

ADVERTISED COPY

Oakleigh South

Summerset

Stakeholder and Community
Engagement Report

December 2022

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Approach and Context

Project scope and background

Summerset is proudly one of New Zealand's largest and most respected retirement living and aged care operators, with more than 7,000 residents enjoying resort-style facilities in secure, vibrant, and welcoming spaces. Summerset was founded on a deep respect for people and a strong belief that we will always put our residents at the heart of everything we do. Our villages create communities with onsite care, provide a warm and inviting environment tailored for residents' needs and offer a diverse range of community facilities and recreation opportunities to bring residents the best of life. Summerset's successful development model for villages understands that people want to retire in their neighbourhood and enjoy a relaxed and secure lifestyle with a continuum of services being offered.

With an aging population, the local community is facing increasing demand for high-quality retirement living options and aged care facilities. We understand people want to remain connected with their existing communities as they age, retiring close to home. There is currently a lack of high-quality living options in the Oakleigh South area.

Summerset will provide the same level of and full continuum of care to Australians as we have done for New Zealanders over the last 25 years, through a mix of retirement, assisted living and aged care services.

This year Summerset has committed to getting to know the Oakleigh South community, building relationships, and engaging with them in various ways to better understand their values, requirements, and priorities. This engagement and knowledge have been key for us to understand the community and the feedback received to date has informed the development of this report.

Project location

The proposed village at 52 Golf Road, Oakleigh South, is conveniently located to provide relaxing retirement living with easy access to supermarkets, medical centres, and The Links Shopping Centre. The proposed village is surrounded by two outstanding recreation facilities, the Metropolitan and Huntington Golf Clubs. The site is a 25-minute drive from Melbourne CBD with both bus and train services nearby. Figures 1 and 2 show both the broader location as well as the proposed development outline.

Figure 1. Site Location: Map

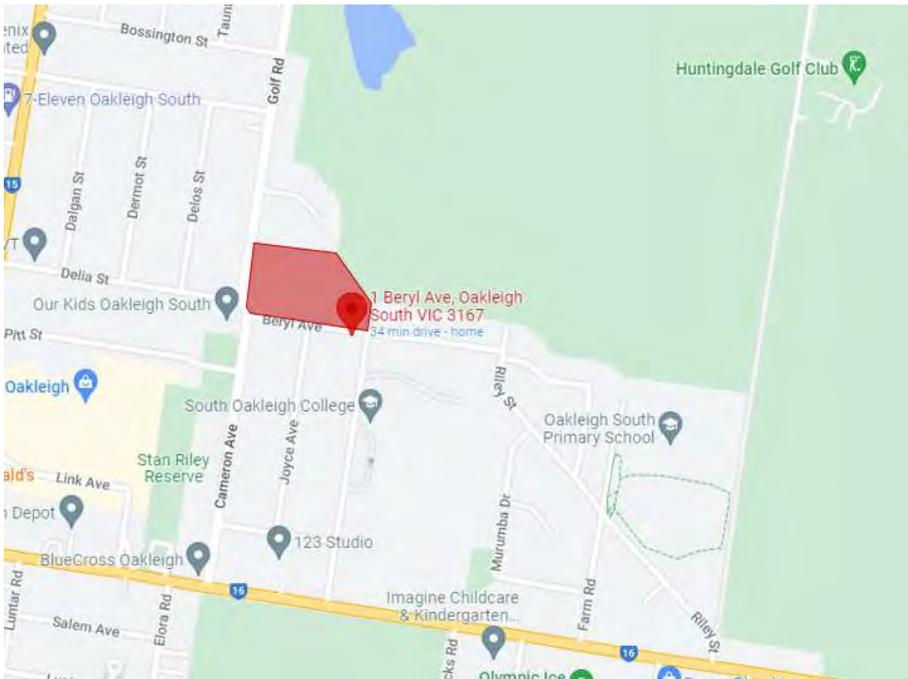
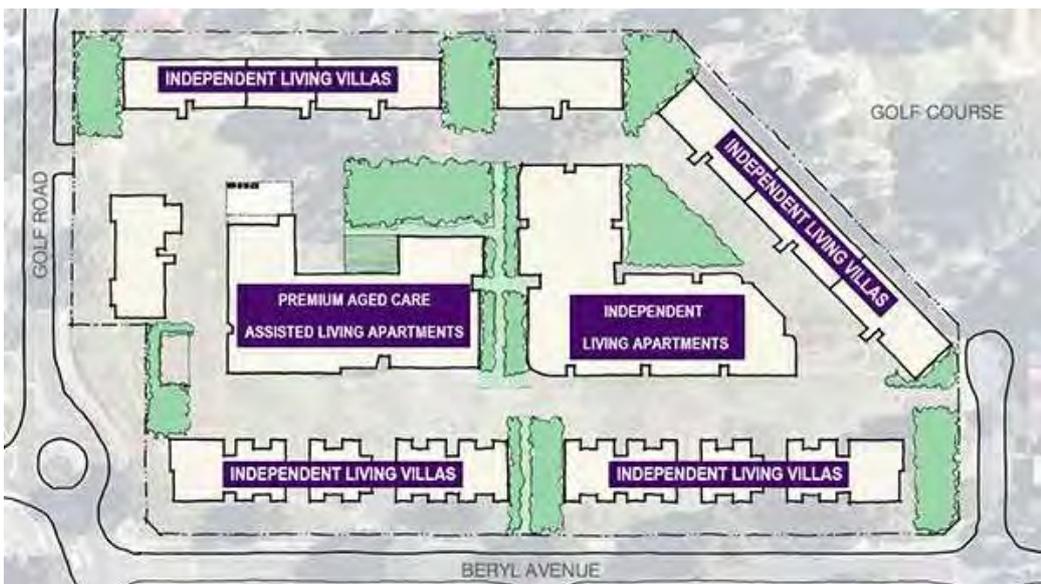


Figure 2. Site Location: Development outline



Community and stakeholder profile

Vital to enhancing the project's reputation and building rapport and trust within the community, it was important we understood the community demographics and profile. To understand these preferences and define our communication and engagement techniques we undertook thorough community profiling and research in the early stages of the project.

Through this research, we came to understand the Oakleigh South community population is nearly 10,000 people with the average age being 40 years old. Our engagement activities targeted both the broader community across Oakleigh South and those geographically located near to the site.

As well as leaning on the Oakleigh South community demographics, in depth stakeholder analysis was conducted to further understand key community groups, individuals, businesses and authorities. From this mapping understood who we needed to engage on an individual basis and who we needed to engage more broadly.

Engagement approach

The engagement approach aligned with the goals of the Oakleigh South project and the overarching values and local purpose of Summerset as a listed entity. Our aim was to embed ourselves within the community and always 'be a good neighbour'. Summerset's engagement practices always meet the requirements of the relevant statutory approvals processes and align to Summerset's policies.

Strategic Approach and Engagement Methodology

The strategic engagement methodology outlined how Summerset engaged with, facilitated, and equipped community stakeholders and groups with information and tools they require to provide their input into the Oakleigh South project prior to the Development Plan application being submitted to Council.

Communications and engagement on the project prioritised offering multiple opportunities and ways for people to engage with the project, the project team and find more information easily. Summerset used a variety of effective techniques to engage and encourage participation among various identified community groups and stakeholders. The communications and engagement strategy outlined a phased approach. These phases were:

- **Phase One** – Preparing communication materials, engaging early with key stakeholders and community groups and introducing Summerset and the project.
- **Phase Two** – Engaging with targeted stakeholders through focus group and communication materials.
- **Phase Three** – Broader community engagement to gather feedback and community desires about the proposal and level of sentiment and support for the proposal.

The below table provides an outline of the engagement phases, timing, IAP2 spectrum, and the associated communication and engagement activities that occurred.

Table 1. Engagement methodology and phases

Engagement phases	Phase one	Phase two	Phase three
Timing	July – August 2022	September – October 2022	October - November 2022
IAP2 spectrum	Inform and consult	Inform, consult, and involve	Inform, consult, and involve
Aim of engagement	Prepare for engagement and introduction of Summerset and the Oakleigh South project to key stakeholders.	Engaging and building rapport with the community and key stakeholders to gather insights and feedback on the Oakleigh South site. Introduction of Summerset, who they are and what they aim to deliver for the Oakleigh South community.	Broad community engagement with the Oakleigh South community to seek feedback on proposal and elements of master plan.
Communication and Engagement activities	<ul style="list-style-type: none"> • Emails and calls • Meetings / stakeholder briefings • Engagement plan and stakeholder mapping • Key messages • Set up project website • On site signage to display contact details 	<ul style="list-style-type: none"> • Focus group • U3A art competition and meetings • Display of community art competition on site fence • Emails and calls • Meetings / stakeholder briefings • Letterbox drops of flyer • Engagement plan and stakeholder mapping • Key messages • Question and Answer 	<ul style="list-style-type: none"> • 2 x online webinars with presentation and questions • Online survey • Emails and calls • Meetings / stakeholder briefings • Letterbox drops of flyer • Engagement plan and stakeholder mapping • Key messages • Question and Answer

Applying IAP2

We used the IAP2 spectrum as a guide to define how we engaged the Oakleigh South community. The IAP2 spectrum and core values helps guide organisations, decision makers and practitioners, such as Summerset make better decisions, which reflect the interests and concerns of potentially affected people and entities. This engagement approach targeted an Involve level of participation whereby we sought to understand the public’s aspirations and ensure their feedback is considered in the development process.

The IAP2 spectrum guides the way we engage with stakeholders, dependent on their level of interest and impact, and the decision-making context. At this stage as we engage a broad cross-section of the community, the IAP2 spectrum is applied across the engagement phase from Inform to Involve at various times.

Table 2. IAP2 spectrum

Increasing impact on the decision					
	Inform	Consult	Involve	Collaborate	Empower
We will implement what you decide.	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
Promise to the public	Will keep you informed	We will keep you informed, listen to and acknowledge concerns and aspiration, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	

Communication and Engagement tools, tactics, and methods

Understanding, identifying, applying, facilitating, and promoting a wide variety of communication and engagement tools and tactics was key to ensure we reached as many Oakleigh South community members as possible. Summerset aimed to provide a variety of methods and opportunities for the community to engage with the project team, ask questions and provide feedback prior to the Development Plan Application. Some of the engagement and communications tools and tactics that were implemented included:

- Suite of communication collateral which included:
 - Flyers / brochure
 - Project website
 - Letters
 - Presentation materials
- Community focus group session
- Community art competition
- Online engagement webinars
- Stakeholder meetings
- Media and social media monitoring
- Online survey

More details on how these engagement tools and tactics were implemented and the results are detailed below.

Community Focus Group

Figure 3. Focus group recruitment flyer

**Give us your thoughts!
Receive a \$100 gift card**

Retirement village focus group – participants wanted

Summerset, one of New Zealand's largest aged care and retirement providers, is bringing their continuum of care model to Australia. We would like to talk to older Australians about what you would like to see in modern retirement and aged care villages.

Anyone from the local area aged 70+ can apply to participate in a two-hour focus group at the end of August 2022. Come along and hear about some of our villages planned in and around Melbourne, including a potential new village in Golf Road, Oakleigh South.

Participants will receive a \$100 gift card for their attendance and contribution.

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The focus groups will involve:

- Opportunity to provide your input, views and preferences on layouts, plans and overall general themes, including specific accommodation, design and wellbeing options.
- Small groups talking with Summerset employees.
- Catered refreshments will be provided.

Summerset Australia will use the focus group information to inform the design and planning of our new villages.

We are planning three in-person focus groups. Successful applicants will be advised via their provided contact details.

Applications must be completed by: 5pm, 24 August 2022.

Successful participants will be informed shortly after and provided with further information about their participation.

Location: Oakleigh South - Venue TBC
Wednesday 31 August 2022 – 10.30AM
Wednesday 31 August 2022 – 6.00PM
Thursday 1 September 2022 – 12.30PM

Scan the QR CODE
with your smart phone's camera.

To apply, please register your interest via the registration form at this website address:
aus.typeform.com/to/tXEsJiXG
or by scanning the QR CODE above.

Otherwise, call **03 7068 5628** to speak to a member of the Summerset team.

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For the safety of participants and staff, Summerset will be implementing COVID safe protocols such as social distancing and face masks will be made available. Should COVID restrictions mean in person workshops cannot be held, these workshops will be changed to an online format (Zoom)

As part of the engagement activities and seeking community input, Summerset promoted, recruited, and facilitated a focus group session. This session was promoted through letter box drops which was dropped to a large distribution area to ensure people were aware of the project and opportunity. The letter box drop included a project flyer, posters and flyers put up across local businesses and community organisations. Summerset communicated event details to those who had registered and followed up with a reminder email closer to the Focus Group event date. The Focus Group took place at South Oakleigh Bowling Club in Oakleigh South, and was held on Wednesday 31 August, 10:30am – 12:30pm.

Aim

The aim of the Focus Group was to inform the community about Summerset, their values, vision, and plans for the site, while gathering feedback. The participants were sourced through advertising, which was targeted to the desired demographic for the Summerset development, aged over 70 years. Key feedback was gathered from the Focus Group members about their sentiment, key design ideas and how they perceived highlighted issues. The Focus Group participants were well engaged and interested in the proposal.

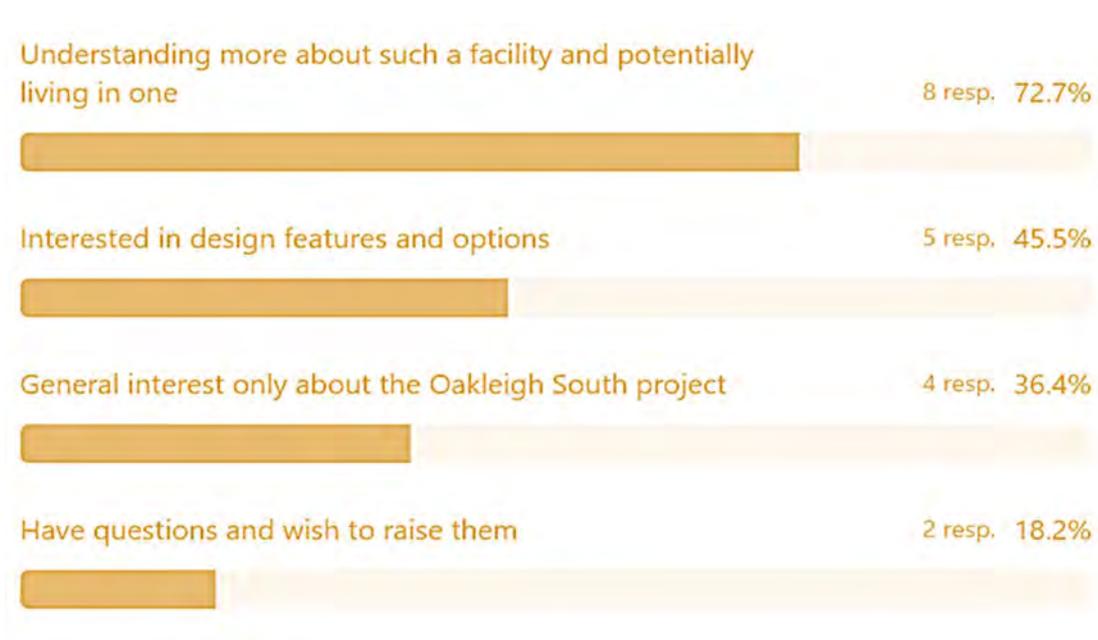
Registration Survey

A QR code on the advertising collateral was linked to an online survey where people easily registered their interest. During the registration process, people were asked to respond to additional questions which sought to uncover their reason for attending the Focus Group, and current sentiment. In total, 11 registrations were received, and the results of the survey are detailed below.

Figure 4. Reasons for attending the Focus Group

What is your interest in participating in this workshop?

11 out of 11 people answered this question (with multiple choice)



The most common reasons given for participating and attending the Focus Group were:

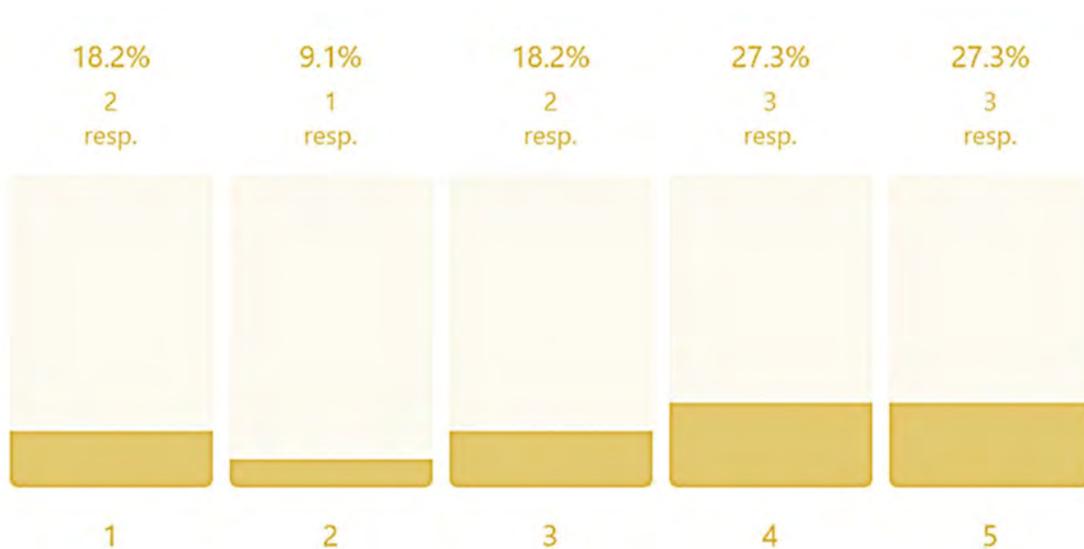
- Understanding more about such a facility and potentially living in one (8 respondents, 72.7%)
- Interested in design features and options (5 respondents, 45.5%)

These responses show the community’s interest in the Focus Group as an opportunity to understand Summerset as an organisation and the potential of living within a facility in the future.

Figure 5. Current sentiment results

On a scale of 1-5 (low to high) what is your level of enthusiasm for a retirement and aged care village in Oakleigh South?

11 out of 11 people answered this question



Responses were relatively evenly spread with an average enthusiasm level of 3.4 across the 11 respondents. This indicates mixed sentiment, erring towards positive with some room for improvement. This information provided Summerset with a good level of knowledge surrounding community sentiment when preparing for the Focus Group, allowing the presentation and questionnaire to be tailored to the needs of the participants.

The Focus Group attendees noted their needs were a community-orientated village with mid-to-low-cost options and a range of amenities and facilities. Most attendees lived with another person and drive, requiring accommodation to fit their needs.

The attendees commented they are considering a retirement village as an option to plan their future ahead and to live an improved lifestyle. They valued access to all levels of care, safety and a home with sun and light for quality of life.

Attendance of the Focus Group was made up of twelve (12) participants. The participants had an age range of 66-86, with an average age of 76.5. All participants (100%) were residents of Oakleigh South. The genders noted by participants were 50% female, 50% male.

The below images were taken at the Focus Group session at South Oakleigh Bowling Club and show Summerset presenting content.

Figure 6. Images of the Focus Group Sessions underway



Community art competition

Summerset partnered with the non-profit organisation, University of the Third Age Bentleigh (U3A) to learn more about the Oakleigh South community, become a neighbour, build relationships and uncover the local community's needs. U3A Bentleigh is the local U3A in the Oakleigh South area, with members being of the key demographics of later life living, being over the age of 50 and are retired or semi-retired.

Early and ongoing engagement with the group commenced in July 2022 to build a relationship and partnership with U3A and discuss ways of working together. The idea was formed to develop an art competition with the U3A members, with the winners of the art competition to receive a gift card and have their artwork displayed on the boards around the site.

There were two winners and four runners-up announced. A presentation session was facilitated, with the Summerset team presenting the winners with their prizes and awarding U3A with a contribution to their art program for the organisation's participation and support. This presentation session was held on Tuesday 20th September at the U3A in Bentleigh East. See figures 8 and 9 for the images of the submitted artworks from the U3A.

The winners had their artworks printed onto a large site signage and placed around the site boundaries. This initiative aimed to assist the community in informing them of what is going on at the site, as well as promote

Summerset and the U3A as a local community organisation. In figure 9 below, the image depicts the boards with the artwork implemented on site.

During these engagement sessions, Summerset was able to build a relationship with U3A and facilitate genuine conversations about Summerset and the plans for the Oakleigh South site. Summerset built a strong relationship with the president of the U3A sharing regular updates to keep them informed of progress on the project throughout the engagement period. We encouraged the U3A community to provide their feedback and to ask the Summerset team any questions they may have about the site and proposal.

Figure 8. Art Competition Winner #1



Figure 7. Art Competition Winner #2



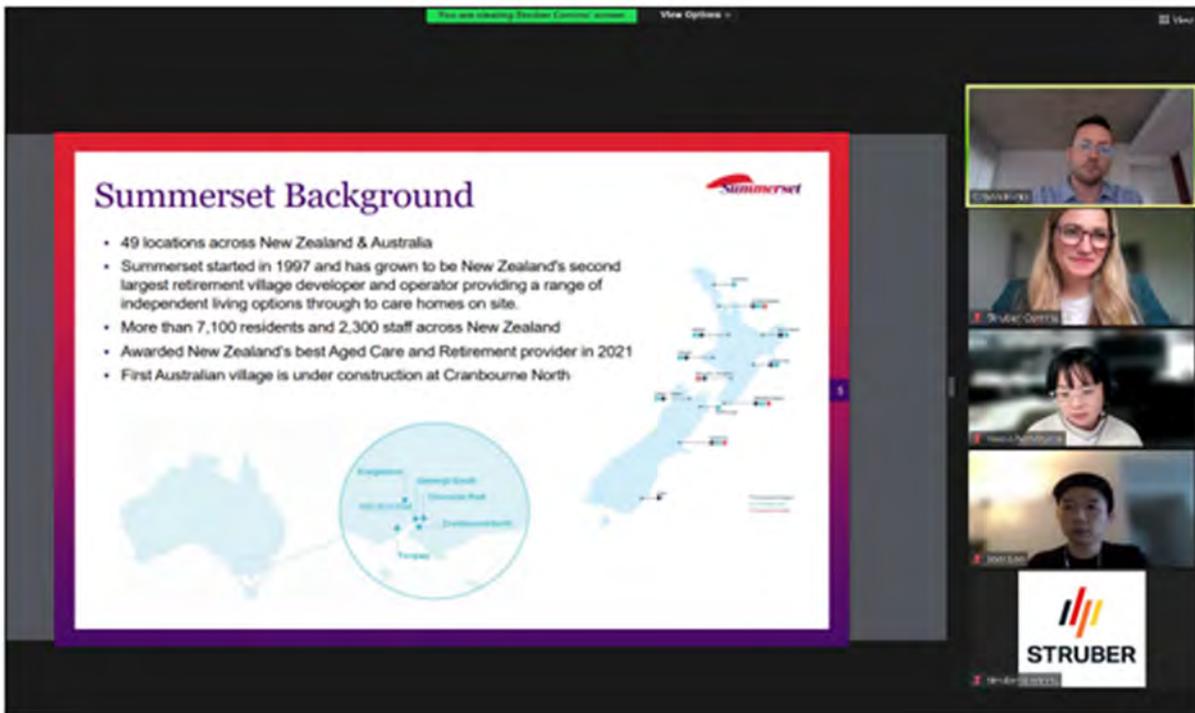
Figure 9. Community art competition board



Figure 10. U3A art class at presentation



Figure 12. Webinar



The online survey was live, and the Summerset team directed the participants to complete the online survey to provide more detailed input to the masterplan aspects. An email was sent after the webinar sessions with the link to the online survey.

The online Zoom engagement sessions were positively received by attendees. The themes of the questions posed by the community members echoed the online survey commentary, with a focus on built form and quality, community safety, landscape and environment, and access. Please see section 'Online survey' for detailed results. Participants appreciated the opportunity to connect directly with the Summerset project team and ask specific questions about the design, build and timing of construction.

Summerset aimed to ensure the community had a variety of options and opportunity to engage with the project team, provide their input and seek information. The lower uptake than expected may show a level of acceptance of the project. If there was little acceptance and the community were opposed to Summerset's plan for the site, it is highly likely a greater number of participants would attend and provide their input.

The webinar presentation can be found in Appendix 4.

Stakeholder Engagement

Stakeholder meetings and interactions occurred across the 3 engagement phases, with key community members and organisations being engaged in person and online. It was important for Summerset to offer and therefore meet with key stakeholders, individuals, and community groups to gather feedback on the proposal, build a relationship and be a good neighbour.

Summerset conducted community research and mapped a range of stakeholders based on their location to the site, level of impact, interest, and influence. Below is a list of key stakeholders who were engaged either by email, phone or meeting:

- University of the Third Age Bentleigh (U3A)
- Nearby residents' group
- Monash Social Inclusion
- The Metropolitan Golf Club
- Our Kids Oakleigh South – childcare centre
- South Oakleigh College – secondary school
- Oakleigh South Primary School
- Oakleigh-Carnegie RSL
- Clarinda Tennis Club
- Coatesville Tennis Club
- Coatesville Bowls Club
- South Oakleigh Bowling Club
- Springvale RSL
- Oakleigh Senior Citizens Centre

It was important for Summerset to record all interactions and feedback gathered to ensure information could be reviewed and changes could be made based on the feedback gathers.

Summerset met key stakeholder **organisations U3A, Our Kids Oakleigh South, South Oakleigh College, Metropolitan Golf club and the nearby residents group**. The overall sentiment of the stakeholder meetings was positive. The high-level breakdown of the key points from the meetings included:

- Introducing retirement and aged care on to the sign was generally seen as a positive and a more preferred outcome at the site, subject to it being appropriately designed
- Some representatives were not broadly across what has been approved but their main concerns with development are building height and traffic, as well as streetscape presentation
- Some representatives included commentary that supported the idea that the traffic our proposal would generate is less than that of the approved and would provide better parking solutions
- Representatives would be concerned with 5 or 6 storey buildings but was comfortable with three
- Representatives were encouraging towards Summerset providing diversity in the neighbourhood and a community service through the development.
- The architectural response of the buildings was generally viewed favourably
- The level of amenity being provided in the village was supported

During these meetings, Summerset gave high level information that informed the discussions and feedback received and we note that stakeholders will be provided further information in the future and formally provide their views.

Communication collateral

A range of communication collateral was developed, designed, and distributed to the community and key stakeholders throughout the engagement phases. Collateral items can be found in Appendices 1 and 2 and in Figures 10 and 11. The variety of collateral included:

- Flyers
- Project website
- Emails
- Presentation slide deck
- Site signage
- Reminder post cards

The aim of the communication collateral was to inform the community of who Summerset are, the project scope and vision, provide details on how the community can have their say and encourage people to stay in contact. The project also supported stakeholders by initiating a dedicated phone number and email address for receiving enquiries.

A project website was developed early in the project life cycle as a point of reference for community and stakeholders to seek project information and provide their feedback through the online survey. The link to the website can be found at: <https://www.summerset.com.au/find-a-village/victoria/summerset-oakleigh-south/>

Figure 13. Oakleigh South project website extract

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Summerset Oakleigh South

SCROLL

Overview Facilities Homes Care 1800 321 700 Get a free information pack

Home > Find a village > Victoria > Summerset Oakleigh South

A great location to retire

LOCATION
52 Golf Road, Oakleigh South VIC 3167

CONTACT
1800 321 700

The proposed village at 52 Golf Road, Oakleigh South, is conveniently located to provide relaxing retirement living with easy access to supermarkets, medical centres, and The Links Shopping Centre. The proposed village is surrounded by two outstanding recreation facilities, the Metropolitan and Huntington Golf Clubs. The site is just a 25-minute drive from Melbourne CBD with both bus and train services nearby.

Figure 14. Oakleigh South Updates project website extract



[Summerset New Zealand](#) | [Investor centre New Zealand](#)

[Find a village](#)

[Living at Summerset](#)

[Why choose Summerset](#)

[About us](#)

[Contact us](#)



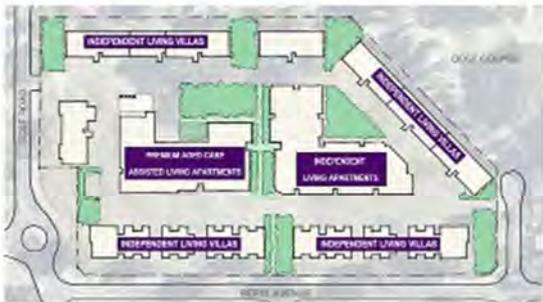
[Home](#) > [Oakleigh South Updates](#)

Summerset are an established aged care and retirement living owner and operator. With over 30 villages in New Zealand, Summerset are expanding their highly successful model into Australia.

In late 2021 Summerset purchased land on Golf Road, Oakleigh South. Summerset are seeking to create a quality continuum of care retirement village for the local community.

About Summerset Oakleigh South

Summerset are seeking to create a vibrant, contemporary and diverse community in Oakleigh South. The new retirement village and aged care will create a community with high quality homes and services catering for a variety of people with different needs and interests, with a distinct character that is timeless and connected with Oakleigh South's local amenity. The village will include a continuum of care offering:



Our new villages will integrate with and enhance the local neighbourhood, providing an opportunity for people to age in place and stay in the area they know and love. Summerset will operate the village for years to come and takes pride in being part of the existing vibrant community.

Key Proposal Features

- A new village providing a range of accommodation, care and services for seniors
- Extensive landscaped grounds and communal areas
- Quality and contemporary building design that is respectful to the local

[Get a free Info](#)

Figure 15. Community webinars invite postcard

Summerset, one of New Zealand's largest aged care and retirement providers, is bringing their continuum of care model to Australia.

Summerset is currently preparing a Development Plan for the former school site on the corner of Beryl Avenue and Golf Road, Oakleigh South.

We want to talk to the local community ahead of our submission to Council.

To learn more about Summerset, visit summerset.com.au

You can also email us at oks@summerset.com.au or speak to a member of the project team by phoning **03 7068 5628**

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Summerset are seeking to create a quality continuum of care retirement village for the local community.

The village will include a range of retirement living options including villas, serviced apartments and a premium aged care home, catering to a variety of people with different needs and interests.

Set in a high-quality landscaped environment with contemporary architecture, the new village plans to connect with the existing amenity and streetscapes of Oakleigh South.

We'd like to share our new retirement community vision with you and hear your feedback.

To learn more about our proposed vision and ask the Summerset project team questions, register for one of our community information webinars:

12pm - 1.30pm, Tuesday 15 November 2022
6pm - 7.30pm, Tuesday 15 November 2022

To register your interest, scan the QR code or visit summerset.com.au/oakleigh-south-updates

Can't make the webinar? A copy of the presentation and how to share your thoughts will be available on the website following the webinar.

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In addition, Summerset initiated a community enquiry response plan in the case of stakeholders enquiring about the project, with a project-specific email address to allow direct access to the project team. This email address was made available on collateral and on the Summerset website.

Media and social media monitoring

Media and social media monitoring was conducted throughout the whole engagement lifecycle for the project. The aim was to gather an understanding of the level of engagement and interest by the community and the key issues, risks and opportunities that were raised through media and social media platforms. Through this monitoring, Summerset was able to gauge sentiment prior to face-to-face or virtual engagement sessions, and better identify the issues and questions being raised by the community members.

Media monitoring was conducted via:

- Searching topics and key messages, such as Summerset Oakleigh South
- Organisation monitoring
- Searching main news providers e.g., Australian Financial Review for any key terms or references

All activity was monitored and reported to Summerset.

Social Media monitoring was conducted by:

- Reviewing known social media groups and influencers e.g., Facebook Group '1 Beryl Ave'
- Monitoring news providers' articles on all social media channels (Facebook, Twitter, Instagram)
- Reviewing likes
- Reviewing shares
- Reviewing comments (positive, negative, or neutral)

Throughout the engagement period, Summerset supported community input by promoting the webinars. A Facebook post from the group on 14 November 2022 (figure 12) said:

“The Summerset Group, the NZ aged care provider now expanding into Australia and owner of the 1 Beryl Ave site, is engaging with the community via 2 webinars tomorrow. If you're interested to obtain insight into the preliminary planning, you can find the webinar details attached.”

The page attached collateral inviting the audience to the webinar.

Figure 16. Facebook post of 1 Beryl Ave



The outcome of the social media monitoring for the Oakleigh South village resulted in a mild interest and minimal dispute from social media users during the pre-application community engagement program. Content located via this monitoring was primarily focused on Summerset as a company, not specific to the Oakleigh South development.

Online survey

During phase 3 of the engagement, an online survey was developed for the community to provide their feedback on Summerset's vision for a new village in Oakleigh South.

Figure 17. Community survey flyer

Key Proposal Features

- A new village providing a range of accommodation, care and services for seniors
- Extensive landscaped grounds and communal areas
- Quality and contemporary building design that is respectful to the local neighbourhood
- Well considered parking and access arrangements to minimise traffic impacts
- A trusted and experienced operator with a track record of creating premium communities for seniors

Community Engagement

Summerset has a deep respect for people and communities and is committed to ongoing community engagement as part of the creation process.

Summerset presented the community with a webinar recently. To view a copy of the presentation scan the QR code to visit our website.

Local residents are invited to fill out a survey on our website and provide their thoughts on Summerset's vision and village proposal for the Golf Road site. The survey will be open until **5pm, Friday 25 Nov 2022**.

Find out more and have your say

Summerset, one of New Zealand's largest aged care and retirement providers, is bringing their continuum of care model to Australia.

Summerset is currently preparing a development plan for the former school site on the corner of Beryl Avenue and Golf Road, Oakleigh South.

We are talking to the local community ahead of our submission to Council.

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*Images are indicative only

summerset.com.au/oakleigh-south-updates
oks@summerset.com.au | 03 7068 5628

Figure 18. Survey entry page

Summerset

Summerset - Oakleigh South community survey

Summerset is currently preparing a Development Plan for the former school site on the corner of Beryl Avenue and Golf Road, Oakleigh South.

We want to gather feedback on key project aspects such as amenity, built form and quality, sustainability, landscape and environment, safety, and access ahead of our submission to Council.

This survey will close on Friday 25 November 2022.

Your participation is highly appreciated!

Start press Enter ↵

The aim of the survey was to gather further insights on preferences in response to the following themes:

- Urban design
- Landscape and environment

- Access – traffic and pedestrian
- Sentiment to the project

The survey consisted of 12 questions and was live from Tuesday 15 November to Friday 25 November. The survey was promoted through an extensive letterbox drop flyer to approximately 1300 properties in the community (see Figure 11), undertook webinars, stakeholder emails and meetings, and the information was housed on the project website. Below is a list of the online survey questions and the optional answers provided.

Please see section ‘Online survey results and analysis’ below the survey questions and analysis of results.

Table 3. Survey questions

Questions	Provided response options
1. Do you believe aged care and retirement is an appropriate use for this site?	Yes No
2. What community amenities do you believe are important in new aged care and retirement villages in Oakleigh South? (select up to 8)	A. Pedestrian walkways B. Quality landscaping C. Canopy trees D. Community vegetable gardens E. Picnic tables F. Shaded seating G. Barbecue facilities H. Outdoor exercise equipment I. Gym equipment J. Arts and crafts space/men’s shed K. Golf green L. Inter connectivity with surrounding neighbourhood M. Solar lighting N. Village recycling/composting O. Electric vehicle charging P. Village bike share Q. Public art R. Security S. Parking
3. Urban Design	
<i>When thinking of the design of the proposed retirement village, what level of agreement or opposition do you have towards the following statements?</i>	

<p>Ensure a maximum two-storey height limit next to/opposite existing single- and double-storey residential properties to the south, west and north.</p>	<p>A. Strongly favour B. Somewhat favour C. Neutral D. Somewhat oppose E. Strongly oppose</p>
<p>Three-storey structure needed for aged care services/facilities is appropriate if positioned centrally, away from residential houses and when buffered in view lines by design elements.</p>	<p>A. Agree B. Somewhat agree C. Neutral D. Somewhat disagree E. Disagree</p>
<p>Building materials should be sympathetic to the character of Oakleigh South</p>	<p>A. Strongly favour B. Somewhat favour C. Neutral D. Somewhat oppose E. Strongly oppose</p>
<p>Landscape design should be in keeping with the local area and predominantly native</p>	<p>A. Agree B. Somewhat agree C. Neutral D. Somewhat disagree E. Disagree</p>
<p>Compared to previously proposed developments, the proposed village's traffic modelling should target a reduction in projected increase in traffic movements during both peak times and day times.</p>	<p>A. Agree B. Somewhat agree C. Neutral D. Somewhat disagree E. Disagree</p>
<p>The proposed village's parking provision should cater adequately for staff, residents and visitors and minimise spill over parking outside the site.</p>	<p>A. Agree B. Somewhat agree C. Neutral D. Somewhat disagree E. Disagree</p>
<p>4. If you would like to, please provide any other brief comments about your views.</p>	<hr/>

<p>5. If you or your loved one was to look for retirement living in the future, what type of accommodation would suit?</p>	<p>A. 1 bedroom apartment B. 2 bedroom apartment C. 3 bedroom apartment D. 2 bedroom villa E. 3 bedroom villa</p>
<p>6. What is your relationship to Oakleigh South?</p>	<p>A. Oakleigh South, Oakleigh, East Bentleigh or Clarinda B. I am a nearby neighbour of the site C. I am a member of a community group / organisation D. I am a local business owner or employee E. I am an interested community member</p>
<p>7. What age group do you fall in to?</p>	<p>A. Under 18 B. 18-25 C. 26-35 D. 36-45 E. 46-55 F. 56-65 G. 66-75 H. 75+</p>
<p>8. If you would like to keep up to date with the project, please enter your email address.</p>	<hr/>

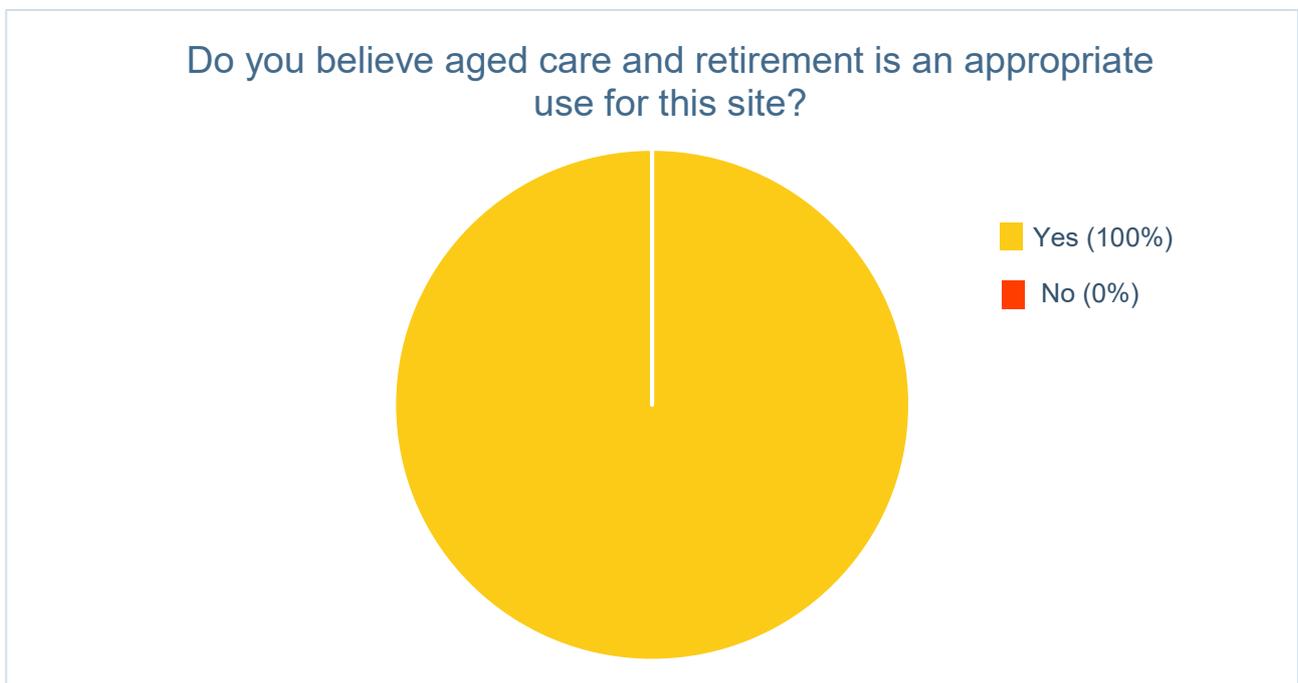
Online survey results and analysis

The purpose of the community engagement survey was to measure sentiment following the back end of this engagement period, and gather community views of the built form, landscape and environment of the development, the personally desired style of housing that the participants would choose for their needs as well as exploring the possible amenities of the village.

Question One

As shown by the result below, 100% of survey participants answered 'yes' top the below question (Figure 18). This means that the respondents were supportive of this site to become an aged care site.

Figure 19. Question One



Question Two

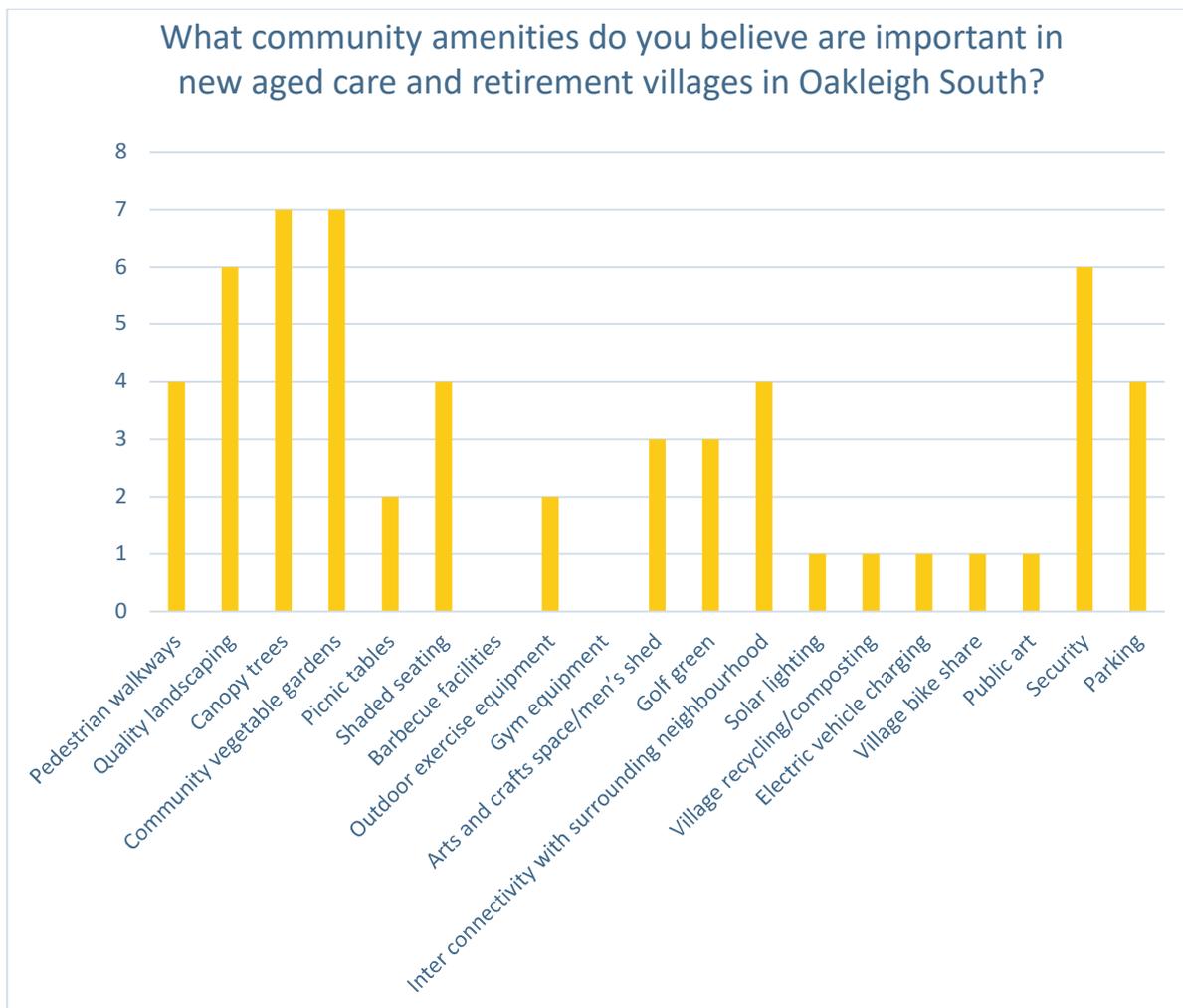
When asked the multiple-choice question, 'What community amenities do you believe are important in new aged care and retirement villages in Oakleigh South?', responses from the survey were:

- Canopy trees - 7 responses (87.5%)
- Community vegetable gardens - 7 responses (87.5%)
- Quality landscaping - 6 responses (75%)
- Security - 6 responses (75%)
- Inter connectivity with surrounding neighbourhood - 4 responses (50%)
- Parking - 4 responses (50%)
- Pedestrian walkways - 4 responses (50%)
- Shaded seating - 4 responses (50%)
- Arts and crafts space/men's shed - 3 responses (37.5%)

- Golf green - 3 responses (37.5%)
- Outdoor exercise equipment - 2 responses (25%)
- Picnic tables - 2 responses (25%)
- Electric vehicle charging - 1 responses (12.5%)
- Public art - 1 responses (12.5%)
- Solar lighting - 1 responses (12.5%)
- Village bike share - 1 responses (12.5%)
- Village recycling/composting - 1 responses (12.5%)
- Barbecue facilities - 0 responses (0%)
- Gym equipment - 0 responses (0%)

This shows to Summerset the importance of landscape and environment, urban design, security, and a sense of community to the participants.

Figure 20. Question Two



Question Three

The next set of three questions are regarding the participant's opinions on urban design, including 75% of participants strongly favouring Summerset ensuring a maximum two-storey height limit next to/opposite existing single- and double-storey residential properties to the south, west and north. When asked in what circumstances would a three-storey structure for aged care services/facilities be appropriate, respondents 'agreed' if positioned centrally, away from residential houses and when buffered in view lines by design elements with 37.5% in favour

When asked if building materials used on the development should be sympathetic to the character of Oakleigh South, participants responded with 62.5% strongly favouring, and the remainder (37.5%) responding 'somewhat favour', showing the community's encouragement of Summerset to keep the development within the atmosphere of the suburb.

Figure 21. Question Three



Figure 23. Question 3a.

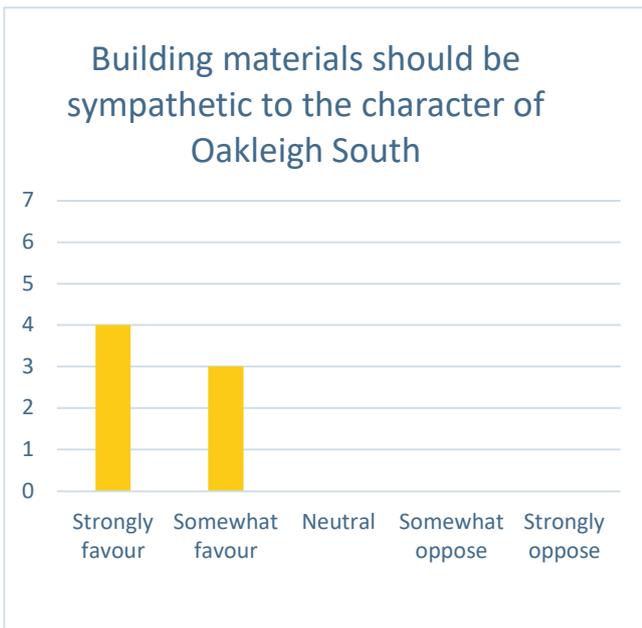
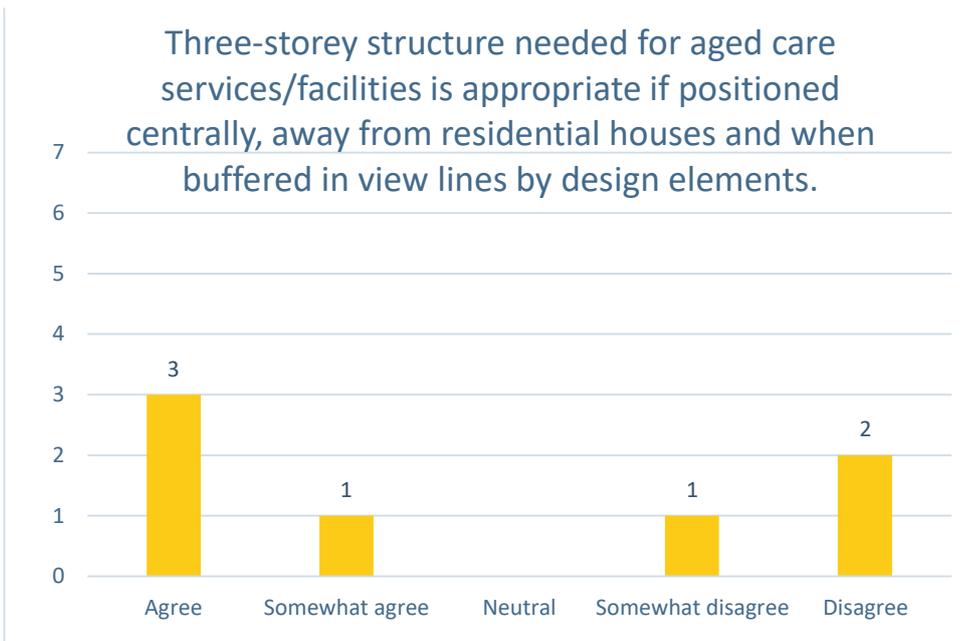


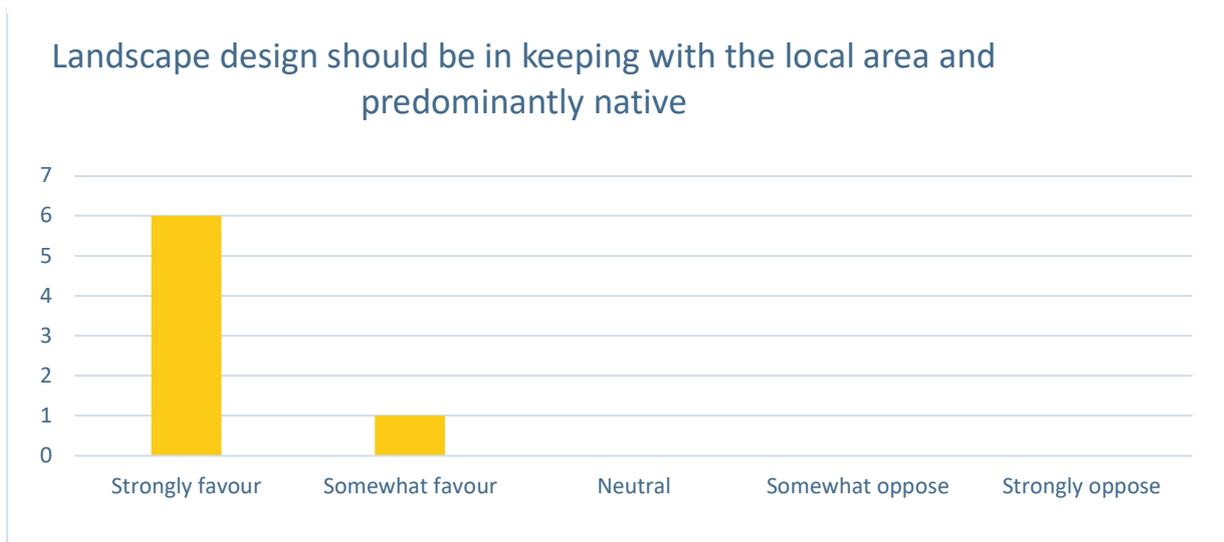
Figure 22. Question 3b.



Question 4

This theme continues into the next question, which posed: Landscape design should be in keeping with the local area and predominantly native – **87.5% answered in strong favour, whilst the remaining 12.5% somewhat favour**. This again shows the need for the development to become a part of the suburb holistically, embracing natural urban design as favoured by respondents.

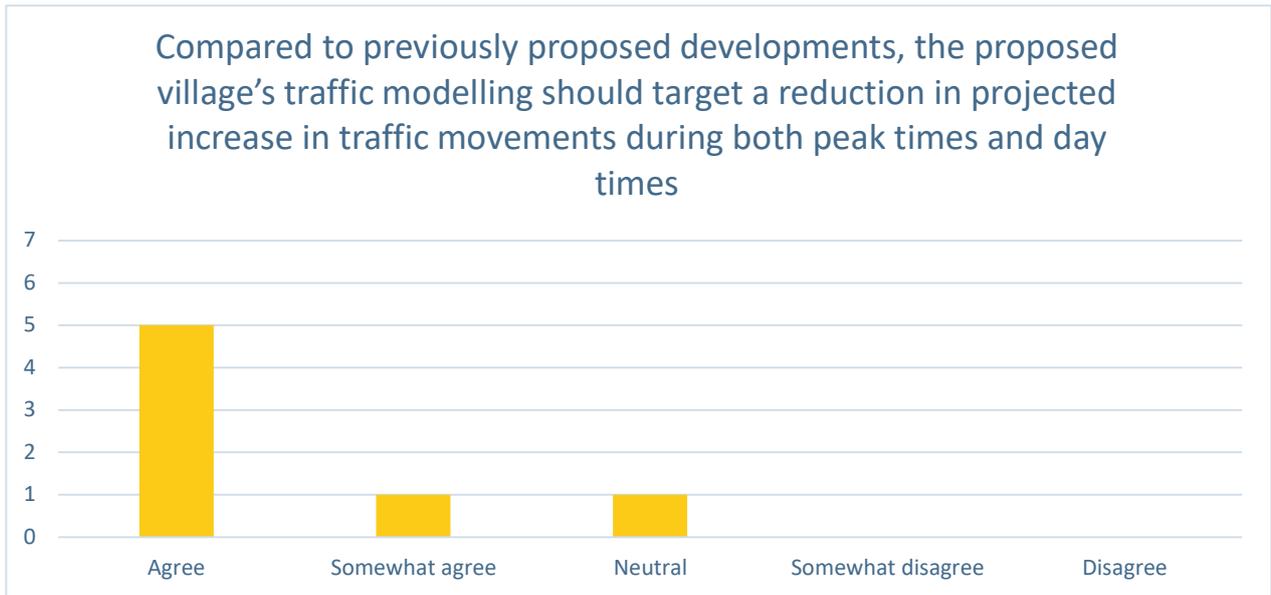
Figure 24. Question Four



Question Five

Traffic was another theme explored in the survey, when asked 'Compared to previously proposed developments, the proposed village's traffic modelling should target a reduction in projected increase in traffic movements during both peak times and day times.', 75% agreed with this statement. This majority shows the requirements of the participants and suburb to have mindful traffic management within the Summerset development, increasing ease of transport and overall safety, which was noted as a top priority for participants.

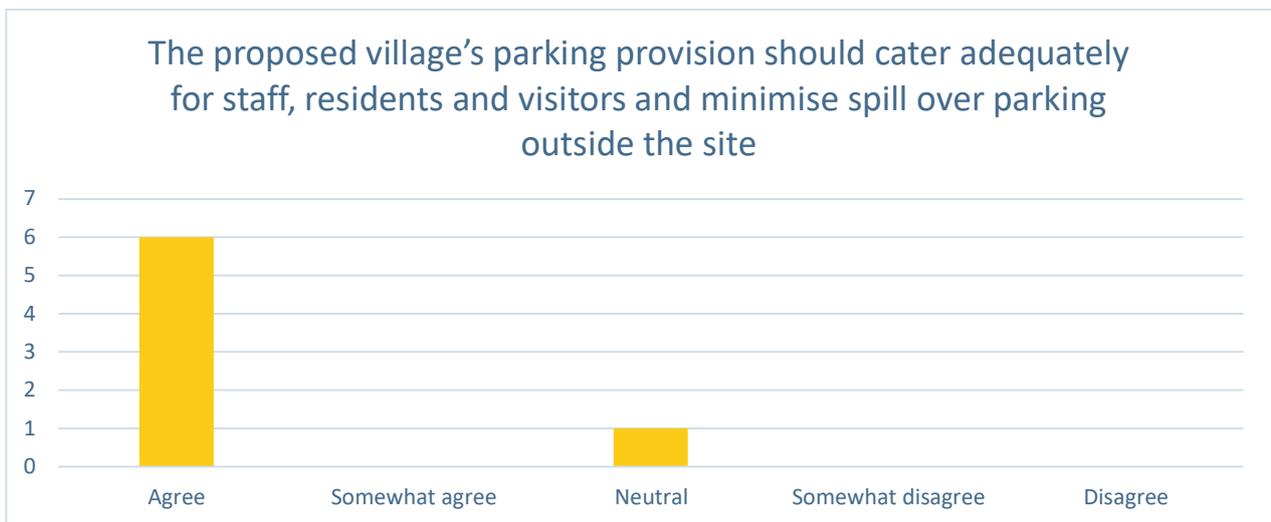
Figure 25. Question Five



Question Six

Similarly, when asked if the proposed village's parking provision should cater adequately for staff, residents and visitors and minimise spill over parking outside the site, 87.5% of respondents answered in favour, limiting the need for on-street parking being restricted for residential use.

Figure 26. Question Six



Question Seven

Respondents were given the space to provide any other brief comments about their views regarding the proposed village. A selection of responses from participants are below:

- *“Please make sure you continue to engagement with us in the local community.”*
- *“Being directly across the road from the development I would be unhappy with 3 storey constructions ... this is not part of south Oakleigh standards.”*
- *“Please make sure traffic isn’t made worse.”*
- *“Ensure that private open space is not on Beryl Avenue.”*
- *“Thank you for taking the time to consult with the community. Assuming parking for all staff and residents is provided in the basement I can see no reason to object as a local resident.”*
- *“Our preference was for the space to be made into public parkland. Given that we have clearly lost that fight, this is the best proposal that we have seen since the site was first sold.”*

Question Eight

The favoured apartment type that the participants would look for in the future, the majority of respondents answered 2-bedroom villa and 2-bedroom apartments. This indicated that the participants like a little extra space for storage, hobbies and potentially guests.

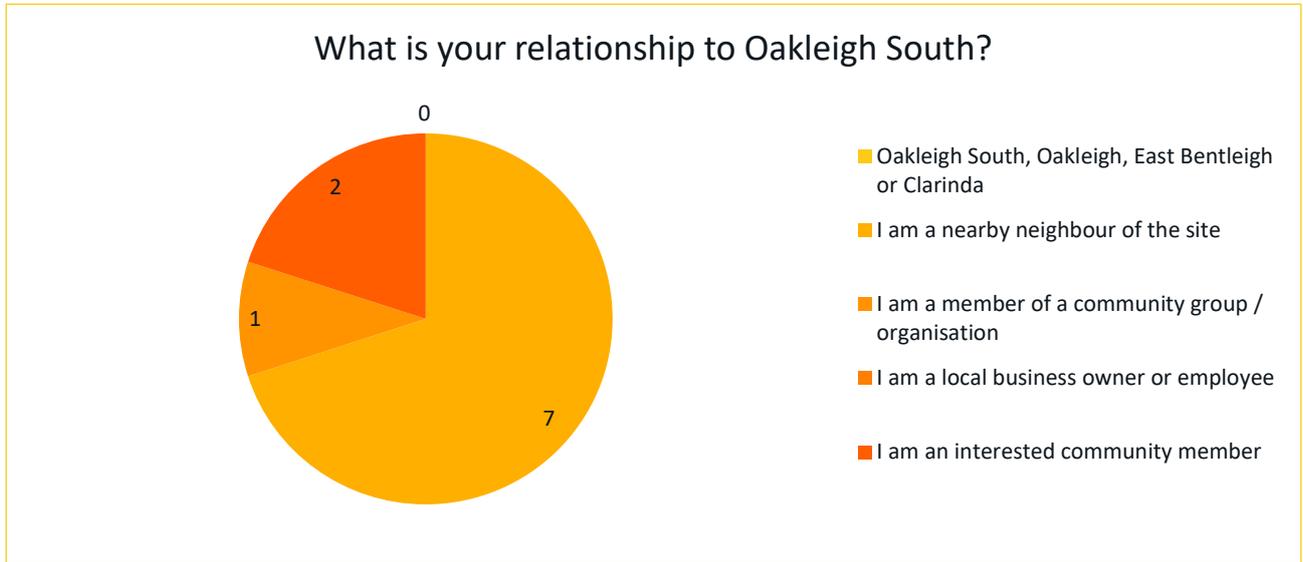
Figure 27. Question Eight



Question Nine

The vast majority of participants were nearby neighbours to the site, therefore have clarity of the suburb, neighbourhood and community in which the Somerset village will be developed.

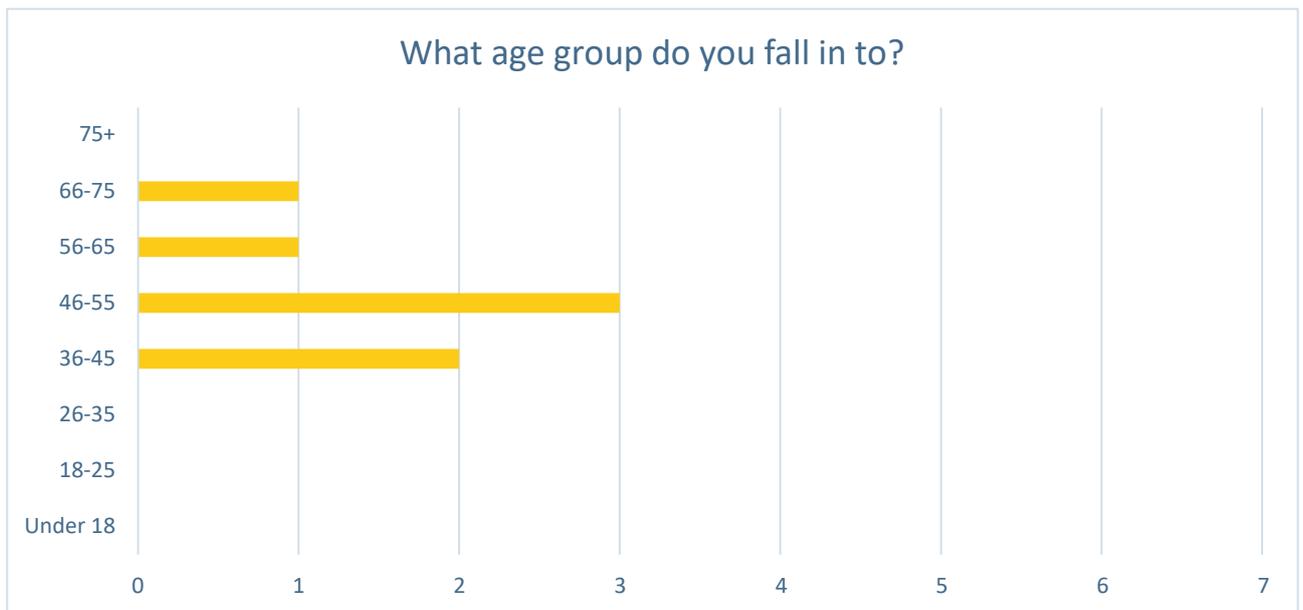
Figure 28. Question Nine



Question Ten

The age group of participants were from the age group of 46-75 years old, the key age to begin considering future living arrangements and locations.

Figure 29. Question Ten



Summary

The overall sentiment for the Summersets vision for the Oakleigh South site based on the online survey, focus groups and key stakeholder meetings and interactions is positive. All participants were in favour of seeing the site developed into an aged care and retirement village, in lieu of the approved townhouse project.

The participants had limitations to which they favoured, such as the height of the village. The participants did not want the development to be more than 2 storeys but would consider three if it was for necessary medical facilities. The participants favoured urban design aspects that would be complimentary to the suburb, as well as incorporating native, green spaces, trees and communal outside areas for recreation. The participants were mostly in favour of 2-bedroom styles of housing if they were to require retirement living housing in the future. The participants were conscious of safety, particularly with road safety, traffic and parking.

Throughout the phased engagement approach, Summerset aimed to provide the community various opportunities to engage with the community and provide feedback. Multiple engagement methods were implemented, conducted, promoted and facilitated and whilst a smaller number than expected participated, the extent of promotion of activities was broad and comprehensive. Summerset understands and appreciates that the low level of engagement may be due to the positive sentiment of Summersets approach and plan for the site.

The participants showed through this survey that they were in favour of the proposed village but want it to consider and respect the urban design and character of Oakleigh South, whilst keeping the community values of the area.

Appendices

1. Flyer distributed to community
2. Focus Group Advertisement
3. Oakleigh South Newsletter
4. Webinar presentation



Join our community webinar

Summerset, one of New Zealand's largest aged care and retirement providers, is bringing their continuum of care model to Australia.

Summerset is currently preparing a Development Plan for the former school site on the corner of Beryl Avenue and Golf Road, Oakleigh South.

We want to talk to the local community ahead of our submission to Council.

To learn more about Summerset, visit **summerset.com.au**

You can also email us at **oks@summerset.com.au** or speak to a member of the project team by phoning **03 7068 5628**





Summerset are seeking to create a quality continuum of care retirement village for the local community.

The village will include a range of retirement living options including villas, serviced apartments and a premium aged care home, catering

to a variety of people with different needs and interests.

Set in a high-quality landscaped environment with contemporary architecture, the new village plans to connect with the existing amenity and streetscapes of Oakleigh South.

We'd like to share our new retirement community vision with you and hear your feedback.

To learn more about our proposed vision and ask the Summerset project team questions, register for one of our community information webinars:

12pm - 1.30pm, Tuesday 15 November 2022
6pm - 7.30pm, Tuesday 15 November 2022



To register your interest, scan the QR code or visit summerset.com.au/oakleigh-south-updates

Can't make the webinar? A copy of the presentation and how to share your thoughts will be available on the website following the webinar.



Give us your
thoughts!
Receive
a \$100
gift card



Retirement village focus group – participants wanted

Summerset, one of New Zealand's largest aged care and retirement providers, is bringing their continuum of care model to Australia. We would like to talk to older Australians about what you would like to see in modern retirement and aged care villages.

Anyone from the local area aged 70+ can apply to participate in a two-hour focus group at the end of August 2022. Come along and hear about some of our villages planned in and around Melbourne, including a potential new village in Golf Road, Oakleigh South.

**Participants will receive
a \$100 gift card for their
attendance and contribution.**


Summerset
RETIREMENT VILLAGES
AND PREMIUM AGED CARE



Image is indicative only

The focus groups will involve:

- Opportunity to provide your input, views and preferences on layouts, plans and overall general themes, including specific accommodation, design and wellbeing options.
- Small groups talking with Summerset employees.
- Catered refreshments will be provided.

Summerset Australia will use the focus group information to inform the design and planning of our new villages.

We are planning three in-person focus groups. Successful applicants will be advised via their provided contact details.

**Applications must be completed by:
5pm, 24 August 2022.**

Successful participants will be informed shortly after and provided with further information about their participation.

For the safety of participants and staff, Summerset will be implementing COVID safe protocols such as social distancing and face masks will be made available. Should COVID restrictions mean in person workshops cannot be held, these workshops will be changed to an online format (Zoom).

Location: Oakleigh South - Venue TBC

Wednesday 31 August 2022 – 10.30AM

Wednesday 31 August 2022 – 6.00PM

Thursday 1 September 2022 – 12.30PM



Scan the
QR CODE
with your smart
phone's camera.

**To apply, please register your
interest via the registration form at
this website address:**

aus.typeform.com/to/tXEsJiXG

or by scanning the **QR CODE** above.

Otherwise, call **03 7068 5628** to speak
to a member of the Summerset team.


Summerset
RETIREMENT VILLAGES
AND PREMIUM AGED CARE



Key Proposal Features

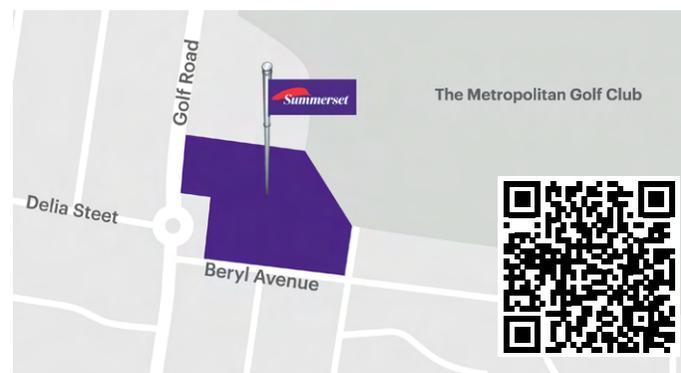
- A new village providing a range of accommodation, care and services for seniors
- Extensive landscaped grounds and communal areas
- Quality and contemporary building design that is respectful to the local neighbourhood
- Well considered parking and access arrangements to minimise traffic impacts
- A trusted and experienced operator with a track record of creating premium communities for seniors

Community Engagement

Summerset has a deep respect for people and communities and is committed to ongoing community engagement as part of the creation process.

Summerset presented the community with a webinar recently. To view a copy of the presentation scan the QR code to visit our website.

Local residents are invited to fill out a survey on our website and provide their thoughts on Summerset's vision and village proposal for the Golf Road site. The survey will be open until **5pm, Friday 25 Nov 2022**.



summerset.com.au/oakleigh-south-updates
oks@summerset.com.au | 03 7068 5628

Find out more and have your say

Summerset, one of New Zealand's largest aged care and retirement providers, is bringing their continuum of care model to Australia.

Summerset is currently preparing a development plan for the former school site on the corner of Beryl Avenue and Golf Road, Oakleigh South.

We are talking to the local community ahead of our submission to Council.



*Images are indicative only

What's Been Happening?



Summerset Focus Group

In August, Summerset facilitated focus groups with local residents at the South Oakleigh Bowling Club. The aim was to better understand what the older community view as important for residential aged care and retirement living, and to gain an understanding of the community sentiment. The attendees were enthusiastic and supportive of Summerset's plans for a new aged care and retirement village in Oakleigh South.

Details of the feedback to Summerset:

- Interested in a range of housing options from 3-bedroom townhouse style products to 1-bedroom apartments
- Would like to see an outdoor eating area, a gym and bar/club room
- Modern contemporary architecture is preferred over traditional housing styles
- Extensive gardens and open spaces including seating areas and community gardens should be considered
- Sustainability is important to future residents

U3A Painting Competition

In September, Summerset partnered with University Of The 3rd Age Bentleigh (U3A) to develop a poster painting competition for their local members.

U3As are voluntary seniors groups all throughout Australia that provide educational, recreational, and social programs for people in their third age, who are over the age of 50 and are retired or semi-retired.

The competition collaborated with the talented art students of U3A Bentleigh's courses to describe a vision of 'community' in their local area, and what it means to them.

The winning artworks are displayed at the Oakleigh South site. You may have seen these placed around the fencing. If not, have a look out for them!

Through the students' creative vision, we can see the future clearly for the South Oakleigh community. We thank U3A Bentleigh for their participation and look forward to future collaborations.



 #1: Focus Group held at the South Oakleigh Bowling Club.
#2: Summerset presented the painting competition winners with prizes at the U3A Bentleigh campus in Bentleigh East.



About Summerset Oakleigh South

Summerset are seeking to create a vibrant, contemporary and diverse community in Oakleigh South. The new retirement village and aged care will create a community with high quality homes and services catering for a variety of people with different needs and interests, with a distinct character that is timeless and connected with Oakleigh South's local amenity. The village will include a full continuum of care offering.

Our new villages will integrate with and enhance the local neighbourhood, providing an opportunity for people to age in place and stay in the area they know and love. Summerset will operate the village for years to come and takes pride in being part of the existing vibrant community.

Summerset Oakleigh South Community Webinar

15 November 2022



1

Summerset Purpose and Values





Our Purpose
Bringing the Best of Life

Our Founding Philosophy
We were founded on a deep respect for people and a strong belief that we will always put our residents at the heart of everything we do.



Our Values

Strong enough to care
We treat our residents like family
We do what's right
We respect people as individuals

One team
We look out for each other
We take ownership and follow through
We share and listen to each other's ideas

Strive to be the best
We work hard
We like to win
We're always learning and improving



2

Summerset Vision



Introduce our quality continuum of care model to Australia and tailor it to the Oakleigh South market





Accommodation and Services

Independent living	Villas
Assisted living	Independent Apartments
Specialised care	Serviced Apartments
	Care Homes

3

Summerset Villages



Design philosophy and approach

We create villages that residents are proud to call home and staff can be proud to work in

- ✓ Communities with care onsite
- ✓ Warm and inviting environments tailored for residents needs
- ✓ Diverse range community facilities and recreational opportunities
- ✓ Range of homes to suit peoples needs as they age
- ✓ High quality services and care tailored to residents needs

Community Wellbeing

- ✓ A range of village recreation facilities designed to enhance the quality of life for our residents and opportunities for interaction and enjoyment
- ✓ Theatre, chapel, community lounges and dining areas, a bar and activity spaces, wellness centre, exercise room, indoor pool, spa and a salon
- ✓ Landscaped gardens, pocket parks, alfresco dining and community gardens





4

Summerset Villages



Retirement Living

- ✓ Vibrant and active communities
- ✓ Range of homes and sizes including 1, 2 and 3 bedroom villas and apartments with easy access to the recreational facilities
- ✓ Serviced apartments offering assisted living
- ✓ Services and care available

Care Homes

- ✓ Premium care homes adopting a small household model
- ✓ Specialist memory care homes specifically designed for those with dementia to lead active, positive lives
- ✓ Dedicated lounges, libraries, activity areas & dining areas in each household
- ✓ Professional trained and dedicated staff



5

New Community Vision



1. Create a vibrant, contemporary and diverse residential neighbourhood combining a quality Summerset continuum of care village
1. Create a community with high quality homes and services catering for a variety of people with different needs and interests
2. Create a place with a distinct character that is timeless, driven by landscape and architectural expression that connects with Oakleigh South's local amenity

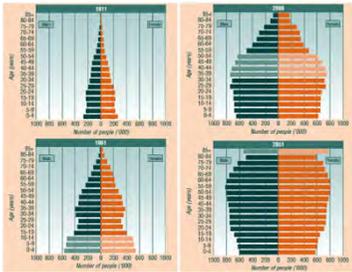


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The Silver Tsunami



- Over the next 30 years the number of people aged over 75 in Australia is forecast to increase 140 percent, to 4.1 million people
- The challenge facing the country is how we provide age appropriate housing, care and services to this group
- A Continuum of Care model, like Summersets, meets the community needs of this rapidly growing cohort

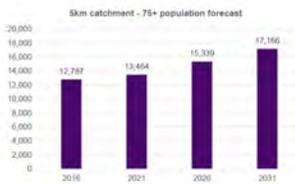


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Future Demand



- 13,500 people aged over 75 live within 5km of the Golf Road site
- Over the next ten years the over 75's cohort in the local area is expected to grow to over 17,200
- To meet the expected demand, around 2,500 retirement units and aged care beds will be required
- Many of the existing villages and aged care homes in the local area do not meet the expectations of the existing and future consumers



Year	Population
2016	12,787
2021	13,464
2026	15,339
2031	17,196

8

What have we been told so far?



- There is clear acceptance of downsizing
- A diverse (and accessible) palette of experiences to choose from
- People want to feel positive, uplifted, connected & free
- Ease of access to care – especially an on call nurse if required ideally 24/7
- Security is a fundamental consideration
- Maintaining a sense of individuality + avoiding “institutional” is extremely important
- Opportunities for social connection are an expected benefit of being in a community

9

9

Oakleigh South Focus Group



- Local residents of 65+
- Believe the location is well suited to a new retirement village/aged care home
- Attracted to retirement for:
 - Lower maintenance
 - Improved lifestyle
 - Healthcare
 - Aged care on site
 - Safety and security
- Seeking diverse housing options – 1 bedroom apartments to 3 bedroom homes
- Desired community facilities:
 - Extensive gardens
 - Open green
 - Putting green
 - Outdoor seating areas
 - Bar/lounge

10

10

The Summerset Proposal



Summerset are seeking to create a quality continuum of care retirement village for the local community at the former school site on Beryl Avenue/Golf Road.

The village will include a range of retirement living options including villas, serviced apartments and a premium aged care home.

11

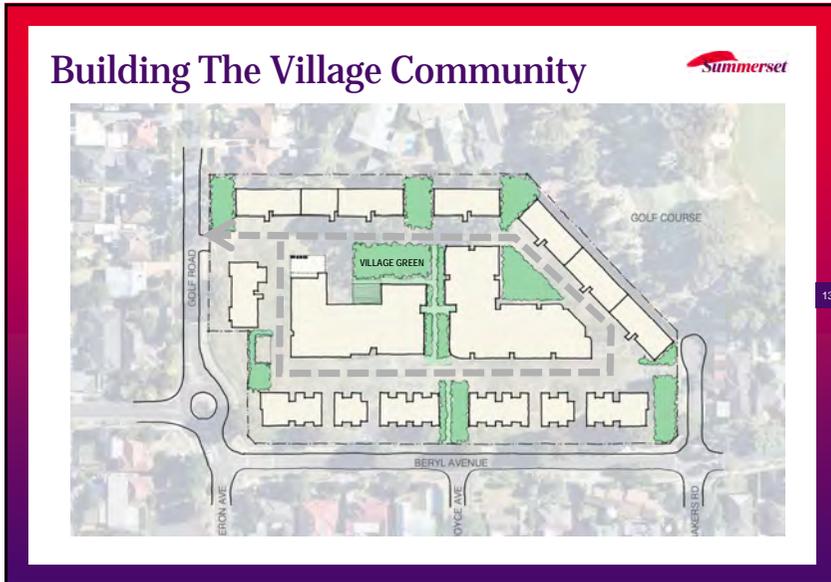
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Site Analysis



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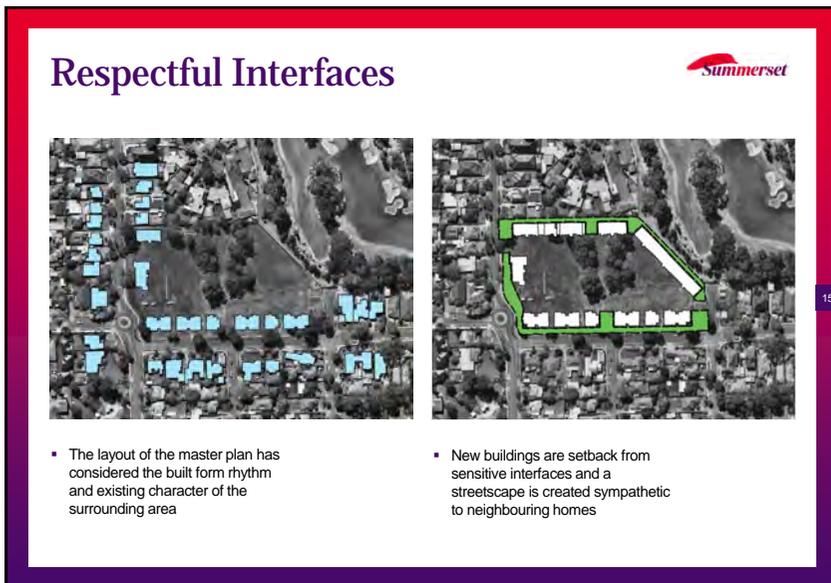
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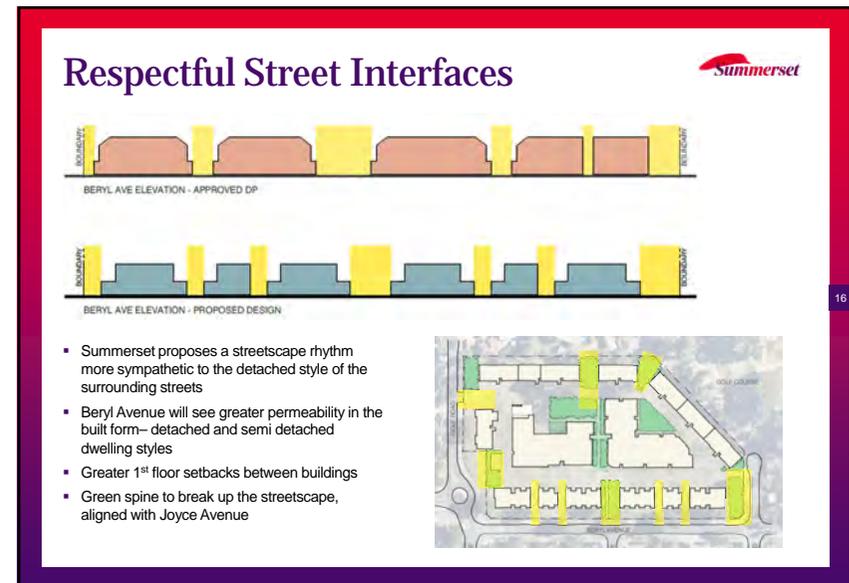
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Respectful Street Interfaces

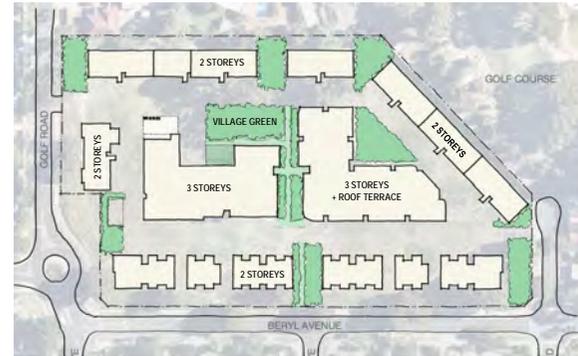


- The village proposes a maximum of two storey, semi detached townhouse style villas along Beryl Avenue and Golf Road
- The aged care building and independent living apartments are located central to the site to respect the low scale existing character of Beryl Avenue and Golf Road.

17

17

Building Height

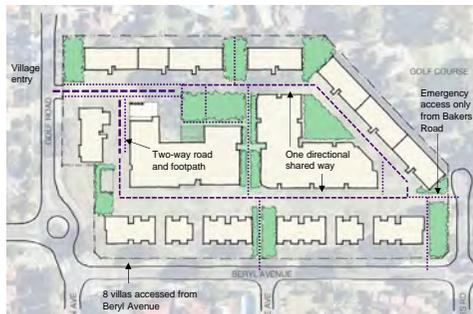


- Building heights will be respectful of the surrounding neighbourhood, ensuring a transition of height towards the site boundaries
- Taller buildings will be located centrally to the site with a maximum of 2 stories at the site boundaries/streetscapes

18

18

Pedestrian Permeability



- The village will have high level pedestrian permeability to promote walkability and connection to the surrounding neighbourhood
- Village entries will be open during the day and secured in the evening for resident's safety and security

19

19

Traffic and Parking



Proposed amended development is estimated to generate 142 less movements per day
(reduction of 28%)

And 24 less movements across peak hour
(reduction of 47%)

- Principal village access from Golf Road
- Emergency vehicle only access from Bakers Road
- Formal 2-way roadway to Aged Care building and basement parking with separate footpath
- Separate footpaths adjacent to formal roadways
- 1-way shared footpath/roadway to balance of the village servicing 32 villas (previously 73 in the approved plan)
- All parking is catered for on-site
- All parking for aged care staff and visitors, independent living apartment residents and visitors is provided in a basement.
- Every villa is provided with a garaged parking space and a single parking space in front for visitors.

20

20

Influencing Local Materials




Bricks Weatherboard Weatherboard Palmy Fences Picket Fences Sheet Metal

21

21

Responsive Design




- The master plan respects the single storey nature of the surrounding street.
- The village proposes a maximum of two storey, semi detached townhouse style buildings along Beryl Avenue and Golf Road

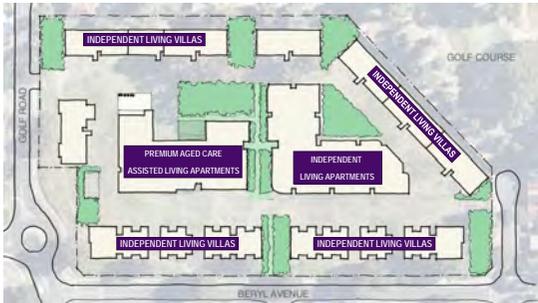


Bricks Weatherboard Palmy Fences Picket Fences Sheet Metal

22

22

Summerset Masterplan

The Summerset Oakleigh South premium aged care and retirement village will include a continuum of care mix of accommodation from independent living villas and apartments, to assisted living apartments and aged care suites



INDEPENDENT LIVING VILLAS



INDEPENDENT LIVING APARTMENTS



ASSISTED LIVING APARTMENTS



PREMIUM AGED CARE

23

23

Independent Living Villas

Beryl Avenue




The Beryl Avenue independent living villas provide single level, 2-bedroom accommodation with private garage parking and open space in a modern, suburban town house style setting.

24

24

Independent Living Villas

Loop Road






The independent living villas provide single level accommodation with private garage parking and open space in a modern, suburban town house style setting.

Villas come in two and three bedroom configurations.

25

Independent Living Apartments

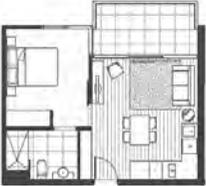
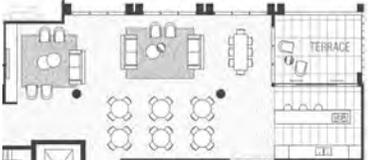





Specifically designed for 70+, the independent living apartments provide a downsized living experience in one, two and three bedroom configurations. Each apartment comes with private balcony and secure basement parking.

26

Assisted Living Apartments


Village residents will have the option of assisted living apartments, providing medium level care such as cleaning, laundry and meals. Residents have access to on site healthcare staff.

Residents have access to dedicated communal kitchen, lounge and terrace as well as the broader retirement village amenities

27

Premium Aged Care






Summerset residents will have access to high-level care rooms with 24/7 staff and dedicated dining, lounge and terrace facilities.

28

25

26

27

28

Accommodation Summary

Aged Care

Aged Care & Assisted Living

15-20
40-50 residents

25-30
40-50 residents

Staff & Visitor Parking

19
6 staff

Proposed development is estimated to generate 142 less movements per day than townhouse development **(reduction of 28%)**

Retirement Village

Villas

45-55
~55-65 residents

1 per villa & 1 visitor each

Apartments

~40
~50 residents

1 per apartment & 10 visitors

And 24 less movements across peak hour **(reduction of 47%)**

29

Landscape Design

Summerset Oakleigh South will be extensively landscaped with well considered and purposeful open spaces including:

- Alfresco dining and terrace
- BBQ and open lawn
- Green Links
- Pocket parks
- Active recreational spaces such as:
 - Putting green
 - Community garden

30

Landscape Design

Putting Green

Village Green

31

Landscape Design

32

Landscape Design



33

33

Planning Process & Next Steps



34

34