

WERRIBEE SOUTH BEACH

MASTER PLAN

COMMUNITY ENGAGEMENT REPORT



PROJECT BACKGROUND:

The Draft Werribee South Beach Master Plan was prepared to guide the future improvements and development of the Werribee South foreshore and surrounding parkland. The development of the master plan is a key implementation item under the Wyndham Coastal & Marine Management Plan.

The community engagement process allowed foreshore users to provide feedback on the Draft Werribee South Beach Master Plan. This provided valuable insight into community preferences and priorities to guide the finalisation of the master plan and the future improvement works for the area.

The Draft Werribee South Beach Master Plan community engagement process was open between 24 August and 5 October 2022.

The Department of Energy, Environment and Climate Change (DECCA) requires that community engagement be undertaken for large upgrade proposals located within Coastal Crown Land Reserves under the *Marine & Coastal Act 2018*. The outcomes of this community engagement process will form part of Council's application for Coastal & Marine Consent to implement the final master plan.



METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	<p>6,480 page views</p> <p>5,054 total visitors to the page</p> <p>151 Project Followers</p> <p>964 Downloads of the Draft Master Plan</p>
Online survey	223 surveys completed
Direct contact from residents	6 emails received
Meeting with residents	1 meeting

Communications / marketing activities		
Method / technique	Stakeholders engaged	Dates
Online promotion (Facebook, website etc)	<p>3769 Link clicks to The Loop</p> <p>11,457 Engagements including reactions, shares, comments, and clicks on the post link and images.</p>	August 24 to 5 October 2022
Other promotion	<p>20 Signs posted along the Werribee South Beach foreshore, in local cafes and in Wyndham Harbour businesses.</p> <p>10 emails sent to large stakeholder organisations.</p>	<p>24 August 2022</p> <p>9 September 2022</p>

SUMMARY OF FEEDBACK:

The following feedback has helped to guide the finalisation of the Werribee South Beach Master Plan.

We Asked	You Said	We did
<p>What do you think of the Draft Werribee South Beach Master Plan? What are some of the things you are excited about?</p>	<p>The overall response to the draft master plan was overwhelmingly positive. Council received 120 positive comments to the overall master plan, with many respondents expressing excitement, support and enthusiasm for seeing the master plan implemented.</p> <p>There was considerable excitement regarding improved park amenity and facilities including;</p> <ul style="list-style-type: none"> • Bay Trail improvements • Wetland Deck • Fishing Platform • an accessible beach ramp and matting, • new picnic shelters and other shade, • improved playground facilities. <p>There was considerable support regarding proposed Bay Trail improvements (67 comments), the Wetland Deck (23 comments) and the Fishing Platform (56 comments).</p>	<p>The proposed Bay Trail improvements, the Wetland Deck and the Fishing Platform, have been prioritised within the implementation plan. There was significant support for more opportunities for fishing and the final master plan indicates an area where the fishing platform could be expanded to meet future demand.</p> <p>The final master plan includes a wide range of amenity upgrade works and new facilities.</p>
<p>Is there anything we might have missed that you think should be included?</p>	<p>There was strong interest in and support for food trucks, cafes and restaurants (63 comments).</p> <p>There was strong support for the dog off lead beach, generating 21 positive and 6 negative comments. There were 19 requests for additional facilities including dog waste bags, a dog water bowl, signage regarding penalties and fines for not picking up after dogs or appropriately managing dogs.</p>	<p>The final master plan includes an action item to explore the need for and viability of additional commercial facilities to meet visitor needs, especially for food and drink services.</p> <p>The final master plan identifies the dog off lead beach as well as including dog waste bags, regulatory signage and a drinking fountain with a dog bowl. The gazettal of the beach as a designated Council Dog Off Lead Area will increase Council's</p>

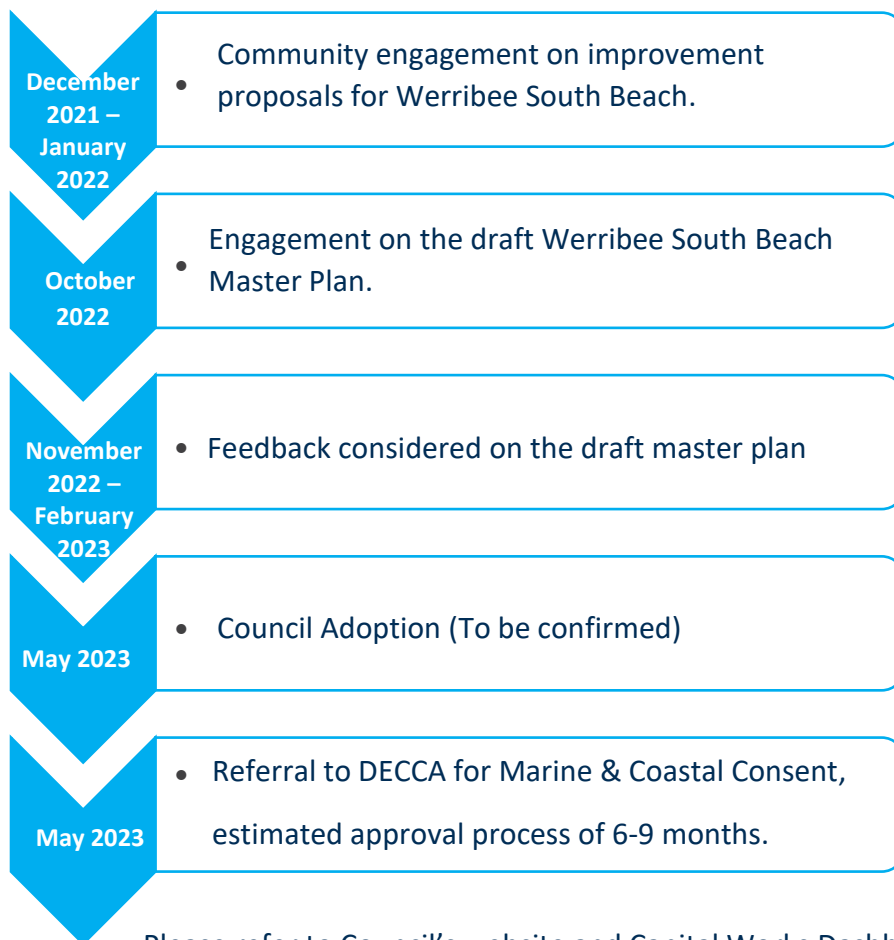
We Asked	You Said	We did
	<p>Some concern was expressed regarding a proposed seat and picnic shelter in George Kavanagh Reserve including user and wind noise, hooning, park overcrowding, traffic congestion, littering, health impacts from barbeque smoke, road safety issues, blocking of water views and decreased property values.</p> <p>Considerable feedback was received regarding parking including 55 comments and requests for more parking, concerns around road congestion and pedestrian safety risks during busy periods.</p>	<p>surveillance and enforcement within this area.</p> <p>A proposed seat and picnic shelter in George Kavanagh Reserve have been deleted from the final master plan. A summer food trucks area and landscape improvements also previously proposed for this area have been deleted in response to negative community feedback.</p> <p>The final master plan includes the creation of 43 new parking spaces and 2 Electric Vehicle charging spaces within the road reserve at George Kavanagh Reserve, fronting Beach Road. An overflow parking area has also been identified within Price Reserve. Some additional boat trailer parking will also be created as part of Better Boating Victoria's upgrade of the Werribee South Boat Ramp area.</p> <p>The final master plan includes an action item for a traffic and parking study for the Werribee South Beach Precinct. This will explore options for reducing road congestion and parking safety risks.</p>
<p>Is there anything else you want to tell us?</p>	<p>The playground received 57 comments and requests for more facilities including more accessible equipment for parents and children living with disabilities, water play, equipment for older children and snake management.</p> <p>The Werribee South road network received 5 negative comments and 28 requests for better management and investment to improve local roads.</p>	<p>All play related feedback will be considered in the planning and design of the future playground renewal project.</p> <p>The final master plan includes an action item for a traffic and parking study for the Werribee South Beach Precinct. This will explore options for reducing road congestion and parking safety risks. Other comments regarding road issues elsewhere</p>

We Asked	You Said	We did
	Wyndham Bay Trail attracted 35 requests for additional infrastructure. These included support for shared path connections along the Werribee River between Werribee and Werribee South, a Bay Trail link to Point Cook and connections to other destinations in Wyndham. Requests were also received for dedicated on-road bike lanes through Werribee South and concern regarding conflicts between on-road cyclists, Bay Trail pedestrians and scooter riders.	<p>within Werribee South have been referred to Council's Traffic Department for review.</p> <p>Wyndham's Coastal & Marine Management Plan and the Wyndham Active Transport Strategy identify opportunities for the safe and strategic improvement of Wyndham's on-road and shared path network, which are currently being implemented.</p>

NEXT STEPS:

- This community engagement report will be used to inform Council's decision regarding the adoption of the final Werribee South Beach Master Plan.
- Following Council adoption, the master plan will be referred to the Department of Energy, Environment and Climate Change for Marine & Coastal Consent approval as the owner of the Crown Land Reserve.
- For more information, please contact Sue Neale, Coastal Planner & Projects Officer at sue.neale@wyndham.vic.gov.au

STAGES OF THE PROJECT



Please refer to Council's website and Capital Works Dashboard for further updates.

HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting the Loop page and selecting to "Follow" the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.