

ENGAGEMENT ON THE HOUSING STRATEGY AND NEIGHBOURHOOD CHARACTER STUDY

ENGAGEMENT SUMMARY REPORT

September 2022

Prepared by Conversation Co and Place Score

Conversation Co.



For the City of Darebin



ABOUT THIS REPORT

This report comprises raw feedback received from the City of Darebin community throughout the Housing Conversation . It summarises findings of engagement activities hosted by Darebin City Council.

Information obtained via this public consultation and summarised in this document will inform the development of Darebin City Council's draft Housing Strategy and Neighbourhood Character Study.

Thank you to the City of Darebin community members who participated in this engagement project, which will contribute to the development of these two strategic documents.

ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

Darebin City Council and the authors of this report acknowledge the Wurundjeri Woi Wurrung people who are the Traditional Owners of the land on which Darebin stands. We recognise their continuing connection to land, waters and culture. We pay our respects to Elders past, present and emerging.

EXECUTIVE SUMMARY

This report outlines the engagement program that has been undertaken by Conversation Co and Place Score on behalf of Darebin City Council. It outlines the program purpose, engagement methods undertaken, participants involved and findings of the program.

Engagement program purpose

Darebin City Council is preparing a draft Housing Strategy and Neighbourhood Character Study. Preparation of both the Strategy and Study require an understanding of community concerns, values, expectations and aspirations with regard to housing and neighbourhoods. The first stage of this program was designed to engage with a diverse mix of residents, ratepayers and community users to understand the housing type, neighbourhood character needed and desired in the City of Darebin. This project is being delivered in three stages, with this report summarising the findings from Stage 1.

Participation

Across the five engagement methods, 464 community members participated in the engagement program:

- **Neighbourhood Liveability Survey (266 participants):** an online survey to understand what the Darebin community cares about in terms of housing and their ideal future neighbourhood (Care Factor), and how their current neighbourhood is performing (Neighbourhood PX Assessment).
- **Place-based pop-up events (129 participants):** eight place-based pop-up events across the City of Darebin for the community to contribute their comments and ideas.
- **Workshops and Council-led discussions (65 participants):** two workshops for the community to find out more information about the project, and discuss areas of interest. Targeted discussions with a focus on understanding housing needs and aspirations from the perspective of older people, people with a disability, Aboriginal and Torres Strait Islander people, and culturally and linguistically diverse people and service providers.
- **Other Feedback (4 participants):** other forms of feedback were received, including email submissions and feedback via the online mapping tool.

Participation by Age and Gender

Across the engagement activities, 67.8% of participants described their gender as female, 27.3% as male, 1.4% as non-binary, and 2 participants (0.5%) using a different term for their gender. Adults aged 35-49 years (40.7%) and those in their fifties (23.4%) comprising the majority of survey respondents whilst the pop-ups attracted a broader range of ages. The workshops involved older participants aged in their late fifties, sixties and seventies.

Participation by Other Demographic Identifiers

The Darebin City Council team made contact with a wide range of groups, including those with a focus on disability, youth services, Aboriginal and Torres Strait Islander people, and culturally and linguistically diverse communities to provide their input into the project. Input from these cohorts was proactively sought out, as traditionally under-served groups in the community with additional needs and barriers surrounding housing.

2.1% of participants identified as Aboriginal and/or Torres Strait Islander, with 1.8% identifying as Aboriginal and 0.3% identifying as having both Aboriginal and Torres Strait Islander identity.

13.4% of participants identified as having a disability, and 24.6% of participants said they spoke a language other than English at home. Of the participants who attended a Council-led discussion, 95.5% said they spoke a language other than English.

Participation by Suburb

Participants who lived in Preston (108) and Reservoir (104) made up the majority of participation across the engagement activities, with the three next highest participation figures being from Northcote (78), Thornbury (59) and Fairfield (18).

Strategies to Support Participation

A range of strategies to support participation in the engagement were utilised, including

Council Officers presentations and/or information provided to internal stakeholders as well as the following groups:

- Welcoming Cities Community Reference Group Committee meeting.
- Darebin Disability Advisory Committee.
- Darebin Aboriginal Advisory Committee.
- Gender Equity Advisory Committee.
- Darebin Ethnic Community Council.
- Sexuality, Sex and Gender Advisory Committee.

Full detail of all strategies used to support participation can be found in Section 2.3.

Community Priorities

This engagement program has enabled a broad conversation on housing and neighbourhood character requirements of the Darebin community. The findings from this engagement program describe a range of community priorities and concerns which will be summarised and explored further through this report. These community priorities are further explored and brought to life through a series of eight Housing Personas which can be found in Section 5 of this report. Preston, Reservoir, Northcote and Thornbury gathered enough participant responses to summarise on their own, with Alphington and Fairfield grouped together, and Bundoora, Kingsbury and Macleod grouped together. Many community priorities were shared across each of the six areas, however there was some nuance in priorities from suburb to suburb across Darebin as explored in Section 4.3.

Community Priorities by Theme

Qualitative analysis was used to understand open-ended response data across engagement activities. Throughout the process of coding responses, a number of common threads emerged. These data have been gathered into a series of broad themes, with the three highest mentioned themes explored below. Responses across the engagement about **outdoor spaces** accounting for the highest number of responses (489 mentions), incorporating 412 mentions about green space, vegetation or street trees, and 77 mentions about setbacks or block size. Feedback included:

- Private spaces such as front and back gardens and setbacks.
- Streetscaping factors and tree canopies.
- Publically accessible spaces such as parks.

Participants' second highest focus was **planning for neighbourhood communities** (408 mentions), a broad theme that collated feedback about access to amenities and community (155 mentions), housing variety that meets diverse needs of the community (121 mentions), building or suburb design that promotes community cohesion (72 mentions) and feedback about diverse or friendly communities and neighbours (60 mentions). This feedback included:

- Housing near public transport, local shops, parks and schools.
- Buildings with shared spaces for community gatherings.
- Public spaces that promote social interactions across age groups, cultural background, socioeconomic status.
- Buildings and streetscapes that are accessible for all abilities.
- Perceptions of neighbourhood culture as 'welcoming', 'vibrant', 'diverse', 'multicultural', 'family friendly'.

The third most frequently discussed broad theme was **height, density and new development** (309 mentions), with a range of positive and negative sentiments towards increased building height and density (200 mentions), subdivision (47 mentions), the location of development (43 mentions) and the repurposing, retrofitting and use of existing building stock (19 mentions). Sentiment towards increased building height and density and subdivision was mixed, with 60% of feedback about heights and density being negative, and an even 50-50 split between positive and negative feedback about subdivisions.

- Perceptions of high density negatively impacting the streetscape, sunlight, neighbour's privacy.
- Perceptions of highrises as negatively impacting the occupants health and wellbeing.
- Perceptions of high density development as low quality, not functional or a threat to neighbourhood character and aesthetic.
- Perceptions of subdivisions as negatively impacting existing infrastructure, roads and parking.
- Perceptions of subdivisions as threatening to vegetation and green space.
- Support for higher density developments if well-designed, sensitive to existing styles, well located and focussed on providing diverse housing options.
- Support for higher density if focussed on affordable or social housing options.
- Perception that there are any uninhabited homes that could cater for the housing demand in Darebin.

Drawing Meaning from the Community Priorities

When drawing meaning from the findings across the Stage 1 engagement, there are several avenues of interest that may warrant further consideration.

Housing

- Environmentally designed housing which:
 - lessens environmental impacts and
 - creates warmth and comfort for occupants with minimal heating/cooling costs.
- A wide variety of housing sizes, prices, types and styles to retain the existing eclectic range of household types and attract newcomers to Darebin.
- Affordable and social housing that is incorporated into safe, well-designed, sustainable housing developments that better serve community needs.
- An increase in building height and density in areas identified as appropriate for height increase, where consideration is given to overshadowing, access to amenity and public transport.
- Development that strikes a balance between livability attributes and increased housing supply.
- Flexible floor plans that occupants can modify over time to adapt to changing household needs.
- Homes that are designed to be flexible and can change over time to suit changing household needs, reducing residents' needs to move out.

Neighbourhood Character

- Variety of housing design that accommodates modern design elements while retaining and complementing existing heritage elements.
- Prioritisation of public and private open space and vegetation, especially in the face of infill development and increased density.
- Building and suburb design that promotes community cohesion across different life stages, household types, cultural backgrounds, abilities and housing tenure.
- Neighbourhood design that promotes easy access to amenities and services.
- Well-planned pathways, roads and tracks that retain and increase connectivity throughout Darebin and reduce congestion.

Existing Neighbourhood Strengths and Priorities

Participants identified the following attributes as strengths:

- Local businesses that provide for daily needs.
- Mix or diversity of people in the area.
- Connectivity.
- Access to neighbourhood amenities.

These attributes should be enhanced and protected. The following place attributes which show that a neighbourhood and its environment are well cared for are performing poorly in Darebin and require attention to improve the liveability of the area.

Attributes that have been identified by the community as priorities are:

- General condition of public open space.
- Sustainable urban design.
- Landscaping and natural elements.
- Protection of the natural environment.
- Sustainable behaviours in the community.

Summary of Community Priorities

- **Greening Darebin:** increase, enhance and protect the availability and quality of green space and green features in Darebin.
- **Sustainable and Efficient Darebin:** increase and enhance sustainability features in new builds and retrofitted housing to minimise environmental impacts, lower heating and cooling costs, and increase comfort for residents.
- **Connected Darebin:** increase and enhance sustainable transport and connectivity features to prioritise active and public transport, connect communities, and support infrastructure for low or no emissions private transport options.
- **Growing Darebin:** proactively identified growth sites to accommodate higher density development.
- **Innovative affordability:** consideration of housing development models prioritising innovation and affordability to respond to demand.
- **Support compliance in practice:** build Darebin's capacity for monitoring, enforcement and accountability in development.
- **Enforcing good design:** well-supported implementation of good design through education, accountability, enforcement and allocation of resources

Process Recommendations

- **Reconsider the need to collect compulsory data:** to ensure that participants in future engagement projects are not dissuaded or prevented from participating.
- **Seek out the views of young people:** schedule activities in Stage 2 to seek out this voice.
- **Seek feedback from residents in the north of Darebin:** schedule activities in locations or at events that are frequented by Bundoora residents.
- **Seek feedback from developers and significant landowners:** engage on some of the areas raised by the community and levers to deliver the Strategy.
- **Seek clarity of 'appropriate' development:** create examples of how growth could be accommodated to understand community preference for growth.
- **Close the loop:** keep people updated to help Council when it comes to garnering feedback during Stages 2 and 3.

TABLE OF CONTENTS

Acknowledgement of Traditional Owners	2	4. Community Priorities	28
Executive Summary	3	Community Priorities by Theme	30
1. Introduction	8	Community Priorities by Question	33
Project Background	9	Community Priorities by Suburb	41
Engagement Purpose and Scope	9	Community Priorities by Age	44
2. Methodology	10	Community Priorities from Targeted Group Discussions	45
Engagement Activities	10	Community Priorities by Housing Tenure	49
Engagement Questions	12	Community Priorities by Housing Type	52
Strategies to Support Participation	14	5. Housing Personas	55
Barriers to Participation	14	6. Recommendations	63
3. Participation	15	Summary of Community Priorities	63
Participation by Engagement Method	15	Process Recommendations	64
Participation by Age and Gender	16	Appendices	66
Participation by Other Demographic Identifiers	18	Appendix 1: List of Figures and Tables	66
Connection to Darebin	20	Appendix 2: Definitions	68
Participation by Suburb	21	Appendix 3: Neighbourhood Liveability Findings	70
Participation by Housing Tenure	22	Appendix 4: Community Priorities by Housing Size	79
Participation by Housing Type	23	Appendix 5: Managing Risks	85
Participation by Housing Size	25	Appendix 6: Survey Questions	87
Representativeness of Participants	26		

1. INTRODUCTION

Conversation Co and Place Score were engaged by Darebin City Council to design and support the delivery of an engagement program to understand community priorities and aspirations for housing and neighbourhood character in the City of Darebin. Findings from this project will inform the development of the draft Housing Strategy and Neighbourhood Character Study.

Conversation Co carried out the face-to-face engagement components of the program, while Place Score carried out the Neighbourhood Liveability Survey.

This project is being delivered in three stages, this report summarises findings from Stage 1.

- **Stage 1 – Broad community conversations, housing preferences and needs (June and August 2022):** understand community concerns, values, expectations and aspirations around housing.
- **Stage 2 – Testing the draft Housing Strategy & Neighbourhood Character Study:** present the draft Housing Strategy and draft Neighbourhood Character Study for community feedback.
- **Stage 3 – Planning Scheme Amendment:** Public exhibition of planning scheme amendment to implement Housing Strategy and Neighbourhood Character Study.

1.1 PROJECT BACKGROUND

Darebin's population is growing and changing. It is anticipated Darebin will be home to an additional 46,465 residents, 24,093 households and 26,775 dwellings by 2036

(Darebin Housing Demand and Supply Analysis, SGS Economics and Planning 2020)

The Housing Strategy and Neighbourhood Character Study will shape how housing will be planned for, delivered and experienced as Darebin continues to grow and change over the next 20 years. This will replace the existing Housing Strategy (2013, revised 2015) and Neighbourhood Character Study (2007) which are outdated and no longer guiding appropriate housing development in the municipality.

The updated Housing Strategy and Neighbourhood Character Study will provide a long-term plan for how the housing needs of existing and future Darebin residents will be met in a way that is sustainable and informed by our community. It will:

- Include a 20 year-vision for housing in Darebin.
- Provide an understanding of resident's needs and the housing context in Darebin.
- Guide population growth and the location of new housing.
- Guide the look and feel of new developments within residentially zoned land.
- Provide evidence to amend planning policy and controls in the Darebin Planning Scheme via a planning scheme amendment.

Community feedback received through the engagement program will be viewed alongside:

- Housing demographic and spatial data.
- Technical background studies.
- Victorian Planning Policy.
- Planning Practice Notes 90 and 91.
- A review of existing council policies, plans and strategies.

1.2 ENGAGEMENT PURPOSE AND SCOPE

The purpose of the Stage 1 engagement was to understand the community's concerns, values, expectations and aspirations around housing and neighbourhood character.

The engagement program set to answer two questions:

- How, and where can population growth be accommodated in Darebin to meet the diverse and changing housing needs of Darebin's community today and into the future?
- What is the distinct character of Darebin's different neighbourhoods for future protection and enhancement?

Engagement was used to:

- Understand community's needs, values, aspirations and concerns specifically about:
 - Affordability and affordable housing, including social housing.
 - Sustainability.
 - Housing growth, location and typology.
 - Diversity, accessibility and equity.
- Neighbourhood Character and quality of place.
- Understand which existing character attributes of the eight neighbourhood areas are valued and how/if participants would like to see character areas change over time.
- Analyse Darebin community perceptions of 'liveability' by nine themes - character, community, economy, environmental sustainability, social facilities and services, housing and development, management and safety, movement and open space.
- Educate the community about housing issues, population growth and Council's responsibilities for accommodating housing to meet the needs of a growing municipality.

2. METHODOLOGY

2.1 ENGAGEMENT ACTIVITIES

Five engagement methods were used to encourage participation from diverse communities within Darebin:

- Neighbourhood Liveability Survey (mainly online).
- Place-based pop-up events.
- Housing Workshops.
- Council-led discussions.
- Email submissions and feedback via the online mapping tool.

Place Score Housing and Neighbourhood Liveability Survey

A community survey was provided online and promoted via the Darebin City Council project page, which asked participants housing and neighbourhood character related questions, questions about place values and performance data, as well as their ideas for improving their suburb. This survey was also made available in hard copy format at pop-ups upon request.

Survey participants were asked to provide demographic identifiers including name, address, gender, age, whether they spoke a language other than English at home, whether they identified as Aboriginal and/or Torres Strait Islander, as having a disability, and their connection to Darebin.

Place-based Pop-ups

Eight place-based community pop-ups were held across the City of Darebin at different locations and at different times. Pop-ups were held at the following locations:

- **Thornbury.** Corner of Blythe St and High St, Saturday 16 July, 10am-12pm.
- **Preston.** 421 High St, Saturday 16 July, 2-4pm.
- **Reservoir.** Reservoir Neighbourhood House, Tuesday 19 July, 10.30am-12.30pm.
- **Reservoir.** Reservoir Post Shop, Tuesday 19 July, 3-5pm.
- **Preston.** Melbourne Polytechnic (Preston Campus), Monday 25 July, 11.30am-1pm.
- **Northcote.** Northcote Library, Monday 25 July, 3-5pm.
- **Fairfield.** Fairfield Community Centre, Friday 29 July, 11am-1pm.
- **Bundoora.** Polaris 3083 Shopping Centre, Friday 29 July, 3.30-5.30pm.

Participants were asked to respond to a series of engagement questions and some demographic identifier questions.

Notes taken by conversation facilitators were allocated a unique number, which matched that recorded on the demographic card. In this way, comments could be traced later during data analysis to these demographic identifiers through this unique number.

Workshops

A series of workshops were delivered to provide community members with an opportunity for further discussion. Two face-to-face workshops were run at:

- Reservoir Community and Learning Centre
- Jika Jika Community Centre.

A third, online workshop was offered.

Council-led Discussions

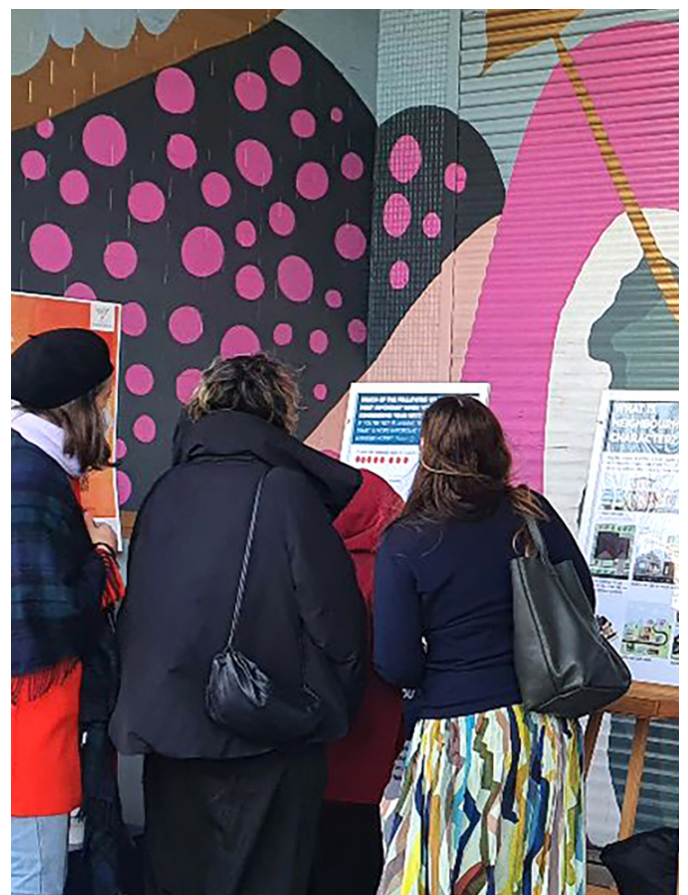
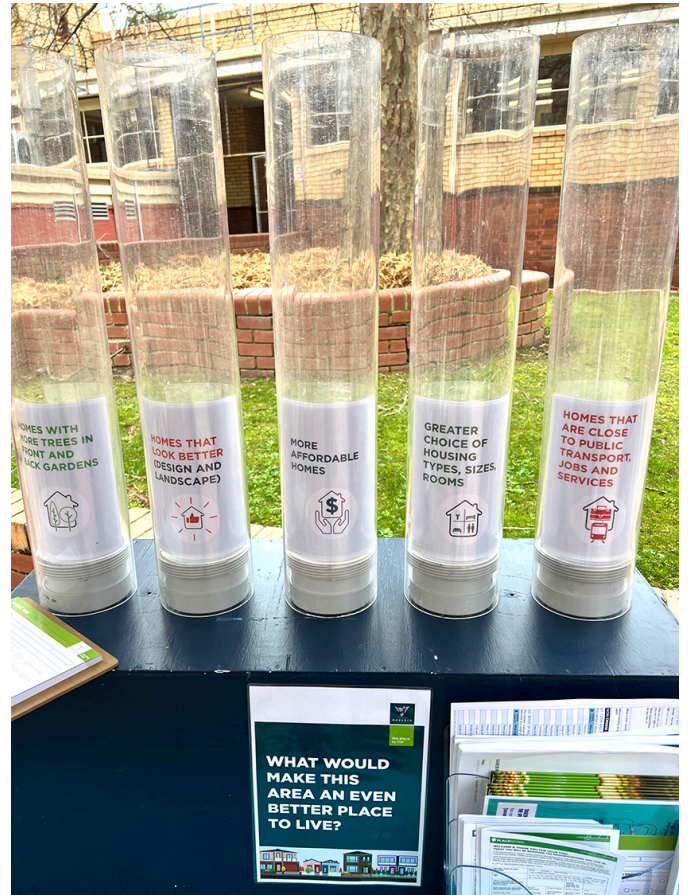
The Darebin City Council team made contact with a wide range of targeted groups, including groups with a focus on disability, youth services, Aboriginal and Torres Strait Islander people, and culturally and linguistically diverse communities such as services for young people and people with a disability, to provide their input into the project. A number of these groups provided feedback, with seven groups attending targeted discussions with Council staff.

The groups that attended these discussions were:

- Wurundjeri Woi Wurrung Aboriginal Corporation.
- Aboriginal Housing Victoria.
- Darebin Information, Volunteer and Resource Centre.
- Islamic Elderly Men's Social Group.
- Vietnamese Elderly Group.
- Summer Foundation.
- Northern Federation of Ethnic Senior Citizens Clubs.

Other Feedback

Further feedback was received in the form of email submissions and through the online mapping tool.



2.2 ENGAGEMENT QUESTIONS

Engagement questions - pop-ups and workshops

The following questions were asked across the place-based pop-ups and workshops:

1. *'Which of the following will be most important when you're considering your next home? (If you're not planning to move, what is most important for your existing home?)'* Participants were asked to add sticky dots next to their top three items from the following list:

- Homes with additional space.
- Homes with additional bedrooms.
- Energy Efficient Homes.
- Affordable to rent.
- Affordable to buy.
- Fewer bedrooms.
- Accessible.

2. *'What would make this area an even better place to live?'* Participants were asked to use an interactive ball and tube activity to select their top three responses from the following list:

- Close to PT, jobs etc.
- Choice of housing types.
- Homes that Look Better.
- More Trees.
- More Affordable.

3. *'What do you like about this area?'* Participants were asked to provide an open ended response.

4. *'In the context of a growing city, how would you like to see this area change over the next 20 years?'* Participants were asked to provide an open ended response.

Engagement questions - Council-led discussions

The following questions were asked at Council-led discussions:

- What are the key issues about housing from your perspective?
- What would make this area an even better place to live? (select up to 3).
- Which of the following will be most important to people who are considering their next home? Or their existing home? (select up to 3).
- In the context of a growing City, how would you like to see this area change over the next 20 years?



Summary of Engagement questions - liveability survey

Survey participants were asked to:

- Provide dwelling identifiers including housing tenure, housing type and housing size.
- Share their views regarding their current housing situation, and their expectations of future housing.
- Choose their top 15 Place Attributes (from an overall 50) for their ideal neighbourhood.
- Rate their suburb of residence against all 50 Place Attributes.
- Share an idea for improving their suburb in 25 words.

The Liveability survey is an online engagement tool in two parts:

- Neighbourhood Care Factor.
- Neighbourhood PX Assessment.

Neighbourhood Care Factor

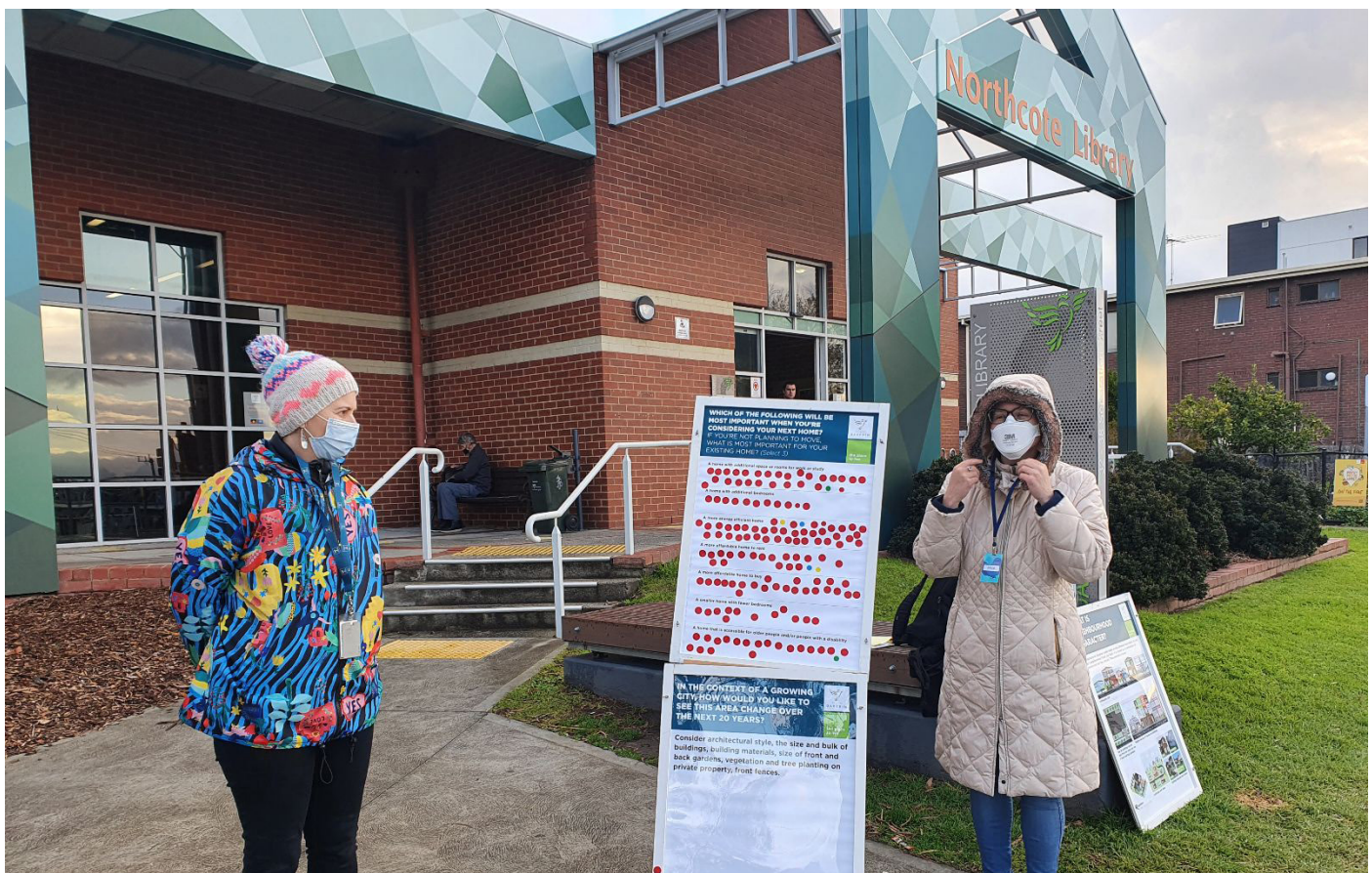
Respondents were asked to select what was most important to them in each of five Place Dimensions. The Place Dimensions and associated Place Attributes reveal what attracts and attaches people to a neighbourhood, as well as the barriers to entry or connection.

Neighbourhood PX Assessment

Respondents were asked to rate how different attributes of their current neighbourhood were impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

At the completion of the Neighbourhood PX, respondents also had the opportunity to share their ideas for improving their neighbourhood via an open question.

A detailed explanation of Place Score's terminology is provided in Appendix 2 - Definitions.



2.3 STRATEGIES TO SUPPORT PARTICIPATION

Community participation was supported through the following initiatives:

- **Communications Campaign:** run by Darebin City Council. This included promotion on Council's corporate channels and social media, posters and brochures distributed throughout customer service centres, libraries, neighbourhood houses and some businesses. Boosted social media posts were also utilised by Conversation Co and Darebin City Council to target possible survey participants.
- **Dedicated Project Page:** A dedicated project page was created on Council's yoursay website, a consistent location for the community to access information and participation via the survey.
- **Leveraging Council's Connections:** Council Officer connections and existing networks were used to increase uptake and participation in the project.
- **Communication with Advisory and other committees:** Council Officers presented to the Advisory and other committees to inform them about the Housing conversation, and to seek their input into engagement methods and stakeholders. These included:
 - Welcoming Cities Community Reference Group Committee meeting
 - Darebin Disability Advisory Committee.
 - Darebin Aboriginal Advisory Committee.
 - Gender Equity Advisory Committee.
- Other committees that were provided information by Council Officers were:
 - Darebin Ethnic Community Council.
 - Sexuality, Sex and Gender Advisory Committee.
- **Housing Conversation Discussion Paper:** A discussion paper was prepared and made available online via the Darebin City Council website, and was shared with groups who attended Council-led discussions.
- **Incentivisation:** Survey participants were incentivised to complete the survey and be in the running for one of ten \$100 vouchers.

- **Going to where people enjoy gathering:** Pop ups were held where possible at locations across the City of Darebin where they typically attract foot traffic and a cross-section of the community.
- **Council-led Discussions:** Council-led discussions were carried out with key cohorts across the City of Darebin to give an opportunity to target groups to participate, in particular under-served communities.
- **Face-to-face and online options:** A variety of delivery modes were made available to workshop participants, with two face-to-face and one online workshop offered via Zoom. There were no sign ups to the online workshop and it was subsequently not held.

2.4 BARRIERS TO PARTICIPATION

Despite best efforts to engage across a broad cross-section of the community, the following barriers to participation were identified:

- Compulsory collection of participant personal details, including name, address, email address and other demographic information. We believe the compulsory collection of this information created a significant barrier to participation with the project, as observed by the high level of traffic to the survey and the high drop off rate once personal details were requested.
- Period of high COVID-19 circulation throughout the community, may have impacted the uptake of face-to-face opportunities. Although all staff attending pop-ups and workshops took COVID-19 precautions that met or exceeded Victorian Government health advice, COVID-19 may have impacted on community willingness to participate.

3. PARTICIPATION

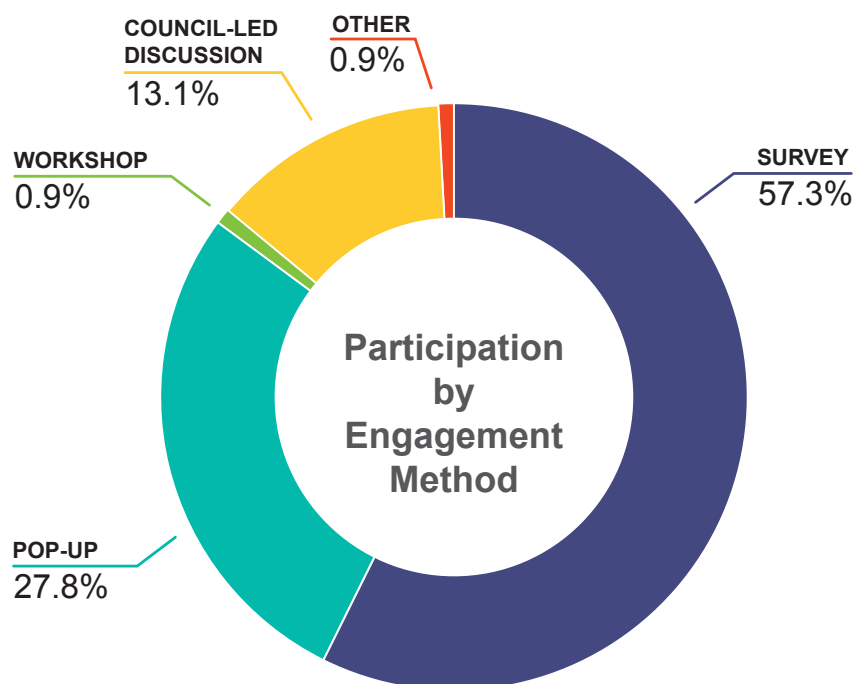
A total of 464 community members participated across Stage 1 of the project:

- 266 community members completed the Neighbourhood Liveability Survey.
- 129 community members contributed their ideas during place-based pop up events across the City of Darebin.
- 65 community members participated in workshops or Council-led discussions.
- 4 community members contributed to the project by other forms such as emails and the online mapping tool.
- Input from Aboriginal and Torres Strait Islander people, people with disability and people from CALD communities was proactively sought out, as traditionally under-served groups in the community with additional needs and barriers surrounding housing.

3.1 PARTICIPATION BY ENGAGEMENT METHOD

The majority of responses collected were through the survey (57.3%), then place-based pop up events (27.8%) and Council-led discussions (13.1%). Participation by engagement method can be seen in Figure 1.

Figure 1: Participation in the project by engagement method



3.2 PARTICIPATION BY AGE AND GENDER

Gender

Across the engagement activities, 67.8% of participants described their gender as female, 27.3% as male, 1.4% as non-binary, and 2 participants (0.5%) using a different term for their gender, as shown in Figure 2. This compares with the demographics recorded for Darebin in the 2021 Census as shown in Figure 3, which records the population as 51.4% female and 48.6% male (Census Quick Stats: City of Darebin). We note that no data was collected on any other gender options in the 2021 Census so a comparison of these is not possible.

Figure 2: Gender of participants

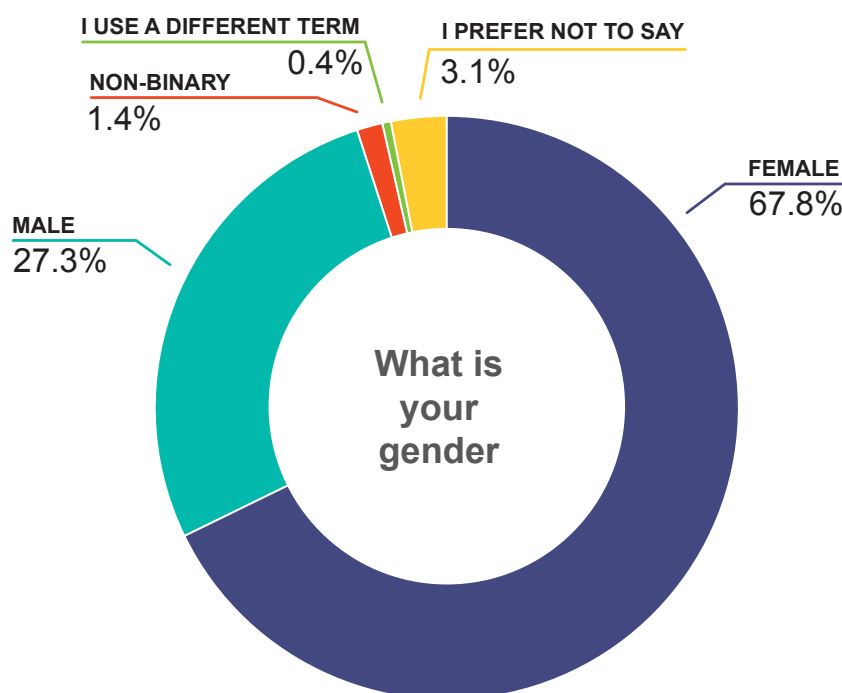
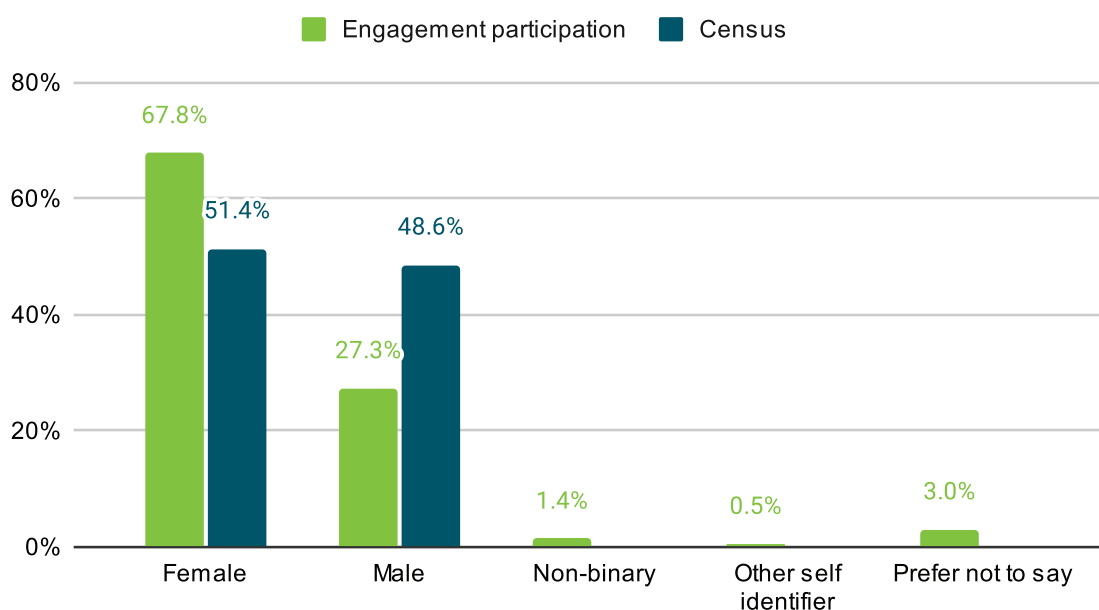


Figure 3: Participants' gender representation comparative to Census data

Participants' gender representation comparative to Census data



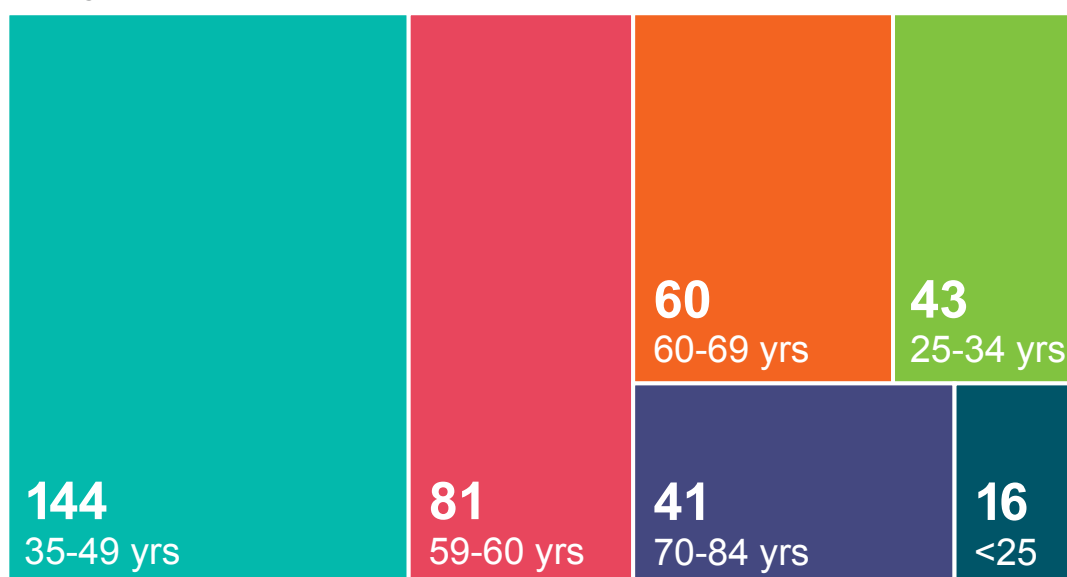
Age

Age data was gathered from participants in the three engagement activities (survey, pop-ups and workshops). Adults aged 35-49 years (40.7%) and those in their fifties (23.4%) comprised the majority of survey respondents whilst the pop-ups attracted a broader range of ages. The workshops involved older participants aged in their late fifties, sixties and seventies. Participants under 18 were able to provide feedback at pop ups, however Darebin's engagement policy prohibits demographic information for under 18s to be collected.

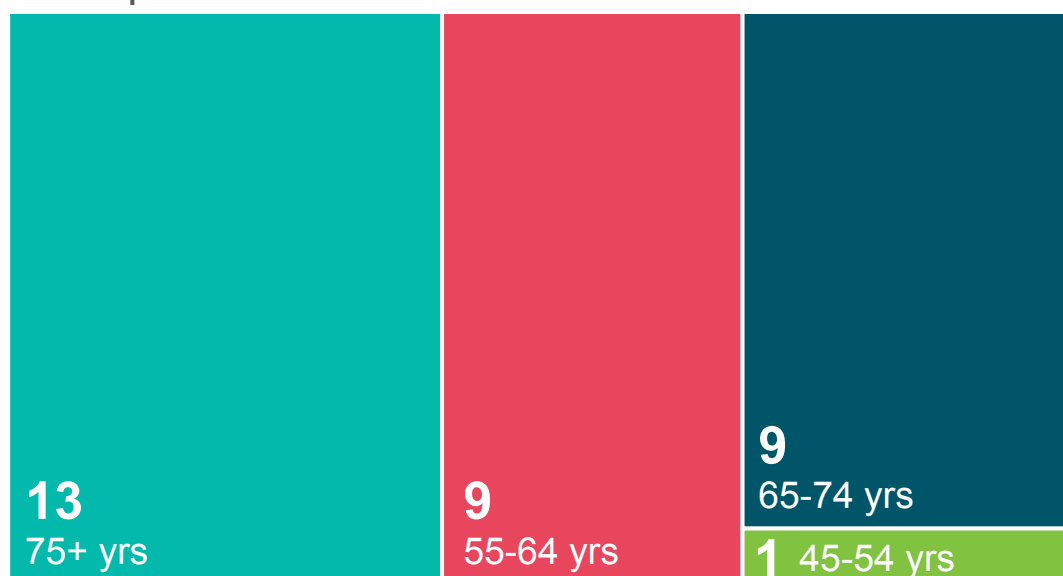
As different age categories were used to record participant ages across the different engagement activities, Figure 4 is a visual representation of the age profile of the survey and pop-up participants, and the age profile of the workshop participants. Table 3 in section 3.9 Representativeness of Participants provides additional detail on the ages of participants across the three methods.

Figure 4: Age of participants

Survey and Pop-up participants



Workshops/Discussions



3.3 PARTICIPATION BY OTHER DEMOGRAPHIC IDENTIFIERS

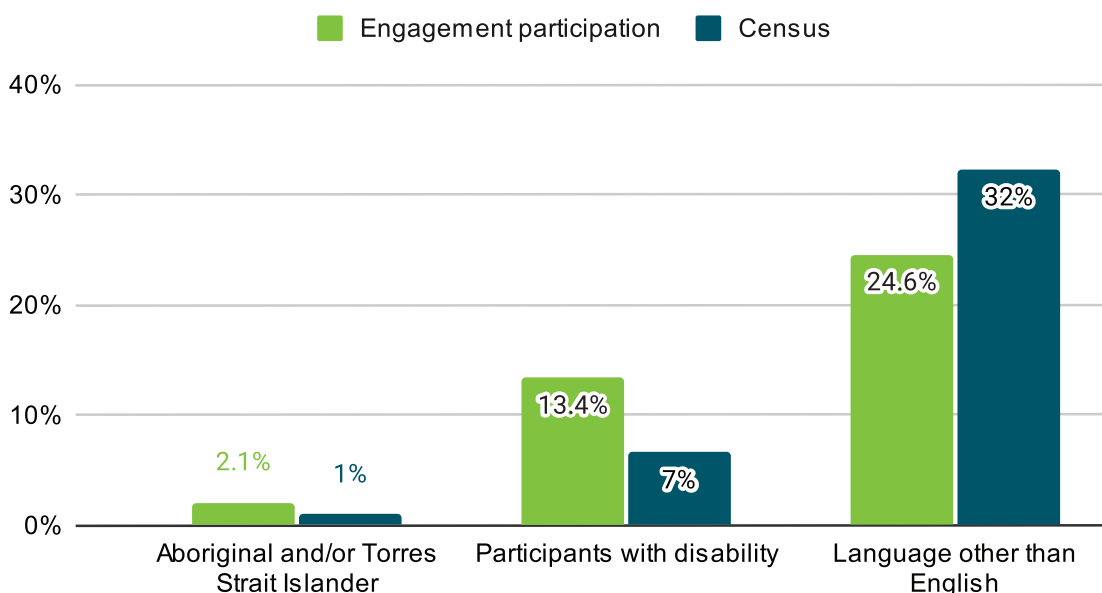
Participants were asked a range of other demographic descriptors, about their Aboriginal and/or Torres Strait Islander identity, cultural identity and any disabilities.

Aboriginal and/or Torres Strait Islander participants: 2.1% of participants identified as Aboriginal and/or Torres Strait Islander, with 1.8% identifying as Aboriginal and 0.3% identifying as having both Aboriginal and Torres Strait Islander identity. This percentage compares to the 2021 Census data for the City of Darebin where 1% of residents said they identified as Aboriginal and/or Torres Strait Islander.

Participants with disability: 13.4% of participants said they identified as having a disability, and 4.2% of participants preferred not to say. Across the City of Darebin, 6.6% of residents in the 2021 Census reported needing help in their day-to-day lives due to disability, as shown in Figure 5.

Figure 5: Comparison of participants' other demographic identifiers to Census data

Comparison of participants' other demographic identifiers to Census data



Participants who spoke a language other than English at home: 24.6% of participants said they spoke a language other than English at home. This compares to the 2021 Census data for the City of Darebin at 32.3% of residents. Languages identified by participants are listed in Table 1. Of the participants who attended a Council-led discussion, 95.5% said they spoke a language other than English.

Table 1: Languages other than English spoken at home by participants

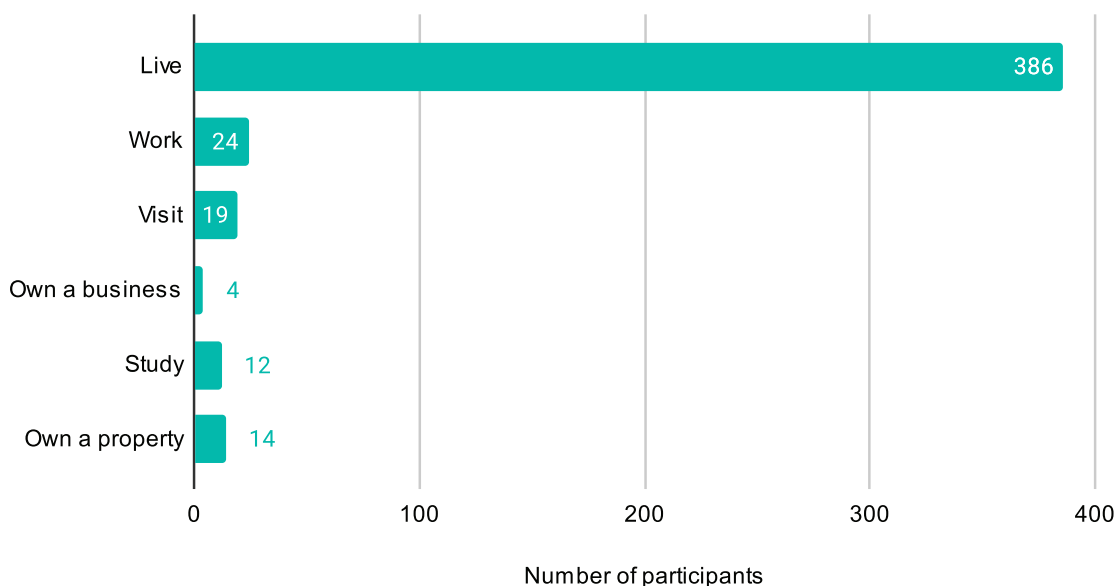
Language	Number of participants	Language	Number of participants
Afrakan	1	Macedonian	3
Arabic	7	Mandarin	2
Auslan	1	Marathi	1
Bosnian	1	Nepalese	2
Chinese	4	Persian	1
Croatian	1	Pilipino	2
Czech	1	Polish	1
French	3	Punjabi	1
Gaeilge	1	Serbian	1
German	1	Somali	1
Greek	6	Swedish	1
Hindi	2	Turkish	1
Indonesian	1	Vietnamese	25
Italian	16	Yorta Yorta	1
Japanese	1	Other	1
Koun	1		

3.4 CONNECTION TO DAREBIN

Participants were asked about their main connection to Darebin; participants could report multiple ways they connect with the community. There were 386 participants who reported that they lived in the City of Darebin. Figure 5 details participants' connection to Darebin.

Figure 5: Participants' connection to Darebin

What is your connection to Darebin?



3.5 PARTICIPATION BY SUBURB

Participants were asked where they lived, with a large spread of geographic locations represented from across the municipality, and a few beyond, as seen in Table 2. The majority of responses to this question were either Preston or Reservoir, with 108 and 104 responses respectively. 35 specific locations were identified by participants, with 375 responses being locations inside the municipality and 37 responses outside the municipality.

Table 2: Suburbs where participants said they lived

LOCATION	NUMBER OF PARTICIPANTS
Preston	108
Reservoir	104
Northcote	78
Thornbury	59
Fairfield	18
Alphington	8
Epping	4
Mill Park	3
Thomastown	3
Bundoora	2
Heidelberg West	2
Taylors Hill	2
Alstonvale, NSW	1
Bellfield	1
Black Rock	1
Brunswick	1
Cannie	1
Coburg	1

LOCATION	NUMBER OF PARTICIPANTS
Craigieburn	1
Doreen	1
Fitzroy	1
Heidelberg	1
Ivanhoe	1
Kensington	1
Kew	1
Kingsbury	1
Lalor	1
Macleod	1
Moonee Ponds	1
Pascoe Vale	1
Richmond	1
Southbank	1
Surrey Hills	1
Watsonia	1
Wollert	1

3.6 PARTICIPATION BY HOUSING TENURE

There were 361 participants that provided data about their housing tenure, with 68.1% of these participants owning the home they live in, followed by tenants at 21.2%, as seen in Figure 6. 4.1% of participants said they lived with their family, 3% live in social housing and 2.7% do not live in secure housing. Other housing tenure situations described by two participants (0.8%) were residential care and transitional housing.

Figure 6: Participants' housing tenure (living situation)

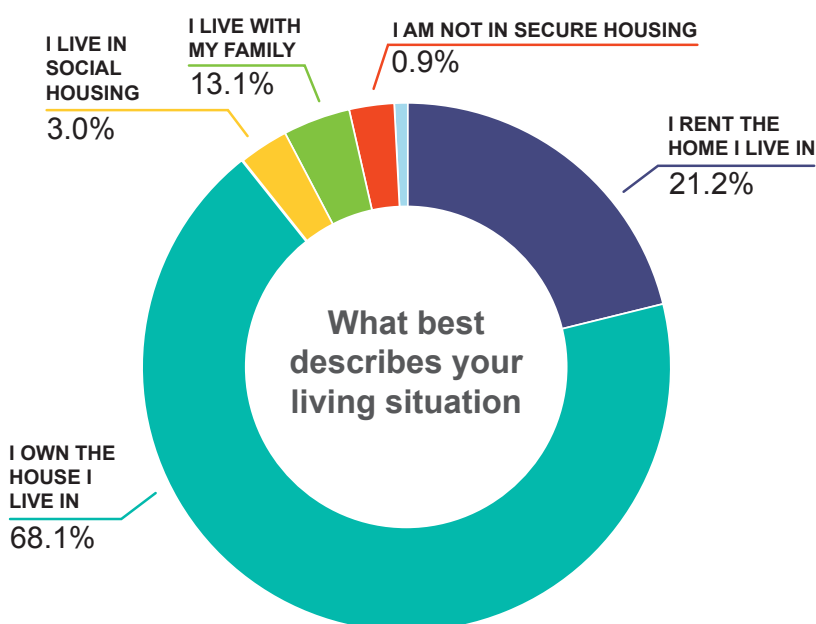
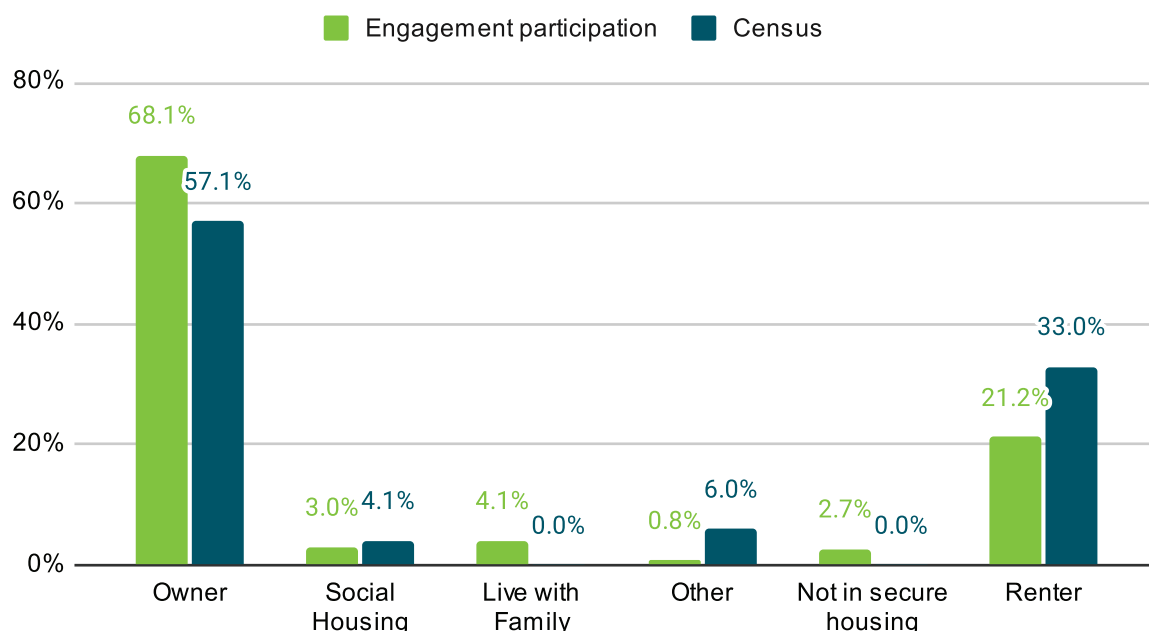


Figure 7 compares the housing tenure data from Stage 1 engagement to the Census data, which shows 57.1% of Darebin residents own or partially own their own home, and 33% of residents rent privately. Across the Stage 1 engagement, homeowners were slightly overrepresented, and tenants in private rentals or social housing were slightly underrepresented. Data on participants who said they were not in secure housing was not able to be compared as this data was not available in the 2021 Census data.

Figure 7: Comparison of participants' housing tenure to Census data

Comparison of participants' housing tenure to Census data



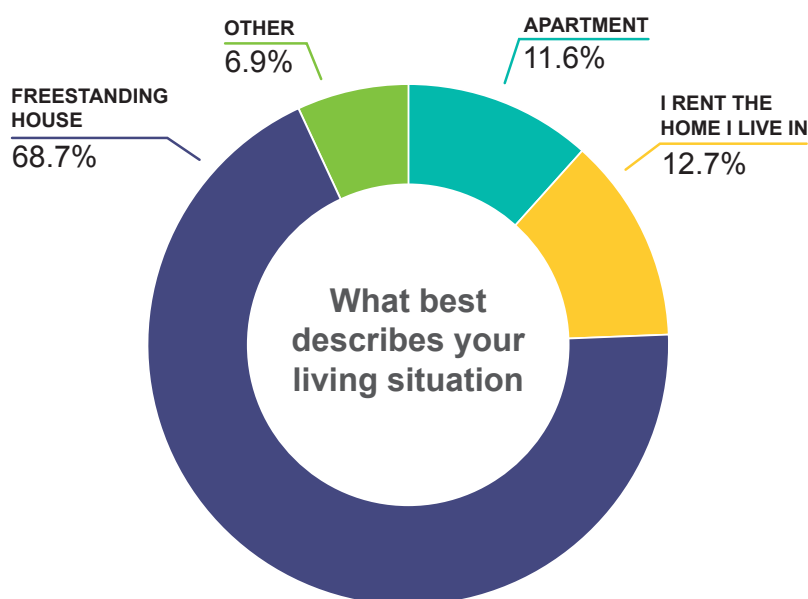
3.7 PARTICIPATION BY HOUSING TYPE

Participants were asked to nominate the housing type they currently lived in, with 68.7% of participants saying they lived in a freestanding house, as seen in Figure 8. This cohort is overrepresented in Stage 1 engagement, compared to 2021 Census responses showing that 54.2% of Darebin residents live in a separate house. 12.7% of engagement participants said they lived in a townhouse, and 11.6% in an apartment.

6.9% of participants chose 'Other', which included:

- Units.
- Caretakers residence.
- Duplex.
- Granny flats.
- Dwellings behind a shop.
- Semi detached house.
- Shop front dwelling.
- Terrace house.
- Villa Units (semi-detached and freestanding).

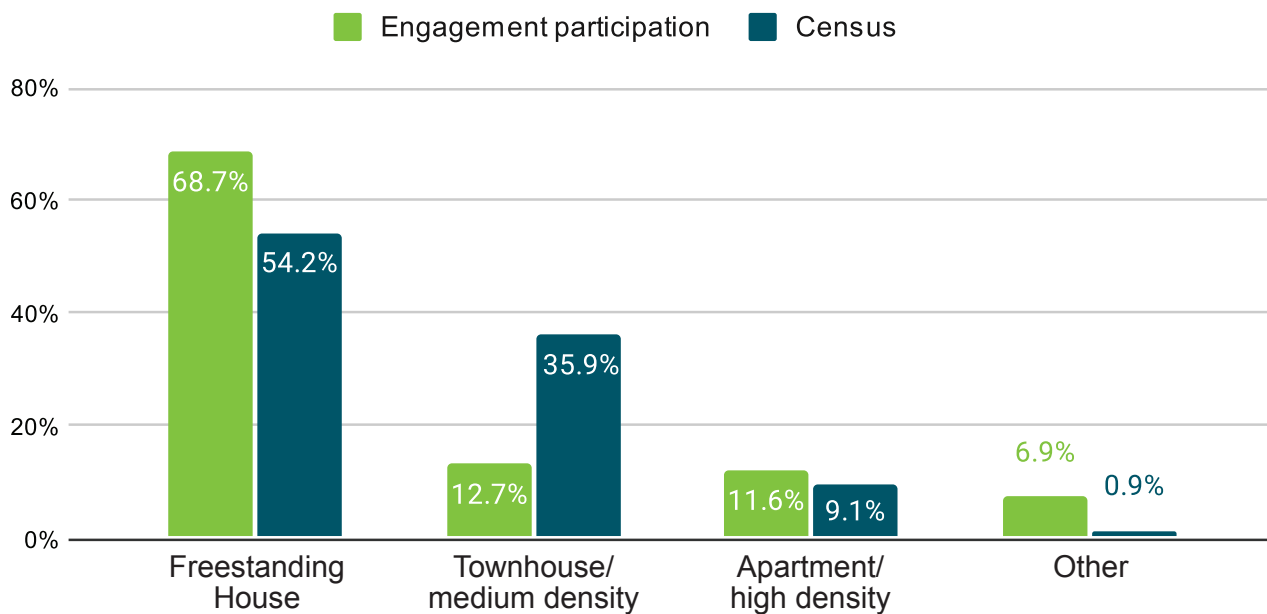
Figure 8: Type of housing participants said they lived in



For the purposes of comparison in Figure 9, Census data marked 'medium density' has been compared to townhouses and data marked 'high density' has been compared to apartments.

Figure 9: Comparison of participants' housing type to Census data

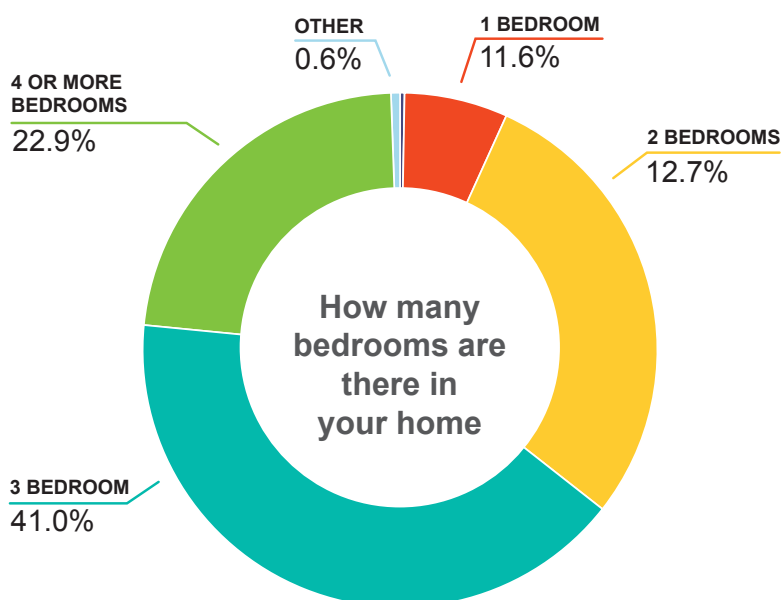
Comparison of participants' housing type to Census data



3.8 PARTICIPATION BY HOUSING SIZE

When asked how many bedrooms their home had, the majority of participants (41%) said they lived in a 3 bedroom home, followed by 2 bedroom homes at 28.8% of responses. The lowest response was participants who lived in studios, with only 1 response (0.3%). This data can be seen below in Figure 10.

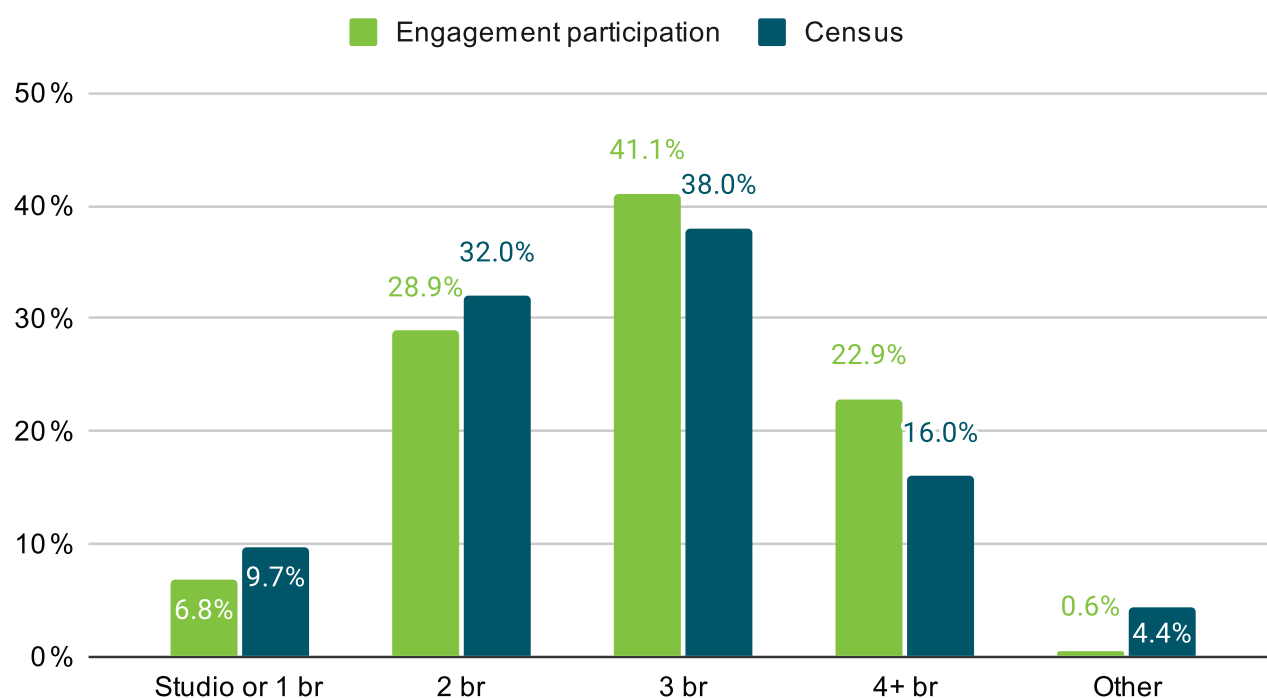
Figure 10: Number of bedrooms in participants' homes



As seen in Figure 11, three or four plus bedroom homes were slightly overrepresented in the engagement data as compared to the Census figures for Darebin, with feedback from participants who lived in a studio, one bedroom or two bedroom home slightly underrepresented.

Figure 11: Comparison of participants' housing size to Census data

Comparison of participants' housing type to Census data



3.9 REPRESENTATIVENESS OF PARTICIPANTS

The demographic characteristics participants, where provided, have been compared to the characteristics of all Darebin residents, to determine if any particular sub-groups were under- or over-represented in the engagement. Table 3 below shows the sub-groups in the Darebin community who participated in the Neighbourhood Liveability Survey and the face-to-face consultations.

Over-represented groups

Females are traditionally over-represented in community engagement activities and this was also the case for this project - 67.8% of participants were female compared to the 51.4% female representation in the Darebin community. In terms of age, there was higher representation from adults aged 35-69 years, and those who owned or part owned their own home. English speakers and homeowners/mortgagees were over-represented in the project participants compared to the overall Darebin community. People identifying as having a disability were overrepresented in the data, with an overall participation of 13.4% of Stage 1 participants across all activities (10.3% in surveys, 18.6% at pop-ups and 22.7% at workshops) versus the overall population at 6.6%.

A comparable proportion of participants who identified as Aboriginal and/or Torres Strait Islander participated in the engagement activities.

Under-represented groups

As seen in Table 3, younger populations (under 34 years old) were underrepresented in this engagement, as were participants over 85 years old. Participants who rent their home were also underrepresented in the Stage 1 engagement. This disparity between participation from tenants and homeowners can be most acutely seen in the participation rates in the survey, where 73.7% of survey participants were homeowners, versus 19.7% tenants. These tenure types are more closely representative at pop-ups, where 51.1% of pop-up participants were homeowners compared to 57.1% across the Darebin population, and where 25.6% of pop-up participants were tenants versus 33% across the Darebin population.

Table 3: Representativeness of engagement participants

DEMO-GRAPHIC IDENTIFI-ERS	LIVEABILITY SURVEY	POP-UPS	WORK-SHOPS/ DISCUS-SIONS	TOTAL PROJECT PARTICIPA-TION	CITY OF DAREBIN POPULA-TION#	PERCENT-AGE DIF-FERENCE
Female	70.1%	56.6%	81%	67.8%	51.4%	16.4%
Male	22.6%	42.5%	19%	27.3%	48.6%	-21.3%
Non-binary	2.2%	0.0%	0%	1.4%	-^	-
I use a different term	0.7%	0.0%	0%	0.5%	-^	-
Prefer not to say	4.4%	0.9%	0%	3.1%	-	-
11 years and under	2.6% (Under 25 yrs)	0%	0%	-	14.6%	-
Aged 12-17		0%	0%	-	6.9%	
Aged 18-24		7.8%	0%	4.1%	8.9%	-4.8%
Aged 25-34	11.8%	9.6%	0%	11.1%	16.0%	-4.9%

Aged 35-49	40.7%	28.7%	3.1% (45-54 yrs)	37.1%	21.5%	15.6%
Aged 50-59	23.5%	14.8%	28.1% (55-64 yrs)	20.9%	11.9%	9%
Aged 60-69	15.8%	14.8%	28.1% (65-74 yrs)	15.5%	9.5%	6%
Aged 70-84	5.9%	21.7%	40.6% (75+ yrs)	10.6%	8.6%	2%
85 years and over	0%	0%		0%	2.0%	-2%
Prefer not to say	0%	2.6%	0%	0.8%	-	-
Identify as a person with disability	10.3%	18.6%	22.7%	13.4%	6.6% (need for assistance)	6.8%
Identify as Aboriginal and/or Torres Strait Islander	1.1%	2.5%	0%	2.1%	1.0%	1.1%
Speak a language other than English at home	9.2%	36.1%	95.5%	24.6%	32.3%	-7.7%
English only	87.5%	63.9%	4.5%	73.2%	63.3%	9.9%
Prefer not to say	3.3%	0.0%	0.0%	2.2%	-	
I rent the home I live in	19.7%	25.6%	-	21.2%	33%	-11.8%
I own the home I live in	73.7%	51.1%	-	68.1%	57.1%	11%
I live in public housing	1.8%	6.7%	-	3.0%	4.1%	-1.1%
I live with my family	1.5%	12.2%	-	4.1%	-	-
I am not in secure housing	2.2%	4.4%	-	2.7%	-^	-
Other	1.1%	0%	-	0.8%	1.4%	-0.6%

* some participants did not answer all questions

** full suite of demographic data not asked across all engagement activities

^this data was not collected during the 2021 Census of Population and Housing

Data source is Australian Bureau of Statistics, 2021 Census of Population and Housing, City of Darebin General Community Profile.

4. COMMUNITY PRIORITIES

Following is a high level analysis of the findings from across the engagement program, which will explore priorities that arose from the community.

This engagement program has enabled a broad conversation on housing and neighbourhood character requirements of the Darebin community. The findings from this engagement program describe a range of community priorities and concerns which will be summarised and explored further through this report. These community priorities are further explored and brought to life through a series of eight Housing Personas which can be found in Section 5 of this report.

Feedback will also be analysed and presented in seven ways for ease of use by the project team:

- Community Priorities by Theme.
- Community Priorities by Question.
- Community Priorities by Suburb.
- Community Priorities by Age.
- Community Priorities from Targeted Group Discussions.
- Community Priorities by Housing Tenure.
- Community Priorities by Housing Type.

Overview of Community Priorities

Qualitative analysis was used to understand open-ended response data across engagement activities. Throughout the process of coding responses, a number of common threads emerged. These data have been gathered into a series of broad community priority themes, with the three highest mentioned themes explored below.

Responses across the engagement about **outdoor spaces** accounting for the highest number of responses from the community (489 mentions), incorporating 412 mentions about green space, vegetation or street trees, and 77 mentions about setbacks or block size. Feedback included:

- Private spaces such as front and back gardens and setbacks.
- Streetscaping factors and tree canopies.
- Publically accessible spaces such as parks.

Participants' second highest focus was **planning for neighbourhood communities** (408 mentions), a broad theme that collated feedback about access to amenities and community (155 mentions), housing variety that meets diverse needs of the community (121 mentions), building or suburb design that promotes community cohesion (72 mentions) and feedback about diverse or friendly communities and neighbours (60 mentions).

This feedback included:

- Housing near public transport, local shops, parks and schools.
- Buildings with shared spaces for community gatherings.
- Public spaces that promote social interactions across age groups, cultural background, socioeconomic status.
- Buildings and streetscapes that are accessible for all abilities.
- Perceptions of neighbourhood culture as 'welcoming', 'vibrant', 'diverse', 'multicultural', 'family friendly'.

The third most frequently discussed broad theme from the community was **height, density and new development** (309 mentions), with a range of positive and negative sentiments towards increased building height and density (200 mentions), subdivision (47 mentions), the location of development (43 mentions) and the repurposing, retrofitting and use of existing building stock (19 mentions). Sentiment towards increased building height and density and subdivision was mixed, with 60% of feedback about heights and density being negative, and an even 50-50 split between positive and negative feedback about subdivisions.

- Perceptions of high density negatively impacting the streetscape, sunlight, neighbour's privacy.
- Perceptions of highrises as negatively impacting the occupants health and wellbeing.
- Perceptions of high density development as low quality, not functional or a threat to neighbourhood character and aesthetic.
- Perceptions of subdivisions as negatively impacting existing infrastructure, roads and parking.
- Perceptions of subdivisions as threatening to vegetation and green space.
- Support for higher density developments if well-designed, sensitive to existing styles, well located and focussed on providing diverse housing options.

- Support for higher density if focussed on affordable or social housing options.
- Perception that there are any uninhabited homes that could cater for the housing demand in Darebin.

Perception that there are any uninhabited homes that could cater for the housing demand in Darebin.

Drawing Meaning from the Community Priorities

When drawing meaning from the community's priorities across the Stage 1 engagement, there are several avenues of interest that may warrant further consideration.

Housing

- Environmentally designed housing which:
 - lessens environmental impacts and
 - creates warmth and comfort for occupants with minimal heating/cooling costs.
- A wide variety of housing sizes, prices, types and styles to retain the existing eclectic range of household types and attract newcomers to Darebin.
- Affordable and social housing that is incorporated into safe, well-designed, sustainable housing developments that better serve community needs.
- An increase in building height and density in areas identified as appropriate for height increase, where consideration is given to overshadowing, access to amenity and public transport.
- Development that strikes a balance between livability attributes and increased housing supply.
- Flexible floor plans that occupants can modify over time to adapt to changing household needs.
- Homes that are designed to be flexible and can change over time to suit changing household needs, reducing residents' needs to move out.

Neighbourhood Character

- Variety of housing design that accommodates modern design elements while retaining and complementing existing heritage elements.
- Prioritisation of public and private open space and vegetation, especially in the face of infill development and increased density.
- Building and suburb design that promotes community cohesion across different life stages, household types, cultural backgrounds, abilities and housing tenure.
- Neighbourhood design that promotes easy access to amenities and services.
- Well-planned pathways, roads and tracks that retain and increase connectivity throughout Darebin and reduce congestion.

Existing Neighbourhood Strengths and Priorities

Participants identified the following attributes as strengths:

- Local businesses that provide for daily needs.
- Mix or diversity of people in the area.
- Connectivity.
- Access to neighbourhood amenities.

These place attributes should be enhanced and protected. The following Place attributes which show that a neighbourhood and its environment are well cared for are performing poorly in Darebin and require attention to improve the liveability of the area.

Attributes that have been identified by the community as priorities are:

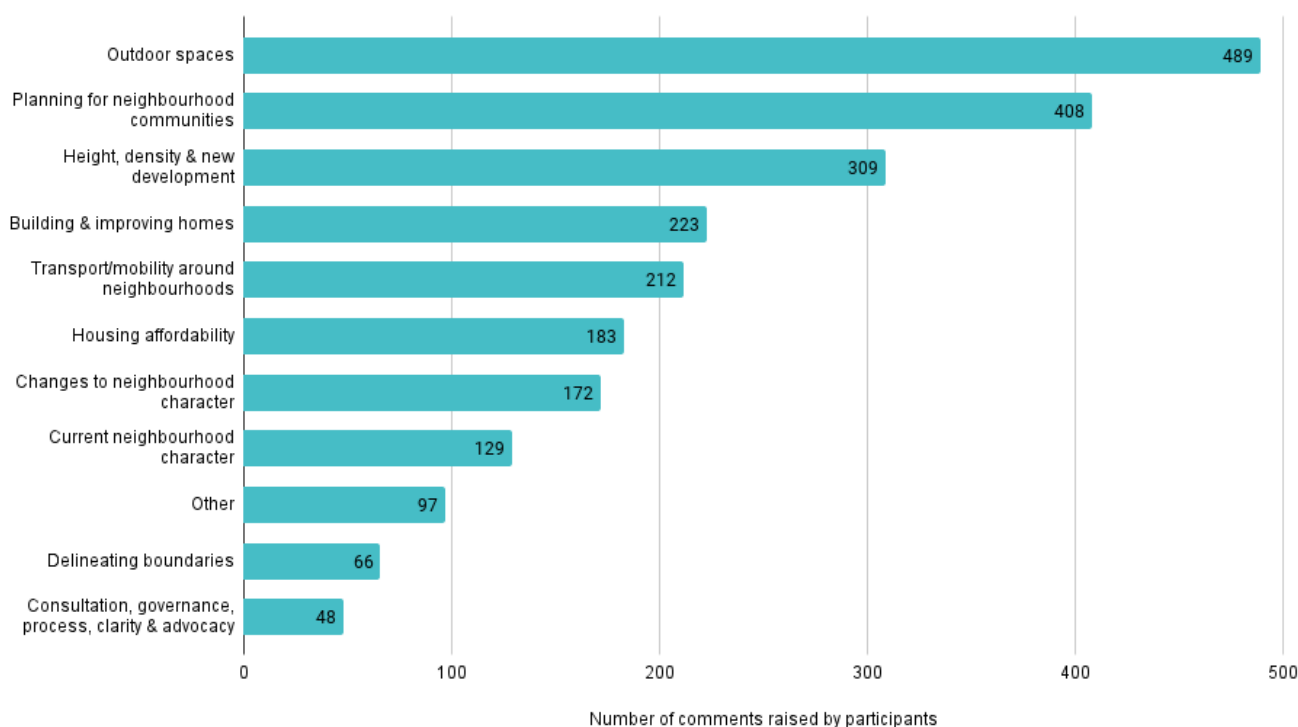
- General condition of public open space.
- Sustainable urban design.
- Landscaping and natural elements.
- Protection of the natural environment.
- Sustainable behaviours in the community.

4.1 COMMUNITY PRIORITIES BY THEME

Figure 12 shows a grouping of all data collected during the Stage 1 engagement activities into ten broad themes. Table 4 shows some verbatim comments to illustrate sentiment. Both provide an overview of the themes most commonly raised by participants across the engagement.

Figure 12: Themes raised by participants across engagement activities

Themes raised by participants across engagement activities



As seen in Figure 12, outdoor spaces (489 mentions) accounted for the highest number of responses, incorporating both private spaces such as front and back gardens and setbacks, as well as streetscaping factors, tree canopies and publically accessible spaces such as parks.

Following this, participants focused on planning for neighbourhood communities (408 mentions), incorporating:

- Access to amenities and community.
- Building and suburb design that promotes social cohesion.
- Housing variety that meets the diverse needs of the community.
- Diverse and friendly communities and neighbours.

The third most frequently discussed broad theme was height, density and new development (309 mentions), with a range of positive and negative sentiments towards these.

Table 4: Top five themes discussed in engagement feedback

THEME	SOME VERBATIM QUOTES FROM PARTICIPANTS
Planning and prioritisation of outdoor space, incorporating private and public green space, increase in vegetation and tree canopy, parks, setbacks and block size (489 comments)	<ul style="list-style-type: none"> • “Colourful trees, green spaces and natural light.” • “Shade corridors through local streets to encourage walking and mitigate heat island effect.” • “Vertical gardens should be encouraged.” • “Tree planting & vegetation to attract birds/bees.” • “Less destruction of the tree canopy as houses are demolished or extended.” • “Keep front yards and backyards- maintenance of street trees, drainage and cleaning gutters.” • “Not very green streetscapes.”
Planning for neighbourhood communities to meet the diverse needs of the community, and to maximise access to amenity and support community cohesion (406 comments)	<ul style="list-style-type: none"> • “More diversity of options for diverse community and multigenerational households, with active encouragement for food growing, communal spaces and fewer fences.” • “More services for older people especially those with a disability.” • “Social connectivity – outdoor spaces for elderly people.” • “I live here cos it’s well serviced and lively.” • “The generous and friendly community here, services like the community pantry and local fresh veg markets make a better quality of life.” • “Why is there no discussion on the benefits of designing with purpose when it comes to multigenerational communities?”
Mixed feelings towards height and density increase and new development, with an acknowledgement density increase will need to occur (309 comments)	<ul style="list-style-type: none"> • “Maintain character as housing becomes more dense... prefer lower housing and more up to 4 levels.” • “More multi-storey homes close to green space.” • “New development of townhouses and apartments - need diversity of housing to cater to different needs.” • “Design of housing must be sympathetic to existing housing and no more than two properties replace one... no oversight should be permitted of private space.” • “Higher density is required, but NOT at the expense of front gardens and good design.” • “Please stop approving huge apartment buildings that block the skyline.”
Building new and improving existing homes using high build quality that is efficient and sustainable (217 comments)	<ul style="list-style-type: none"> • “Tasteful unit development that considers surrounding homes, sustainable materials not nasty and cheap.” • “More environmental & sustainable materials and repurposing of materials.” • “More multiple dwelling sites that are built well and designed better.” • “Focus on renewable energy and sustainable housing supply.” • “Housing needs to be environmentally sustainable and thermally comfortable.”
Retaining and increasing connectivity and mobility features of Darebin through clever design and prioritisation of elements such as paths for walking and cycling, and links to public transport. (212 comments)	<ul style="list-style-type: none"> • “Put new housing where it’s easy to get around without a car.” • “Building adequate infrastructure for the new housing, such as pedestrian crossings at bus stops.” • “Deliver more affordable housing closer to jobs, transport and services.” • “Streets designed more around people, businesses and sustainable transport than cars.” • “Broader conversation about the role of a 15/20 minute city.” • “Can get around as a walker, the area is flat, proximity to public transport, proximity to green space (public). I can get everywhere from here.” • “Accessible housing is important but it’s also important to visit people and be able to move about the community safely.” • “Why exclude the desire to reduce car dependency, not part of this strategy.”

Neighbourhood Liveability Findings

Neighbourhood liveability findings from the survey describe a range of community values or ‘care factors’ which complement the overall broad themes from the engagement.

As seen in Table 5 below, the top four place attributes ranked by survey participants were General condition of public open space, Access to neighbourhood amenities, Access and safety of walking, cycling and/or public transport, and Elements of natural environment. Many of the top 15 attributes as seen below focus on natural elements and green space, which echoes the highest response theme ‘Open spaces’ from the overall findings.

The full Neighbourhood Liveability Findings can be found in Appendix 2.

Table 5: Top 15 Care Factors - survey responses

RANK (#)	PLACE ATTRIBUTES	VALUE (%)
1	General condition of public open space (street trees, footpaths, parks etc.)	58%
2	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	57%
3	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	54%
3	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	54%
5	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	52%
6	Landscaping and natural elements (street trees, planting, water features etc.)	47%
6	Things to do in the evening (bars, dining, cinema, live music etc.)	47%
8	Protection of the natural environment	46%
9	Mix or diversity of people in the area	45%
10	Sustainable behaviours in the community (water management, solar panels, recycling etc.)	43%
11	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	43%
11	Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	42%
11	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	43%
14	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	41%
15	Quality of public space (footpaths, verges, parks etc.)	40%

4.2 COMMUNITY PRIORITIES BY QUESTION

This section analyses feedback community priorities raised across Stage 1 of the engagement by question.

Which of the following will be most important when considering your next home?

Participants were asked to select the top three elements that they would consider in consideration of their next home. A pre-populated list of options were provided. Table 6 compares the findings from survey participants, looking at total responses and also comparing responses from tenants versus homeowners.

Table 6: Comparison of priorities for next home - tenants versus homeowners

ELEMENT	SURVEY (545 RESPONSES) (Percentage of respondents who selected this element as important to them)	TENANTS (Percentage of respondents who selected this element as important to them)	HOMEOWNERS (Percentage of respondents who selected this element as important to them)
A more energy efficient home	61%	64.8%	59.5%
A home with additional space or rooms for work or study	43%	40.7%	45.5%
A more affordable home to buy	20.6%	44.4%	13%
A home that is accessible for older people and/or people with a disability	21%	7.4%	25%
A home with additional bedrooms	15.4%	5.6%	19%
A more affordable home to rent	11%	42.6%	0.5%
A smaller home with fewer bedrooms	8.1%	5.6%	9%
Other	10.1%	24.1%	19%



Online survey findings:

- Overall, 166 (61.0%) consider 'Having a more energy efficient home' as important for their next home:
 - 65% of tenants consider this as important, vs 60% of homeowners.
 - 77% of 30-34 year olds consider this as important, vs 50% of 45-49 year olds.
- The next most important element is 'A home with additional space or rooms for work or study'. 117 (43.0%) of the respondents consider it as important to their next home:
 - 46% of homeowners consider this as important, vs 41% of tenants.
 - 80% of 25-29 year olds consider this as important, vs 50% of 45-49 year olds.
- The least important elements are:
 - A smaller home with fewer bedrooms (22 responses or 8.1% of survey participants).
 - A more affordable home to rent (30 responses or 11% of survey participants).
 - A home with additional bedrooms (42 responses or 15.4% of survey participants).
- Among all the respondents who selected 'Other' for this question, many of them value a greener neighbourhood and more space/backyards for gardening and pets.. Some of their ideas collected included:
 - "More outdoor parks and urban forest areas."
 - "A real yard, big enough for a good sized tree."
 - "Bigger garden for pets and growing my own food to reduce my food miles."
- For their next home, participants are looking for a home that is more energy efficient, with additional space to work or study from that is ultimately more affordable to buy and/or rent.

What do you like about this area?

When asked what they liked about their area, participants frequently referred to community and people-focused features, or heritage-focused features. Many responses recalled the friendly character of Darebin and the "the mix of cultures and demographics", while others discussed the unique mix of heritage styles throughout the municipality and that "there is such variety in size and design making for an interesting neighbourhood'. For many, it was the appeal of the range of green, open spaces throughout the municipality and the street tree coverage, or the fact that Darebin was easy to get around, close to amenities and everything they needed was on hand.

The three themes that arose most in response to this question were:

- Outdoor spaces (24% of comments). Participants talked about a green, inviting, and quiet neighbourhood with well-maintained public and private open spaces that sets local characteristics and supports wildlife. "Wonderful front gardens, interesting historic buildings (house, industry, shopfronts) that add character and show the history of the suburb."
- Planning for neighbourhood and communities (23% of comments). Participants enjoyed the proximity to services and community-focused amenities that complimented the community feel of their area. "I love the community I come here with my mothers group. We have everything here; GP Maternal, child health centre."
- Transport and mobility in the neighbourhood (13% of comments). Participants discussed a good connection to open spaces, retails and local services through walking, cycling and public transport options. "Close to public transport, great and supportive community and close to Preston market."

Some verbatim comments from the community about the positive attributes of current neighbourhood character in Darebin have been included in Figures 13 and 14.

Figure 13: Community observations about current neighbourhood character in Darebin



Figure 14: Word cloud of survey responses - What do you like about Darebin?



What would make your area an even better place to live?

Participants were asked to select the top three priorities to make their area a better place to live. This question was asked at both the pop ups and in the survey. Table 7 compares the findings from survey participants, looking at total responses and also comparing responses from tenants versus homeowners.

Table 7: Comparison of priorities to make area even better - tenants versus homeowners

PRIORITY	SURVEY (608 RESPONSES) (Percentage of respondents who selected this element as important to them)	TENANTS (Percentage of respondents who selected this element as important to them)	HOMEOWNERS (Percentage of respondents who selected this element as important to them)
Homes with more trees in front and back gardens	55.1%	46.3%	58.5%
Homes that look better (design and landscape)	42.3%	22.2%	51%
Homes that are close to public transport, jobs and services	41.2%	33.3%	43%
More affordable homes	40.8%	70.4%	31%
Greater choice of housing types, sizes, rooms	22.4%	33.3%	19%
Other	21.7%	24.1%	20.5%

Online survey findings:

- Overall, 55.1% of respondents selected 'Homes with more trees in front and back gardens' as a priority for improving their area:
 - 60% of Preston residents selected this as a priority for improving their area.
 - 47% of Northcote residents selected this as a priority for improving their area.
 - 61% of Reservoir residents selected this as a priority for improving their area.
 - 49% of Thornbury residents selected this as a priority for improving their area.

The next priority selected was 'Homes that look better (design and landscape)', selected by 42.3% of respondents:

- 49% of Preston residents selected this as a priority for improving their area.
- 49% of Northcote residents selected this as a priority for improving their area.
- 42% of Reservoir residents selected this as a priority for improving their area.
- 39% of Thornbury residents selected this as a priority for improving their area.

For residents of Reservoir, the second most important priority for improving their area was 'Homes that are close to public transport, jobs and services' (selected by 49% of Reservoir residents).

For residents of Thornbury, the second most important priority for improving their area was 'More affordable housing' (selected by 46% of Thornbury residents).

Among all the respondents who selected 'Other' for this question, many of them value a greener neighbourhood and more space/backyards for gardening and pets. Some of their ideas collected included:

- "More outdoor parks and urban forest areas."
- "A real yard, big enough for a good sized tree."
- "Bigger garden for pets and growing my own food to reduce my food miles."

In the context of a growing city, how would you like to see Darebin change over the next 20 years?

Many participants understood the need for increased density in the context of a growing city, even if this meant some changes for their municipality. Participants wrestled with balancing the need for more housing with how to accommodate this. The need for affordable and social housing and well-planned neighbourhoods was identified, however participants were wary of unbridled height increase. Carefully planned and located developments that compliment neighbourhood character, rather than visually or otherwise dominate neighbourhoods, were preferred. The “tension between affordable homes and liveability, improving standards” and a need for “less focus on investment” was addressed. Overall, there was minimal outright opposition, with most participants who opposed increased density and heights recognising the need for a compromise position.

The need to supplement vegetation or green space removed by developers with increased public green space was discussed. Many participants enjoyed the mix of heritage styles throughout the municipality, and saw a need to retain heritage features or facades and build around them. Several others felt “there is no overall style in Darebin” and that modern design elements would be welcomed. For many, building high quality structures that featured aesthetically and environmentally clever design was a priority rather than an infill of poor quality structures. Figure 15 shows a word cloud of common phrases from survey responses to this question.

The three themes that arose most in response to this question were:

- Outdoor spaces (22% of comments).
- Height, density and new development (19% of comments).
- Building high quality homes (new and/or improving existing homes using high. build quality that is efficient and sustainable) (14% of comments).

Some of the trends that emerged were:

- Protection of local heritage and natural environment that makes the neighbourhood more unique and welcoming.
- “Do more to protect older properties so the area keeps some of its charm. Don’t flood the area with unsustainable volumes of apartments/townhouses.”
- “Heritage focus. Quality design & development that doesn’t fill suburban blocks to all boundaries at the expense of garden/green space.”

A well-balanced density development that is supported by clever greening and sustainable design.

- “More higher density housing but using stronger emphasis on sustainability and design in planning approvals for these developments.”
- “Materials need to be as sustainable as possible, and less ‘bulldoze and rebuild’. Clever housing design that incorporates dignity, pride, privacy and openness.”

More diversified and affordable housing that can accommodate the future population growth.

- “I’d love to see a better, more diverse mix of housing. Open space used for planting as much as possible.”
- “Value what creates community. 25 storey apartment blocks should not come at the expense of community hubs. Music venues should be welcomed.”

Figure 15: Word cloud of survey responses - How would you like to see Darebin change?



4.3 COMMUNITY PRIORITIES BY SUBURB

Responses from participants to the two key questions ‘What do you like’ and ‘How would you like to see this area change?’ are noted below in Table 8 by participant suburb, listed in descending order with the most frequently mentioned characteristic mentioned first. Four suburbs within the City of Darebin gathered enough participant responses to summarise; on their own, with Alphington and Fairfield grouped together, and Bundoora, Kingsbury and Macleod grouped together. Table 8 shows the community priorities by suburb. Many community priorities were shared across each of the six areas, however the following section will compare and contrast the suburbs, showing there is some nuance in priorities from suburb to suburb across Darebin.

Participant responses from Preston and Reservoir tended overall to trend towards similar priorities for what they liked about their area, and what they wanted to change in the next 20 years. However, for participants from Preston, more social housing was a priority for the future that participants raised more often than in Reservoir, and vice versa for an increase in environmentally friendly and/or sustainable features, which trended in Reservoir.

Participants from Northcote and Thornbury liked the heritage character of their neighbourhoods, with Northcote residents also identifying the mix of housing styles. In the context of a growing city over the next 20 years, Thornbury participants wanted to see minimal changes to the current neighbourhood character.

For Alphington and Fairfield participants, the diverse and friendly community was an element that was brought out in contrast to the other areas. When asked about the next 20 years, participants from Alphington and Fairfield discussed a better use of building materials (design and function), as did participants from Bundoora, Kingsbury and Macleod.

Table 8: Key findings per suburb - pop-up participants

SUBURB	KEY FINDINGS
Preston	<p>What do you like about this area?</p> <ul style="list-style-type: none"> • Access to amenities • Green spaces • Connectivity of the area (paths, cycling, public transport). <p>In the context of a growing city, how would you like to see Darebin change over the next 20 years?</p> <ul style="list-style-type: none"> • More social housing • More green space and vegetation • More access to affordable housing • Not too much building height/density • More housing variety (that meets diverse needs of the community).
Reservoir	<p>What do you like about this area?</p> <ul style="list-style-type: none"> • Access to amenities • Green spaces • Connectivity of the area (paths, cycling, public transport). <p>In the context of a growing city, how would you like to see Darebin change over the next 20 years?</p> <ul style="list-style-type: none"> • More green space and vegetation • More housing variety (that meets diverse needs of the community) • Not too much building height/density • More access to affordable housing • More environmentally friendly/sustainable features.
Northcote	<p>What do you like about this area?</p> <ul style="list-style-type: none"> • Heritage character • Active transport options • Mix of housing styles • Convenience to amenities, community services <p>In the context of a growing city, how would you like to see Darebin change over the next 20 years?</p> <ul style="list-style-type: none"> • More social housing • Strategically placed high density housing • Sustainably designed homes and suburbs- reduce carbon emissions, increased efficiency and passive design, less car dependence • Maintain historic and cultural neighbourhood character, keep facades • Maintain and create more green spaces • Diverse housing options

SUBURB	KEY FINDINGS
Thornbury	<p>What do you like about this area?</p> <ul style="list-style-type: none"> • Heritage character • Green spaces • Connectivity of the area (paths, cycling, public transport) • Access to amenities. <p>In the context of a growing city, how would you like to see Darebin change over the next 20 years?</p> <ul style="list-style-type: none"> • More green space and vegetation • More heritage and neighbourhood character • More environmentally friendly/sustainable features • Minimal changes to current neighbourhood character • More access to affordable housing.
Alphington and Fairfield	<p>What do you like about this area?</p> <ul style="list-style-type: none"> • Connectivity of the area (paths, cycling, public transport) • Access to amenities • Green spaces • Heritage character • Diverse and friendly community. <p>In the context of a growing city, how would you like to see Darebin change over the next 20 years?</p> <ul style="list-style-type: none"> • Better use of building materials (design and function) • More green space and vegetation • More environmentally friendly/sustainable features • More access to affordable housing • Not too much building height/density.
Bundoora, Kingsbury and Macleod	<p>What do you like about this area?</p> <ul style="list-style-type: none"> • Green spaces • Heritage character • Access to amenities. <p>In the context of a growing city, how would you like to see Darebin change over the next 20 years?</p> <ul style="list-style-type: none"> • More green space and vegetation • More access to affordable housing • Better use of building materials (design and function) • More housing variety (that meets diverse needs of the community) • Mix of housing styles • Minimal changes to current neighbourhood character.

4.4 COMMUNITY PRIORITIES BY AGE

Age Group (Indicator of lifestage)

Responses from participants to the two key questions ‘What do you like?’ and ‘How would you like to see this area change?’ are noted below in Table 9, listed in descending order with the most frequently mentioned characteristic mentioned first. As evident in the community priorities in Table 9, there are many priorities that all age groups found important, but we can compare and contrast to find some nuance within each age group. Although generalising about the priorities of residents of certain ages does not paint a full picture of the unique needs of the diverse range of residents in Darebin, it can be helpful to provide a broad overview of some of the contrasting priorities across different life stages.

What participants liked about their area

Access to amenities, heritage character, and green spaces and vegetation were commonly discussed across all age groups in terms of what participants liked about their area, while for the 35 - 59 years and 60+ years age groups, connectivity (paths, public transport) was raised more often than in the 18 - 34 years age group.

For the 18 - 34 year age group, changing neighbourhood character and variety of housing rated more highly across the cohort in what they liked about their area than for the 35 - 59 year old or 60+ year age groups. For both 18 - 34 and 35 - 59 year age groups, access to amenities was the major priority. This still rated highly for the 60+ years age bracket, however, for them, connectivity took top billing.

Desired changes to their area

In terms of desired changes over the next 20 years, all age groups wanted green spaces and vegetation, however building materials (design and function) was more of a priority for the 18 - 34 and 35 - 59 year age groups than the 60+ year age group, for whom this trend didn’t feature in their top five priorities.

Although each age group prioritised many of the same things, with each group most often discussing green spaces and vegetation and sharing many parallel priorities, one distinct difference was the desire of the 18 - 34 year age group to support more density/height, as opposed to the 60+ age group who opposed more density/height. This difference in attitude toward density and height may be observed as more residents aged 60+ are homeowners, as explored further in Section 4.6 - Community Priorities by Housing Tenure.

Table 9: Summary of participants views about their local area (by age group)

AGE GROUP	WHAT THEY LIKED ABOUT THEIR AREA	DESIRED CHANGES TO THEIR AREA
18 - 34 years (20 participants)	<ol style="list-style-type: none"> 1. Access to amenities 2. Heritage character 3. Green spaces and vegetation 4. Changing neighbourhood character 5. Variety of housing 	<ol style="list-style-type: none"> 1. Green spaces and vegetation 2. Building materials (design and function) 3. Variety of housing 4. Affordable housing 5. Support more density/height; Environmentally friendly/sustainable
35 - 59 years (50 participants)	<ol style="list-style-type: none"> 1. Access to amenities 2. Green spaces and vegetation 3. Connectivity (paths, public transport) 4. Heritage character 5. multiple features with same number of mentions 	<ol style="list-style-type: none"> 1. Green spaces and vegetation 2. Environmentally friendly/sustainable 3. Building materials (design and function) 4. Social housing 5. Affordable housing; Variety of housing
60+ years (32 participants)	<ol style="list-style-type: none"> 1. Connectivity (paths, public transport) 2. Green spaces and vegetation 3. Access to amenities 4. Diverse and friendly community 5. Heritage character 	<ol style="list-style-type: none"> 1. Green spaces and vegetation 2. Variety of housing 3. Oppose more density/height 4. Affordable housing 5. multiple features with same number of mentions

4.5 COMMUNITY PRIORITIES FROM TARGETED GROUP DISCUSSIONS

This section will summarise the key findings from Council-led discussions with targeted groups. Targeted discussions presented groups with similar questions to pop up engagement methods, however these questions aimed to prompt deeper conversations with traditionally under-represented groups. This engagement activity sought to investigate participant feedback in more detail. Targeted discussions were attended from groups of two to 32 and presented an opportunity for participants to give feedback from their perspective in the form of rich qualitative description.

The Darebin City Council team made contact with a wide range of groups, including those with a focus on disability, youth services, Aboriginal and Torres Strait Islander people, and culturally and linguistically diverse communities to provide their input into the project. Input from these cohorts was proactively sought out, as traditionally under-served groups in the community with additional needs and barriers surrounding housing.

Seven groups attended these discussions:

- Wurundjeri Woi Wurrung Aboriginal Corporation
- Aboriginal Housing Victoria
- Darebin Information, Volunteer and Resource Centre.
- Islamic Elderly Men's Social Group.
- Vietnamese Elderly Group.
- Summer Foundation.
- Northern Federation of Ethnic Senior Citizens Clubs.

Due to the small sample size from each, a statistically significant comparison is not able to be made between groups, or against the overall findings. However, these summaries serve to bring to light some of the issues discussed that have particular importance to the cohorts each group works with, advocates for or represents.

Aboriginal and Torres Strait Islander people

In recognition of the importance of seeking Traditional Owners' perspective on the lands on which the City of Darebin now stands, and the ways that decision-making surrounding housing can disproportionately impact Aboriginal and Torres Strait Islander people, this section will explore the key findings from targeted discussions with Aboriginal and Torres Strait Islander groups during Stage 1.

Wurundjeri Woi Wurrung Aboriginal Corporation Cultural Consultants

The key issues that arose during discussions with Wurundjeri Woi Wurrung Aboriginal Corporation Cultural Consultants included:

Key issues about housing:

- Transparency of housing waiting list prioritisation.
- Importance of access to private open space.
- The increasing difficulty for people to enter the private rental market and home ownership.
- Importance of environmental sustainability both for liveability and affordability.

Making the area a better place to live:

- Homes close to public transport.
- More affordable housing.
- Homes with gardens.

Most important in considering their next home:

- Well designed flexible spaces.
- Accessibility for older people and people with disabilities.
- Affordable housing, for renting and buying.

Change over the next 20 years:

- Schools to keep up with population growth.
- More spaces around and between houses.
- Wider roads to accommodate parked cars and emergency service vehicles.

When asked for additional feedback, the Corporation suggested that Elders may want to be able to accommodate visiting family members, and may not want to move or downsize.

Aboriginal Housing Victoria

During discussions with Aboriginal Housing Victoria (AHV), key housing needs arose for Aboriginal and/or Torres Strait Islander people in Darebin, including:

- Aboriginal and/or Torres Strait Islander people are overrepresented in homelessness statistics and the social housing waitlist register.
- Darebin has the most Aboriginal and/or Torres Strait Islander people on the social housing register, and is the highest area of need.
- There is a need for inclusionary zoning, with affordable housing a requirement for all large developments, and a percentage of these allocated for Aboriginal and/or Torres Strait Islander people.
- Self-determination, cultural appropriateness and mutual principles are key in social housing delivery for Aboriginal and/or Torres Strait Islander people.

In terms of development of social housing development in Darebin, AHV believes that:

- Darebin is well situated to provide support services and there are support systems close by.
- Social housing should not be grouped together, unless it is a large scale project with wrap-around services onsite, and that clustering is difficult for servicing.

Under-serviced communities

Community members on low incomes, social housing residents and people in insecure housing were some of the under-serviced community groups reached through a targeted discussion with the Darebin Information, Volunteer and Resource Service. This discussion aimed to better understand these cohorts' unique experiences and to hear how Council can better support under-serviced communities navigating the housing market.

Darebin Information, Volunteer and Resource Service

The key issues that arose during discussions with the Darebin Information, Volunteer and Resource Service included:

Social housing:

- Not enough diversity of social housing types.
- Lack of sustainable design and maintenance of social housing creating high energy costs and fuel poverty for residents.
- Residents feel that there is a lack of affordable housing in the private rental market, resulting in no incentive to leave social housing. Because of private rental competition and lengthy social housing waiting lists, residents feel too insecure to leave social housing.
- Residents have community and family links to social housing, housing needs to expand as these communities grow.
- Community faces other barriers to secure housing like computer literacy, access to the internet, access to banking or MyGov.
- Less access to amenities and services in East Preston and East Reservoir.

Safety and security in social housing:

- Social housing blocks are poorly designed with a lack of delineation between public and private spaces. This can invite unwelcome people and pose a risk to safety.
- Break-ins are common in Darebin, and social housing is not tackling these safety issues.
- Concentration of social housing is unsafe for residents.
- Transitional housing like rooming houses are not safe especially for women.

Culturally and Linguistically Diverse communities

The City of Darebin is a diverse municipality with around one third of residents born overseas. Three Council-led discussions were carried out with culturally and linguistically diverse groups to gain an understanding of the different experiences faced by these cohorts in terms of housing.

Islamic Elderly Men's Social Group

Priorities that arose for the Islamic Elderly Men's Social Group were:

- Issues with parking and street width.
- Positive perceptions of safety in the neighbourhood and the convenience to amenity, services and community.
- Participants enjoy the housing choices in Preston and Reservoir and are happy with their homes.

Vietnamese Elderly Group

The key issues that arose during discussions with the Vietnamese Elderly Group included negative impacts of building heights and housing density:

- Inconsistencies of heights impact the streetscape and neighbourhood character.
- Heights impact sunlight to gardens and privacy of existing homes.
- New developments should consider topography when planning building heights.

Additionally, matters relating to green space, including:

- Maintenance of street trees and public plantings.
- Big user group of public exercise equipment who value this amenity and would like to see more equipment in public parks.

Northern Federation of Ethnic Senior Citizens Clubs

The main priorities for participants at the Northern Federation of Ethnic Senior Citizens Clubs discussion were:

- Building design that promotes community cohesion.
- Housing development that considers the integration of people leaving prison into the community.
- Development that considers the interaction of people at different life stages in outdoor spaces, and that combats loneliness in older people.
- Integrating vulnerable groups into the community rather than creating pockets of disadvantage.

People with disability and accessibility needs

Housing design that welcomes and caters for people with disability, ageing or mobility issues makes housing accessible to our community members for longer. People with disability and accessibility needs were sought out in Council-led discussions to ensure their specific needs were considered.

Summer Foundation

Participants from a targeted discussion with the Summer Foundation advocated for housing and suburb design that meets the diverse needs of the community. Discussions revealed:

- A lack of suitable housing for people with disability, with the proportion of new builds targeted for disability needs not being adequate.
- New build standards are not consistent with gold or platinum levels required for people with complex needs.
- There is no register for specialised disability housing - suitable housing for disability needs is hard to find.
- Eligibility requirements for funding public or disability housing are prohibitive for people with complex needs. Many people in need of specialised services are falling through the gaps.
- People with disability face additional barriers to the housing market in terms of applying to registers, facing issues with computer literacy and not being assessed correctly.
- The disability community is extremely diverse, and we need to collect data on the types of disability to build an evidence base for housing needs.
- Finding a suitable home often means residents have to compromise on other factors like location or aesthetics.

4.6 COMMUNITY PRIORITIES BY HOUSING TENURE

Housing tenure status (whether participants are renting in private housing, renting in social housing, owning a home with a mortgage or owning a home outright) can bring a different perspective in terms of their key priorities. This section looks at the priorities and trends for each type of housing tenure where identified by participants across the engagement.

A comparison can be made on the priorities raised by participants as broken down by housing tenure. For the purposes of this analysis, participants who were tenants in either the private market or social housing, participants who said they were living with their family or participants who were not in secure housing will be grouped as they are not the owner of the premises.

For both tenure groups, two aligning key themes arose, with the third theme for each group demonstrating quite a different focus. The planning of neighbourhood communities with access to amenities for the community, and outdoor spaces with access to green features were important to both tenure groups.

For homeowners, heights, density and new development was the other theme they focused on. Whereas for tenants, trends surrounding the price of housing, including affordable and social housing, were more of a focus. These trends demonstrate the difference between homeowners and tenants, with homeowners potentially having more focus on the impact to their property of new developments, with concerns such as overshadowing, or the situation of new development in locations perceived to be inappropriate. Tenants, however, are perhaps more acutely aware of the costs associated with both renting and purchasing, and aware of the more tenuous nature of lease agreements or social housing waitlists.

More detail on these trends and differences is discussed below, through analysis of data from the survey and pop-up responses.

Some analysis from the Liveability Survey responses observes the following trends in Darebin:

Character

- Both the tenure types (homeowners/tenants) share similar views.
- Attributes that make a self-sufficient neighbourhood are important to both tenure types, such as opportunities for exercise, BBQs, and places for children to play.
- Place Attributes that make a neighbourhood unique are valued least by both tenure types (CF <40%).

Housing and development

- Homeowners are prioritising attributes that help improve the quality of life in a neighbourhood like Quality of buildings and Evidence of recent private investment.
- Attributes that attract people to live in a neighbourhood like Range of housing price and tenure, Quality of buildings and Range of housing size and types take priority for the Tenants.
- Range of housing prices and tenures requires special attention - it is performing at or below PX7/10, and if more people start to value this attribute as being important to them it may become a priority.

Please refer to Section 7 - Definitions for terms used to describe the results of the survey.

Homeowners

Across both the themes, homeowners are looking for improvements that help a neighbourhood grow as a place to live in, like investments in schools, parks, spaces like exercise, dog parks etc. They also value the character and heritage of their neighbourhoods.

According to homeowners in Darebin, the Place Attributes relating to Character and Housing and development are average performers (PX range of 6-7/10). All attributes relating to these themes were also selected by < 40% of respondents as being important to them in their ideal neighbourhood. When the performance and values data is combined we are able to understand the level of priority for investment.

Two attributes fall under the priority 'Monitor' (CF < 40%, PX ≥ 7), while others are under 'Maintain' (CF < 40%, PX < 7). None require immediate attention but should be tracked at regular intervals. Table 10 shows the level of priority for homeowners for attributes relating to Character, where Table 11 shows the priority for attributes relating to Housing and Development.

From the pop up data, 46 participants indicated that they were homeowners and provided 75 comments or "mentions" across the two questions. For this group, heights, density and new development was the most frequently discussed theme (61 mentions) making up 18% of feedback, with a particular focus on the height and location of new developments. The second most discussed theme at 16% of feedback from this cohort was planning of neighbourhood communities (53 mentions), particularly regarding ensuring access to amenities for the community. The third most frequently raised priority was outdoor spaces (43 mentions) with a high value placed on green space, trees and vegetation; this made up 13% of feedback from pop-up participants who were homeowners.

Table 10: Place attributes - homeowner survey responses - Character

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
25	Local history, historic buildings or features	32%	6.1
19	Overall visual character of the neighbourhood	37%	6.7
50	Unusual or unique buildings and/or public space design	4%	4.7
45	Landmarks, special features or meeting places	8%	6.1
17	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	39%	7.3
32	Sense of character or identity that is different from other neighbourhoods	23%	7.2

Table 11: Place attributes - homeowner survey responses - Housing and Development

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
23	Quality of buildings (design and construction of homes, shops, schools etc.)	35%	5.8
18	Evidence of recent public investment (roads, parks, schools etc.)	37%	6.7
36	Range of housing prices and tenures (low to high \$, buy or rent etc.)	4%	4.7
42	Evidence of recent private investment (renovations, landscaping, painting etc.)	8%	6.1
44	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	39%	7.3

¹ Rank: where this attribute is ranked across all attributes out of 50.

² Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Tenants

Across both the themes, Tenants consider attributes that will potentially attract them to the neighbourhood as a place to live to be important, such as a Sense of character or identity that is different from other neighbourhoods, and Range of housing prices and tenure etc. Attributes that contribute to the longevity of a neighbourhood, like a public or private investment, are not this group's focus.

According to the Tenants in Darebin, the Place Attributes under the two themes are average performing (PX range of 6-7/10). All Attributes relating to these themes were also selected by < 40% of respondents as being important to them in their ideal neighbourhood. When the performance and values data is combined we are able to understand the level of priority for investment. Two attributes fall under the priority 'Monitor' (CF < 40%, PX ≥ 7), while others are under 'Maintain' (CF < 40%, PX < 7). None require immediate attention but should be tracked regularly. Table 12 shows the level of priority for Tenants for attributes relating to Character, where Table 13 shows the priority for attributes relating to Housing and Development.

From the pop-up data, 35 participants indicated that they were either tenants in private or public housing, living with their family or not in secure housing. For the purposes of this analysis they will be grouped. This cohort provided 64 comments or "mentions" across the two questions, and for them, planning for neighbourhood communities (60 mentions) with a particular focus on ensuring access to amenities for the community was most frequently discussed, making up 24% of feedback received. Outdoor spaces and affordable and social housing received an equal second highest number of mentions (36 mentions, 14% of feedback from this cohort).

Table 12: Place attributes - Tenant survey responses - Character

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
35	Local history, historic buildings or features	19%	6
42	Unusual or unique buildings and/or public space design	14%	5.7
47	Overall visual character of the neighbourhood	7%	6.5
49	Landmarks, special features or meeting places	2%	6.1
35	Sense of character or identity that is different from other neighbourhoods	19%	7.4
35	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	19%	7.4

Table 13: Place attributes - Tenant survey responses - Housing and Development

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
16	Range of housing prices and tenures (low to high \$, buy or rent etc.)	37%	2.7
27	Quality of buildings (design and construction of homes, shops, schools etc.)	26%	5.7
33	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	21%	6.1
47	Evidence of recent private investment (renovations, landscaping, painting etc.)	7%	5.9
44	Evidence of recent public investment (roads, parks, schools etc.)	12%	6.6

¹ Rank: where this attribute is ranked across all attributes out of 50.

² Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

4.7 COMMUNITY PRIORITIES BY HOUSING TYPE

This section looks at the priorities and trends of participants based on housing type (apartments and freestanding homes). Some comparison can be made on the priorities raised by participants as broken down by housing type.

For participants who lived in apartments, the price of housing was perceived as more of a priority for this group than for participants who lived in freestanding houses.

Some analysis from the Liveability Survey responses observes the following trends in Darebin:

Character

Both the housing type personas, to a large extent, share similar views.

Both place high importance on the Overall visual character of the neighbourhood.

Attributes that make a place unique or distinct are not a priority in their current neighbourhoods.

Housing and development

- Both the housing type personas place high importance on Quality of buildings and Evidence of recent public investment.
- Range of housing types and sizes is the most important attribute for people living in apartments, and least for people residing in freestanding homes.

Apartment dwellers

Across both the themes, apartment dwellers like a high-quality neighbourhood that features spaces for different activities, has a distinct identity and sees investment from the government. They also look for a variety of housing to choose from - prices, tenures, types and sizes.

According to the apartment dwellers in Darebin, the Place Attributes under the two themes are average performing (PX range of 6-7/10). All Attributes relating to these themes were also selected by < 40% of respondents as being important to them in their ideal neighbourhood. When the performance and values data is combined we are able to understand the level of priority for investment.

Two attributes fall under the priority 'Monitor' (CF < 40%, PX ≥ 7), while others are under 'Maintain' (CF

< 40%, PX < 7). None of them requires immediate attention but should be tracked regularly. Table 14 shows the level of priority for Apartment dwellers for attributes relating to Character, where Table 15 shows the priority for attributes relating to Housing and Development.

For pop-up participants who lived in apartments, Planning for neighbourhood communities was the most discussed priority, being mentioned in 22% of the feedback (27 mentions). In particular, planning for neighbourhood communities with an understanding of the importance in meeting the diverse needs of the community into the future. The price of housing received the second highest number of mentions at 14% of feedback (17 mentions) with participants equally concerned about both social housing and housing affordability, followed by outdoor spaces (16 mentions, 13%) and heights, density and new development (16 mentions, 13%).

Table 14: Place attributes - Apartment Dweller survey responses - Character

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
20	Overall visual character of the neighbourhood	33%	6.5
31	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	24%	7
38	Local history, historic buildings or features	14%	6.8
44	Landmarks, special features or meeting places	5%	6.9
34	Sense of character or identity that is different from other neighbourhoods	19%	7.1
38	Unusual or unique buildings and/or public space design	14%	7.1

Table 15: Place attributes - Apartment Dweller survey responses - Housing and Development

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
38	Range of housing prices and tenures (low to high \$, buy or rent etc.)	14%	3.9
31	Evidence of recent public investment (roads, parks, schools etc.)	24%	6
34	Quality of buildings (design and construction of homes, shops, schools etc.)	19%	5.8
31	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	24%	6.5
44	Evidence of recent private investment (renovations, landscaping, painting etc.)	5%	6.1

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Freestanding home dwellers

Across both the themes, freestanding home residents are looking for high quality neighbourhoods that offer different activities, have public investment (roads, parks, schools etc.), and feature heritage. They care about the quality and prices of the homes, but not so much about the types and sizes.

According to the freestanding home residents in Darebin, the Place Attributes under the two themes are average performing (PX range of 6-7/10). All Attributes relating to these themes were also selected by < 40% of respondents as being important to them in their ideal neighbourhood. When the performance and values data is combined we are able to understand the level of priority for investment.

Two attributes fall under the priority 'Monitor' (CF < 40%, PX ≥ 7) while others are under 'Maintain' (CF < 40%, PX < 7). None require immediate attention but should be tracked regularly. Table 16 shows the level of priority for Freestanding home dwellers for attributes relating to Character, where Table 17 shows the priority for attributes relating to Housing and Development.

For pop-up participants who lived in freestanding houses, planning for neighbourhood communities was the most mentioned priority (71 mentions, 21% of comments) with a strong focus on access to amenities and community. Feedback on heights, density and new development consisted mostly of negative sentiments towards increased building heights and made up 15% of feedback from this cohort (53 mentions); this was followed closely by comments about green space (49 mentions, 14%).

Table 16: Place attributes - Freestanding Home Dweller survey responses - Character

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
26	Local history, historic buildings or features	30%	6.3
24	Overall visual character of the neighbourhood	32%	6.7
50	Unusual or unique buildings and/or public space design	4%	5
47	Landmarks, special features or meeting places	8%	6.2
21	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	36%	7.2
34	Sense of character or identity that is different from other neighbourhoods	22%	7.2

Table 17: Place attributes - Freestanding Home Dweller survey responses - Housing and Development

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
22	Quality of buildings (design and construction of homes, shops, schools etc.)	35%	5.8
35	Range of housing prices and tenures (low to high \$, buy or rent etc.)	21%	4.8
33	Evidence of recent public investment (roads, parks, schools etc.)	23%	5.6
44	Evidence of recent private investment (renovations, landscaping, painting etc.)	11%	6.3
47	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	8%	6.6

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Pop-up participants were also asked to nominate other types of housing they lived in.

20% of townhouse dwellers who provided feedback at pop-ups provided discussions surrounding building and improving homes (9 mentions). For them, the second and third most frequently mentioned topics were around outdoor spaces (7 mentions, 15% of feedback) and heights, density and new development (also 15% of feedback).

The majority (21%) of feedback from pop-up participants who lived in other types of housing focused on building heights, building density & new development (14 mentions), with both positive and negative sentiment towards increasing density across Darebin. The second, third and fourth priority from this cohort was shared equally (10 mentions, 15%) between affordable and social housing, planning for neighbourhood communities, and outdoor spaces in particular green spaces and parks.

5. HOUSING PERSONAS

The following set of seven housing personas in Tables 18-25 have been developed based on the findings from the engagement activities across Stage 1 combined with other information sources such as Census data for the City of Darebin. Each persona is based on a verbatim quote from the engagement and other supporting data, around which a narrative has been constructed.

These personas help to identify the characteristics of key cohorts within the community and their housing needs. Their purpose is to help the community understand and engage with the concerns, values, expectations and aspirations of each. Housing personas are formed from de-identified data and are intended as a guide only and do not represent any particular participant.

Table 18: Housing persona 1

PERSONA 1:	WILL (25) AND MARCUS (26) - SHARE HOUSING
Quote	<i>“Advocate for more security for tenants.”</i>
Story	Will and Marcus live in a sharehouse with 4 other friends in Thornbury. Life is good and share house living in this neck of the woods is always lively. They’re both in professional jobs with quite stable incomes, but have chosen sharehouse life to save money for the future. Maybe to buy a place of their own down the track, although in this market that might be a bit of a pipe dream.
Concerns	The household has a year-long lease and Will and Marcus would like to stay another year, but they’re waiting to hear back from their landlord - there’s a rumour he’s looking to either hike up the rent or sell to a developer.
Values	Will and Marcus love living close to work, and there’s public transport right out front, with all the shops, amenities and entertainment they need within walking distance.
Expectations	Will and Marcus don’t want Darebin to change too much, but as long as any new building is located near good public transport, it might be a way to have a better variety of better quality rentals for them to move into or, eventually, to buy.
Aspirations	Will and Marcus want to be able to stay in Thornbury and not be priced out of the rental market. And to be frank, their landlord needs to take better care of the place. Tenants have rights too.
Supporting data	<i>7.1% of Darebin residents live in group households (ABS)</i> <i>9.2% of engagement participants said they prioritised more affordable homes to rent</i> <i>28% of renter households in Darebin pay more than 30% of their income on rent (ABS)</i>

Table 19: Housing persona 2

PERSONA 2:	HELEN (68) AND NICO (72) - DOWNSIZERS
Quote	<i>"Low maintenance gardens, ground floor homes for older people."</i>
Story	Helen and Nico migrated to Darebin in the 1950s and have four adult children. Their kids now have kids, and they've all moved to the surrounding suburbs. Helen and Nico live in a two-storey, older style home with 5 bedrooms and a big garden - it was roomy for the 4 kids and now Nico says it's like living in a stadium! The stairs are starting to get to Nico, he's booked in to get a hip replacement in a few months. Although leaving their family home and wonderful neighbours would be sad, it's getting harder and harder to manage the big house and fruit trees.
Concerns	They'd like to make some repairs and renovations before selling their house but are facing difficulties with heritage overlay and waiting periods. Being on the pension means it might be a tricky time between the sale of the house and purchasing a small unit.
Values	Helen and Nico love the older style houses around their area with leafy garden spaces, especially the gardens with fruit trees.
Expectations	Neither of them want to see Darebin overrun with tall apartment towers - call them sentimental but they like it just the way it is.
Aspirations	Finding a single floor unit with 2 bedrooms and a small courtyard would be perfect for Helen and Nico. Their grandchildren could still visit and Nico will still have space for some veggies.
Supporting data	<p><i>57.1% of the Darebin population own their own home</i></p> <p><i>20.1% of Darebin residents are aged over 60yo</i></p> <p><i>5.5% of engagement participants said they would like 'a smaller home with fewer bedrooms' for their next home</i></p> <p><i>11.5% of engagement participants wanted a home that is accessible for older people and/or people with a disability</i></p> <p><i>11.65% of participants felt Darebin could be improved by having a greater choice of housing types, sizes, and rooms</i></p>

Table 20: Housing persona 3

PERSONA 3:	RAFFE (19) - ACCESSIBILITY NEEDS
Quote	<i>"Newer developments tailored to people with accessibility needs - it's hard and expensive to retrofit."</i>
Story	Raffe is currently studying at Melbourne Polytechnic and can't wait to move out of home. Raffe has cerebral palsy and needs support with most daily tasks, and a lot of modern-built houses aren't that compatible with his motorised wheelchair even though it's slimline. Raffe is regularly frustrated that everywhere he goes, door handles, buttons, steps and ramps just aren't built with him in mind.
Concerns	Raffe's parents have laid down a lot of cash retrofitting the family home, and the thought of even raising with them that he wants to move out and be independent makes him feel guilty. It will be hard to find a rental that meets his needs, so he's stuck at home with mum and dad for a while longer.
Values	Raffe quite likes living in Darebin, and he does feel fortunate to live near where he's studying. The area has a nice feel and most people are friendly.
Expectations	For Raffe, thinking about how housing in Darebin might change over the next 20 years is pointless without considering a wider range of accessible housing for people like him. He reckons if some new or retrofitted housing for people with a disability isn't on the agenda, people like him are going to miss out.
Aspirations	Having options to move into a semi-assisted living situation, or even into an accessible unit which a carer can make daily visits to would be great. Independence awaits!
Supporting data	<p><i>6.6% of Darebin population need assistance with daily tasks due to a disability</i></p> <p><i>11.5 % of engagement participants wanted a home that is accessible for older people and/or people with a disability</i></p> <p><i>16.9 % of engagement participants felt Darebin could be improved by having homes that are close to public transport, jobs and services</i></p> <p><i>11.65% of participants felt Darebin could be improved by having a greater choice of housing types, sizes and rooms</i></p>

Table 21: Housing persona 4

PERSONA 4:	MO (41), GRACE (40), LYLE (4) AND GORDON (1) - EXPANDING YOUNG FAMILY
Quote	<i>“Family size, multigenerational homes ... pet friendly homes, streets with footpaths to walk my dog.”</i>
Story	Mo and Grace both work in Darebin and their kids are in childcare here. They’d love to live here too, because all their activities happen here. Especially as the kids get a bit older and are in school. They’re currently in a smallish house in a nearby area but would love to buy a house in Darebin, with a garden for the kids and the dog. Parks nearby would be a plus too, as well as a spare room for when Mo’s mum comes to stay and help out with the kids.
Concerns	Affordability and competition for suitable sized homes is a concern for Mo and Grace. They’ve looked at a few places but their ability to renovate or change a potential home as their family grows and changes might price them out of that option.
Values	Mo, Grace and their kids really value the green spaces and access to community facilities and parks around the area.
Expectations	They’d like to see options for larger houses for families retained in Darebin, and more green space that’s accessible for people with kids and pets.
Aspirations	For Mo and Grace, to live in Darebin close to work and good schools for their kids would really be the dream. Cutting down on travel time to work and being able to be a bigger part of the community.
Supporting data	<p><i>21.5% of Darebin residents are 35-49yo</i></p> <p><i>62.3% of the Darebin population live in a family household (ABS)</i></p> <p><i>7.2% of engagement participants wanted a home with additional bedrooms</i></p> <p><i>19.5% of engagement participants said they want a home with additional space or rooms for work or study</i></p> <p><i>14.2 % of owners with mortgage households in Darebin are under mortgage stress, paying more than 30% of their household income to their mortgage.</i></p>

Table 22: Housing persona 5

PERSONA 5:	AGIA (64) - PUBLIC HOUSING WAITLIST
Quote	<i>"We need more social housing that is mixed into the broader community."</i>
Story	Agia has recently moved into her cousin's spare room in Reservoir. Agia left her job to raise her family in 1980, and after having kids she didn't return to work. After the sudden death of her husband a few years back, and losing his income, Agia was no longer unable to pay the rent or manage the finances. She's been put on the waitlist for social housing and is waiting to hear back.
Concerns	Things are tense at her cousin's and she feels quite alone. Agia has had difficulty applying for social housing and navigating the paperwork.
Values	Agia hasn't lived in Darebin very long but already she's quite fond of taking walks in the streets. Her husband did all the driving. As she doesn't have her licence it's very convenient being able to walk to the corner shops.
Expectations	For Agia, being on a waitlist makes her feel a bit invisible. Thinking about the future of Darebin, it would be really good if there were more social housing options, and that they didn't stick out like a sore thumb as social housing.
Aspirations	Agia would like to give volunteering a try, perhaps at the local op shop, to get her confidence back up, but needs to have secure housing before she can start this new chapter.
Supporting data	<p><i>4.1% of the Darebin population lives in social housing.</i></p> <p><i>30.6% of Darebin households are lone person households (ABS).</i></p> <p><i>2.7% of engagement participants were not living in secure housing.</i></p> <p><i>The waitlist for social housing has increased 55% in the past 5 years, with 22% joining the priority list. Of those on the priority list, 6,663 households, or 22%, joined since the onset of the Covid-19 pandemic.</i></p> <p><i>32.3% of Darebin residents speak a language other than English at home.</i></p> <p><i>9.5% of Darebin residents are aged 60-69.</i></p>

Table 23: Housing persona 6

PERSONA 6:	ANTHONY (51) - SOLO PROFESSIONAL
Quote	<i>"Homes that are resilient to climate change and temperature rises. It's a smart thing we can do."</i>
Story	Anthony's not on a high income but it should have been enough to end up purchasing. Now at 51, he's flying solo and on one income it just hasn't been possible. Many of the options he's rented over the years are really poor quality, aren't very well insulated and not efficient which makes him worried about our planet, as well as rising energy costs.
Concerns	Anthony is a bit fed up with seeing poor quality buildings going up. He's happy that the recent change to a 7 star rating will soon mean new builds will be much more sustainable.
Values	Anthony loves living alone. To him, this means being able to work from home with no interruptions, and his corner of the woods is a pretty quiet spot.
Expectations	For Anthony, new builds and retrofits in Darebin should be as sustainable as possible, and one bedroom options for people who are flying solo like him shouldn't be an exception.
Aspirations	Anthony would love to buy a place with one to two bedrooms that has a low impact on our climate.
Supporting data	<p>Lone person households in Darebin increased from 28% in 2016 to 30.6% in 2021 (ABS).</p> <p><i>12.7% of engagement participants said they want a more affordable home to buy.</i></p> <p><i>26.5% of engagement participants said more affordable homes would make their area an even better place to live.</i></p> <p><i>28.7% of engagement participants said they wanted a more energy efficient home</i></p>

Table 24: Housing persona 7

PERSONA 7:	JAI (23) - STUDENT LIVING AT HOME
Quote	<i>"For students, more affordable and better quality housing."</i>
Story	Jai is 23 and studying a Masters of International Development at RMIT. He works part-time at the local cafe, but needs to devote most of his time to his studies. Jai lives at home with his parents and younger brother but would love the chance to move in with his girlfriend and another friend. He'd love to have more independence and privacy from his family but is finding entering the private rental market really tricky with no rental history which presents a barrier in a competitive rental market.
Concerns	Jai has a casual job and limited income and on paper to a real estate agency that's not a good look. To a landlord, Jai could not guarantee being able to pay rent every month, and he's only getting calls back about broken down places no one else wants to rent.
Values	Jai grew up here and every street corner reminds him of his childhood. It would be really ace to stay put here, and maintain those friendships in the area. Darebin has a good mix of the old and the new, and lots to do - in a nutshell, it's got a great vibe.
Expectations	To live in a rental that doesn't break the bank and isn't falling down doesn't seem that much to ask for, Jai reckons. Whatever changes happen in Darebin, housing options need to be safe, secure and affordable.
Aspirations	To find a place that's convenient to public transport or bike paths to attend uni in the city would be the dream for Jai. If it's close (but not too close!) to his parent's home and his job at the cafe, even better.
Supporting data	<i>4.1% of engagement participants said they lived with their family</i> <i>9.2% of participants said they prioritised more affordable homes to rent.</i> <i>4.1% of the population in Darebin is aged 18-24yo.</i>

Table 25: Housing persona 8

PERSONA 8:	MIA (35) AND ANITA (36) - PROFESSIONAL COUPLE LOOKING TO BUY
Quote	<i>"Housing comes first- If they have roots here they should be able to afford to live here."</i>
Story	Mia and Anita are a couple in their thirties who have been living in Darebin since their early twenties. According to Anita, they came for the cool vibes and stayed for the liveability! They're both teachers and love living within walking distance to their schools. Having built their whole social life around their neighbourhood, they can't picture living anywhere else. They're renting but want to buy, and don't want to be priced out of the place they love to call their 'hood'.
Concerns	Mia is worried about being uprooted from their long-term suburb. Anita is outgoing but Mia is an introvert and has worked long and hard to establish relationships through volunteering and joining local groups in their area.
Values	Mia and Anita love the local Darebin vibes, being able to say hello and wave to every shop keeper as they pop in and out of the local small businesses they love to support. It's a friendly place to be.
Expectations	Mia and Anita want to see a wider variety of options for people who are part of the community in Darebin, to remain in Darebin. To them, this should mean that there's a range of housing types and housing prices so people aren't having to leave their community to seek other housing options.
Aspirations	Mia and Anita would love to buy a house in Darebin and stay put in the area they feel they belong. And to remain part of the community they love.
Supporting data	<p><i>21.5% of Darebin residents are 35-49yo.</i></p> <p><i>Young couples without children make up 11.9% of households in Darebin.</i></p> <p><i>12.7% of engagement participants said they want a more affordable home to buy.</i></p> <p><i>26.5% of engagement participants said more affordable homes would make their area an even better place to live.</i></p>

6. RECOMMENDATIONS

This engagement program has enabled a broad conversation on housing and neighbourhood character requirements of the Darebin community. Following are recommendations based on delivery of the Stage 1 engagement program and analysis of the information. We acknowledge that our expertise lies in stakeholder engagement and social research, and not in the technical application of planning matters.

6.1 SUMMARY OF COMMUNITY PRIORITIES

- **Greening Darebin:** increase, enhance and protect the availability and quality of green space and green features in Darebin.
- **Sustainable and Efficient Darebin:** increase and enhance sustainability features in new builds and retrofitted housing to minimise environmental impacts, lower heating and cooling costs, and increase comfort for residents.
- **Connected Darebin:** increase and enhance sustainable transport and connectivity features to prioritise active and public transport, connect communities, and support infrastructure for low or no emissions private transport options.
- **Growing Darebin:** proactively identified growth sites to accommodate higher density development.
- **Innovative affordability:** consideration of housing development models prioritising innovation and affordability to respond to demand.
- **Support compliance in practice:** build Darebin's capacity for monitoring, enforcement and accountability in development.
- **Enforcing good design:** well-supported implementation of good design through education, accountability, enforcement and allocation of resources.



6.2 PROCESS RECOMMENDATIONS

Reconsider the need for compulsory collection of personal details: compulsory collection of participant personal details proved to be a barrier to participation. Because the method of data collection was not anonymised, this may have compromised the quality of responses participants gave. Collecting demographic information also presented a barrier in terms of survey participants' time. We recommend that Darebin City Council conduct a review of its Engagement Policy in regards to compulsory collection of participant personal details to ensure that participants in future engagement projects are not dissuaded or prevented from participating.

Seek out the views of young people: feedback from younger people aged 18 - 25 was low in this engagement program. We suggest scheduling activities in Stage 2 to seek out this voice. We recommend finding ways to communicate the value of their participation.

Seek feedback from residents in the north of Darebin: participation in this project from the Bundoora area was low. Given the growth in this area, we suggest scheduling activities in Stage 2 in this area, for example, attendance at Diamond Valley Market (on the La Trobe University Campus) or other events that are frequented by Bundoora residents.

Seek feedback from developers, social enterprises and significant landowners: to deliver the Strategy and Study, Council will need to rely on developers and significant landowners 'doing the right thing'. We suggest Council engages with these stakeholders, particularly on some of the areas raised by the community: protection of vegetation and enhancement, ways to incentivise connectivity, walkways and levers to support delivery of the Strategy, fast tracking processes for projects that strengthen community priorities, green spaces (roof, front gardens).

Seek clarity of 'appropriate' development: during Stage 1, the term 'appropriate development' was referenced. During engagement, participants on the whole found it a challenge to describe the conditions under which this could be met. Consider creating specific examples or options of how growth could be accommodated including the type, location and growth scenarios, to enable the project team to better understand the community's preference for growth.

Liaise with other Councils to fill in gaps in understanding, through sharing your data: a substantial amount of data has been collected that can be used by other local government areas as well as other agencies and organisations to plan the delivery of services.

Make it easier to understand this project: this project is complex to understand and is going to increase in complexity in the later stages of the project. Consider ways to simplify the strategy, for example, creating a brief summary document with diagrams and images to assist with understanding.

Close the loop: consider ways to keep people updated on the project. Issue a statement and update the Council project page, thanking participants for participating in the project and for sharing their ideas. This will significantly help Council when it comes to garnering feedback during Stages 2 and 3.



APPENDICES

APPENDIX 1: LIST OF FIGURES AND TABLES

Figure 1: Participation in the project by engagement method	15	Table 7: Comparison of priorities to make area even better across engagement methods	37
Figure 2: Gender of participants	16	Figure 15: Word cloud of survey responses - How would you like to see Darebin change?	40
Figure 3: Participants' gender representation comparative to Census data	16	Table 8: Key findings per suburb - pop-up participants	42
Figure 4: Age of participants	17	Table 9: Summary of participants views about their local area (by age group)	45
Figure 5: Comparison of participants' other demographic identifiers to Census data	18	Table 10: Place attributes - homeowner survey responses - Character	50
Table 1: Languages other than English spoken at home by participants	19	Table 11: Place attributes - homeowner survey responses - Housing and Development	50
Figure 5: Participants' connection to Darebin	20	Table 12: Place attributes - Tenant survey responses - Character	51
Table 2: Suburbs where participants said they lived	21	Table 13: Place attributes - Tenant survey responses - Housing and Development	51
Figure 6: Participants' housing tenure (living situation)	22	Table 14: Place attributes - Apartment Dweller survey responses - Character	53
Figure 7: Comparison of participants' housing tenure to Census data	22	Table 15: Place attributes - Apartment Dweller survey responses - Housing and Development	53
Figure 8: Type of housing participants said they lived in	23	Table 16: Place attributes - Freestanding Home Dweller survey responses - Character	54
Figure 9: Comparison of participants' housing type to Census data	24	Table 17: Place attributes - Freestanding Home Dweller survey responses - Housing and Development	54
Figure 10: Number of bedrooms in participants' homes	25	Table 18: Housing persona 1	55
Figure 11: Comparison of participants' housing size to Census data	25	Table 19: Housing persona 2	56
Table 3: Representativeness of engagement participants	26	Table 20: Housing persona 3	57
Figure 12: Themes raised by participants across engagement activities	30	Table 21: Housing persona 4	58
Table 4: Top five themes discussed in engagement feedback	31	Table 22: Housing persona 5	59
Table 5: Top 15 Care Factors - survey responses	32	Table 23: Housing persona 6	60
Table 6: Comparison of priorities for next home across engagement method	33	Table 24: Housing persona 7	61
Figure 13: Community observations about current neighbourhood character in Darebin	35	Table 25: Housing persona 8	62
Figure 14: Word cloud of survey responses - What do you like about Darebin?	36	Table 26: Top 15 Care Factors - survey responses	70

Table 27: Bottom 15 Care Factors - survey responses	71
Table 28: Darebin Care Factor rank for Character - survey responses	72
Table 29: Darebin Care Factor rank for Housing and Development - survey responses	72
Figure 16: PX performance - survey responses	73
Table 30: Top and Bottom 5 Place Attributes of Darebin - survey responses	74
Figure 17: Darebin's comparison against National Benchmark - Liveability Scores	75
Figure 18: Snapshot of the performance of 50 Place Attributes categorised into nine themes - survey responses	76
Figure 19: Darebin's Liveability Priorities.	77
Figure 20: Community ideas by theme and demographic - survey responses	78
Table 31: Place attributes - One Bedroom Home survey responses - Character	79
Table 32: Place attributes - One Bedroom Home survey responses - Housing and Development	80
Table 33: Place attributes - Two Bedroom Home survey responses - Character	81
Table 34: Place attributes - Two Bedroom Home survey responses - Housing and Development	81
Table 35: Place attributes - Three Bedroom Home survey responses - Character	82
Table 36: Place attributes - Three Bedroom Home survey responses - Housing and Development	83
Table 37: Place attributes - Four Bedroom Home survey responses - Character	84
Table 38: Place attributes - Four Bedroom Home survey responses - Housing and Development	84
Table 39: Risks and management strategies identified across the project	85



APPENDIX 2: DEFINITIONS

The following definitions help explain the findings from the Neighbourhood Liveability Survey:

Care Factor (CF)

Care Factor data reveals what respondents value most in their ideal neighbourhood. This data provides a hierarchy based on values and tells you what most of the community sees as being important. Community members were asked to select 15 of Place Score's 50 Place Attributes that are the most important to them.

Care Factor is reported in two ways. The CF Rank is noted as #1 etc. This represents the level of alignment in the community. The higher the rank, for example, #3 vs #30, more people value this place attribute. The percentage indicates the number of people who selected the attributes as important to them in their ideal neighbourhood, for example, 68% selected attribute A compared to only 37% selecting attribute B.

Place Experience (PX)

Community members were asked to rate how the 50 Place Attributes perform in their suburb of residence in terms of the Attributes' impact on them personally. PX data provides an overall score for a neighbourhood (out of 100) e.g. PX68. Each individual attribute also has a score (out of 10) e.g. PX4.8. The higher the score the better the place or place attribute is performing from the perspective of the community. It allows us to see how a place is performing at a certain point in time, track change, and identify best and worst-performing attributes.

Place Attribute

Place Score's Place Attributes are the result of an extensive investigation of community, academic and commercial research to identify the 50 factors that are universally valued by Australians. A Place Attribute can be social, economic, cultural, or physical. Place Attributes are grouped into five Place Dimensions.

Place Dimension

Place Attributes are categorised into five Place Dimensions. A Place Dimension score is a whole number between 0 and 20 representing the sum of its constituent Place Attribute scores. Each Place Dimension covers ten related Place Attributes. The five Place Dimensions are:

- Look and Function – the physical characteristics of neighbourhoods – how they look and how they work.
- Sense of Welcome – the social and cultural characteristics of neighbourhoods – the sense of welcome to a range of people regardless of age, income, gender, ethnicity or interests.
- Things to Do – what a neighbourhood offers in terms of things to do – activities, events and the invitation to spend time outside of the home.
- Uniqueness – attributes that contribute to making a neighbourhood interesting, special or unique – these could be physical, social, cultural or economic aspects.
- Care – how a neighbourhood is managed, maintained and whether improvements are being made. It considers care, pride, personal and financial investment.

Community Ideas

Respondents were given 25 words to answer the question - 'What's your big or small idea to improve your neighbourhood?' Responses have been incorporated throughout the report to best reflect the quantitative findings. The responses are classified into nine themes by Place Score.

Place Score's planning themes

Place Score has nine planning themes that it codes Place Attributes and Community Ideas to. They are:

1. Character – relates to an area's heritage, its identity and how unique it is.
2. Community – relates to people's identity, how they express that identity, and how they interact and define the broader community.
3. Economy – relates to revenue generation through different sectors and economic activities, and job creation.
4. Environmental Sustainability – relates to the protection and care of the environment, and how people adapt to the climate.
5. Housing and Development – relates to the built form, housing, tenancy types and development.
6. Management and safety – relates to the management of an area and its users.
7. Movement – relates to the movement of people and goods.
8. Open Space – relates to open space, both public and private, and its features.
9. Social facilities and services – relate to infrastructure and programs that support community development and health.

Level of Priority

When used together, the Care Factor and PX Assessment reveal the strengths and priorities of a neighbourhood. For example, a Place Attribute that has a high CF rank and a high PX score should be protected as it is enjoyed by the community. But an attribute with a high CF rank and low PX score will require investment, as it is of high importance and not performing up to expectations. This methodology helps prioritise investments in a neighbourhood to achieve maximum positive impact for the community.

Here are the levels of priority:

- **Nurture (CF ≥ 40%, PX ≥ 7)**

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

- **Prioritise (CF ≥ 40%, PX < 6)**

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

- **Manage (CF ≥ 40%, 6 ≤ PX < 7)**

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

- **Monitor (CF < 40%, PX ≥ 7)**

These attributes are doing well. They are among the top performers, but not highly valued compared to other attributes. Monitor performance to ensure they do not become something we need to manage in the future.

- **Maintain (CF < 40%, PX < 7)**

These attributes are potential threats - they are among the poorest performing, but not the most valued. If values change these attributes can move up to 'Prioritise'. Consider how to engage with stakeholders to future-proof or de-risk these attributes.

APPENDIX 3: NEIGHBOURHOOD LIVEABILITY FINDINGS

Place Score collected place values and performance data directly from the Darebin community, as well as their ideas for liveability improvements. Data collected also reveals what the Darebin community cares about, how their neighbourhoods are performing, the areas strengths and opportunities for investment.

Provided below is a summary of:

- What your community values (Care Factor).
- How your neighbourhoods are performing (PX).
- Your neighbourhoods' strengths and priorities.

Top 15 Care Factors

When looking at the Top 15 Care Factors for Darebin, the data reveals that participants value:

- Locally owned and operated businesses that provide the community with their daily needs.
- Easy to access shared community amenities, like the local shops, on foot or bike.
- Well-connected and providing the full range of modal options; walking, cycling, public transport and private vehicle connectivity.

While investing, or uplifting the neighbourhood, it is important to focus on these themes, as these are highly valued by the community. Table 26 shows Darebin's Top 15 Care Factors - rank and percentage.

Table 26: Top 15 Care Factors - survey responses

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²
1	General condition of public open space (street trees, footpaths, parks etc.)	58%
2	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	57%
3	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	54%
3	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	54%
5	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	52%
6	Landscaping and natural elements (street trees, planting, water features etc.)	47%
6	Things to do in the evening (bars, dining, cinema, live music etc.)	47%
8	Protection of the natural environment	46%
9	Mix or diversity of people in the area	45%
10	Sustainable behaviours in the community (water management, solar panels, recycling etc.)	43%
11	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	43%
11	Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	42%
11	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	43%
14	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	41%
15	Quality of public space (footpaths, verges, parks etc.)	40%

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Bottom 15 Care Factors

When looking at the Bottom 15 attributes, the following themes emerge that are less important to the community:

- Community gathering, and family and child services.
- Opportunities for local education and employment.
- Unique features that help distinguish one neighbourhood from another.

While these themes are not highly valued by the community, it is important to note that all the attributes in the bottom 15 have received an average or above average PX score. Table 27 shows Darebin's Bottom 15 Care Factors - rank and percentage.

Table 27: Bottom 15 Care Factors - survey responses

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²
49	Child services (child care, early learning, after school care, medical etc.)	6%
49	Unusual or unique buildings and/or public space design	6%
48	Landmarks, special features or meeting places	7%
46	Family and community services (aged, disability and home care, protection and support services etc.)	11%
46	Evidence of recent private investment (renovations, landscaping, painting etc.)	11%
45	There are people like me (age, gender, interests, ethnic backgrounds etc.)	11%
42	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	13%
42	Local employment opportunities (within easy commute)	12%
42	Local education options (from elementary to adult education)	12%
40	Spaces suitable for play (from toddlers to teens)	14%
40	Local community groups and organisations	15%
39	General condition of private open space (verges, driveways etc.)	15%
38	Free places to sit comfortably by yourself or in small groups	17%
37	Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)	18%
36	Physical comfort (including noise, smells, temperature etc.)	21%

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Darebin Care Factor rank for Character and Housing and Development

Place Attributes relating to the themes of Character and Housing and Development, are shown below in the order of their Care Factor rank in the tables below. Only two attributes from Character and one attribute from Housing and Development feature in Darebin's top 25.

Tables 28 and 29 show Darebin's Care Factor rank and percentage for all Place Attributes relating to Character and Housing and Development.

Table 28: Darebin Care Factor rank for Character - survey responses

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²
21	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	34%
25	Overall visual character of the neighbourhood	22%
28	Local history, historic buildings or features	30%
33	Sense of character or identity that is different from other neighbourhoods	27%
48	Landmarks, special features or meeting places	7%
49	Unusual or unique buildings and/or public space design	6%

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Table 29: Darebin Care Factor rank for Housing and Development - survey responses

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²
24	Local history, historic buildings or features	32%
32	Overall visual character of the neighbourhood	23%
33	Unusual or unique buildings and/or public space design	22%
42	Landmarks, special features or meeting places	12%
46	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	10%

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Darebin wide neighbourhood performance (PX score, top 5/bottom 5 performing attributes, national benchmark comparison)

After sharing what their ideal neighbourhood looked like, community members were then asked to rate how the 50 Place Attributes perform in their suburb of residence in terms of their impact on the respondent personally. Figure 16 shows the PX Scores for Darebin combined, and the geographic areas of Northcote-Alphington, Thornbury, Preston and Reservoir-Macleod.

Figure 16: PX performance - survey responses

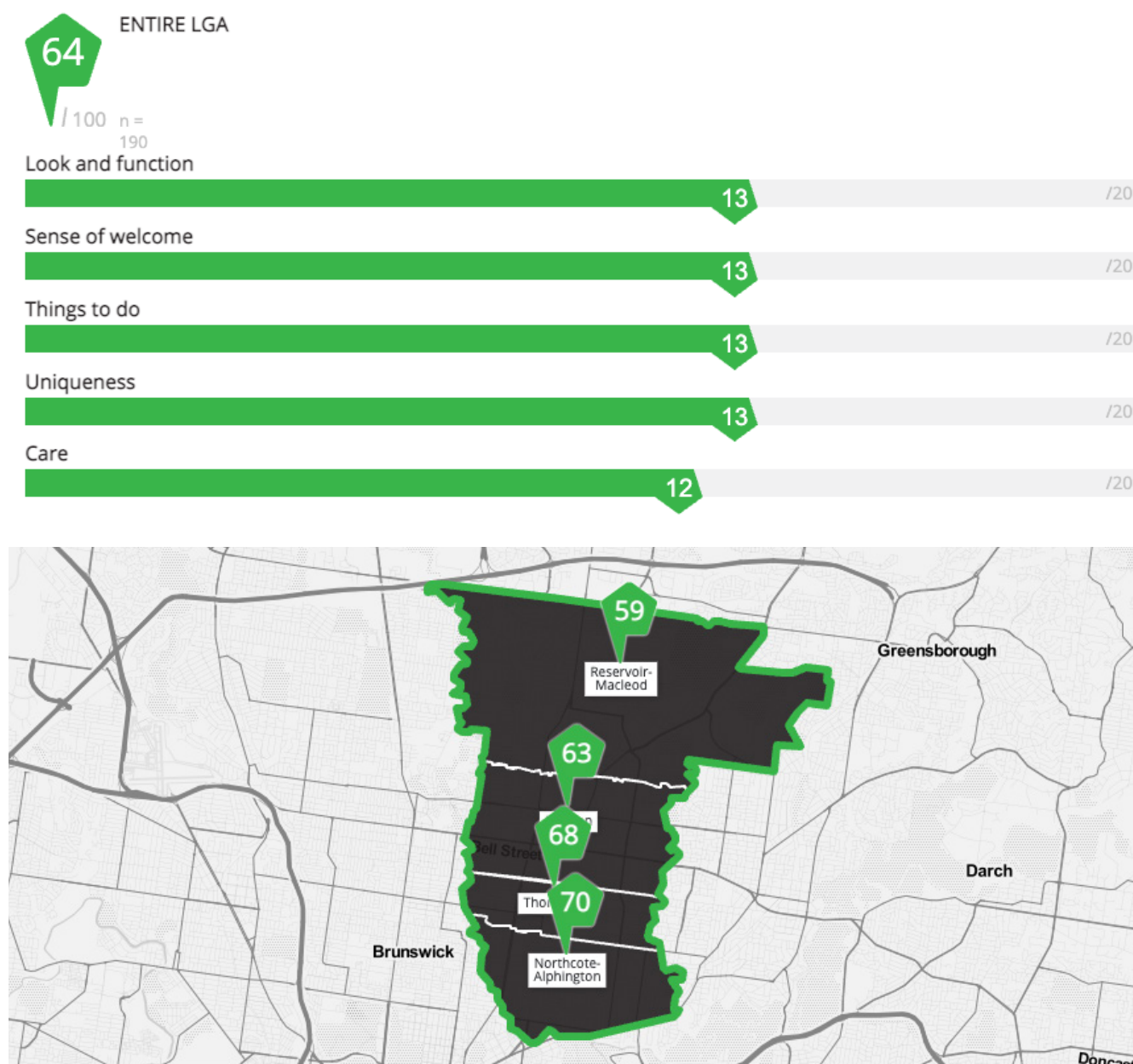


Image downloaded from your Liveability Platform

When all scores are combined, Darebin has a PX score of 64, which is three points below the National Benchmark of PX66. Additional analysis shows that men have scored the area more favourable than women – PX66 vs PX64. Geographically, suburbs located in the southern end of Darebin are performing better than those in the northern end - Northcote-Alphington has the highest score of PX70, while Reservoir-Macleod has the lowest score of PX59.

Whilst all place dimensions have an above-average score, they all show room for improvement. 'Care' has the lowest with a score of PX12/20.

Top and bottom 5 place attributes

The top performing attributes in Darebin are those that make a strong and community-oriented neighbourhood like local shops that provide for daily needs, good accessibility, etc. The best performing attribute is Connectivity with a score of PX8.1.

The bottom performing attributes in Darebin are those that would encourage people to stay in a neighbourhood like local job opportunities, affordable rent, and unique places. The poorest performing attribute is 'Range of housing prices and tenures' with a score of PX4.5. It is also the only attribute amongst the 50, that is performing below average. Table 30 shows Darebin's Top and Bottom performing Place Attributes.

Table 30: Top and Bottom 5 Place Attributes of Darebin - survey responses

THE TOP 5 PLACE ATTRIBUTES OF DAREBIN	PX/10	THE BOTTOM 5 PLACE ATTRIBUTES OF DAREBIN	PX/10
Connectivity	8.1	Range of housing prices and tenures	4.5
There are people like me	8.0	Sustainable urban design	4.6
Local businesses that provide for daily needs	8.0	Unusual or unique buildings and/or public space design	5.0
Access to neighbourhood amenities	8.0	Evidence of Council/government management	5.5
Welcoming to all people	7.9	Local employment opportunities	5.6



National benchmark comparison

Place Score collects place values and performance data directly from the community across Australia, as well as their ideas for liveability improvements. This data is collected consistently across all geographies and projects and feeds an ever growing national Benchmark data set. This Benchmark data set is this resource that allows comparison at National and State levels.

Darebin has four attributes that are performing above Place Score's National Benchmark. These attributes are those that encourage people to visit a place. These should be protected and enhanced, as they are attributes that distinguish Darebin from other areas.

The Darebin community is being most negatively impacted by a lack of elements of the natural environment and landscaping and the perceived poor quality of the public domain, and the range of housing prices and tenure. Investing in these attributes will have a great impact on the liveability experience for the people of Darebin.

The outlier is Things to do in the evening (bars, dining, cinema, live music, etc.) which is performing 16% above the national benchmark and a real opportunity for differentiation of the Darebin as a place to live.

Two Place Attributes from the Housing theme are performing lower than the National Benchmark:

- Range of housing prices (low to high \$, buy or rent etc.) – 14% below.
- Quality of buildings (design and construction of homes, shops, schools etc.) - 12% below.

Figure 17, shows how Darebin is performing compared to the National Benchmark average (Place Score National Benchmark as of 31 Mar 2022 - 29,902 unique responses.).

Figure 17: Darebin's comparison against National Benchmark - Liveability Scores



Image downloaded from your Liveability Platform. To see how each attribute compares against the National Benchmark, hover over the bars in your Platform.

DAREBIN WIDE NEIGHBOURHOOD PRIORITIES (STRENGTHS, PRIORITIES, AREAS TO MANAGE)

Liveability Snapshot

According to the people of Darebin, the city area has scope to improve itself across all nine themes. While Economy, Community and Movement come across as performing well and contributing positively, as better performing themes, Environmental sustainability, Housing and Development, and Management and Safety are themes that contribute least to their suburbs' liveability and require prioritised investment.

This summary in Figure 18 provides us with a snapshot of the relative performance of all 50 Place Attributes categorised into nine key themes. The orange bars indicate the proportion of attributes that are underperforming while the green bars indicate the proportion of attributes that are overperforming.

Figure 18: Snapshot of the performance of 50 Place Attributes categorised into nine themes - survey responses

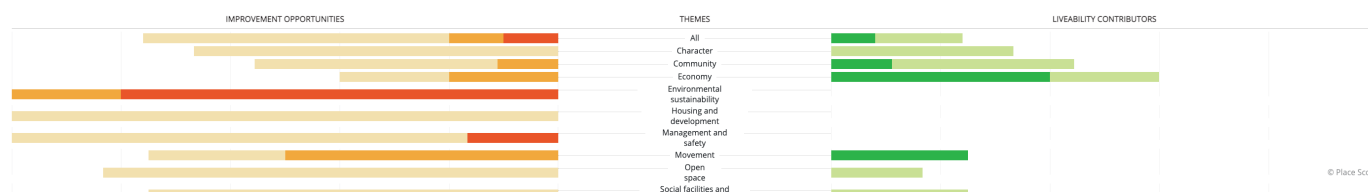


Image downloaded from your Liveability Platform. To see attributes under each theme, click on the theme in the Platform.

Strengths, priorities and areas to manage

Place Attributes that make a well-rounded neighbourhood, like amenities such as grocery stores, banks, and good connectivity, are all strengths in Darebin. These attributes should be enhanced and protected, especially in times of change, as these are highly valued by the community. Attributes identified as strengths are:

- Access to neighbourhood amenities (#2/ PX8).
- Local businesses that provide for daily needs (#5/ PX8).
- Mix or diversity of people in the area (#9/ PX7.8), and
- Connectivity (#14/ PX8.1).

However, Place Attributes which show that a neighbourhood and its environment are well cared for, are performing poorly and require investment to improve the liveability of the area. These attributes are important to the community and are not performing well. Improving these attributes will ensure a positive uplift in their liveability experience. Attributes that have been identified as priorities are:

- General condition of public open space (#1/ PX5.7).
- Sustainable urban design (#11/ PX4.6).
- Landscaping and natural elements (#6/ PX5.9).
- Protection of the natural environment (#8/ PX5.8), and
- Sustainable behaviours in the community (#10/ PX5.8).

There are some attributes that have been identified at a 'Manage' level of priority by the community, including:

- Elements of natural environment (#3/ PX6.4).
- Access and safety of walking, cycling and/or public transport (#3/ PX6.8).
- Things to do in the evening (#6/ PX7).
- Evidence of community activity (#11/ PX6.8).
- Walking/jogging/bike paths that connect housing to communal amenity (#11/ PX6.9).

Whilst these do not require any immediate attention, they can be seen as an opportunity to create more strengths for the city. If the performance of these attributes was reduced, they would become a priority in Darebin.

Figure 19 shows the level of priority for each of the Place Attributes noted above.

Figure 19: Darebin's Liveability Priorities.



Image downloaded from your Liveability Platform.

Legend

Nurture: These attributes are the strongest contributors to local liveability; **Prioritise:** Attributes that are important to most people, but are currently underperforming; **Manage:** Not quite an emergency but not performing as well as they could

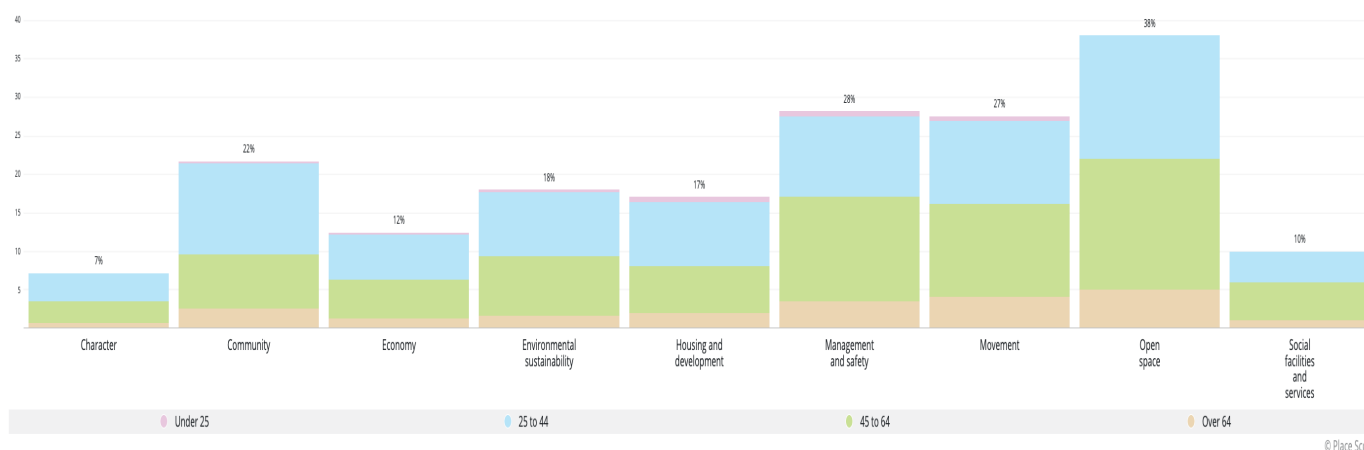
Community ideas

In the Neighbourhood Liveability survey, the community of Darebin was asked to share their BIG or SMALL idea to make their neighbourhood more liveable or enjoyable.

324 people shared their ideas of change. Themes that received the most number of ideas are:

1. Open space - 38% (123 ideas)
 - a. *"Make all concrete laneways green spaces with grass and fruit trees for the community to enjoy. Imagine the difference this would make to summer temperatures!"* F, Preston, 45-64
 - b. *"More green spaces and overall ongoing maintenance of green spaces. More family events. Bicycle path extension to Edwardes Lake from Merri Creek."* M, Reservoir-Macleod, 25-44.
2. Management and safety – 28% (91)
 - a. *"Create a simple but connected grid of safe, bike streets and physically protected bicycle lanes connecting to major destinations and residential areas around Darebin."* M, Northcote-Alphington, Under 25.
 - b. *"Cleaner streets and better parking access for aged and disabled residents."* F, Northcote-Alphington, Over 64.
3. Movement – 27% (89)
 - a. *"Encourage walking/and cycling not cars; keep front gardens for all so can interact with neighbours and community; limit the high rise to 3 or 4 stories."* F, Northcote-Alphington, Over 64.
 - b. *"Spend time and money on the beautification and maintenance of footpaths and nature strips."* M, Thornbury, 25-44.
4. Community – 22% (70)
 - a. *"Safe the Preston market. Losing that is losing the soul of Preston."* M, Preston, 25-44.
 - b. *"Draw people to communal spaces along the creeks with cafes, bars, performance spaces."* F, Thornbury, 45-64.
5. Environmental sustainability – 18% (58)
 - a. *"Darebin: Sustainable City - Green and Weather Responsive Sustainable living - housing, native trees, bushes, grasses, wildlife, parks, food gardens, neighbourhood arts programs, cultural programs."* F, Preston, 45-64.
 - b. *"Make it a haven for sustainable design, personal safety, and green living. Consider subsidising tree planting, enhancing public lighting and discounts for double glazing."* F, Reservoir-Macleod, 25-44.

Figure 20: Community ideas by theme and demographic - survey responses



© Place Score

Image downloaded from your Liveability Platform. To see ideas by a demographic section for a particular theme, click on its corresponding colour and scroll down.

APPENDIX 4: COMMUNITY PRIORITIES BY HOUSING SIZE

The following section will look at the priorities and trends of participants based on their housing size, in one bedroom, two bedroom, three bedroom and four or more bedroom homes.

The following trends are observed in Darebin:

Character

- All housing size personas value high quality and activity-oriented neighbourhoods.
- All the personas place lesser importance on attributes that make a place unique.
- People living in three bedroom homes consider the spaces with different activities as a strength of their current neighbourhoods.
- People living in four or more bedroom homes are not rating the current character of their neighbourhoods highly.

Housing and development

- All persons under housing size place high importance on quality buildings.
- Housing type, size, price and tenure are of high value to one, two and three bedroom home personas.
- The character of a neighbourhood is valued most by the four or more bedroom persona.

One bedroom

Across both the themes, one bedroom residents are looking for high-quality neighbourhoods that have a unique character, including heritage, and those that offer a range of good quality housing types, tenures and prices. Investment, either public or private, is not a top priority for them.

According to residents of one bedroom homes, the Place Attributes in Darebin are average performing (PX range of 6-7/10). All Attributes relating to these themes were also selected by < 40% of respondents as being important to them in their ideal neighbourhood. When the performance and values data is combined we are able to understand the level of priority for investment.

Two attributes fall under the priority 'Monitor' (CF < 40%, PX ≥ 7), while others are under 'Maintain' (CF < 40%, PX < 7). None requires immediate attention but should be tracked regularly. Table 31 shows the level of priority for respondents living in one bedroom homes for attributes relating to Character, where Table 32 shows the priority for attributes relating to Housing and Development.

Pop-up participants who reported they have a one-bedroom home (8 mentions) most frequently mentioned planning for neighbourhood communities (14 mentions), with an understanding of the importance in meeting the diverse needs of the community into the future. The price of housing received the second highest number of mentions (11 mentions) followed by outdoor spaces (9 mentions) specifically regarding green space and parks.

Table 31: Place attributes - One Bedroom Home survey responses - Character

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
23	Local history, historic buildings or features	29%	6.6
29	Landmarks, special features or meeting places	21%	6.7
29	Unusual or unique buildings and/or public space design	21%	6.9
29	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	21%	6.9
23	Overall visual character of the neighbourhood	29%	7.2
40	Sense of character or identity that is different from other neighbourhoods	14%	7.6

Table 32: Place attributes - One Bedroom Home survey responses - Housing and Development

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
29	Range of housing prices and tenures (low to high \$, buy or rent etc.)	21%	4.7
23	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	29%	6.2
29	Quality of buildings (design and construction of homes, shops, schools etc.)	21%	6.3
40	Evidence of recent public investment (roads, parks, schools etc.)	14%	6.5
46	Evidence of recent private investment (renovations, landscaping, painting etc.)	7%	6.6

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Two bedrooms

Across both the themes, people who reside in two bedroom homes have similar priorities to one bedroom residents. They also consider a unique and activity-driven neighbourhood as important to them. Along with housing prices, tenures and quality, they also place higher importance on public investment in their suburbs.

According to residents of two bedroom homes, the Place Attributes in Darebin are average performing (PX range of 6-7/10PX6-7). All Attributes relating to these themes were also selected by < 40% of respondents as being important to them in their ideal neighbourhood. When the performance and values data is combined we are able to understand the level of priority for investment.

Only one attribute falls under 'Monitor' (CF < 40%, PX ≥ 7), while all others are under 'Maintain' (CF < 40%, PX < 7). None of them requires immediate attention, but with continued investment and tracking, there is an opportunity to convert some attributes from 'Maintain' to 'Monitor'. Table 33 shows the level of priority for respondents living in two bedroom homes for attributes relating to Character, where Table 34 shows the priority for attributes relating to Housing and Development.

Pop-up participants living in two-bedroom homes (30 mentions) provided 58 comments or "mentions" across the two questions. The most frequently raised theme mentioned by this cohort was planning for neighbourhood communities (41 mentions) with a focus on community access to amenities and community spaces. Following this was heights, density and new development (33 mentions), with positive views on subdivision and negative sentiments expressed towards increased heights. The third highest mentions related to outdoor spaces (24 mentions) with a high value placed on green space, trees and vegetation.

Table 33: Place attributes - Two Bedroom Home survey responses - Character

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
27	Overall visual character of the neighbourhood	28%	6.2
31	Local history, historic buildings or features	23%	6.1
23	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	30%	6.8
47	Unusual or unique buildings and/or public space design	9%	5.4
48	Landmarks, special features or meeting places	5%	6
30	Sense of character or identity that is different from other neighbourhoods	26%	7.4

Table 34: Place attributes - Two Bedroom Home survey responses - Housing and Development

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
27	Range of housing prices and tenures (low to high \$, buy or rent etc.)	28%	3.9
23	Quality of buildings (design and construction of homes, shops, schools etc.)	30%	5.5
34	Evidence of recent public investment (roads, parks, schools etc.)	19%	5.8
40	Evidence of recent private investment (renovations, landscaping, painting etc.)	14%	6.2
36	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	18%	6.7

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Three bedrooms

Across both the themes, people who reside in three bedroom homes consider the character and heritage of their neighbourhoods as key features. They also want to see regular public investments in their suburbs and value the quality of the building and a range of housing options.

According to residents of three bedroom homes, the Place Attributes in Darebin are average performing (PX range of 6-7/10). One attribute was selected as being important to them in their ideal neighbourhood by $\geq 40\%$, while the remainder were selected by $< 40\%$ of respondents. When the performance and values data is combined we are able to understand the level of priority for investment.

Only one attribute falls under 'Nurture' ($CF \geq 40\%$, $PX \geq 7$). For this cohort, Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.) are the strongest contributors to local liveability because a significant proportion of this community values it and rated them positively. Consider how to strengthen this attribute, and protect it from potential threats. It is the only persona that has a liveability strength. Attention should be paid to protecting this.

All other attributes fall under the 'Maintain' ($CF < 40\%$, $PX < 7$) priority level.

Quality of buildings should be monitored regularly as it is at risk of becoming a priority. Table 35 shows the level of priority for respondents living in three bedroom homes for attributes relating to Character, where Table 36 shows the priority for attributes relating to Housing and Development.

27 pop-up participants reported living in three-bedroom homes and provided 52 comments or "mentions" across the two questions. For this group, heights, density and new development was most frequently discussed (30 mentions) with a focus on the impact of heights. Outdoor spaces received the second highest mentions (29 mentions) with a high value placed on green space, trees and vegetation. The third most frequently raised priority related to planning for neighbourhood communities (15 mentions) with a particular focus on ensuring access to amenities for the community.

Table 35: Place attributes - Three Bedroom Home survey responses - Character

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
15	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	40%	7.4
26	Local history, historic buildings or features	28%	5.9
50	Unusual or unique buildings and/or public space design	2%	4.4
31	Overall visual character of the neighbourhood	24%	7
38	Sense of character or identity that is different from other neighbourhoods	19%	7
49	Landmarks, special features or meeting places	5%	5.6

Table 36: Place attributes - Three Bedroom Home survey responses - Housing and Development

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
21	Quality of buildings (design and construction of homes, shops, schools etc.)	35%	5.8
33	Range of housing prices and tenures (low to high \$, buy or rent etc.)	22%	4.9
33	Evidence of recent public investment (roads, parks, schools etc.)	22%	5.5
48	Evidence of recent private investment (renovations, landscaping, painting etc.)	8%	6.4
42	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	10%	6.7

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

Four or more bedrooms

Across both the themes, people who reside in homes with four or more bedrooms place high importance on the character and spaces in their neighbourhoods. They also want to see quality buildings and public investments in their places of residence. This is the only persona in housing size that places Range of housing types and sizes as the least important.

According to the residents of four or more bedroom homes, the Place Attributes in Darebin are average performing (PX range of 6-7/10). One attribute was selected as being important to them in their ideal neighbourhood by $\geq 40\%$, while the remainder were selected by $< 40\%$ of respondents. When the performance and values data is combined we are able to understand the level of priority for investment.

One attribute falls under 'Manage' ($CF \geq 40\%$, $6 \leq PX < 7$), two under 'Monitor' ($CF < 40\%$, $PX \geq 7$) while all others are under 'Maintain' ($CF < 40\%$, $PX < 7$). Investments should be made for Overall visual character of the neighbourhood as it is at the risk of becoming a priority. Table 37 shows the level of priority for respondents living in homes with four or more bedrooms for attributes relating to Character, whereas Table 38 shows the priority for attributes relating to Housing and Development.

Pop-up participants who lived in four-bedroom homes (18 mentions) talked about planning for neighbourhood communities most frequently (30 mentions) with a focus on community access to amenities and community spaces. Heights, density and new development received the second highest mentions by this cohort (19 mentions), in particular the impact of heights. Third for this group was transport and mobility around the community (15 mentions), with particular feedback being received regarding the importance of connectivity throughout the municipality.

Table 37: Place attributes - Four Bedroom Home survey responses - Character

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
9	Overall visual character of the neighbourhood	43%	6.5
24	Local history, historic buildings or features	30%	6.3
50	Unusual or unique buildings and/or public space design	4%	5.2
46	Landmarks, special features or meeting places	7%	6.9
22	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	33%	7.4
30	Sense of character or identity that is different from other neighbourhoods	26%	7.1

Table 38: Place attributes - Four Bedroom Home survey responses - Housing and Development

RANK (#) ¹	PLACE ATTRIBUTES	VALUE (%) ²	PX SCORE (/10)
24	Quality of buildings (design and construction of homes, shops, schools etc.)	30%	6
24	Evidence of recent public investment (roads, parks, schools etc.)	30%	6.2
43	Range of housing prices and tenures (low to high \$, buy or rent etc.)	11%	4.5
41	Evidence of recent private investment (renovations, landscaping, painting etc.)	13%	6.5
46	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	7%	6.5

¹Rank: where this attribute is ranked across all attributes out of 50.

²Value: Percentage of respondents who selected an attribute as being important to them in their ideal neighbourhood

APPENDIX 5: MANAGING RISKS

A number of risks were identified during the planning stage and were outlined in the Engagement Plan.

Table 39 below details how the risks associated with the community engagement approach will be managed to ensure they do not interfere with participation or the success of this project.

Table 39: Risks and management strategies identified across the project

RISK	MANAGEMENT STRATEGY
Desire to limit or slow growth	<p>Clear communication around the State Government direction to accommodate growth.</p> <p>Make it clear to participants that slowing/limiting growth is outside scope of the project, but allow participants to stipulate where they would like growth to occur.</p>
Potential for engagement on housing to attract queries re accessing secure housing options and subsequently negatively impact participants experiencing housing insecurity firsthand	<p>This need was anticipated, with a range of resources made available at every place-based pop-up, including information on services to access in case participants needed urgent assistance or further information on available services.</p>
Unable to obtain high level of participation or representative sample due to mandatory collection of detailed demographic identifying questions	<p>Offering 10 x \$100 incentives for participation.</p> <p>Developing and implementing an extensive communications plan.</p> <p>Implementing placed-based activities (pop-ups) to go to where stakeholders are and encourage participation in-person.</p> <p>Reducing expectations and targets – a full representative sample might not be able to be obtained. More marginalised stakeholders are less likely to answer detailed demographics questions.</p>
Participants may not complete survey due to length	<p>Offering incentives (prizes) at the end of the survey encourages participants to complete the full survey.</p> <p>Linking the Care Factor and Neighbourhood PX survey sections so participants are able to continue on or exit the survey. Collating and analysing findings regardless of whether a respondent completes some or all sections.</p>
Participants may focus on 'hot issues' around current developments (e.g. Preston Market or social housing)	<p>Being clear on the scope of the engagement program and informing participants that this is their opportunity to inform any future planning amendments that may limit undesirable developments in the future.</p> <p>Take questions on notice for follow up later by specific project teams.</p>

RISK	MANAGEMENT STRATEGY
Advocacy or lobby groups being very vocal about any growth or promoting anti-Council sentiments.	Engaging early on with this stakeholder group via direct methods, communicating clearly Council's intentions, ensuring buy-in.
Changing impacts of COVID-19 on face-to-face engagement.	All engagement will be planned to be done remotely should the situation require a change.
Individuals who have a connection to Darebin not being able to participate during the engagement process.	<p>Broad and group conversation engagement methods over a six week period to maximise access to the engagement process and to cater to a range of engagement preferences across the community.</p> <p>Engage with underrepresented individuals and groups through group discussions.</p> <p>Offering 10 x \$100 prize vouchers as incentives to participate.</p> <p>Having interpreters available via telephone conversations.</p>
Requests that are outside of Council's scope of influence or budget.	Being clear with participants about negotiables and non-negotiables of the project. This will also serve as an educational opportunity of Council's role and help manage expectations at all stages of the project.
Community mistrust in the process and believing that participation isn't worthwhile.	<p>Clear messaging about the project, how Council intends on managing change and ensuring stakeholders are kept informed throughout the process.</p> <p>Closing the loop by making engagement summary reports available to the community, showing participants how their contributions informed the next stage and/or Council decisions.</p>
Complexity of communicating this topic to stakeholders with lower levels of literacy or unfamiliarity with planning terminology.	<p>Simplifying language to maximise participation.</p> <p>Providing access to translators where appropriate.</p> <p>Using images and infographics as much as possible.</p>

APPENDIX 6: SURVEY QUESTIONS

6.1 NEIGHBOURHOOD CARE FACTOR SURVEY

Q1: Look and Function

Choose 3 exactly.

What makes a neighbourhood more enjoyable/
liveable for you?

- Overall visual character of the neighbourhood
- Landscaping and natural elements (street trees, planting, water features etc.)
- Amount of public space (footpaths, verges, parks etc.)
- Quality of public space (footpaths, verges, parks etc.)
- Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)
- Quality of buildings (design and construction of homes, shops, schools etc.)
- Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)
- Physical comfort (including noise, smells, temperature etc.)
- Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
- Ease of driving and parking

Q2: Sense of Welcome

Choose 3 exactly.

What makes a neighbourhood more enjoyable/
liveable for you?

- Welcoming to all people
- There are people like me (age, gender, interests, ethnic backgrounds etc.)
- Sense of personal safety (for all ages, genders, day or night)
- Sense of neighbourhood safety (from crime, traffic, pollution etc.)
- Range of housing prices and tenures (low to high \$, buy or rent etc.)
- Family and community services (aged, disability and home care, protection and support services etc.)
- Child services (child care, early learning, after school care, medical etc.)

- Access to shared community and commercial assets (library, bike/car share, sport facilities/ gyms etc.)
- Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
- Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)

Q3: Things to Do

Choose 3 exactly.

- What makes a neighbourhood more enjoyable/
liveable for you?
- Walking/jogging/bike paths that connect housing
to communal amenity (shops, parks, etc.)
- Spaces suitable for specific activities or special
interests (entertainment, exercise, dog park,
BBQs etc.)
- Things to do in the evening (bars, dining,
cinema, live music etc.)
- Spaces for group or community activities and/or
gatherings (sports, picnics, performances etc.)
- Free places to sit comfortably by yourself or in
small groups
- Spaces suitable for play (from toddlers to teens)
- Local employment opportunities (within easy
commute)
- Local education options (from elementary to
adult education)
- Evidence of community activity (volunteering,
gardening, art, community-organised events
etc.)
- Access to neighbourhood amenities (cafes,
shops, health and wellness services etc.)

Q4: Uniqueness

Choose 3 exactly.

What makes a neighbourhood more enjoyable/liveable for you?

- Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
- Locally owned and operated businesses
- Sense of belonging in the community
- Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density)
- Mix or diversity of people in the area
- Sense of character or identity that is different from other neighbourhoods
- Cultural and/or artistic community
- Landmarks, special features or meeting places
- Local history, historic buildings or features
- Unusual or unique buildings and/or public space design

Q5: Care

Choose 3 exactly.

What makes a neighbourhood more enjoyable/liveable for you?

- General condition of public open space (street trees, footpaths, parks etc.)
- Protection of the natural environment
- General condition of private open space (verges, driveways etc.)
- General condition of housing and other private buildings
- Evidence of recent public investment (roads, parks, schools etc.)
- Evidence of recent private investment (renovations, landscaping, painting etc.)
- Evidence of Council/government management (signage, street cleaners etc.)
- Sustainable behaviours in the community (water management, solar panels, recycling etc.)
- Sense of connection to/feeling support from neighbours or community
- Local community groups and organisations

6.2 NEIGHBOURHOOD PX ASSESSMENT

The following questions were answered using these responses:

- Perfect
- Excellent
- Good
- Pass
- Poor
- Fail
- N/A

Q7: Care

Rate each of the following in terms of how they contribute to making the neighbourhood

enjoyable/liveable for you...

- General condition of public open space (street trees, footpaths, parks etc.)
- Protection of the natural environment
- General condition of private open space (verges, driveways etc.)
- General condition of housing and other private buildings
- Evidence of recent public investment (roads, parks, schools etc.)
- Evidence of recent private investment (renovations, landscaping, painting etc.)
- Evidence of Council/government management (signage, street cleaners etc.)
- Sustainable behaviours in the community (water management, solar panels, recycling etc.)
- Sense of connection to/feeling support from neighbours or community
- Local community groups and organisations

Q8: HOW LIKELY ARE YOU TO RECOMMEND YOUR NEIGHBOURHOOD TO A FRIEND OR COLLEAGUE AS A PLACE TO LIVE OR SPEND TIME IN?

Rate from 10 - 0 (10 = Extremely likely, 0 = Not at all likely)

6.3 HOUSING AND CHARACTER IN DAREBIN

Q1: About You

The following demographic information was sought from survey participants:

- Gender
- Age
- What council/local government area do you live in?
- Which suburb do you live in?
- Describe the suburb you live in on this spectrum from rural to urban? (1-4; Rural/low density - Urban/high density)
- What is your country of birth?
- Which ancestry do you most identify with?
- Do you speak a language other than English at home?
- Do you identify as having a disability?

Q2: Connection

What best describes your housing situation?
Please tick all that apply

- I rent the home I live in
- I own the home I live in
- I live in public or social housing
- I live with my parents
- I am currently living in someone else's home
- Other:

What type of housing do you live in? Please tick one only

- Apartment
- Townhouse
- Freestanding home
- Other:

How many bedrooms are there in your home?
Please tick one only

- Studio - no separate bedroom
- One bedroom
- Two bedrooms
- Three bedrooms
- Four bedrooms
- Other:

Q.2 If you live outside of Darebin:

Which Darebin suburb are you most familiar with?
Please tick one only

- Alphington
- Bundoora
- Fairfield
- Kingsbury
- Macleod
- Northcote
- Preston
- Reservoir
- Thornbury
- I don't know any of the suburbs well

What is your connection with your selected Darebin suburb? Please tick all that apply

- I am a non-resident ratepayer
- I work in the area
- I own / operate a business in the area
- I study in the area
- I visit / play in the area

Q3: Your vision and aspirations for housing

Which of the following will be most important when considering your next home?

(choose exactly 3)

- A home with additional space or rooms for work or study
- A home with additional bedrooms
- A more energy efficient home
- A more affordable home to rent
- A more affordable home to buy
- A smaller home with fewer bedrooms
- A home that is accessible for older people and/or people with a disability
- Other:

What would make your area an even better place to live? (choose exactly 3)

- More affordable homes
- Homes with more trees in front and back gardens
- Homes that are close to public transport, jobs and services
- Greater choice of housing types, sizes, rooms
- Homes that look better (design and landscape)
- Other:

What do you like about Darebin? Consider architectural style, the size and bulk of buildings, building materials, size of front and back gardens, vegetation and tree planting on private property, front fences

(Free text response)

In the context of a growing city, how would you like to see Darebin change over the next 20 years? Consider architectural style, the size and bulk of buildings, building materials, size of front and back gardens, vegetation and tree planting on private property, front fences

(Free text response)

Please provide any additional comments or feedback about housing in Darebin.

(Free text response)

