



6. Community Engagement

6.1 Community Engagement

6.1.1. The Process

Village Well has conducted workshops with traders, community members, community groups, key stakeholders and the Project Steering Committee with participation of around 150 members of the Lorne community.

Consultation carried out to date includes:

- Establishment Workshop with Steering Group Committee
20th April 2009
- Community Groups Visioning Workshop
4th June 2009
- Traders Visioning Workshop
4th June 2009
- Stakeholders Visioning Workshop
5th June 2009
- Broader Community Visioning Workshop
6th June 2009

In addition, an online survey was made available through the GORCC website from 2nd June – 23rd June 2009 and received a total of 28 responses.

Whilst workshop participants and survey responses did include a cross section of the Lorne community that included visitors, residents and semi-permanent residents, it should be noted that Lorne also services a large visitor population. Due to project constraints this visitor population has not been widely represented within this process to date.

However, as the project progresses to the next stages of consultation there will opportunity to include a wider representation of visitors to Lorne to supplement the findings to date.

This is just the beginning...

This engagement process forms part of the first stage of the project and aimed to establish community aspirations, issues and opportunities and the possibilities for Point Grey. Beyond this stage of engagement the consultant team will invite comment and feedback on this Place Essence Report in order to develop the next stage of the project, a Place Making Roadmap and Draft Masterplan. The Draft Masterplan will be further exhibited and open to comment by the community.

The following provides a summary of the Stage 1 community engagement outcomes that will help inform the masterplan for the future use of Point Grey and Slaughterhouse sites.

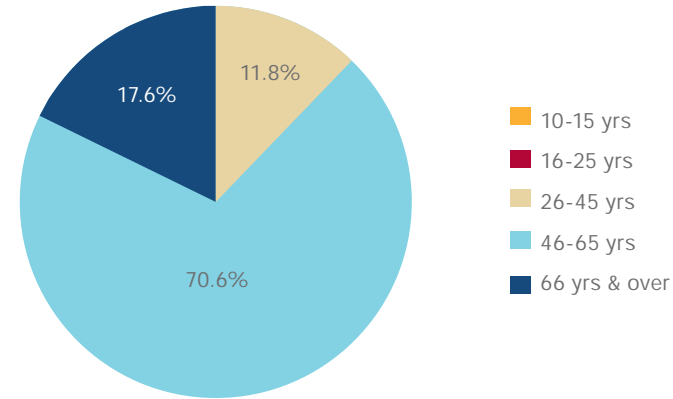
Whilst there has been consensus around many issues discussed throughout the community engagement process, there was also significantly divergent views about the future of both sites.



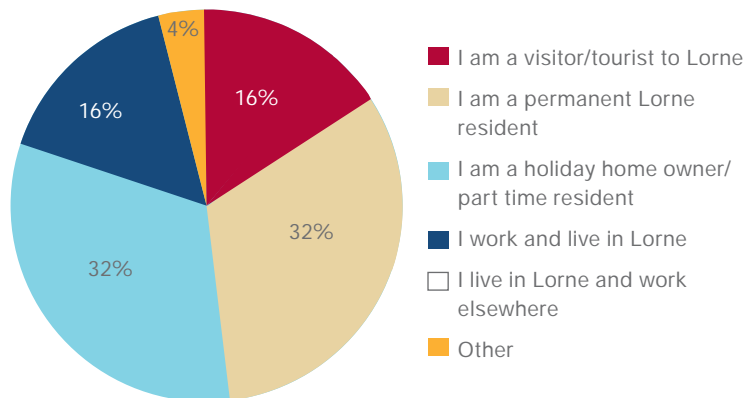
6.1.2 Survey Respondent Profile

Online survey respondents were asked to provide basic demographics to determine the extent to which they represented the wider Lorne community and to establish their relationship from Lorne to allow comparison between user groups.

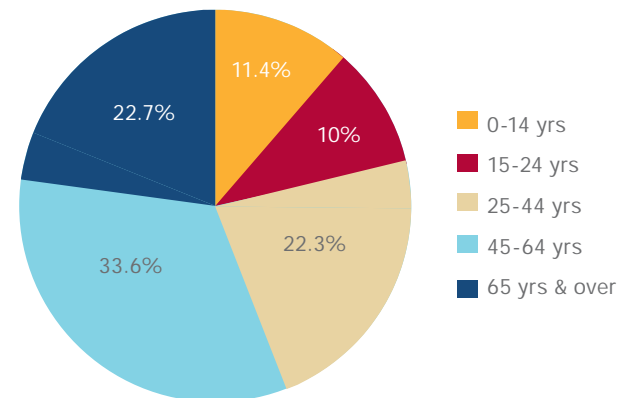
- The majority (80%) of respondents were aged from 46-65 yrs and were predominately male (62.5%) with females representing 37.5% of respondents.
- The main groups of respondents were permanent Lorne residents (32%) or holiday homeowners/ part time residents (32%). Visitors and those that both live and work in Lorne were also represented (both 16%).



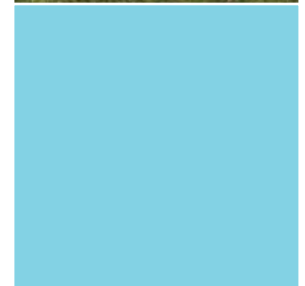
Age Structure - Survey Respondents



Relationship with Lorne - Survey Respondents



Age Structure - Lorne Township (ABS)





6.1.3 Submissions

In addition to the online survey, many members of the Lorne community chose to send through specific submissions to the GORCC regarding the masterplan project.

Submissions were received from the following groups:

- Residents
- Part-time residents
- A resident of nearby Jan Juc
- Friends of Queens Park members
- Lorne Historical Society Inc
- Friends of Lorne
- Concept plans, ideas and input provided by the Lorne Community Building Initiative (LorneCH).

The submissions were summarised under a framework of challenges and opportunities for the Point Grey and Slaughterhouse Sites having been distilled to key themes. These have been included in the Challenges and Opportunities section of this report.



There has been some confusion amongst the community between the Concept Plan developed by LorneCH for Point Grey and the process of developing this Masterplan Project for both Point Grey & Slaughterhouse by GORCC. Whilst there have been some great ideas provided by LorneCH, this concept is not 'the masterplan' as referred to in this report. Key elements and ideas that were developed by LorneCH and presented in the Concept Plan have been considered as part of this report. These include the following:

- Safe boat access
- Upgrade of the Aquatic Club including function space, bar and beer garden
- Community meeting rooms
- Vehicle access (including tour buses)
- Some parking
- Lower deck to Lorne pier
- Lookouts
- Walking tracks
- Public toilets
- Interpretive/historical education
- Retention of the Fish Co-Op
- Tourist information
- Storage for boating and other equipment associated with water-based activities
- Restaurant and cafe
- Parks Victoria offices and storage

These ideas have been considered within the sites environmental context and examined as part of the community engagement and market assessment process.

A number of these ideas have been considered within this report and have been integrated as part of the project recommendations, while a few will require further assessment in terms of their feasibility, environmental impact and community acceptance for this project.