

OFFICIAL

Eildon Reserves Redevelopment – Deliberative Panel

Deliberative Panel Summary Report

Murrindindi Shire Council

7 March 2023

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Giving every person a voice.

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Consultation

Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/consultation activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our consultation activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

VERSION	AUTHOR	AUTHORISED	DATE
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1 Introduction

This document is a summary of the process and outcomes from the Eildon Reserves Redevelopment Deliberative Panel program facilitated by Capire Consulting Group for the Murrindindi Shire Council.

1.1 Background

Murrindindi Shire Council is seeking to redevelop the Eildon Reserves. The aim of the redevelopment is to increase green space and recreational spaces available in the area, and to draw regional tourists to Eildon. To part fund this redevelopment scheme, Council has proposed to sell two underutilised land parcels in Eildon.

Council has engaged with the community previously about the Eildon Community Plan, Parks and Recreation Strategy, Lake Eildon Master Plan and Eildon Reserves Improvement Plan. Through these engagements, Council has scoped and secured funding for the project from the State and Commonwealth governments. Concept designs have also been drafted for discussions with key stakeholders and the community.

As part of Council's funding model for the project, Council has proposed the sale of two land parcels to part fund the redevelopment. This is to ensure grant funding is secured and to pay for specific elements of the concept plans. This had garnered mixed views from the community, with petitions sent to Council objecting to the land parcel sales. In light of this, Council has engaged Capire Consulting Group to deliver a Deliberative Engagement program to understand these mixed views and to provide a space for the community to decide a way forward for the Eildon Reserves Redevelopment project.

1.2 Program overview

The Murrindindi Shire Council hosted three Deliberative Panel sessions. The aim of the Panel was to reach and seek recommendations from a diverse range of views in the Eildon community on the way forward for the Eildon Reserves Redevelopment. The outcomes of the sessions will inform Council's decision making for the redevelopment. Councillors have indicated that they are comfortable with adopting the recommendations of the Deliberative Panel if 80 percent of panellists agree with the recommendations being put forward.

The date, time, objectives, and expected outcomes of each panel session are outlined in Figure 1

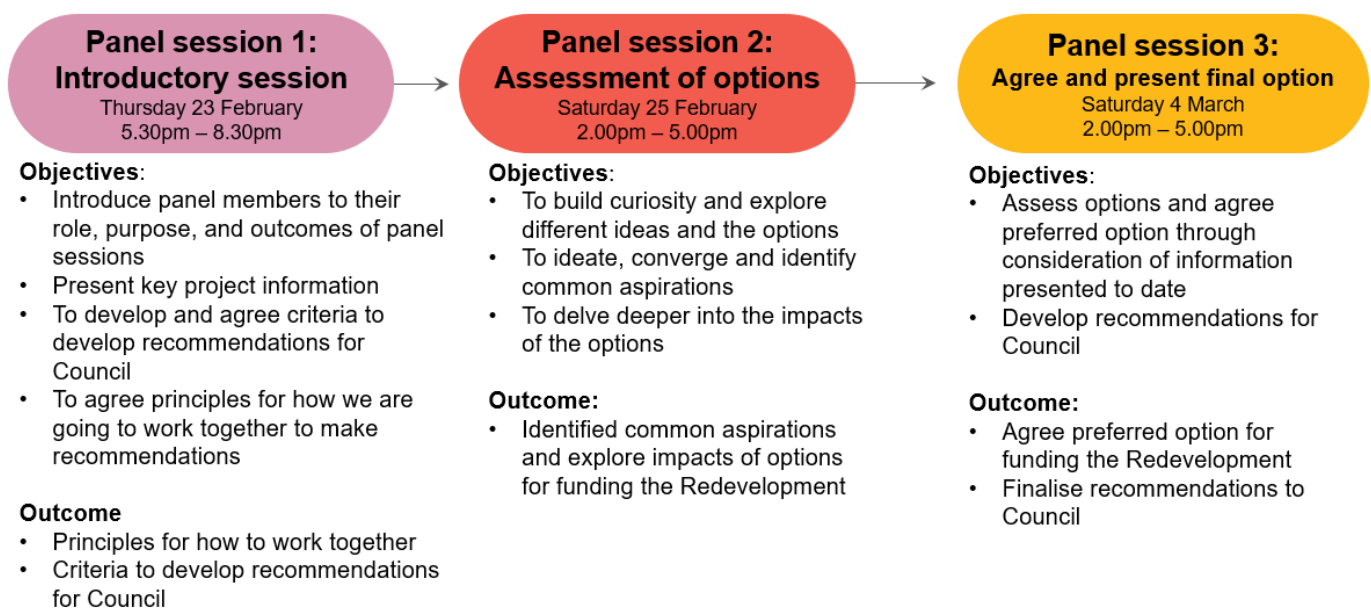


Figure 1: Panel session overview

1.3 Panel selection and participation

Panel recruitment

A public Expression of Interest (EOI) process was undertaken to attract interest from the Eildon community. A community information session was held to provide information about the Eildon Reserves Redevelopment and to introduce the Deliberative Panel process. Figure 2 provides an overview of the Panel process and timing.

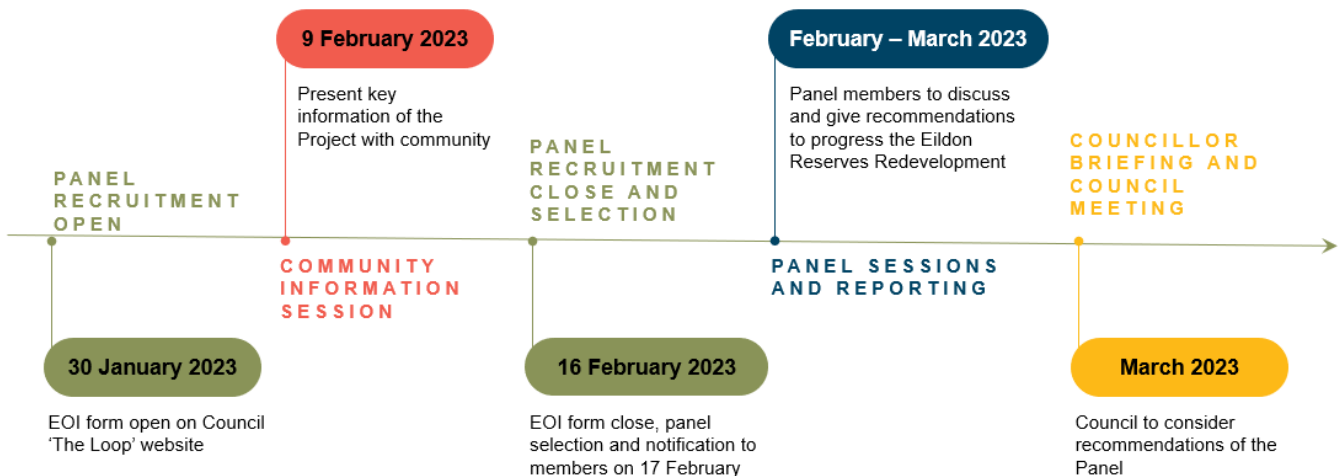


Figure 2: Overview of panel process and timing

Panel selection

Panel members were selected to reflect the diversity of the Eildon community. The selection process sought to achieve a mix across gender, age group, household type, relationship with Eildon, and access and inclusion. Panel members were selected to represent themselves, not those of an organisation or community group.

The Deliberative Panel aimed to recruit a maximum of 30 people, and minimum of 15 participants. The upper limit was to allow for drop off and provide confidence that the group was reflective of the Eildon community profile, based on 2021 ABS Census. For the population of Eildon (725), a sample size of 20 people will deliver a margin of error of 22 percent in the Panel's ability to be representative of the community.

A total of 30 community members expressed their interest and were invited as Panel members and 25 community members confirmed their commitment. Panel member composition targets and final membership can be found in Appendix A.

Panel members received a Welcome Pack prior to Session One to support their informed participation throughout the sessions. The Welcome Pack included the following information:

- introduction to the Deliberative Panel
- introduction to the Project
- role of Panel members
- overview of Panel sessions.

Panel participation

The number of participants and guest observers who attended the Panel Sessions are summarised in Table 1.

Table 1: Participants and guests at each Panel session

Session	Number of participants	Guest observers
Panel Session One	24	Livia Bonazzi (Chief Executive Officer, Murrindindi Shire Council) Anna (Community Planning Officer, Murrindindi Shire Council)
Panel Session Two	23	
Panel Session Three	21	Kate Siebert (Interim Director Engagement, Shire of Murrindindi Council) Three young people from Eildon

2 Panel summary and outcomes

This section provides a summary of the process and key outputs from the Deliberative Panel program. Recordings of all presentations delivered during the session are available on Council's 'The Loop' website ([click here](#)).

2.1 Council presentations

Across all Panel sessions, Council prepared and delivered presentations to provide relevant information about the Eildon Reserves Redevelopment to support informed participation of Panel members. Information shared in each session are summarised in Table 2.

Table 2: Information presented in each Session

Session	Presenter	Information presented
Session 1	Stuart Coller (Manager Community Wellbeing, Shire of Murrindindi Council) Jamie (Coordinator Project Delivery, Shire of Murrindindi Council)	<ul style="list-style-type: none"> how has Council engaged with the community about the Project why the redevelopment has been prioritised proposed funding model grant overview and risks of not accepting the grant opportunities present if the land is sold.
Session 2	Emma (Principle Strategic Planner, Shire of Murrindindi Council) Michael Chesworth (Director Corporate and Shared Services, Shire of Murrindindi Council)	<ul style="list-style-type: none"> a breakdown of capital funding sources for the Project reasons why land sale is proposed as part of the funding mix history of each land parcel proposed for sale preparation required for proposed land sale anticipated net proceeds from each land parcel proposed for sale town planning requirements and opportunities for proposed land sale.
Session 3	Denise Francisco (Senior Associate, Capire Consulting Group)	<ul style="list-style-type: none"> case study of Splash Park in Mitchell Shire Council youth engagement outcomes by Council conducted since Panel Session Two pedestrian link across Utah Place how can Council influence small scale density potential playground upgrades to Twenty First Street

2.2 Principles for working together

In Session One, a group discussion was facilitated to identify shared principles for how Panel members will work together. The principles agreed and finalised by Panel members in Session Two are:

- We will have mutual respect for each other's perspectives and won't speak over another person when they are speaking.
- We will raise our hands to make a comment and ask questions.
- We will declare any potential conflicts of interest to enable an open and transparent conversation.
- We will be open to the Panel process and to what we might learn about the Project.

- We will keep discussions in the Panel confidential to honour the Panel process, we do not share or post about our conversations on social media.
- We will make an effort to sit with different many panel members for each group activity to understand different points of view.

2.3 Criteria to decide on the way forward

In Session One, Panel members brainstormed criteria to decide on the way forward and finalised these in Session Two. The list of criteria was used to assist the Panel to make recommendations to Council:

- The decision must be evidence based, produced through an open and transparent Panel process.
- The decision must benefit all members of the Eildon community, including children, young people, the elderly, people with disability, people from culturally and linguistically diverse backgrounds, and businesses.
- The decision encourages economic growth and addresses community needs in response to population growth in Eildon.
- The decision encourages growth in tourism by attracting new and existing visitors to Eildon all year round.
- The decision provides sufficient green open spaces that is utilised for the whole of Eildon.
- The decision considers funding to be contributed adequately and effectively.
- The decision considers other related impacts, including parking arrangements and surrounding facilities to the site.
- The decision values, protects, and celebrates existing characteristics of Eildon.
- The decision honours the planning and processes that have been done for the Project so far.

2.4 Pros and cons of each option

In Session Two, Panel members discussed and brainstormed the pros and cons for Option 1 and Option 2 (Figure 3)

Figure 3: Options deliberated by Panel and identified common and differing aspirations.

Option 1:
 Proceed with sale of land to support project delivery within the current scope, as per proposed timelines. This will include considerations for new use opportunities for the land parcels if sold

Option 2:
 Do not progress with the sale of land, and the project either does not proceed, or it proceeds at a much-reduced scale with fewer benefits to the local economy and user experience

Figure 3: Options deliberated by Panel

During the discussion, Panel members were asked to consider community members and visitors who may not be represented on the Panel, this included:

- young people
- people with disability
- LGBTQIA+ community

- culturally and linguistically diverse community
- people who may not have visited or heard of Eildon
- people who rent a home in Eildon.

Two panel members indicated that they rented a home in Eildon.

The pros and cons of proceeding with Option 1 (Table 3) and Option 2 (Table 4) stated by Panel members are summarised below:

Table 3: Pros and Cons of Option 1 stated by the Panel

Pros	Cons
<p>Funding</p> <ul style="list-style-type: none"> • ensures the Project is being delivered in full scope with sufficient funding • secures State grants <p>Benefit to the Eildon community</p> <ul style="list-style-type: none"> • adds a key attraction to the Eildon town centre • provides high quality open space for young people and people with disability • attracts existing and new visitors to Eildon • increases employment opportunities • stimulates economic growth in Eildon • improves overall image of Eildon <p>Opportunities for land sale</p> <ul style="list-style-type: none"> • provides opportunities to diversify housing options in Eildon to address housing demands from key workers and the growing population • reduces cost required to manage current underutilised open spaces • retains sufficient open space at Twenty First Street • gains potential extra funding for other future opportunities in Eildon 	<p>Risks to the Eildon community</p> <ul style="list-style-type: none"> • amplifies existing transport issues, including traffic congestion, limited parking spaces, and pedestrian safety around the Project site • causes disturbance to local residents with increased visitors to Eildon <p>Land sale</p> <ul style="list-style-type: none"> • risks loss of valuable open space if land being sold is not developed to diversify housing options to support the growing population and key workers • reduces open space available for residents around land parcels proposed to be sold

Table 4: Pros and Cons of Option 2 stated by the Panel

Pros	Cons
<p>Open space</p> <ul style="list-style-type: none"> • retain existing open space that is valuable to the Eildon community • ensure Twenty First Street open space is available for local community members to enjoy activities such as footy and cricket 	<p>Risks to the project</p> <ul style="list-style-type: none"> • risk of losing State grants • continued delay of the Project • waste of resources and effort dedicated to the Project so far <p>Risks to the Eildon community</p> <ul style="list-style-type: none"> • damage to the reputation of Eildon • declining economy of Eildon • lost opportunities to provide quality open space for young people

2.5 Polling activity

In Session Two, Panel members were asked to participate in a polling activity to indicate their level of comfort for each option and to write down their reasons why.



Figure 4: Polling activity on each Option

As shown in Figure 5, the majority of Panel members supported Council to proceed the Project with Option 1. A total of 20 (87%) Panel members were either very comfortable or comfortable with Option 1. 2 (9%) Panel members were either very uncomfortable or uncomfortable, and 1 (4%) Panel member remained neutral.

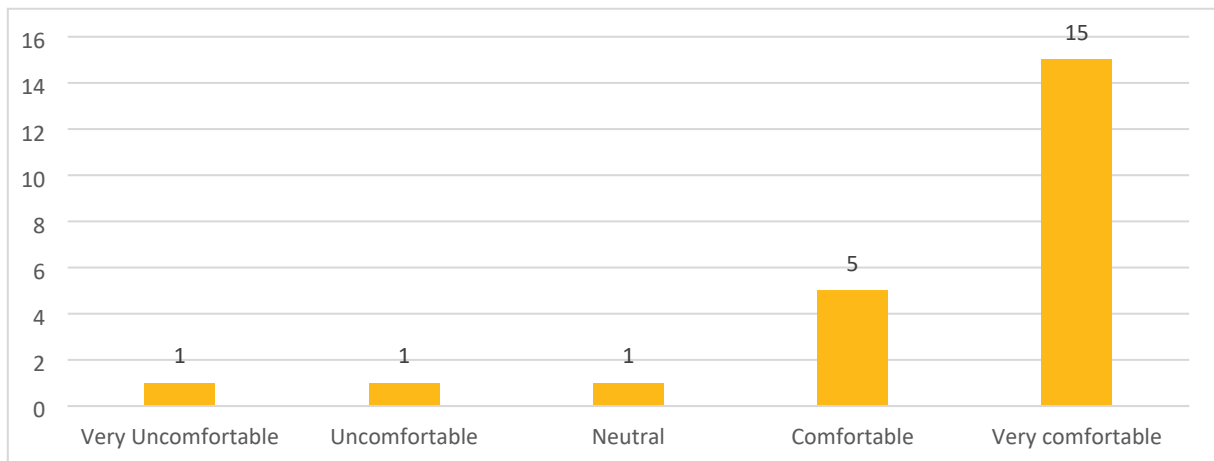


Figure 5: Panel members' level of comfort if Option 1 is adopted by Council (n=23)

Key reasons stated by Panel members who were comfortable with Option 1 were consistent with the pros of Option 1 mentioned in Table 3.

Panel members who were uncomfortable with Option 1 preferred to reduce the scope of the Project so that the sale of existing open space will not be required.

As shown in Figure 6, the majority of Panel members did not prefer Council to proceed with Option 2. A total of 18 (82%) Panel members were either very uncomfortable or uncomfortable with Option 2, with 3 (14%) Panel members either very comfortable or comfortable, and 1 (5%) Panel member remained neutral.

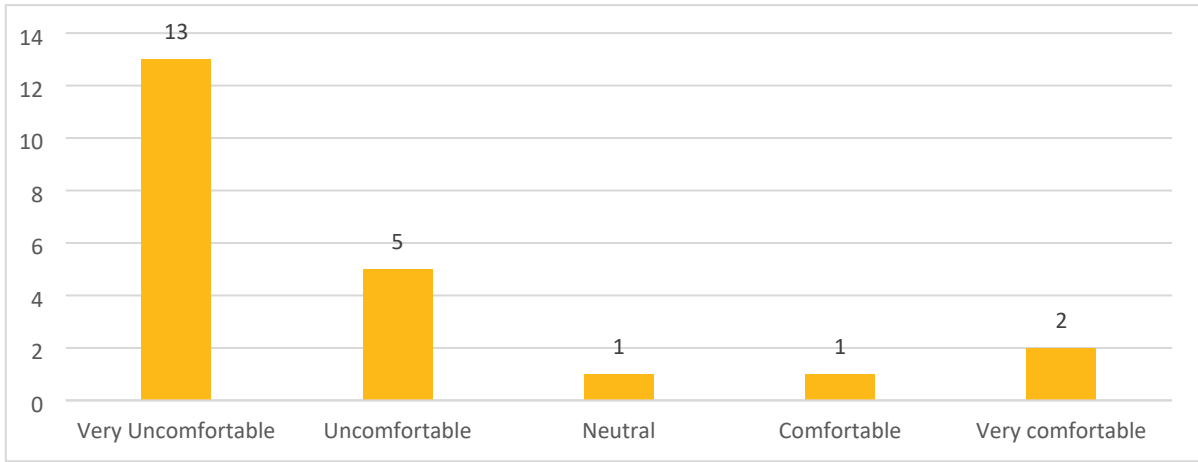


Figure 6: Panel members' level of comfort if Option 2 is adopted by Council (n=22)

Panel members who felt comfortable with Option 2 would like to retain existing open space that is valuable to the Eildon community. There were worries that the sale of Twenty First Street would reduce open space available for local community members.

2.6 Panel recommendations

Panel considerations

At the end of Session Two, Panel members shared further considerations for Council to proceed the Project with Option 1, including:

- 10 Eighth Street and 11 Seventh Street site should be subdivided to obtain more funding.
- Sale of land parcel on 10 Eighth Street and 11 Seventh Street should be prioritised over sale of 18 Twenty First Street if sufficient funding is secured for the Project to retain open space for surrounding residents.
- Excess funding from the Project should be allocated to upgrade other open spaces in Eildon, including 18 Twenty First Street, Gum Tree Gully Reserve, and Eildon Pondage.
- Land parcels being sold should be developed as unit housing to provide more diverse housing options targeted at key workers, elderly, and young families.
- Further exploration of Utah Place to remain open for vehicle access to be considered to reduce traffic congestion on the main street.

In Session Three, a group discussion was facilitated for Panel members to share their reflections on the Project based on information received so far. Key reflections shared were:

- The Project should be completed in full scope.
- The Project should minimise further delays and proceed as soon as possible.
- Council should seek to obtain maximum profit from the land sale.
- Council should publish results of the land sale with the community.
- Council should allocate excess funding from Stage 1 of the Project to Stage 2, as well as upgrades of other open spaces in Eildon.
- Council should consider and manage traffic impacts by the Project in relation to other ongoing and future construction works.

Panel recommendations

Following the group reflection, Panel members in small groups brainstormed ideas for Option 1 recommendations to be considered by Council. Each group shared their top three ideas. The whole group provided individual feedback to each presented idea. The Panel identified four common themes from the ideas shared with the group:

- project scope and timeline
- land sale arrangements
- allocation of potential excess funding
- measures to increase key worker housing supply in Eildon.

The Panel was split into groups based on each theme to draft recommendations. All Panel members were then asked to participate in a polling activity to indicate their views on each drafted recommendation. The young people who were invited as guest observers also participated in the activity.



Figure 7: Polling activity on recommendations

Recommendation 1: Streamline development of the park to minimise disruption.

As shown in Figure 8, most of the Panel members (21, 91%) stated that they loved or could live with the recommendation to streamline development of the Park to minimise disruption to the project. Only 1 (4%) Panel member voted that something was missing with the recommendation. No additional feedback was shared.

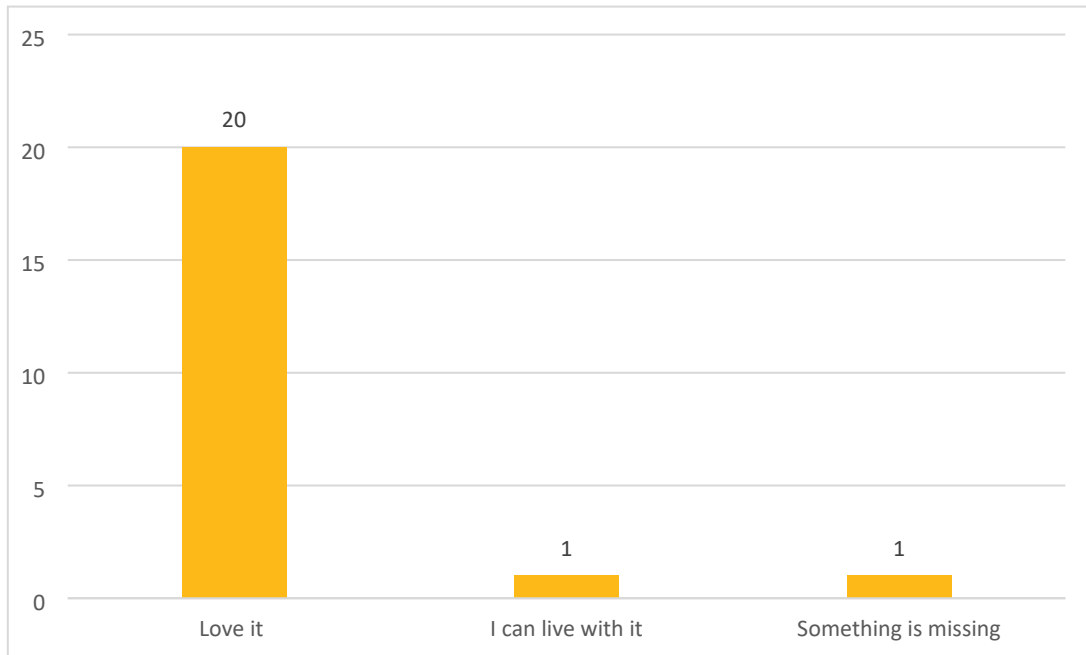


Figure 8: Panel members' level of support for Recommendation 1: Streamline development of the park to minimise disruption (n=22)

Recommendation 2: All proposed land sale to be sold at public auction.

As displayed in Figure 9, all Panel members either loved or could live with the recommendation for all proposed land sale to be sold at public auction. A total of 16 (67%) Panel members loved the recommendation, and 8 (33%) Panel members could live with the recommendation.

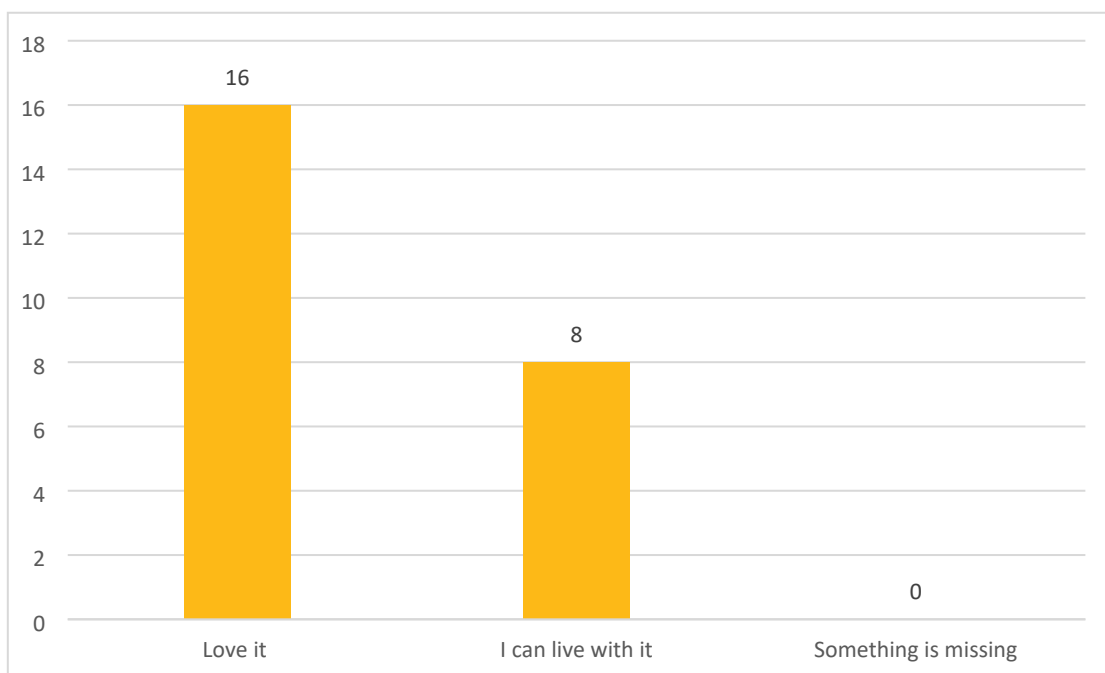


Figure 9: Panel members' level of support for Recommendation 2: All proposed land sale to be sold at public auction (n=24)

Recommendation 3: Sell all blocks for maximum profit, subdivide land if profit is maximised.

As displayed in Figure 10, most of the Panel members (22, 96%) either loved or could live with the recommendation for Council to sell all proposed land parcels for maximum profit, including to subdivide land. Only 1 (4%) Panel member felt that something was missing with the recommendation. No additional feedback was shared.

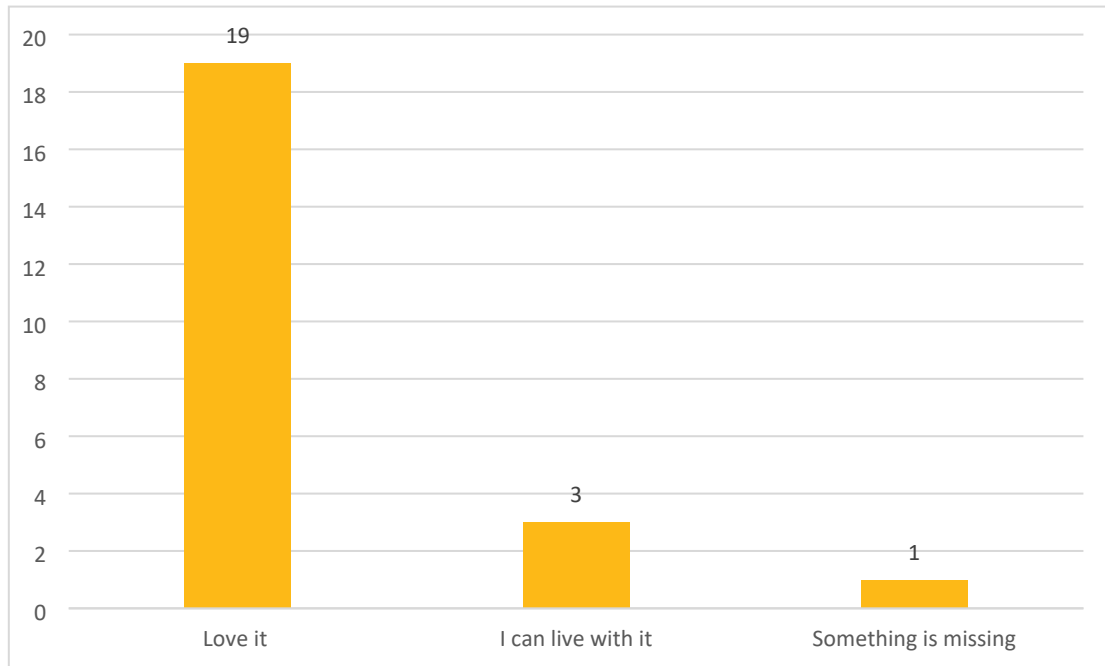


Figure 10: Panel members' level of support for Recommendation 3: Sell all blocks for maximum profit, subdivide land if profit is maximised (n=23)

Recommendation 4: Additional proceeds to be put towards unfunded elements of the Project and the upgrades of other play areas in the Eildon Township.

As displayed in Figure 11, all Panel members either loved or could live with the recommendation for all proposed land sale to be sold at public auction. A total of 20 (87%) Panel members loved the recommendation, and 3 (13%) Panel members could live with the recommendation.

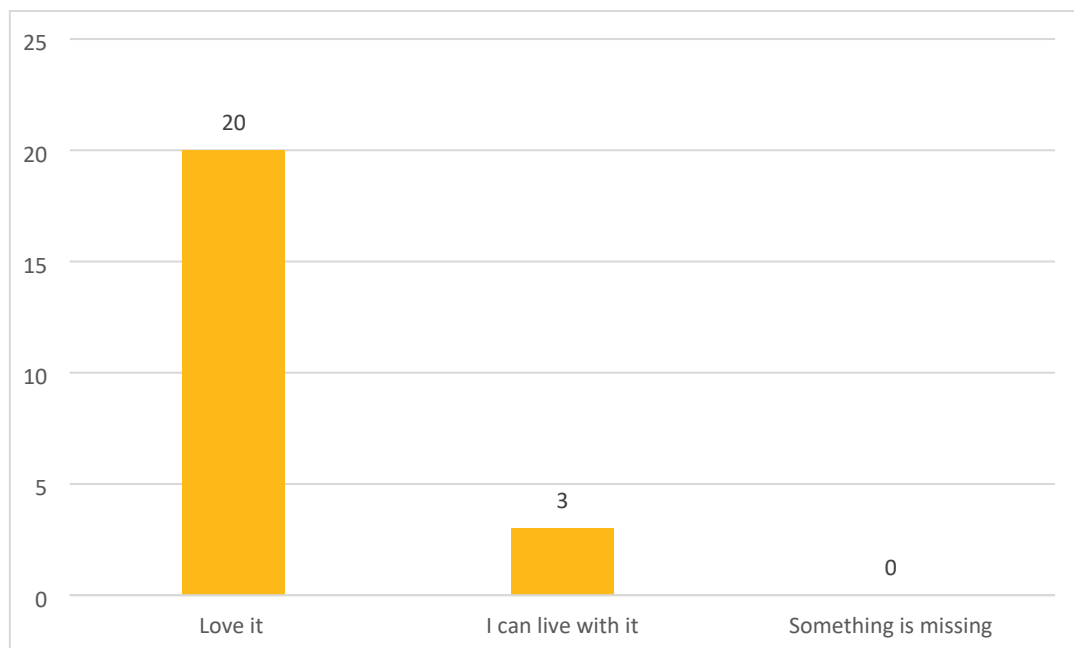


Figure 11: Panel members' level of support for Recommendation 4: Additional proceeds to be put towards Stage 2 of the Project and the upgrades of other play areas in Town (n=23)

Recommendation 5: consider Council rate rebate for property leased to key workers.

As shown in Figure 12, most of the Panel members (20, 95%) stated that they loved or could live with the recommendation for Council to consider a rate rebate for property leased to key workers. Only 1 (5%) Panel member voted that something was missing with the recommendation. Additional comments included for Council to seek ways to support housing supply for key workers in Eildon to meet community needs.

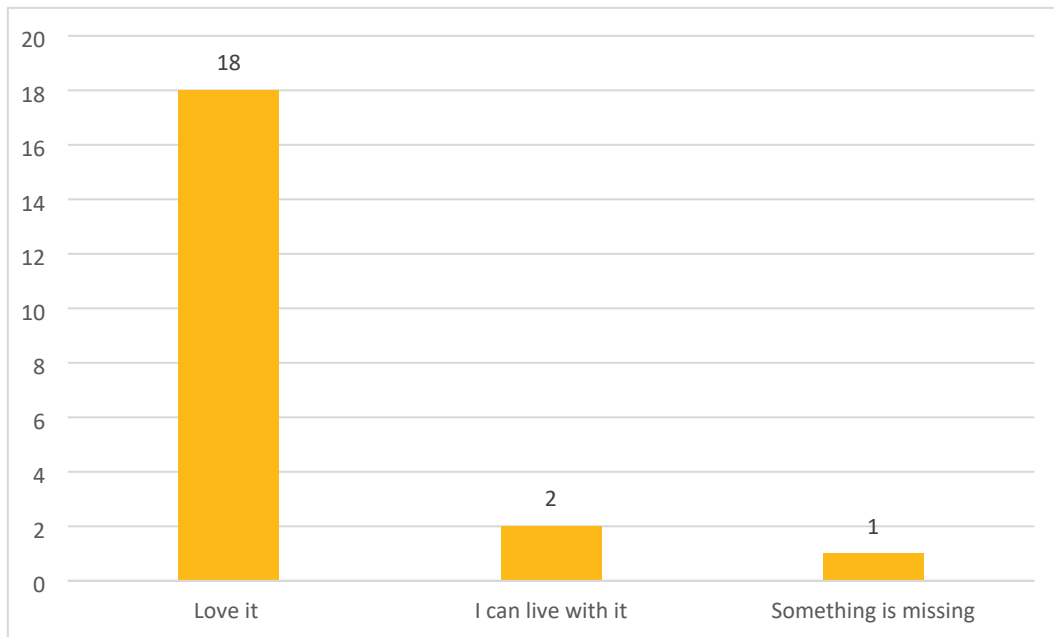


Figure 12: Panel members' level of support for Recommendation 5: Consider a Council rate rebate for property leased to key workers (n=21)

3 Panel evaluation and reflections

This section details the evaluation and reflections on the Deliberative Panel process from the Panel member's perspective.

3.1 Panel reflections

At the end of Session 3, Panel members were asked to share their reflections on the Panel process based on three questions, summarised below:

I like...

- the process, people interacted with respect in the Panel
- the relevant information provided during Panel sessions, Council was professional and responsive.

I wish...

- the deliberative panel was combined with the broader public engagement, conducting both processes at the same time would have been more beneficial, and result in quicker outcome
- there was a more formal open and transparent process to declare potential conflicts of interest
- in the introductory session, we had spent more time getting to know other Panel members, who they are, where they are from.

I wonder...

- what Eildon will look like in 1-2 years' time
- what the project outcome will be, and how that will be reported back to the community
- if parklands will be more well maintained in the future
- what other sticky issues could be resolved through a similar format of engagement.
- if council will take the community more seriously in the future.

3.2 Panel evaluation

Evaluation of the Panel took place through two evaluation surveys:

1. The pre-panel survey asked Panel members to identify their level of agreement with statements about the process, their expectations for the sessions, and motivations for joining the Panel. A total of 25 Panel members completed the baseline survey.
2. The post-panel evaluation survey captured responses to similar questions assessing any change to Panel members' sentiments about the process. Additional questions were asked about Panel members' experiences in the Panel sessions. A total of 18 Panel members completed the evaluation survey.

Summarised findings of the pre-session and post-session surveys are provided below.

Pre-panel expectations

In general, Panel members expected the Panel to:

- represent diverse views that reflect the Eildon community

- have open and respectful conversations about the Project
- make informed and evidence-based decisions collectively as a group
- come up with a solution for the project that will benefit the Eildon community as a whole.

“Through open discussion and knowledge sharing we are, as a community, able to work together to a solution that everyone agrees is best for Eildon as a whole community.”

Pre-panel motivations

Panel members shared similar motivations for joining the Panel, including:

- to share ideas and knowledge with other community members about the Project
- to hear from other community members in Eildon about the Project
- to contribute to the Project and ensure the best outcome for the Eildon community.

“I have been engaged before, would like to be involved again, would like to see progress and outcomes on the project.”

“To summit my ideas and to listen to other Panel members’ ideas for Eildon. I love Eildon and this project is just amazing.”

Pre- and post-panel confidence and trust in Council and the Panel process

Panel members rated their level of agreement with four statements regarding Council, the process and their participation. Figure 13 displays an average score rated by Panel members, from 1 indicating strongly disagree to 5 indicating strongly agree. Panel members reported an overall increased average score in their confidence and trust in Council, and confidence that they have the skills and knowledge to contribute to the panel process.

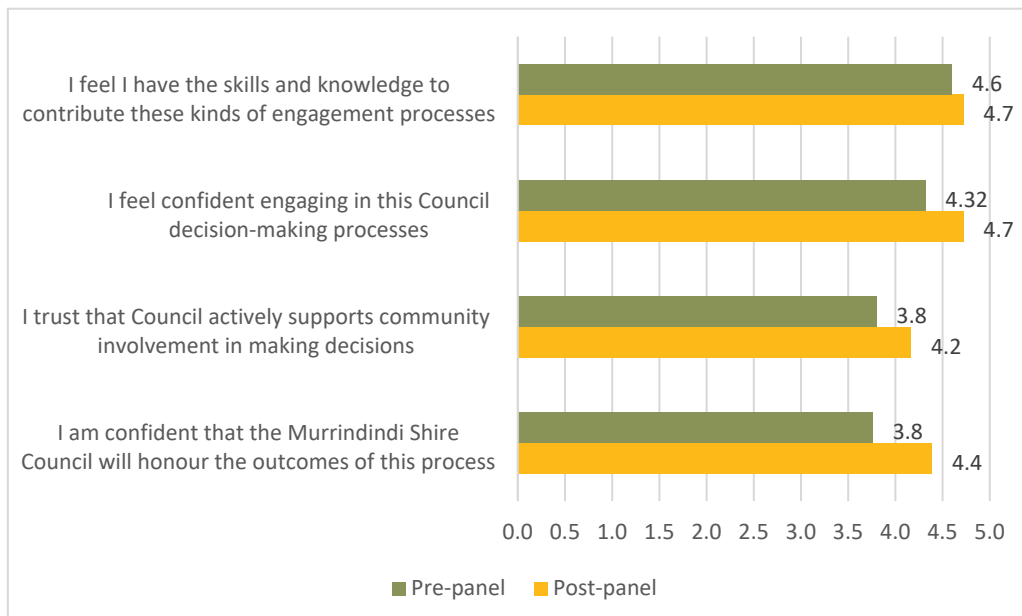


Figure 13: Average pre and post panel survey results (pre-panel responses, n=25; post-panel responses, n=18)

Post-panel evaluation

Panel members rated their level of agreement with four statements regarding their experience participating in the Panel process. Figure 14 displays an average score rated by Panel members, from 1 indicating strongly disagree to 5 indicating strongly agree. Overall, Panel members were positive about the Panel process in terms of facilitation, participation, use of time, and quality of information provided.

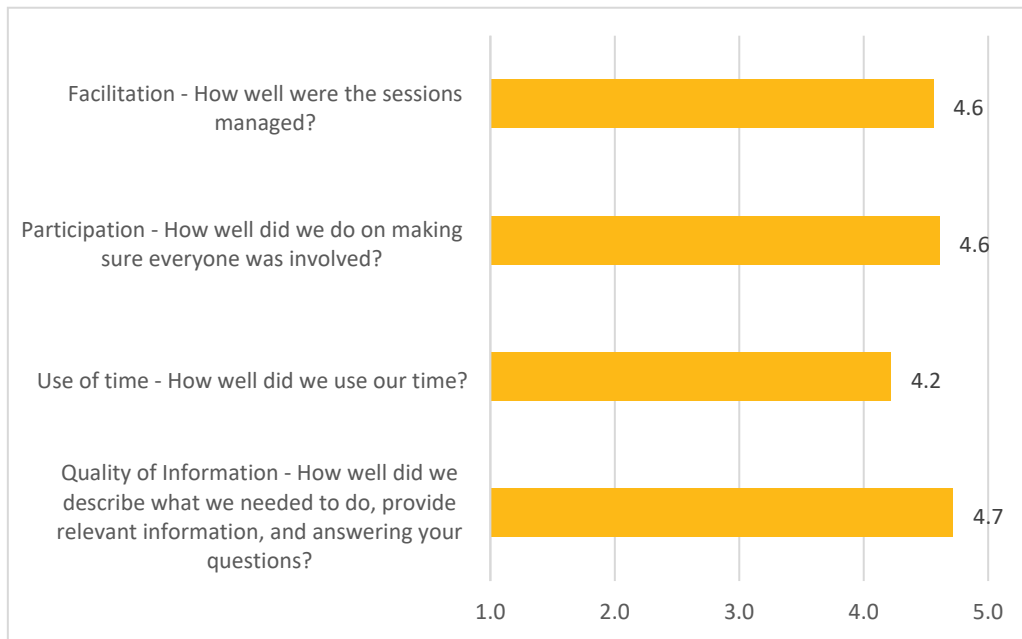


Figure 14: Average post panel evaluation survey results (n=18)

“I would like to see more of this in the future so that diverse voices are given equal space.”

“I enjoyed the whole process, all Council staff were very professional, very quick and witty with their answers to panellist questions and if they did not have an answer they did get the information required and shared it with the panel.”

“I think it was a great process and all involved did an excellent job particularly providing information and answering questions. I feel that thanks to the process Eildon got the best result.”

4 Next steps

The panel summary and findings will be presented at a Councillor Briefing Session on Wednesday, 15 March. Four Panel members volunteered to present Panel outcomes during Session Three and one Panel member volunteered after the session.

All Panel members stated that they were comfortable to be contacted by Council via email to receive project updates in the future.

Council will consider the Panel's recommendations at a Council Meeting on Wednesday 22 March.

All Session presentations and recordings and other relevant materials are available on Council's 'The Loop' website.



QR code to Project page on Council 'The Loop' website



Appendices

Appendix A

Panel member composition targets versus final membership

Category (in order of priority)	Criteria	Representation (%)	Participant target	Panel final membership
Gender <i>ABS Census 2021 sourced %</i>	Man	53%	13	13
	Woman	47%	12	11
	Non-binary, other or did not say	1%	0	1
Age group <i>Edited based on ABS Census 2021 sourced % Under 18 & % distributed across</i>	Below 18 years	15%	4	0
	18 – 29 years	8%	2	0
	30 – 39 years	9%	2	7
	40 – 49 years	10%	2	4
	50 – 59 years	16%	4	2
	60 – 69 years	18%	4	6
	70 – 84 years	17%	4	6
Household type	85 years +	6%	1	0
	Couple with children	13%	1	12
	Couple without children	4%	3	7
	One parent family	5%	1	0
	Lone person household	22%	5	5
	Group household	2%	1	1
Access and equity	Other	3%	1	0
	Aboriginal and Torres Strait Islander	2%	1	0
	A person with disability	13%	3	0
	First language at home is other than English	3%	1	0
Relationship to Eildon	Member of the LGBTIQ+ community	-	1	0
	Own a home (outright or with a mortgage)	42%	10	11
	Own a houseboat or other dwelling	3%	1	2

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Rent a home	15%	4	Not included in EOI
Other tenure type not listed	3%	1	Not included in EOI
Own a business in Eildon			4
Visitor to Eildon			1
Other (work in Eildon)			1

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Capire acknowledges
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