



Point Ormond Reserve Playground Upgrade

Community Engagement
Summary Report 2019



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Introduction

Point Ormond playground is a district/regional sized playground with high usage, especially during the summer months, due to its proximity to Elwood Beach. It has several BBQ and picnic areas located adjacent to the playground and is bordered by the heavily utilised Bay Trail cycle and pedestrian paths. It is accessible due to its location next to Point Ormond Road and car park.

The City of Port Phillip plans to replace the playground at Point Ormond Reserve as part of the Playground Renewal Program with the aim to provide play opportunities across the municipality for children of all ages and abilities. The current playground equipment has been damaged with several pieces of equipment removed over the last 12-months. It has also been assessed as being in poor condition and no longer meets Australia Standards.

This document has been compiled following the conclusion of a community engagement process for the Point Ormond playground upgrade (September- October 2019).

An initial concept design was developed before community engagement based on Council's standards for District and Regional playgrounds.

The community was informed about the engagement process in the following way:

- signs in the park
- a postcard letterbox drop to residents and businesses within approximately 500m of the foreshore
- Council's website
- Council's 'Have Your Say' newsletter
- Facebook post of Council's main page
- Twitter.

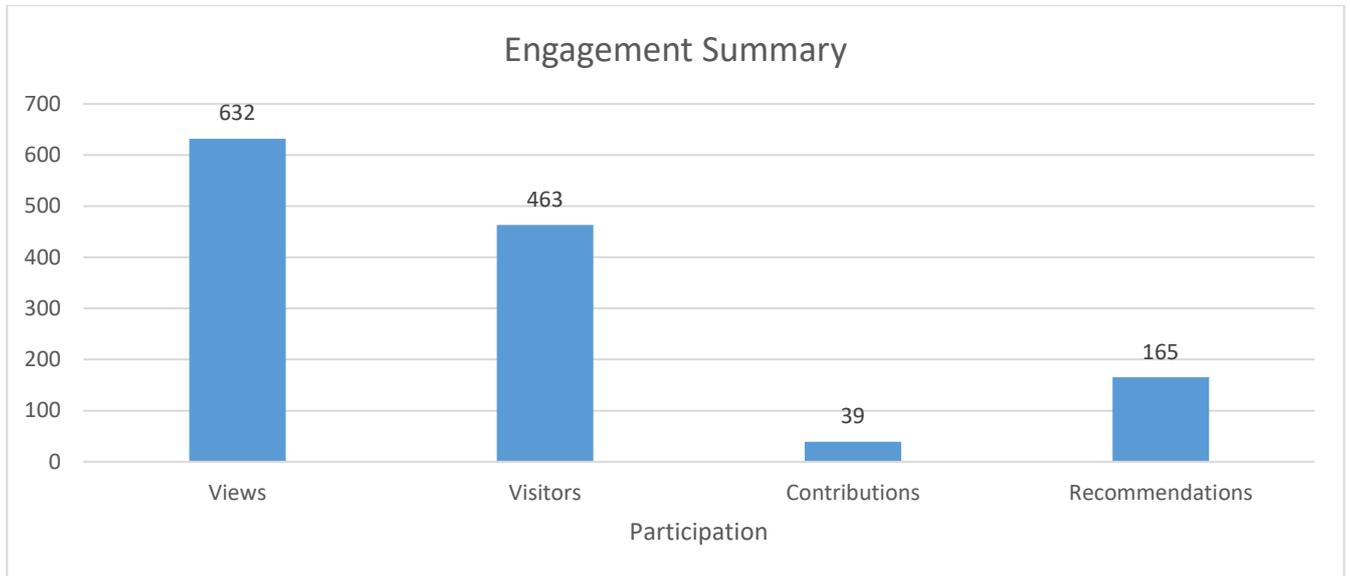
Based on the concept design provided, 39 participants provided 165 recommendations that were captured through the City's online engagement platform, Have Your Say (HYS) Port Phillip.

The report has been divided into two parts:

- **Part 1 - Participant profile and demographics:** this section analyses the user groups and specific information relating to survey responses, including their age, where they live, and their relationship to The City of Port Phillip.
- **Part 2 – Engagement responses:** this section analyses participant feedback gained through engagement. Responses are categorised into key themes that have been identified through the participant responses to each question.

The feedback provided on the concept design will be considered and used to help finalise the design. Every effort has been made by the authors of this document to represent accurately participant feedback and insights.

Table 1 Overall Engagement Summary



Social Media Response

Information relating to the engagement was posted on Council’s Facebook and Twitter accounts. While the twitter post did not generate any reactions, the Facebook post reached 5220 people, with 561 people engaging with the post. For example, a total of 34 people reacted to the post (i.e. ‘like’, ‘heart’, or ‘wow’), eight commented and nine shared.

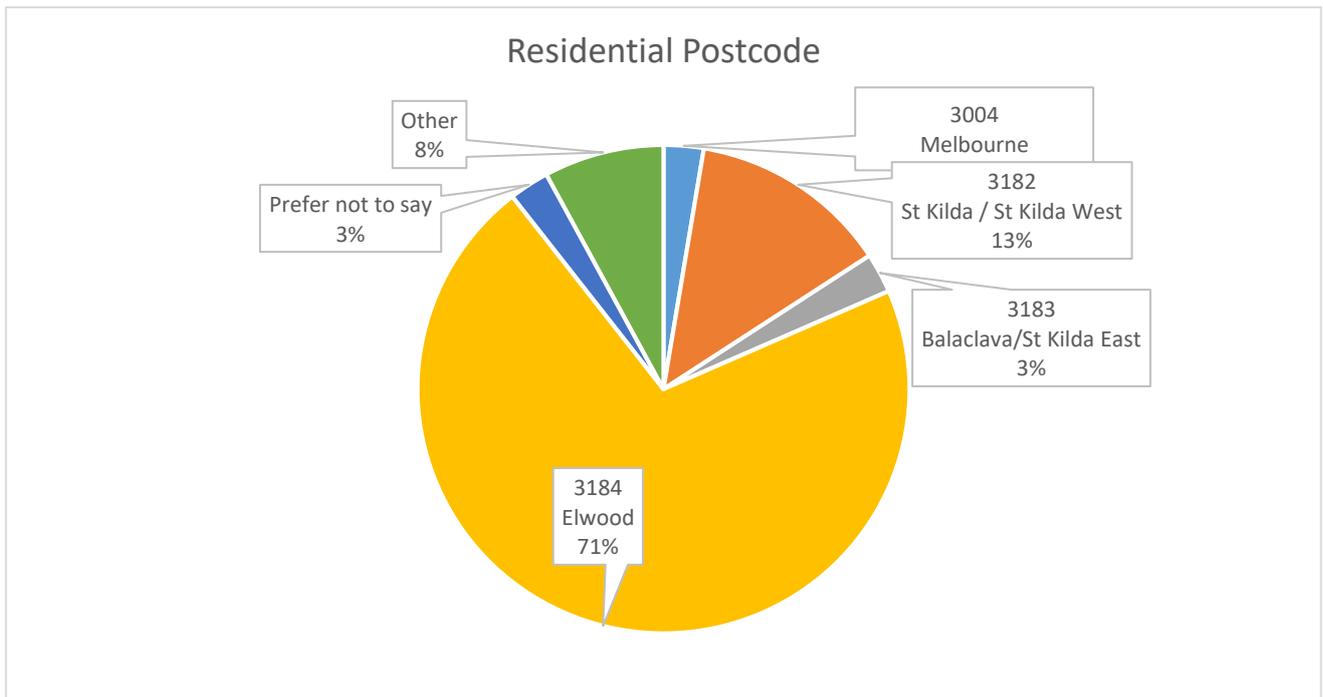
Findings and recommendations

- Over 71 per cent of participants were from Elwood.
- The highest represented age group of respondents was between 34 and 49 years.
- Overall, participants responded favourably to the proposed design.
- When asked if they had any comments related to the proposed playground design that we should consider, over 80 per cent of participants gave a response.
- It was suggested that water play be included in the design by 30 per cent of respondents.
- 40 per cent of respondents left a positive comment on the play elements and welcomed the design.
- When asked if they had any comments related to access and pathways in and around the reserve only half of participants responded and 30% of those were positive of the proposed design.
- When asked if they had any comments related to the park facilities that we should consider (for example barbecues, seating and shelter) just over half of participants responded with a wide variety of suggestions.

Part one - Participant profile and demographics

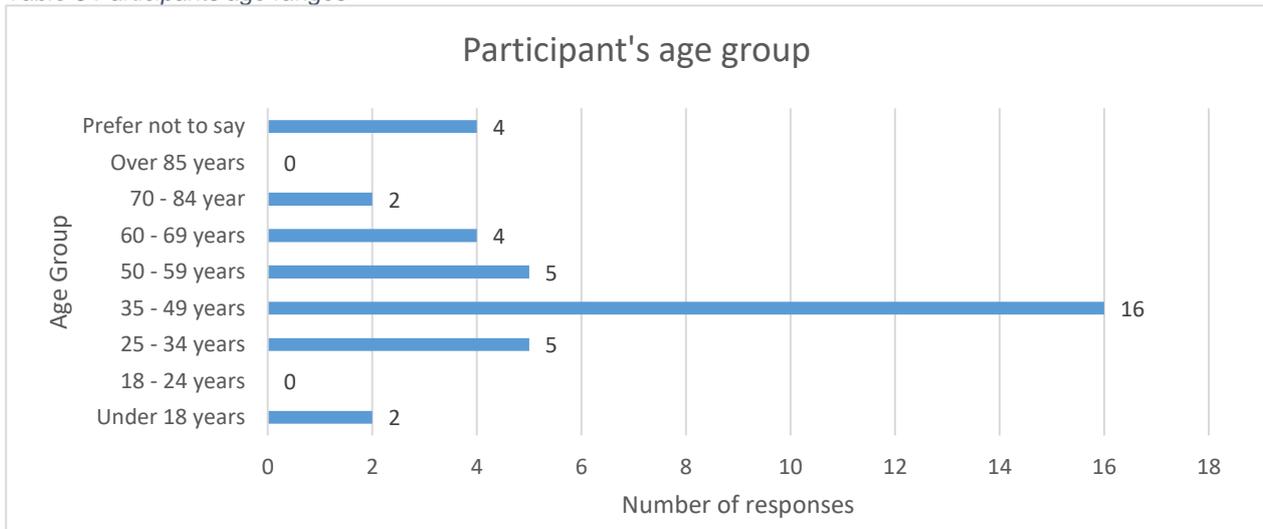
Elwood (3184) residents represented 71 per cent of participants. The next highest response was from St Kilda/ St Kilda West (postcode 3182) residents. Remaining suburbs included Melbourne, Balaclava/St Kilda East, three outside of the council area and one participant preferring not to say.

Table 2 Participant's residential postcodes



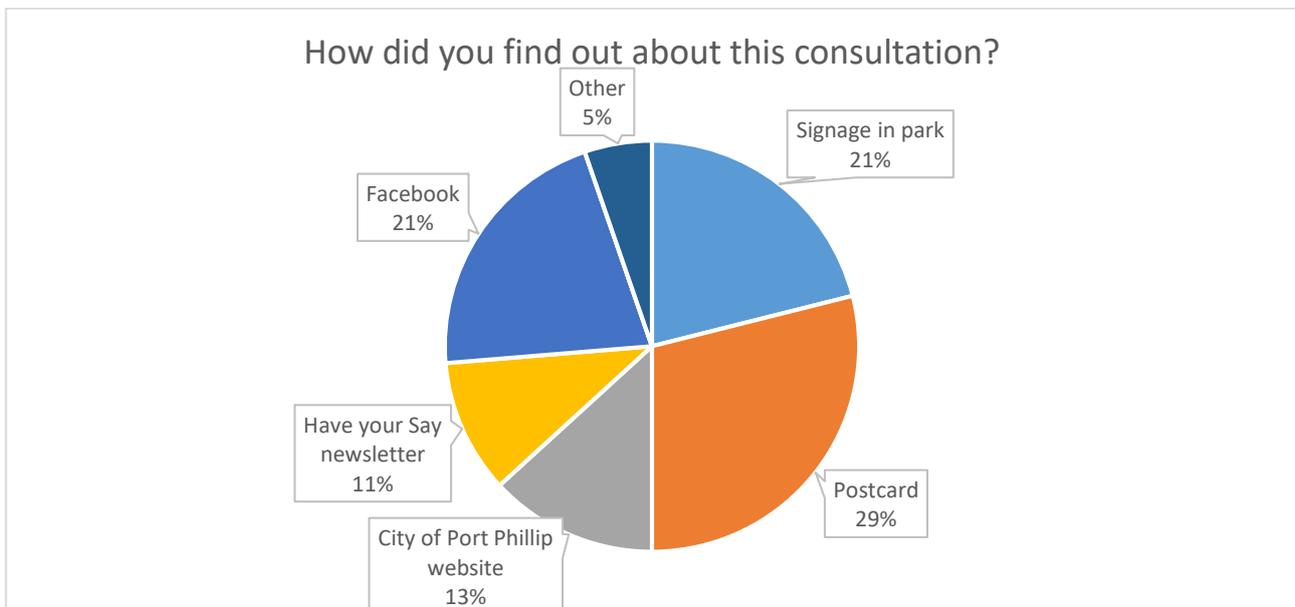
The engagement was successful in gathering data from diverse age groups with the largest group (41% per cent) of participants aged between 35 and 49 years old. Overall, more women than men provided feedback, with the split 62 per cent to 28 per cent.

Table 3 Participants age ranges



Participants were asked how they found out about the community engagement program. This question was added to provide information to council’s communications and engagement team about the best way to involve the community. There was a relatively even spread between Facebook (21%) and signage in the park (21%) but the letterbox drop postcard was the most common way participants found out about the consultation (29%). The ‘Have Your Say’ newsletter and the website also drew over 10 per cent of participants each.

Table 4 How participants found out about the consultation



Part two – Engagement Responses

Apart from information about themselves (as outlined in Part 1- Participant profile and demographics) participants were asked to answer the following questions:

1. Do you have any comments related to the proposed playground design that we should consider?
2. Do you have any comments related to access and pathways in and around the reserve that we should consider?
3. Do you have any comments related to the park facilities that we should consider? (for example, barbecues, seating and shelter)
4. Is there anything else we should consider as part of the upgrade?

Response one

Do you have any comments related to the proposed playground design that we should consider?

A total of 32 (N) participants responded to this this question, generating 71 recommendations which spanned across 5 key themes:

- Water Play
- Positive response to design
- Other play features
- Facilities
- Size of development

4 comments did not fit in to the above themes and were categorised as other concerns.

Table 5- Response 1 themes and responses

Theme	Recommendations	% of N	Responses
Water Play	10	31%	<p>Requests for water play to be included in the design was common. Many listed examples of other playgrounds they had visited and enjoyed. One participant wrote:</p> <p><i>A water play area must be included within the plans. Water pumps & water fountains are a true highlight for all children for all age groups. It is highly interactive and brings so much involvement with active play.</i></p>

Theme	Recommendations	% of N	Responses
Positive responses	13	40%	<p>Many of the responses were generally positive about the design and welcomed the upgrade.</p> <p><i>I think it all looks fabulous and will provide a large variety of activities.</i></p>
Play features	31	34%	<p>Almost a third of responses included suggestions for different types of play equipment. The recommendations were varied. Six responses mentioned climbing equipment (either logs, rope or rocks), three asked for sand play, three for larger slides and three wanted more swings. One response was:</p> <p><i>We would really like to see a big structure for climbing that is variable in levels of difficulty. We also think a rock climbing wall would be an easy thing to add to the plan.</i></p>
Facilities	9	28%	<p>Some responses mentioned supporting facilities for the playground such as shade (two), toilets (one) or fencing (three)</p>
Size of development	4	12.5%	<p>A few respondents raised concerns about the size of the development considering the coastal location and natural vegetation. For example:</p> <p><i>The addition of a flying fox is excessive for the area. It would be better having an interactive coastal garden that attracts fauna that the children and adults alike can explore and enjoy.</i></p>
Other concerns	4	12.5%	<p>Four recommendations were categorised as other concerns. Two related to IT issues with the Have Your Say website and two responses regarding the Council's community engagement process.</p>

Response two

Do you have any comments related to access and pathways in and around the reserve that we should consider?

This question received 33 recommendations which were collected from 20 (N) participants. Responses have been categorised into the following key themes:

- Accessibility
- Positive response
- Reductions to development
- Facilities

Table 6 Response 2 themes and responses

Theme	Recommendations	% of N	Responses
Accessibility	9	45	<p>The most common response related to all abilities access, to the playground space, including pedestrian access from Marine Parade (two) and the Bay Trail (two).</p> <p><i>Personally, I think it's great - however it would be good to be mindful of the needs of everyone and to ensure it remains as accessible as possible for all users.</i></p>
Positive Response	7	35%	<p>Over a third of responses were positive of the paths and accessibility of the proposed design.</p> <p><i>All looks well considered and accessible</i></p>
Reduce development	6	30%	<p>Six recommendations related to reducing the size or type of development. Some responses questioned the number of paths (two) and/or asked for granitic or non-concrete paths (two).</p> <p><i>There are too many paths and the area will no longer feel like a playground in a natural setting - while I understand the need to define pedestrian paths, its unfortunate there are so many - can they be reduced? - are they all necessary? The area should remain as</i></p>

Theme	Recommendations	% of N	Responses
			<i>informal as possible. It is a natural coastal asset.</i>
Facilities	10	50%	Half of the recommendations did not directly relate to access and pathways but suggested supporting infrastructure such as signage (three), bike parking (one) or play equipment (three)

Response three

Do you have any comments related to the park facilities that we should consider? (for example, barbecues, seating and shelter)

This question received 31 recommendations which were collected from 22 (N) participants. Responses have been categorised into the following key themes:

- Park and play facilities
- Shade and Shelter
- Toilets
- Development concerns

Comments that did not fall under these categories have been grouped as 'other'.

Table 7: Response 3 themes and responses

Theme	Recommendations	% of N	Responses
Park or play facilities	12	55%	Most responses to this question recommended park or playground facilities. The recommendations were varied with the most popular responses being seating (three) and a fence for the playground (two) <i>Never enough seating! You don't need tables at the park but definitely always short of seating close by.</i>
Shade and Shelter	8	36%	Shade was highlighted as being important to the project for the playground, natural shade or shelters, by 36 per cent of respondents, <i>Shaded areas for grass sitting or picnicking that doesn't take place at a picnic table.</i>

Theme	Recommendations	% of N	Responses
			<i>There is lack of large trees in the area (as discovered today) for sitting on shaded grass.</i>
Toilets	4	18%	<p>4Toilets closer to the playground was a request of four participants.</p> <p><i>Please add toilets!! The ones in the other side of the hill are too far away for small children. The ones at Booran Reserve (with the electronic doors and timers) would be perfect.</i></p>
Development concerns	3	14%	<p>Concerns were raised about the type of features that would be included in the park, the sentiment reflected by three participants was to keep development to a minimum given the coastal environment, no concrete or native plants only.</p> <p><i>Please keep it very low key, unlit and simple. It is a seasonal beachside location and the siting and design guidelines for the Victorian Coast should be referenced</i></p>
Other	4	18%	Other comments included two that were supportive of the design and other concerns regarding vandalism.

Additional feedback

Is there anything else we should consider as part of the upgrade??

A total of 18 (N) participants responded to this question, generating 30 recommendations. Responses were varied and difficult to theme. Some were repetitions of responses to previous survey questions or restating their ideas. Eight related to ideas for the playground, 12 other ideas for the space or extra facilities, and others used the question to voice current issues with the site like maintenance and lighting.

Some examples of feedback included:

This is our local park and we are so excited. It would be great to see the field of grass that connects this playground to the canal better utilised also.

Have already mentioned above. The playground on Beaconsfield Parade is excellent on the beach, also the one next to Royal Children's Hospital in the big park is the best one I have ever visited.

Considering the beachside location of this playground it would be great to incorporate some sand and water play areas into the space. The recently updated North Road Foreshore Playground nearby is an excellent example of more traditional play equipment, with sand and water play areas that complement the seaside location.