

STRENGTHENING VICTORIAN COMMUNITIES GRANT

Local area Planning Support Program

Creating Local Data for our Communities of Interest

City of Shepparton and Shire of Moria

PART C: EVALUATION QUESTIONS

- **How the project has made a difference and changed the way council does business?**
 - *Councils now have up to date local area information / data on which decisions can be based.*
 - *Councils now have information on the basis of local planning areas of interest and the difference between geographic areas which has not been available before.*
 - *Councils now have Forecast data providing population forecasts for local area which have not been available before*
 - *Councils now have Information available on Councils web site – hence is easily provided to the community*

Outcomes (social, environmental, economic)

- *Provision of id profile id atlas(Shepparton only) and id forecasts on the respective Council websites for the Council, other Government Departments and community for use*
- *Local Planning areas have been identified in both municipalities on which not only is there profile and forecast but local Council information can be collected*
- *Requests to Council for information can be referred to the website data*
- *Council is able to provide data to support an integrated planning process (consideration of implications from a social, economic ,natural and build physical environmental perspective) and which promotse improved equity given that the same standard of data is available to all departments (land use / statutory planning , human services, infrastructure and open space and economic development.)*
- *Having the data available to local communities has informed and empowered them in their local planning and community development initiative endeavours.*

- *Provision of data to the State Government assists them to understand the impact of state-wide initiatives at the local level and in assessment of local needs and priorities.*
 - Key learning's
 - *The need for a subdivision data base for accuracy of forecasting*
 - *The insight provided by having local planning data, local area differences demonstrated and forecasts via local planning geographic areas.*
 - *The need for training on how to use information and having the information easy to use*
 - *The value of good data for planning and other purposes.*
 - Process
 - *The process involved 4 phases – 1. Setting the parameters*
 - 2. Selection of implementation strategy and
 - 3. Implementation and
 - 4. Evaluation and Finalisation
 - associated Tasks
 - *The first phase involved the organization of the project management committee across the two municipalities, project reference committee of staff and a steering committee with representation from State government and a key community organisations in order to ensure stakeholders were consulted and involved and that the project was promoted along with its parameters being set.*
 - *The second phase was the decision to work with consultants who produced a product that was within the parameters as this was important in ensuring the quality of the product and achieving the outcomes.*
 - *The third phase involved the commissioning of consultants who undertook the bulk of the work in creating the products .The consultant also provided the training for staff to use the product. Promotion of the products existing was also part of this phase via Councils newsletter and internal promotion.*
 - *The final phase of evaluation was conducted in Shepparton via a questionnaire and is reported on by Moria Shire the results are in the attached report.*
 - How the project has worked across Council e.g. involving different departments and levels of council. Indirectly or through collaboration
 - *All departments were represented either on a cross directorate working group which had input into the location of planning area boundaries , the atlas information subjects etc.*
 - *The project training involved all area of Council including management to show them how to use and the benefits using the data*

- How the project has contributed to capacity development of council
 - *Improved capacity for planning as good quality data on appropriate small areas is available for this*
 - *Council is able to demonstrate to the State Government and others, with the data, the key features of different areas and this assists in understanding their needs*

- Critical decision points in the progress of the project
 - *Decision on what the data was to be collected*
 - *Decision on what areas were to be used within the municipalities*
 - *Appointment of consultants who would produce a reliable and proven product*
 - *Availability of information and timely provision*
 - *Provision of product by consultants*

- How has the project enabled the council to better engage with the community
 - *Provision of data to demonstrate features and issues thus decisions making on the basis of information*
 - *Provision of data to support decisions and planning*

Case studies/stories

- *The Greater Shepparton housing Strategy was dependant on good population projection data being available – it would of cost more in this consultancy and been seen as project specific if the data was not produce and available in this local planning project.*
 - *The Shire of Moria Yarrawonga Growth Management project and the Moira Shire Positive Ageing Plan are both just commencing and require local and sub municipal data and forecasts. Both will be using the planning data as collected in this project.*
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- Photos, promotion and newspaper articles etc
 - *The systems have been publicised in the Council newsletter - attached when is was first developed and will be again offered in 2008 with further training to occur which will include the community as well as Council officers*

➤ **How has the project made a difference to the community and other stakeholders?**

○ Outcomes (social, environmental, economic)

- *Availability of quality data*
- *Easy to use consistent data available on sub – municipality level*
- *Forecasts for municipality and sub area now available*
- *Access to information via website*
- *All Council departments have same data*
- *Data available to the State Government and community for planning and inform decision making*

○ Key learning's

- *Power of data*
- *Importance of training and promotion of a service in its effectiveness*
- *The difference in different area within the municipality*

○ Process

- *Need to have a clear goal outcome to achieve*
- *Have co-operation from all parties*
- *Timely production processes are important*
- *Good to have more than one person familiar with project processes but not always possible*

○ Case studies/stories

- *“great tool for referring customers to when they require this type of info”
customer service manager*
- *“yes, I have received phone calls from external people I have referred to the websites also” communication department*
- *see them selves using in developing submissions and planning – community development department*

○ Photos, promotion and newspaper articles etc

- *The information can be viewed on :*

[Greater Shepparton Community Profile](http://www.id.com.au/shepparton/commprofile)
<http://www.id.com.au/shepparton/commprofile>

[Greater Shepparton Community Atlas](http://www.id.com.au/shepparton/atlas)
<http://www.id.com.au/shepparton/atlas>

<http://203.84.234.220/Profile/Moira/Default.aspx?id=273>

<http://www.id.com.au/moira/forecastid/Default.asp?bhcp=1>

- *Attached in appendix 3 of the project report is a copy of promotion of the project and outcome (the products) in the Council newsletter.*

○ Quotes and stories from people who have benefited from the project eg community members

- *See above*

○ How the project has contributed to capacity development of the community or other stakeholders

- *Information is available to communities about just their own areas and the municipality*
- *Information is presented and accessible in an easy to use form and is assessable via the Councils website*

○ How has the project enabled the community to better engage with Council

- *The council and communities have the same data they can be informed by thus it is not up for debate*
- *Training for the community to use the data in early 2008 will create a connection between Council and community groups by understanding the data better*

➤ **Recommendations to other councils who may be undertaking similar projects?**

The i.d.products are designed especially for Local Government, the company has expertise developing and providing this data but relying on them does make Council dependant on an outside body which Council need to be aware of.

Having our own data available is important to inform the process (e.g. subdivisions buildings databases)

➤ **How the project could have a sector wide implementation?**

The availability of information is an issue for the sector and particularly for smaller municipalities who do not have their own resources or expertise themselves

➤ **How State departments are involved in the project?**

The id product profile and forecasting products are used by a number of metropolitan Councils hence a number of State Authorities expect this level of information. The State has been involved via the representation of a regional department of Victorian Communities staff member on the project steering committee.

Completed Final Report to be sent to:

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