

## The Great ARTdoors – Stage One

# Community Engagement Report

### PROJECT BACKGROUND

Mitchell, Murrindindi and Mansfield Shire Councils are working in collaboration to deliver The Great Victorian Rail Trail Art Installations Project. The Victorian Government's Regional Tourism Investment Fund awarded \$1.2 million for the GVRT Art Installation Project.

In recent months, Mitchell, Murrindindi and Mansfield Shire Councils have been engaging with the community and stakeholders to inform the development of The Great Victorian Rail Trail (GVRT) Art Installation Project, as part of The Great ARTdoors campaign. This Community Engagement Report details the different ways we have engaged with community, the demographics of the participants and the various community engagement tools we used to capture feedback and input from community members.

Community engagement for Stage One of The Great ARTdoors campaign took place between 5 November and 12 December 2021. Council would like to thank everyone who participated and provided input. Your thoughts and ideas have been used to help us form the artistic direction of the project, determine preferred locations for art installations and establish the project's Community Reference Group.

## ENGAGEMENT APPROACH

Our approach to community engagement is guided by each Council's Community Engagement policy, the *Local Government Act 2020* and the IAP2 Spectrum of Public Participation.

Throughout the engagement period, we sought to inform and engage as many people as possible to encourage wide participation. Our communications activities and material helped inform the community about The Great ARTdoors project and ways to get involved. We encouraged people to visit our online engagement platform, Dindi – In The Loop (The Loop), as well as individual Council websites for more information about the project. We also encouraged people to give their Council a call or drop in to a Customer Service Centre if they needed more information or wanted to participate.

The community engagement tools included a detailed survey via the Loop. This survey asked community members for influences, ideas and concepts they would like to see the art installations represent. This feedback will help guide the type of art that is to be installed. The survey was also available in paper form at Customer Service Centres in each of the three Shires.



Another tool asked community members to drop a pin on the interactive map to indicate where they thought art installations should be placed along the trail. An e-form was also provided for those who prefer to write their feedback or list multiple locations.

Each of the three Councils also hosted a series of pop-up kiosks at local events, markets and community spaces, where Councillors and Council officers were able to chat to community members face-to-face.

## PARTICIPATION

The majority of community feedback was received online, via The Loop. We also found that Council officers and Councillors were assisting community members to complete the online survey via iPads at the pop-up kiosks. A number of people also stopped by at our pop-up kiosks to give feedback, but chose not to complete a survey. This provided us with an opportunity to have an informal chat with community members.

A paper version of the survey was made available to support participation by people who were not able or did not want to engage online. They were also used at pop-up kiosks when there were connectivity issues. The Loop was used as a central place to capture and record all of the data we collected.

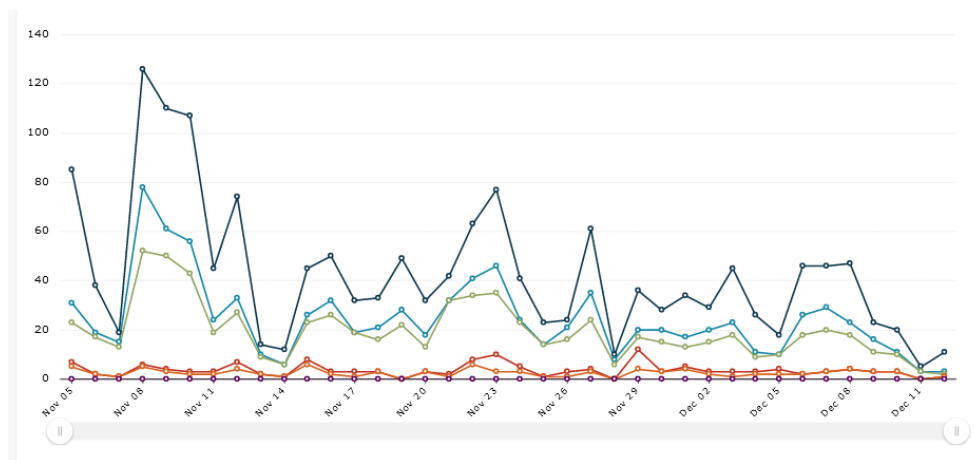
During the consultation period, we received over **1200** visits to -The Loop page and **123** responses, including

- 52 responses to the **survey** on artistic direction
- 34 responses to the **interactive map** on preferred locations for artwork placement
- 14 responses to the **e-form** on preferred locations for artwork placement
- 3 responses to the **ask a question** tool
- 20 responses to Community Reference Group expressions of interest **e-form**

## ONLINE ENGAGEMENT

The Loop is Council's online platform for supporting community engagement. There were more than 1200 page-views throughout the campaign as well as the 123 contributions.

The table below shows online activity across the life of the campaign.



## POP-UP KIOSKS

As mentioned above, a series of 'in-person' pop-up kiosks were held across the three Shires, where Councillors and Council staff engaged with community members.

**We estimate that around 400 people (including those who completed surveys) stopped by for a chat at the pop-up kiosks, which were held at the following locations:**

Tallarook – Sunday 7 November, *Hosted by Mitchell Shire Council*

Bonnie Doon - Wednesday 10 November, *Hosted by Mansfield Shire Council*

Seymour - Friday 12 November, *Hosted by Mitchell Shire Council*

Mansfield - Monday 15 November 2021, *Hosted by Mansfield Shire Council*

Yarck - Saturday 20 November 2021, *Hosted by Murrindindi Shire Council*

Alexandra - Saturday 27 November, *Hosted by Murrindindi Shire Council*

Yea - Thursday 2 December, *Hosted by Murrindindi Shire Council*

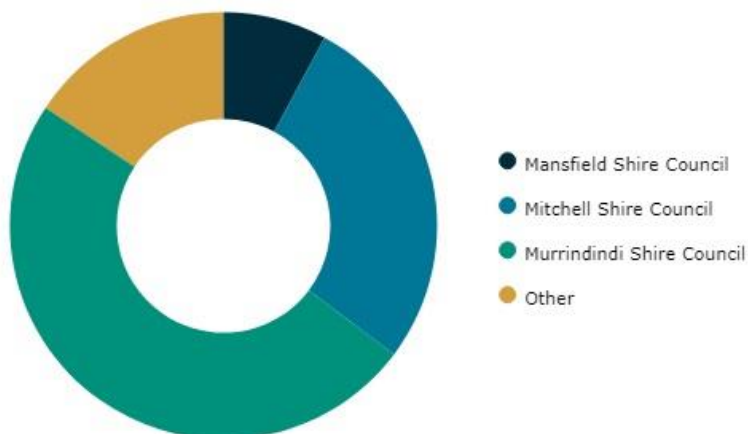
Trawool - Saturday 4 December 2021, *Hosted by Mitchell Shire Council*

## ONLINE SESSION

As part of our community consultation, we hosted a 90 minute online session on Tuesday 23 November to introduce key members of the project team, ask questions and learn about the project 8 community members attended. We cancelled the scheduled second session for the evening of Thursday 25 November as we did not get enough registrations to proceed.

## SURVEY DEMOGRAPHICS

52 responses to the **survey** on artistic direction



**The Local Government Area participants reside in results were:**

- 50% Murrindindi Shire Council
- 26 % Mitchell Shire Council
- 8 % Mansfield Council
- 16% other

**The following results describe participants as**

- 76% Community Members
- 20% Business owner or operator
- 6% Member of a tourism or business association
- 30% Member of a community group
- 16% other

