



Progress Review of Seaford Local Area Plan (LAP), as at March 2015

The LAP was written in response to actions recorded after a public meeting at the Seaford Community Centre in February, 2012. The priorities below have been sequenced from the Seaford Local Area Plan (Final version) and copied from both the Final and the Draft versions

The concept at the heart of the workshop was creating a vision for Seaford in 2025

Priority 1: Communication and “Village Voice” 21%

“Village Voice project was highly valued by participants as it was seen as a mechanism to allow all of the projects to be achieved”

Actions and possible Projects:

- Village Voice - create a ‘voice’ for Seaford including residents, local businesses and established local groups
 - Establish a local committee, the ‘Village Voice’, to act as a consultative and communication mechanism on key issues for the Seaford community. The committee will comprise local residents, local businesses and representatives from special interest groups
 - In consultation with the local community, the committee will identify key community priorities and develop an action plan to achieve them
 - Frankston City Council officers will provide support to assist the establishment of the community committee and provide assistance and support to implement the action plan
- Show and Tell Communication Strategy
 - School children show and tell about Seaford community
 - Community centres have notices on their boards to encourage residents to join in
 - Radio: “What’s going on in Seaford?”
 - Regular delivery – local Seaford newspapers to encourage residents to participate
 - Communicate with community groups to disseminate information about local events
 - Use questionnaires to ask residents what they want
- Seaford Unity
 - Beach – wetlands – youth – parks – path
 - Opening communication channels
 - Creating educational programs
 - Take decisions/recommendations back to a central body

Achievements:

- Create a Village Voice
 - The Seaford Community Committee (the “Village Voice”) was formed in February 2013 with the assistance of FCC
- Communication Strategy
 - SCC is identifying and responding to community needs and concerns via:
 - Community Surveys
 - Website and Forum
 - Farmers’ Market
 - Suggestion Box at the Seaford Shop
 - Emails and contact received from residents

- Triumph Of Seaford Farmers' Market Stall
 - Community involvement and interest continue to increase - Dec, Jan, Feb Markets all highly successful. Our stall has been shared with several other community groups
 - Our stall is now accepted by all those at the Market as an integral part and one which makes a valuable contribution
 - We have registered our Event on the FCC website:
http://www.frankston.vic.gov.au/Things_To_Do/Events/Whats_On/Seaford_Community_Committee_-_Farmers_Market_Community_Stall
 - \$500 Grant from FCC – purchase of gazebo, stall furniture & promotional items
 - Farmers' Market usage guidelines are posted on our Forum
- Success Of Survey
 - To date, over 120 surveys have been completed
 - All email addresses obtained have been added to news distribution lists
 - An online version of our survey will be available soon
 - Survey data collation is in progress
- Administration
 - Several documents have been created to assist us to obtain and publicize views. See SCC Documents Master List, e.g. Formation of the Seaford Community Committee, SCC Mission Statement, SCC Statement of Purpose, Sample topics discussed by SCC
- Email Distribution Lists utilized
 - There are now over 250 email addresses in SCC email distribution lists
 - 293 issues emails have been despatched
- Website and Forum created
 - SCC Website - <http://www.seafordcc.org> - averages in excess of 60 visits per month
 - SCC Forum - <http://www.seafordcc.org/forum> - has seen a significant increase in interest

FORUM STATISTICS	August 2014	Feb 2015
Topics		
Number of Topics	68	110
Topic Views		
New Residential Zones - Amendment C95	8221	19618
Frankston Housing Strategy (amended by C95)	4907	7855
Welcome to the Seaford Community Committee Public Forum	3467	4598
Down's Estate (Down's Farm)	2830	5852
Australia Day	1932	2559
Rooming Houses	1209	1967
Homelessness	new	964
Seaford Beach Cabin Park	new	859

- Seaford Unity
 - Belvedere Community Centre (BCC) and SCC have developed mutually beneficial working partnership whereby BCC provides SCC's advertising and promotional material in exchange for SCC's active promotion of the Centre at the Farmers' Market stall every month
 - Networking - SCC affiliations now include:

▪ 123Read2me Free Community Book Program	▪ 1st Seaford Scout Group
▪ Belvedere Community Centre	▪ Belvedere Park Kindergarten
▪ Down's Estate Community Working Group	▪ Foreshore Advisory Committee
▪ Foreshore Reserves Community Advisory Committee	▪ Frankston Beach Association

▪ Frankston City Motorcycle Park	▪ Frankston Community Coalition
▪ Frankston Environmental Friends network (FEFN)	▪ Frankston Food Access Network (FFAN)
▪ Frankston North Community Centre	▪ Frankston Rotary
▪ Frankston Toy Library	▪ Friends of Belvedere Bushland Reserve
▪ Friends of Edithvale-Seaford Wetlands Inc.	▪ Friends of Upper Sweetwater
▪ Homelessness Joint Working Group	▪ Kananook Creek Association
▪ Kananook Kindergarten	▪ Kingston Residents Association
▪ Leawarra Calisthenics Club	▪ Peninsula Health
▪ Riviera Kindergarten	▪ Riviera Playgroup
▪ Save Our Seaford (SOS)	▪ Seaford Beach Cabin Park
▪ Seaford/Belvedere Maternal & Child Care	▪ Seaford Community Group
▪ Seaford Community Rejects Another McDonald's (SCRAM)	▪ Seaford Football Netball Club
▪ Seaford Foreshore Friends	▪ Seaford Hangout (Youth Centre)
▪ Seaford Heights Kindergarten	▪ Seaford Kindergarten
▪ Seaford Junior Library	▪ Southern Districts Rugby Club (Pirates)
▪ St Anne's Church Social Justice Group	

Priority 2: Community Centre & Permanent Focal Point 23%

Seaford Local Area Plan (Final)

Community facilities, such as the council shop, are deeply appreciated (Key Learnings, page 5)

Young people have more options for entertainment and so graffiti has decreased, and there are more events aimed at bringing all corners of the community together (Key Learnings, page 10)

Actions and possible Projects:

- Seaford Powerhouse - electricity substation developed into a vibrant community facility and linked with the village
 - Child care, Cinema, Neighbourhood House,
 - School performances,
 - Town Square central to Seaford
 - Artists in residence, Theatre/plays
 - Restaurant/café, function centre
 - Car parking considerations
- Community Centre
 - For local groups to get together
 - Community garden
 - Art gallery
 - Rooftop restaurant
 - Neighbourhood house

Achievements:

- Seaford Powerhouse & Community Centre
 - After lengthy investigation, it was confirmed by FCC that the development of the Railway Electricity Substation was not a viable option
 - SCC lobbied successfully for the re-development of the existing Seaford Community Centre
 - Changes proposed by FCC will allow the existing Seaford Community Centre to become the vibrant community facility that the community has requested. Initially it will contain:
 - Seaford Junior Library

- Seaford Shop (relocated from Nepean Highway)
- Satellite Library
- Internet access and WiFi facilities
- Down's Estate Project
 - A working committee (including SCC members) has proposed the redevelopment of this site to include such things as a Community Garden
 - Undertaking by FCC to carry out maintenance works

Priority 3: Caring for Natural Resources 21%

Seaford Local Area Plan (Final)

"The most notable feature of this discussion was the topic of development. Participants were quick to voice their fears that Seaford would be overdeveloped, and that the character of the community would be buried under higher density housing." (Key Learnings page 7)

"Seaford's residents value their natural resources highly, particularly the beach, bush, wetlands and the tracks which connect them." (Key Learnings page 5)

Actions and possible Projects:

- Sensitive Development
 - Limit development to maintain the village atmosphere, the slower pace and close-knit community of Seaford
 - Village Voice to establish a sub-committee to monitor planning and development within the locality to ensure it remains sensitive to and supports the village feel of the Seaford community
 - Village Voice to advocate on behalf of the Seaford community and ensure that community views in relation to planning and development proposals are expressed to Council and other appropriate government departments
- Caring for Natural Resources
 - Support existing environmental groups such as Kananook Creek Association, Seaford Foreshore Friends, Friends of Edithvale-Seaford Wetlands, Friends of Belvedere Bushland Reserve
 - Local environment groups to be represented on the "Village Voice" and promote environmental issues and activities in Seaford
 - Continue to promote environmental issues in local schools through the Teachers Environmental Network and continue to work in partnership with Melbourne Water to protect the Seaford Wetlands
- Beautification of Foreshore and Kananook Creek
 - Appropriate to maintain uniqueness and maintain sensitive areas
 - History walks
 - Less development
- Nature's Community in Suburbia – Seaford's Nature Triangle
 - Complete bike track around wetlands
 - More signs on the beach – take your rubbish home with you
 - Education of the three points – wetland, beach, creek

Achievements:

- Planning and Development
 - Participated with other groups to campaign against the proposed McDonald's outlet
 - SCC participated in the residential zones review in line with the most notable Key Learnings of "fears that Seaford would be overdeveloped" and to "protect sensitive areas"

- Lobbying on behalf of Seaford residents included:
 - Submissions to FCC and State Planning Panel on Housing Strategy and C95 Amendment
 - Representations to Councillors and Council meetings
- Since final Residential Zones are still pending, additional action will be required
- Environmental Groups
 - SCC has formed strong relationships with and supports:
 - Down's Estate Community Working Group
 - Friends for Seaford Foreshore
 - Kananook Creek Association
 - Frankston Environmental Friends Network
- Frankston Coastal Management Plan
 - SCC joined representatives from other Community Groups at the FCC-facilitated community consultation meeting held to discuss issues related to the City's entire foreshore from Keast Park in Seaford to Davey's Bay in Frankston South – work is ongoing
- Bike Paths
 - The completion of the Peninsula Trail in the Frankston Area has improved wetlands access. A connection is still needed between East and West. This issue has been raised as part of the Down's Estate Project

Priority 4: Safety 20%

Graffiti is of particular concern for many, as is the level of rubbish in natural areas (Key Learnings, page 7)

Bring back Neighbourhood Watch, increase police presence in community and reduce graffiti and vandalism

Actions and possible Projects:

- 'Village Voice' to work with Frankston City Council on the implementation of the Community Safety Strategy 2012 –2016 including the following:
 - build community connectedness through local celebrations and neighbourhood gatherings
 - continue to raise local safety concerns at regular meetings between Frankston City Council and local Police
 - continue to monitor anti-social activity through CCTV at Seaford Pier and adjacent car park
 - consult with community and liaise with Police to strengthen local participation in Neighbourhood Watch, integrating social media technologies as communication mechanisms
 - work with youth workers to create opportunities for young people to engage in a range of activities including public art and reduce the incidence of graffiti and vandalism
 - continue education programs in primary schools to change attitudes and reduce future incidents of graffiti and vandalism
- Graffiti-Free Seaford
 - Mobile phone app – fast-track removal
 - Graffiti walls for "creative urges"
 - Encourage creative graffiti not just mindless tagging
 - Research how other areas have successfully combated graffiti
 - Offer greater outlets for youthful activities/energy
- Accessible Seaford, Safely Enjoying our Natural Habitat
 - Public transport improvements – minibus facilities, frequency
 - Alternative methods (bikes), parks connected
 - Extended boardwalk – focus on history and environment
 - Police presence – alcohol in public, graffiti, vandalism

Achievements:

- Homelessness
 - SCC formed a joint group with the St Anne's Baptist Church
 - Reversal of FCC decision to close part of Seaford Beach Caravan Park to build a carpark
 - FCC is now offering a conditional 10-year lease – negotiations continue
- Seaford Community Centre
 - SCC made representation for the new path through the garden
- SCC has publicized issues related to:
 - Domestic Violence/Safety
 - Playgrounds
 - Kindergartens
 - Child Literacy

Priority 5: Cultural Seaford & Music Festival 15%

Seaford Local Area Plan (Final)

"The friendly, village-like atmosphere is also prized. Many feel that Seaford is somewhat of a secret oasis, and they're keen to keep it for themselves." (Key Learnings, page 5)

"The people of Seaford's focus is on retaining what they have, rather than reinventing it" (Key Learnings, page 7)

Actions and possible Projects:

- Identify additional opportunities to promote Seaford as an alternate venue for regular festivals or community events
- Youth Resource Centre to use locally created art to beautify community spaces, shopping strips and public buildings to promote a creative Seaford - involve children and young people
- Art – Beach – Café – Bike – Koori
 - Sculptures created and installed by locals and artists, placed in community spaces and alongside bike paths and walkways
 - Bike paths, parks and boardwalks linked together
 - Enhance café culture, beach culture
 - Bike hire so people can ride along bike paths
 - Landscaping of public places and parks, more trees, etc
 - Koori cultural centre
 - Find people in the community who want to be a part of the project, people wanting to give ideas on sculptures or theatre construction
 - Apply for grants to finance specific projects
- Historical Walkway - in consultation with Aboriginal Elders and special interest groups, scope the Historic Walkway project and identify possible funding sources
 - Around Seaford's creek, foreshore and wetlands that recognise aboriginal history and original settlers using information panels
 - Use local talent to create and involve local school children
 - A sense of ownership and involvement by community

Achievements:

- Despite being the lowest priority for SCC, FCC is, however
 - actively promoting businesses in the Seaford Station Street strip without the need for additional lobbying e.g. The Spanish Bar
- Down's Estate Project has suggested the inclusion of an Aboriginal Cultural Centre
- No action taken on a new Music Festival as it is in conflict with residents' desires to "retain what they have" and "to keep it for themselves"