritage, urban design, economic development, transport planning, and planning law.

The Activity Centres Standing Advisory Committee provided its report to the Minister, DTP and the VPA. The SAC recommendations were considered, and relevant changes made to the draft Activity Centre Plans. Planning scheme amendments were then prepared and the Minister's approval sought for these changes to be made to the planning scheme.





Phase 2 Engagement; how we provided information and received feedback

Community consultation for this phase of engagement ran from 22 August 2024 until 29 September 2024.

How we provided information

Letters and flyers

Residents of activity centres were notified of the proposed plans and the community consultation period via a mailout. Over 300,000 letters were mailed to residents and non-resident owners within the activity centre cores and 1.2km surrounding them. These letters directed people to the Engage Victoria pages for more information and encouraged them to provide feedback. These letters were scheduled to be delivered in the first week of consultation. Flyers were developed for each activity centre containing images specific to that area and URLs, QR codes and instructions on how to access Engage Victoria for more information and to provide feedback. These flyers were included in the mailout with the letters. They were also given out to the community at the pop-up events so people could take them away and access the information in their own time.

 Activity centre letters distributed		 Activity centre letters distributed	
Broadmeadows	28,129	Moorabbin	34,743
Camberwell Junction	35,362	Niddrie (Keilor Rd) & North Essendon	29,196
Chadstone	29,727	Preston (High Street)	40,569
Epping	35,193	Ringwood	34,274
Frankston	35,709	TOTAL	302,902

Engage Victoria

We adopted an online-led approach for this phase of community consultation through the Engage Victoria platform. Engage Victoria is the Victorian Government's online consultation platform. Engage Victoria enables community members to have their say on Victorian Government decisions that impact them and their community. Information was available regarding:

- the overall Activity Centre Program
- each individual activity centre, explaining all the elements of the draft plan
- more technical elements of the draft plan aimed at stakeholders detailing the
- in-language translations for the top three languages of each activity centre.

Summary of interactions

Our Engage Victoria pages for the program received 296,557 views. This is made up of the views that the main landing page received as well as the below figures for individual project pages for each activity

Activity centre	English page views	In language page reviews	Draft activity plans download total
Broadmeadows	8,262	1,037	629
Camberwell Junction	20,858	688	1,324
Chadstone	14,301	674	1,519
Epping	9,973	1,366	718
Frankston	11,896	226	840
Moorabbin	11,752	430	1,071
Niddrie (Keilor Rd) & North Essendon	16,292	673	2,025
Preston (High Street)	12,148	483	891
Ringwood	12,807	501	1,395
TOTAL	118,289	6,058	9,694

Domain

Understanding the views of community members who aspire to live in an activity centre was an important aspect of the consultation. We featured four articles on the Domain website which centred around different activity centres and their unique qualities such as top shopping destinations and what makes for the perfect suburban high street. The articles included instructions about how to get more information about the Activity Centres Program and how to provide feedback through Engage Victoria.

We ran display ads on the Domain website as well as on Facebook which received 3.3 million display impressions overall.

Summary of interactions

The four articles featured on the Domain website were viewed 53,119 times.

Reach of Domain articles had a combined reach of more than 476,000 people with the breakdown below:

Article	Reach	Reaction	Comments	Shares
The neighbourhoods best placed to enjoy some of Melbourne's top shopping destinations	155,896	161	61	10
The 10 Melbourne neighbourhoods where housing could soon be more affordable	115,352	202	68	11
The northern suburbs coming alive - why these locals love their Melbourne neighbourhoods	121,521	421	41	11
Character, community and cafes: What makes for the perfect suburban high street	85,031	157	50	7

In-language radio and newspaper

Understanding the views of non-English speaking community members, which comprise a significant proportion of people in the 10 activity centres, was important for the completeness of the consultation process.

Summary of interactions

We worked with SBS in-language radio over four weeks from 26 August 2024 – 16 September 2024 to promote the Activity Centres Program and how people could provide feedback on Engage Victoria. The SBS audio ads featured in 84 spots over 4 radio stations in Arabic, Greek, Italian and Mandarin. This was supplemented by in-language articles detailing information about each activity centre in 6 different languages: Turkish, Macedonian, Korean, Traditional Chinese, Russian and Persian. These newspapers were; Dunya, Aus Macedonian Weekly, Raan Magazine, Asian Multimedia, Unification, Al Wasat and Persian Herald.

The print and online publications have a combined readership of over 112,000 people.

Social media

As part of the phase 2 engagement, we ran four weeks of social media advertisements on Facebook, both solely as the VPA and in conjunction with Domain. The posts linked to the Engage Victoria pages for each activity centre with a 'have your say' call to action and were geotargeted to the local activity centre - for example, the Epping Activity Centre was geotargeted to Epping and the surrounding area. This meant communities only received content about the activity centre relevant and local to them. We also ran a series of advertisements which were translated into the top language other than English of each activity centre to extend our reach to multicultural communities.

Summary of interactions

Activity centre	Unique views	Total views	Click throughs
Broadmeadows	70,259	633,246	6,995
Camberwell Junction	87,822	555,624	7,243
Chadstone	86,833	579,528	7,784
Epping	74,458	588,529	7,898
Frankston	64,395	514,902	7,095
Moorabbin	72,024	508,657	6,684
Niddrie (Keilor Rd) & North Essendon	78,495	570,052	8,310
Preston (High Street)	73,495	545,922	7,000
Ringwood	66,697	533,209	7,324
Total	640,192	5,029,669	66,330

Over the period, social media posts reached 640,192 people in total. Our advertisements were seen more than 5 million times. Over 500,000 people who saw our ads clicked through to the Engage Victoria website.



Pop up events

It was also important to get out into the community to raise further awareness of the consultation in-person and provide an opportunity for the community to have conversations with us about what is happening in their area. There were two pop-up events held for each activity centre, one at a train station and the other at a location in the community where people come together, such as a shopping centre, library or community centre.

At these pop-up events we:

- Provided community members with flyers containing instructions about accessing further information and how to provide feedback.
- Conducted two activities at our shopping centre pop ups: 'dot'mocracy and 'big ideas'. 'Dot'mocracy was an activity where community members placed a dot on an element of the plan that was important to them.
- Asked the community to note down their big ideas on what were the most important elements to be included in future activity centres.
- Provided community members with hard copies of the draft plans.
- Answered questions from community members.
- Ensured interpreters were present in the most spoken non-English language of that area to foster an accessible and inclusive approach.

Summary of interactions





			
Activity centre	Number of interactions	Activity centre	Number of interactions
Broadmeadows	123	Moorabbin	137
Camberwell Junction	245	Niddrie (Keilor Rd) & North Essendon	166
Chadstone	174	Preston (High Street)	395
Epping	178	Ringwood	133
Frankston	118	TOTAL	1,669

We had a total of 1,669 interactions with community members throughout these pop-up events.

Online sessions

On the Engage Victoria pages and in social media, we advertised online community information sessions. These were held in the evenings between 6pm-7pm and were an opportunity for community members to come along to hear more information about the Activity Centres Program and ask any questions they may have. The sessions consisted of a presentation followed by a Q&A with a VPA planner. We held two sessions for each activity centre, one in English and one in the top language of that area with an interpreter. Recordings of the presentation were then made available on the Engage Victoria pages for more community members to access in their own time. Sessions with an interpreter were not well attended, however the number of playbacks shows that this cohort preferred to access in-language video in their own time.

Summary of interactions

				
Activity centre	Language	Live attendance	No. of questions /comments	Playback views
Broadmeadows	English	5 attendees	5	119
	Arabic	0 attendees	N/A	18
Epping	English	8 attendees	15	131
	Arabic	0 attendees	N/A	11
Moorabbin	English	19 attendees	37	112
	Mandarin	2 attendees	2	22
Niddrie (Keilor Rd) & North Essendon	English	38 attendees	93	104
	Italian	1 attendees	N/A	32
Preston (High Street)	English	14 attendees	10	64
	Greek	0 attendees	N/A	15
	Italian	1 attendees	1	9
Frankston	English	14 attendees	16	97
Camberwell Junction	English	116 attendees	204	171
	Mandarin	7 attendees	6	33
Chadstone	English	64 attendees	13	77
	Mandarin	3 attendees	N/A	9
Ringwood	English	58 attendees	42	48
	Mandarin	1 attendees	2	60

We had 351 attendees of the online sessions, asking 446 questions across the sessions. At the conclusion of consultation, we had reached 1,132 views of the recordings online.

How we received feedback




Survey

The primary way we collected feedback from community members was through the surveys available on Engage Victoria. for each activity centre. In each survey we:

- asked the community questions which allowed them to rank their level of support or importance on various elements of the plans
- provided the option to for free text responses and commentary throughout the survey
- asked respondents about their level of support for, and any feedback they wanted to provide on, elements of the draft plans
- asked for general feedback on the vision for the area, the draft plan and any feedback on anything else we had missed
- made the survey available in-language for the top three languages of that activity centre.

We asked for community feedback on:

- our vision for the areas
- building heights
- infrastructure plan
- outcomes on larger sites
- streamlining planning process
- sunny streets
- active frontages
- the catchment area
- types of precincts

	 English surveys	 In-language surveys	 Total
Broadmeadows	187	4	191
Camberwell Junction	3,500	56	3,556
Chadstone	586	2	588
Epping	246	6	252
Frankston	582	1	583
Moorabbin	599	2	601
Niddrie (Keilor Rd) & North Essendon	1,436	5	1,441
Preston (High Street)	683	1	684
Ringwood	891	14	905
TOTAL	8,710	91	8,801

Submissions

On Engage Victoria both community members and stakeholders had the option to make a submission, a written statement explaining their views about a particular project and how they may be affected by the project.

Below is the number of submissions received for each activity centre from community and stakeholder members via Engage Victoria and email and mail:

Community Submissions			Stakeholders Submissions		
Activity Centre	Engage Victoria submissions	Emails and posts	Activity Centre	Engage Victoria submissions	Emails and posts
Broadmeadows	7	5	Broadmeadows	0	6
Camberwell Junction	101	414	Camberwell Junction	8	11
Chadstone	11	30	Chadstone	3	6
Epping	6	3	Epping	2	5
Frankston	14	10	Frankston	2	5
Moorabbin	14	22	Moorabbin	3	9
Niddrie (Keilor Rd) & North Essendon	59	119	Niddrie (Keilor Rd) & North Essendon	4	13
Preston (High Street)	18	9	Preston (High Street)	2	7
Ringwood	24	53	Ringwood	6	12
Whole of program	45	5	Whole of program	15	16
TOTAL	299	670	TOTAL	44	90

Phone calls and email inboxes

Throughout the consultation process and beyond the VPA has been available to answer any questions community members have about what is happening in their area and how it might impact them. Community members have been able to email activity centre specific inboxes with their questions as well as call and speak to a member of the planning team where their questions have been answered and their feedback logged.

The below is the number of phone and email enquiries received throughout the consultation period:

Activity Centres	Emails	Phone calls	Total interactions
Broadmeadows	3	22	25
Camberwell Junction	26	61	87
Chadstone	21	42	63
Epping	1	31	32
Frankston	7	47	54
Moorabbin	2	59	61
Niddrie (Keilor Rd) & North Essendon	25	85	110
Preston (High Street)	6	48	54
Ringwood	14	67	81
Whole of program	0	1	1
TOTAL	105	463	568

Multicultural Engagement

Melbourne is a diverse community made up of many culture and language groups – with almost a third of people speaking a language other than English at home. Hearing from multicultural communities as part of this consultation was important to ensure the results were representative of the community as whole. With multicultural communities making up a significant portion of our community it was critical we provided equitable access to resources and an equal opportunity to engage. We worked with a translations partner and an interpreting partner to develop resources for our multicultural communities. We provided communities the following resources and ways to engage with us:

Translations of Engage Victoria information and surveys

The information pages on Engage Victoria and the surveys to provide feedback were translated into the top 3 languages for each activity centre. These languages were determined by looking at prevalence of the language and then overlayed with English proficiency data. Respondents were also able to fill in the survey in-language.

Below is a table of the languages we translated content to for each activity centre and the rate of in-language survey responses for each:

Activity centre	Language	survey responses received	Activity centre	Language	survey responses received
Broadmeadows	Assyrian	0	Moorabbin	Russian	1
	Arabic	2		Greek	0
	Turkish	2		Chinese (Simplified)	1
Camberwell Junction	Chinese (Traditional)	9	Niddrie (Keilor Rd) & North Essendon	Chinese (Simplified)	1
	Greek	1		Vietnamese	3
	Chinese (Simplified)	46		Italian	1
Chadstone	Greek	0	Preston (High Street)	Greek	0
	Chinese (Traditional)	1		Chinese (Simplified)	0
	Chinese (Simplified)	1		Italian	1
Epping	Arabic	0	Ringwood	Chinese (Traditional)	3
	Macedonian	0		Chinese (Simplified)	7
	Chinese (Simplified)	6		Persian	4
Frankston	Russian	1			
	Greek	0			
	Chinese (Simplified)	0			


We had a total of 91 survey responses received in-language. These surveys were then back translated into English for us to interpret the feedback they contained.

In-language flyers and support at pop up events

At the in person pop up events for each activity centre we:

- Distributed in-language flyers for the top three languages for that activity centre directing people to in-language Engage Victoria pages.
- Provided an interpreter for the top language of that area to provide language support in person in the moment to community members.

In-language online sessions and recordings - in-language socials ad to promote them



Activity centre	Results (clicks)	Reach	Impressions
Broadmeadows	1,435	10,706	137,970
Camberwell Junction	354	4,642	56,163
Chadstone	630	5,980	76,258
Epping	1,585	31,800	132,953
Frankston	154	1,121	23,073
Moorabbin	448	3,401	56,844
Niddrie (Keilor Rd) & North Essendon	930	6,683	94,748
Preston (High Street)	653	4,245	79,686
Ringwood	396	3,548	54,160

Alongside the online information sessions, we ran sessions with an interpreter in the top language of that activity centre. These were advertised on the in-language Engage Victoria pages, on social media and through our translations partner. These sessions consisted of a presentation portion and then a question and answer section. Recordings of these online information sessions were made available for on demand viewing on the in-language Engage Victoria pages.

We had 15 community members attend these sessions, asking 11 questions between them. At the end of the consultation period, we had 209 views of the in-language recordings of these presentations.

Interpreters available by phone

Interpreters were available by phone, both on demand and pre-booked, through our interpreting provider throughout the duration of the consultation period and beyond for any community member needing to speak to the VPA. This service was also available to community members that required Auslan interpretation.

SBS in-language radio and newspaper

SBS in-language community radio advertising was used to raise awareness for the consultation. It was conducted in the top language in each activity centre. This was supplemented by in-language articles detailing information about each activity centre for publications such as Al Wasat, Persian Herald and Australian Macedonian Weekly.

Next steps

Once Activity Centre Plans are in place, landowners in the 10 pilot activity centres and their surrounds will have clear new rules to follow if they want to build new homes on their land. Each landowner can decide if and when they want to build new homes. If they don't want to change anything on their property, they don't have to. Landowners will have more opportunities to build more different types of homes on their property.

Over time, there may be more homes being built in these neighbourhoods which also means more customers and opportunities for local businesses. It also means more Victorians will have the chance to find a home that's right for them.

The Activity Centres Program is now expanding to 50 new activity centres near train stations or trams across Melbourne. This will support new homes to be built in areas with good existing transport capacity and leverage new capacity created through Victoria's Big Build investment in the Level Crossing Removal Program and Metro Tunnel project. Community feedback on the initial 10 draft activity centre plans has emphasised the importance of prioritising locations with good public transport. The new centres are well serviced by public transport, community facilities and shops and will support the supply of more homes across Victoria.

Closing

Lessons learnt through the pilot program

The lessons we learnt through consultation with local communities has informed the way we will roll out this program to more locations around Melbourne.

- The activity centres with the best access to trains and trams are the best places to deliver more homes through this program, especially along train lines that will benefit from more services when the Metro Tunnel opens in 2025.
- Engaging with local communities as early as possible during our planning process allows us to embed more community insights into our plans, especially when it comes to protecting and enhancing important parks, streets and spaces.
- There are people based all over Melbourne who will benefit from more homes being built close to transport, jobs and services, and many of those people are not existing local community members in our activity centres. Engaging broadly across Melbourne and targeting people who are experiencing barriers accessing a home that's right for them will allow us to hear from more of the people who aspire to live in our activity centres in future.
- Local communities were highly interested in how this program would impact their home, their street and their suburb. Creating more in-person engagement opportunities with locals would allow us to explain in more detail what the activity centres program means for them.
- Locals want to know more how the Victorian Government will make sure activity centres remain great places to live. As we speak with more communities around Melbourne, we will share more information about the other initiatives the Victorian Government is delivering to protect Victorians and their homes and communities, such as creating a new Building and Plumbing Commission to make sure new homes are high quality, and creating a fairer system for property developers to contribute to funding for local infrastructure, parks and services.

Example of mailout letter

August 2024

Activity Centre Plan

Dear Resident,

We are contacting you as the occupier of a property in the Broadmeadows area.

We want to provide all Victorians with a choice of a well-designed home, at an affordable price and close to daily needs.

We will need 1.8 million new homes in metropolitan Melbourne by 2051. The starting point is to look for places where more homes can be built, and the types of homes we need to suit all kinds of Victorians in all kinds of places.

We've created a draft plan for the Broadmeadows Activity Centre, to deliver more homes close to the services, jobs and public transport it has to offer. That way more Victorians, including your friends and family, can call Broadmeadows home for generations to come.

Broadmeadows will be an inviting centre, home to a vibrant community that will offer small and large businesses, cafes and restaurants supported by a strong transport network. The plan provides a picture of what the future of Broadmeadows will look like, where more homes can go, where more shops, parks, jobs and services will be, and provides certainty of what decisions can be made and where.

Have your say

For more information and to view the draft plans for Broadmeadows please go to engage.vic.gov.au/activitycentres where you can:

- Learn more about our draft plan and next steps
- Provide feedback
- Find details about online and in person events where you can find out more.



Your feedback is important! We are collecting feedback until **Sunday 29 September 2024**. Don't miss your chance to have your say.



Activity Centre Plan

After consulting with the community, the Victorian Planning Authority may update our draft plans in response to the feedback and will ask the Minister for Planning to approve them. The Minister (or a designated person) may ask an independent advisory committee for advice on certain planning issues or consultation results.

If you're not able to access the internet to see our draft plans, please contact us to arrange for a hard copy to be sent to you.

Should you wish to discuss this further, please contact us on 03 9651 9600 or via email at broadmeadows@vpa.vic.gov.au

Yours sincerely,



Martina Johnson

**Director – Activity Centres Program
Victorian Planning Authority**

Flyer



We've prepared a draft plan for Broadmeadows to make sure we build more of the right types of homes in the right places, connected to the people and places we love.

Find out more & have your say



engage.vic.gov.au/activitycentres



More languages are available online

In-language flyer

Example of in-language flyer for Broadmeadows in Turkish



Broadmeadows için doğru yerlerde, sevdiğimiz insanlarla ve mekânlarla bağlantılı, doğru türde daha fazla konut inşa etmemizi sağlayacak bir taslak plan hazırladık.

Turkish | Türkçe

Daha fazlasını öğrenin
ve fikrinizi belirtin



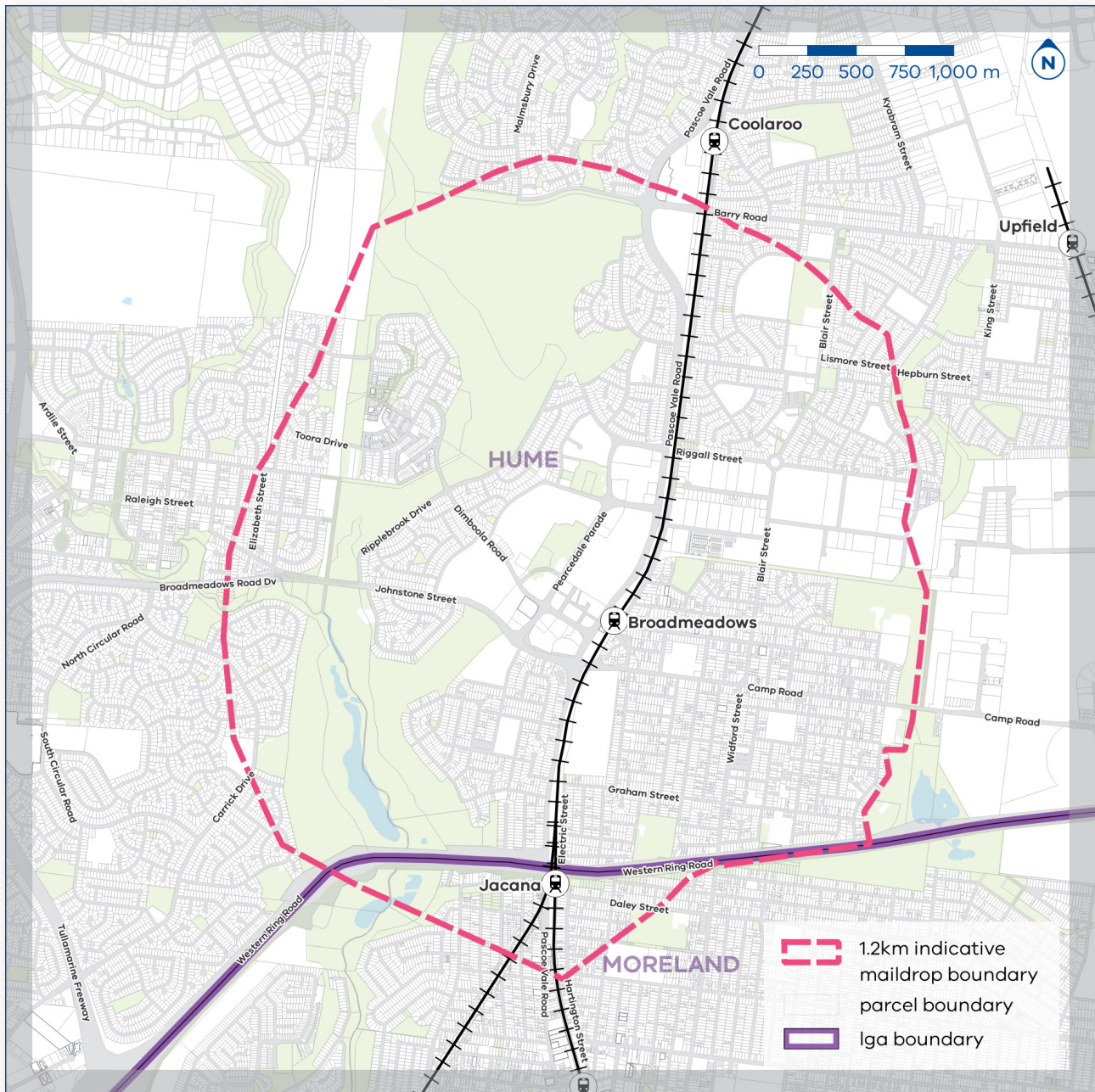
[engage.vic.gov.au/project/activitycentres/
page/broadmeadows-tr](https://engage.vic.gov.au/project/activitycentres/page/broadmeadows-tr)



Daha fazla dil çevrim içi
olarak (internet üzerinde)
mevcuttur

Example of mailout boundary

Broadmeadows



Activity Centre Program

COMMUNITY CONSULTATION

Phase 2 Engagement Summary Report

MARCH 2025