

# Wyndham City Werribee South Beach Master Plan Consultation Findings Report

---

Analysis and reporting of community feedback gathered during the Werribee South Beach Master Plan Consultation conducted by Wyndham City

Prepared by: Dr. Robyn Cochrane

Date: 1 April 2022

## Acknowledgement



Wyndham City recognises Aboriginal and Torres Strait Islander peoples as the First Custodians of the lands on which Australia was founded. We acknowledge the Bunurong and Wadawurrung people as the Traditional Custodians of the lands on which Wyndham is being built. We pay respect to Ancestors and Elders who always have, and always will, care for Country and community today and for future generations.

Document title	Werribee South Beach Consultation Findings Report
Date	1 April 2022
Prepared by	Robyn Cochrane, CEO/Director
Approved by	Robyn Cochrane, CEO/Director
ABN: 37 806 038 788	
Telephone	0438 072 280
Email	robyn@cochraneresearch.com.au
Web	cochraneresearch.com.au
<b>Copyright and disclaimer</b>  The materials presented in this report are for information purposes only. The information is provided solely on the basis that readers will be responsible for making their own assessments of the matters discussed. Readers are advised to verify all relevant representations, statements and information and to obtain independent advice before acting on any information contained in or in connection with this report. While every effort has been made to ensure that the information is accurate, Cochrane Research Solutions will not accept any liability for any loss or damages that may be incurred by any person acting in reliance upon the information.	

## Contents

1. Executive summary.....	4
1.1 Overview of participation profile .....	4
1.2 Key findings .....	5
2. Project background and engagement overview .....	9
2.1 Background and purpose .....	9
2.2 Communication and engagement activities .....	9
3. Description of participation profile.....	11
3.1 Gender of participants .....	11
3.2 Age of participants .....	12
3.3 Connection/s to Wyndham (live, work, visit).....	12
3.4 Residential suburb within Wyndham .....	13
3.5 Tenure living in Wyndham.....	14
4. Findings from the analysis of the community feedback .....	15
4.1 How participants use Werribee South Beach .....	15
4.2 Aspects of Werribee South Beach that are loved or valued .....	17
4.3 Quality ratings for current areas and facilities at Werribee South Beach.....	18
4.4 Support for features proposed in Master Plan .....	22
4.5 Suggested themes for the playground upgrade.....	30
4.6 Other general comments.....	31
5. Insights from social media commentary.....	33
Appendix 1: Werribee South Beach Master Plan Design Concept Plan .....	34
Appendix 2: Poster displayed on-site to promote the consultation .....	35
Appendix 3: Letter posted to all addresses in the suburbs of Werribee South and Wyndham Harbour.....	36
Appendix 4: Promotional posts on Council’s official Facebook page .....	38

## 1. Executive summary

Developing a new master plan for Werribee South Beach is a key initiative under the Wyndham Coastal and Marine Management Plan (CMMP). Considerable community engagement has already been undertaken with Wyndham residents between 2018 and 2020 to develop the CMMP.

The purpose of this phase of the consultation process was for Council to check in and better understand the level of community support for some of the previously expressed ideas. A range of creative, practical and sociable project ideas were previously submitted that could make Werribee South Beach a more welcoming and fun place to visit. Council sought to understand which of the proposed ideas are supported and to gather quality ratings for the existing areas and facilities, to inform the development of the future master plan. A Design Concept Plan was prepared to support participant understanding of the project (See Appendix 1).

People who live, work and visit Wyndham were identified as the target population to engage in this public consultation. Wyndham City designed and delivered a consultation program comprising a survey and online social mapping tool. Council's 'The Loop' online engagement platform (<https://theloop.wyndham.vic.gov.au/>) was used to support the consultation from 15 November 2021 to 9 January 2022. On-site signage, a letter posted to all residential addresses in Werribee South and Wyndham Harbour and two posts on Council's official Facebook page were used to increase awareness of the project and encourage participation in the consultation (see Appendices 2 to 4). Emails were also sent to key external stakeholders as well as sporting clubs and community organisations based in Werribee South. An online workshop was also held with Werribee River Association members.

Community members were able to provide feedback by completing an online survey and making a submission via the online social mapping tool. Insights from the social media activity generated by the posts on Council's official Facebook page are also acknowledged in this report.

### 1.1 Overview of participation profile

As shown in Table 1, the communications and engagement activities were effective in engaging 228 participants. Some individuals may have participated in more than one activity.

**Table 1. Outline of engagement activities and level of participation**

Engagement activity	Number of participants
Online social mapping submissions	115
Online surveys	113
<b>Total</b>	<b>228</b>

Detailed demographic information was not captured for social mapping participants. Accordingly, the participation profile has been generated largely based on the characteristics reported by the 113 online survey respondents. While a cross-section of Wyndham residents were engaged, in general terms, participants are male or female, many are aged 35 to 54 years, many reside in Werribee South or Werribee and are likely to have been living in Wyndham for 10 or more years.

Details are as follows:

- **Gender:** *Males* and *Females* participated to the same extent (56 or 50%).
- **Age:** All age groups were represented with the exception of those aged *under 18 years*. Many respondents identified as *35-44 years* (36 or 32%) or *45-54 years* (31 or 27%).
- **Connection/s to Wyndham (live, work and visit):** All connection options were represented. The majority reported *living in Wyndham* (108 or 96%)
- **Suburb in Wyndham:** Many survey respondents reported *Werribee South* (26 or 23%), *Werribee* (24 or 21%) or *Point Cook* (20 or 18%). No survey responses were received from *Little River* or *Manor Lakes*. Similarly, 56 social mapping participants reported postcode 3030 (covering *Point Cook*, *Quandong*, *Werribee* and *Werribee South*), 22 reported *Werribee South* (22) and 12 reported postcode 3029 (covering *Hoppers Crossing*, *Tarneit* and *Truganina*).
- **Tenure living in Wyndham:** All tenure options were selected. Many respondents reported living in Wyndham for *Over 20 years* (37 or 33%) and 21 (or 19%) have lived in Wyndham for *Over 10 years*.

## 1.2 Key findings

The community provided relevant and constructive feedback to assist Council and inform the next phase of the development of the Werribee South Beach Master Plan. Overall, the 113 survey responses provided the most in-depth information in terms of demographic information, connection to Werribee South Beach, features that are loved or valued, quality ratings, level of support indicators, suggested themes for the playground upgrade and general feedback. A selection of the 115 social mapping submissions are presented throughout this report, alongside the most relevant survey findings. These submissions are informative as they elaborate the survey feedback. Facebook social media comments provide an important perspective that may not be captured via Council's official engagement channels.

An overview of the key findings from the analysis of the 113 survey responses and 115 social mapping submissions is presented below and accompanied by references to the relevant report sections. Insights from the analysis of the 42 relevant and interpretable Facebook comments (see Section 5) are largely consistent with the overall findings.

### Connection to Werribee South Beach (see Section 4.1)

When asked how often they visit Werribee South Beach, **survey respondents** provided mixed views and all response options were selected. Many respondents (27 or 24%) reported *2-3 times a week* and 26 (or 23% of) respondents reported *Monthly*.

When asked how long they typically stay when visiting Werribee South Beach, **survey respondents** provided mixed views and all response options were selected. The majority of respondents (62 or 55%) reported *Over 1 hour*.

When asked why they visited Werribee South Beach, **survey respondents** were invited to select all applicable response options and could select the *Other* option and provide personalised feedback. While all response options were selected, the majority of respondents reported *Walking* (87 or 78%) and *Relaxing by the water* (64 or 57%). 15 respondents provided personalised feedback which included: because they are residents or have family in the area, out for a drive, to take children to the beach or to relax.

### Loved and valued features of Werribee South Beach (see Section 4.2)

When asked what they love or value most about Werribee South Beach, 99 **survey respondents** provided personalised feedback. Respondents referred to a variety of features relating to: Convenient location (29 references), Beautiful beach and water (26), Scenic views (17), Walking and cycling tracks (17), Natural environment (16), Area is untouched and not congested (14), Serenity (13), Friendly and safe (12), Facilities and general amenities (8), Access to the bay for recreation purposes (7), Birdlife (6), Fresh air and cool breeze (4), Café (4) and Dog-friendly (4).

Personalised feedback provided by **social mapping participants** was consistent for the features of *Scenic views (of the water)* and *Area is untouched and not congested*.

### Quality ratings for current areas and facilities at Werribee South Beach (see Section 4.3)

When asked to rate the current quality of 15 areas and facilities that they usually use at Werribee South Beach, **survey respondents** provided a variety of quality ratings. A large number of “Don’t Know” responses and missing responses were apparent implying some respondents did not use some areas/facilities. A small number of respondents rated areas and facilities as *Excellent*. This result signals there is scope for improvements and enhancements to potentially be incorporated within the Master Plan.

The quality ratings were calculated as the proportion of *Excellent* and *Good* rating responses of the total valid rating responses for each individual area and facility (disregarding “Don’t know” and missing responses). Quality ratings are presented below in descending order as ranked (by percentage):

1. Price Reserve: Skate park and playground (34 / 59% of valid rating responses)
2. Playground (39 / 46%)
3. Summer lifeguarding program (22 / 44%)
4. Lawn areas (44 / 43%)
5. Price Reserve: picnic facilities (27 / 41%)
6. Walking and cycling paths (39 / 39%)
7. Boat ramps and parking (23 / 34%)
8. Beach areas (30 / 28%)
9. Car parking (22 / 22%)
10. Picnic tables (20 / 22%)
11. Price Reserve: sporting pavilion (10 / 21%)
12. Seating (18 / 19%)
13. Barbeques (14 / 18%)
14. Picnic shelters (12 / 13%)
15. Public toilets (9 / 10%)

Personalised feedback provided by **social mapping participants** elaborated the quality ratings, particularly in relation to *Walking and cycling paths*, *Beach areas*, *Car parking* and *Public toilets*.

#### Level of support for proposed features (see Section 4.4)

When asked to indicate their level of support for 17 features proposed for Werribee South Beach, **survey respondents** reported moderate to high levels of support. This result signals solid support for most aspects of the features being proposed for the Master Plan.

Levels of support were determined by the overall number of *Yes* and *To some extent* responses and are presented below as ranked, in descending order:

1. New public toilets including improved facilities for people living with disabilities (107 *Yes* and *To some extent* responses)
2. More shade trees and shade structures (107)
3. Decks and seating overlooking the Werribee River and coastline (104)
4. An upgraded Bay Trail connection to Wyndham Harbour for walking and cycling (102)
5. More shaded picnic and barbeque facilities (101)
6. An outdoor shower and change facilities (99)
7. Upgraded paths and staircases to improve access to beach areas (98)
8. High quality lawn areas for sitting, picnics and ball games (97)
9. Lifeguards patrolling the beach in summer (93)
10. A location for food trucks during the summer months (92)
11. Summer lifeguarding education programs such as Nippers (90)
12. A larger playground with more play opportunities for kids to have fun (90)
13. Beach matting to make the beach more accessible (86)
14. End of journey bike facilities including a maintenance station and more bike parking (86)
15. A new community building at Price Reserve for the Wyndham Coastguard, sporting and other community clubs (82)
16. A Coastal Demonstration Garden demonstrating plants that can be used to increase habitat values in private gardens in Wyndham (79)
17. Fitness equipment (75)

Personalised feedback provided by **social mapping participants** was generally consistent and elaborated the level of support rankings. Feedback referred to all proposed features with the exception of *End of journey bike facilities including a maintenance station and more bike parking*.

#### Suggested themes for the playground upgrade (see Section 4.5)

When asked for suggestions for a theme for the upgrade of the playground, 66 **survey respondents** provided personalised feedback. Respondents referred to a variety of themes relating to: Coastal (14 references), Indigenous (13), Nautical (12), Agricultural (11), Imaginative (11), Animals (7), Werribee Zoo (4), Water park (4), History of Werribee South (3), Werribee River (3) and Nature (3). Social mapping participants provided two suggestions: boating/beach and coastal.

Personalised feedback provided by **social mapping participants** was consistent for the two themes, *Coastal* and *Nautical*.



#### Other general comments (see Section 4.6)

**Survey respondents** and **social mapping participants** provided “other comments” and personalised feedback. This feedback largely reiterated previously reported views about the Master Plan, quality ratings and proposed features or outlined ideas and other topics generally relevant to Werribee South Beach. In brief, comments included:

- Overall support shown for the Master Plan
- Improve walking and cycling paths and connectivity
- Increase trees, shade and maintain native vegetation
- Increase parking spaces to accommodate current and future users
- Improve beach areas
- Improve the cleanliness of the beach and quality of the sand
- Upgrade the roads and manage traffic congestion
- Erect wayfinding, historical, cultural and educational signage
- Improve safety through lighting and surveillance
- Improve beach water quality
- Reconsider spaces proposed for dog owners
- Consider areas for dining and retail services
- Activation and tourism ideas to make Werribee a destination
- Consider facilities for fishing
- Improve facilities for dog owners
- Improve the air quality
- Public art installations and spaces
- Review the dredging of sand from the boat channel and timing

#### Insights from social media commentary (see Section 5)

Two posts on Council’s official Facebook page generated 101 Facebook user actions of which 42 comments were deemed relevant and interpretable. The comments mostly outlined *concerns* (car parking, quality of beach sand, quality of roads in and out of the beach – 15 comments), *supportive* (for some proposed features [More shade trees and shade structures, A Coastal Demonstration Garden, More shaded picnic and barbeque facilities], the Master Plan as well as improvements undertaken so far – 8 comments), *unsupportive* (leave it alone, lovely as it is – 7 comments), *mixed views* (dogs being permitted off lead and responsible pet ownership – 5 comments) and *general ideas* (including introduce dining and retail services, constructing a train line/station and looking at Geelong beach front and Point Lonsdale for ideas – 16 comments).



## 2. Project background and engagement overview

### 2.1 Background and purpose

Developing a new master plan for Werribee South Beach is a key initiative under the Wyndham CMMP. Considerable community engagement has already been undertaken with Wyndham residents to develop the Wyndham Coastal and Marine Management Plan, between 2018 and 2020. This consultation generated many ideas around the future of Werribee South Beach. Survey feedback was also collected in 2021 as part of the Werribee South Beach Lifeguarding trial and suggested a range of community facility enhancement preferences.

The purpose of this phase of the consultation process is for Council to check in and better understand the level of community support for some of the previously expressed ideas. A range of creative, practical and sociable project ideas were previously submitted that could make Werribee South Beach a more welcoming and fun place to visit. Council sought to understand which of the proposed ideas are supported as well as quality ratings for the existing facilities and areas, to inform the development of the future master plan.

People who live in, work in or visit Wyndham were identified as the target population to engage in this public consultation. The consultation was open from 15 November to 9 January 2022. Cochrane Research Solutions was engaged by Wyndham City to analyse and report the feedback gathered during the consultation program.

### 2.2 Communication and engagement activities

Wyndham City designed and delivered a consultation program comprising a survey and online social mapping tool. The consultation program was open from 15 November to 9 January 2022. Council staff planned and hosted an online survey and online submission form. Council's 'The Loop' online engagement platform was used to share information about the consultation, engage the community and capture feedback and ideas via the online survey and online submission form. The online engagement platform tools permitted people to be informed and participate in a time of uncertain COVID-19 restrictions. A Design Concept Plan was prepared to support to participant understanding of the project (See Appendix 1). On-site signage, a letter posted to all addresses in Werribee South and Wyndham Harbour and two posts from Council's official Facebook page were used to increase awareness of the project and encourage participation in the consultation (see Appendices 2 to 4). Emails were also sent to key external stakeholders as well as sport clubs/groups and fitness provider's network.

An online workshop was held with the Werribee River Association members to discuss the Association's long-standing commitment to protecting environmental values along the Werribee River and how this could be built upon through the implementation Master Plan. The Werribee River Association also hosted a walk of the site for members to discuss improvement proposals.

Community members were able to provide feedback by completing an online survey and making a submission via the online social mapping tool. A QR code was included on all promotional materials providing participants with a direct link to 'The Loop'. Social media activity generated by two posts on Council's official Facebook page is acknowledged in this report.

The communications and engagement activities were effective in engaging 228 participants, however the overall reach of communications was far greater. An overview of participation outcomes are presented in Table 2.

**Table 2. Overview of communication and engagement activities and participation outcomes**

Communication and engagement methods	Participation outcomes
<b>Informed and aware</b>	
Project page on 'The Loop'	3,092 total visitors to the page 3,985 page views
Followers to the page	77 followers
Activity on Council's official social media pages	Facebook – 101 actions
Online workshop with the Werribee River Association members	11 participants
Coastal walk with Werribee River Association	15 participants
<b>Engaged</b>	
Online survey	113 survey responses
Social mapping tool	115 pins dropped on the map with submissions

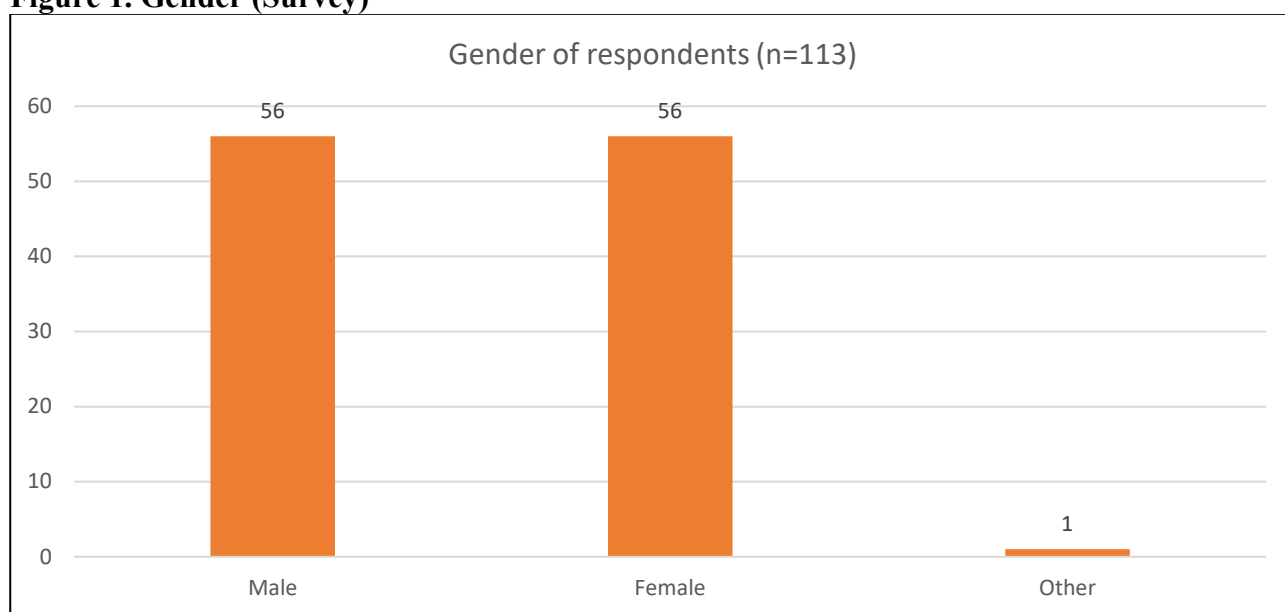
### 3. Description of participation profile

People who live, work and visit Wyndham were identified as the target population to engage in this public consultation. Council's 'The Loop' online engagement platform was used to support the consultation from 5 November to 9 January 2022. Community members could provide feedback by completing an online survey or online submission form.

#### 3.1 Gender of participants

**Survey respondents** were asked to indicate their gender. As shown in Figure 1, all genders were represented. Those identifying as *Male* and *Female* participated to the same extent (56 or 50%).

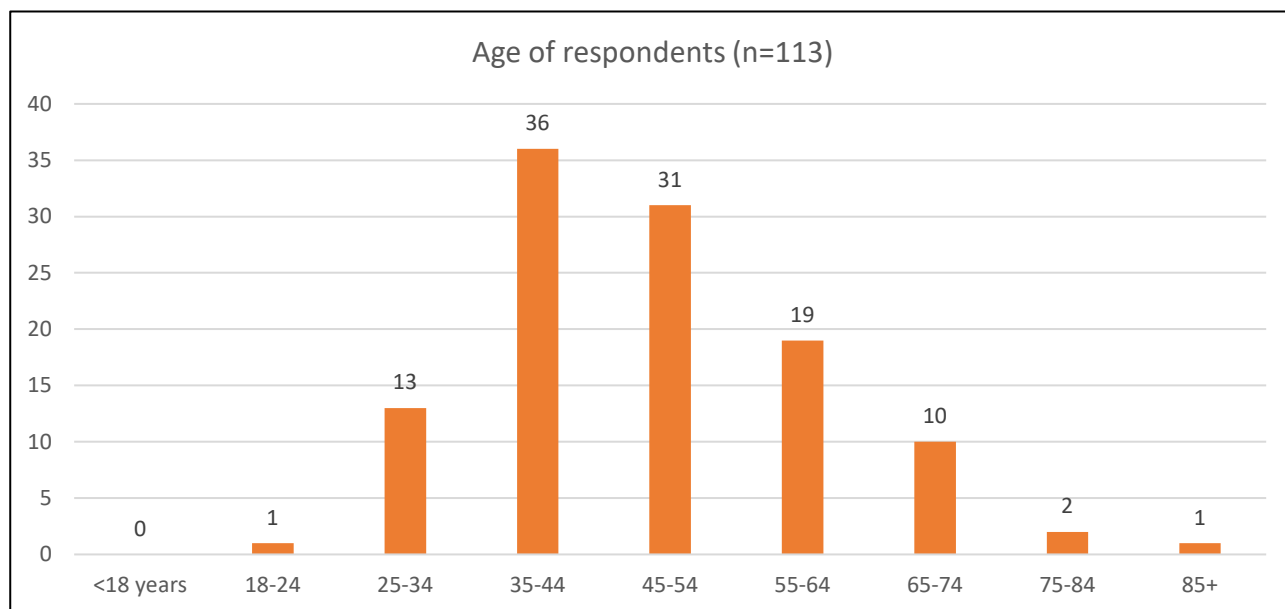
**Figure 1. Gender (Survey)**



### 3.2 Age of participants

**Survey respondents** were asked to indicate their age. As shown in Figure 2, all age groups were represented with the exception of those aged *under 18 years*. Many respondents identified as 35-44 years (36 or 32%) or 45-54 years (31 or 27%).

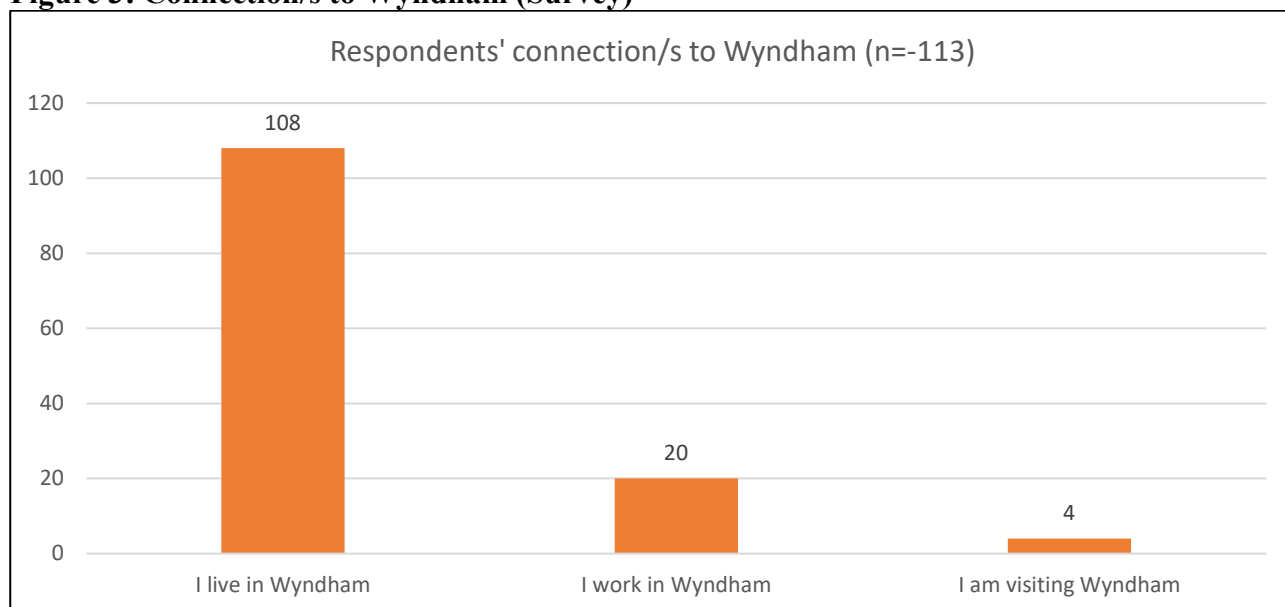
**Figure 2. Age (Survey)**



### 3.3 Connection/s to Wyndham (live, work, visit)

**Survey respondents** were asked to indicate their connection/s to Wyndham from a listing of live, work and visit. All responses options were selected. As shown in Figure 3, the majority reported *living in Wyndham* (108 or 96%).

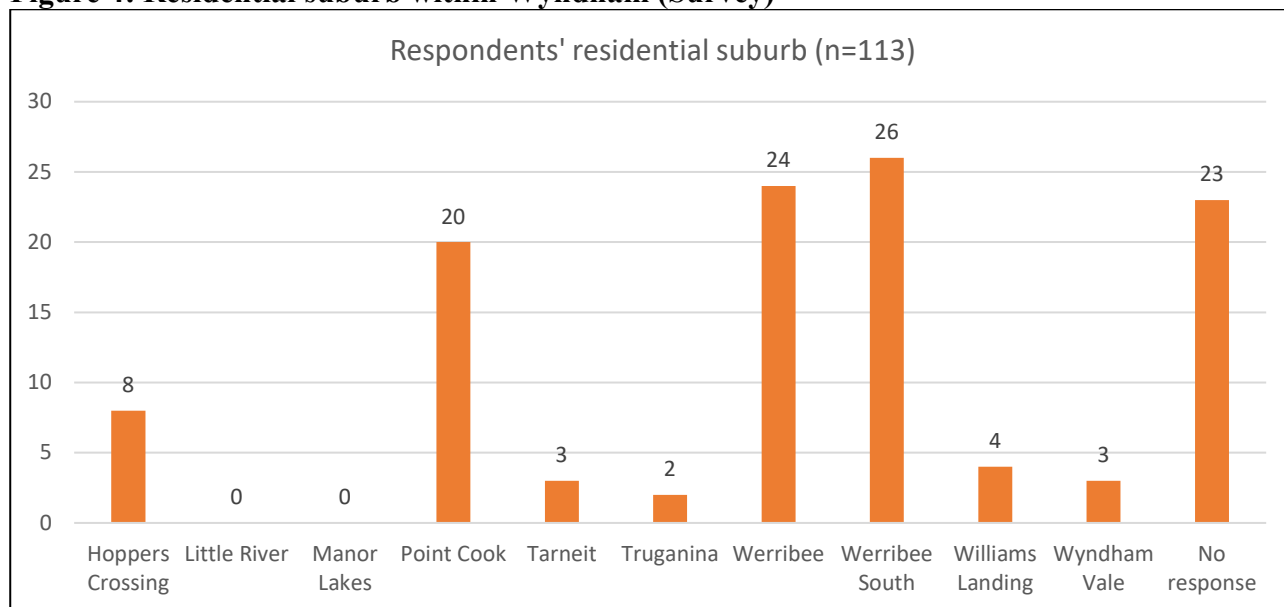
**Figure 3: Connection/s to Wyndham (Survey)**



### 3.4 Residential suburb within Wyndham

**Survey respondents** were asked which suburb they are from. As shown in Figure 4, many respondents reported *Werribee South* (26 or 23%), *Werribee* (24 or 21%) or *Point Cook* (20 or 18%). No responses were received from *Little River* or *Manor Lakes* and 23 respondents did not answer this question.

**Figure 4: Residential suburb within Wyndham (Survey)**



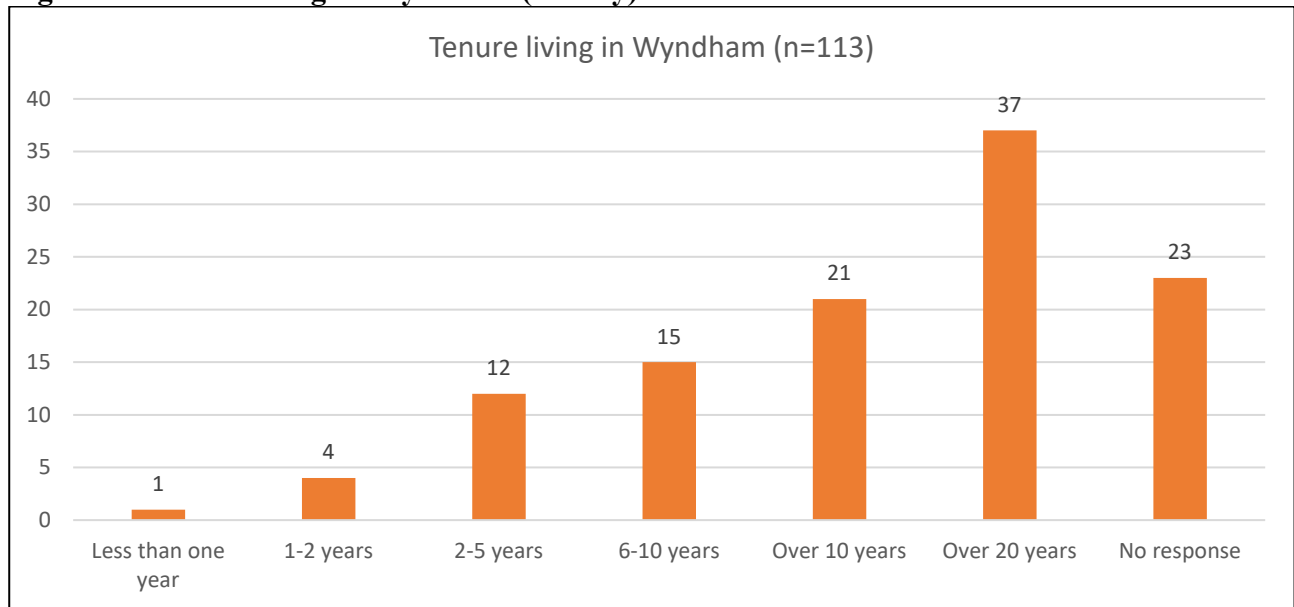
**Social mapping participants** were required to enter a postcode with each submission. Some participants were subscribers of ‘The Loop’ and had previously entered a suburb. 106 of the 115 social mapping submissions contained a postcode or suburb within Wyndham. As outlined below, many participants reported postcode 3030 (covering Point Cook, Quandong, Werribee and Werribee South), Werribee South and postcode 3029 (covering Hoppers Crossing, Tarneit and Truganina):

- Hoppers Crossing (2)
- Point Cook (3)
- Tarneit (1)
- Truganina (1)
- Werribee (7)
- Werribee South (22)
- Wyndham Vale (2)
- 3029 covering Hoppers Crossing, Tarneit and Truganina (12)
- 3030 covering Point Cook, Quandong, Werribee and Werribee South (56)

### 3.5 Tenure living in Wyndham

**Survey respondents** who live in Wyndham were asked how long they have lived there. As shown in Figure 5, all response options were selected. Many respondents reporting living in Wyndham for *Over 20 years* (37 or 33%) and 21 (or 19%) have lived in Wyndham for *Over 10 years*.

**Figure 5: Tenure living in Wyndham (Survey)**



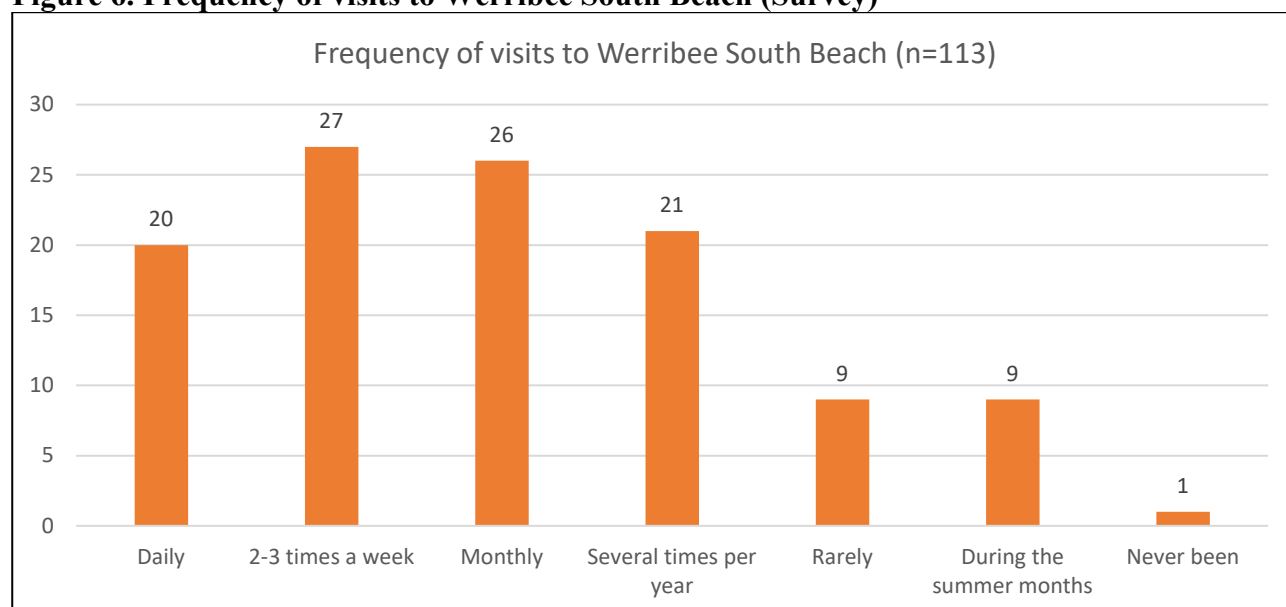
## 4. Findings from the analysis of the community feedback

This section reports the findings from the analysis of the community feedback gathered via the online survey and online social mapping tool. **Survey respondents and social mapping participants** were permitted to enter one or multiple submissions.

### 4.1 How participants use Werribee South Beach

**Survey respondents** were asked “How often do you visit Werribee South Beach?” and presented with a listing of response options. As shown in Figure 6, mixed views were reported and all response options were selected. Many respondents (27 or 24%) reported *2-3 times a week* and 26 (or 23% of) respondents reported *Monthly*.

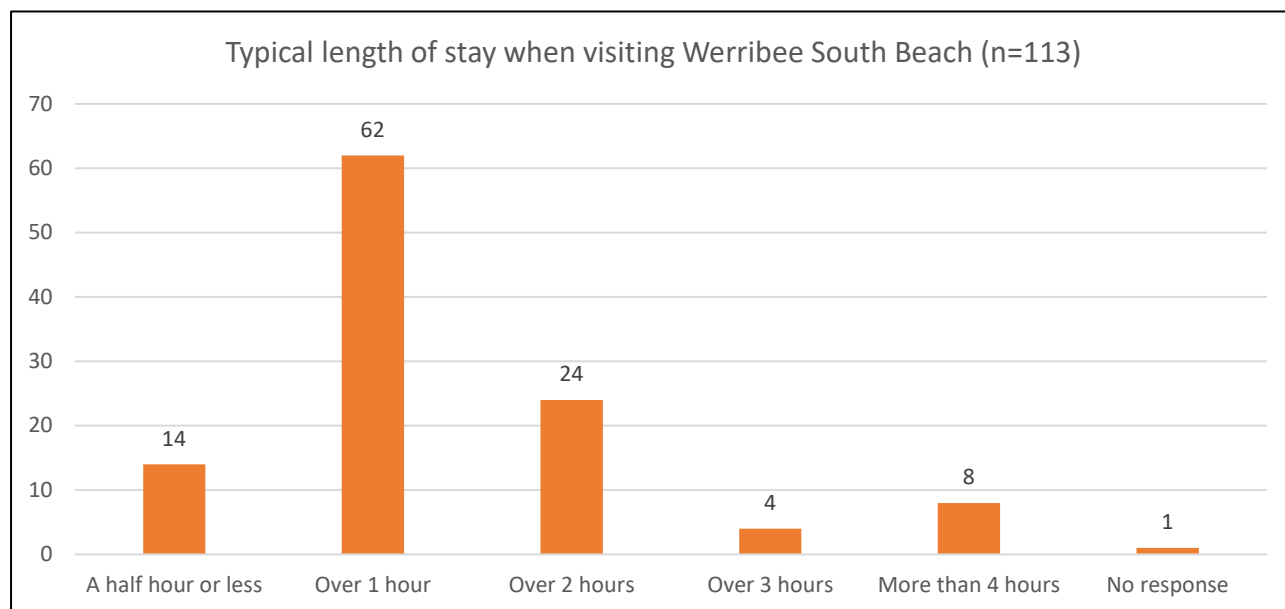
**Figure 6. Frequency of visits to Werribee South Beach (Survey)**





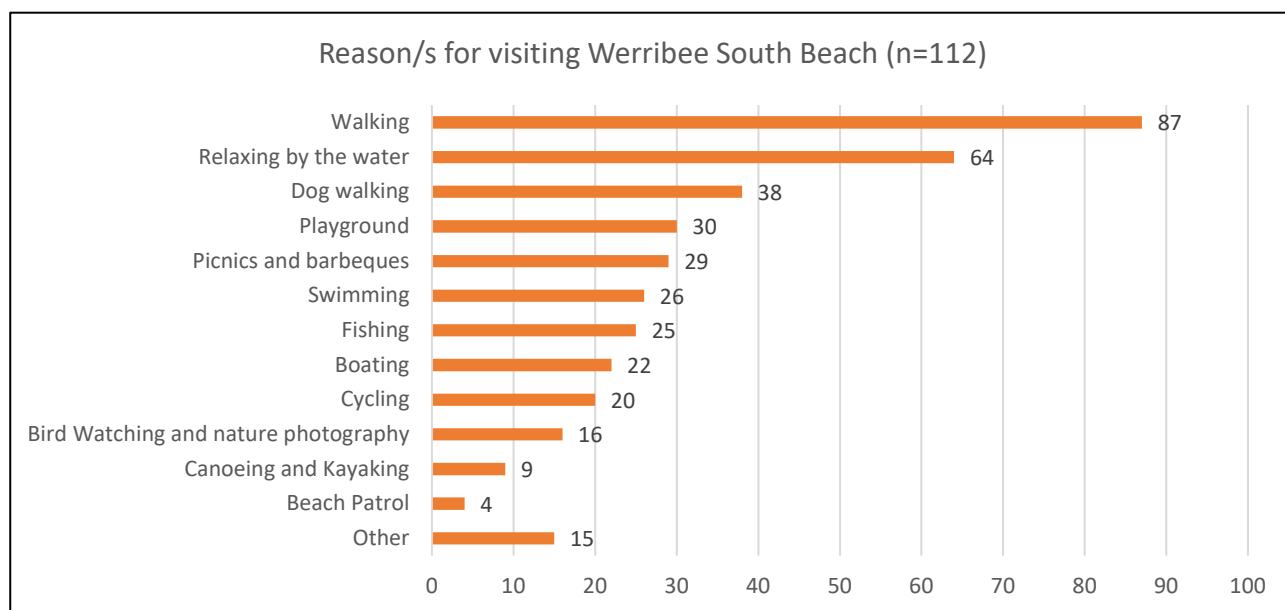
**Survey respondents** were asked “How long do you typically stay when you visit Werribee South Beach?” and presented with a listing of response options. As shown in Figure 7, all response options were selected. The majority of respondents (62 or 55%) reported *Over 1 hour*.

**Figure 7. Typical length of stay when visiting Werribee South Beach (Survey)**



**Survey respondents** were asked “Why do you visit Werribee South Beach?” and presented with a listing of response options as well as an *Other* option for personalised feedback. Respondents were invited to select all response options that applied. As shown in Figure 8, all response options were selected. The majority of respondents reported *Walking* (87 or 78%) and *Relaxing by the water* (64 or 57%).

**Figure 8. Reason/s for visiting Werribee South Beach (Survey)**



The 15 respondents selecting *Other* provide the following comments:

- *Resident, I/we live there (4 responses)*
- *Take children to the beach (2 responses)*
- *Drive around the scenic areas (2 responses)*
- *Quiet time, sitting and relaxing (2 responses)*
- *Live in Point Cook and would visit it if there was a clean, maintained swimming area*
- *Eating out*
- *Art painting*
- *Family live here*
- *Visit daughter, running and café*

## 4.2 Aspects of Werribee South Beach that are loved or valued

**Survey respondents** were asked “What do you love or value most about Werribee South Beach?”, and invited to provide a personalised response. 99 survey respondents provided personalised feedback which referred to one or more topics. This feedback was manually analysed to identify themes and produce summary statements.

Respondents referred to a variety of topics. Some respondents love the convenience of Werribee South Beach while others value the aesthetics - the beauty, scenic views, untouched and natural environment, birdlife, fresh air and serenity. Some love the active and recreational aspects - walking and cycling tracks and other facilities, family-friendly and dog-friendly aspects and access to the bay for recreational purposes. A small number of respondents see great potential for Werribee South Beach.

As shown in Table 3, The most frequently referenced topics related to the Convenient location (29), Beautiful beach and water (26), Scenic views (17), Walking and cycling tracks (17) and Natural environment (16).

**Table 3. Summary table of aspects that are loved or valued (Survey)**

Statements reflecting themes reported in feedback	No. of surveys referencing theme (n=99)
<b>Convenient location:</b> Convenient location, it is local, close to home, within close proximity to Werribee CBD and an easy drive	29
<b>Beautiful beach and water:</b> Beautiful beach, water, sea and coast	26
<b>Scenic views:</b> Lovely scenery, views of the bay, harbour, ocean, farms, You Yangs and sunset	17
<b>Walking and cycling tracks:</b> Walking and jogging tracks, cycling paths	17
<b>Natural environment:</b> Nature, coastal flora, open and grassy areas	16
<b>Area is untouched and not congested:</b> Not crowded, congested, developed or commercialised	14
<b>Serenity:</b> Peaceful, quiet and calm	13
<b>Friendly and safe:</b> Family friendly, friendly people, safe for young children and lifeguard patrol	12
<b>Facilities and general amenities:</b> Playground, parking facilities, football ovals, seating and general amenities	8
<b>Access to the bay for recreational purposes:</b> Marina, launching area, ramps for recreational activities such as boating, jet ski and kayaks	7

Statements reflecting themes reported in feedback	No. of surveys referencing theme (n=99)
<b>Birdlife:</b> Birdlife and pelicans	6
<b>Fresh air and cool breeze</b>	4
<b>Café:</b> Café and tuck shop	4
<b>Dog-friendly:</b> On-lead dog walking, walking the dog and dogs love the beach	4
<b>Other themes in the feedback</b>	
<b>This main beach in Wyndham has great potential:</b> The area is undervalued and under-used. Carefully plan an overhaul or modernisation which will make it more appealing without compromising the features that are valued and natural environment	8
<b>Other:</b> It's like a trip back in time; No idea. Have always heard that sewerage, contamination, stench are issues with the beaches in these areas; Not much; and Nothing as council, visitors and farmers don't care about the area	4

A selection of comments provided by **survey respondents** is shown below:

<i>Its uniqueness. It is not a 'thoroughfare' where it is over trafficked. It is a place where you can take in the quiet beauty of the area.</i>	<i>The peace and quietness of the area on week days. The bird-life, the spectacular sunsets, and the view across to the You Yangs.</i>	<i>I value just being close driving distance to a beautiful beach.</i>
--	--	--

**Social mapping participants** commented on aspects that they love or value about Werribee South Beach:

- *I love being able to see the water from our campsite within the caravan park.*
- *People actually live here and for the most part like it the way it is. Over development is not required.*

#### 4.3 Quality ratings for current areas and facilities at Werribee South Beach

**Survey respondents** were asked “What areas and facilities do you usually use and how would you rate the quality of the current facilities at Werribee South Beach?” and presented with a listing of 15 statements that could be rated as *Excellent*, *Good*, *Fair*, *Poor* or *Don't know*. **Social mapping participants** provided personalised responses which referred to the quality of some areas and facilities and these comments are integrated within the results presented in Section 4.3.

Quality ratings varied substantially. It is noteworthy that a small number of survey respondents rating some areas and facilities as *Excellent*. Also, a large number of “Don't Know” responses and missing responses were apparent for five areas which respondents may not use:

- Price Reserve: sporting pavilion (65 of 113)
- Summer lifeguarding program (63)
- Price Reserve: skate park and playground (55)
- Price Reserve: picnic facilities (47)
- Boat ramps and parking (45).

As shown in Table 4 and Figure 9a, the five highest quality ratings (calculated as a percentage or proportion of *Excellent* and *Good* rating responses of total valid rating responses for each individual area and facility) were indicated for:

1. Price Reserve: Skate park and playground (34 / 59% of valid rating responses)
2. Playground (39 / 46%)
3. Summer lifeguarding program (22 / 44%)
4. Lawn areas (44 / 43%)
5. Price Reserve: picnic facilities (27 / 41%)

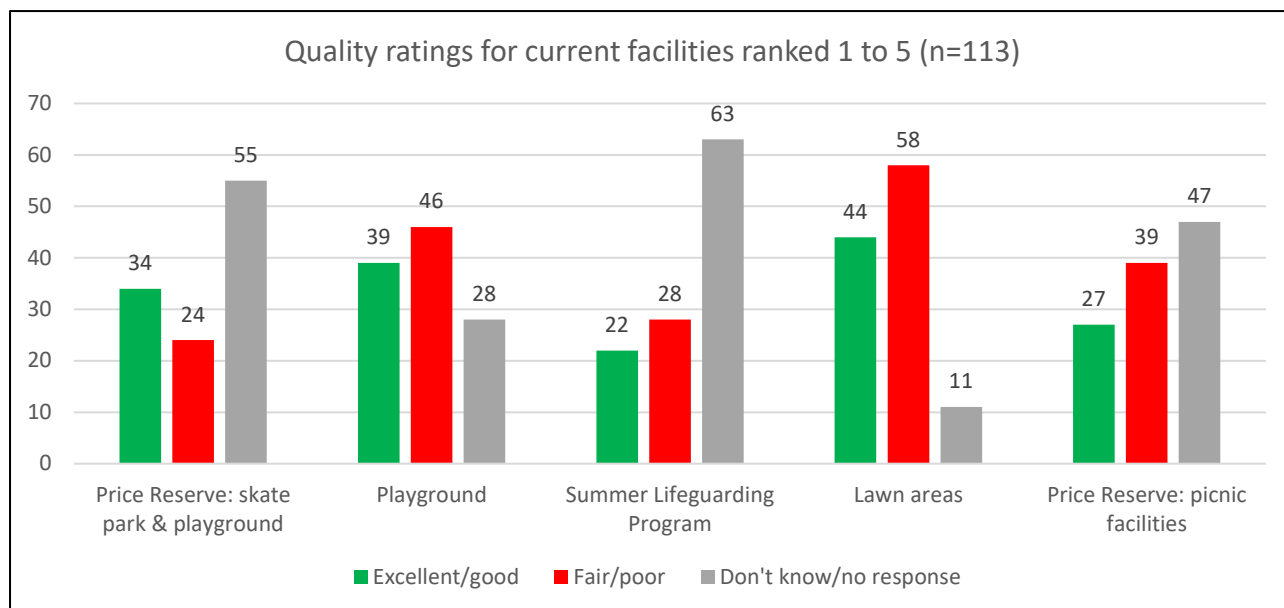
In contrast, as shown in Table 4 and Figure 9c, the five lowest quality ratings were indicated for:

11. Price Reserve: sporting pavilion (10 / 21%)
12. Seating (18 / 19%)
13. Barbeques (14 / 18%)
14. Picnic shelters (12 / 13%)
15. Public toilets (9 / 10%)

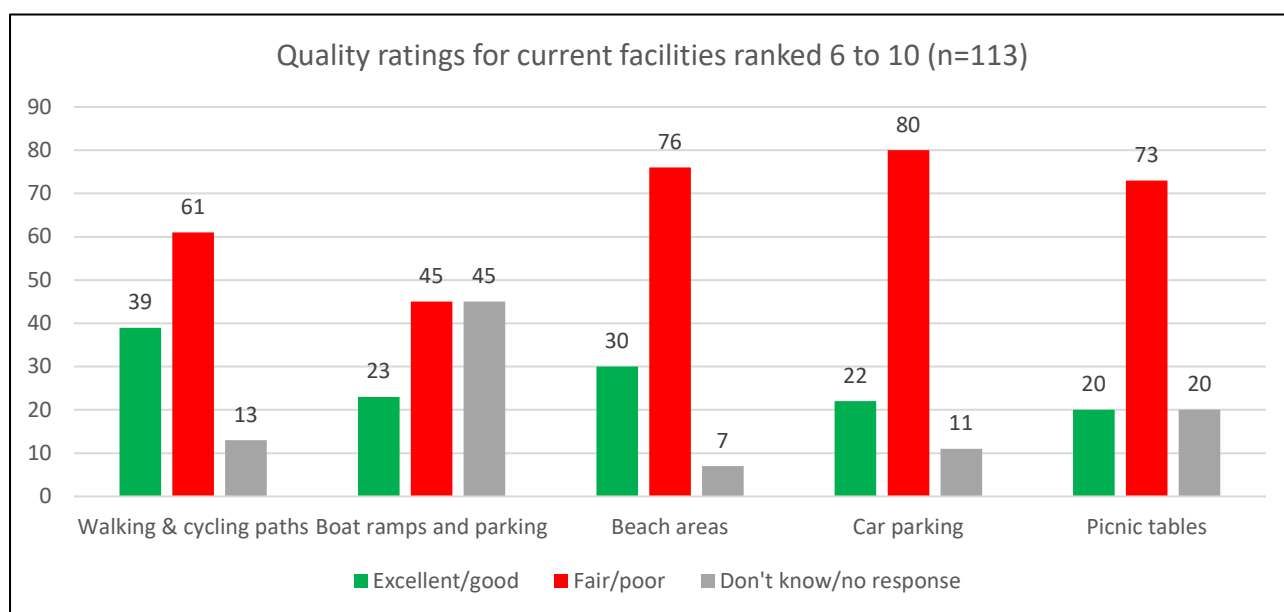
**Table 4. Quality ratings for current areas and facilities, in descending order (Survey)**

Rating⇄ Area and facility ↓	Excellent	Good	Excellent & Good ratings (No. /%)	Fair	Poor	Total valid rating responses	Don't know and Missing responses
1. Price Reserve: skate park and playground	9	25	34 / 59%	17	7	58	55
2. Playground	7	32	39 / 46%	32	14	85	28
3. Summer lifeguarding program	5	17	22 / 44%	16	12	50	63
4. Lawn areas	7	37	44 / 43%	42	16	102	11
5. Price Reserve: picnic facilities	4	23	27 / 41%	25	14	66	47
6. Walking and cycling paths	5	34	39 / 39%	45	16	100	13
7. Boat ramps and parking	5	18	23 / 34%	28	17	68	45
8. Beach areas	4	26	30 / 28%	39	37	106	7
9. Car parking	2	20	22 / 22%	38	42	102	11
10. Picnic tables	1	19	20 / 22%	50	23	93	20
11. Price Reserve: sporting pavilion	2	8	10 / 21%	22	16	48	65
12. Seating	3	15	18 / 19%	46	31	95	18
13. Barbeques	0	14	14 / 18%	33	29	76	37
14. Picnic shelters	0	12	12 / 13%	38	40	90	23
15. Public toilets	0	9	9 / 10%	39	43	91	22

**Figure 9a. Quality ratings for current areas and facilities ranked 1 to 5 (Survey)**



**Figure 9b. Quality ratings for current areas and facilities ranked 6 to 10 (Survey)**



**Social mapping participants** commented on aspects relating to the current quality of Walking and cycling paths, Beach areas and Car parking.

Walking and cycling paths:

- *We need more bins as summer nights' excess rubbish is everywhere this needs be all along the path.*

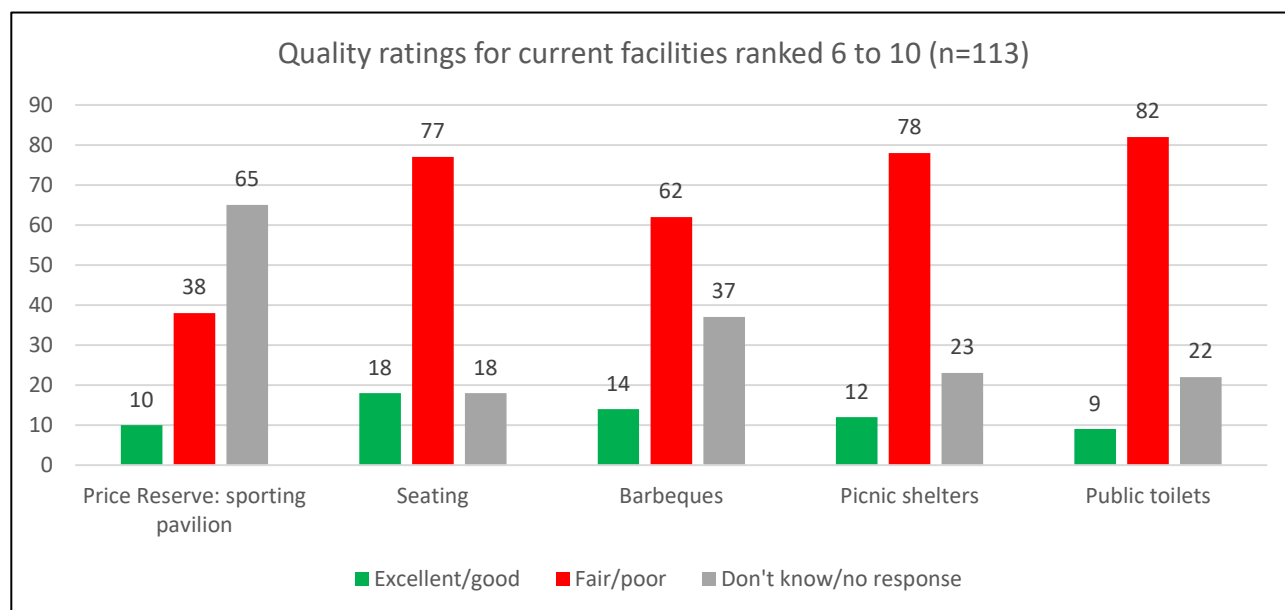
#### Beach areas:

- *Clean the seaweed and shells. Make such a big difference.*
- *Frequent clean of sand/water. I don't know if it's possible, but our beach gets SO much seaweed built up in it. It's such a beautiful, accessible beach for people in Werribee but it's hard/not appealing to swim in on hot days because of how "dirty" the water and sand gets. I don't know, but a neighbour of mine suggested a large net that gets pulled through the shore to collect most of the washed up seaweed. Or a net out further to prevent it from floating up and landing on the beaches.*
- *The regular dredging of sand from the boat channel requires review. It should be done in autumn or winter, not in early summer which is often the case, leaving the beach sand dirty, shell grit-filled, uncomfortable to sit on or to play with for youngsters.*
- *There is still no dedicated safe place to be in the water at Werribee South Beach.*

#### Car parking:

- *Parking at Werribee South is ridiculous. Parking along this stretch of road is full on busy days. It is also illegal. But people have no option as the limited legal parking is too far away. The roadside would be fine if the bollards were moved in a foot or so. And what's with the white road stakes in one of the few old parking spots at the eastern end?*
- *Parking can be a dangerous task on a warm day. People parking on the grass strip along beach road is a disaster waiting to happen.*
- *Parking spots are less than required*
- *This land area is under pressure now from parking on crowded days of beach usage.*

**Figure 9c. Quality ratings for current areas and facilities ranked 11 to 15 (Survey)**



#### **Social mapping participants** commented on aspects relating to the current quality of Public toilets:

- *A clean up yes, toilets definitely current ones are filthy.*
- *The toilet facilities in Wyndham in general are not at good standard in terms of cleaning, please ensure nappy bins, sanitary bins and rubbish bins are provided and also hand sanitizer and soap dispensers and those are serviced daily.*

## 4.4 Support for features proposed in Master Plan

**Survey respondents** were asked to indicate their level of support and presented with a listing of 17 statements that could be rated as *Yes*, *To some extent*, *Unsure* or *No*.

**Social mapping participants** provided personalised responses which indicated support or non-support with some features proposed in the Master Plan. A selection of comments are integrated within the results presented in Section 4.4.

Support levels varied for each proposed feature, although the majority of survey respondents supported 14 of the 17 proposed features.

As shown in Table 5 and Figure 10, the top five most supported features (determined by overall number of *Yes* and *To some extent* responses) was indicated for:

1. New public toilets including improved facilities for people living with disabilities (107 *Yes* and *To some extent* responses)
2. More shade trees and shade structures (107)
3. Decks and seating overlooking the Werribee River and coastline (104)
4. An upgraded Bay Trail connection to Wyndham Harbour for walking and cycling (102)
5. More shaded picnic and barbeque facilities (101)

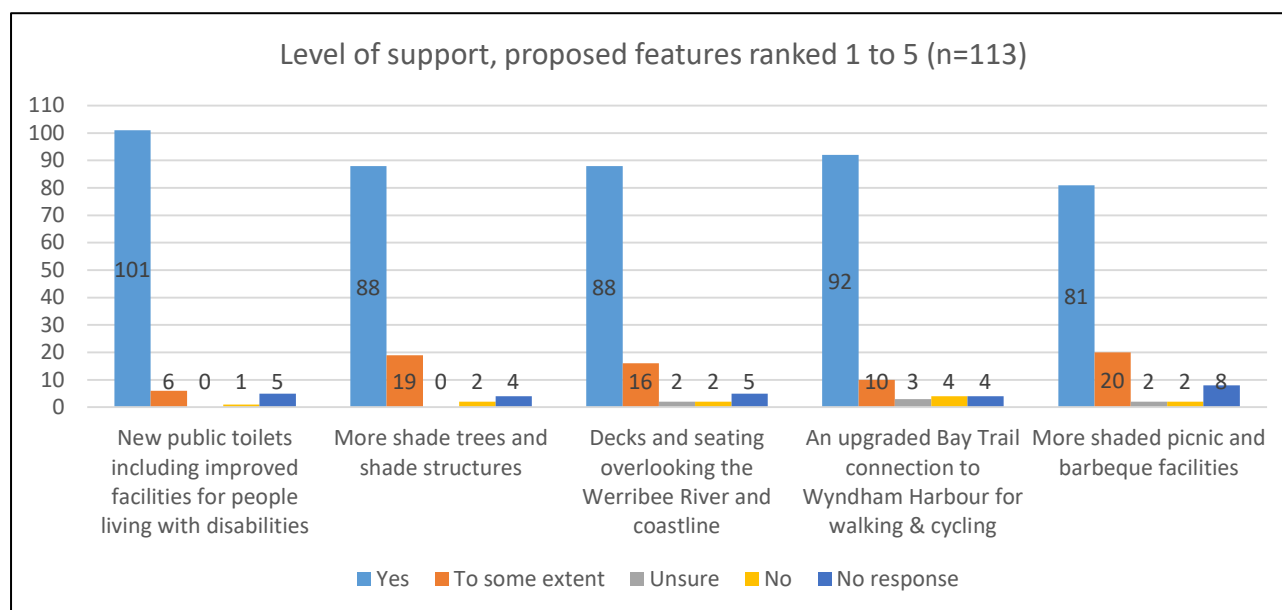
**Table 5. Level of support for proposed features, in descending order (Survey)**

Proposed feature⇓ Level of support⇒	Yes	To some extent	Unsure	No	No response	Total
1. New public toilets including improved facilities for people living with disabilities	101	6	0	1	5	113
2. More shade trees and shade structures	88	19	0	2	4	113
3. Decks and seating overlooking the Werribee River and coastline	88	16	2	2	5	113
4. An upgraded Bay Trail connection to Wyndham Harbour for walking and cycling	92	10	3	4	4	113
5. More shaded picnic and barbeque facilities	81	20	2	2	8	113
6. An outdoor shower and change facilities	77	22	3	4	7	113
7. Upgraded paths and staircases to improve access to beach areas	84	14	2	8	5	113
8. High quality lawn areas for sitting, picnics and ball games	74	23	2	6	8	113
9. Lifeguards patrolling the beach in summer	70	23	6	5	9	113
10. A location for food trucks during the summer months	72	20	5	11	5	113
11. Summer lifeguarding education programs such as Nippers	64	26	10	5	8	113



Level of support⇒ Proposed feature⇓	Yes	To some extent	Unsure	No	No response	Total
12. A larger playground with more play opportunities for kids to have fun	68	22	6	10	7	113
13. Beach matting to make the beach more accessible	60	26	7	12	8	113
14. End of journey bike facilities including a maintenance station and more bike parking	59	27	9	11	7	113
15. A new community building at Price Reserve for the Wyndham Coastguard, sporting and other community clubs	57	25	16	9	6	113
16. A Coastal Demonstration Garden demonstrating plants that can be used to increase habitat values in private gardens in Wyndham	45	34	9	20	5	113
17. Fitness equipment	44	31	9	22	7	113

**Figure 10a. Level of support, proposed features ranked 1 to 5 (Survey)**



**Social mapping participants** indicated support or commented on aspects relating all of the proposed features shown in Figure 10a.

**New public toilets including improved facilities for people living with disabilities:**

- *Change the roofing on the toilets to make them a bit more inviting. They are dark and imposing upon entry. Add some local art work to the walls both inside and out.*
- *More toilet facilities.*
- *Some good ideas within the improvements to the Price Reserve precinct, including access for people with disabilities.*
- *Toilets need to be made of durable and appealing materials. Ensure materials are designed for marine environment, any stainless steel needs to be marine grade to avoid corrosion, ensure there are opportunities for people with disabilities to get change comfortably and also any users to have changing facilities and baby change stations. Please ensure nappy bins, sanitary bins and rubbish bins are provided and also hand sanitizer and soap dispensers and those are serviced daily. Sliding automated doors might be a good option for toilet doors as windy conditions are expected in here so this will reduce maintenance and risk with doors slammed on users due to high winds, also automated controls can be in place to lock the doors overnight if toilet services don't need to be provided overnight.*
- *Upgraded toilet facility.*
- *Extra disabled toilets near wheelchair accessible beach.*

**More shade trees and shade structures:**

- *A shaded area for disabled pick up and drop off is needed for all weather conditions*
- *Definitely more shade trees are required, and trees which provide shelter the blustery southerly winds, perhaps iconic trees (See Norfolk Island Pines, Warrnambool example).*
- *Introduce more natural shade for beach users and wildlife.*
- *More artificial shade till trees get established.*
- *Shaded area needs to be initially artificial as trees will take 10+ years to provide any usable shade.*
- *Shading is required, as the proposed garden space is surrounded by roads.*

**Decks and seating overlooking the Werribee River and coastline:**

- *The decking/seating overlooking the wetlands is a good start toward enhancing public access to Grahams Wetlands Reserve. Currently no pedestrian access - this really needs improving. Signage for educational purposes would be good too. It will be wonderful when the full boardwalk into the wetlands is done, as well as the trail linking up to K Road, and Werribee River Trail.*

**An upgraded Bay Trail connection to Wyndham Harbour for walking and cycling:**

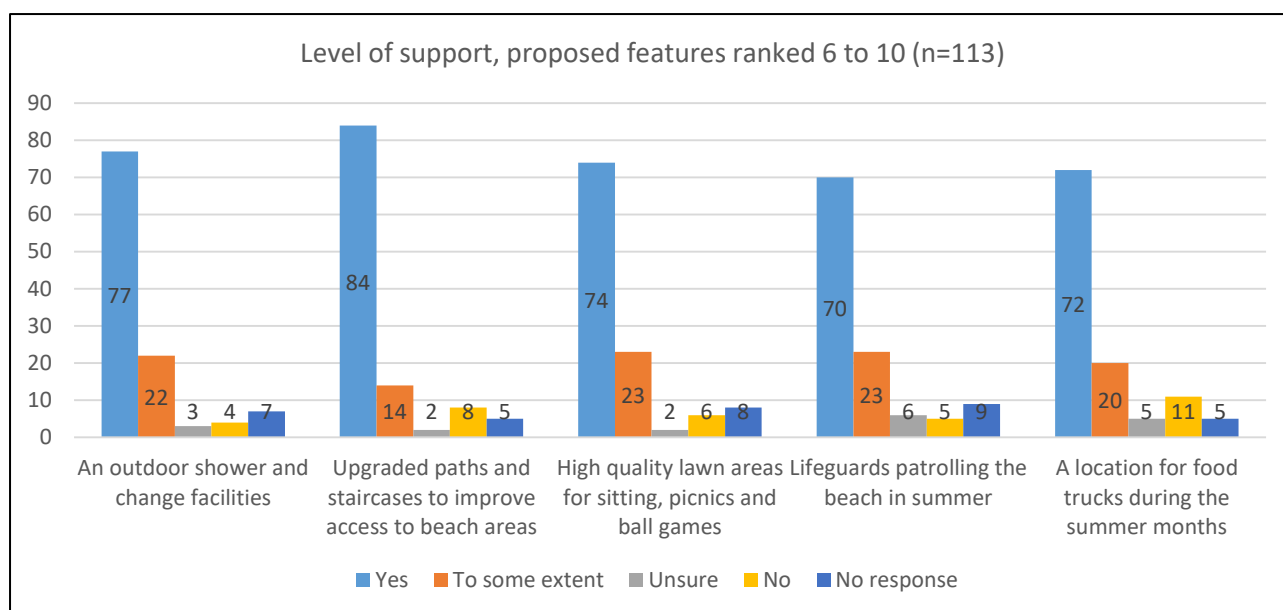
- *A completed all weather walking path from Werribee South Beach (Beach Road) through Wyndham Harbour (past northern beach) and connecting to Baileys Beach and Campbell's Cove.*
- *Creating a shared path is a great idea and should eventually link to the Hobsons Bay trail extension at Point Cook as well as to the Werribee River trail. This would be a major drawcard for recreational cyclists as it would create a continuous off-road trail from Werribee to Frankston.*
- *Develop bike paths from Town Centre so people may opt to not bring cars to visit the beach.*

- *I would like to see a bike lane added to the road, and then linked to the Werribee River bike trail, as it would improve transport options for locals and visitors to the area.*
- *If possible connect the foreshore area to this area to allow walking opportunities*
- *Need continuous cycle path system to Werribee Station and Mansion/Zoo.*
- *Please plan for the construction of a shared cycle/walking path to Werribee Park. Maybe have a river crossing somewhere to connect with the path that comes to the back of Werribee Park at the old ford crossing.*
- *Walking Paths/Cycle Paths/Bike Lanes. Due to the busy nature of the walking path, it would be more advisable to separate pedestrians and bike riders along this area. Support the upgrade of the Walking path, but suggest a separate bike lane that connects into existing Bay Trail. Key learnings from other Councils show that walking and cycling does not mix well in busy areas, especially, where there are young children).*
- *A bike route taking in Werribee Mansion, Rose Garden, Zoo, and Werribee River Park would be a great alternative to vehicle transport and speaks to the Active Wyndham Strategy*
- *Would be nice if the bike trail connects all the way to Red Cliffs area on the Werribee River too.*

#### More shaded picnic and barbeque facilities:

- *Accessible shades with sitting arrangements.*
- *BBQ area with shade*
- *More and covered BBQ facilities, eastern end and middle of main beach.*
- *More picnic facilities along the top of the hill is a great idea.*
- *Picnic table and bench in this area is a good idea. Please ensure bins are close by.*
- *Please include beachside BBQs as many as you can. It's a good fun to have a family gatherings and having BBQs.*
- *Small park on north side needs playground and covered BBQ.*
- *The picnic facilities will benefit from shade. Interpretive seating under trees/shading.*
- *The Plan indicates many places to have picnics. Add some tables and seats, but keep it simple, there's plenty of lawns that can be used now.*
- *Yes perhaps more benches and maybe a picnic table or two for the purpose of tourists and visitors to enjoy their surrounds would be a better use of this beautiful area.*

**Figure 10b. Level of support, proposed features ranked 6 to 10 (Survey)**



**Social mapping participants** indicated support or commented on aspects relating all of the proposed features shown in Figure 10b.

**An outdoor shower and change facilities:**

- *A clean up yes and showers*
- *Addition of couple of showers outside toilet area*
- *Having an outdoor shower will be good*

**Upgraded paths and staircases to improve access to beach areas:**

- *A continuous pathway from toilets, car parking area to picnic, beach and water to include people with disabilities who currently have no access to the water unless they are carried. A seasonal access path can be laid, which increases water activities for people with mobility issues.*
- *A wider path is also great.*
- *Footpaths need to be widened if they are become a shared footpath and bikeway, but much better if they were separated thoroughfares.*
- *Just wondering whether overall there is a walking path as well for people who wish to use the area for early morning or late evening walks. Would make super use of the facility.*
- *The shared path needs more seating along the track for the elderly and disabled (carers pushing chairs); Dog watering spots, as a lot of people walk their dogs during the heat of the day more dog watering points; Doggy poo bag disposal points along the walk with free bags; Hand rails for access areas that may be frequented by the elderly and less abled; More artificial shade till trees get established.*
- *Widening the shared path will be good for public access.*

**High quality lawn areas for sitting, picnics and ball games:**

- *The Plan indicates many places to have picnics. Add some tables and seats, but keep it simple, there's plenty of lawns that can be used now.*

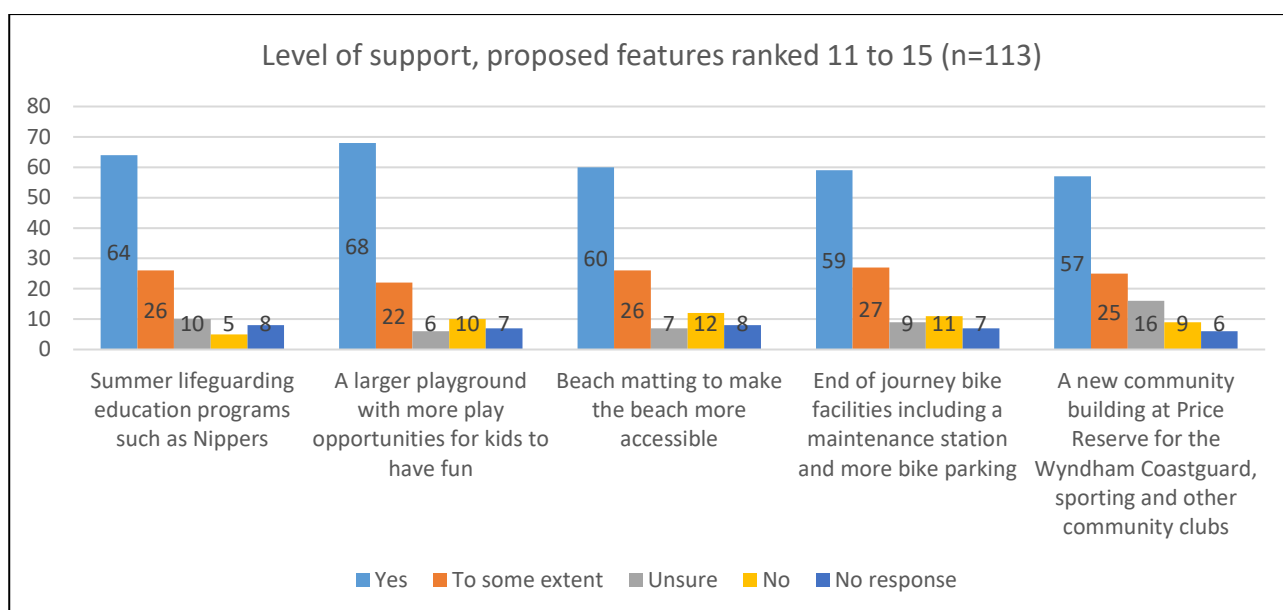
**Lifeguards patrolling the beach in summer:**

- *An established fenced/netted/enclosed family swimming area, as too often jet skis are hooning around and up to the beaches.*
- *Kids safe sand area, kids safe water area (we go to Geelong beach just for this).*
- *The deep water here is a danger to beach users. The profile of the boat channel should be reviewed to lessen the artificially steep slope of the river bed, by moving the channel further off-shore.*
- *There is still no dedicated safe place to be in the water at Werribee South Beach, there needs to be someplace developed as a swimming beach, removing the seaweed and blocking boats and jet skis from the designated area.*
- *This area is extremely dangerous for children who play in the playground. The boat canal near the beach here presents a sudden deep water (1 to 2 metres), posing danger to people who might enter water.*

### A location for food trucks during the summer months:

- Area 4 is certainly not the place for a group of food vans and a group of people gathering in the one place for the same purpose of buying food. Food vans should be SPREAD along Beach Road thus spreading the crowd. Has parking been considered? Has the safety of pedestrians been considered when cars are parked along Beach Road to get to these food vans? What about once the vans have gone for the winter, what will remain of this beautiful GREEN reserve!
- Area 4 is on the list to use for Food Trucks in summer but food trucks may be better located in the Price Reserve area, close to toilets, and a larger open space for community activations. I'd suggest enhancement of parking on Diggers Road too if Food Trucks were to be placed in this site.
- Having food trucks here is a hazard with regard to traffic. On busy boat days, all of this area is surrounded by parked boat trailers. Poor road visibility. Significant noise and disruption to local residents - this is next to only one of three road exits from the estate, and one of the busiest (it is the most central). Food trucks where there is better access (not having to cross a busy road) and parking.

**Figure 10c. Level of support, proposed features ranked 11 to 15 (Survey)**



**Social mapping participants** indicated support or commented on aspects relating all of the proposed features shown in Figure 10c with the exception of *End of journey bike facilities including a maintenance station and more bike parking*.

### Summer lifeguarding education programs such as Nippers:

- Lifeguards and lifeguard training camps if possible

### A larger playground with more play opportunities for kids to have fun:

- Playground upgrades could include nature play
- Small park on north side needs playground and covered BBQ.
- The sand pit must be disability accessible (as able bodied people can readily access the beach).

### **Beach matting to make the beach more accessible:**

- *A continuous pathway from toilets, car parking area to picnic, beach and water to include people with disabilities who currently have no access to the water unless they are carried. A seasonal access path can be laid, which increases water activities for people with mobility issues. Ensuring sufficient accessible car and van spaces for group access to beach would enhance the beach experience for wheelchair users, who are currently confined to the shoreline.*
- *A great idea to make access to this beach easier for those with limited mobility.*
- *Another good idea to ensure access for those with disabilities or limited mobility. Excited for this.*
- *At one point have accessibility for wheel chairs to extend well down on to the beach, larger parking bays for vehicles carrying wheelchairs, extra disabled toilets near wheelchair accessible beach.*
- *With increased access comes increased facilities. Disability parking needs to be greatly increased to allow for use of the facilities. Greater policing of these spaces needs to be enforced to stop these places being "taken" by others. Communal areas for wheelchairs need to be organized to allow for possible swapping of chairs to a more water friendly type. Possible lifting stations might be needed as well as a private area away from the public might be needed. Dignity is our first priority*

### **End of journey bike facilities including a maintenance station and more bike parking:**

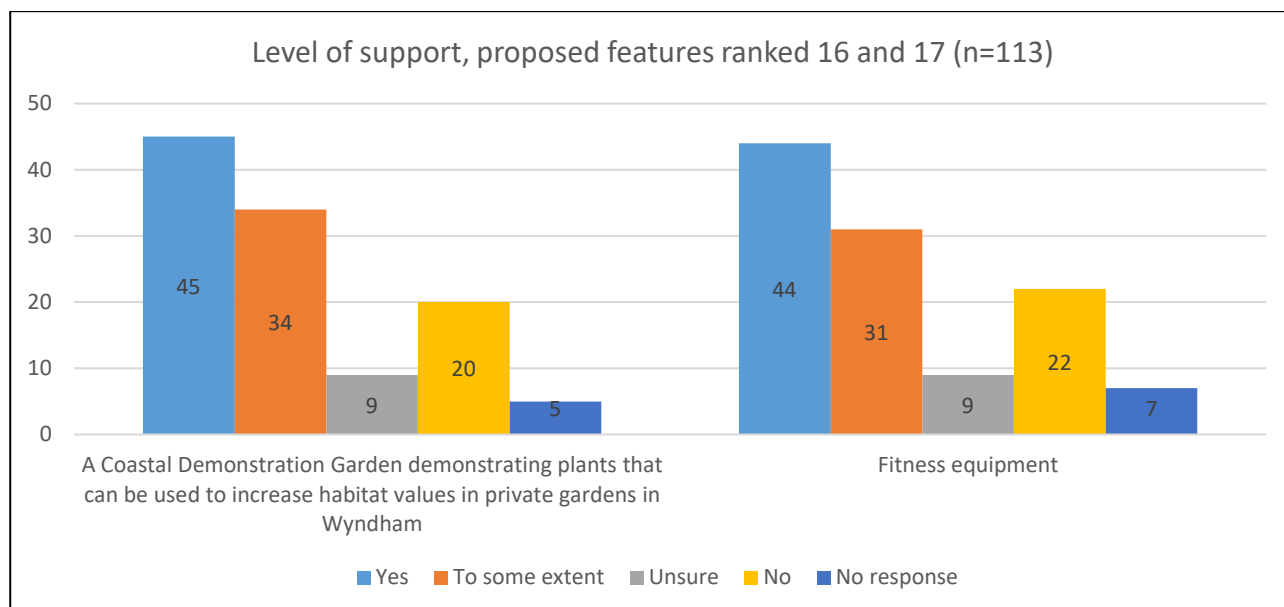
- No comments

### **A new community building at Price Reserve for the Wyndham Coastguard, sporting and other community clubs:**

- *Better traffic management will be required particularly when the Price Oval is used on days of major sporting and community events.*
- *Extra parking across at the ovals to keep cars away from the beach. Pedestrian bridge crossings from ovals, shops, playground to beach.*
- *New pavilion with multiple change rooms for participants and officials, kitchen and canteen facilities, more undercover areas, more seating.*
- *Redesign of ground, new fences, install field lights, goal nets at each end, new scoreboard, elevated coaching boxes, redesign of car park.*
- *Some good ideas within the improvements to the Price Reserve precinct, including access for people with disabilities.*



**Figure 10d. Level of support, proposed features ranked 16 and 17 (Survey)**



**Social mapping participants** indicated support or commented on aspects relating all of the proposed features shown in Figure 10d.

**A Coastal Demonstration Garden demonstrating plants that can be used to increase habitat values in private gardens in Wyndham:**

- *I'm concerned that the 'demonstration garden' might result in road kill. Why not completely remove 'Tourist Road' at this section and widen Diggers Road? Then the 'garden' area will meet up with the foreshore.*
- *Incorporate the coastal demonstration garden in the foreshore area, which then serves the interests of humans, local and migratory species.*
- *The Coastal demonstration garden is good in theory, but nature enhancement is most appropriate on the foreshore. Shading is required, as the proposed garden space is surrounded by roads.*
- *The proposed local habitat garden is a must. As Wyndham expands our natural green spaces, plants and animals need all the support they can get.*

**Fitness equipment:**

- *Adding outdoor fitness stations for various levels and various points along the walking track*
- *Could the fitness equipment please include some items for the elderly, and/or less physically able? Such as the fitness equipment for older citizens in Lonsdale Court Hoppers Crossing. Lots of older people go walking down along the beach front at Werribee South. There is a great deal provided for those who are fitter and younger yet very little outdoor opportunities for senior citizens. I think this is a natural place to put a second senior citizens exercise area in Wyndham.*
- *Fitness and exercise points might be added along the trail where runners frequent (see Lake Wendouree example).*



## 4.5 Suggested themes for the playground upgrade

**Survey respondents** were asked “Do you have a suggestion for a theme for the upgrade of the playground?” and invited to provide personalised feedback. 66 survey respondents provided personalised feedback which referred to one or more topics. This feedback was manually analysed to identify themes and produce summary statements.

As shown in Table 6, participants referred to a variety of themes with many referencing Coastal (14), Indigenous (13), Nautical (12), Agricultural (11) and Imaginative (11) elements.

**Table 6. Summary table of themes suggested for the playground upgrade (Survey)**

Statements reflecting themes reported in feedback	No. of surveys referencing theme (n=66)
<b>Coastal:</b> Incorporating water, sea, under the sea, fish and marine elements	14
<b>Indigenous:</b> Acknowledging the traditional owners with aboriginal or Indigenous elements	13
<b>Nautical:</b> Reflecting boating, maritime and aquatic elements	12
<b>Agricultural:</b> Recognising local farming, market gardens, fruit and vegetable elements	11
<b>Imaginative:</b> Creative and fun such as pirates, Little Mermaid, dragons, dinosaurs, South Park, Jungle safari, Crocodile Park or a Wyndham wonderland	11
<b>Animals:</b> Incorporating pelicans, birdlife, sea birds and penguins	7
<b>Werribee Zoo:</b> Reflecting the Werribee Zoo	4
<b>Water park:</b> Similar to Riverwalk Estate Werribee with water features for children	4
<b>History of Werribee South:</b> Inspired by local history, recognising Soldier settlement, immigrants starting new lives, fishing village and market garden	3
<b>Werribee River:</b> Recognising the Werribee River	3
<b>Nature:</b> Incorporating native flora and fauna and bush food education	3
<b>Other themes in the feedback</b>	
<b>Playground equipment and layout suggestions:</b> Flying fox or spinning things for 12 year olds; Parcour with lots of bridges with landing stations and a water feature; High rope climbing frames for the older children and better cover or sun protection; Skate park, half basketball court to cater for all ages; Cater for toddlers to young teens; More swings; All ages which has play area, water area, basketball, skating; A zip line; Water play (ship/boat), ropes, water fountain, slides to accommodate younger and older children; Lots of different structures, make it fun and challenging yet safe for kids; Adventure playground and space for children aged under 3; Play equipment for children aged 4 months to 2 years; Adventure playground; Nature based and water play with suitable playgrounds for toddlers and young children. Design that enhances and respects the natural environment. Access to drinking water and some wind protection	14
<b>Other general comments:</b> Everything is for kids. How about something for the other end of the age range? I think this play area is already pretty good; How important it is to pick up litter to safeguard oceans and local environment and showcase impact on marine and local wildlife if this is not done; Poo farm. Kids love poo 😊; Whatever the decision is, include cameras to minimise vandalism; Incorporating areas from around Wyndham, Roses, Races, You Yangs	5

**Social mapping participants** suggested two themes for the playground upgrade:

- *New boating/beach themed playground would be nice*
- *Playground upgrades could include nature play, and coastal themes - birds, boating, fishing*

## 4.6 Other general comments

**Survey respondents** were asked “Do you have any other comments about the Werribee South Beach Master Plan?” and invited to provide personalised feedback. 92 survey respondents provided personalised feedback. In addition, **social mapping participants** provided personalised general feedback. This feedback was manually combined and analysed to identify themes and produce the summary statements presented in Table 7. This feedback largely reiterated previously reported views about the Master Plan, quality ratings and proposed features or outlined ideas and other topics generally relevant to Werribee South Beach.

**Table 7. Summary table of themes reflected in the general feedback (Survey and Social mapping)**

Themes with summary statements
<b>Theme 1: Master Plan</b>
<b>1.1 Overall support shown for the Master Plan:</b> Supportive of Council's intention to plan for, improve and invest in, Werribee South Beach, thank you.
<b>Theme 2: Features rated or proposed in Master Plan</b>
<b>2.1 Improve walking and cycling paths and connectivity:</b> Add bike lanes or extend the bike path along the river, install safe cycle paths from Werribee CBD to the beach, Werribee and Point Cook, from Point Cook through to the city, Duncan's Road from Werribee central to Werribee South, along K road and extend the walking path east. Install accessible, wide shared paths and cyclist facilities which permit wheelchair and pram access, are clearly marked and well lit. Footpath upgrade to include drinking stations for pedestrians, pets and cyclists.
<b>2.2 Increase trees, shade and maintain native vegetation:</b> More trees and native vegetation, particularly along Duncan's Road. More tree shade and shaded areas, retain the grassed areas and plant indigenous grasses for habitat, replace unattractive bushes, proceed with coastal plants and the coastal demonstration garden, and maintain landscapes and trees. Consider having 'corridor' plaques for educational purposes, snakes when planting shrubs and consulting with residents before planting large trees in front of houses.
<b>2.3 Increase parking spaces to accommodate current and future users:</b> Current car parking arrangements are inadequate, some cars are being parked illegally and dangerously and local residents are impacted. More parking for cars, buses and trailers.
<b>2.4 Improve beach areas:</b> Improve the cleanliness of the beach and quality of the sand. Maintain the sand, remove the shells and stones or replace it with better quality, clean, soft sand. Keep the beach clean, remove weeds, rotting sea weed and black sludge. Extend the sand area or do more coastal planting to retain the sand.
<b>2.5 Mixed views about food trucks, preference for a different location:</b> Food trucks may take away the natural feel of this area. Do not support food trucks in Area 4 due to concerns about parking, traffic, road visibility, pedestrian safety, littering, noise, disruption and impact on the reserve surface. Food trucks may be better located in the Price Reserve area (closer to toilets and a larger open space for community activations in the Summer months) or rope off the car park down near the playground or in car parking areas, the football oval area and in front of local residents' houses. Food trucks will be good to draw people to the area. Food trucks are an excellent idea but there needs to be more parking.
<b>2.6 More shaded picnic and BBQ facilities:</b> Support having more picnic areas, shaded areas and BBQs.
<b>2.7 Fitness equipment:</b> Consider placing the equipment along the beach walk to reduce waiting time or creating a senior citizens exercise park along the beach.
<b>Theme 3: Other ideas and general feedback</b>
<b>3.1 Improve the cleanliness of the beach area and quality of the sand:</b> Maintain the sand, remove the shells and stones or replace it with better quality, clean, soft sand. Keep the beach clean, remove, weeds, rotting sea weed, black sludge and litter, more secure bins and regular rubbish collection. Extend the sand area or do more coastal planting to retain the sand.
<b>3.2 Upgrade the roads and manage traffic congestion:</b> Upgrade and widen Duncan's Road (and road leading to the beach from the motor way exit). Address the dust and mud on roadways from Werribee

Themes with summary statements
South to Werribee due to trucks and tractors or separate the roads to the beach and farm vehicles. Volume of traffic makes the area feel unsafe.
<b>3.3 Erect wayfinding, historical, cultural and educational signage:</b> Place signage along the walking track that explains the site's ecology, historical aspects of flora and fauna as well as animals found in the water and wetlands. Directional signage indicating facilities, signage to encourage personal responsibility, leave no trace, for nature protection and indicating off lead areas.
<b>3.4 Improve safety through lighting and surveillance:</b> Better lighting and more solar street lights at night especially on walking and cycling paths and along the beach front near footpaths and at the breakwater end. Greater police presence on land and water and more frequent patrols to address dog attacks, smoking and littering.
<b>3.5 A new pier or jetty:</b> New pier, jetty or rock wall for land-based fishing, loading/ unloading kayaks, accessing deeper water, to take photos, enjoy the views or locate future cafés.
<b>3.6 Improve infrastructure, including facilities for dog owners:</b> Construction of a lifesaving facility with storage, street lights, kayak launches, fish cleaning tables, improve the drain area and ensure low height limits of all future buildings close to beach. Install drinking stations for pedestrians, pets and cyclists and doggie stations with dog poo bags.
<b>3.7 Activation and tourism ideas to make Werribee a destination:</b> Safe water play area for children, carnivals, free outdoor yoga classes, weekend night markets, weather-proofed bird viewing area, regular photo competition, drone flying area, activities in the park, "Wyndham Moment Photo" spots along the paths with seating and a picnic space. Revisit the ferry option and canvas small tour operators about package day trips which includes Rose Garden, Mansion and Treatment or Hiking/Biking trip along the River Trail
<b>3.8 Preserve the uniqueness and protect the natural habitat:</b> Consider the environmental impact of any improvements, protect local vegetation as well as the existing local marine/sea life, birdlife and wildlife including the Growling Grass Frog.
<b>3.9 Improve beach water quality:</b> Water can be murky, muddy and unclean, which deters swimmers. Prefer water that is clean, free of weed and odourless.
<b>3.10 Reconsider spaces proposed for dog owners:</b> Retain all year access for dogs but do not make this beach dog off leash. Consider installing signage directing people to the off leash area at Campbell's Cove where it is safer or create a dedicated dog area in one of the bays.
<b>3.11 Consider areas for dining and retail services:</b> Areas for small businesses to establish a dine-in and takeaway café, kiosk, chemist, restaurant, concert/dance spaces, hire services (small craft, jet ski), ice-cream and food stalls or shops.
<b>3.12 Improve the air quality:</b> The beach and area are known to be smelly due to being close to the sewage plant. Please address the smells of rotting seaweed, fish remains and seagull poo.
<b>3.13 Consider the safety needs of various users:</b> Consider how swimmers, jet ski operators and boat drivers can safely use the beach and waterways in future plans.
<b>3.14 Improve Duncan's Road:</b> Consider upgrading or widening Duncan's Road to at least two lanes, install a bike path, more solar street lights and trees.
<b>3.15 Public art installations and spaces:</b> Create an area for artist sculpture competitions, add local art work to the public toilet walls, inside and out.
<b>3.16 Review the dredging of sand from the boat channel and timing:</b> Dredging in December deposits the spoils on the beach, consider dredging in autumn or winter,

## 5. Insights from social media commentary

Between 15 November 2021 and 9 January 2022, there were two posts on Council’s official Facebook page encouraging community members to visit ‘The Loop’ and have their say about Werribee South Beach Master Plan (see Appendix 4). The posts generated 101 Facebook user actions (84 comments and 17 shares). Many comments were not analysed as they were deemed unusable due to the content being duplicated, edited, and unrelated to this consultation, unable to be interpreted or comments posted by Council. The discussion largely related to concerns, supportive, unsupportive and mixed views as well as general ideas.

The remaining 42 relevant and interpretable comments referred to one or more topics and these comments were manually analysed and synthesised. Insights from the commentary are presented below and accompanied by a selection of verbatim quotes:

### Concerns

- Car parking (9 comments)
- Quality of beach sand (3 comments)
- Quality of roads in and out of the beach (3 comments)

### Supportive views

- For some proposed features: More shade trees and shade structures; A Coastal Demonstration Garden; and More shaded picnic and barbeque facilities (4 comments)
- For Master Plan and appreciation of improvements so far (4 comments)

### Unsupportive views

- Requests to leave it alone, lovely as it is (7 comments)

### Mixed views

- Dogs being permitted off lead and responsible pet ownership (5 comments)

### General ideas:

- Introduce dining and retail services (3 comments)
- Construct a train line and station (3 comments)
- Other: Recognise our Indigenous people and more Indigenous plantings; Reinstate the jet ski ramp; Look at Geelong beach front and Point Lonsdale for ideas; Include a fishing pier; Send the boat ramps elsewhere; More water fountains; Extend the bike path to the mouth of the river; More lighting and night patrols; and Better access (10 comments)

A selection of posts by **Facebook participants** is shown below.

<i>Council have been responsive to requests from the ratepayers of Werribee South and we are a very proactive bunch of citizens. We want our suburb to be beautiful and user friendly so I think it would be good to have some overhead shelters that include seating, tables, bbqs and large rubbish bins, on the bay foreshore.</i>	<i>Werribee South beach has the potential to be a great outdoor area for the public to enjoy but the access roads from Point Cook and Werribee to the beach leave a lot to be desired.</i>	<i>Great to see a focus on our beautiful Werribee South beach. I essentially support the master plan but I think there are opportunities missed. There is nothing to recognise and honour our indigenous people like to see more indigenous planting instead of acres of grass. Love the proposed demonstration coastal garden on Kavanagh Reserve.</i>
---	--	---



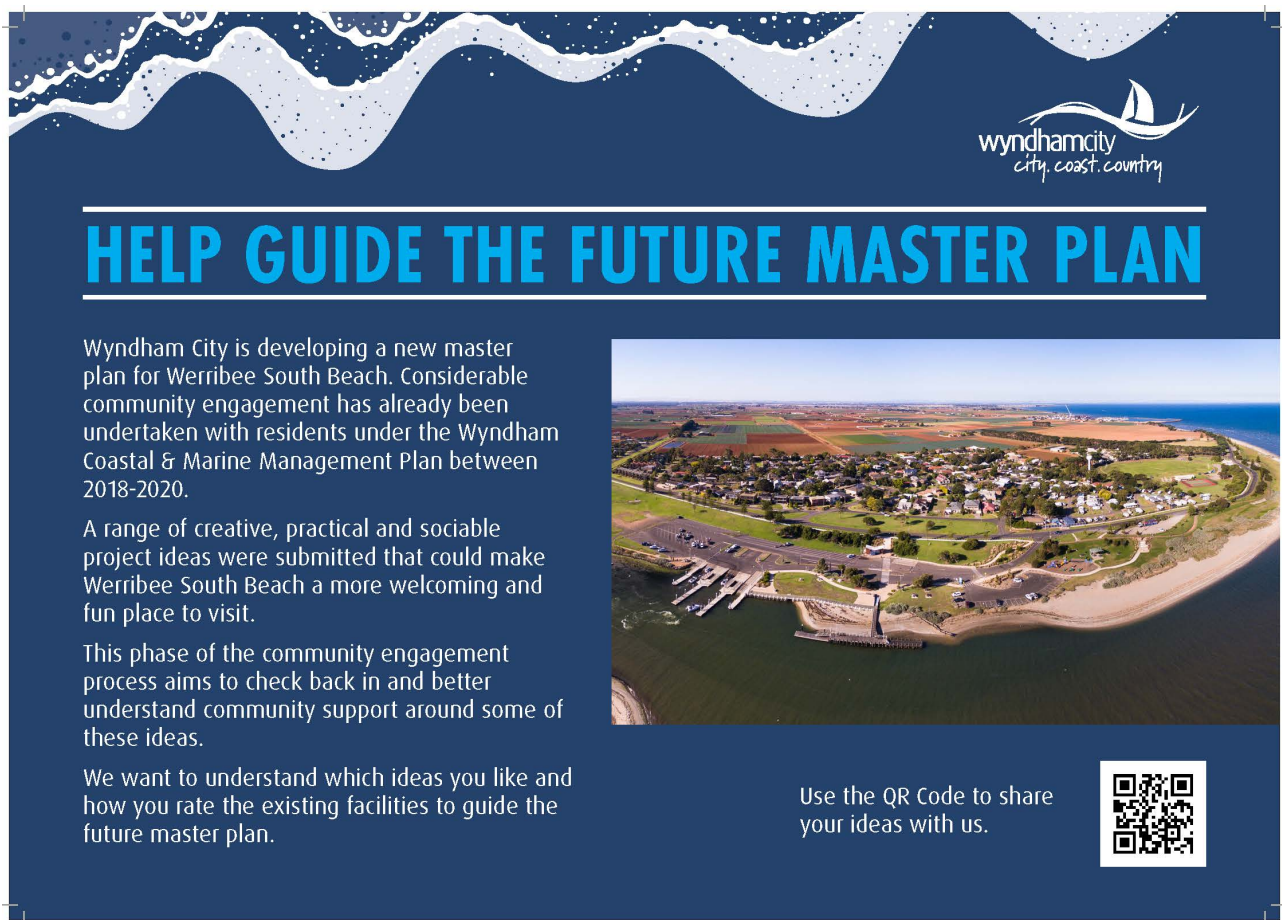
## Appendix 1: Werribee South Beach Master Plan Design Concept Plan

### Werribee South Beach Master Plan Design Ideas and Considerations



Description	
1	Upgrade the shared path to create a minimum 2.5 metre wide Bay Trail connection to Wyndham Harbour.
2	Create a seating area and elevated boardwalk overlooking the You Yangs. Use the Boardwalk to cover two existing drainage outlets and to widen the shared path. Improve the visual amenity of the road side edge.
3	Improve the quality, shaping and drainage of the lawn area for recreational use when not required for overflow boat trailer parking.
4	Create an accessible footpath connection between overflow boat trailer parking in Diggers Road and the boat ramps.
5	Improve kayak and small boat access. Install picnic facilities for kayaking groups.
6	Renew picnic facilities and provide additional shade trees and structures.
7	Plant out the area as a coastal demonstration garden using native species that provide a habitat value for native birds and wildlife on the Wyndham coastline. Use the site as a demonstration garden of plant species that could be used in private gardens to increase habitat values in Wyndham. Provide seating and shade overlooking the You Yangs and Werribee River and space for food trucks to activate the area for visitors during the summer months.
8	Expand the playground with a coastal theme. Provide additional play opportunities including sand and rope play and all abilities play equipment.
9	Renew picnic and barbeque facilities and provide additional shade. Upgrade the staircase access leading from the car park to the picnic area.
10	Install fitness equipment adjacent to the main path. Locate equipment in an area where it can activate use of the lawn area.
11	Reshape the grassed area behind the beach to provide a flatter, rolling lawn. Manage as a high-quality open space area, allowing full integration between the beach and lawn. Assume a high level of use for picnics, sitting and ball games away from the activity on the beach.
12	Develop a gateway to the Beach Precinct including interconnected paths across Beach Road to Price Reserve and the carpark. Area to include bike parking, seating, shaded picnic facilities, outdoor shower and change facility, drinking fountain and bottle refill, disabled parking and pick up and drop off area. Surround area with plantings using native coastal species.
13	Install additional shaded picnic facilities behind the existing public toilets. Consider the future relocation of the sporting pavilion to the front of Price Reserve including a new clubroom, training rooms and boat storage for the Wyndham Coastguard, co-located into one community building.
14	Replace public toilets with Changing Place facilities catering for visitors living with disabilities, plus three unisex toilets and a shaded waiting area.
15	Provide bike parking, water bottle refill and a bike maintenance repair station near the cafe.
16	Create an accessible sealed path, extending over the drainage outlet to the sand for wheelchair access. Provide accessible beach matting across the sand to the shoreline during the peak summer season.
17	Create a playful, informal picnic node at the end of the lawn.
18	Create a small decking area extending off the path to be used by fishers at the rock revetment wall. Include a railing and seating.
19	Install a staircase between the car park and beach. Consider use of the beach as a dog off lead area.
20	Install a staircase between the car park and beach.

## Appendix 2: Poster displayed on-site to promote the consultation



The poster features a dark blue background with a white wavy line at the top. The Wyndham City logo is in the top right corner. The title 'HELP GUIDE THE FUTURE MASTER PLAN' is in large, bold, blue letters. Below the title, there are three paragraphs of text on the left and an aerial photograph of a coastal area on the right. At the bottom right, there is a QR code and a call to action.

**HELP GUIDE THE FUTURE MASTER PLAN**



Wyndham City is developing a new master plan for Werribee South Beach. Considerable community engagement has already been undertaken with residents under the Wyndham Coastal & Marine Management Plan between 2018-2020.

A range of creative, practical and sociable project ideas were submitted that could make Werribee South Beach a more welcoming and fun place to visit.

This phase of the community engagement process aims to check back in and better understand community support around some of these ideas.

We want to understand which ideas you like and how you rate the existing facilities to guide the future master plan.

Use the QR Code to share your ideas with us.



## Appendix 3: Letter posted to all addresses in the suburbs of Werribee South and Wyndham Harbour

wyndhamcity

Civic Centre	45 Princes Highway, Werribee, Victoria 3030, Australia
Postal	PO Box 197, Werribee, Victoria 3030, Australia
Telephone	(03) 9742 0777
TTY	(03) 9742 0817
Email	mail@wyndham.vic.gov.au
	ABN: 38 393 903 860
	www.wyndham.vic.gov.au

Dear Resident,

Wyndham City Council is undertaking a range of projects to improve access, amenity and recreation opportunities in Werribee South. Please find below an outline of current initiatives and projects that will be of interest to Werribee South residents.

### Werribee South Beach Master Plan

Council is developing a new master plan for Werribee South Beach. The project forms part of the implementation of the Wyndham Coastal & Marine Management Plan (CMMP). During the development of the CMMP a range of improvement ideas were put forward by Wyndham residents for the future of Werribee South Beach. We are asking residents to provide feedback on these ideas before we develop a draft master plan. Please use the QR Code below to connect to the project page on The Loop, Council's community engagement portal or follow the website link.



<https://theloop.wyndham.vic.gov.au/werribee-south-beach-master-plan>

Your thoughts and ideas for Werribee South Beach are important and we hope that you will provide your feedback to us via the online tools by January 9<sup>th</sup>, 2022.

### Werribee South Beach Picnic Facilities & Car Parking Upgrade Projects

In coming months Council will upgrade picnic facilities near the Werribee South Boat Ramps. The project includes new picnic tables and barbeque facility and two picnic shelters. Car parks in Beach Road will also be sealed and line marked to maximise available parking spaces. Improvement works aim to improve the visitor experience of users coming to enjoy Werribee South Beach.

### Werribee South Beach Lifeguarding Service

Council is once again partnering with Life Saving Victoria to provide a lifeguarding service at Werribee South Beach over the summer holidays. The service will be in place from Saturday 18 December to Sunday 6 February and see professional lifeguards patrolling the beach from 11.30am to 6.30pm each day.

Establishing a set of 'red and yellow flags' at Werribee South Beach will provide an additional supervised aquatic space for the Wyndham community. The litter crew and beach cleaning schedules will also increase during the summer holiday period in line with the likely increased visitation to the area.



#### **Better Boating Victoria - Upgrade Plans for Werribee South Boat Ramps**

Better Boating Victoria (BBV) have recently developed upgrade plans for the Werribee South Boat Ramps. Plans can be viewed on their website and feedback provided until December 17, 2022 via their online engagement tools. All inquiries should be directed to the BBV webpage which has a link to the survey, FAQs and further information about the project. We encourage all Wyndham boat ramp users to participate in the BBV Community Consultation.

Please refer to the link to the BBV project page below.

<https://betterboating.vic.gov.au/ramp-upgrades/werribee-south/>

Members of the community who have additional questions can contact the Better Boating Victoria team directly at [BBV.Communications@vfa.vic.gov.au](mailto:BBV.Communications@vfa.vic.gov.au)

#### **Installation of Sportsground Lighting at Price Reserve**

Funding has been allocated in Council's 2021/22 budget to install sportsground lighting at Price Reserve, Werribee South. The proposal includes the installation of four light poles to achieve an average brightness of 100lux across the oval. The recommended system will utilise LED technology. LED lighting enables optimal focus of light, significantly reducing the nuisance of light spilling to neighbouring property in comparison to conventional forms of lighting. The lights will be designed to comply with Australian Standards. The works are intended to be completed by 30 June 2022.

The installation of sportsground lighting at Price Reserve will enable the facility to cater for sport training during winter, allowing more residents to train and play within their local community as opposed to having to travel to neighbouring suburbs. It is also likely that the oval will be included in Council's Active After Dark program, which sees sportsground lights turned on one night each week for free community access for recreation and social play.

If you have any ideas on particular activities or services you would like to see delivered from Price Reserve in the future, please send them through to [recreationstrategy@wyndham.vic.gov.au](mailto:recreationstrategy@wyndham.vic.gov.au) and this feedback will be considered in planning for the future activation of the oval.

We hope that you will become involved in community engagement initiatives at Werribee South Beach and enjoy the programs and facility improvements on available this summer.

Your faithfully



Peter McKinnon  
**Manager Climate Futures Office**

## Appendix 4: Promotional posts on Council's official Facebook page

