

Planning
Our Housing
Future



Engagement Summary Report

October 2026





CoFutures acknowledges the Traditional Custodians of the lands on which we work, live, and play. We recognise the continuing connection to lands, waters, and communities of all First Nations cultures across Australia and pay our respects to Elders past and present.

CoFutures...

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Document Control

Version

Draft Engagement Summary Report
Final Draft Engagement Summary Report
Final Engagement Summary Report

Date of Issue

18/09/2026
29/09/2026
12/10/2026

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Executive summary

Overview

Engagement context

The Victorian Government has set a target of 55,000 new homes in Port Phillip by 2051. Careful, locally informed planning will help accommodate this growth while ensuring Port Phillip remains a great place to live. Council adopted the Port Phillip Housing Strategy in 2024. As planning for future housing needs begins, we wanted to understand whether the Strategy's housing principles still reflect community priorities.

Engagement focus

From 10 August to 6 September 2026, Council ran the 'Our Housing Future' community engagement education and awareness campaign. The program took an innovative and holistic approach. Rather than focusing on specific planning changes or a single project, it sought to build community understanding of the complex and interconnected issues that shape strategic planning.

The engagement focused on helping the community understand the Victorian Government's housing targets and encouraging people to think about how Port Phillip can carefully plan for its housing future.

Participation and reach

Housing is complex issue, and we know that good conversations start with good information. To support more constructive discussions about Port Phillip's housing future, Council developed a creative communications campaign that included an illustrated housing map, animated explainer video, stakeholder information pack, social media content and other promotional materials.

Overall, the engagement received 442 pieces of feedback from 328 participants throughout the engagement period across each of the activities.

The broader communication awareness campaign extended participation beyond those who directly provided feedback. During the engagement period, there were more than 2,100 visits to the Have Your Say page and the animated explainer video was viewed more than 7,400 times. Through a combination of paid and organic social media posts, more than 21,200 people were reached.



Summary of key findings

1. Community supports more homes in well-connected locations

Community feedback demonstrated support for additional and higher-density housing in appropriate locations, particularly around activity centres, near public transport and established services. When asked to place housing pins on an interactive online map, 'high-rise' and 'mid-rise' apartments accounted for 49% and 34% of all interactive map pins respectively. Accompanying comments highlighted the need to consider building height and design, neighbourhood character, heritage and infrastructure.

There was limited direct feedback relating directly to State Government housing directions or specific targets for Port Phillip. Participants instead focused on how and where future housing growth should be accommodated within Port Phillip, including its form, density and supporting infrastructure.

2. Existing housing strategy objectives remain relevant

The engagement program tested six housing objectives from the previous Housing Strategy as follows:

- **Supply:** Ensure adequate housing supply
- **Location:** Direct new housing to appropriate locations
- **Character:** Ensure new housing responds to neighbourhood character and heritage values of established residential areas
- **Diversity:** Encourage a range of housing options to support our diverse community
- **Design:** Support new housing that is well-designed and resilient to climate change impacts
- **Affordability:** Facilitation of the provision of more affordable housing

The results were analysed through a breakdown of selections received for each objective (from no. 1 = most important, to no. 6 = least important).

Overall, no single housing objective clearly outweighed the others, with participants placing importance on a range of considerations when planning for future homes:

- There were contrasting views on 'character'. It received both the most first-place (43) and last-place (42) rankings across the online survey and community pop-ups. The results indicate that 'character' remains a compelling topic with respondents viewing character as either the most important or least important housing objective.
- 'Supply' and 'affordability' also attracted strong support. 'Supply' received 33 no. 1 selections and 'affordability' received 25 no. 1 selections.
- 'Design' was broadly considered important. While only 11 respondents gave 'design' no. 1 selections, it received a higher volume of no. 2 and no. 3 selections and was rarely placed at the bottom.

3. Heritage and character are still valued despite contrasting findings

Port Phillip's heritage and neighbourhood character are important considerations when planning for housing growth and change. Feedback emphasised the need for new development to respond appropriately to its surroundings, particularly in relation to building height and scale. In some locations such as St Kilda and Albert Park, participants supported additional housing while preferring lower or mid-rise forms to manage impacts on heritage, streetscapes, parks and surrounding properties.

While 'character' was a recurring consideration in the qualitative feedback, it received the most no. 1 (most important) and no. 6 (least important) selections across the online short survey and community pop-ups. This indicates contrasting views about the relative importance of character when planning for future housing. Future engagement will need to clearly communicate what 'character' means in different local contexts to support a shared understanding.

4. Planning for housing growth and change is more than increasing housing supply

Participants consistently linked housing growth and change with the need to improve access to public transport, shops, schools, parks, open space and other services.

Through the interactive mapping feedback, participants identified locations they considered suitable for future housing and provided reasons for their selections. Proximity to public transport was the most commonly cited reason (35% of comments), followed by access to shops, services and schools (28% of comments). Community pop-up feedback similarly emphasised the need for housing growth to be supported by appropriate infrastructure and services.

5. Meeting community needs is not just about different housing typologies, it's about increasing housing choices

An overall feedback theme indicated that availability of housing choices was an important factor to meeting future housing needs. Half of respondents (50%) indicated their housing needs are likely to change within the next five years, compared with 39% who expected no change and 11% who were unsure.

The need for more space was the strongest driver of changing housing needs, with respondents commonly citing upsizing, accommodating children, and the need for additional bedrooms or larger family homes. Housing needs also extend beyond dwelling type and size, with design, affordability, ageing, retirement and accessibility also influencing future housing preferences.

Together, these findings reinforce the importance of providing a range of housing choices that can accommodate changing household sizes, life stages, accessibility requirements and financial circumstances, while allowing people to remain connected to their existing communities where possible.

6. Community expects Council to have a voice in advocating for social housing

Social housing was a recurring theme across the engagement process. Participants highlighted the importance of protecting existing social housing and facilitating additional provision. Feedback indicated that community sees a role for Council in advocating for greater social housing. Feedback also raised broader concerns about affordability and providing housing for people with different incomes and circumstances.

Next steps

This engagement program took a holistic approach, extending beyond a single planning project or proposed change. It prioritised helping build community understanding of the complex layers of information relating to strategic planning for housing.

The findings from this program provide useful insights into community priorities, changing housing needs and views about where and how future housing growth could be accommodated. These insights can help inform future strategic planning, place planning, updates to the municipal Housing Strategy and other strategic decision-making.

The engagement and communications campaign has also established a foundation for future conversations with the community. By building awareness of Port Phillip's housing context early, Council can build upon a stronger shared understanding of the need to plan for housing growth. This reflects the engagement purpose to build community understanding and establish an ongoing dialogue with the community.

There are many ways the findings of this engagement and communication campaign can help to inform future strategic planning:

- **Support and acceptance for the need to plan for housing growth and change:** Community priorities around design, character, affordability, housing diversity, infrastructure and location can help inform future reviews of the Housing Strategy and other strategic planning work. Feedback on locations for future housing also provides useful insights into where additional growth is appropriate and may be accepted by community, including the potential role of activity centres. These findings can inform further investigation through future strategic work, including updates to the Residential Development Framework, any refinements to the priorities of the Housing Strategy 2024 – 2039, and other place-based local planning.
- **Simple and accessible information can help support greater community understanding and awareness:** The campaign demonstrated the value of translating complex housing and planning information into simple, accessible formats, including a graphic factsheet, animated explainer video, FAQs and targeted social media content. These materials achieved high levels of reach and engagement, with 2,151 visits from 1,974 visitors to the Have Your Say page and 7,448 views of the animated explainer video across all formats and channels. Future engagement programs can build on this approach by providing accessible information early, helping establish a shared understanding before seeking more detailed feedback on specific planning proposals.

- **Continue broadening participation in future housing conversations:** the campaign reached beyond established engagement audiences through targeted communications, with 33.6% of survey respondents indicating they had not previously provided feedback on another City of Port Phillip project. Maintaining a mix of broad awareness-building, targeted outreach and varied opportunities for meaningful participation can help Council continue to hear from a wider range of community perspectives.
- **Continue this conversation in future housing projects and engagement:** Future housing-related projects and Council-led engagement should clearly connect back to this campaign, demonstrating how community feedback has informed subsequent strategic work and how the conversation has progressed over time. Messaging such as “you told us...”, “we heard...” and “this has informed...” could help demonstrate the relationship between previous feedback and emerging plans or proposals. Maintaining this continuity can help participants understand how their input contributes to Council’s longer-term approach to housing, while allowing future engagement to build on previous conversations rather than restarting the conversation each time.

How to read this report

Part 1: Introduction (p. 10)

- **Methodology:** Presents an overview of the engagement approach, all materials created, promotion and communications channels used, and engagement activities undertaken.
- **Promotion and communications:** Summarises the promotion and communications channels used, their reach and impact on HYS project page visitation and interactions.
- **Who we heard from:** Presents a summary of short survey respondent demographics.

Part 2: What we heard (p. 24)

- **Housing objectives:** Analyses housing objectives feedback from the short survey and Neighbourhood Engagement Program (NEP).
- **Housing needs:** Analyses respondents’ housing needs from the short survey
- **Locations for growth:** Analyses the interactive mapping engagement activity and organises feedback by location (neighbourhood).

Contents

1. Introduction

Overview	11
Engagement activities and materials	13
Promotion and communication	18
Who we heard from	22

2. What we heard

Housing objectives	25
Housing needs	37
Housing locations	42
Other feedback	46
Conclusion	47



01

Introduction



Overview

Project overview

City of Port Phillip plays a key role in planning for housing that meets the community's changing needs over time. Council also has a responsibility to ensure future planning aligns with state government requirements and guidance, including the housing targets established in Plan for Victoria (2025). Against this backdrop, Council conducted a community engagement and awareness campaign, to build understanding of Port Phillip's housing context and check in with the community on their housing priorities, as captured in the endorsed Housing Strategy 2024 – 2039. The engagement was also an opportunity to explain the recent state government policy changes to the community.

The engagement program was developed as an awareness campaign and an ongoing conversation with the community. Rather than seeking feedback on specific planning changes, the engagement focused on establishing a foundation for ongoing discussions about housing, including community priorities, housing needs and opportunities for future growth.

Community engagement was conducted from 10 August to 6 September 2026 in a combination of online and in-person activities. These included a short online survey, an interactive housing location map and nine Neighbourhood Engagement Program (NEP) community pop-up sessions. A range of communication materials, including an explainer factsheet, animated video and targeted social media content was developed to promote the project and communicate key planning concepts.

Engagement purpose and objectives

One of the purposes of engagement was to check-in with the community to validate and test key objectives related to housing growth and change, established in the Port Phillip Housing Strategy (2024).

The engagement process also aimed to build community awareness and understanding of Port Phillip's housing growth context and the need to plan for change. It established the basis for an ongoing conversation about Council's role in planning for the future, including responding to the state government's housing target of 55,000 new homes by 2051.

The objectives of engagement were to:

- inform and educate the community of the role and approach Council is taking to address key State Government reforms and plan for future growth;
- broaden community perspectives and understanding of Port Phillip's growth context – positioning the conversation as part of an ongoing dialogue;
- check-in with community to understand their sentiment, priorities and concerns relating to housing; and
- test, validate and refine the overarching directions and principles from our current Housing Strategy.

Project context

Council adopted the City of Port Phillip Housing Strategy 2024–2039 in August 2024 to guide housing growth and change across the municipality over the next 15 years. The Strategy seeks to support the delivery of quality housing that responds to community needs now and into the future, guided by six objectives: housing supply, location, neighbourhood character and heritage, housing diversity, design and affordability. The Strategy also contains a Residential Development Framework which identifies locations across the municipality for different levels of housing change. Following adoption of the Strategy in 2024, Council commenced work to implement key actions through the Residential Zones Review.

At the same time, through Plan for Victoria (2025), the Victorian Government established housing targets for each municipality, including a target for Port Phillip to plan for 55,000 additional homes by 2051. This reinforced the need for Council to review where future housing growth could be accommodated while responding to local housing needs and priorities.

To inform the community about the Victorian Government housing targets and to think about broadly how we can plan for a shared housing future, Council initiated a holistic community engagement and awareness campaign. The campaign was designed to build community awareness and understanding of Port Phillip's housing growth context and Council's role, while checking in on community housing priorities, needs and views about locations for future housing. Importantly, it was positioned as the beginning of an ongoing conversation, with future opportunities for the community to participate as more detailed housing planning progresses.

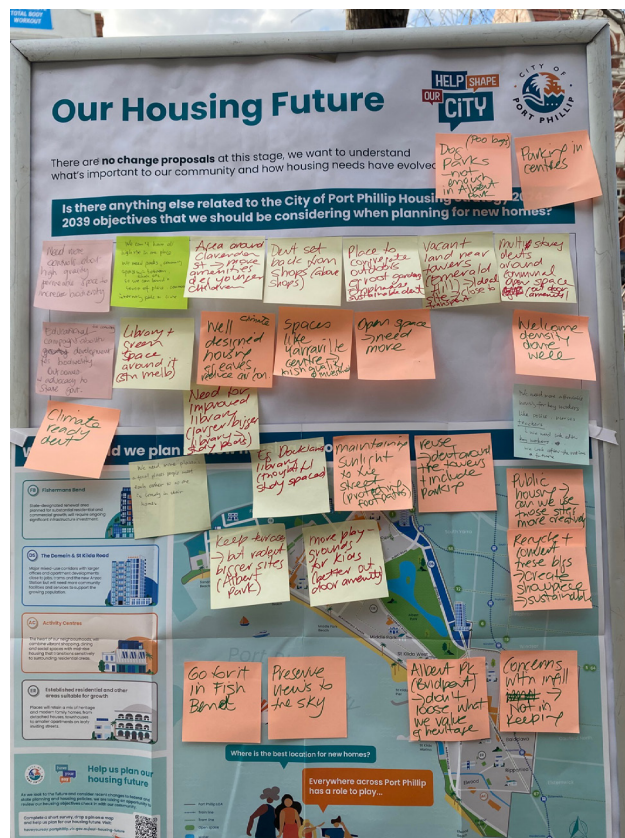


Figure 1. Community feedback from Albert Park pop-up session

Engagement activities and materials

Housing is a complex issue. In Port Phillip, identifying suitable locations for new housing requires careful consideration of a range of factors, including, among other things, changing housing needs, heritage, flood risk, climate resilience, and access to services and facilities. To support more informed and constructive conversations about Port Phillip's housing future, a range of activities were planned, supported by a creative suite of engagement materials.

Engagement activities

In total, more than 442 pieces of individual feedback was revived from 328 participants throughout the engagement period.

Table 1 provides an overview of the engagement activities, including number of contributions and / or contributors.

Table 1. Summary of engagement activities

Activity	Details	Participation
Short survey	Online on project HYS page Live between 10 August - 6 September 2026	131 survey responses from 128 contributors
Interactive map	Online on project HYS page Live between 10 August - 6 September 2026	169 map pins from 38 contributors
Neighbourhood Engagement Program pop-ups	• South Melbourne, 13 August 2025 • Albert Park, 14 August 2025 • Balaclava, 15 August 2025 • St Kilda Road, 15 August 2025 • Montague, 20 August 2025 • Elwood, 21 August 2025 • St Kilda Rd, 21 August 2025 • Port Melbourne, 22 August 2025 • Albert Park , 22 August 2025	140 pieces of individual feedback left Approximately over 160 participants attended the Community pop-up sessions
Submissions and correspondence with Council officers	Online via email	Two email queries from the community were received by the project team.
~328 participants		

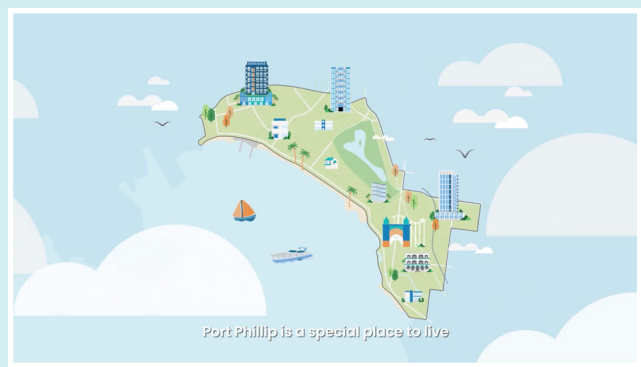
Engagement materials

To support community engagement, a range of resources were developed to help the community understand council's role in planning for housing growth and change. The materials were designed in a cohesive branding style with consistent key messaging. Designed for long-term use, these resources support ongoing communication and future engagement activities.

Table 2. Promotion and communication materials

Material	Purpose and use
Graphic explainer factsheet	A visually engaging factsheet explained the key factors shaping housing growth in Port Phillip, supported by maps, facts and figures. It was distributed through Council facilities, Neighbourhood Engagement Program pop-ups and internal Council networks, and informed the development of other project materials.
Animated explainer video	A 60-second video provided an accessible overview of Port Phillip's housing needs, future growth and Council's role. It was shared through YouTube, social media and the project Have Your Say page.
HYS page content and FAQs	The project webpage provided a central source of information, including the project overview, timeline, FAQs, survey, interactive map and digital factsheet, with messaging developed alongside Council to support clarity and consistency.
Short online survey	An online survey was developed to provide an opportunity for the community to share whether their housing priorities and needs had changed since the previous housing strategy. It was placed on the project HYS page.
Social media tiles	The map enabled community members to identify potential locations for future housing and explain why they considered those locations suitable. The map was placed on the project HYS page.
Stakeholder Information pack	An information pack was shared with government, industry and housing organisations, local members and councillors to explain the project and support further promotion through their networks.
Mayor video	A 60-second video from the Mayor of City of Port Phillip introduced the project and encouraged community participation through Council's social media channels.
Corflutes	Corflutes were installed at key locations where significant housing change is likely to occur and ensuring distribution across the municipality to reach the broader audience, helping promote the project in relevant areas.

Figure 2. Images of several engagement materials



Screenshot of animated explainer video



Screenshot of Mayor video



Cover of graphic explainer



Project corflute placed in Port Phillip



Targeted social media tiles



Cover of stakeholder information pack

Where should we plan for new housing in Port Phillip?

FB Fishermans Bend


State-designated renewal area planned for substantial residential and commercial growth, will require ongoing significant infrastructure investment.

DS The Domain & St Kilda Road


Major mixed-use corridors with larger offices and apartment developments close to jobs, trams and the new ANZAC station but will need more community facilities and services to support the growing population.

AC Activity Centres

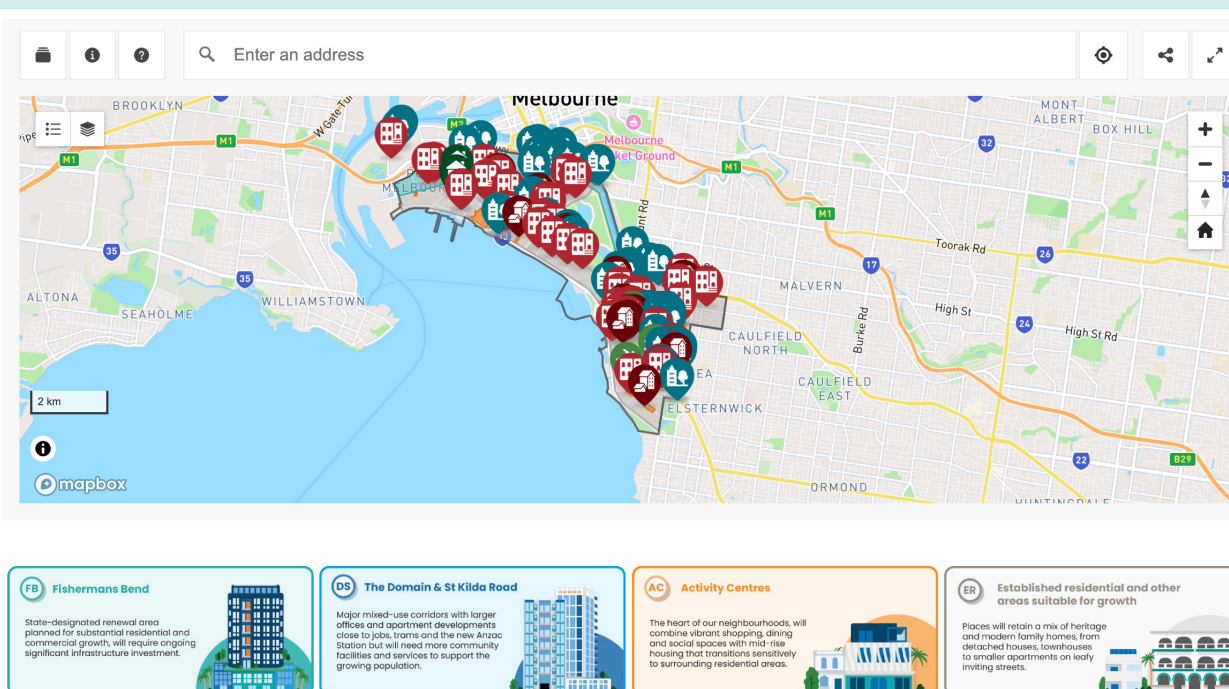

The heart of our neighbourhoods, will combine vibrant shopping, dining and social spaces with mid-rise housing that transitions sensitively to surrounding residential areas.

ER Established residential and other areas suitable for growth


Places will retain a mix of heritage and modern family homes, from detached houses, townhouses to smaller apartments on leafy inviting streets.



Illustrated map of Port Phillip used in graphic explainer and uploaded to HYS page



Interactive map on the HYS project website

Promotion and communication

A suite of promotion and communications material was developed to support this project. These materials helped promote the project and distilled complex planning concepts into easy-to-understand information for the community. The development of materials and promotion of the project was done in close collaboration with Council's Engagement and Digital Communications team to ensure consistent messaging and project branding.

Promotional materials helped attract 2,151 visits from 1,974 visitors to the project HYS page. In total, the HYS page received:

- 961 visits to the HYS page from the targeted social media campaign;
- 161 visits to the HYS page from organic social media posts;
- 7,448 views of the animated explainer video across all formats and channels;

Table 3. Promotion and communication reach

Output	Details	Reach
Digital and video		
Project HYS page	https://haveyoursay.portphillip.vic.gov.au/our-housing-future	Visits: 2,151
	10 August – 6 September 2026	Visitors: 1,974
60 second animated explainer video	Council YouTube channel (19:6)	Views: 153
	10 August 2026	Average view duration: 0:47
	Council YouTube channel (6:19 shorts)	Views: 33
	10 August 2026	Average view duration: 0:14
Mayor video	Council YouTube channel (shorts)	Views 55
	10 August 2027	Average view duration: 0:23

Output	Details	Reach
Social media posts		
'Organic' social media posts (online)	Mayor Video post Facebook and Instagram 10 August 2026	Views: 2,768 Comments: 4 Reactions: 38 Shares: 4
	Animated explainer video post LinkedIn 10 August 2026	Views: 2,362 Reactions: 30 Reposts: 3
	Planning our housing future post Facebook and Instagram 3 September 2026	Views: 1,796 Comments: 1 Reactions: 19 Shares: 3
Targeted social media campaign (online)	Paid Meta advertisements for residents in City of Port Phillip 10 August – 6 September 2026	Impressions: 56,808 Reach: 21,274 Link clicks: 1,050
	Paid Meta advertisements for 18 – 24 year old 21 August – 6 September 2026	Animated explainer video views: 4,900
	Paid Meta advertisements for residents living in Albert Park, Middle Park, Balaclava, Ripponlea, St Kilda East and St Kilda West 21 August – 6 September 2026	
Other		
Email correspondence project notification (online via email)	• 197 x HYS page subscribers • 4 x adjoining local government Councils • 5 x elected local representatives	Opens: 137 Clicks: 21
	• 18 x urban planning consultancies • 13 x housing developers • 6 x architect practices • 92 x community and cultural groups • 18 x schools • 20 x internal stakeholders • 7 x traders association	n/a
DiverCity Express newsletter placement (online)	Promotion of project HYS page on DiverCity Express 11 August 2026	n/a

Output	Details	Reach
Distribution of graphic explainer factsheet (in-person / hard-copy)	• Council ASSIST Counter • 9 x Council community pop-ups • 5 x Council Libraries • 12 x Council childcare centres • Council Community Building and Inclusion department	n/a
Distribution of information pack (online via email)	• 8 x State Government department and bodies • 4 x registered housing provider • 3 x Tenants and housing advocacy group • 13 x industry bodies	n/a
Placement of corflutes (in person / hard-copy)	• Garden City Reserve, Beacon Rd & Crichton Avenue, 1 Tucker Ave, Port Melbourne VIC 3207 • Coles entrance, Bay Street, Port Melbourne, VIC 3207 • South Melbourne Market, 322-326 Coventry St, South Melbourne VIC 3205 • Bridport Street / Merton Street intersection, Albert Park VIC 3206 • Canterbury Place, Erskine Street intersection, Middle Park VIC 3206 • Catani Gardens, 359 Beaconsfield Parade, St Kilda West VIC 3182 • O'Donnell Gardens, Carlisle St, St Kilda VIC 3182 • Balaclava Station, Carlisle Street, Balaclava VIC 3183 • Chipton Park, 21 Crimea St, St Kilda VIC 3182 • Alma Park East, 119A Alma Rd, St Kilda East VIC 3183 • Alma Park West, Alma Rd, Windsor VIC 3181 • Hewison Reserve, 351 Inkerman St, St Kilda East VIC 3183 • Alma Road Community House, 200 Alma Rd, St Kilda East VIC 3183 • Tennyson Street, Elwood VIC 3184 • Ormond Road, Elwood VIC 3184	n/a

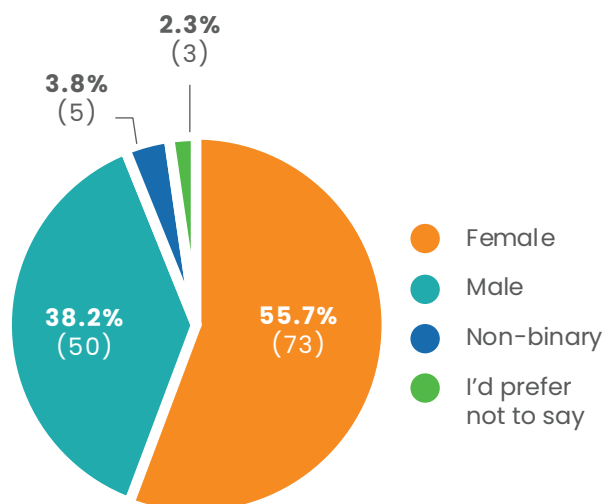


Figure 3. Illustrated map on graphic explainer showing locations across City of Port Phillip for different housing types.

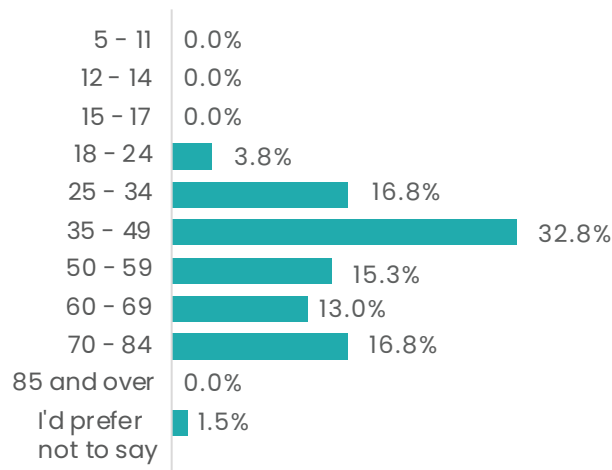
Who we heard from

Demographic data was primarily obtained from the short survey. No demographic data was collected from the online interactive map activity or community pop-up sessions to allow for ease of participation. This section will provide a breakdown of respondent's age group; gender; tenure type and suburb.

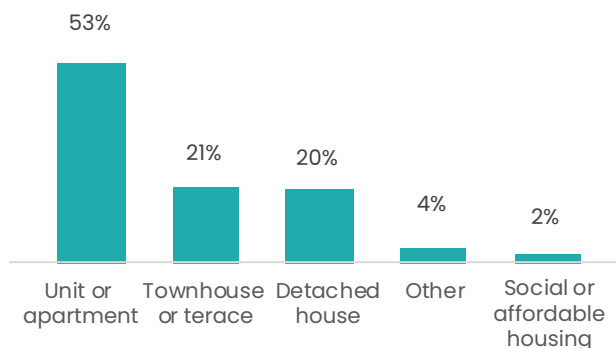
Gender of respondents (131 responses)



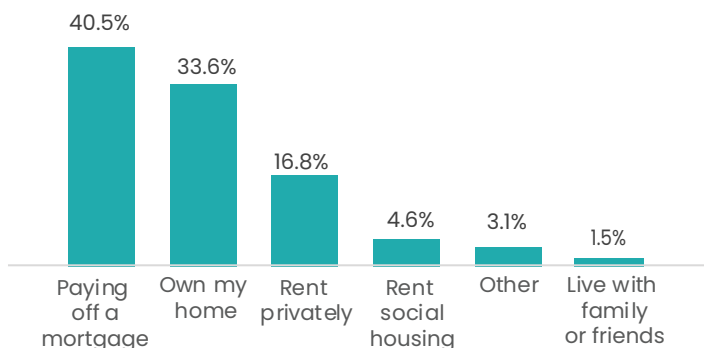
Respondents' age groups (131 responses)



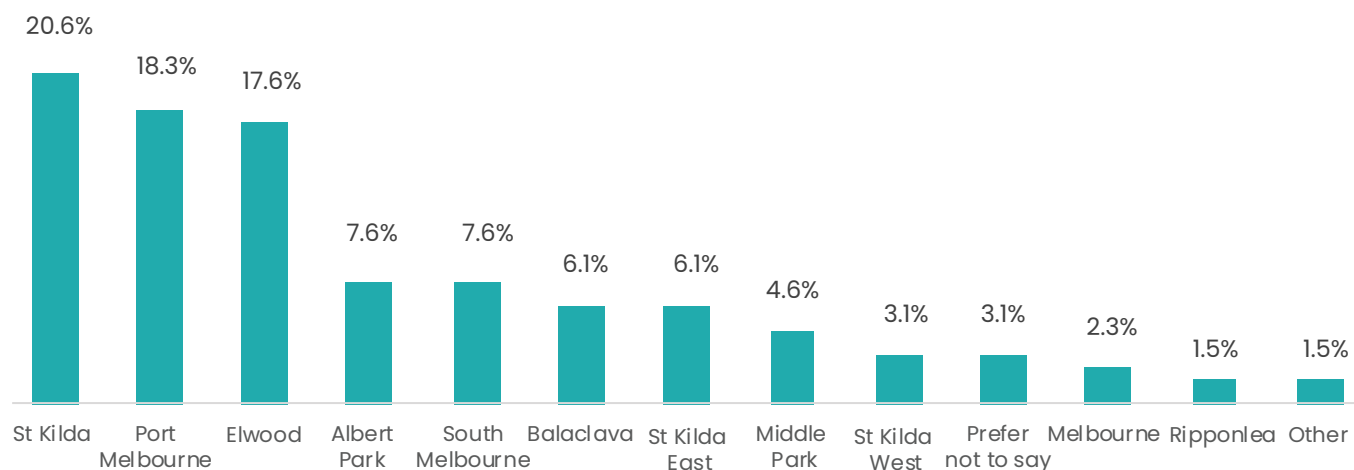
Respondent's type of housing (131 responses)



Respondent's housing arrangement (131 responses)



Where people live (131 responses)



Participation of underrepresented groups

Out of 131 respondents, 29 people identify as LGBTQIA+, and 15 people speak a language other than English at home. 6 respondents indicated they are a person with disability. Furthermore, 33.6% of respondents have never provided feedback in any other Port Philip projects (**Figure 5**).

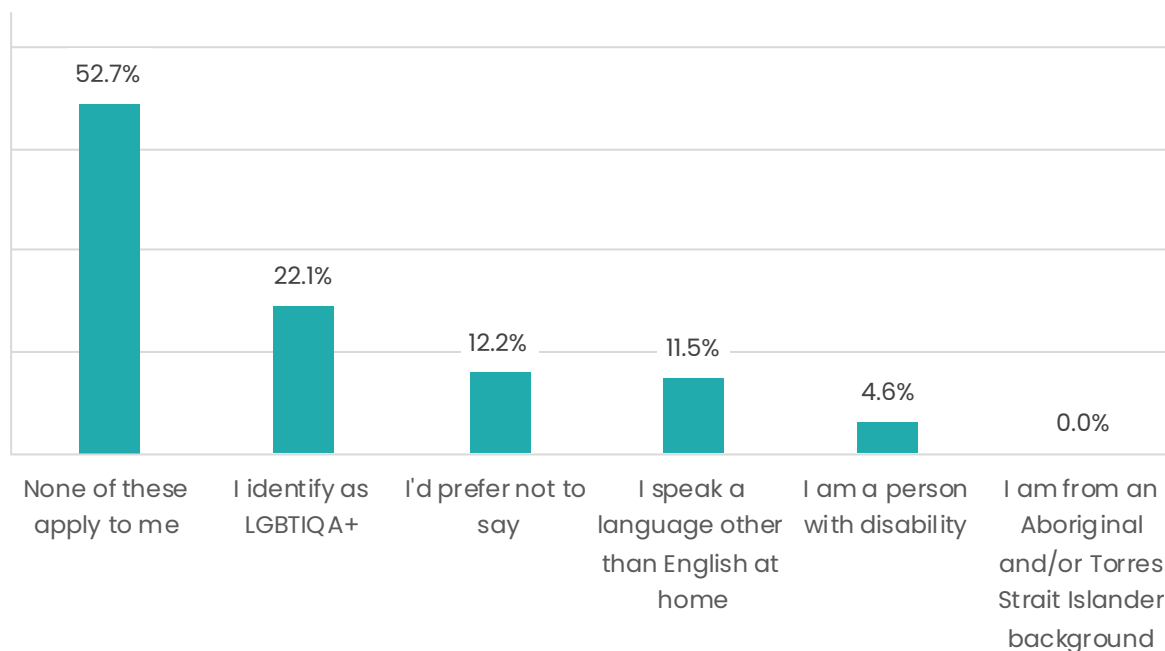


Figure 4. Please tick any of the statements that apply to you. (131 responses)

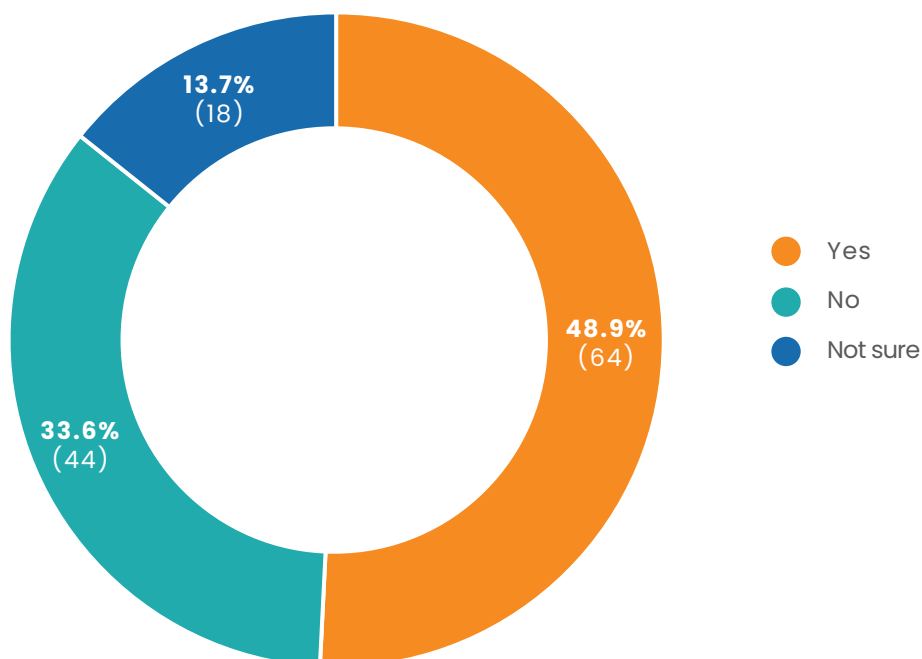


Figure 5. Have you provided feedback on any other City of Port Phillip projects in the past 12 months? (131 responses)

02

What we heard



Housing objectives

Both the online survey and community pop-ups asked the same set of questions about housing objectives. Together, these activities attracted over 360 individual responses. The results are organised below by online survey and community pop-up results.

Online survey results

The first question asked community to rank six housing objectives in their order of importance (from no. 1 = most important, to no. 6 = least important). These objectives are currently reflected in the City of Port Phillip's Housing Strategy 2024 - 2035, as follows:

- **Supply:** Ensure adequate housing supply
- **Location:** Direct new housing to appropriate locations
- **Character:** Ensure new housing responds to neighbourhood character and heritage values of established residential areas
- **Diversity:** Encourage a range of housing options to support our diverse community
- **Design:** Support new housing that is well-designed and resilient to climate change impacts
- **Affordability:** Facilitation of the provision of more affordable housing

Respondents could then add anything else related to the above objectives that should be considered when planning for new homes in the follow-up question.

Q1. Which housing objectives matter most to you?



Based on the analysis on the short survey responses, 'character' received the most no. 1 selections, followed by 'supply' and 'affordability'. Analysis also highlights There were contrasting views on 'character'. It received both the most first-place (43) and last-place (42) rankings. 'Design' was broadly considered important..

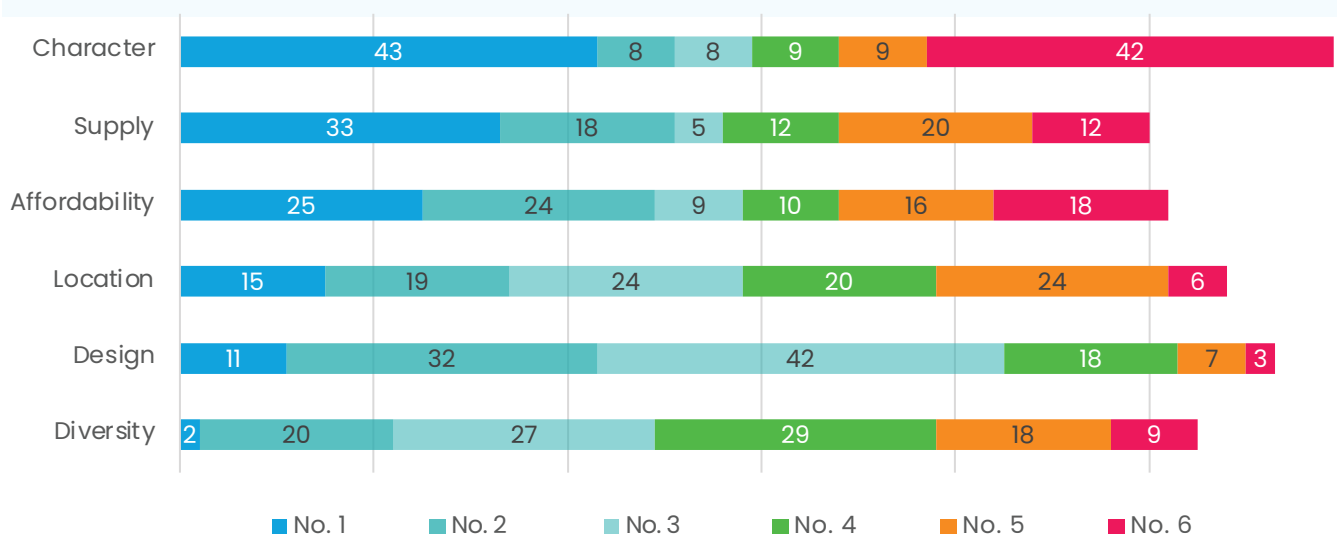


Figure 6. Which objectives matter most to you? (647 selections from 131 respondents)

Table 4. Analysis of short survey no. 1 selection and combined no. 1 and no. 2 selection for each objective

Objective	No. 1 selections	% of no. 1 selections	No. 1 and no. 2 combined selections	% of top-two selections
Character	43	33.3%	51	20.4%
Supply	33	25.6%	51	20.4%
Affordability	25	19.4%	49	19.6%
Location	15	11.6%	34	13.6%
Design	11	8.5%	43	17.2%
Diversity	2	1.6%	22	8.8%

Key findings

- The objective of 'character' received the most overall number of selections and the most contrasting selections when compared to the other housing objectives. Respondents felt that it was either the most important housing objective (43 no. 1 selections) or the least important housing objective (42 no. 6 selections). It is further noted that this housing objective received the most number of selections.
- To understand the top selections across each housing objective, the top two selections were combined. When both no. 1 and no. 2 selections were combined, 'character' and 'supply' are the top-two objectives (51 each). This is followed by 'affordability' (49), 'design' (43), 'location' (34) and 'diversity' (22).
- 'Supply' and 'affordability' also attracted strong support. 'Supply' received 33 no. 1 selections and 'affordability' received 25.
- 'Design' demonstrated broader range of variance in selections. While only 11 respondents gave 'design' no. 1 selections, it received a higher volume of no. 2 and no. 3 selections and was rarely placed at the bottom. This suggests that 'design' was broadly considered important, despite not being respondents' highest individual priority.
- 'Diversity' received the fewest no. 1 selections (2) and when no. 1 and no. 2 selections are combined (22).

Q2. Is there anything else related to the housing objectives that we should be considering when planning for new homes?



When asked if there are any other considerations when planning for new homes, respondents reinforced their selections above while also sharing additional considerations. 'Location', 'design', and 'amenity and infrastructure' were the top three recurring themes. Some respondents used this question to further elaborate on their previous voting responses.

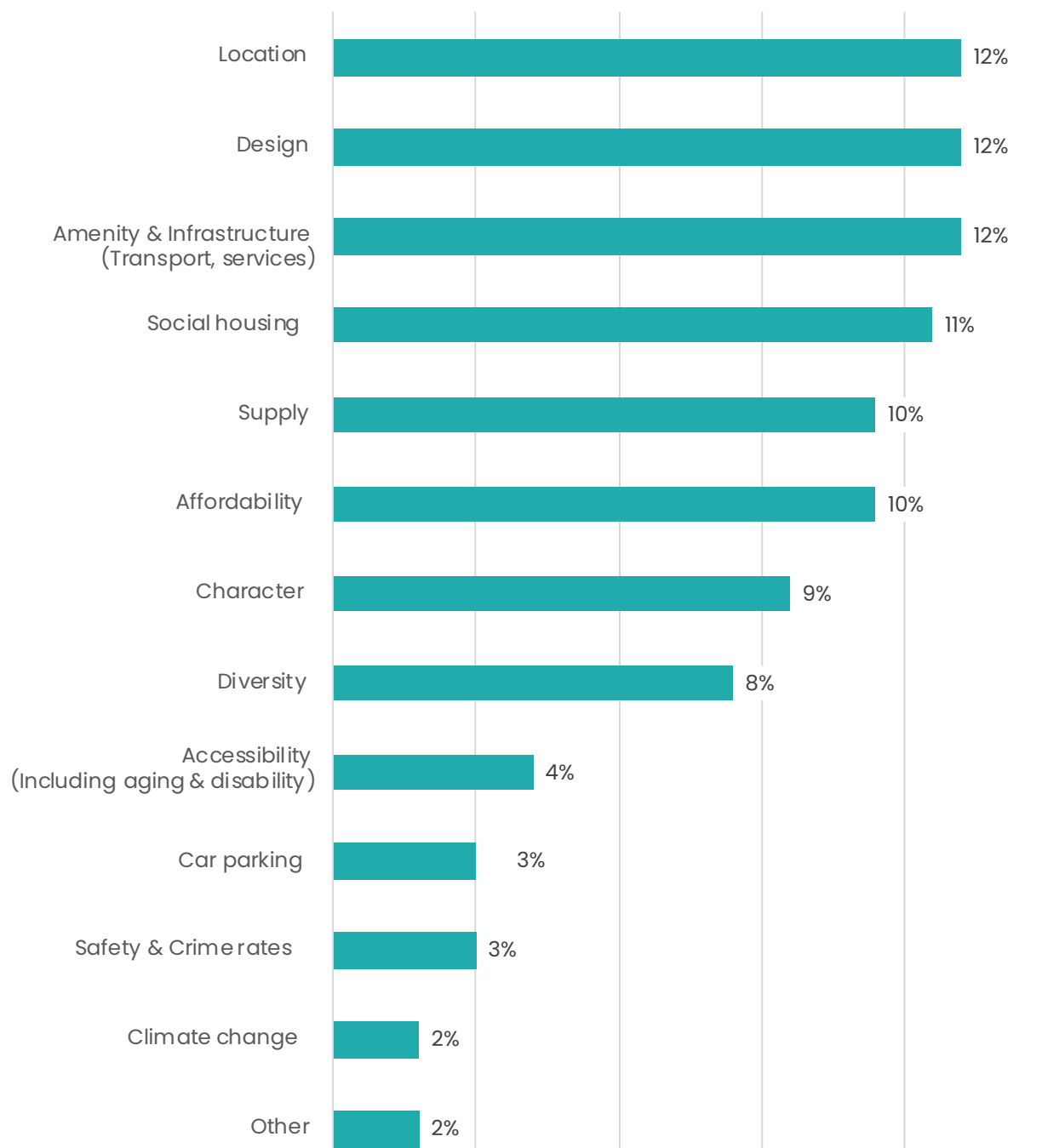


Figure 7. Is there anything else related to the above objectives that we should be considering when planning for new homes? (131 responses)

Top three recurring themes:

Location

- Providing more homes in locations with access to walking and bike trails, as well as other amenities such as parks and open spaces.
- Housing in places close to public transport and supermarkets.

Design

- Implementing environmentally sustainable design (ESD) principles, such as providing solar power and water catchment and storage on new properties, electric car charging stations, as well as double glazed windows and adequate insulation.
- Implementing sustainable development principles due to flooding risks in Port Phillip.
- Ensuring adequate outdoor areas, limiting overshadowing and the protection of greenery in and around new homes.

Amenity and infrastructure

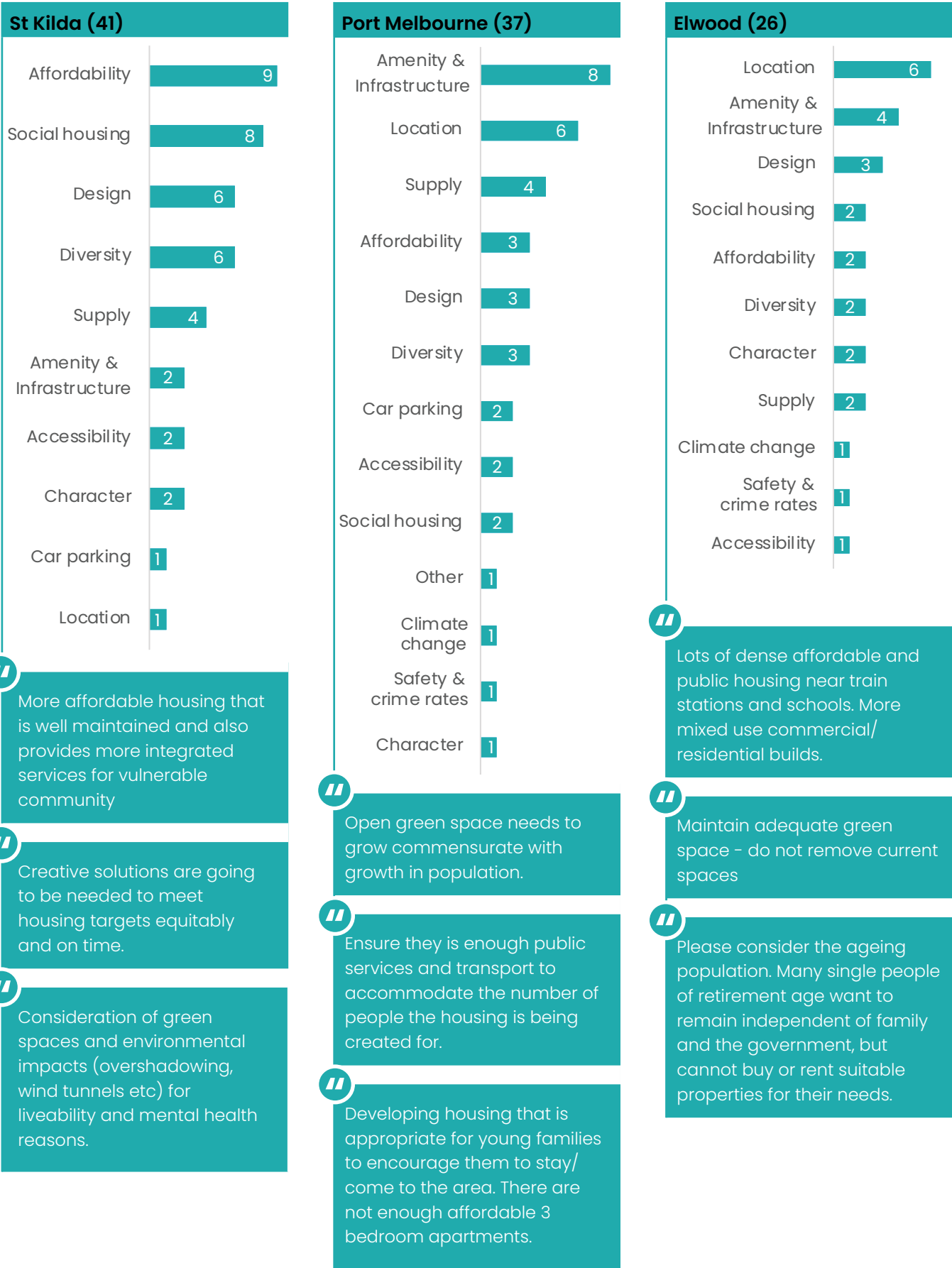
- Concern that provision of housing growth is not balanced against the capacity of existing infrastructure. Some top concerns include increased traffic congestion and a reduction in the liveability of the area.
- Top comments are regarding transport infrastructure, highlighting that areas such as Port Melbourne only presently have access to one tram line with limited services.
- Other comments relate to the need to provide more public shared open spaces, pedestrian and bike infrastructure.
- Parking continues to be a debated topic, with several responses requesting provision of parking in new developments, both underground and on the street.

Other responses include:

- **Social housing:** There were notable requests for Council to be more proactive in advocating for the allocation for public housing within the municipality. Several respondents mentioned specific concerns about public housing redevelopments, highlighting examples such as Inkerman Heights and Layfield Court. Other concerns are relating to the sale of public land, such as the Chapel Street Army Depot
- **Affordability:** Calls for Council to have a more active role in facilitating social and community housing. Respondents noted the need to make sure affordable housing is supported with good design and is well-maintained. Some noted this in relation to independent retirement living and making sure current residents can continue to live in the area.
- **Supply:** The need to provide enough housing through creative solutions such as innovative mixed use projects and allowing housing to be built above car parks. Most respondents relate the need for greater housing supply to affordability and housing options. Additionally, several respondents noted the need for council to combat the trend of vacant apartments and land.
- **Character:** Maintaining the charm and rich heritage of the area, with some opposing the insertion of large high-rise apartment in heritage areas. Some respondents saw opportunities to be more ambitious in exploring how new developments can enhance local character.
- **Diversity:** Calls for council to ensure a more diverse supply of housing, as many respondents noted that low income housing is increasingly being converted into upmarket housing.
- **Accessibility (including aging & disability):** Ensuring there is enough provision for affordable accessible housing for people with disabilities, parents, and elderly people. Some of the suggestions include providing step free entrances and wide hallways.

Key housing themes by suburb

The following section summarises thematic housing consideration from the short survey. This includes the total no. of selections in brackets, a graphic illustrating the count of thematic feedback, and a selection of place-based quotes.

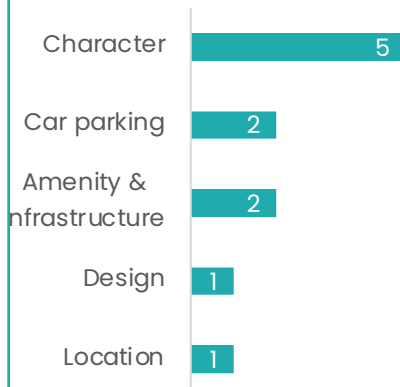


South Melbourne (20)

Don't forget homeless people when it comes to the 55,000 new homes that you have planned for 2051. Make sure there is enough social housing for them in the future.

With so many suburbs in Port Phillip having such a rich history, it is important to maintain the charm and heritage whilst also balancing the need for a greater housing supply. A balance can definitely be achieved but the answer I do not believe is overly large towers which do not fit into the fabric of some neighborhoods. Maintaining heritage is important and I think we can be ambitious to explore how the new can fit in seamlessly with the old. Also need consideration of if we are building upwards and having greater density in our suburbs, how do we design our public transport and public spaces.

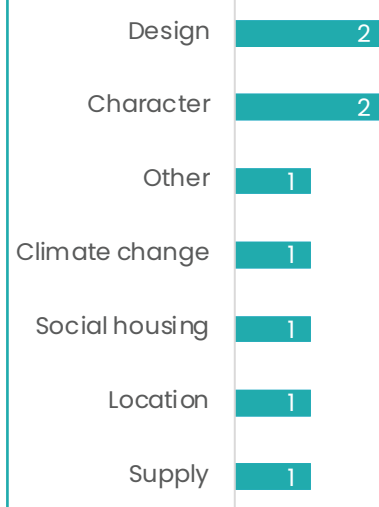
Adequate supply for our vulnerable community members - elderly, single parents, minorities.

Albert Park (11)

Port Phillip has a wonderful opportunity to prioritise its heritage and the beautiful architecture that has made it such a memorable area.

I support sensible and carefully considered development that responds to genuine housing needs, but believe there should be clear limits on additional density where existing infrastructure cannot adequately accommodate further population growth.

Parking is already an issue, encourage the use of public and active transport options when planning new housing. Offer better charging options for electric vehicles to promote the transition from petrol to electric vehicles.

Middle Park (9)

I live in a heritage area with beautiful character. It would be so sad if that was lost.

More development has to happen in the right places.

Most of Port Phillip is on a future flood plain, so sustainable development is essential.

St Kilda East (7)

Design	2
Safety & Crime rates	1
Amenity & Infrastructure	1
Accessibility	1
Character	1
Location	1



Quality of building materials, parking in relation to housing density and location



It is so hard to find affordable accessible housing. It not only benefits people with disabilities, but parents with strollers, elderly people, people who temporarily get injured, etc.



Consider infrastructure, it is under pressure now, more houses and more people will place further strain reducing liveability in Port Phillip.

Balaclava (7)

Design	3
Car parking	1
Amenity & Infrastructure	1
Location	1
Supply	1



Ensuring all parts of Port Phillip are contributing to the densification of the municipality instead of relying on a handful of neighbourhoods to do the heavy lifting.



There are no suitable options for families no matter the budget in this area. Keep grass, keep yards.



Ensure there are parks, public spaces, and parking made available for new homes.

St Kilda West (5)

Social housing	2
Affordability	2
Diversity	1



Affordability is key to maintaining diversity that is so valued in this community, so social housing and options to increase it are very important.



The City is losing low income housing in the private market as unit blocks of flats are sold, with many being converted into upmarket dwellings or knocked down for family residences.



Council should formally express its priorities for the Chapel Street Army Depot and advocate for strong housing outcomes and broader community benefits to the Commonwealth and State Governments.

Community pop-up results

The two questions in the short survey were replicated in-person at community pop-up sessions.

Q1. Which housing objectives matter most to you?



Based on the analysis of the dotmocracy results, the housing objectives that received the most no. 1 selections were 'character' and 'supply' (14 selections each). 'Character' also received the most no. 1 and no. 6 selections. It is noted some respondents did not select all of the objectives, which resulted in different total number of selections for each objective.

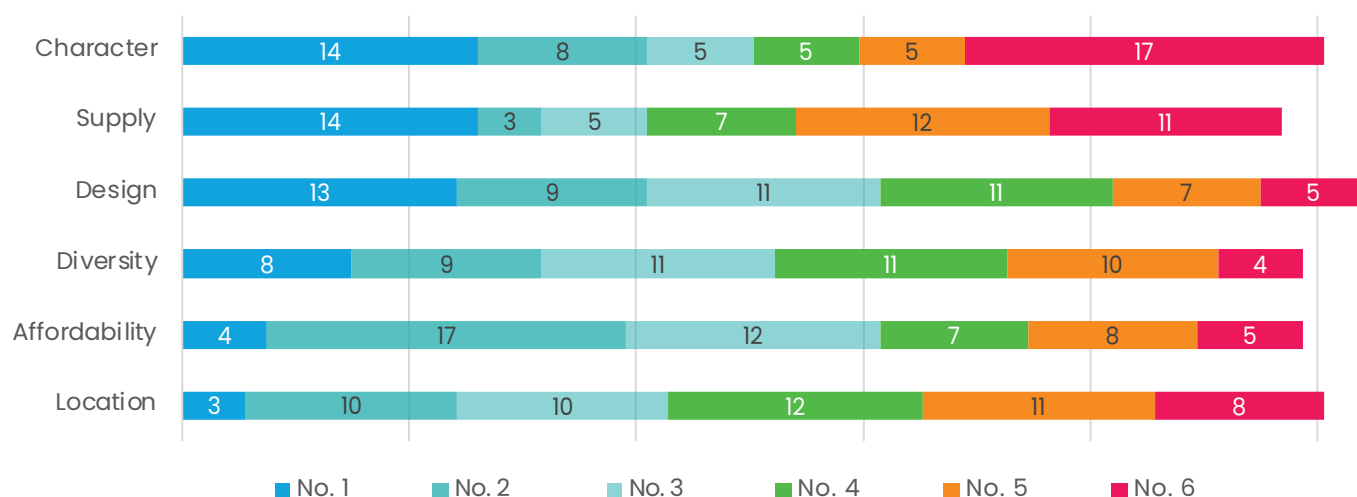


Figure 8. We'd like to know which objectives matter most to you? (322 selections from 56 participants)

Table 5. Analysis of community pop-up no. 1 selections and combined no. 1 and no. 2 selections for each objective

Objective	No. 1 selections	% of no. 1 selections	No. 1 and no. 2 selections	% of top-two selections
Character	14	25%	22	19.6%
Supply	14	25%	17	15.2%
Design	13	23.2%	22	19.6%
Diversity	8	14.3%	17	15.2%
Affordability	4	7.1%	21	18.8%
Location	3	5.4%	13	11.6%

Key findings

- 'Character' and 'supply' received the most no. 1 place selections, with 14 each, closely followed by 'design' with 13. Together, these three objectives accounted for 41 of the 56 no. 1 selections.
- 'Character' showed the clearest contrast in selections. It received both equal-most no. 1 place selections (14) and the most no. 6 place selections (17).
- 'Supply' also showed a contrast in selection, receiving 14 no. 1 selections alongside 12 no. 5 and 11 no. 6 selections.
- When no. 1 and no. 2 selections were combined, 'design' and 'character' received the most selections, with 22 each. 'Affordability' followed with 21 total no. 1 and no. 2 selections.
- Location received the fewest selections, with three no. 1 selections and only 13 combined no. 1 and no. 2 selections (11.6%).

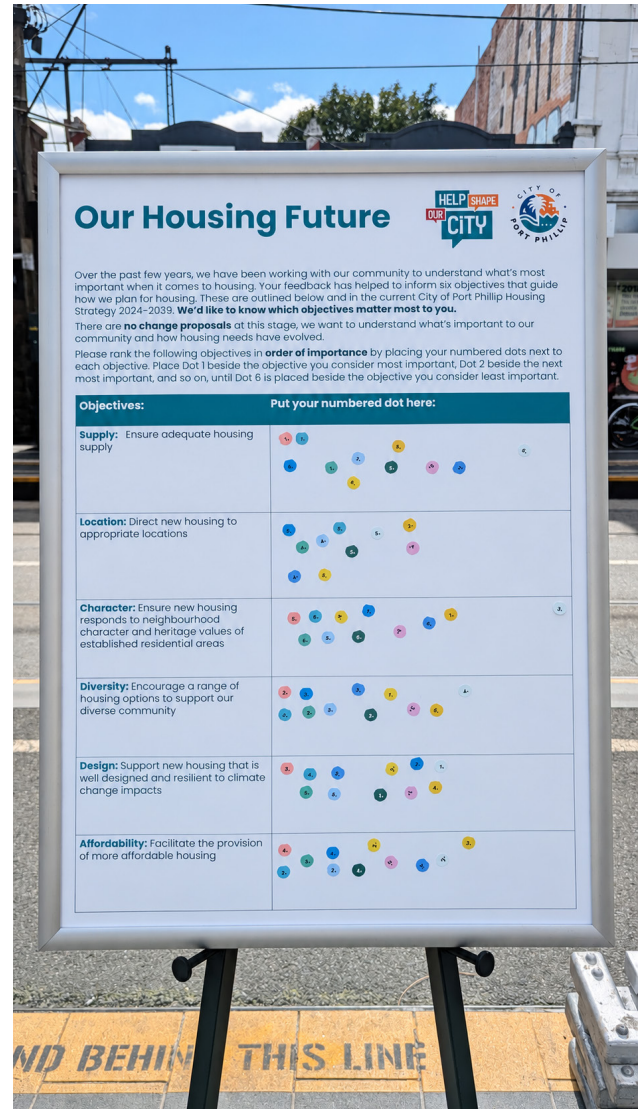


Figure 9. Dotmocracy activity at Balaclava community pop-up

Q2. Is there anything else related to the housing objectives that we should be considering when planning for new homes?



Participants further highlighted 'design' (19%), 'amenities and infrastructure' (18%) and 'location' (9%) as important aspects to consider when planning for new homes. Feedback on these themes are summarised in **Figure 10** below.

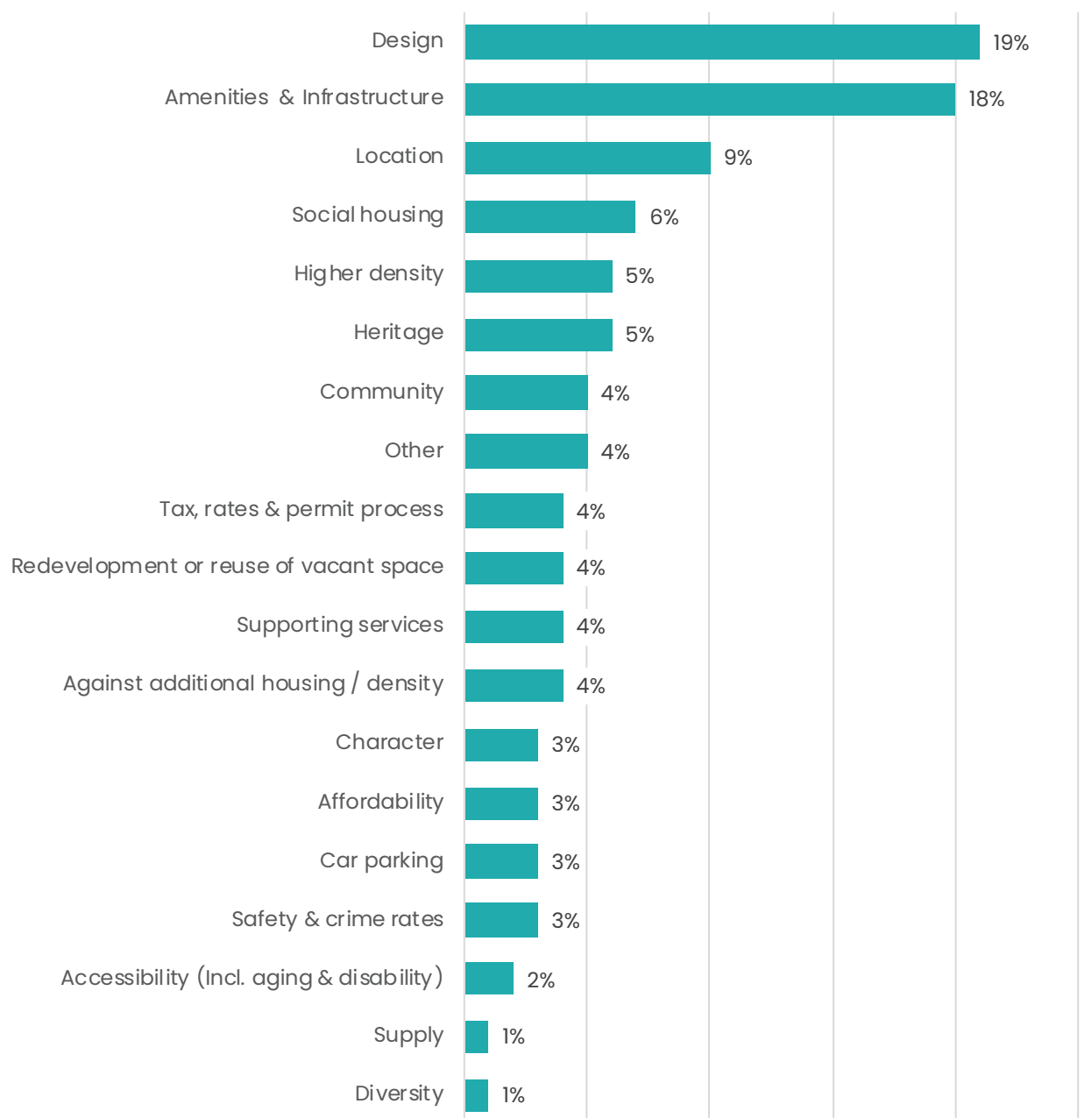


Figure 10. Is there anything else related to the above objectives that we should be considering when planning for new homes? (112 comments)

Top three recurring themes:

Design

- Delivery of high-quality housing in relation to residents' quality of life, mental health (including loneliness) and safety.
- The presence of greenery and permeable surfaces were highlighted for climate resilience and biodiversity benefits.
- Housing design that allows for good ventilation and temperature retention to limit air conditioning use.
- Preserving views to the sky with adequate setbacks.

Amenities & infrastructure

- Ensuring developments are balanced with the provision of both transport infrastructure and supporting services such as libraries and schools.
- Public or communal spaces such as parks or plazas were mentioned as important places to encourage social interaction in residential areas. This also included playgrounds.

Location

- Housing in locations that are close to public transport with wider connections to other metro areas.
- Focus new homes in areas that are less prone to flooding with good access to public open spaces.

Other responses not captured in the above are summarised below:

- **Heritage and character are key to Port Phillip's identity:** Responses emphasised the need to protect existing heritage and neighbourhood character by ensuring new development is well integrated with the surrounding area, including through the application of height limits in appropriate locations.
- **Social housing is a key topic:** The protection of social housing from private developers was raised by respondents. Respondents also would like to see Council support the facilitation of more social housing.
- **Support for higher density:** Several responses were supportive of higher density, especially in areas near activity centres and transit nodes.

Key housing themes by pop-up location

South Melbourne

- Social and affordable housing was the strongest recurring theme, including protecting existing social housing, providing housing for lower-income residents and key workers, and supporting community housing.
- Supporting housing growth with appropriate design, infrastructure and services was also raised, alongside the need for supportive responses to homelessness.

St Kilda East

- Respondents would like to see housing growth managed better, including comments about utilising vacant homes and the scale of higher-density development.
- Heritage and environmental quality were also identified as important considerations when accommodating future housing growth.

Balaclava

- Support for increased housing in appropriate locations was a recurring theme, particularly around the activity centre and public transport.
- Infrastructure and design quality were important conditions associated with this support, with feedback referring to transport, traffic, open space, building quality and integration with the surrounding neighbourhood.

Montague

- Concern about the scale of additional housing growth was a recurring theme, including views that substantial housing development was already occurring in the area.
- Decision-making and development controls were also raised, particularly the balance between State Government and limited local influence over development outcomes.

Elwood

- Heritage, neighbourhood character and environmental quality were strong emerging themes, reflecting an emphasis on retaining valued local qualities as housing changes.
- Community and social connection also emerged as a distinct theme, including comments about social interaction and designing housing that support community connection.

Port Melbourne

- Social housing and greater housing choice were strong emerging themes, including providing more social housing, enabling long-term residents to remain in the area and providing a broader range of dwelling sizes.
- Location and community connection were also recurring themes, including support for housing near transport and for development that contributes to social connection.

Albert Park

- Open space, the public realm and community infrastructure were the most prominent themes. Topics raised included parks, plazas, libraries, playgrounds and communal spaces.
- Quality and environmentally responsive design was also a prominent theme, particularly in relation to climate resilience, sunlight, and the integration with new development.

Housing needs

Overview

Respondents were given an opportunity in the short survey to indicate if they think their housing needs will change in the next five years. Respondents were able to provide further feedback to support their selection.

Half of respondents (50%) indicated the possibility of experiencing changes in their housing needs over the next 5 years. 39% of respondents do not think that their housing needs will change, while 11% were not sure.



Housing needs likely to change

50% of survey respondents indicated their housing needs will likely change in the next 6 years. Respondents indicated that this is mostly due to their need to upsize (37%) or accommodate children (23%). This is followed by looking for a home with better design (14%) and finding a more affordable accommodation (12%). Those who indicated that they are looking to upsize to accommodate children, mentioned the need to have more space as children age and would require a 3 – 4 bedroom accommodation.

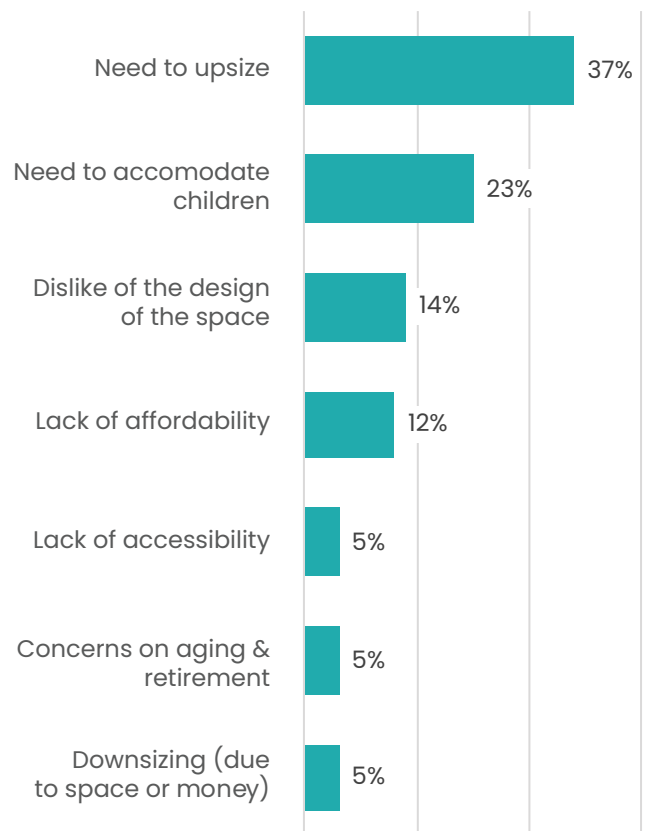
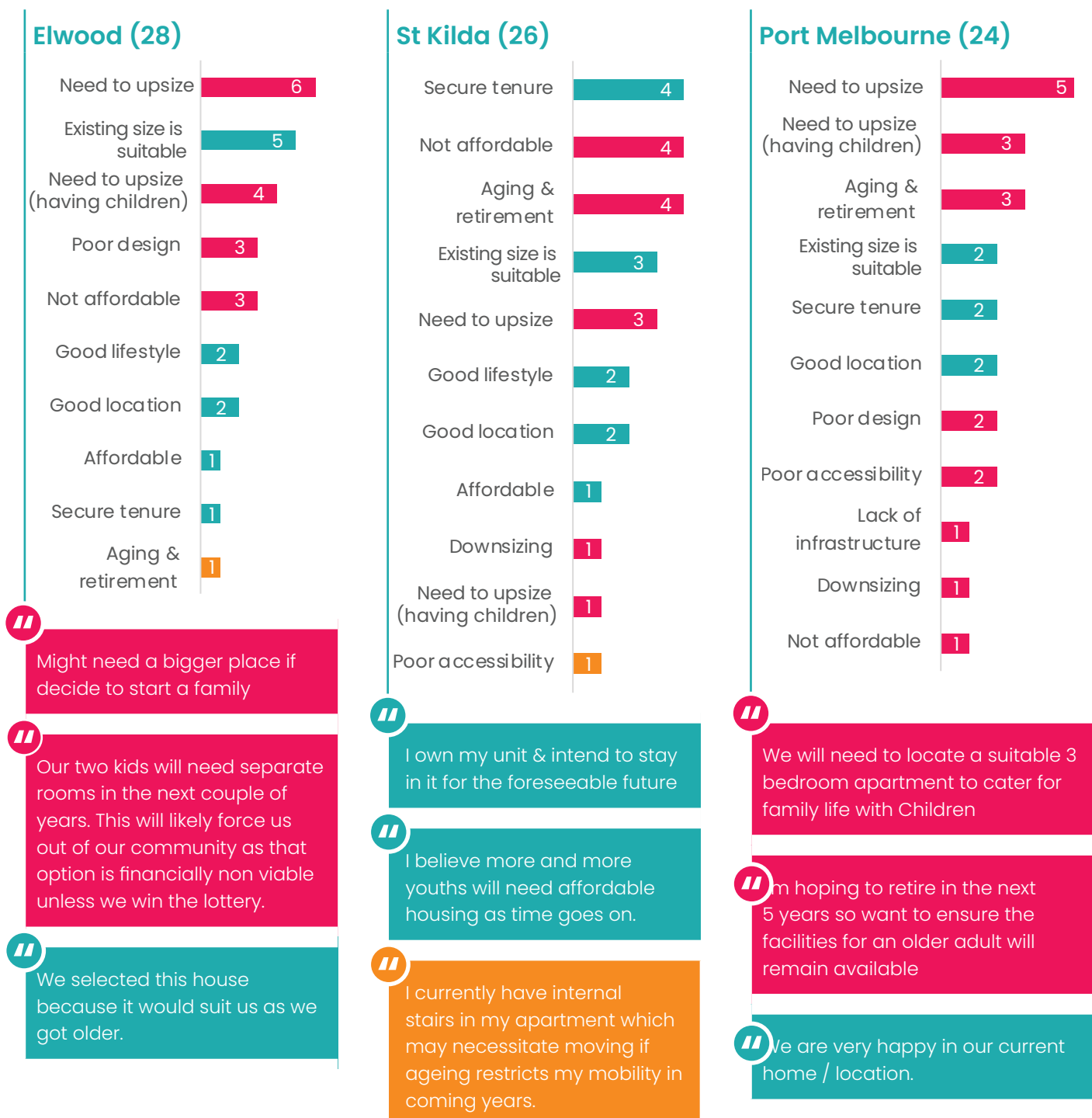


Figure 11. Rationale for changing housing needs

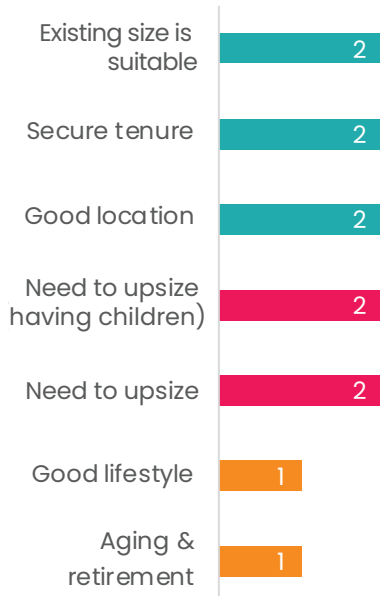
Key housing needs insights by suburb

The following section summarises feedback relating to housing needs by suburb from the short survey. This includes insights from respondents who think their needs will change; respondents who do not think their needs will change; and respondents who are unsure. The graph below distinguishes analysis and responses based on these categories.



- Housing needs will change
- Housing needs will not change
- Not sure

South Melbourne (12)

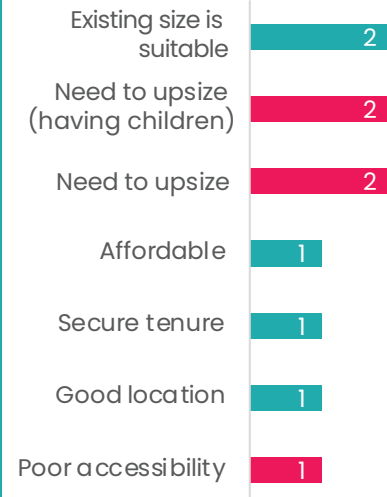


"I live alone and a smaller apartment is all I need. It is well insulated and near public transport.

"We have stairs so in about 10 years or earlier will have to move as we will be elderly then.

"As a young adult I think it is a new reality to be living in apartment if you want to live close to the CBD - I am in South Melbourne and I love the location

St Kilda East (10)

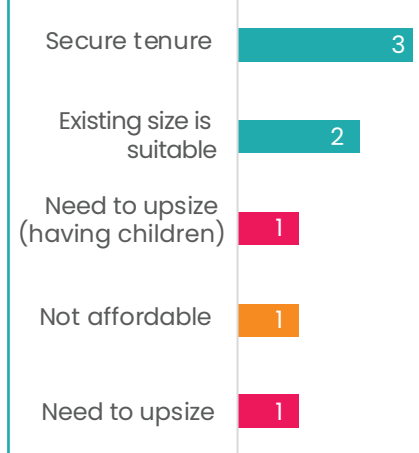


"We may have a child and may outgrow our apartment when the child gets older.

"My apartment is not accessible, I struggle so much with dragging my walker up and down the big entry step.

"I enjoy where I live, close to parks, public transport, food/entertainment & shopping. The area is not too over populated and I have enough space to live comfortably.

Albert Park (8)



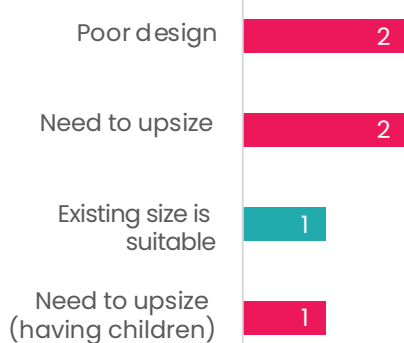
"I do not want to live in an apartment and to be forced out of my home which I have lived in for 46 years

"Current house suitable for my needs.

"I have downsized from a larger family home.

- Housing needs will change
- Housing needs will not change
- Not sure

Balaclava (6)



Hope to move to something larger and with a garden.

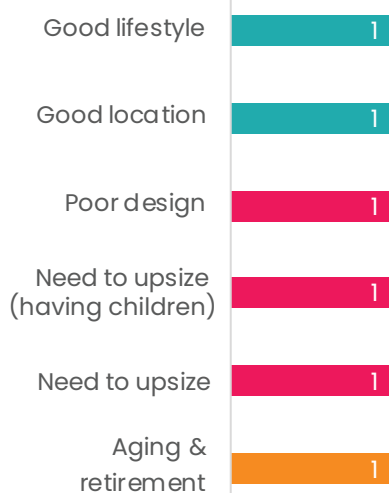


More space will be required as the children age.



No matter your budget, finding a property with a patch of grass has become impossible.

Middle Park (6)



I don't want to move - I love middle park for its charm, quiet village feel and character.

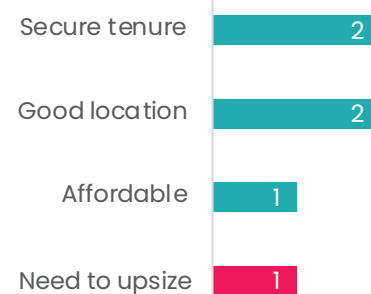


Probably need to move to apartment building, but needs to be large, not a shoebox.



May require aged care facilities.

St Kilda West (6)



I will try to buy a bigger place, my place is very small at the moment.



I love where I live and won't move as everything is right on my doorstep.



We are home owners who have no intention of moving.

- Housing needs will change
- Housing needs will not change
- Not sure

Key findings of housing needs

- The majority of respondents indicated that their housing needs are expected to change over time. Half of survey respondents (50%) indicated that their housing needs are likely to change within the next five years, while 39% expected their needs to remain the same and 11% were unsure.
- The need for more space was the clearest driver of changing housing needs. Among respondents expecting their needs to change, 37% identified a need to upsize and 23% identified accommodating children as a key reason. Comments frequently referred to needing additional bedrooms or larger three and four-bedroom homes as households and children grow.
- Housing needs extend beyond dwelling type and size. Design and affordability were also recurring reasons for changing housing needs, while respondents who were unsure about their future needs raised ageing, retirement and accessibility. Conversely, respondents expecting to remain in their current housing commonly referred to having a suitable home, secure tenure, a good location or an established lifestyle they wished to retain.
- Overall, the feedback points to the importance of housing choice over time. Respondents described a range of circumstances: from growing families needing more space; people wanting to remain in a well-located home; and others anticipating accessibility or ageing-related needs. This suggests that meeting future housing needs is not solely about providing more homes, but also providing different sizes, configurations, price points and levels of accessibility that allow households to respond to changing circumstances.

Housing locations

Overview

An interactive map was embedded on the project's Have Your Say page to gather feedback on locations considered suitable for future housing growth. The activity was designed primarily to prompt the community to think broadly about the diverse housing choices that may be suitable in their neighbourhoods. It also allowed community to provide feedback on:

- Where different types of housing could be appropriate.
- The benefits and opportunities these housing options could provide.
- Any potential impacts, concerns or challenges that should be considered when planning for future housing.

Respondents were able to choose between pins representing high-rise apartments (more than 8 storeys), mid-rise apartments (4–8 storeys), low-rises (1–3 storeys), townhouse or terraces, and detached housing. Participants could place multiple pins and were subsequently prompted to share why they think the housing typology is appropriate for that location.

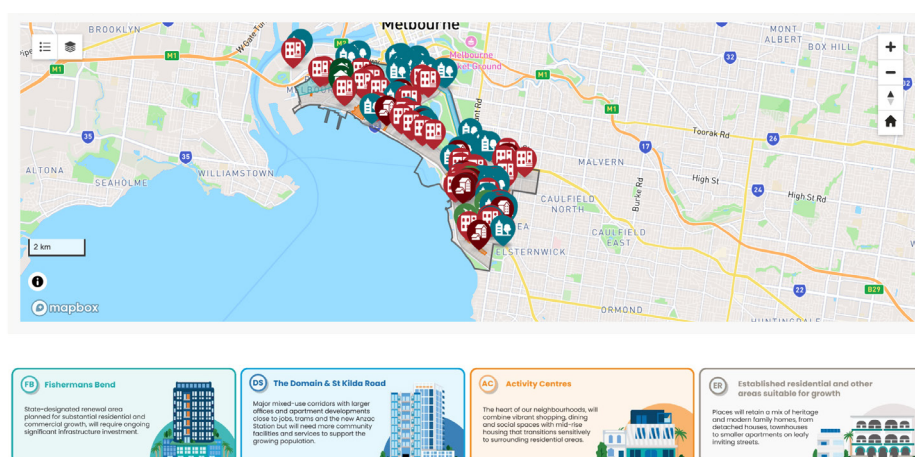
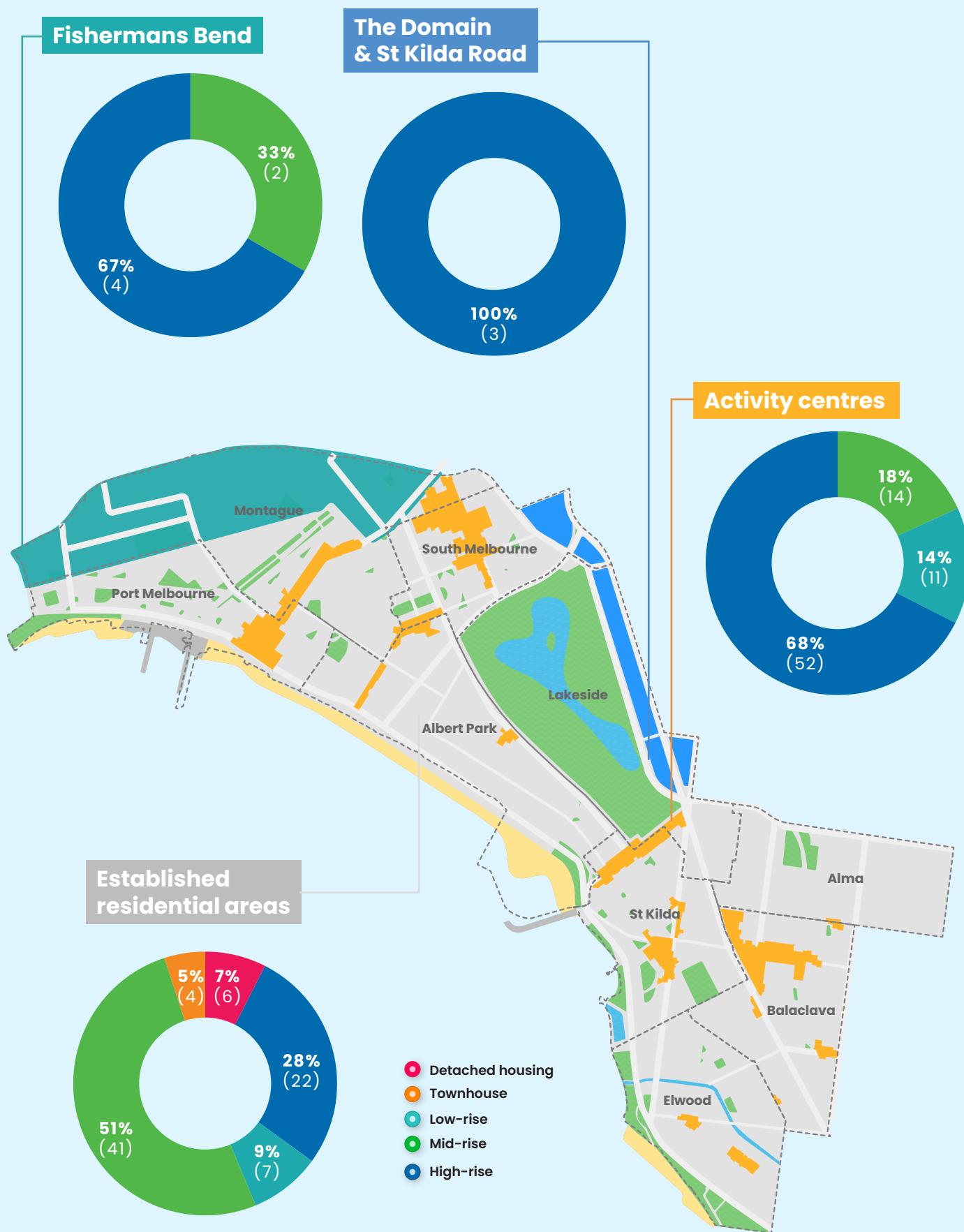


Figure 12. Interactive online map on HYS project page

Table 6. Overview of map pins

Housing typology	Total number of pins	Percentage
High-rise	83 pins	49%
Mid-rise	58 pins	34%
Low-rise	18 pins	11%
Townhouse	4 pins	2.5%
Detached housing	6 pins	3.5%
169 total pins from 38 respondents		

Figure 13. Housing typology pins by location



Analysis and findings

Housing type distribution



Overall, there was a total of 169 pins submitted by participants. Half of the pins were for the high-rise apartment typology (49%), followed by mid-rise apartments (34%). Notably, participants supported a diverse future housing stock within 'established residential areas'.

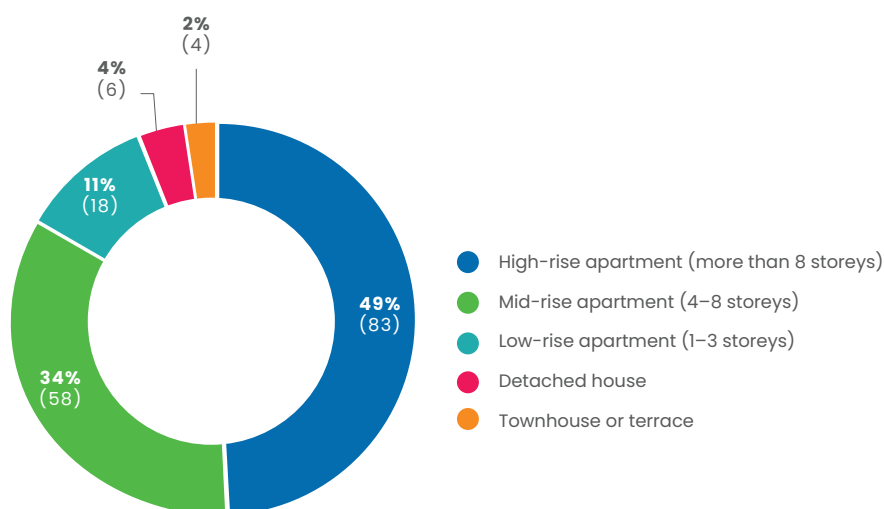


Figure 14. Distribution of housing type pins (169 pins from 38 respondents)

Supporting feedback for pin location and type



The most common rationale provided when directing housing to a certain location is due to its proximity to transport access (35%), followed by the availability of nearby shops, services, and schools (28%).

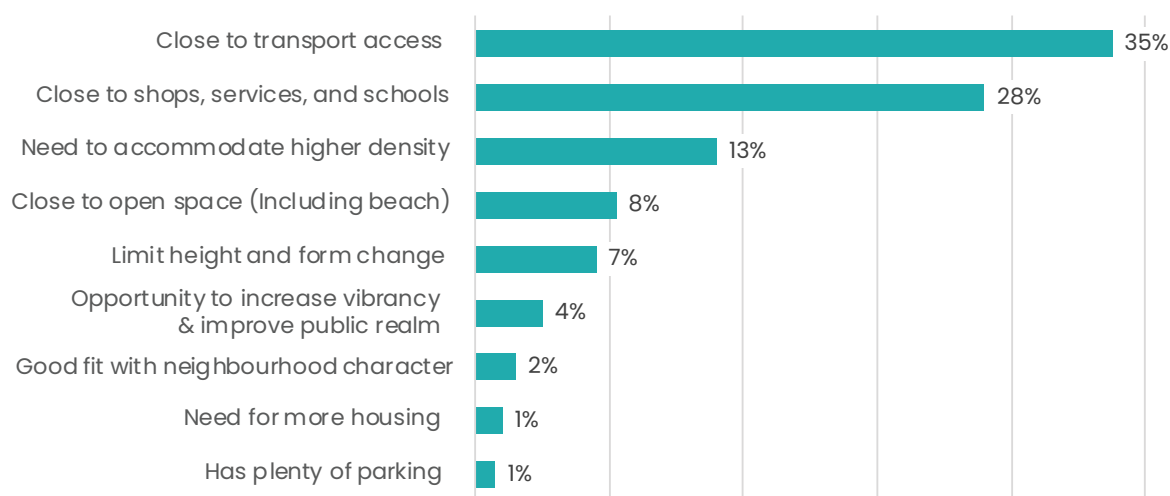


Figure 15. Rationale of pin placement (169 pins from 38 respondents)

Summary of feedback by ward



Balaclava has the most pins placed on the map at 38% of the total pins, followed by St Kilda and Albert Park.

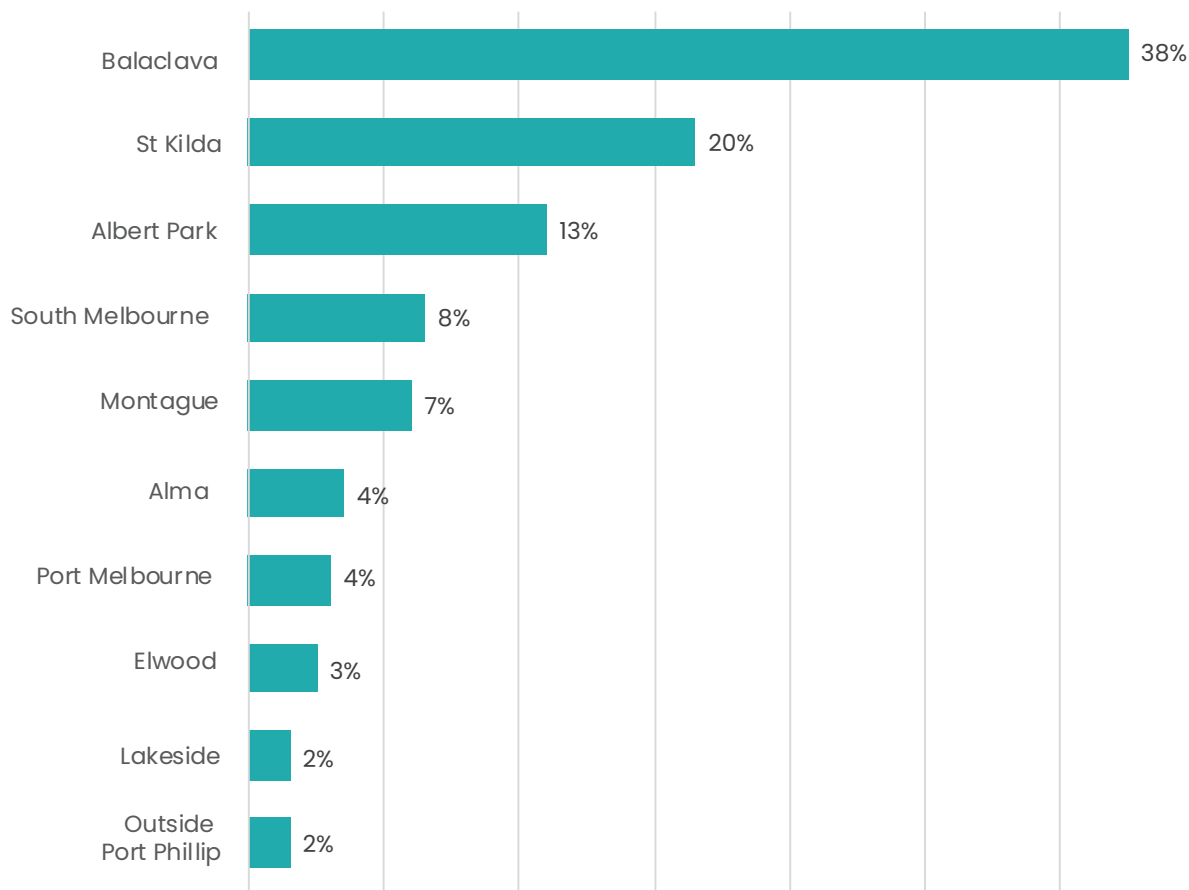


Figure 16. Distribution of pins per ward (169 pins from 38 respondents)

The interactive mapping exercise was primarily used as a tool to prompt respondents to think about where and what types of future housing could be appropriate across Port Phillip. The exercise provides an early indication that respondents were willing to consider a variety of future building types across different locations. Commentary accompanying the pins generally reinforced that support for growth was influenced by local context, including access to public transport, shops and services, the scale and design of development, neighbourhood character and heritage, and access to infrastructure and open space. Overall, the exercise helped demonstrate that there is emerging community support for accommodating future housing growth, while highlighting that where and how growth occurs remains important.

Other feedback

Social media engagement

Five social media posts were placed on Council's social media channels throughout the engagement period. They were posted on:

- Instagram, 10 August 2026 – Mayor video
- Facebook, 10 August 2026 – Mayor video
- LinkedIn, 10 August 2026 – Animated explainer video
- Instagram, 3 September 2026 – Planning our housing future
- Facebook, 3 September 2026 – Planning our housing future

Five total comments were received, summarised below:

- Several community members indicated that they would like to see changes coming from the executive and State Government level.
- A community member highlighted the need to better protect tenants from land-banking and large companies consolidating land.
- Improving public amenities while reducing crime and violence was mentioned as a key point when planning for new housing.

Submissions / email

Council project team received two emails from community members:

- One community member requested to be included into a list future engagement on housing projects in Port Phillip.
- The other community member highlighted the need for housing to be disaster-resilient, particularly in flood-prone areas. A suggestion to include recommendations on resilient design features in the planning scheme was presented to Council.

Conclusion

Key takeaways

The engagement was undertaken over a 28-day period from 10 August to 6 October 2026. The engagement received:

- 131 survey responses from 128 contributors,
- 169 pins placed on the interactive housing map by 38 contributors; and
- participation from more than 160 people across nine community pop-up sessions.

The broader communications campaign also achieved strong reach, having:

- 460 promotion and communication touchpoints;
- 2,151 visits from 1,974 visitors to the Have Your Say project page; and
- 7,448 views of the animated explainer video across multiple formats and channels.

Key findings across all engagement activities are summarised below.

1. Community supports more homes in well-connected locations

Community feedback demonstrated support for additional and higher-density housing in appropriate locations, particularly around activity centres, near public transport and established services. When asked to place housing pins on an interactive online map, 'high-rise' and 'mid-rise' apartments accounted for 49% and 34% of all interactive map pins respectively. Accompanying comments highlighted the need to consider building height and design, neighbourhood character, heritage and infrastructure.

There was limited direct feedback relating directly to State Government housing directions or specific targets for Port Phillip. Participants instead focused on how and where future housing growth should be accommodated within Port Phillip, including its form, density and supporting infrastructure.

2. Existing housing strategy objectives remain relevant

The engagement program tested six housing objectives from the previous Housing Strategy as follows:

- **Supply:** Ensure adequate housing supply
- **Location:** Direct new housing to appropriate locations
- **Character:** Ensure new housing responds to neighbourhood character and heritage values of established residential areas
- **Diversity:** Encourage a range of housing options to support our diverse community
- **Design:** Support new housing that is well-designed and resilient to climate change impacts
- **Affordability:** Facilitation of the provision of more affordable housing

The results were analysed through a breakdown of selections received for each objective (from no. 1 = most important, to no. 6 = least important).

Overall, no single housing objective clearly outweighed the others, with participants placing importance on a range of considerations when planning for future homes:

- There were contrasting views on 'character'. It received both the most first-place (43) and last-place (42) rankings across the online survey and community pop-ups. The results indicate that 'character' remains a compelling topic with respondents viewing character as either the most important or least important housing objective.
- 'Supply' and 'affordability' also attracted strong support. 'Supply' received 33 no. 1 selections and 'affordability' received 25 no. 1 selections.
- 'Design' was broadly considered important. While only 11 respondents gave 'design' no. 1 selections, it received a higher volume of no. 2 and no. 3 selections and was rarely placed at the bottom.

3. Heritage and character are still valued despite contrasting findings

Port Phillip's heritage and neighbourhood character are important considerations when planning for housing growth and change. Feedback emphasised the need for new development to respond appropriately to its surroundings, particularly in relation to building height and scale. In some locations such as St Kilda and Albert Park, participants supported additional housing while preferring lower or mid-rise forms to manage impacts on heritage, streetscapes, parks and surrounding properties.

While 'character' was a recurring consideration in the qualitative feedback, it received the most no. 1 (most important) and no. 6 (least important) selections across the online short survey and community pop-ups. This indicates contrasting views about the relative importance of character when planning for future housing. Future engagement will need to clearly communicate what 'character' means in different local contexts to support a shared understanding.

4. Planning for housing growth and change is more than increasing housing supply

Participants consistently linked housing growth and change with the need to improve access to public transport, shops, schools, parks, open space and other services.

Through the interactive mapping feedback, participants identified locations they considered suitable for future housing and provided reasons for their selections. Proximity to public transport was the most commonly cited reason (35% of comments), followed by access to shops, services and schools (28% of comments). Community pop-up feedback similarly emphasised the need for housing growth to be supported by appropriate infrastructure and services.

5. Meeting community needs is not just about different housing typologies, it's about increasing housing choices

An overall feedback theme indicated that availability of housing choices was an important factor to meeting future housing needs. Half of respondents (50%) indicated their housing needs are likely to change within the next five years, compared with 39% who expected no change and 11% who were unsure.

The need for more space was the strongest driver of changing housing needs, with respondents commonly citing upsizing, accommodating children, and the need for additional bedrooms or larger family homes. Housing needs also extend beyond dwelling type and size, with design, affordability, ageing, retirement and accessibility also influencing future housing preferences.

Together, these findings reinforce the importance of providing a range of housing choices that can accommodate changing household sizes, life stages, accessibility requirements and financial circumstances, while allowing people to remain connected to their existing communities where possible.

6. Community expects Council to have a voice in advocating for social housing

Social housing was a recurring theme across the engagement process. Participants highlighted the importance of protecting existing social housing and facilitating additional provision. Feedback indicated that community sees a role for Council in advocating for greater social housing. Feedback also raised broader concerns about affordability and providing housing for people with different incomes and circumstances.

