

Bass Coast Council Smiths Beach Town Plan Community Consultation Part 2: Key Findings

December 2020 V2.1 Prepared by Conversation Caravan

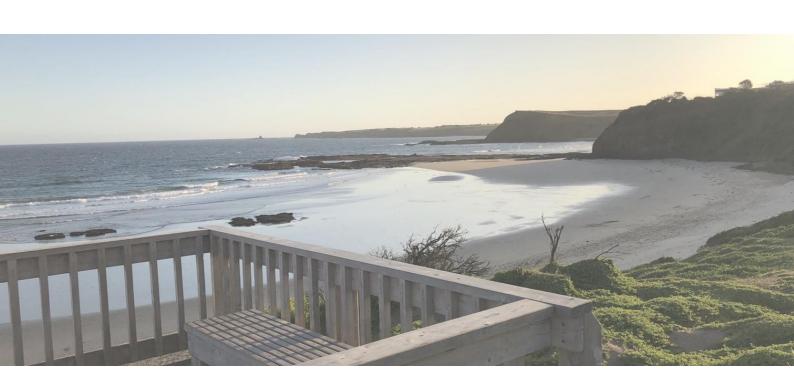


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Introduction

The purpose of this project is to inform the development of a Town Plan for Smiths Beach. Conversation Caravan was engaged by the Bass Coast Shire to consult with those that live, work or visit Smiths Beach to understand the needs and aspirations for the future of the township.

Consultation was scheduled from 29 May to 28 June which was then extended until 12 July 2020. The purpose of this extension was to reach holiday makers visiting Smiths Beach during the July school holidays as well as accommodating for postal delays as a result of COVID-19.

Methodology

As consultation was planned during the COVID-19 pandemic the use of remote or virtual engagement was used; ensuring the safety of participants and staff. Multiple methods for participation were used:

- Phone interviews with local business and community organisations.
- Two community workshops hosted virtually.
- Survey available online and paper format.
- Mapping exercise using Social Pinpoint for participants to map ideas within the study area.
- Junior survey and colouring in activity.

Participation in these activities was supported through use of Council's online engagement platform Social Pinpoint. To help participants understand the project and the site:

- Conversation Caravan developed a video to enable participants to virtually experience the site.
- Bass Coast Council developed a Context Summary detailing the work done to date in Smiths Beach, as well as planned project and key data on the site.
- Case Studies exploring changes other seaside communities have made to improve and enhance there townships (Venus Bay and Rye).

The project and the opportunities to participate through a communications campaign run through the Bass Coast Council as well as Conversation Caravan. Including the installation of large playful signage across the township.



Participation

Approximately 254 people participated in this project, given the interest in this project we expect that some people participated across multiple methods, therefore the total number of participants may be lower than the actual number of participants recorded. Participation in the engagement was spread across multiple activities as detailed in Methodology, participation by method is summarised in Table 1.

Table 1 Participation by method

Method	No.	Level of Participation
Online Survey Participants were not required to answer every question. As such open ended questions saw much less participation then the questions with preselected answers.	128	Participants spent an average of 20 minutes completing each survey.
Social Pinpoint Mapping Activity The three categories of discussion were what do you love, what could be improved and what's your big idea. Comments could be either upvoted or downvoted by other participants.	91	This activity attracted 405 comments across three categories of discussion for Smiths Beach. Across all comments there were a total of 1606 upvotes and 335 downvotes.
Stakeholder Phone Interviews Interviews were conducted primarily on a pre designated set of interview questions and adapted to the interviewee. See Attachment 1 Engagement Summary.	15	Interviews took on average between 30 and 45 minutes each.
Online Community Workshops Two online community workshops were conducted on Thursday 11th of June and Saturday 20th of June 2020. Participants were taken through an online presentation with multiple discussion points within.	17	Each workshop ran for 90 minutes.
Junior Survey and Activity Children and young people were encouraged to provide their feedback through a survey and designing a Surfboard Bookmark.	3	Ages 9 and two 5 year olds.



Key findings

The structure of this report is organised around eight themes shown in Table 2. This report summarises the key themes emerging from across the consultation. A detailed engagement summary presents all of the findings from the individual engagement activities please refer to Part 1 of this report.

Table 2 Key themes

Theme	Inclusion
Access and movement	This section includes feedback relating to public transport, walking, driving and cycling.
Built Form	This section includes feedback to the character of the area including the ways buildings are viewed from the street and experienced on the ground.
Environment	This section includes feedback relating to the natural environment, its protection and ongoing sustainability measures.
Governance	This section includes feedback about the governance and management of the space. Including the provision of a fee for service or special charge scheme.
Land Use	This section includes feedback relating to the use of space for residential, commercial mixed use and open space.
Public Realm	This section includes feedback relating to public spaces, open space, streets and laneways. This also includes public infrastructure and facilities.
Services	This section includes feedback regarding access to services in Smiths Beach this largely relates to access to telecommunication.
Social connection and celebration	This section includes feedback relating to opportunities to socialise in Smiths Beach, be entertained and entertain others. It also includes feedback relating to the local economy and atmosphere.



Access and movement

This section includes feedback relating to public transport, walking, driving and cycling. From the survey data we know the majority of people coming to Smiths Beach use a car (107 people out of 128), we also know that when they arrive 115 people (out of 128) walk or cycle, leaving their cars parked until they venture outside of Smiths Beach for other Island experiences or activities.

Ideas attracting the most interest were creating a coastal walk that connects the nearby beaches to Surf Beach and Pyramid Road as well as improved circulation and safety of pedestrians, cyclists and vehicles during peak periods.

Sentiment

To create a safe and connected community that is easy to move within and around, at both off peak and peak times. Through increased movement there would be increased enjoyment of the area, improving health of the community, the environment while adding to the attraction of the area.

Opportunities

- To create a cyclist and pedestrian-friendly environment
- To reduced congestion during peak times
- To create allocated carparking
- To improve the physical health and wellbeing of the natural environment and the health and wellbeing of those that come to Smiths Beach
- To improve the aesthetic appearance of the town.

Challenges

- The flow-on effects of increasing the supply of carparking spaces may have the undesired effect of overcrowding the foreshore.
- Considering the impact of the environment with any new built forms.
- Balancing new developments with a community desire to not see the township being overdeveloped.
- Understanding traffic conditions within the township and working out how to best direct traffic flow through the area.

- Expansion of coastal walking opportunities to diversify nature tourism to take in surrounding beaches, if direct access cannot be provided then consider signage through back streets or purchase of privately owned land.
- Explore the seasonal circulation of cars for peak periods, creating a one way loop that moves cars and tourist/school buses through narrow main streets.
- Explore creating a shared zone between Smiths Beach General Store and foreshore that prioritises pedestrians and cyclists. That can be closed and used for community events (food truck festivals, markets).
- Consider sealing well used roads (near YMCA) or tourist hot spots to reduce dust during Summer.



- Explore safety at key intersections (Five Ways, Back Beach Rd and Marlin Ave intersections) to create a safer experience for all users, pedestrians and cyclists included. Through pedestrian crossing (overpass or underpass), bike lane and roundabout.
- Potential shuttle bus services or seasonal public bus route to take people from remote carpark to beach and town areas to reduce congestion within the township. With a drop off/pick up area closer to the beach.
- Introduction of parking restrictions and line marking across Smiths Beach, YCW Beach and along the main roads through a residential parking system.
- Resurfacing major roads and fixing potholes and crumbling edges.
- Explore measures to slow speeds within Smiths Beach through the introduction of signage or speed bumps.
- More bicycle parking at the both YCW and Smiths Beach and town centre connecting Smiths Beach to other parts of the island through a bike path (to Cowes and to Circuit).
- Advocate for improved bus infrastructure, included covered waiting areas and footpath access to walk to bus stops.
- Sealed footpaths within Smiths Beach to make it easier for families and those with mobility issues to walk.
- Consider carparking spaces in other areas either at the edge of Smiths Beach or at other locations (Mitchell Reserve, vacant land).
- Maintenance of roadside vegetation which may impede visibility
- Maintenance of fire paths and access points.



Built Form

This section includes feedback related to the character of the area including the ways buildings are viewed from the street and experienced on the ground. The complexity within this focus area is that a large portion of the community would like to see the experiences on offer (see Play and Celebration) expanded upon and the provision of more infrastructure (see Access and Public Realm) while retaining the coastal characteristics (quiet, informal pathways). Concerns related to the massing on site (loss of vegetation, visual pollution), height limits (greater than two storeys deemed unacceptable) and the look and materiality of buildings (preference for natural colours and materials).

Sentiment

To maintain the coastal charm of the area while improving the quality of life of residents and visitors through improvements and experiences that enhance this charm as opposed to detract from it.

Opportunities

- To redevelop the drainage system within Smiths Beach from an open to closed drain system.
- Improve the visual appeal and function of the roads.
- To incorporate environmentally friendly lighting.
- To construct and maintain public amenity of the town, including the public toilets, beach showers and pathways.
- To create a considerate public realm for the community

Challenges

- Managing and controlling construction of multi-story buildings and dual unit lots in order to maintain the small village feel.
- Incorporating design standards into building permits to maintain a level of aesthetic appeal of housing construction within the area.
- Maintaining farmland and green views around Smiths Beach
- Balancing the pedestrian and car interaction between tourism and local priorities.
- Balancing new infrastructure to support tourism and maintaining the village atmosphere that local residents wish to maintain.
- Protection of native vegetation and native animal habitats

- Non direct street lighting that illuminates streets in the early winter evenings, but does not create harsh light that ruins the village atmosphere.
- New and upgraded public toilet at Smiths and YCS beach.
- Closed drainage systems
- Sealed roads to prevent dust spread and improve air quality.
- Restrictions on building heights and site coverage within Smiths beach township.
- Removing overhead power lines and placing them underground to improve the village skyline.



Environment

This section includes feedback relating to the natural environment, its protection and ongoing sustainability measures. This was the only theme where there was little disagreement or dispute over the need to protect and enhance the natural environment.

Sentiment

To preserve and enhance the natural environment of Smiths Beach and its ecological significance, through increased planting, education and use of sustainable alternatives.

Opportunities

- To increase use of solar panels in public and private use and sustainable energy practices implemented in Smiths Beach.
- To redevelop the drainage system within Smiths Beach from an open to closed drain system to include appropriate litter traps and reduce erosion.
- To reduce litter through increased bin placement.
- To increase protection and preservation of Smiths Beach flora and fauna through improved pathways and signage.
- To improve education and awareness of local wildlife (Hooded Plovers, Shearwaters) to both protect species and invite ecotourism to the area.
- To increase tree planting across Smiths Beach increasing visual appeal while helping to provide cooling effect during Summer months.

Challenges

- Managing the impact on the beaches during peak periods (dunes, intertidal areas).
- Balancing new sustainable infrastructure with community desire to have less impact on the small seaside town feel.
- Managing the number of visitors to Smiths Beach, diversion to other beaches through promotion or increased patrolling.
- Managing the debate about off-leash dog areas/times and ways in which both parties can be satisfied and an agreeable arrangement can be found.
- Increased pollution and littering increase during the peak summer season.
- Mitigating erosion of dunes and cliff top area, as a result of multiple agencies and current policy to let nature take its course.
- Noise pollution from the grand prix track

- Increase local planting efforts to reduce noise from the grand prix.
- Increase public bins including recycling and cigarette bins and consistent waste collection (more frequent during Summer).
- Invasive plant removal and erosion protection.
- Increased pruning to allow for views and vistas, to stop vandalism and illegal pruning.
- Increased restriction, education and patrolling of beach and sensitive areas (interference from dogs and people).
- Increased planting around the General Store, along key roads to soften and cool these areas.



 Convert all street lighting to solar powered and install solar power into community and commercial buildings.

Governance

This section includes feedback about the governance and management of the space. Including the provision of a fee for service or special charge scheme. There is concern that this plan and the ideas raised during the consultation will not be implemented.

Sentiment

To see Smiths Beach township being managed in a coordinated way between the landowners, Bass Coast Council and other agencies, to know that the natural environment is being protected and as a community and Council Smiths Beach is using the area's charm to make improvements.

Opportunities

- To involve local residents in the design and upkeep of Smiths Beach through the introduction of a special charge scheme or working group.
- To increase the level of tourism-spend and use monies collected to improve and enhance the area.
- To involve those with a responsibility or interest in Smiths Beach in projects and work through a Council led advisory group.
- To increase the understanding between Council and community and a shared understanding of priorities.

Challenges

- Level of interest and acceptance of a special charge scheme for residents or businesses to pay in addition to rates.
- Seeking agreement over the course of action for the future of Smiths Beach or creating a community owned list of community actions.

- Introduction of a special charge scheme to lower the drains and powerlines.
- Introduction of paid parking in public areas during Summer period.
- Advocate to Lifesaving Victoria for YCW Beach and Smiths Beach to have increased patrols.
- Introduction of parking permits for residents linked to number plates and paid visitor permits to manage tourists.
- Council to borrow funds to implement the Smiths Beach and YCW Master Plans to protect the environment and improve the experience.



Land Use

This section includes feedback relating to the use of space for residential, commercial mixed use and open space. Residents are concerned about negatively affecting the current balance the township has between these jurisdictions, heavily weighing the importance of the town's seaside character and being cautious to not over-develop the area.

Sentiment

To maintain the balance of the town's residential priority and seaside character. To improve public amenity.

Opportunities

- To expand on the facilities available to Smiths Beach residents to improve access to and enjoyment.
- To relocate some of the uses within the town centre to the outer boundary of the town (car parking).
- To provide more space for youth activity and exercise.
- To create a central green space close to the activity centre

Challenges

- To balance community desire to keep a village atmosphere and local business desire to expand.
- Making sure that additional development does not detract from the seaside feel during the holiday season.
- Debating between parties about protecting local rural land from development.
- Managing conflicts between users through designated areas for dog of leash areas.

- Explore the zoning of Smiths Beach from semi-rural to residential.
- Consider rezoning areas to commercial to allow for additional health services such as chiropractic and physiotherapy practices to be established.
- Relocate the outdoor public space of Mitchell Reserve to a more central and accessible location.
- Subdividing farmland to increase residential capacity of the township.
- Additional activity spaces such as basketball half courts and pump tracks
- Reclaiming small sections of privately owned coastal land for shared public use



Public Realm

This section includes feedback relating to public spaces, open space, streets and laneways. This also includes public infrastructure and facilities. From feedback collected, participants are concerned with the somewhat dilapidated and overgrown condition of their built facilities and natural environment. Seeing improvements in the public realm will help in creating a healthier and more activated community.

Sentiment

To see Smiths Beach have an aesthetically pleasing and functional public realm that residents can be proud of. To be able to utilise and access the community spaces easily and to feel safe in doing so.

Opportunities

- To create a town centre that celebrates the local area and helps visitors to find their way.
- To protect and enhance the natural environment and its ecological significance.
- To promote walking and cycling across Smiths Beach.
- To create community spaces for social experiences.
- To encourage an active lifestyle to assist in maintaining healthy practices within the community.

Challenges

- Balancing public realm improvements while protecting the natural environment and the coastal character town feel.
- Encouraging social experiences that do not negatively impact others.
- Provide infrastructure that suits the two seasonal experiences, high use and low use.
- Balancing signage and regulation so as to not be overly bearing on the community.

- Bike racks incorporated around the community to encourage bike use.
- Picnic tables and potentially covered spaces such as a Gazebo at Mitchell Reserve.
- Additional public waste bins and waste pickup
- Outdoor gym and exercise equipment.
- Additional shading through trees and covered areas.
- Water fountains incorporated into the town centre and beach areas.
- Creating a town square or town centre.
- Signage that better directs and informs tourists of the facilities with Smiths Beach, YCW Beach and other areas of interest.
- Additional and/or relocated/refurbished toilet block and warm shower facility.
- Celebration of local history indigenous, colonial and local surf culture.
- Playground equipment centrally located and more easily accessible.
- Disability support and accessibility.



Services

This section includes feedback regarding access to services in Smiths Beach this largely relates to access to telecommunication as well as the collection of waste.

Sentiment

Enjoying access to services that other residents of Phillip Island and Bass Coast Council have available.

Opportunities

- To improve access to telecommunication services within Smiths Beach to allow for people to live in the area and work remotely.
- To improve collection of public waste from across the township particularly during Summer period.
- To increase the number of patrols from Local Laws to encourage people to park sensibly and pick up after their animals.

Challenges

Planning for and predicting when these services are needed (waste and patrols).

- Installing additional signage reminding people to take their rubbish with them.
- Installing additional public bins include recycling and co-mingled, as well as bins for dog excrement.
- Increase the number of patrols across the Summer months through casual staff.
- Advocating for the telecommunications tower to be moved closer to town (from its current location on Back Beach Road.



Social connection and celebration

This section includes feedback relating to opportunities to socialise in Smiths Beach, be entertained and entertain others. It also includes feedback relating to the local economy and atmosphere. Having access to a diversity of leisure and recreation experiences was a priority for the community as was ensuring that another experience did not negatively impact on your personal experience. Examples of this tension include:

- Visiting Smiths Beach to enjoy the tranquil environment, compared to someone else hiring a holiday home and celebrating their birthday or wedding with a house party.
- Walking your dog off leash on the beach, compared to someone else doing yoga on the beach and a dog running through their practice.

The challenges with this focus area are ensuring the local economy is supported to operate through the off-peak season; and to ensure that someone's personal experiences do not negatively impact someone else's enjoyment.

Sentiment

To access a range of experiences at Smiths Beach across the seasons for personal enjoyment, without interfering with another person's enjoyment or interference from other users.

Opportunities

- To create more of a local economy with a local supermarket, restaurant and wine bar.
- To increase employment and the money spent in the area.
- To create a family friendly environment.
- To improve safety and enjoyment of beaches.
- To create an aesthetically appealing village feel that residents can be proud of.
- To create a more socially connected community through centralised social activities, activated by a community space.

Challenges

- Perception that an increase in holiday rentals is negatively impacting the amenity of Smiths Beach. Behaviours experienced included increase in late night house parties, parties on the beach and in carpark areas; increase in seasonal rubbish and household bins being left on the street for longer periods of time.
- Tourism influx causing damage to the dunes and beach environment.
- Managing the balance of tourists coming to the area (defining what is sustainable) and managing overcrowding of available space.
- Encouraging more modes of transport to ease congestion in a car dominant society.
- Influence over the commercial market to establish in the area, as it's driven by market forces.

- Activating the area through seasonal events and markets (e.g. food trucks).
- Encouraging local businesses to expand on their offer e.g. take away food and grocery line items from the general store and pop up surf board hire on the beach.



- Encouraging expanded opening hours to create a night time economy.
- Celebration of local history indigenous, colonial and local surf culture.
- Provision of lifesaving patrols and lifeguard tower at YCW beach.
- Playground equipment centrally located and more easily accessible.
- Skate/Cycling activities and hire equipment to facilitate this.



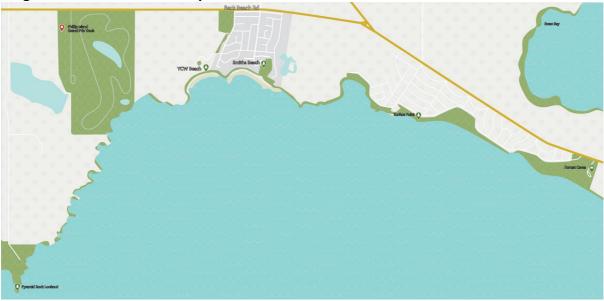
Ideas to explore first

With so many ideas worth exploring and seemingly competing priorities, we have prepared a list of ideas we believe will have the biggest positive social, economic and environmental impact to the future of Smiths Beach.

Creating a trail to connect Smiths Beach

A connected walking trail between Smiths Beach and surrounding towns was a popular idea. Connecting the seaside towns and points of interest as shown on Diagram 1. Other ideas related to walking were improved walkway surfaces, boardwalks and safe pedestrian crossings. Walking was identified as a preferred mode of transport within Smiths Beach. A connected coastal trail combines enjoyment of the natural environment, healthy recreation, and promotes tourism to all the connected towns.





Considerations:

- Finding ways to progress the coastal walking track without the need to access private property.
- Addressing safety at key crossings (Back Beach Road, five ways Intersection and roundabout at the entry to Back Beach Road).
- Directional signage providing distances and signage to key points of interest Phillip Island Circuit, Pyramid Rock and Surf Beach included.
- Keep working with private owners to negotiate access through private property, addressing concerns about damage and safety of clients or patrons onsite.
- Managing behaviour and environment, through clearly defined trail or boardwalk;
 rubbish bins at access points and drinking water.



Mood Board Coastal Trail













Creating a new shared space for Smiths Beach

Smiths Beach is not lacking in its availability of public open space, rather it's just that these spaces have either another primary use or are too far from the action to be thoroughly enjoyed. Throughout the consultation the desire for new open space within the activity centre was raised. Several ideas were offered on how a new public space could be used - for passive or active recreation, as a gathering place, to support patronage of local businesses, and to enhance the town's seaside village character.

As we know Smiths Beach is a town that swells in population and popularity over the Summer and key holiday periods and returns to its population base of permanent residents and surfers outside of these times. Meaning that any spaces need to accommodate for this change in population. During these peak times, there is more opportunity for conflict between the users and uses so grouping or locating complementary uses next to each need to be considered.

There are four key areas (in addition to the beach space) for socialisation and celebration for community gatherings (see Diagram 2). Based on our assessment of the area can divide these four areas into areas suitable for quieter activities, compared to higher noise activities:

Low noise, low traffic areas:

- YCW carpark.
- Mitchell Reserve.

Higher noise, higher traffic areas:

- Public footpath in front of shops.
- Smiths Beach Carpark.

Considerations:

- Co-location of high noise producing activities with other high noise activities. Vice versa location of quitter or peaceful activities to other peaceful activities.
- Locating public activities within close proximity to needed facilities (toilets, seating, bins, drinking fountains, bike parking).
- Triangulate activities so as to increase activity, improve safety and socialisation. For example, locating a playground, next to toilets, next to coffee provides an enjoyable experience for all members to enjoy.
- Trial uses first with temporary activations like a pop up food market festival in the carpark, pop up park or market.
- Future proof public spaces by considering access to running water, power and vehicle access to host a range of events.



Diagram 2 Core areas within Smiths Beach for community celebration









Quite possibly the best public space and asset of Smiths Beach is being used as a carpark. We understand the need for convenient carpark, however believe that this area could be better used to support many of the community sentiments expressed through the consultation; and with more consideration to access and movement there would be no net loss of carparking in Smiths Beach. In this reimagined public space our ideas include:

- Consider removing long term carparking from the Smiths Beach foreshore and replacing this across other areas to make this space available for public use (see access and movement).
- Relocate the playspace from Mitchell Reserve to the Smiths Beach foreshore picnic area to triangulate these experiences.
- Move the public toilets from their current location closer to the shops and first pathway to the beach.
- Add additional outdoor showers in place of the original toilet block.

Our other ideas to harness the use of the available public spaces include:

- Support off leash dog walking and exercise in Mitchell Reserve through the provision of dog poo bags and bins.
- Explore creating a shared zone between Smiths Beach General Store and foreshore that prioritises pedestrians and cyclists. That can be closed and used for community events (food truck festivals, markets).
- Consider quieter activities that could be located at YCW beach through minor modifications, inclusion of a grassed area for beach yoga and surf fitness.



Mood Board reimagined public space at the Smiths Beach carpark





Access and Movement

Road safety and traffic management were raised as priorities across several categories of feedback. Explore circulation and creating a strategy that address concerns relating to pedestrian safety, congestion, and parking during peak tourism periods.

Considerations:

- Explore the seasonal circulation of cars for peak periods, creating a one way loop that moves cars and tourist/school buses through narrow main streets.
- Consider sealing well used roads (near YMCA) or tourist hot spots to reduce dust during Summer.
- Explore a seasonal shuttle bus services to take people from remote carpark to beach and town areas to reduce congestion within the township. With a drop off/pick up area closer to the beach.
- Introduction of parking restrictions and line marking across Smiths Beach, YCW Beach and along the main roads through a residential parking system.
- More bicycle parking at the both YCW and Smiths Beach and town centre connecting Smiths Beach to other parts of the island through a bike path (to Cowes and to Circuit).
- Advocate for improved bus infrastructure, included covered waiting areas and footpath access to walk to bus stops.
- Sealed footpaths within Smiths Beach to make it easier for families and those with mobility issues to walk.
- Explore creating a shared zone between Smiths Beach General Store and foreshore that prioritises pedestrians and cyclists. That can be closed and used for community events (food truck festivals, markets).



Mood Board seasonal shared zone and traffic calming





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Next steps

This consultation process has energized already high levels of community and stakeholder interest, and drawn attention to the many projects already planned or within other strategies and plans. We understand management of Smiths Beach sits across a variety of agencies and organisations and will require ongoing coordination. Recommend at a minimum this document is shared with key stakeholders along with the summarised and verbatim data (Part 1).

Share the findings through a virtual workshop

Invite those that took part in the engagement process to a presentation of the data and key findings. Sharing the differences in opinions and key considerations for areas of high interest (circulation and movement, environmental protection and use and zoning on land). This will help to build trust and comfort in the process, showing Council's understanding of the issues and diversity of opinions.

Invite participants to Ordinary Council Meeting

Promote the Ordinary Council Meeting where this project will be discussed, share the recordings directly and indirectly through the Social Pinpoint page. Allowing participants to see the process from here on in.

Thank Participants

Issue a statement and update the Social Pinpoint page thanking participants for participating in the project and for sharing their ideas and inspirations for Smiths Beach. Thank the participants, organisations and community groups that participated in the project; perhaps sending them an email thanking them for their time and engagement in the project.

Close the Loop

Keeping participants informed in engagement and the project is called 'closing the loop', the information loop is currently open. Consider what information could be provided regarding the project, for example, the number of people engaged in the project and the strongest supported options. Explain what the process is for this project going forward; for example, the Bass Coast Shire Council now needs to carry out an internal process to better understand the work required.

