



Success. Mapped.

Cardinia Shire Council

Key findings from the
community engagement on
the draft Council Plan



Introduction

This report provides a summary of the engagement process to seek feedback on the draft Strategic Objectives. This summary report has been prepared by Insync – its purpose is to share the high-level findings from the engagement to support Councillors and officers as they continue to draft the Council Plan.

Engagement methodology



Have Your Say online and promotion

- 2,982 views
- 2497 direct visits
- 325 referrals from social media
- Connect plus e-news
- Media releases and paid adverts



Intercepts at Pop Ups

- >200 at 5 markets
- 90 at 2 train stations & libraries
- 45 at 2 Parkun events
- 15 at Cardinia Life
- 45 at parks or reserves.



Cardinia's advisory groups

- Access advisory group
- Multicultural advisory group
- Women and girls sports network
- Officer community association



Our Workforce

- 2 drop at depot and civic centre
- 1 online survey



Community panel February 2025

Deliberating on how to achieve the Community Vision.



Community engagement 27 March to 11 May 2025

Testing the objectives with the wider community.



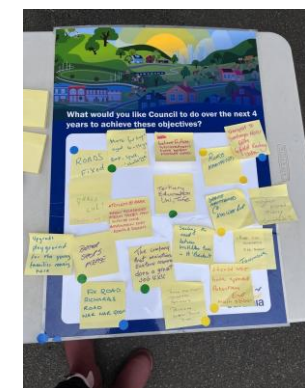
Staff engagement April May 2025

Sharing how Council's draft strategic objectives shape our work.



Approval of strategic plans September 2025

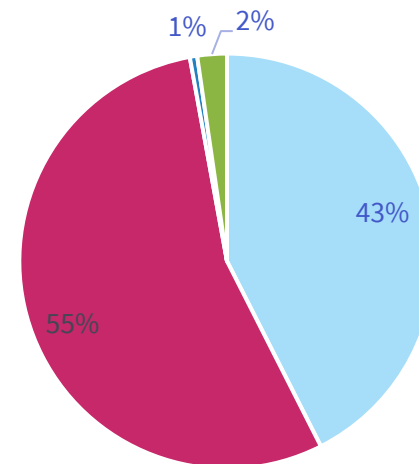
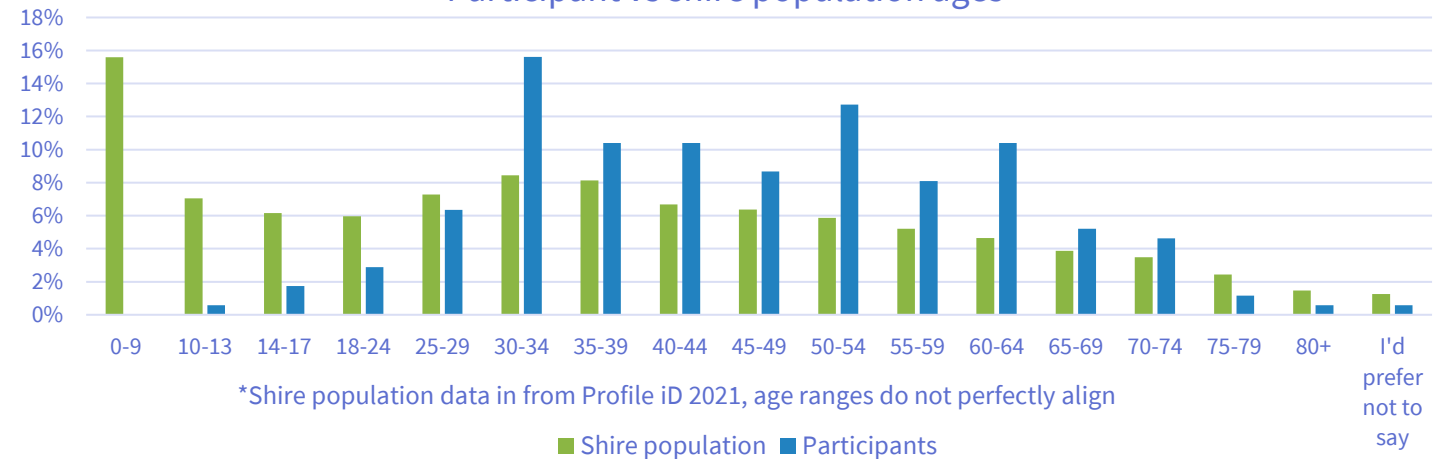
Adoption of the Council plan, long term financial, asset and liveability plans following public exhibition.



Participant demographics

- 174 people participated
- Slightly more female (55%) than male (43%)
- More participants were aged 30-34 (16%), followed by 50-54 (13%)
- Least common age groups < 10 years and 80 years or older
- Pakenham was the most common suburb (35%), followed by Officer (17%)
- Participation in other suburbs Beaconsfield (3.5%), Beaconsfield Upper (2%) Bunyip (4%), Emerald (7.6%), Cockatoo (5.9%), Gembrook (2%), Koo Wee Rup (4%), Lang Lang (3%).

Participant vs shire population ages*



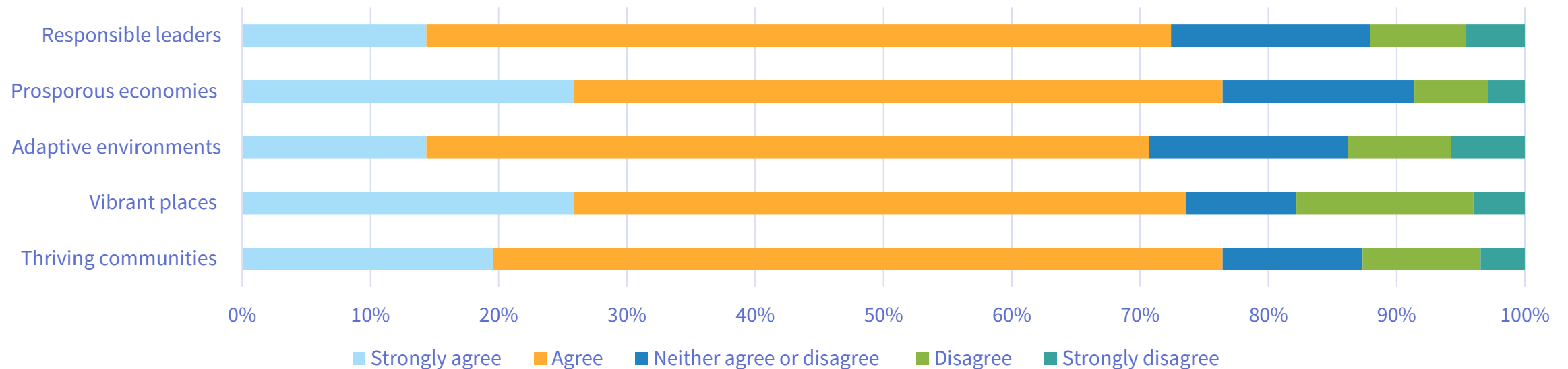
Participant gender

■ Male ■ Female ■ Non-binary ■ I'd prefer not to say

How well do the draft Objectives respond to the Panel priorities?

Through the engagement we sought agreement on how well the Draft Strategic Objectives respond to the Community Panel priorities. Respondents were also asked why they chose their response was chosen.

- All Strategic Objectives received at least 70% support (Strongly Agree or Agree)
- Prosperous Economics received the most support (77%), followed by Thriving Communities (76%)
- Adaptive Environments received the lowest support (71%)



Thriving Communities

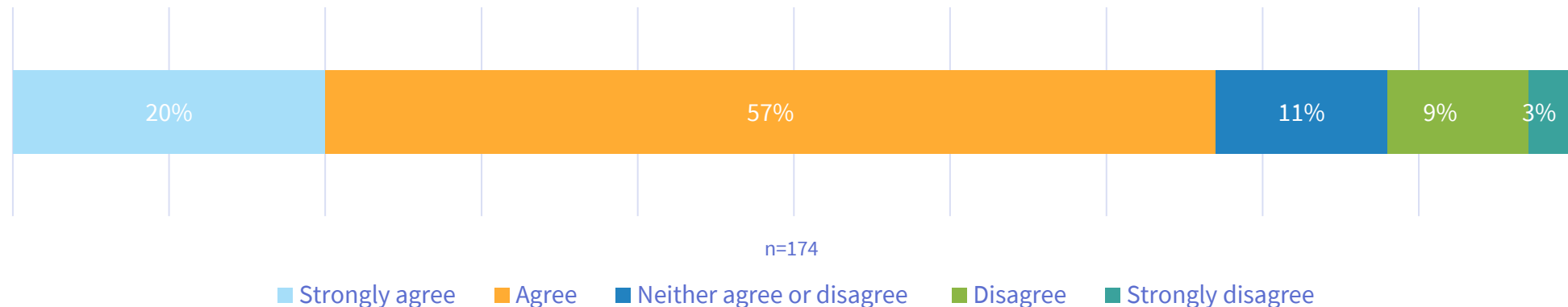
We deliver inclusive programs and facilities that enhance engagement, well-being and resilience

Community panel priorities:

- Stronger connections and community cohesion
- Enhance wellbeing and access to healthcare
- Address community safety

76% Strongly Agree/Agree that the Thriving Communities objective reflected the panel's priorities

- Respondents frequently highlighted community safety as an issue
- Respondents noted the importance of social connection and inclusion
- Respondents shared a desire for more access to facilities and spaces



Vibrant Places

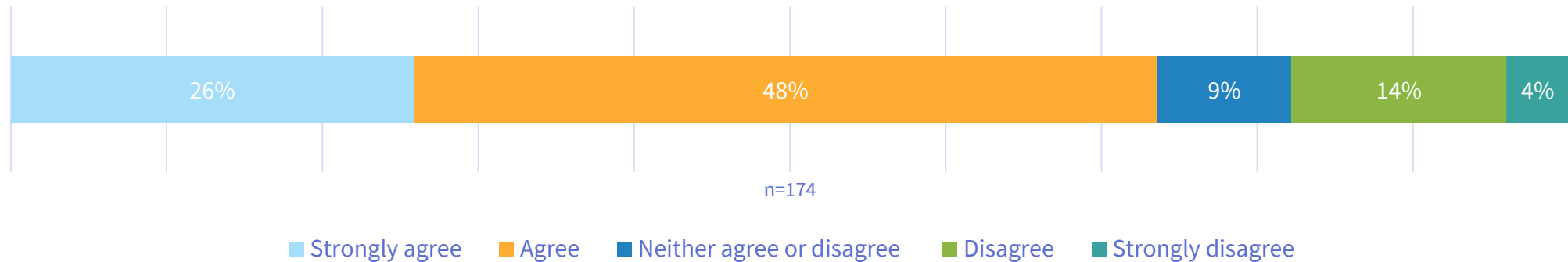
We celebrate our well designed towns and infrastructure that strengthens belonging and connections

Community panel priority:

- Efficient, sustainable infrastructure that support future needs

74% Strongly Agree/Agree that the Vibrant Places objective reflected the panel's priorities

- Respondents frequently raised the following:
 - Poorly planned infrastructure and town planning issues
 - Challenges with public transport and traffic
 - A desire for updated / renewed youth facilities



Adaptive Environments

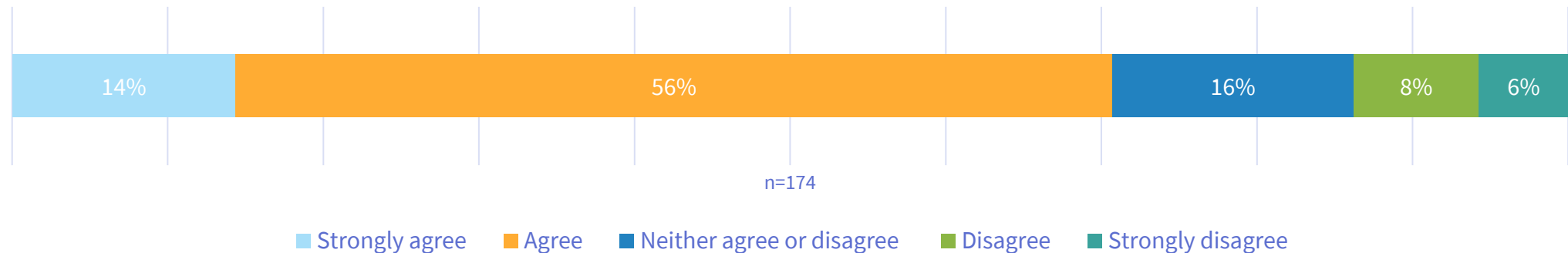
We care for our natural environment and supports recovery from challenges

Community panel priority:

- Preventative and mitigative actions on climate change

71% Strongly Agree/Agree that the Adaptive Environments objective reflected the panel's priorities

- Feedback from the community focuses on concerns about environmental degradation, overdevelopment and climate change
- There were also comments about skepticism towards climate change and/or cynicism towards Council's climate change related actions



Prosperous Economies

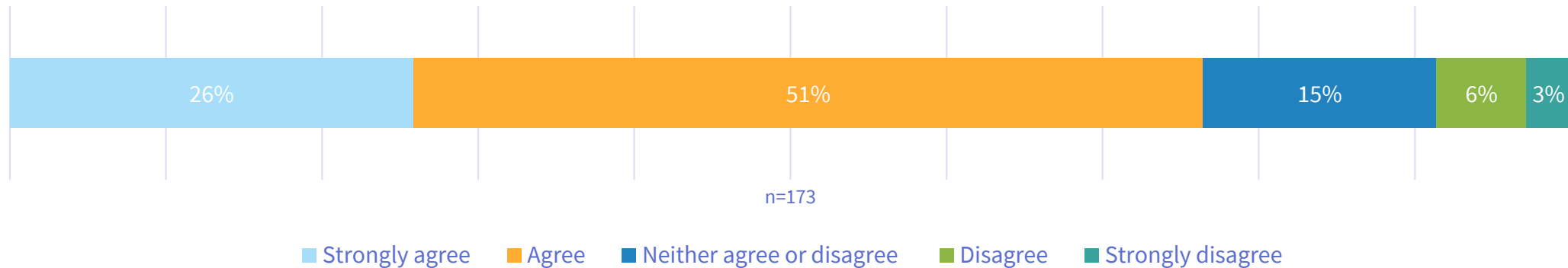
We encourage urban and rural business and local employment to grow

Community panel priority:

- Support local businesses and industries

77% Strongly Agree/Agree that the Prosperous Economies objective reflected the panel's priorities

- Many comments highlighted retail and commercial investment, local employment and local business
- There were some comments about barriers that local business face



Responsible Leaders

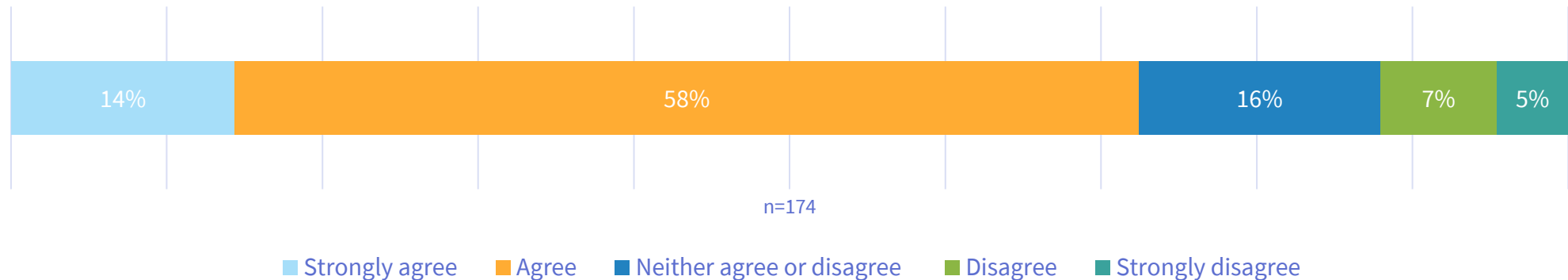
We demonstrate responsible leadership and financial stewardship

Community panel priorities:

- Prudent financial management

72% Strongly Agree/Agree that the Responsible Leaders objective reflected the panel's priorities

- Many respondents suggested greater transparency in Council operations, often financial
- There were some comments that perceived an unequal distribution of resources between regional and metro areas



Are these the right Objectives for the next 4 years?

Respondents were asked if these were the Strategic Objectives for the next 4 years? The key findings are presented below, with quotes to illustrate sentiment.

- While most respondents said “yes” some noted concerns about execution
 - “Yes, so long as they are executed well”
 - “If you do it properly and don’t only focus on the big towns”
- Many comments highlighted the need for improved infrastructure and transport
 - “Improvement of Infrastructure of all types should be the most important”
 - “Fixing local roads and growing the Officer Precinct should be the objective”
 - “Public transport and accessibility issues”
- Frequently raised was inclusivity and community cohesion including for people with disabilities, Indigenous communities, and youth services
 - “Please read what families of children with a disability want from their local government”
 - “I feel like more can be done to connect the area to our Indigenous communities”
 - There appears to be no mention of services or areas of development for our young people. With the population increasing, there is a demand for activities, services and infrastructure for the young people of Cardinia.”
- Infrequently, a small number of respondents expressed cynicism and distrust or disillusionment with Council

How should Council achieve the Objectives?

Respondents were asked how they think Council should achieve the Strategic Objectives. The key findings are presented below, with quotes to illustrate sentiment.

- Accountability, transparency and trust in Council
 - “More visibility and transparency in council spending and priorities”
 - “Show accountability and transparency”
- Community engagement
 - “More community engagement”
 - “Thorough community consultation. Targeted consultation – speaking to locals who are connected with these objectives already and know a lot about them through their day to day living in Cardinia. The business owner, the resident raising a family etc.”
 - “More communication/involvement at grass roots level. Utilise the local Business/Community Groups to connect with community”
- Planning and infrastructure
 - “Allow growth to support the towns for business, housing, recreation this to be done by rezoning and good planning”
 - “At least get something started to improve the infrastructure before allowing more development!”

Thank you



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